

THE CROSLEY BROADCASTER

VOLUME 13

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NUMBER 15



Every Crosley Dealer has a golden opportunity to add sales and profits to the Christmas selling season by participating in the Crosley Junior Salesman Contest. See Page Four.



TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

THE great yearly Christmas selling season is upon us. It is the time of year when the spirit of giving prompts both young and old to loosen their purse strings to buy gifts for loved ones.

More than ever before, this year will be a Crosley Christmas—a Christmas filled with cheer for those families who will enjoy the new Crosley Radios and Electric Refrigerators—a Christmas of tremendous profits for Crosley Dealers.

There are several reasons why this is so. In the first place, the Crosley Shelvadors have become the fastest growing line of electric refrigerators in public popularity in the country. They provide everything that could be asked for and more—they are priced within reach of the masses. Many homes will buy Crosley refrigerators for Christmas.

Then, the new 1935 line of Crosley Radios has proved itself to be a world leader in popularity. This statement is proved by the fact that October was a history-making month in sales. Shipments of Crosley Radios in October exceeded any month in Crosley's history back to 1928. One month of 1928—

our biggest year—ran only two or three thousand more sets than we shipped this October. The interest in Crosley American-Foreign receivers is growing stronger and stronger. With the amazing Sixty-One A. F. every dealer is provided with a leader that has an irresistible appeal. And with its exceedingly low price, the Crosley Fiver will attract those people with the most modest pocketbooks. There are other models for every taste and every price. Yes, there will be many Crosley Radios bought for Christmas.

As an extra stimulus to Christmas sales, the Crosley Junior Salesman Contest should prove of material help to every Crosley dealer.

But no matter what means you employ, you are urged to apply your very best efforts towards getting your share of Crosley business from now until Christmas. Then you will be on the way to the merriest Christmas you have had for years.

Powell Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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Go After Christmas Sales . . .

Now is the time for every Crosley Dealer to apply every resource at his command, if he is to fully take advantage of the profit opportunities existing in the sale of Crosley Radios and Electric Refrigerators during the Christmas season.

Business sections of cities, towns, villages are beginning to hum with activity always occurring at this time of the year. Crowds are thronging through stores—eager to purchase gifts for their loved ones. These people are ready to spend money. Are you going to get your share of it?

Everyone knows that a Crosley Radio or Shelvador Electric Refrigerator will bring the sort of Christmas cheer that will be appreciated for years. Many homes in your community will be brightened with a Crosley radio or refrigerator.

As to how many of them will enjoy a merry Crosley Christmas depends on you. Tell the people of your territory in every possible way that you are handling the Crosley line—that Crosley products are ideal as Christmas gifts. Arrange attractive Crosley displays in your store and in your window. Make a mailing to your customer and prospect list. Insert ads in your local paper. Have your salesmen make as many house-to-house calls as possible. You have the line that is made right and priced right. You have products that make an irresistible appeal for Christmas cheer. You have the promotional backing in the world's largest broadcasting station. You have a golden opportunity for sales and profits. Get going now and get your share of this great Crosley Christmas selling season.

Farm Homes Can Now Enjoy Foreign Reception . . .

With the announcement of the new Crosley Battery Eight American-Foreign and Crosley Battery Eight

American-Foreign Lowboy, every unwired home is given an opportunity to enjoy reception of distant, foreign broadcasts. Think of the appeal this will make when you tell these prospects of your territory all about these new receivers. You will undoubtedly find many such unwired homes with obsolete sets that will present a ready market for these new Crosley Radios.

Both of these new radios incorporate a new eight-tube superheterodyne battery chassis covering standard and foreign broadcasts.

Push The Fiver . . .

Recognized as the greatest radio value in the world, the Crosley Fiver is an ideal set to advertise insistently to the radio prospects of your community. It is a genuine five-tube superheterodyne with six-tube effectiveness and gets some police calls. At its low price, it cannot be matched anywhere else in all the world.

To help you in pushing this distinct leader, we have prepared newspaper ad mats complete with copy. These are now available in two and three column sizes. We urge you to get these mats from your distributor and insert them in your local newspaper now.

Crosley Announces New Three-Band All Wave Models . . .

Due to an insistent demand from the field, on the part of Crosley distributors and dealers, Crosley has developed and recently announced four new three-band all-wave radios. These are the Model 614 EH, 614 PG Lowboy, 714 GA and the 714 NA Lowboy.

The 614 models are six-tube, three-band sets covering the following wave bands: Standard broadcasts 540-1650 Kilocycles; police, amateur, aviation broadcasts 1650-5000 Kilocycles; foreign broadcasts 5800-

15,350 Kilocycles. The 614 EH is a beautiful new table model and the 614 PG Lowboy is representative of the finest craftsmanship in console design.

The 714 models are seven-tube, three-band sets covering these wave bands: standard broadcasts 540-1700 Kilocycles; police, amateur, aviation broadcasts 1700-5000 Kilocycles; foreign broadcasts 5800-15,350 Kilocycles. The 714 GA and the 714 NA Lowboy are housed in the same cabinets as the Seventy-Two AF and the Seventy-Two AF Lowboy, respectively.

Each of these new models is unexcelled in beauty, performance and value for its particular price and class. They do not in any way replace the Crosley six and seven tube American-Foreign models. Rather they increase the dealer's sales possibilities by providing him with additional models with which to satisfy prospects' needs and desires.

These three-band sets will open up new business for you. There is a certain percentage of people who want foreign reception and police, amateur, aviation, in addition to standard American broadcasts. Go after these people; tell them about these new Crosley Radios and you will be accordingly rewarded with material sales and profits.

Six Lively Ads Ready To Help Sell Crosley Radios . . .

If you want to be sure to gain the attention of the readers of your local newspaper, ask your Crosley distributor to send you the new series of six Crosley Radio newspaper ad mats. Each one contains a cartoon with a humorous twist that emphasizes the desirability of owning a Crosley Radio. They are complete with copy and illustrations of various models. Get this series of mats and run them in your paper—they should help immensely in your sales promotion program.

CROSELY JUNIOR SALESMEN CONTEST ADDS IMPETUS TO CHRISTMAS SALES

CROSELY DEALERS everywhere are expressing utmost enthusiasm over the Crosley Junior Salesmen's Contest. This contest plan is to enlist boys and girls, eighteen years of age or under, as Crosley Junior Salesmen. Then to help them in every possible way to sell Crosley Radios for you. As an incentive to urge these boys and girls to register as Crosley Junior Salesmen, Crosley will give ten Crosley Junior Motor Racers valued at \$250.00 each to the ten boys or girls in the country having the highest sales standing at the conclusion of the contest. This is a real gasoline operated car that will run 70 miles per gallon of gas and can be governed from five to twenty miles an hour. In addition, the Crosley dealer makes it possible for these Junior Salesmen to earn money of their own by paying them five per cent commission for each sale that is completed.

This is quite an apt time to put such a contest plan into force. Not only is the time from now until Christmas the most sweeping radio season; it is also the time of the year when boys and girls are thinking about getting all the things they want and this plan gives them the possibility of doing so.

Contest Promotion

Each Crosley dealer recently received a large 25x38 broadside, one side of which serves as an effective window poster to attract boys and girls to his store to enroll as Junior Salesmen. In addition to this, broadcasts are going on the air over WLW every Friday at 5:00 P. M. (Eastern Standard Time) to urge these youngsters to become Crosley Junior Salesmen.

There has also been prepared a two-column newspaper ad mat with the appeal of the free Crosley Junior Motor Racer. Get one of these mats complete with copy, from your Crosley distributor and run it in your local paper. At the same time your paper will probably be glad to cooperate by running publicity stories. In this regard, as the contest progresses, you can more than likely secure publicity write-ups in your paper at various intervals.

Another idea that might be well

worth following is to contact the local schools to make announcements concerning the contest. Or you might have handbills printed from the ad mat and pass them out to the boys and girls as they leave school.

Contest Plan

After using every available means that you can think of to register boys and girls of your community as Crosley Junior Salesmen, help them in every possible way to sell Crosley Radios for you. Tell them all about the Crosley models; give them literature to study; let them tune in broadcasts on various receivers; have weekly "pep" meetings; tell them how to approach their friends, relatives and neighbors and what to say to them; get them to bring prospects into the store; inspire them to make sales for you.

Each Crosley Junior Salesman is to be given an entry card that will enable you to keep a complete record of his sales, earnings and contest points. Your Crosley distributor can supply you with these cards. This card must be turned in to you no later than 5:00 P. M. December 24, 1934, and such cards must be mailed by you to your distributor at once.

This is a big opportunity for you to give an extra boost to your Christmas sales of Crosley Radios. We urge you to push this contest in every available manner. You will undoubtedly be gratified over the sales and profits it will bring to you and perhaps some boy or girl in your community will be the happy winner of one of the Crosley Junior Motor Racers.

Contest Rules

- 1.—Contest open to all boys or girls eighteen years of age or under.
- 2.—Record card must be secured from an authorized Crosley Dealer.
- 3.—Dealer will be solely responsible for payment of cash commission.
- 4.—Commissions will be paid and prizes will be awarded only on actually completed sales of Crosley radios to prospects not contacted by dealer at present time.
- 5.—Record of sales must be entered on this card by dealer.
- 6.—One credit point will be al-

lowed for each dollar of sales. (Based on Eastern Prices).

7.—All entries must be turned in to dealer no later than 5:00 P. M., December 24, 1934.

8.—Prizes will be awarded January 15, 1935.

9.—Junior Salesmen eligible for prizes will be required to supply a statement sworn to before a Notary Public to support the claims shown on their record cards.

10.—Any attempt to defraud through false entries on record card or by any other means whatever will automatically eliminate the salesman from participation.

11.—The decisions as to prizes will be made by a committee of judges appointed by The Crosley Radio Corporation. These decisions will be considered final.

12.—It is understood that names and facts concerning prize winners may be used by The Crosley Radio Corporation in its advertising.

Contest Points

Each contestant for the Crosley Junior Motor Racer is to be credited with one point for each dollar of sales (Based on Eastern Prices). To help you readily credit the proper number of points for each Crosley Radio sold, the following listing is given:

Crosley Radios	Points
Forty One	20
Forty One Deluxe	23
Fifty Two	30
Fiver	20
Dual Fiver Deluxe	30
Fifty Four RB Lowboy	40
Dual Fiver Deluxe A	35
Dual Fiver Deluxe A Lowboy	48
Sixty One AF	40
Sixty Four MD	55
614 EH	50
614 PG Lowboy	65
Seventy Two AF	60
Seventy Two AF Lowboy	80
714 GA	65
714 NA Lowboy	85
814 FA	80
814 QB Lowboy	100
Battery Forty	20
Battery Fiver	30
Battery Fiver Lowboy	50
Battery Eight American Foreign	60
Battery Eight Am-F Lowboy	75

Palestine Distributor Visits Crosley Factory . . .

David Levinson, of Tel-Aviv, Crosley distributor for Palestine, was recently a visitor at the factory in Cincinnati. Mr. Levinson, who is on a business tour of the country, arrived from Chicago via airplane.

Tel-Aviv is the new city in Palestine built on the plans of a modern American city, with wide streets, up-to-date buildings and improvements. A new Palestine has replaced Old Palestine because of the large numbers of Jews from the United States and Germany who have moved there, bringing with them the higher standards of these two countries. A very large number of them have lived in the United States and are accustomed to the high standard of American living, and they demand the same modern conveniences and luxuries that they did in America, Mr. Levinson said.

For these reasons he reports a big improvement in the radio business and great popularity for Crosley short and long wave receiving sets. The people want broadcasts from foreign lands so as to keep in touch with the world.

Likewise, they are buying American refrigerators and Mr. Levinson reports increasing popularity for Crosley Electric Refrigerators.

Paying Its Own Way . . .

So impressed is J. C. Cardin, of Cushing, Oklahoma, with his new Crosley Shelvador Electric Refrigerator that he has written the following:

"We want to congratulate you on the fineness of the Crosley refrigerator. The Shelvador is neat in appearance and is not out of proportion in any way.

"We like the Shelvador feature very much as it gives a great deal more storage space.

"My wife has been checking very carefully for the past thirty days and she advises me the Shelvador has saved enough food to go a long way toward paying the installment.

"The reason for us buying the Shelvador was that we have been using Crosley Radios for several years. They have given such good service with so little expense that we figured we couldn't go wrong in buying the Shelvador. And above all the price is right."



North Carolina Dealer Sells Forty Battery Radios . . .

Pictured above is the fleet of cars in active service for Radio Service Company, Crosley dealer of Lenoir, N. C.

This aggressive dealer has had an enviable success in the sale of Crosley Battery Radios. John Robb of this firm tells about this success in a recent letter:

"You will perhaps be interested to know that we have sold forty battery receivers. Our percentage of table to

console models has been about 50-50. Our main talking point in favor of the Air Cell Battery is that, with this equipment, the prospect can have uninterrupted use of his set and does away with all troubles and inconveniences of recharging the "A" battery. We also tell owners that if they will put aside a small sum each month for a year, it will, in most cases, take care of the replacement battery costs."



Display At Madison Square Gardens . . .

This attractive display of Crosley Radios and Electric Refrigerators created widespread comment and interest among those who attended the

recent show held at Madison Square Gardens, New York City. The name "Crosley" was exceptionally well displayed.



Outstanding Exhibit At Michigan Fair . . .

This attractive exhibit of Crosley Radios was recently in the Hartford Fair booth of Frank H. Clay Company, Crosley distributor of Kalamazoo, Michigan. Over 35,000 people attended the fair which had exhibits from several counties in Southwest Michigan. In addition to the radio display, this distributor also had a booth with Crosley refrigerators.

According to Frank H. Clay, the Crosley booths were the most attractive at the fair. Especially was this true during the broadcasting of the World Series ball games by a Crosley Radio. Each concession used a Crosley radio and announced the Crosley name at various intervals. This was quite a scoop for this aggressive distributor. Everywhere on the fair grounds, Crosley Radios were seen and heard; in fact, Crosley radios were the only ones used on the grounds.

In the refrigerator display, one of the models was chilled and filled with real food.

Another attraction that was sponsored during the fair was a "Nail guessing contest", through which this distributor obtained thousands of prospect cards. These cards have been distributed to the dealers of this territory and undoubtedly many sales will result.

A poster on the booth indicates that the following dealers cooperated: Keeter Radio Company, Benton Harbor; H. N. Batchelor, Buchanan; C. H. Walter, Niles; Bigelow Music Shop, Dowagiac; Brigham Hardware, Decatur; E. C. Hawley, Paw Paw; Thompsons Hardware, Lawrence; K. L. Wilcox, Coloma; Starks Garage and Radio, South Haven; Gunsaul Hardware, Covert; Baroda Hardware, Baroda; Burgoyne, Berrien Springs.



Successful Trip Enjoyed By Crosley Sales Executive . . .

H. E. Richardson, assistant to Powel Crosley, Jr., in charge of sales, Crosley Radio Corporation, has returned to Cincinnati following a very successful ten-day trip in the eastern part of the United States. A number of the largest and best known retail stores in the country were added to the list of Crosley authorized dealers, and he brought with him substantial orders to meet their requirements during the next 30 days.

Among the newly designated retail outlets are: Hecht's Department Store, Washington, D. C., which will now carry Crosley radios in addition to Crosley refrigerators which it has handled in the past.

The Hub Furniture Store, Washington, D. C., part of the Reliable chain, now adds Crosley radios to Crosley refrigerators which it has previously handled.

The Kresge Department Store, Newark, N. J., takes on the full line of Crosley Shelvador refrigerators.

Ludwig Baum in New York and Newark is now selling the full line of Crosley radios and Crosley Shelvador refrigerators.

In Philadelphia Crosley radios will now be sold by Stern & Company, Whitehills, Lit Brothers and Schuman Brothers Furniture.

Marshall Field & Company and Weiboldt's five Big Stores in Chicago have recently taken on the sale of the new Crosley line of radios and report an active demand for them.

Speaking of conditions in the East as he found them, Mr. Richardson said: "I found an extremely active movement of merchandise and everyone reflected a very optimistic attitude toward the season's radio business. Both dealers and distributors are placing substantial orders to meet their requirements during the next 30 days".

Prize-Winning Window Display . . .

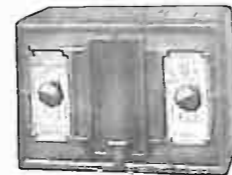
Here is the highly attractive window display of the Elder and Johnston Company, department store of Dayton, Ohio, that won fifth prize in the recent Crosley National Window Display Contest. The center piece aptly illustrated the theme, "Tune in the world with a Crosley." On either side are price cards of various Crosley radio models with the captions, "A Crosley for every purse" and "A Crosley in every home."

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". Several 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

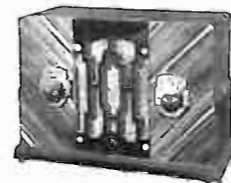
Complete With Tubes and Fabric Carrying Case

Dimensions:
6 3/4" high,
9 5/8" wide,
4 1/2" 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

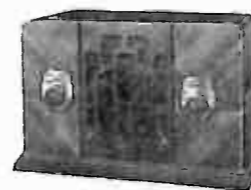
Complete With Tubes

Dimensions:
8" high, 11" wide,
4 7/8" 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.



\$29.95

Complete With Tubes

Dimensions:
7 7/8" high,
11 3/4" wide,
6" deep.

FIFTY-TWO

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:
11 5/8" high,
10" wide,
7 3/4" deep.

FIVER

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 FIVER DELUXE



\$29.95

Complete With Tubes
Dimensions: 13 1/8" high, 10" wide, 8 1/2" 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, Three Gang Tuning Condenser, Full Floating Moving Coil Electro-Dynamic Speaker.

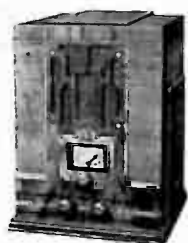
FIFTY-FOUR RB LOWBOY



\$39.95

Complete With Tubes
Dimensions: 36" high, 21 5/8" wide, 11 1/16" deep.

DUAL FIVER DELUXE A



\$35.00

Complete With Tubes
Dimensions: 13 1/2" high, 10 1/2" wide, 8 7/8" 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.

DUAL FIVER DELUXE A LOWBOY



\$47.50

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

SIXTY-ONE A. F.



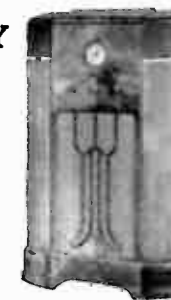
\$39.95

Complete With Tubes
Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" 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-FOUR MD LOWBOY



\$54.50

Complete With Tubes
Dimensions: 36" high, 22 1/4" wide, 11 3/4" deep.

614EH THREE BAND ALL-WAVE



\$49.95

Complete With Tubes
Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" deep.

6 TUBES . Three Band All-Wave Superheterodyne

● AMERICAN broadcasts — (540-1650 Kc.)—Police, amateur, aviation broadcasts (1650-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

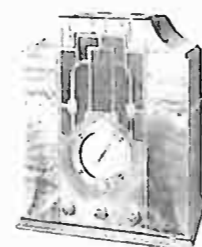
614PG THREE BAND ALL-WAVE LOWBOY



\$65.00

Complete With Tubes
Dimensions: 36 1/2" high, 22 5/8" wide, 12 1/16" deep.

SEVENTY-TWO A. F.



\$59.95

Complete With Tubes
Dimensions: 18 5/8" high, 16 1/4" 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.—Dual Ratio Tuning Control—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

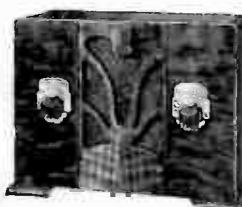
SEVENTY-TWO A. F. LOWBOY



\$79.50

Complete With Tubes
Dimensions: 38" high, 23" wide, 11 1/4" deep.

BATTERY FORTY



\$19.99

Complete Less Batteries
Dimensions: 8" high, 10 1/2" wide, 5" deep.

4 TUBES . Superheterodyne BATTERY RECEIVER

● SUPERHETERODYNE chassis. Designed for use with the 2-volt air

cell "A" battery or regular 6-volt battery connected for 2 volts. Low battery drain. Two Double Purpose Tubes increase the efficiency to that of an ordinary six tube set. Pentode Output. Permanent Magnet Speaker.

BATTERY FIVER



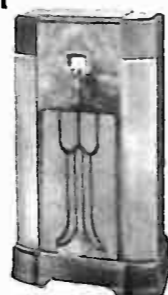
\$29.95

Complete Less Batteries
Dimensions: 13 1/8" high, 10" wide, 8 1/2" deep.

5 TUBES . Superheterodyne BATTERY RECEIVER

● GENUINE superheterodyne chassis. Designed for use with 2 volt air-cell "A" battery. Has Pentode Output, Airplane Type Dial, Permanent Magnet Speaker.

BATTERY FIVER LOWBOY



\$49.95

Complete Less Batteries
Dimensions: 36" high, 22 1/4" wide, 11 3/4" deep.

714GA THREE BAND ALL-WAVE



\$65.00

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

7 TUBES . Three Band All-Wave Superheterodyne

● AMERICAN broadcasts (540-1700 Kc.)—Police, amateur, aviation broadcasts (1700-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Dual Ratio Tuning Control—Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

714NA THREE BAND ALL-WAVE LOWBOY



\$85.00

Complete With Tubes
Dimensions: 38" high, 23" wide, 11 1/4" deep.

BATTERY EIGHT A. F.



\$59.95

Complete Less Batteries
Dimensions: 18 5/8" high, 16 1/4" wide, 10 1/4" deep.

8 TUBES . American-Foreign BATTERY RECEIVER

● SUPERHETERODYNE. Standard broadcasts—550 to 1700 Kc. and Foreign broadcast—5,800 to 15,300 Kc.—Airplane Type Dial—Automatic Volume Control—Continuous Tone and Static Control—Permanent Magnet Speaker.

BATTERY EIGHT A. F. LOWBOY



\$74.50

Complete Less Batteries
Dimensions: 37" high, 23" wide, 11 3/4" deep.

814FA ALL-WAVE



\$79.50

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

8 TUBES . ALL-WAVE SUPERHETERODYNE

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

814QB ALL-WAVE LOWBOY



\$99.50

Complete With Tubes
Dimensions: 38 1/2" high, 24 1/8" wide, 12" deep.

WESTERN PRICES SLIGHTLY HIGHER

WESTERN PRICES SLIGHTLY HIGHER



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

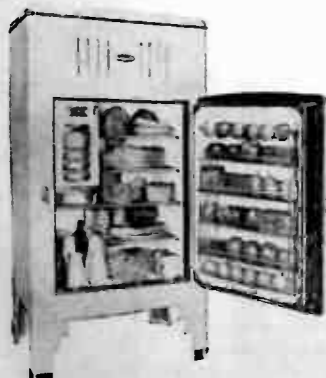


MODEL EA-43

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 1/2" high, 29" wide, 25 13/16" deep.

\$145.00

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



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

Crosley Electric Refrigerators

Offer Exceptional Sales Opportunities

During The Christmas Season



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

In all the world there is no other gift like the Crosley Electric Refrigerator. With the sensational Shelvador and other exclusive features, each Crosley refrigerator is incomparable in satisfying the public's needs and wants. People the nation over, are talking about the Shelvador and many families will be made happy when they see a Crosley refrigerator in their homes on Christmas day.

Crosley Electric Refrigerators are proven daily necessities—housewives need and want their advantages, conveniences and health-protection every day of the year. Likewise, these fast-selling refrigerators have everything that could be desired—more conveniences, more features,

more advantages, stream-line beauty, long, trouble-free service—and they are priced within reach of the masses.

Moreover, the amazing Chest Shelvador is a smashing leader—priced so low that it is within reach of every home that hitherto could not afford electric refrigeration.

Every Crosley dealer is urged to take full advantage of the profit opportunity existing in the sale of Crosley refrigerators during the Christmas season. Display them, advertise them, push them—and you should reap a profitable Christmas.

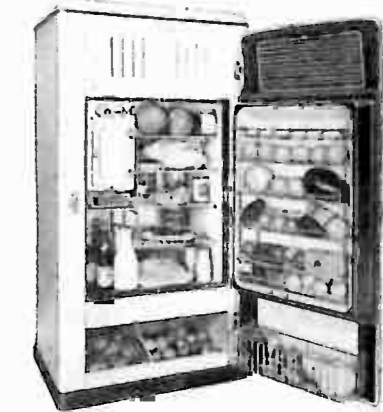


MODEL E-43

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: 56 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); three ice trays and one double depth tray. Dimensions: 57 1/2" high, 29" wide, 25 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 1/2" high, 32 1/2" wide, 26 1/2" deep.

\$185.00

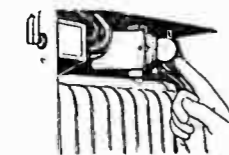
Also available with Porcelain Exterior. (PE-70)\$215.00

A Few Outstanding Features Of Crosley Electric Refrigerators



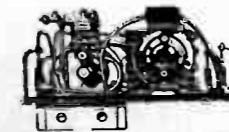
Ventilated Front

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 the new Crosley Electric Refrigerators.



Automatic Interior Light

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.



ALL PRICES INCLUDE DELIVERY INSTALLATION ONE YEAR'S FREE SERVICE

MODEL EA-20



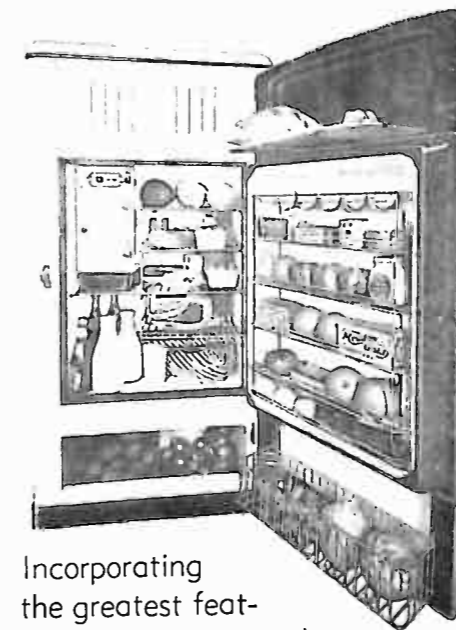
(Approved by T. V. A.)

Ideal for houses, apartments, cottages, or as an extra refrigerator. Two standard ice trays. Porcelain interior and top; white lacquer exterior with black trimmings. Dimensions: 36" high, 23 3/4" wide, 20 3/4" deep.

\$72.50

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. The new Ventilated Front provides maximum refrigeration unit efficiency even when the refrigerator is placed close to the wall or in a small alcove.

Western Prices Slightly Higher



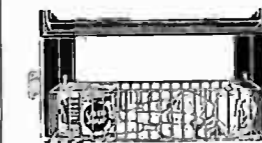
Exclusive Features Of Crosley Tri-Shelvador



Shelvatray

(Patents Pending)

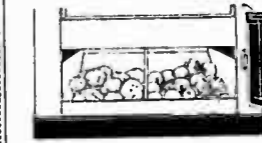
A handy place to set things and a tray for carrying them. Saves time and effort. Only available in the Crosley Tri-Shelvador.



Shelvabasket

(Patents Pending)

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



Storabin

(Patents Pending)

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

Incorporating the greatest 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.

Western Prices Slightly Higher



NATIONAL HOUSING ACT ENCOURAGES SHELVADOR SALES

REALIZING THE great need for Better Housing throughout the country, the United States Government has recently inaugurated a cooperative movement to encourage just what the theme suggests—"Better Housing." Although this movement naturally includes the promotion of building repairs and improvements; it likewise stands firmly behind the encouragement of the nation to buy certain "built-in" equipment that will bring better living conditions. Listed among these "built-ins" are electric refrigerators, if permanently attached to wiring. This is, of course, the factor that has the greatest interest to all Crosley dealers. It means that the Federal Government, through the National Housing Act, is standing behind you to help you get your share of sales and profits under this movement.

The basic idea of the movement is that it makes available throughout the country hundreds of millions of dollars in credit to enable home owners to purchase their "better housing" needs. Any home owner who has an adequate regular income and a good credit standing in his community may borrow any amount from \$100.00 to \$2,000.00, based on his income. These loans are made from any bank, loan institution or other agency properly endorsed by the Federal Housing Administration. The loans are repayable monthly and may extend through a period as long as three years. A low interest rate of only 5% per year is charged.

Facts About National Housing Act

The following facts about the National Housing Act should prove of interest to every Crosley Dealer to help further his understanding of how this plan will help in the sale of Crosley Electric Refrigerators.

Any property owner with a regular income can apply for a loan with which to purchase a "built-in" Crosley Electric Refrigerator.

Loan applications are made to any National Bank, State Bank or Trust Company, Savings Bank, Building and Loan Association or Fi-

nance Company approved by the Federal Housing Administration. Dealers can receive loan applications direct from customers by making arrangements with any such financial institution.

Any amount from \$100 to \$2,000 for any one property can be borrowed. This maximum amount should make possible the sales of Crosley refrigerators to apartment house owners under this plan.

The loan is repaid in regular monthly payments for any number of months from one to three years.

No security is needed, but the borrower must give assurance that he owns the property; that his annual income is at least five times the annual payments on the loan; that his mortgage, if any, is in good standing; that there are no past due taxes; interest or liens against his property; and that the proceeds will be used solely for property improvement.

Only the property owner and his wife need sign for the loan.

The only charge for the loan is 5% per year, deductible in advance. No down payment is necessary.

Important To Every Crosley Dealer

The announcement of the Better Housing Act's application to the sale of Crosley Electric Refrigerators is of general importance to every Crosley Dealer. It means that you can now urge those people who need electric refrigeration and who have postponed buying due to a lack of immediate funds to buy now. Certainly there is no household equipment that contributes more to better living than electric refrigeration. And equally as certain is the fact that Crosley Shelvador Electric Refrigerators provide more conveniences, more advantages—that they are the most popular on the market today in giving housewives everything they could ask for.

Must Be Permanently Installed

As mentioned above, under the conditions of the National Housing Act, each Crosley Electric Refrigerator sold under this plan must be permanently installed. However, this is comparatively simple to do. When a refrigerator installation is made, the loose plug-in connecting cable

should be permanently attached, preferably by means of a conduit running from the refrigerator to the electric outlet.

Plan A Campaign Now

Every Crosley Dealer knows that a Shelvador Electric Refrigerator quickly pays for itself out of the savings it brings in lower food costs. Quantity purchases at lower prices and the elimination of food spoilage—these are definite economies for every Shelvador user. Now with the National Housing Act prolonging the payments for as long as three years, by all means tell the people of your community that they can no longer afford to be without Crosley electric refrigeration.

Naturally, the most logical prospects are those who are making other improvements in their homes under the Federal Housing Act. The act was not intended as an easy financing plan for electric refrigerators or any other individual product. The refrigerator should fit in as a necessary integral part of a general improvement plan.

The first thing you should do is get in touch with your local "Better Housing" committee—or if one is not yet organized write direct to the Federal Housing Administration at Washington, D. C. Ask to be supplied with all the promotional material you need. Window emblems, newspaper mats, posters—are all available. Also secure copies of the Home Owners booklet to distribute to your customers.

Imbue your sales organization with the spirit and the facts of this campaign. Advertise in every possible way that you are cooperating with the Federal Housing Act and that prospects can buy Crosley refrigerators with the long time payment plan of this act.

Use this plan to promote better living in your community—to help more people than ever before to enjoy the pleasure of owning and using a Crosley Shelvador—to help yourself to enjoy the profits that will accrue through such a better business movement.



Unique Tie-Up With Motion Picture . . .

When the motion picture, "Gift of Gab" appeared in a theatre at Phoenix, Arizona, the Valley Electric Company, Crosley dealer of this city, took advantage of their opportunity in an effective manner. Since Crosley Radios are used in several scenes of the movie production, it was quite an apt "tie-in". This very attractive window display very effectively told the passers-by that Crosley Radios are used in the picture. Also on the back of the advertisement folder distributed by the theatre appeared an advertisement that read, "You're THERE With a Crosley. It doesn't take a salesman's 'Gift of Gab' to prove Crosley's superior tone and performance. It speaks for itself. You can tune in the world with a Crosley all-wave radio. See all the latest models on display at the Valley Electric Company."



Dealer Finds It Pays To Go After Battery Set Sales . . .

Unusual success in the sale of Crosley Battery Radios has been the happy experience of S. D. Murff, Crosley dealer at Silver City, New Mexico. There is a reason for the outstanding sales record he has achieved. He goes out after the business, realizing the tremendous market that exists in the sale of battery receivers to farm homes.



Commenting on his sales record which has reached over the sixty mark, Mr. Murff says:

"I decided to cash in on the battery radio market by working the farm and ranch homes. I loaded my truck with battery receivers and sufficient air cell "A" batteries and dry cell "B" batteries. We were successful in selling 63 battery sets and am glad to report we have not had a single failure."

Southern States Show Gains In Radio Sales . . .

C. A. Cooper, district manager for the Crosley Radio Corporation, Cincinnati, Ohio, for Georgia, Florida, Alabama and Tennessee, was recently a visitor at the factory in Cincinnati.

He reported a very noticeable improvement in trade conditions in the South. "Crosley Radios and Refrigerators", he stated, "have met with good acceptance both on the part of the dealer and the user. We are expecting a very heavy volume of radio sales through November and December; also a very good season for electric refrigerators, which will begin in this territory about January 1. "Practically all of the cotton crop is in and farmers will shortly realize finances from the sale of it. The crop was good and prices are fair. This will mean increased sales of radios, especially battery receiving sets throughout the rural districts.

"In the past two years farmers have bought more radios than ever before. There has been a very heavy demand for battery sets and the fac-

tory has been pressed to supply the demand. This increase in radio sales is due to education more than anything else. Radios enable farmers to keep up with current market prices, national events and things of everyday interest that are essential to the farmer's welfare today. More than ever it is necessary for farmers to keep in touch with market conditions.

"A new crop that is bringing in additional income to farmers in the South is tung oil. This is produced from the nut of the tung tree and is used in the manufacture of paints and thinners. It is becoming one of the fastest growing industries in the South, particularly in southern Georgia and northern Florida. We are going to hear much more about this tung oil industry in the next twelve months than we ever have before because it has just recently been discovered that it is valuable for these uses."

Crosley Radio Sales Set Record . . .

Sales of 50,971 Crosley radios during October are announced by Powel Crosley, Jr., president, Crosley Radio Corporation, Cincinnati. This is the largest number of sales of radio sets since 1929 when the company sold 50,269 sets, and compares with 47,204 sets for October, 1933, and 22,742 for October, 1932. In addition to the improvement in rural sections and business generally, a material factor in the increased sale of radios is the new all-wave American and Foreign receiving sets which are in great demand, Mr. Crosley stated.



Interstate Electric Company Of New Orleans Holds Crosley Dealer Convention

Year Round Market Possibilities Of Crosley Products Stressed . . .

Sponsoring one of the largest and most successful conventions in its history, the Interstate Electric Company of New Orleans was host to over one hundred Crosley dealers and their wives at a meeting held in the Monteleone Hotel, in the company's home city, Wednesday, November 7th, 1934.

The meeting convened promptly at 10:30 A. M., with O. G. H. Rasch, Secretary-Treasurer of the Interstate Electric Company, as Chairman in Charge.

Calling attention to the fact that the recent depression had discouraged saving and that the Government's present policy was one of spending with a guarantee of "You'll be taken care of by the Government if you lose your job", Mr. Rasch pointed out that the business man who adopted the installment plan of selling in his business, was in a wonderful position



Here is shown the home office and the employees of the Interstate Electric Company of New Orleans, La.

to obtain a tremendous volume, adding further that credit, properly administered, afforded an extra profit through carrying charges. Mr. Rasch stressed the importance of careful investigation, but not too strict a credit structure.

Neil Bauer, Sales Manager of the Crosley Radio Corporation, was the next speaker to address the convention:

"There is the greatest potential market for radios now since the inception of home radios," said Mr. Bauer, "because most of the 18 million radio sets in the United States today are obsolete, due to the fact that present standards of reception emphasize foreign stations as well as local. By the first of the year, too, the Crosley Corporation expects to produce about one hundred and fifty thousand refrigerators or nearly triple the production of our previous year, which gives dealers a year round market on one trade name," said Mr. Bauer in conclusion.

"Credits and Financing" were discussed by C. T. Bourne, District Manager of the C. I. T. Corporation, and George H. Lasley, District Manager of the Crosley Corporation was next introduced, speaking briefly on his and the company's willingness to cooperate fully with every "Crosley" dealer in his district.

Immediately following the morning session, luncheon was served in the main dining room of the Monteleone Hotel, with the meeting re-convening at 2:30 in the afternoon. At this time, the ladies attending the convention were extended an invitation by the Interstate Electric Company to attend

Below—Standing (left to right)—Lee Bird, Service Engineer, Crosley Radio Corp.; W. G. Amspoker, Special Representative, Interstate Elec. Co.; H. V. Monninger, Advertising Mgr., Interstate Elec. Co.; F. B. Stern, Vice-President, Interstate Elec. Co.



Above—Seated (left to right)—George H. Lasley, District Mgr., Crosley Radio Corp.; Neil Bauer, Sales Mgr. Crosley Radio Corp.; Percival Stern, President, Interstate Electric Co.; O. G. H. Rasch, Secretary-Treasurer, Interstate Electric Co.

the Orpheum Theatre as the Company's guests, where the picture, "Gift of Gab", in which Crosley radios were used, was being shown.

Starting the afternoon session, Neil Bauer, again addressed the meeting by giving an individualized description and explanation of each Crosley Radio set in the display.

Lee Bird, Service Engineer of the Corporation then took the floor and gave a detailed explanation of the various service parts of Crosley "Shelvador" and "Tri-Shelvador" refrigerators. In Mr. Bird's explanation of the refrigerator's condenser, he dissembled each individual working part during the course of his talk, explaining as well as illustrating the simplified construction that has made

(Continued On Page 17)

Davison-Paxon To Sell Crosley Radios In Atlanta . . .

Herndon Thomas, manager of the radio department of the Beck & Gregg Hardware Company of Atlanta. Crosley distributors, announces that the Davison-Paxon Department Store of that city has been appointed dealer for Crosley radios. This store is affiliated with Macy's of New York and is one of the outstanding department stores in the Southeast, and one of the most modern in the United States. It was formerly the Davison-Paxon & Stokes Company.

Dealer Wins On Irish Sweepstakes . . .

The Newburgh News recently carried interesting tidings about Earl Lamoreaux, Crosley dealer at Newburgh, N. Y.

The tidy sum of \$2,000 was won by him on the Irish Sweepstakes in Newmarket England. Heartly congratulations are therefore in order for "Lucky" Lamoreaux.



Beautiful Store Interior . . .

This very attractive interior is that of Central Stores, Crosley Dealer at Taunton, Massachusetts. As can be seen, Crosley Radios and Shelvador Electric Refrigerators are promi-

nently displayed. It will also be noticed that this dealer has made a splendid tie-up with the name Crosley through the use of attractive signs.

Powerful WLW Broadcasts Feature Crosley Products

500,000-watt WLW—the world's most powerful broadcasting station—is carrying these programs, devoted to Crosley radios and refrigerators, into the homes of America to keep the nation ever-conscious of Crosley products and to win prospects and sales for Crosley dealers.

WLW Crosley Programs For Weeks of November 26 and December 3, 1934
(Tune in to 700 Kc.—Eastern Standard Time Listed)

MONDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Bob Albright and The Texans (Crosley Radios).
9:45—Bond of Friendship—Walter Furniss—songs (Crosley Radios).
Noon—Salt and Peanuts (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
4:15—Mary Alcott and Orchestra (Crosley Radios).
5:00—Ethel Ponce, blues singer (Crosley Radios).
11:05—Crosley Roamios.

TUESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Bob Albright and The Texans (Crosley Radios).
9:45—Bond of Friendship—Walter Furniss—songs (Crosley Radios).
11:15—Yucatan Trio—Mexican music (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
4:15—John Barker and Orchestra—(Crosley Radios).
8:30—Crosley Follies—orchestra—vocalists—dramatic skit—(Crosley Radios).

WEDNESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Salt and Peanuts (Crosley Radios).
11:15—John Barker (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
4:15—Mary Alcott and Orchestra (Crosley Radios).
5:00—Ponce Sisters, harmony duo (Crosley Radios).
6:00—Balley Axton, Mary Woods and orchestra (Crosley Tubes).

THURSDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Salt and Peanuts (Crosley Radios).
9:45—Bond of Friendship—Walter Furniss—songs (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
4:15—John Barker and Orchestra (Crosley Radios).
11:05—Zero Hour (Crosley Refrigerators).

FRIDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—The Texans, harmony trio (Crosley Radios).

9:45—Bond of Friendship—Walter Furniss—songs (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
5:00—Crosley Junior Salesman Contest.
6:00—Music by Divano (Crosley Tubes).
10:30—Crosley Cotton Queen Minstrel with Hink and Dink (Crosley Radios).
11:05—Los Amigos—Spanish music (Crosley Radios and Refrigerators).

SATURDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—The Texans, harmony trio (Crosley Radios).
9:45—Antoinette West, soprano (Crosley Radios).
10:30—Sandra Roberts, blues singer (Crosley Radios).
11:15—Balley Axton, tenor (Crosley Radios).

P. M.

1:30—Crosley Business News (Crosley Radios for office use).
7:00—R. F. D. Hour—Boss Johnston, McCormick Fiddlers, Larry Greuter, accordionist (Crosley Battery Radios).

In addition to these programs, many spot announcements boosting Crosley products are broadcast each day.

THE GREATEST SALES HELP YOU HAVE EVER HAD!

Christmas Ads Are Ready For You . . .

Four attractive, attention-getting newspaper ad mats are ready to help every Crosley dealer have a Merry Christmas in the way of sales and profits.

Two of these are devoted to Crosley Electric Refrigerators—one for the Shelvador and one for the Tri-Shelvador. The other two will help you boost Crosley Radios as the ideal Christmas gifts.

Each of the ads are attractively designed and carry illustrations of the Crosley products, as well as effective copy. They are all of two-column size.

Order these mats from your Crosley distributor and help yourself to a most profitable Christmas selling season.



Attractive Display Booth . . .

This booth of Crosley Radios and Refrigerators was arranged by the Baker Hardware and Furniture Company of Garland, Texas, during a recent Community Fair held there.

The Baker Hardware and Furniture Company is owned and operated by A. M. Baker who has been located in Garland, Texas, for a number of years. Mr. Baker sells Crosley Radios and Shelvador Refrigerators exclusively. He has reported heavy sales during the past year, due to the outstanding values offered by Crosley and due to the improved conditions in his territory.

Christmas Handbills . . .

An eye-catching handbill containing the urge to give Crosley Radios for Christmas has just been prepared and is ready for distribution. It illustrates and describes the Crosley Sixty-One AF, the Sixty-Four MD Lowboy, the Fiver, and the Fifty-Four RB Lowboy. Printed in green and reddish-brown, this handbill makes an attractive appearance and is just the thing to use as an envelope enclosure or to pass out at the store or from house to house. Has generous space for dealer imprint. Order from your Crosley distributor.

Proud Of Fiver . . .

Miss Mabel Butterfield of Cincinnati writes: "I am a proud possessor of a Crosley Fiver. I enjoy it immensely and don't know when I have spent such a small sum and received so much pleasure from it."



WINS CONFIDENCE and CUSTOMERS

Now with the new sealed type carton for Crosley Radio Tubes, the tube remains in the carton—even while being tested—and the buyer is fully protected against buying old tubes. This instills added confidence in every Crosley Tube dealer on the part of his customers.

Crosley Radio Tubes are noted for their richness of tone, powerful reception, dependability and long life. If you are not taking full advantage of the profit opportunity existing in the sale of Crosley Radio Tubes, get in touch with your distributor now.

Radio fans are being told about Crosley Radio Tubes on interesting WLW programs — Bailey Anton and Macy Woods with Orchestra, Wednesday 6 P. M. (EST) and Music by Divano, Friday, 6 P. M. (EST).

CROSLLEY

RADIO TUBES

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

(Continued from Page 14)

the Crosley refrigerator, to a great extent, free from service calls.

F. B. Stern, Vice-President of the Interstate Electric Company next addressed the meeting and gave a very interesting talk on "Allied Lines of Merchandise" that presented a complete dealers' set-up for Sales and Service.

Immediately following, Percival Stern, President of the Interstate Electric Company, gave a very interesting and educational talk on why his company, although primarily a wholesaler, had gone into the retail field. "It is my firm belief, and everything points to a substantiation of this fact," said Mr. Stern, "that the day of the independent dealer is rapidly drawing to a close. Mass production and mass distribution are the solution of modern business operations.

"While the individual dealer need not lose his identity as such, his buying methods and his selling methods must be based upon mass effect. To place myself and our company in a position of actual working facts, we decided to inaugurate retail outlets. While the experience in past years has proven a very expensive one, we feel that the future holds nothing but good, not only for ourselves, but for those dealers who become associated with us as their source of supply.

"We are a large organization, are in a position to not only furnish specialized services in merchandising, advertising and sales helps, we are also in a position to help the dealer in his interior store arrangement and window displays at a minimum cost far below anything the dealer as an individual would be capable of obtaining."

At the conclusion of Mr. Stern's talk, the meeting adjourned and the dealers were taken on a tour of inspection of the general merchandise display in the room adjoining the Convention Hall. Featured in this display were various types of labor-saving electric appliances, such as washing machines, toasters, irons, etc., also many allied products of the radio field, such as testers, radio tubes and parts.

At seven o'clock an elaborate banquet was served during which P. K. Ewing of WDSU Broadcasting Station in New Orleans was a featured speaker.

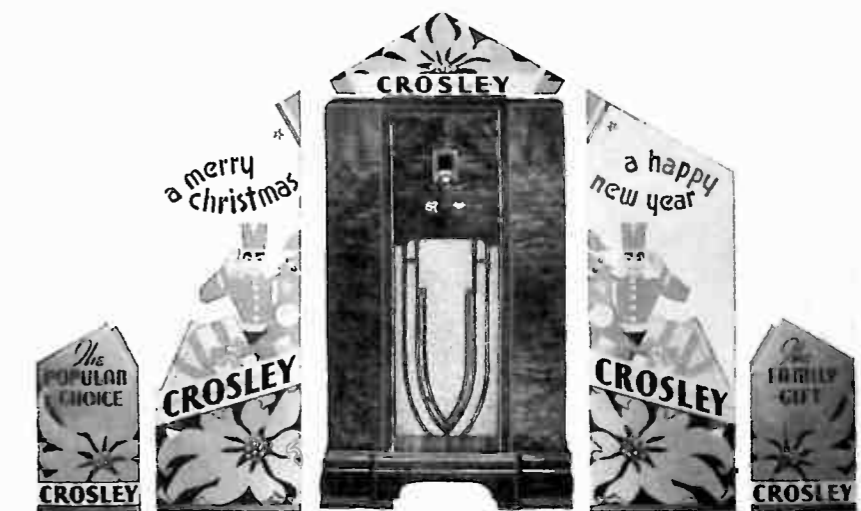
A number of dealers were introduced individually and made short acknowledgments of business condi-



Apartment House Makes Shelvador Installations . . .

In this attractive apartment building—the Seville Apartment House of Hollidaysburg, Pa.—eleven Crosley Electric Refrigerators were recently

installed. According to Anchor Lite Appliance Company, Crosley distributor at Pittsburgh, all of these were the Shelvador Model EA-43.



Beautiful Display Cards For Christmas Season . . .

Suitable for use either with Crosley Radios or Shelvador Electric Refrigerators, this highly attractive set of five cards is ideal to help Crosley dealers arrange effective Christmas displays.

Typifying Christmas with colorful reds and greens, the beautiful designs of these cards are also embellished with rich gold and black. Get this set from your Crosley distributor now.

tions in their territories. At this time, Percival Stern gave a resume of radio in New Orleans and recalled his association as a pioneer in the local radio field with P. K. Ewing as being the sponsor of the first broadcasting station in New Orleans.

Immediately following the banquet, H. V. Monninger, Advertising

Manager of the Interstate Electric Co., presided as Master of Ceremonies with a very entertaining floor show.

Immediately following the floor show, the floor was cleared for general dancing which brought the convention to a happy close around midnight.



Approximately 40,000 people visited the Albany Progress Exposition where the effective display of new Crosley Radios appeared in the booth shown above. This was sponsored by H. A. McRae and Company of Troy, New York.

Crosley Booths At Progress Exposition

Below is shown the attractive Shelvador booth at the Albany Progress Exposition. According to H. A. McRae and Company, the Crosley booth was the busiest of all.



Edward L. Masline, Sr., of Howe & Rogers, Rochester, N. Y.

Rochester Merchandiser Sells Crosley Radios In Good Years And Bad . . .

When Edward L. Masline, Sr., of Rochester, N. Y., stepped into the manager's job in the Radio Department of Howe & Rogers, one of Rochester's leading downtown stores, he found himself facing a depressed business situation and a coming presidential election.

Things were not rosy in August, 1932 and they grew drearier as the

months wore on. This did not stop Ed Masline. He made his plans not only to continue doing business but to increase it. When the first twelve months of his incumbency was up, a check-up of his department's sales showed them to be up 310% over the previous year.

Believes In Aggressive Advertising

How did he do it? By aggressive merchandising. Mr. Masline believes in spending not less than 5% of his net sales in newspaper advertising and radio broadcasting. He believes in specials to get the reader's interest and bring him into the store, and he teaches his men to trade the prospect up, selling him the better and not the cheaper merchandise. He handles several lines of radio sets but Crosley is his favorite seller. "The only complaint I have to make about Crosley," he said, "is that we can't keep them on the floor long enough to get acquainted with the models."

While Merchandiser Masline tips the scales at 225 pounds, he enjoys all forms of sport. From his summer home at Island Cottage on Lake Ontario he may be seen skimming across the lake or taking an early morning plunge. He is a champion bowler, being on three teams and bowling about thirty-five games weekly during the season.

Before joining Howe & Rogers, Mr. Masline was Manager of the Rudolph Wurlitzer Store in Rochester and in business for himself for nine years. He looks forward to a big fall business in Crosley Radios. "It will be by far our biggest year," he says.

Proven Dependability . . .

When a radio set continues to give satisfactory, dependable performance for seven years—even though it has been subjected to unusually trying conditions—there is every reason to believe that it is of the highest possible quality. Such is the case with the Crosley radio belonging to Mr. and Mrs. A. J. Utz of Dayton, Ohio. An interesting letter was received from them, as follows:

"We have one of your Crosley Radios which we purchased either in the latter part of 1926 or early 1927. As the volume began to decrease and range limited to close by stations I took the tubes and had them tested and as they were quite bad purchased an entirely new set. The man who tested the tubes remarked that these tubes certainly were old type and wondered how old the radio was. So I gave him the following facts and he asked me if I would write your company for this unusual performance.

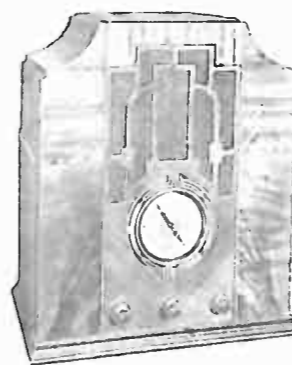
"We have never had any repair bills with the exception of one new tube until this replacement and enjoyed better reception than many of our friends with new radios of different makes.

"In March of 1932 we had the misfortune to have a fire which destroyed most of our furniture and house. However, the radio did not actually burn but was scorched, water-soaked and thoroughly blackened with greasy smoke. After we rebuilt and moved back in the house, just for curiosity sake I hooked up the set. Away she went with a bang just like nothing had ever happened to it and has been performing satisfactorily ever since."



Now the unwired home can enjoy the thrill and adventure that comes with tuning in distant, foreign stations in addition to favorite broadcasts. This latest Crosley engineering development in battery radios opens up a field of unlimited sales and profits for every Crosley dealer. Farm homes in every territory are prospects for these amazing new receivers. You are urged to get your share of this business by pushing these new battery models now!

CROSLY BATTERY EIGHT AMERICAN-FOREIGN



What an appeal this amazing eight-tube superheterodyne makes to every farm home that wants both American and foreign reception! With a marvelous quality of tone, performance, sensitivity and selectivity, it is a world leader in value.

The gorgeous cabinet has an exquisite front panel of pin stripe walnut veneer with arch of French rosewood. Other choice woods are incorporated in its pleasing design.

Dimensions: 18⁵/₈" high, 16¹/₄" wide, 10¹/₄" deep.

\$59.95

Complete Less Batteries
Western Price Slightly Higher

FEATURES

- Eight-tube Superheterodyne . . .
- Standard Broadcasts 570-1700 Kc. and
- Foreign Broadcasts 5800-15,300 Kc. . . .
- Designed for use with 2-volt Air Cell
- "A" Battery . . . Airplane Type Dial
- . . . Automatic Volume Control . . .
- Continuous Tone and Static Control . . .
- Permanent Magnet Speaker.

CROSLY BATTERY EIGHT AMERICAN-FOREIGN LOWBOY

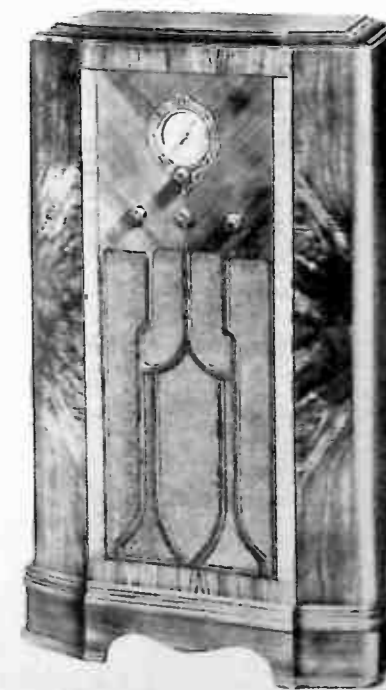
This exceedingly beautiful cabinet houses the same superb chassis as used for the Crosley Battery Eight A.-F. It is incomparable for the unwired home that wants the very finest in radio.

Pin stripe walnut veneer adorns the front panel of this cabinet. The pilasters are of stump walnut veneer and the stiles of satinwood. Top and sides of walnut veneer.

Dimensions: 37" high, 23" wide, 11³/₄" deep.

\$74.50

Complete Less Batteries
Western Price Slightly Higher



YOU'RE THERE WITH A CROSLY

WHAT A Christmas GIFT!



THE CROSLEY FIVER IS LEADING THE WAY TO A PROFITABLE CHRISTMAS SELLING SEASON

Features

- Five-tube Superheterodyne
- Receives Standard Broadcasts and some Police Calls
- Six-tube Effectiveness
- Illuminated Dial
- Combined Volume Control and On-Off Switch
- Full Floating Moving Coil Electro-Dynamic Speaker
- Exquisite All-Wood Cabinet

On Christmas Day, many homes throughout the nation will be mighty happy as they tune in favorite broadcasts with the amazing Crosley Fiver. And Crosley dealers who aggressively push this leader will have a Merry Christmas in untold sales and profits!

The Crosley Fiver is the world's greatest radio value. A comparison of its outstanding features with anything else on the market anywhere near its price conclusively proves its value leadership. It brings excellent reception within reach of homes with modest pocketbooks. And its low price also makes possible the enjoyment of a second radio in the home. Let the Crosley Fiver lead you to a profitable Christmas selling season. Get behind it now!

\$19⁹⁹

Complete With Tubes
Western Price Slightly
Higher

WHATEVER HAPPENS YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO