

THE CROSLEY BROADCASTER

VOLUME 13

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NUMBER 3



On the world's busiest corner at State and Madison Streets in Chicago, the Boston Store has arranged this extraordinarily attractive window display of Crosley Ultra-Moderne Radios. It is considered the finest display of modernistic radios that has appeared in Chicago.



TALKS TO THE

TRADE

P O W E L C R O S L E Y , J R . S A Y S :

WHEN you consider the vast size of the market for electric refrigerators and how superbly the new Crosley refrigerators fulfill the requirements of this market, you will immediately realize the profit-opportunity that exists for every Crosley dealer.

Government statistics reveal that of the 20,000,000 wired homes in the United States, 16,000,000 need electric refrigeration. This means that an average of four out of every five wired homes on every street in every city, town and village are potential prospects. An average of 80 per cent of the residents in your community — 80 per cent of the people that pass your store — 80 per cent of the telephone subscribers — 80 per cent of the readers of your local newspaper — these comprise the great mass of people who need and want electric refrigerators.

With the new Crosley Shelvador and Tri-Shelvador Electric Refrigerators, every wish and requirement of prospective buyers is completely fulfilled.

The new Shelvador models with Streamline Beauty, Ventilated Front, the sensational Shelvador and outstanding values have an irresistible appeal.

The new Tri-Shelvador models that have all the appeal of the Shelvador and the new Shelvatray, Shelvabasket and Storabin.

With features that have more sales appeal than can be found anywhere else in the world — prices that are in keeping with Crosley's policy of offering the greatest of values — proven, dependable performance — backed by a manufacturer of nationwide recognition . . . Crosley Electric Refrigerators are built to sell and priced to sell.

Never before in electric refrigeration history have the needs of the public been so completely satisfied. This is the reason for the spectacular success of the new Crosley refrigerators and why every dealer who gets behind them is winning his share of profits in this huge market.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY



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THE CROSLY BROADCASTER

It's A Privilege . . .

When anyone stops to think of everything that Crosley is doing to satisfy the public's wants and needs, he will agree that it is a real privilege to be a member of the Crosley dealer-family. For anyone who looks at the other side of the counter, carefully analyzes and considers the public needs, and builds products to adequately fulfill them is certain to achieve success. And everyone of the dealers who are fully tied up with such a policy will likewise have parallel success.

That's the reason why Crosley and Crosley dealers are going ahead by leaps and bounds—why such unprecedented sales records are being attained—and why such great profits are pouring into the old cash register.

Crosley gives the public just what it wants and maintains supremacy in offering the world's greatest values.

Consider the new Ultra-Moderne Radios. Popular taste in cabinet design had been turning towards this type of beauty. Crosley scored triumphantly with the presentation of these marvelously new radios. Everywhere throughout the nation, people are talking about them and a veritable wave of buying has resulted. For they are not only the acme of modern beauty; the new Crosley Ultra-Moderne radios are unequalled in tone, performance and value.

Then the new Shelvador Electric Refrigerator with its Streamline Beauty and its new ventilated front. And the great Tri-Shelvador that is by far the greatest achievement in home refrigeration history. These are meeting such sweeping success because, they too are in keeping with the Crosley policy of giving the public "more for the money".

The New WLW . . .

Being the pioneer in radio broadcasting, Crosley is scoring the greatest achievement ever in the field with

the world's largest broadcasting plant—the new 500,000-watt transmitter. Tests having been made for the past several weeks between the hours of 1:00 and 6:00 A. M. (E.S.T.), this colossus of the air is now virtually completed.

Dedicated to the entertainment and enlightenment of the nation, the new WLW is destined to play a bigger part than ever before in popularizing Crosley and winning public acceptance of Crosley merchandise. It is certain to be of great material benefit to Crosley and Crosley dealers.

Yessir! It's a privilege and a source of pride to be with Crosley!

Local Promotion Campaigns . . .

To tie in with the popularity of the new Crosley Shelvador and Tri-Shelvador Electric Refrigerators, with the powerful broadcasts going on the air over WLW, with the national magazine advertising campaign under way—every Crosley dealer is urged to enter into aggressive local promotional activity. Thereby the people in your community will be directed to your store as the authorized Crosley dealer.

As an aid to Crosley dealers in their local sales promotion campaigns, a complete group of sales-winning merchandising helps have been prepared and are ready for distribution.

Window displays, newspaper ads, mats, four-color circulars, recipe books, sales manuals, *Home News*, (full size four page newspaper for house-to-house distribution), series of direct mail post cards, four-page letterheads, movie slides, tire covers, book matches—all these are ready to help you win prospects and sales.

Get in touch with your Crosley distributor and order your requirements. And by all means—do it now—"the early bird catches the worm."

Easter . . .

Less than four weeks away is Easter Day—Sunday, April 1. With this event, comes the dawn of Spring—happiness, gladness abound. An age-old custom of presenting gifts to loved ones can be utilized for practical, useful things that will bring joy for many days and months to come. What better gift could a man present his wife or sweetheart than a new Crosley Ultra-Moderne Radio! Its beauty will give her home that added touch of new smartness that is in true keeping with the spirit of the occasion—a season of newness. And its tone and performance will bring hour after hour of supreme joy.

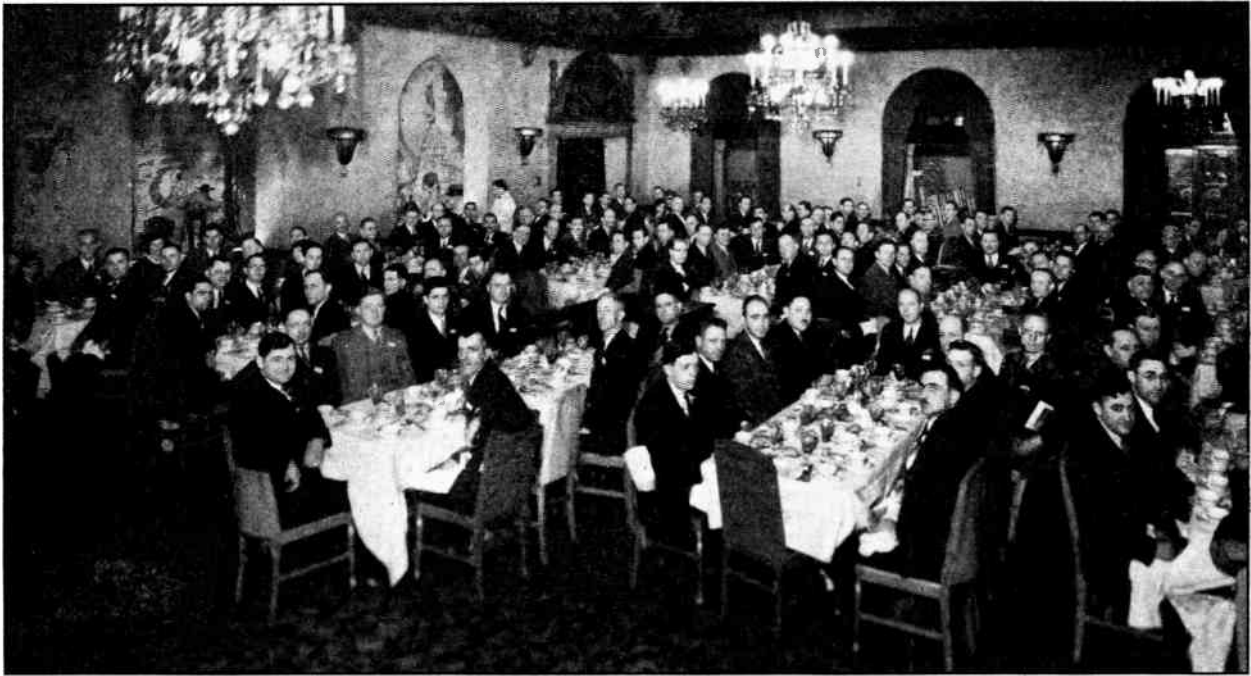
This is an added opportunity for Crosley dealers. Tell your community that a Crosley Radio for Easter is the best gift of all!

Neighborhood Stores . . .

In practically every neighborhood and community are stores that are selling beer and other beverages. Since some of these in your neighborhood are more than likely your friends, you—as a Crosley dealer—are given an opportunity to approach them on the matter of efficient and economical dispensing equipment.

For this purpose, Crosley offers two products, both of which are ideal in every respect and fulfill every requirement. The Crosley Kool-Rite is the ideal electric bottle cooler and the Crosley Kool-Draft is an electric draught beer dispenser. They are in keeping in every way with the Crosley high standards—of highest quality and of greatest value. They are of real necessity to restaurants, druggists, hotels, clubs, roadside stands, grocery stores and any other retailers of bottled beverages or draught beer.

Talk with these beverage retailers of your neighborhood now—this is a real chance for you to make extra profits.



St. Louis Dealer Meeting . . .

A happy assemblage is this! And no wonder! For the photograph was taken right after all these gentlemen had seen the amazing new Crosley Shelvador and Tri-Shelvador Electric Refrigerators

and the new Crosley Ultra-Moderne Radios. They are dealers in the territory of Glasco Electric Company of St. Louis, Missouri, attending a recent meeting held in Hotel Coronado of that city.

Prepare Effective Refrigerator Manual . . .

The Cooper-Louisville Company, distributor at Louisville, Ky., has prepared a comprehensive text on the

need of electric refrigeration and the fact that a Crosley refrigerator pays for itself. This twenty-page treatise is furnished to all the Crosley refrigerator dealers of this territory to keep them ever alert to the vast need

for dependable refrigeration.

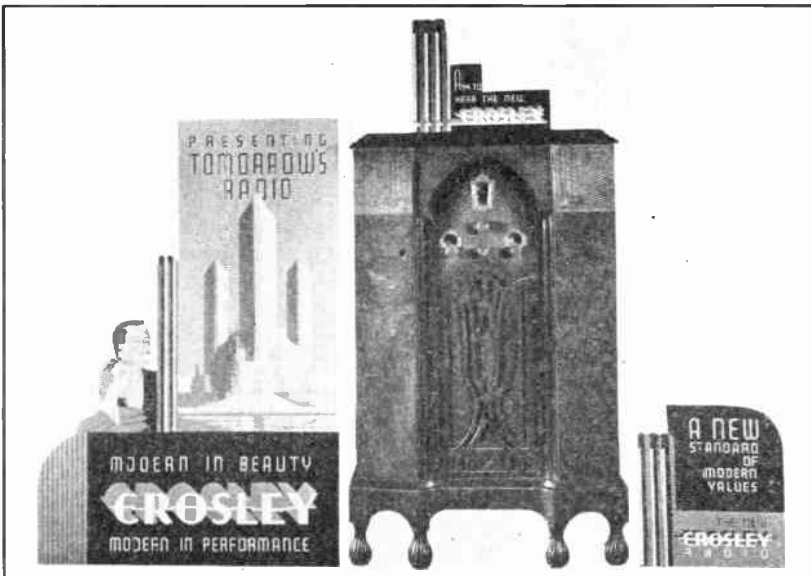
It deals, quite interestingly, with the many advantages of electric refrigeration and is prepared in such a way that it affords dealers every logical argument in favor of electric refrigeration. In addition, charts based on government statistics prove how anyone with an income as low as \$20.00 per week can afford a Crosley—because it pays for itself through the many economies it effects.

Dealers of the Louisville territory will certainly be aided in effectively presenting the story of electric refrigeration to their prospects when they apply this text.

Worth Twice The Price . . .

Having recently purchased a Crosley Dual Ten Lowboy from the Winter Music Store in Altoona, Wilson Nearhoof of Bellwood, Penn., is enthusiastic over its performance. He writes:

“I am more than pleased with my Crosley. Would not give it for any other radio which sells for double the price. I received Los Angeles just as plain as if it was only 100 miles away. I have had all the far distant stations around the borders of the United States. Every station is clear and without interference.”



New Sales-Pulling Window Display Material . . .

Here is an attractive, eye-arresting window display to help Crosley dealers win prospects and sales for the new Crosley ultra-moderne radios. Designed in the modern style, it is in

harmony with the moderne receivers. Order this set of three cards from your Crosley distributor now and thereby help to pull sales your way.



The engineers and supervisors, employed by the Babcock and Wilcox Company for the construction of the Boulder Dam, reside with their families in these 28 apartments. Each is

equipped with a Crosley Shelvador Electric Refrigerator, contributing greatly to their comfort and welfare. Each Crosley is giving perfect satisfaction in this extremely hot climate.

In The Blazing Heat Of The Great American Desert The Shelvador Refrigerator Brings Complete Satisfaction

As Told To The Editor By
WAVERLY N. MILLER,
Special Crosley Representative

Situated in one of the largest and hottest deserts in America, the present location of Boulder City, Nevada, was—but little more than three years ago—mere desert waste land.

It is on the very edge of the canyon, where 2,000 feet below is the site of the colossal Boulder Dam—one of the greatest engineering projects ever undertaken by our Government.

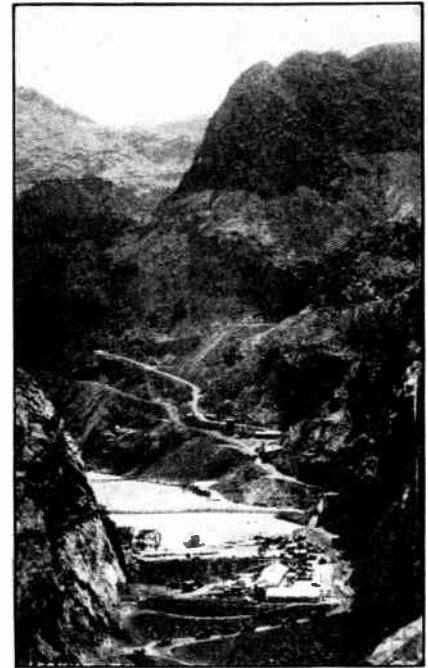
In this country the mercury hovers around the 100 mark and very often goes up to 120 degrees. Even at night, the heat is so intense that it is almost unbearable. When driving in a car, the wind is so hot that it is necessary to keep the windows closed. In fact, ice melts so fast that it is necessary for stores to charge for ice water.

One of the largest construction companies in the United States—the Babcock and Wilcox Company—has the contract for the building of the steel pipes for the penstocks and overflows for the Boulder Dam. R. S. Campbell, Project Superintendent for this work, stated that man power was one of the biggest problems in the gigantic job of building the Boulder Dam. Many of the engineers and supervisors employed by

this company are married men, which made it necessary for the company to provide good homes. In the excessive heat of this district, proper rest and healthful food are imperative to secure efficient work from these men.

Therefore, the company built twenty-eight apartments and after thorough investigation equipped them with Crosley Shelvador refrigerators. These refrigerators are safe-guarding the health of the men and their families. Their dependable performance is an absolute es-

A birds-eye view of Boulder Dam, looking down stream from above the damsite.



sential and everyone of the twenty-eight tenants is enthusiastic and completely satisfied with the Crosley Shelvador.

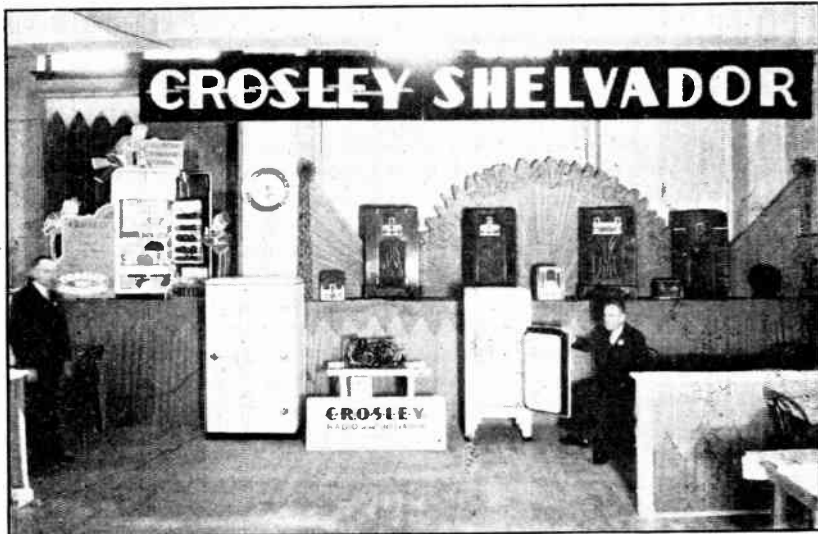
All of these Shelvador users in the blazing heat of the great American desert are appreciative of the conveniences and added space of the shelves in the door. Even with the temperature from 100 to 120, they state that the running time of the refrigerators is less than 80% of the time. And in every instance the refrigerator is installed on the hottest side of the house. The ice freezing time is reported to be from one

(Continued on Page 6)



A street scene of Boulder City, Nevada, where Boulder City Drug Company (to the right of picture) has found

the Crosley Shelvador Electric Refrigerator to be almost indispensable. Even postage stamps are kept in it.



Hardware Dealers Convention . . .

This Crosley display at the recent Hardware Dealers Convention in Oklahoma City proved highly effective. That the Crosley Tri-Shelvador Electric Refrigerator created favorable comment and enthusiastic reception among the dealers in attendance is shown in the report from Radio Corporation, Crosley distributor in that city. Orders were taken for 72 Crosley Tri-Shelvador refrigerators and six new dealers joined the Crosley dealer-family.

(Continued From Page 5)

to three hours; desserts and ice cream are frozen quickly and easily.

In this hot climate, the Crosley Shelvador refrigerator is certainly proving its excellence.

A New Use For The Shelvador . . .

In addition to bringing such comfort and satisfaction to these twenty-eight families, a new use has been found for the Crosley Shelvador in Boulder City. Appealing to him

because of the valuable space in the door without additional floor space, Mr. Delmar, proprietor of the Boulder City Drug Company purchased a Shelvador and placed it in the center of the store.

The refrigerator is filled with boxes of candy and the shelves in the door are used to display candy bars. A customer comes in and wants a bar of candy, so the door is opened and there it is! "The Shelvador is just the thing," exclaimed Mr. Delmar enthusiastically, "and if you think that refrigerator hasn't a job to perform, just stand around here and watch how many times the door is opened. There must be fifty or sixty pounds of candy in it all the time."

Since it is almost impossible to keep postage stamps from drying out and curling up in the extremely dry heat, they are kept flat and dry in a box on the top shelf of this Shelvador.

A thermometer hanging in the box shows the temperature to be from 42 to 45 degrees all the time. According to Mr. Delmar, many women ask him about the Shelvador during the course of a day and he gladly tells them about its dependable performance and low operating cost.

CROSLEY TRAY-FRE Keeps Ice Trays From Sticking

Keeping ice trays from sticking, Crosley Tray-Fre is immediately appreciated by every home with electric refrigeration. Just a touch of this liquid on the bottom of the ice tray and it will come out easily and without sticking. Crosley Tray-Fre is completely odorless, colorless, will not taint foods and one application lasts several weeks.

A container of Crosley Tray-Fre is supplied free with each new Crosley Shelvador Electric Refrigerator.

Yet, since it is equally effective with any make of electric refrigerator, Crosley dealers are urged to take full advantage of the possibilities of this entirely new money-making item.

Two or three cartons (as illustrated) placed in your window will catch the eye of many passers-by and bring people into your store. Order your requirements from your Crosley distributor now.

Only 25c Per Bottle



NEW 1934

CROSLEY RADIOS

LEAD THE WORLD IN RADIO VALUES

● THE NEW 1934 Crosley Radios presented on this and the two following pages comprise one of the most complete lines of radio receivers ever offered in the history of the industry. Every need, every taste, and every pocketbook can be fully satisfied with the wide range of models offered. The sensational values maintain Crosley's world supremacy in offering radios of the highest possible quality at the lowest possible price. Check over the many outstanding features that are incorporated. Notice that the Dual Range feature is included in almost every model.

DUAL RANGE

ONE of the most interesting recent engineering achievements has been the provision for receiving the short wave band from 90 to 200 meters, or 1500 to 3500 Kc. in low priced sets.

The real interest in this moderately short wave band differs from the extreme short wave bands in

that the thrill lies in the material broadcast and received, more so than any unusual distance reception.

In addition to the standard broadcast band, police calls, airplanes and ground stations, amateurs and other interesting short-wave broadcasts are available by a turn of the switch through the dual range feature.

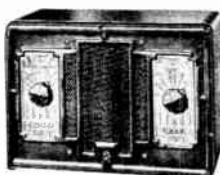
TRAVO

\$18.50

4 TUBES . AC DC

SUPERHETERODYNE

● OPERATES on any 110-Volt circuit. Employs Two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. No Ground Required.



Complete With Tubes. Carrying Case 75c Extra

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

TRAVO DE LUXE

\$19.95

Complete With Tubes

Dimensions:
8" high,
10⁵/₈" wide,
5" deep.



\$19.99

Complete With Tubes

Dimensions:
12¹/₄" high,
9³/₄" wide,
7³/₄" deep.

FORTY

4 TUBES

SUPERHETERODYNE

● A 4-TUBE AC Superheterodyne incorporating Full Floating Moving Coil Electro-Dynamic Speaker, Two Double Purpose Tubes, Illuminated Dial, Combined Volume Control and On-Off Switch.

TRAVETTE

\$28.00

5 TUBES . AC-DC

SUPERHETERODYNE

● OPERATES on any 110-Volt Circuit. Incorporates Automatic Volume Control, Pilot Light, Attached Antenna, Full Floating Moving Coil Electro-Dynamic Speaker. No Ground Required.



Complete With Tubes. Carrying Case Included

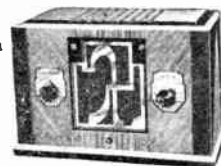
Dimensions:
6³/₄" high,
10" wide,
4¹/₂" deep.

TRAVETTE MODERNE

\$28.00

Complete With Tubes

Dimensions:
8" high,
10⁵/₈" wide,
5" deep.



WESTERN

PRICES

SLIGHTLY

HIGHER

DUAL FIVER



\$26.00

Complete With
Tubes

Dimensions:
13⁵/₈" high,
11¹/₄" wide,
7³/₄" deep.

5 TUBES . DUAL RANGE SUPERHETERODYNE

• DUAL RANGE Superheterodyne . . . Completely Stabilized, Illuminated Dial, Full Floating Moving Coil Electro-Dynamic Speaker.

The New Fiver (without the Dual Range Feature) is also available in the same cabinet as the Dual Fiver at \$23.50.

DUAL FIVER LOWBOY

\$39.50

Complete With
Tubes

Dimensions:
36⁵/₈" high,
21" wide,
11³/₈" deep.



\$31.50

Complete With
Tubes

Dimensions:
9¹/₄" high,
13" wide,
6¹/₂" deep.

DUAL SIX

6 TUBES . DUAL RANGE SUPERHETERODYNE

• DUAL RANGE, Automatic Volume Control, Speaker Jack, Illumin-

ated Dial, 3 Gang Tuning Condenser, Operates on 110 Volts DC or 60 Cycles AC, 6" Full Floating Moving Coil Electro-Dynamic Speaker.

The Crosley Dual Six is also available with a chassis designed to operate on 25 Cycles, priced at \$33.00.

DUAL SIXTY



\$35.00

Complete With
Tubes

Dimensions:
13³/₄" high,
13³/₄" wide,
8¹/₄" deep.

6 TUBES . DUAL RANGE SUPERHETERODYNE

• SIX TUBE Superheterodyne incorporating Dual Range, Automatic Volume Control, Tone Control, Full Floating Moving Coil Electro-Dynamic Speaker.

DUAL SIXTY LOWBOY

\$50.00

Complete With
Tubes

Dimensions:
38" high,
23" wide,
11" deep.



DUAL SEVENTY



\$45.00

Complete With
Tubes

Dimensions:
16⁷/₈" high,
13³/₄" wide,
8¹/₄" deep.

7 TUBES . DUAL RANGE SUPERHETERODYNE

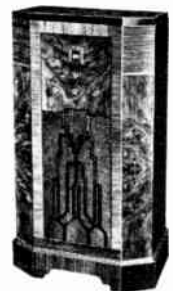
• SEVEN TUBE Superheterodyne . . . Employs Dual Range, Automatic Volume Control, Continuous (Stepless) Tone and Static Control, Full Floating Moving Coil Electro-Dynamic speaker.

DUAL SEVENTY LOWBOY

\$59.50

Complete With
Tubes

Dimensions:
38" high,
22¹/₂" wide,
12" deep.



DUAL TEN



\$52.50

Complete With
Tubes

Dimensions:
17¹/₄" high,
17" wide,
9⁷/₈" deep.

10 TUBES . DUAL RANGE SUPERHETERODYNE

• DUAL RANGE, Automatic Volume Control, Push-Pull Output, Continuous (Stepless) Tone and Static Control, Full Floating Moving Coil Electro-Dynamic Speaker.

DUAL TEN MODERNE

\$69.50

Complete With
Tubes

Dimensions:
38³/₄" high,
23⁵/₈" wide,
12¹/₂" deep.



WESTERN

PRICES

SLIGHTLY

HIGHER

THE NEW CROSLEY ELECTRIC REFRIGERATORS

ARE THE SENSATIONAL PROFIT-MAKERS FOR 1934

Outstanding Features Of Every Crosley Electric Refrigerator

The 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.

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.

Temperature Control And Defrosting Switch
Variable temperature control enables the user of a Crosley Electric Refrigerator to vary the temperature within the refrigerator and speed up the freezing of ice cubes and frozen dishes.

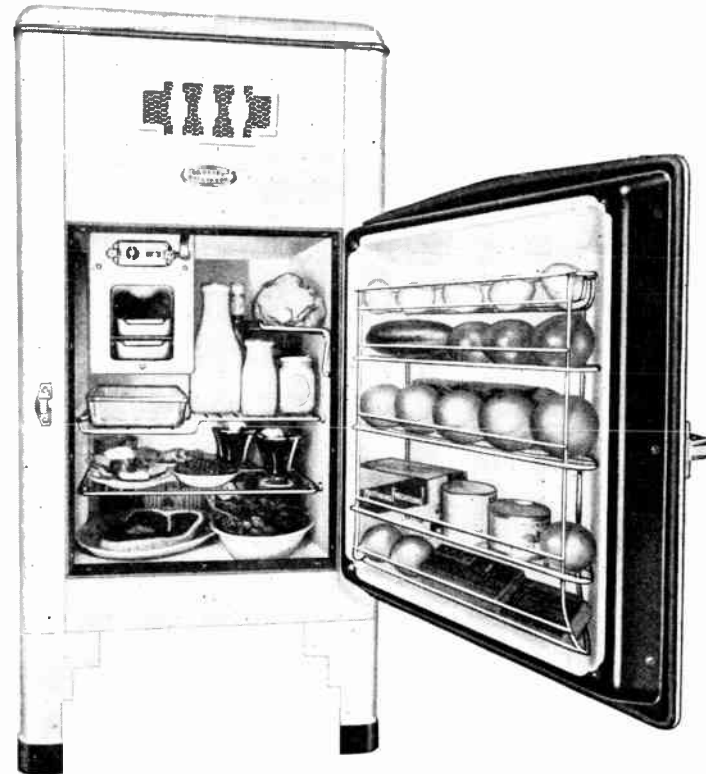
Automatic Interior Light
All Crosley electric refrigerators are fitted with an electric light which automatically illuminates the interior whenever the door is opened. The light bulb is of a standard base so that it can be easily replaced.

Ample Supply Of Ice Cubes
Convenient size ice cubes are available in the freezing trays for water, iced tea and other refreshing drinks. Cubes freeze in a remarkably short time.

Flat Bar Shelves
Instead of being rounded, the bars of the shelves are flat so that dishes can be slid in or out easily. Flat bars also prevent bottles and containers with narrow bases from tipping. Shelves are removable.



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



Streamline Beauty

Captivating to the eye of America's housewives, the Streamline Beauty of the new Crosley Shelvador and Tri-Shelvador Electric Refrigerators wins admiration that will result in great profits for Crosley Dealers in 1934.

SHELVADOR

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

Outstanding value, dependability, high quality, more conveniences, greater "usable" capacity—all these give Crosley Dealers the greatest refrigerator profit-makers in history!

ALL PRICES INCLUDE DELIVERY — INSTALLATION ONE YEAR FREE SERVICE



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



MODEL E-55

Here's a new Crosley electric refrigerator with Shelvador, Shelvatray, Shelvabasket, Storabin, the Ventilated Front and all other Crosley features. 5.51 cubic ft. NET capacity; 11.8 square ft. of shelf space (N. E. M. A. rating); three ice trays, each with a capacity of 21 cubes, 63 cubes in all, and one double depth tray for freezing desserts. Porcelain interior. Exterior of gleaming white lacquer, trimmed in black. Dimensions: 57 1/8" high, 29" wide, 25 13/16" deep.

\$157.50

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

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. Porcelain interior. Gleaming white lacquer exterior with black trimmings. Dimensions: 48 11/16" high, 23 7/8" 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. of shelf space (N. E. M. A. rating); 2 standard ice trays, each with a capacity of 21 cubes, 42 in all, and one double depth tray for freezing desserts. Porcelain interior. Gleaming white lacquer exterior with black trimmings. Dimensions: 54 11/16" high, 23 7/8" wide, 24 7/16" deep.

\$117.00

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

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 9/10" high, 23 7/8" wide, 24 7/16" deep.

\$135.00

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

MODEL E-70

For households requiring greater storage capacity than provided in Model E-55. 7.05 cubic ft. NET capacity. 14.9 square ft. shelf space (N. E. M. A. rating). Four ice trays and one double depth tray. Dimensions: 58 7/8" high, 32 3/4" wide, 26 7/8" deep.

\$185.00

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

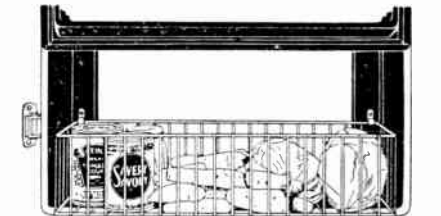
Exclusive Features Of The TRI-SHELVADOR



SHELVATRAY

(Patents Pending)

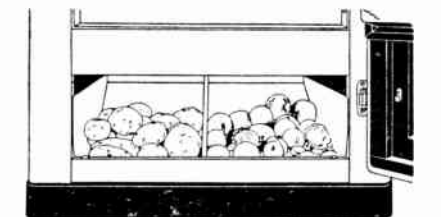
A handy place to set things and a tray for carrying them. Saves time and effort. Only available in the Crosley Tri-Shelvador.



SHELVABASKET

(Patents Pending)

Just the place for greens—carrots, beets, cabbages, canned goods and the like. Just open the door and there they are! Only Crosley Tri-Shelvador has it!

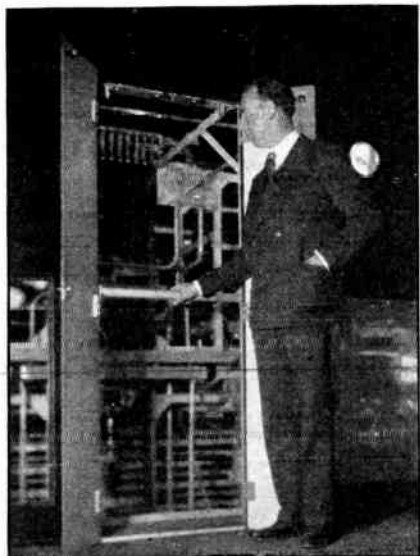


STORABIN

(Patents Pending)

Here is the place for potatoes, onions, other bulk items and reserve bottle goods. Neither Shelvabasket or Storabin is refrigerated. Represent scientific use of space ordinarily wasted and difficult to keep clean. Only Tri-Shelvador has them!

Western Prices Slightly Higher



Radio Frequency Unit Of New 500-KW Transmitter . . .

The above photograph shows President Powel Crosley, Jr., standing before one of the three super-powered radio frequency units which are a part of the mammoth 500,000-watt transmitter plant.

Each of these giant units has a power rating of 180,000-watts, more than three times greater than that of any commercial radio station now in use in the United States.

The radio frequency unit shown above stands 16 feet in height by 10 in width and is a part of a 54-ft. main transmitter panel. Each of the units contain four 100,000-watt tubes, one of which can be seen in place at the right. Part of the grid tank circuit and filament switches are to be seen through the open door. Incidentally, this door is electrically interlocked in such a way that when opened the unit is automatically isolated and all power cut off. Thus, should trouble develop in any of the units adjustments may be made while the remaining two units keep the station on the air with but slightly reduced signal strength. The safety bar to be seen across the door is an added precaution for mechanically disconnecting and grounding circuits.

Loud And Clear . . .

The Radio Editor of the *Los Angeles Examiner* writes: "Sitting up until one o'clock yesterday morning was rewarded through hearing W8XO . . . Broadcast roared in loudly and clearly, yet smoothly."

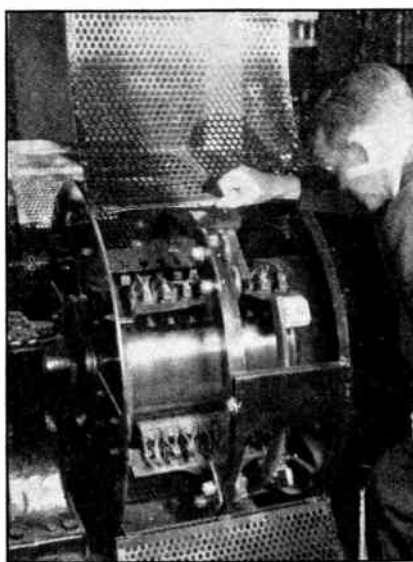
W8XO is the temporary call letter for the new 500 Kw. transmitter. Tests are being conducted at present between 1:00 and 6:00 A. M. (EST).

New WLW Transmitter Boosts Sales . . .

High up in the San Bernardino Mountains, where a crystal-clear lake is nestled among massive pines, the new 500,000-watt transmitter has carried its powerful programs. Located at Big Bear Lake, Pine Knot, California, Crosley dealer Betterley's has taken advantage of the new transmitter broadcasts to demonstrate Crosley Radios.

Since this location is 7000 feet above sea level, Mr. Betterley claims to be the "Highest in Altitude" Crosley dealer. Recently while demonstrating a Crosley Dual Seven to a prospect, they ran across W8XO. They listened to the program until midnight and it came in as loud as any station they have on the Pacific Coast. At the conclusion of the broadcast, the prospect bought the Crosley. Mr. Betterley says, "I now know your station will sell sets for Crosley dealers."

Two days afterwards, this new Crosley owner brought in his neighbor who also undoubtedly became another proud Crosley booster.



New Filament Machine . . .

Above is shown Joseph A. Chambers, WLW Technical Supervisor, examining one of the three new filament machines which are a part of the giant new 500,000-watt transmitter.

These filament generators operate together to supply the 4500 amperes lighting the filaments of the huge tubes. The generators are of special design to eliminate hum and are driven by three 75 hp. 2300 volt motors.



Control Relay Panel . . .

The front view of the control relay panel, showing the complicated arrangement of special relays, which provide the automatic control features of the 500-KW WLW amplifier.

These relays perform a great many unusual functions for the radio transmitter, such as automatically testing many of the circuits when the transmitter is being started, automatically restarting in case of momentary failures, automatic isolations of units in case of permanent failure in some unit and the restarting of the transmitter at reduced power on the remaining units.

For instance, one of the clock switches shown automatically turns on the rectifier filaments an hour before program time, in order to allow them to heat properly and slowly to the correct temperature before high voltage is applied. Another clock operated relay keeps the cooling water pumps and air blowers going for ten minutes after the transmitter is shut down to assure gradual cooling of the various parts.

Federal Radio Commission Officials Inspect New 500-KW Transmitter . . .

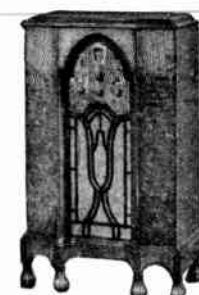
Thad Brown, vice chairman of the Federal Radio Commission, and Dr. C. B. Jolliffe, Chief Engineer for Federal Radio Commission, were recently in Cincinnati for their first inspection of the now virtually completed 500,000-watt transmitter. They expressed gratification at the progress that has been made in the construction of this the world's most powerful radio transmitting plant.



\$85.00
Complete With
Tubes
Dimensions:
38 $\frac{1}{4}$ " high,
23" wide,
11 $\frac{3}{4}$ " deep.

DUAL TWELVE MODERNE
12 TUBES . DUAL RANGE
SUPERHETERODYNE

• DUAL RANGE, Static Control, Automatic Volume Control, Continuous (Stepless) Tone Control, Full Floating Moving Coil Electro-Dynamic Speaker.



\$99.50
Complete With
Tubes
Dimensions:
41 $\frac{1}{4}$ " high,
26" wide,
15" deep.

DUAL 140
14 TUBES . DUAL RANGE
SUPERHETERODYNE
• DUAL RANGE, Automatic Volume Control, Meter Tuning, Static Control, Tone Control, Class "A" Parallel Push-Pull Output, 12" Full

Floating Moving Coil Electro-Dynamic Spcaker.

Dual Fourteen—Same cabinet and chassis as Dual 140—except that this model has large auditorium type full floating moving coil electro-dynamic speaker. . . \$120.00—Complete With Tubes.

THIRTY-TWO D. C. FIVE



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

5 TUBES . SUPERHETERODYNE
FOR 32 VOLTS D. C.
• SUPERHETERODYNE, 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 D. C. FIVE LOWBOY



\$64.50
Complete With
Tubes
Dimensions:
40 $\frac{1}{8}$ " high,
23" wide,
11 $\frac{1}{8}$ " deep.

BATTERY FIVER



\$26.00
Complete With
Tubes Less
Batteries
Dimensions:
13 $\frac{5}{8}$ " high,
11 $\frac{1}{4}$ " wide,
7 $\frac{3}{4}$ " deep.

5 TUBES . . .
LOW BATTERY DRAIN
SUPERHETERODYNE
• Genuine superheterodyne chassis. Designed for use with 2-volt Air Cell "A" Battery. Has Pentode Output, Permanent Magnet Speaker.

BATTERY FIVER LOWBOY



\$38.00
Complete With
Tubes Less
Batteries
Dimensions:
40 $\frac{1}{8}$ " high,
23" wide,
11 $\frac{1}{8}$ " deep.

BATTERY "8"



\$47.50
Complete With
Tubes Less
Batteries
Dimensions:
17 $\frac{1}{4}$ " high,
17" wide,
9 $\frac{7}{8}$ " deep.

8 TUBES . SUPERHETERODYNE
BATTERY RECEIVER
• SUPERHETERODYNE, Continuous (Stepless) Tone and Static Control, Push-Push Output, Neon Dial Lamp, Moving Coil Permanent Magnet Dynamic Speaker. Low Battery Drain.

BATTERY "8" LOWBOY



\$60.00
Complete With
Tubes Less
Batteries
Dimensions:
40 $\frac{1}{8}$ " high,
24 $\frac{1}{2}$ " wide,
11 $\frac{3}{4}$ " deep.

WESTERN PRICES SLIGHTLY HIGHER

POWERFUL WLW BROADCASTS FEATURE CROSLEY PRODUCTS

The fact that WLW—the Nation's Station—carries regular programs, devoted to Crosley radios and refrigerators, into the homes of America is of utmost importance to every Crosley dealer.

Keeping the nation ever-conscious of Crosley products, these broadcasts play a major role in winning prospects and sales. Their advertising value is perhaps best proven in the fact that advertisers pay more for program time on WLW than on any other individual station in the United States.

Dealers frequently report the effectiveness of this broadcast advertising. An example of the material results that accrue to dealers is shown in the following statement from Bob Brown's Radio Store of Anderson, Indiana. It typifies the experiences of hundreds of other Crosley dealers: "In selling the Crosley Shelvador, to my pleasant surprise I found many sales a 'push over' due to WLW having completed the sales talk for me in advance. One Saturday afternoon I sold from my sales floor, eight Shelvadors to people I had never canvassed and only one of them a regular customer."

Every Crosley dealer is therefore urged to "tie-up" with these WLW Crosley programs by telling his community in every possible way that he handles Crosley products.

Some of the outstanding Crosley programs are listed below. Eastern Standard Time is given. However, occasionally time changes are necessary—watch your local papers for listings of these programs.

It is also a good plan to advertise them with window cards inviting customers to "listen in" and thereby linking your store with the programs.

CROSLEY FOLLIES — Every Tuesday night from 10:30 to 11:00 P. M., this most popular Crosley revue of the air brings entertainment to a vast radio audience. Announcements are made on either the Crosley Refrigerators or Radios.

CROSLEY ZERO HOUR—During this program of popular dance music broadcast every Wednesday from 10:30 to 11:00 P. M., dramatized announcements are made on the new Crosley Shelvador and Tri-Shelvador Electric Refrigerators.

CROSLEY RFD HOUR—With a particular appeal to people dwelling

in the country, this program helps to boost the sale of Crosley Battery and 32 Volt DC Radios. It goes on the air every Saturday evening. (The time periodically changes.)

CROSLEY ROAMIOS—A highly entertaining, sparkling program that carries announcements on the Crosley Roamio. It is broadcast every Friday evening, from 9:00 to 9:30 P. M.

CROSLEY COTTON QUEEN MINSTRELS—One of radios oldest and most popular programs. Devoted to either Crosley Refrigerators or Radios. Watch your local papers for listing of exact time.

CROSLEY THEATRE OF THE AIR—Each Monday evening from 10:30 to 11:00 P. M., thousands of interested listeners "tune in" to this interesting program. Announcements are made on either Crosley Radios or Refrigerators.

CROSLEY BUSINESS NEWS—Scheduled for 3:45 P. M. daily, except Sunday, and 1:30 P. M. on Saturday. Containing stock market information and business flashes, it is of vital interest to all business men. Announcements are made on Crosley Radios for office use.

In addition to these regular programs, many spot announcements boosting Crosley products are broadcast each day. Moreover, from time to time special programs are offered in the interests of Crosley products.

The Best Value . . .

With their annual refrigerator sales well over the one thousand mark, Shuman Brothers, Crosley dealer at Philadelphia, is certainly in an excellent position to judge the value of an electric refrigerator. And Mr. D. Shuman of this firm says:

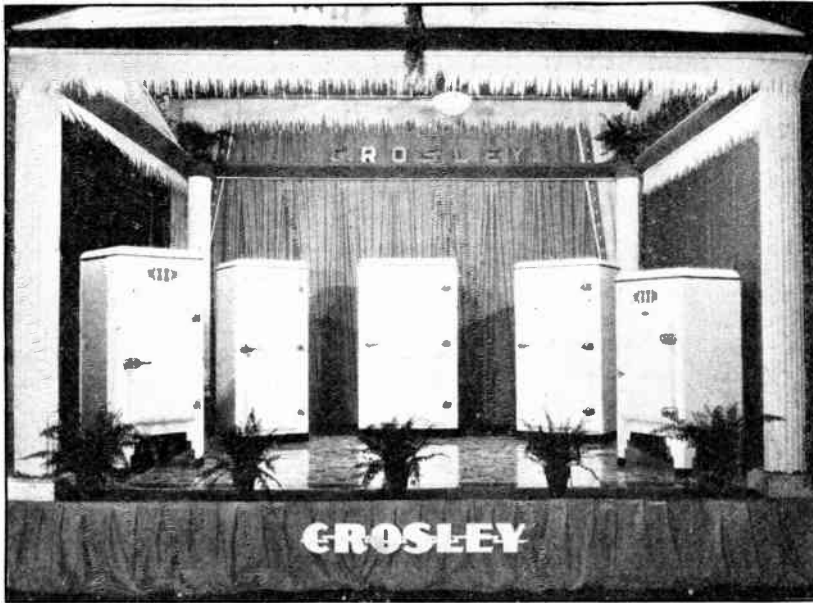
"From every angle, we consider the Crosley Refrigerator the best value in electric refrigeration. The Crosley Electric Refrigerator is worth a great deal more than the consumer is asked to pay for it. The Shelvador feature is the most dynamic selling point that has ever been given a dealer for use in refrigeration sales. It is the one feature in electric refrigerators that practically needs no sales talk. Our customers have recognized the value of the Shelvador as soon as our salesmen open the door. It is a perfect product and we are happy to merchandise the Crosley Shelvador in our Refrigerator Department."



Two Sales First Day . . .

McManus Brothers, 1152 E. Jersey St., Elizabeth, N. J., did "big things" with the Shelvador last year. But, according to Mr. James Murray, buyer for this live wire firm, he feels that he will double their Crosley refrigerator business for 1934.

As concrete evidence of his prediction, here is an excellent "first starter". This dealer's first window display (shown above) on the new Shelvador and Tri-Shelvador Electric Refrigerators appeared on Monday, January 22nd. On this first day, five inquiries resulted and two of them were sold!



Beautiful display of Crosley Shelvador and Tri-Shelvador Electric Refrigerators at the sales meeting recently held in Quincy, Illinois. Tenk Hardware Company is the local Crosley distributor.

ly held in Quincy, Illinois. Tenk Hardware Company is the local Crosley distributor.

UNPRECEDENTED DEALER RECEPTION ACCORDED NEW CROSLEY ELECTRIC REFRIGERATORS

Dealers in the territory of Tenk Hardware Company, Quincy, Illinois, enthusiastically received the presentation of the new Crosley Electric Refrigerators at a recent sales meeting held by this distributor. The fifty dealers in attendance expressed themselves as being greatly surprised and pleased with the wonderful values and new features offered.

As tangible evidence of their enthusiasm, these dealers prepared themselves for the public reception to be had in their respective communities in a way that broke all previous records. According to N. B. Getty of Tenk Hardware Company, more dealers were enlisted to sell Crosley

refrigerators and more orders were booked in the five days following the meeting than in the first two months of previous Crosley refrigerator seasons. He further states, "This looks very good to us and we expect to have a very big season on refrigerators." Certainly this is a convincing example of the unprecedented reception accorded the new Crosley electric refrigerators in every section of the country.

The dealers were also greatly pleased with the new Crosley Ultra-Moderne radios. Mr. Getty predicts an exceptionally good radio season for the next several months.

used to feature Crosley merchandise in connection with the contest.

All of this advertising is certainly of much value to Crosley dealers, in the territories where the coffee is distributed.

The contest is sponsored by the Betterton Coffee Company of Ashland, Kentucky and Crosley distributor Bond Rider Jackson Company of Charleston, W. Va., is cooperating.

One Crosley Model E-43 Tri-Shelvador and one Crosley New Fiver will be given as first and second prizes, respectively, each month for the duration of the contest.

Remarkable Station Log For Dual Fiver . . .

According to a recent report from National Radio Service, Westfield, N. Y., the Crosley Dual Fiver is performing miraculously as a station finder.

Maurice Bird of Westfield to whom this dealer had sold a Dual Fiver, has had remarkable success in securing stations of low power and of great distance. Mr. Bird has received 63 stations of 100 watts or under. And he says that he has complete verification and proof by three people to the following list of stations that he has received:

	Kilocycles	Watts
KNX—Hollywood, Calif.	1060	25,000
KGDM—Stockton, Calif.	1110	250
KRKD—Los Angeles, Cal.	1140	500
KSL—Salt Lake City, Utah	1160	50,000
KERN—Bakersfield, Cal.	1220	100
KMLB—Monroe, La.	1220	108
KWG—Stockton, Cal.	1220	100
WBBX—New Orleans, La.	1220	100
WHBF—Rock Island, Ill.	1230	100
WEBQ—Harrisburg, Ill.	1230	100
WSIX—Springfield, Tenn.	1230	100
KOIL—Council Bluffs, Iowa	1290	1,000
KLCN—Blythville, Ark.	1300	100
KFIC—Los Angeles, Cal.	1320	1,000
WAML—Laurel, Miss.	1330	100
WROL—Knoxville, Tenn.	1330	100
WTJS—Jackson, Tenn.	1330	100
KGER—Long Beach, Cal.	1380	1,000
KSD—St. Louis, Mo.	550	500
WNAX—Yankton, S. D.	570	1,000
XEPN—Piedras Negras, Mex.	590	75,000
CFCO—Chatham, Ont., Can.	610	50
KFRU—Columbia, Mo.	640	500
KFI—Los Angeles, Cal.	650	50,000
KFEQ—St. Joseph, Miss.	690	25,000
KMPC—Beverly Hills, Cal.	710	500
CRCO—Ottawa, Canada	880	1,000
KFNF—Shenandoah, Iowa	870	500
KHJ—Los Angeles, Cal.	880	1,000
CKY—Winnipeg, Canada	890	5,000
XEW—Mexico City	890	5,000
CKPC—Preston, Ont., Canada	900	100
KGBZ—York, Nebraska	910	500
KFVD—Los Angeles, Cal.	1050	250
KGAR—Tucson, Arizona	1380	100
WPFB—Hattiesburg, Miss.	1380	100
KLRA—Little Rock, Ark.	1400	1,000
WHIS—Bluefield, W. Va.	1420	250
WSPA—Spartanburg, S. C.	1440	100
WBIG—Greensboro, N. C.	1450	500
KXO—El Centro, Cal.	1540	100
XGOA—Nanking, China	6600	—
WBBX—New Orleans, La.	1200	100
10 BQ—Brantford, Ont., Can.	1210	5
10 BP—Wingham, Ont., Can.	1210	15
KDFN—Casper, Wyoming	1450	500

Hasn't Spent A Cent . . .

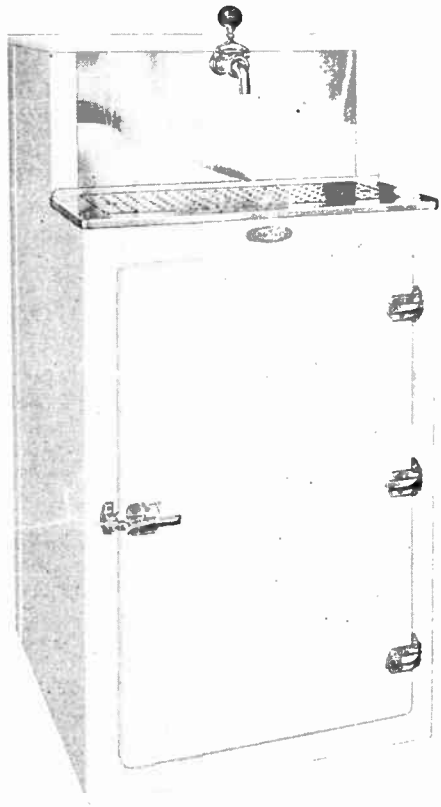
F. A. Melton, R. R. No. 3, Danville, Illinois, has had excellent satisfaction with his Crosley Radio. He writes:

"I have just been listening to WLW with one of your Crosley Radios, which was delivered to our home five years ago. It hasn't had one cent spent on it since we bought it. Don't you think this is pretty good?"

AN EXTRA OPPORTUNITY

It is only natural that the approaching spring season will increase the need of beverage retailers for efficient and economical beer dispensers. Undoubtedly a number of these stores are your neighbors—your friends. Tell them now of the ideal equip-

ment for this purpose. These Crosley beer dispensers adequately fill every need. This is a field of substantial profits that can be cashed in on by every Crosley dealer. Get started early. Write now for your requirements or further information.



CROSLEY KOOL-DRAFT

● HERE IS an electric draught beer cooler and dispenser which is an absolute necessity in restaurants, bar-b-que stands, clubs and other places doing a retail beer business.

The new Crosley Kool-Draft is built upon the same high standards that characterize all Crosley products. Equipped with full opening faucet with removable end for cleaning. Removable rubber ball shut off. Bakelite handle. Faucet is of brass, chromium plated.

Cooling Coil is of $\frac{1}{2}$ " 6-oz. block tin, of ample length and coiled so that drawn beer leaves from coldest portion of coil. Thermostatically controlled. Submerged in water bath close to refrigerator coils.

The cold water tank in direct contact with the air in the keg storage compartment holds the temperature down, thus preserving the beer in the keg. Cold control permits regulation of temperature of drawn beer above or below 40 degrees as the user desires.

Cabinet is sturdily constructed with steel and wood frame. Built to withstand hard usage when changing half-barrels of beer.

Refrigerator unit operates on any 110-volt, 60 cycles AC light socket. It is removable without disconnecting any tubes.

Cabinet is insulated with $2\frac{1}{2}$ " of household refrigerator insulation. Casters available at slight additional cost.

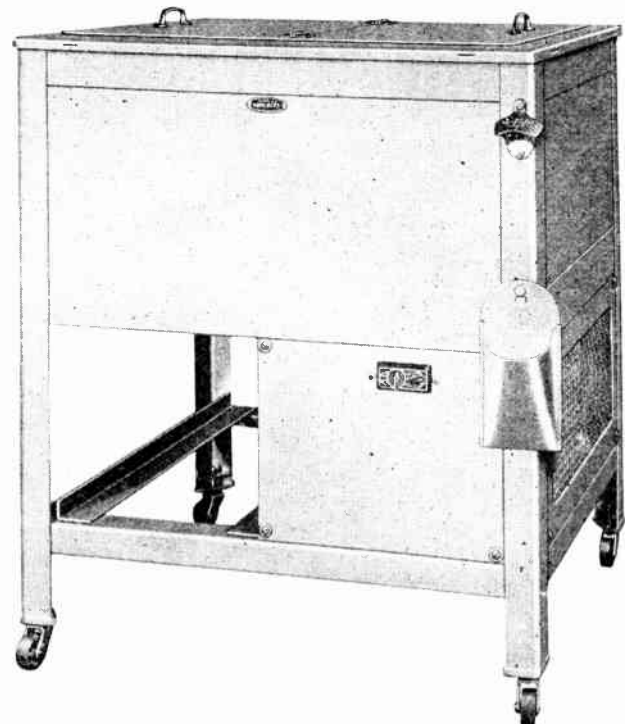
Dimensions: $52\frac{3}{4}$ " high, $26\frac{1}{4}$ " wide, 29" deep. Drain board is $41\frac{1}{2}$ " from bottom. **\$200.00**

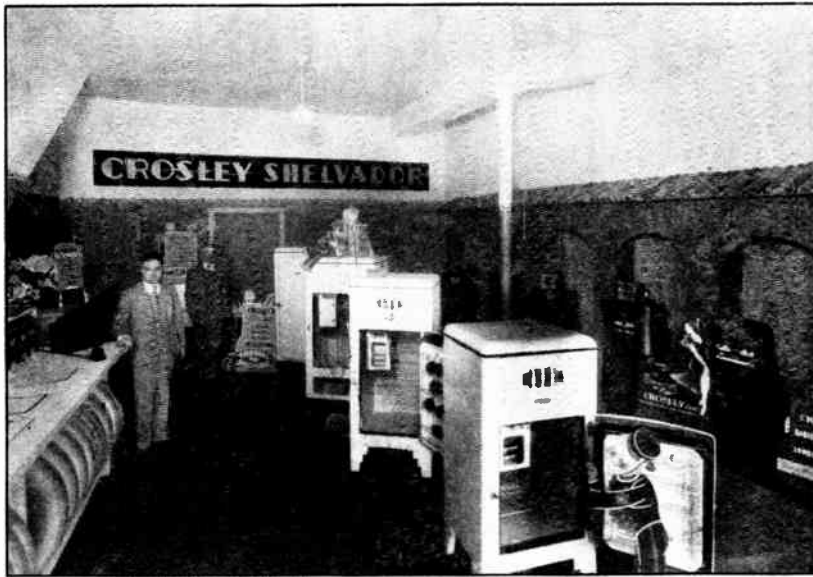
CROSLEY KOOL-RITE

● AN ELECTRIC bottle cooler for restaurants, grocery and drug stores, hotels, roadside stands, and other retailers of bottled beer and beverages. It is also well adapted for use in the home. The low price, beautiful appearance and outstanding features are distinctly characteristic of Crosley standards.

The Kool-Rite uses Crosley Shelvador refrigeration unit with $\frac{1}{4}$ H. P. motor—60 cycles A. C. It is ample in size—holds 84 12-oz. beer bottles or 96 6-oz. bottles. Equipped with cold control. Is easily cleaned. Operating cost so far below that of delivered ice that original cost is quickly saved. Can be used also as a dry refrigerator for lunch rooms, summer camps, etc. Side and end panels can be used for advertising stencils applied at slight additional cost. Cabinet is cool, attractive and finished in aluminum.

Outside dimensions: $31\frac{3}{4}$ " wide, 24" deep, $33\frac{1}{4}$ " high. Shipping weight, 275 pounds. Ample insulation throughout. Sides $1\frac{1}{2}$ ", bottom, 2". **\$89.50**





M. L. Foster and Company recently opened this new exclusive Crosley retail store at 709 N. Broadway, Okla-

homa City, Oklahoma. Notice that both Crosley Radios and Refrigerators are displayed.

\$2,000 In Two Weeks . . .

In April, 1933, the M. L. Foster and Company of Oklahoma City opened up a retail department for the exclusive sale of Crosley merchandise. Upon checking his sales on the first of January, Mr. Foster was gratified to learn that they had run over \$10,000.00.

Such a good margin of profit was made on the sale of Crosley products that it was decided to open up a new retail store. The new store—at 709 N. Broadway—is ideally located.

A Novel Slogan . . .

C. H. Chaplin of Pocahontas Coal Sales Company, Cincinnati, has contributed the following unique slogan:

**CROSELY
RADIOS
OPERATE
SUPERBLY
LESS
EXPENSE?
YEAH, BO!**

Seven Year's Satisfaction . .

The many people that visit Huber's Pharmacy down in Ocean Springs, Miss., have been entertained for seven years with a Crosley Radio. Every day, from 7:00 A. M., to 10:00 P. M., this Crosley has been tuned in. And during these seven years, Mr. Huber has not paid one

Sales for the first two weeks in the new store totalled over \$2,000.00—an average of \$1,000 per week.

According to W. E. Titus, of Radio Corporation, Oklahoma City, the M. L. Foster and Company was the largest retail outlet in that city for the year 1933. Mr. Titus further predicts that the way Foster is doing business he will be by far the largest dealer in the state in 1934. This aggressive dealer has set a quota of 300 Crosley Shelvador refrigerators for this season.

nickel for repairs. This is certainly a convincing testimony to the service and performance of a Crosley.

Mr. Huber says that he has had so many people comment on the excellence of his radio and ask the make that he has put a sign over it reading, "This is a Crosley Radio."

Will Ring The Bell . . .

Crosley dealer Westrum Brothers of Glendive, Montana, are praising the new Crosley Tri-Shelvador Electric Refrigerator. They say, "We would like to congratulate you on what we think is the refrigerator that will ring the bell for 1934. With its clever design, sturdy construction and with a price that meets almost any competition it should bring home the bacon."

Having sold electric refrigeration

Steady Profits



with

Crosley Tubes

BECAUSE the tube replacement business is a profitable source of additional profits for the radio dealer, Crosley now offers you Crosley Radio Tubes.

The prestige of the Crosley name and the Crosley policy of giving the greatest value for the dollar will go far in selling Crosley Radio Tubes.

They are carefully built and are guaranteed by a reputable tube manufacturer. You can sell Crosley Radio Tubes with the utmost confidence.

CROSELY *Radio Tubes*

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

for the past nine years, last year—the first with Crosley—was the first time that this dealer felt that they were really in the game.

Of all their Shelvador sales last year, they had only two very minor service calls.

Quanrud-Brink and Reibold Company of Bismarck, N. D., is the distributor for this territory.



Wherever you are, familiar voices link you with home when you take along the Crosley Roamio "103".

CAR OWNERS ARE THRILLED— DEALER PROFITS SOAR SKYWARD WITH THE CROSLY ROAMIO "103"

● Motorists everywhere are thrilled with the new Crosley Roamio "103". For this remarkable new radio receiver gives just what the car owners have been waiting for—a standard of tone and performance that compares with that of a fine home radio! When Crosley dealers demonstrate the outstanding performance of the Crosley Roamio "103"—when they point out the amazing value—the remarkable features—the compactness with all units in one housing and with a single-bolt mounting—sales and profits soar skyward!

If you are not taking full advantage of the profit-making possibilities of this fast-selling radio—get in touch with your Crosley distributor at once!

OUTSTANDING FEATURES

6" FULL FLOATING MOVING COIL ELECTRO-DYNAMIC SPEAKER

Its sensitivity in responding to volume changes permits it to be adjusted from the softest tone as a background for driving to full, undistorted volume sufficient for dancing in a small area.

AUTOMATIC VOLUME CONTROL

Maintains uniform volume and tends to counteract fading when driving past high tension wires, between tall buildings, past street cars and other objects, which ordinarily cause signals to fade badly.

SYNCRONODE "B" ELIMINATOR

An exclusive Crosley engineering development that does away with "B" batteries, greatly improves the performance of the set and eliminates the rectifier tube.

TONE CONTROL

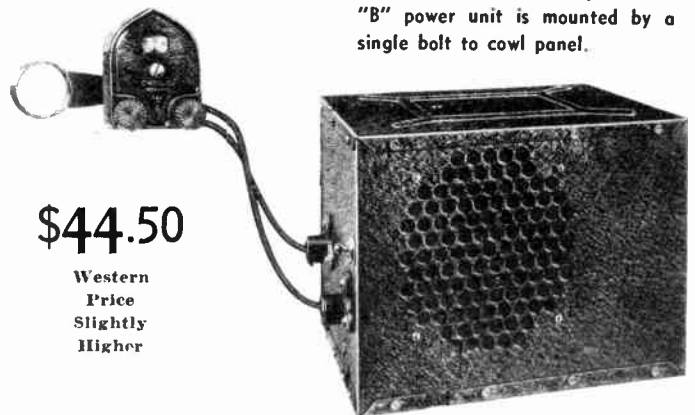
The two-position tone control permits the selection of treble or bass as the individual desires.

5-TUBE SUPERHET- ERODYNE CHASSIS (8-Tube Efficiency)

Incorporates two double-purpose tubes. No rectifier. Therefore, it has greater efficiency than the ordinary 5-tube automobile radio.

The control unit of the new Crosley Roamio "103" is mounted in any position on steering post, readily convenient for tuning in your favorite program.

The single case that encloses speaker, chassis and Synchronode "B" power unit is mounted by a single bolt to cowl panel.



\$44.50

Western
Price
Slightly
Higher

YOU'RE THERE WITH A CROSLY

PRESENTING TOMORROW'S RADIO

There are Profits Galore in these New CROSLEY ULTRA-MODERNE RADIOS

Taking a leaf from the new type of beauty created at the Chicago World's Fair, these are truly Tomorrow's Radios. Particularly appealing to those people who demand the ultra-moderne, the smart, the daring—the new Crosley Radios establish a new standard of radio beauty. With their outstanding eye-appeal they are certain to attract prospects and sales. Performance and value parallel their beauty. Aggressive dealers will find profits galore in these two fast-selling Crosley Radios.

CROSLEY DUAL SEVENTY LOWBOY

A glowing tribute to a subtly discriminating taste—expressing the ultra-moderne in the fullest sense. Recessed front panel has overlay of center matched stump walnut veneer. Overlay of zebra wood at the top. Stiles of stump walnut veneer capped with Zebra wood.

Features: Seven-tube superheterodyne, Dual Range, Automatic Volume Control, Continuous (Stepless) Tone and Static Control, Full Floating Moving Coil Electro-Dynamic Speaker. Employs following tubes: Three type 58, two type 56, one type 2A5, and one type 80.

Dimensions: 38" high, 22½" wide, 12" deep.

Complete With Tubes—Western Price Slightly Higher

\$59.50

CROSLEY DUAL SEVENTY

Blending aptly into the most beautiful surroundings, the Crosley Dual Seventy is a typical personification of the refinement and grace in ultra-moderne design. The entire cabinet is finished in Nyssa wood. Decorative front flutings are finished in silver. Graduated shoulders and base are finished in black. Employs the same superb seven-tube superheterodyne chassis and speaker as used by the Dual Seventy Lowboy.

Dimensions: 16⅞" high, 13¾" wide, 8¼" deep

Complete With Tubes—Western Price Slightly Higher

\$45.00

