

THE CROSLLEY BROADCASTER

VOLUME 13

NOVEMBER 1, 1934

NUMBER 14

YOU'RE THERE WITH A
CROSLLEY





TRADE

POWELL CROSLLEY, JR. SAYS:

WHEN a prospect examines a new 1935 Crosley Radio, he knows that here is the end of his search for complete radio satisfaction. For Crosley has looked "on the other side of the fence"—has studied and analyzed the public's wants and needs—has designed and built each and every new model accordingly. No effort is too great to accomplish this purpose of giving radio buyers exactly what they want at prices they can afford to pay.

A comparison of any Crosley Radio with anything else in the same price class will convincingly prove Crosley's leadership. A prospective radio buyer can make any comparison that he may desire. If he compares tube for tube, feature for feature, tone for tone, performance for performance, appearance for appearance, value for value—his final verdict will be in accord with the intense enthusiasm throughout the nation... he will be "shouting praises" for the Crosley!

Crosley Radios lead the world in beauty. Gorgeous cabinets of irresistible eye-appeal are designed with a skill in furniture craftsmanship that exceeds anything ever before offered.

Crosley Radios lead the world in performance.

Never before in the history of radio have so many features been incorporated. The reception of distant foreign stations is made possible with true tone reproduction, smooth performance, great sensitivity and selectivity. Thirteen years of Crosley engineering achievements are built into every model.

Crosley Radios lead the world in value. Crosley has always offered more for the radio dollar—has always presented the highest possible quality at the lowest possible price. Now this leadership is demonstrated more than ever before.

These are reasons why people the nation over are being turned from radio prospects into Crosley boosters—why dealers' sales are mounting skyward. Every Crosley dealer who is taking full advantage of the opportunities existing in this line of 1935 radio leaders is finding that they are leading him to a history-making era of profitable sales and he is becoming more and more convinced that "No Dealer Can Afford NOT To Handle Crosley."

Powell Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

THE CROSLLEY BROADCASTER. EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLLEY RADIO CORPORATION, CINCINNATI, OHIO. COPYRIGHT 1934. ALL PRICES QUOTED HEREIN ARE EASTERN PRICES. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

The Cover . . .

Every Crosley dealer knows the tremendous interest among football fans in the reception of play-by-play broadcasts of games. Therefore, to assist you in the merchandising of Crosley Radios during this timely season of football, we have prepared an extremely attractive display card, of which the cover is a reproduction.

This colorful card placed in your window with a representative display of Crosley Radios should attract many football-minded prospects. An idea that might prove worthwhile in further "dressing up" your window with the football atmosphere, is to place therein various football paraphernalia, such as footballs, headgear, sweaters and like equipment. A local sporting goods store will probably be glad to cooperate. Another idea is to secure the pennants and pictures of players from a nearby school. These will lend local color and add to the display's effectiveness.

Another Crosley Scoop . . .

Being ever on the alert to provide Crosley dealers with every possible source of sales and profit, Crosley now makes it possible for dealers to supply those prospects, whose radios are obsolete but whose cabinets are considered too valuable to sacrifice, with a new Crosley chassis and speaker.

Such wide interest is being evidenced in the reception of distant, foreign broadcasts, that many people are desirous of enjoying this modern reception. Yet a great many of these people value their present radio cabinets as being too fine and beautiful to sacrifice. To these people, you can now offer a new Crosley chassis and speaker that incorporates all latest developments including foreign reception. This can be installed very easily in the old cabinet, thereby making possible a most modern

receiver and yet at comparatively small cost.

There are three Crosley chassis offered for this purpose.

The Crosley 6H2 is a six tube superheterodyne for both American and foreign reception. It has two double purpose tubes that give eight tube effectiveness and many other late features.

The Crosley 7H3 chassis is a seven tube superheterodyne for American and foreign reception. Its latest features include: Dual ratio tuning control, three double purpose tubes, airplane type dial and many others.

All wave reception is offered in the Crosley 8H1 chassis. This eight tube superheterodyne has three double purpose tubes, dual ratio tuning control, airplane type dial, push-pull output and many other outstanding features.

Take advantage of this opportunity by going after the business to be had in Crosley chassis now.

Plan Now For Christmas . . .

Time is drawing near for the big Christmas buying season. It is only about seven weeks until the eventful day. In the meantime, people the nation over will throng through the stores to purchase gifts for their loved ones.

Now is the time to plan for the biggest Christmas selling season you have ever had. For this year you are given a history-breaking Crosley line.

First, you have the sensational line of Crosley electric refrigerators—the Shelvador series, the Tri-Shelvador series, and the unique Chest Shelvador. This is, as you know, the fastest growing line of electric refrigerators in public popularity that has ever been offered on the market.

Then you have the amazing line of 1935 Crosley Radios. Each is a leader in beauty, performance and value and there is sufficient diversity of models to satisfy every taste and every pocketbook.

Many people will want the whole world to say "Merry Christmas" and the new Crosley American-Foreign and All-Wave receivers are the ones to fill this need.

Lay your plans now for a big Christmas—then when Santa arrives it will be a Crosley radio or refrigerator for your happy customers and a fat, profit check for you.

It's A Honey . . .

If you want to give yourself a real treat, just do what your editor did the other night. Take home and try out a Crosley Sixty-One American-Foreign receiver. Man! It's a wonder! Such sweet tone . . . such clear, realistic reproduction . . . such smooth performance.

And does it get foreign stations! Say, it seemed no time at all until we had travelled from continent to continent. We listened to haunting melodies from South America . . . stayed for a brief visit in London . . . heard a symphony from Berlin . . . and really enjoyed those colorful broadcasts from many other foreign countries.

After thus treating yourself, your pulse will beat faster and your temperature will rise higher—you will be so proud that you are selling such a world leader. But, take heed! Once you do take this model home, it will be like pulling teeth to ever take it away from the family.

What Are You Doing? . . .

Are you using any unusually successful sales promotion plans? Have you recently scored a spectacular sales record? Have you arranged unique displays in your window, store, or at a local show? No matter what it is you are doing, if you believe it is something that will benefit or interest all the other Crosley dealers—pass it along to the Crosley Broadcaster.

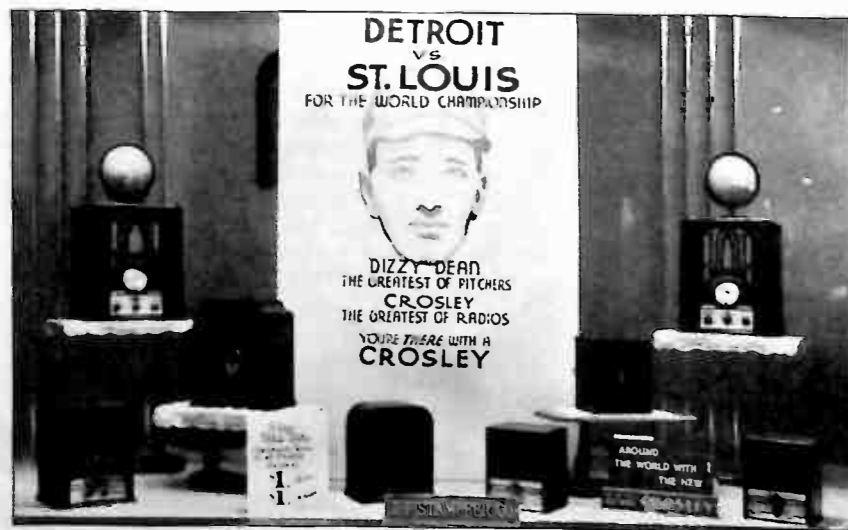
WINNERS OF WINDOW DISPLAY CONTEST



Here is the first prize winner display—installed by Wurlitzer of Dayton, Ohio. It is exceptionally attractive and very effectively tells the story of foreign reception with a Crosley.



L. Bamberger and Company of Newark, N. J., won the second prize with this attention-compelling and unique display of the Crosley Shelvador.



This timely tie-in with the world series games made an effective display and won third prize for J. H. Stampfer Company of Dubuque, Iowa.

The winners of the National Window Contest for Crosley Dealers have been selected and the prizes, totalling \$3,000.00 in cash and merchandise, are being awarded. Following are the dealers whose windows entitled them to be contest winners, in the order in which they are awarded prizes.

- 1—Wurlitzer, Dayton, Ohio.
- 2—L. Bamberger and Company, Newark, N. J.
- 3—J. H. Stampfer Co., Dubuque, Iowa.
- 4—Lebeck Brothers, Nashville, Tenn.
- 5—Elder and Johnston Co., Dayton, Ohio.
- 6—Vim Store, Newark, N. J.
- 7—Buffalo General Electric Co., Buffalo, N. Y.
- 8—Atlas Sport and Radio Store, Chicago, Ill.
- 9—Tenk's Hardware Co., Quincy, Ill.
- 10—Radio Electric Store, Springfield, O.
- 11—Wurlitzer, Cleveland, Ohio.
- 12—Home Electric, Pontiac, Mich.
- 13—J. L. Brandeis & Son Co., Omaha.
- 14—Kaufman Furniture Co., Reading, Pa.
- 15—Jones Store Co., Kansas City, Mo.
- 16—Continental-Keller Co., Council Bluffs, Iowa.
- 17—Auto-Lec Stores, New Orleans, La.
- 18—Chicago Radio & Music Co., Chicago, Ill.
- 19—Earl Lamoreaux, Newburgh, N. Y.
- 20—F. C. Wampler & Son, McKeesport, Pa.
- 21—Gilsenan Piano Co., Union City, N. J.
- 22—Bob Brown Radio Store, Anderson, Ind.
- 23—Christman Dry Goods Co., Joplin, Mo.
- 24—New Home Radio Co., College Point, L. I., N. Y.
- 25—Franklin Furniture Co., Portland, Me.

Among the other winners are: A. G. Variety Store, Lake Ronkonkoma, N. Y.; Frank's Dry Goods Store, Ft. Wayne, Ind.; Wurlitzer, Cincinnati, O.; Stanton Sales Co., Newburgh, N. Y.; Harden Music Store, Sterling, Ill.; Aladdin Oil Burner Corp., Newark, N. J.; Summerfield's, Providence, R. I.; Phil Griffin Furniture Co., Ft. Worth, Texas; Dettner Electrical Co., Riverhead, N. Y.; Acme Furniture Co., Red Bank, N. J.; Bob Murray Hdwe., Merced, Cal.; Leugers Furniture Co., Cincinnati, Ohio; Aggie Hardware & Elec. Co., Manhattan, Kansas; Flagler Radio Co., Miami, Fla.; J. W. Greene, Inc., Jersey City, N. J.; Pereto Co., Sherman, Texas; John Schmelzer, Saginaw, Mich.; Black & Son, West Palm Beach, Fla.; Gragessor, Ambridge, Penn.; C. G. Sohmer, Lock Haven, Pa.; Perkins & Son, Baton Rouge, La.; Jack's Radio Shop, Woodbridge, N. J.; Wurlitzer, Milwaukee, Wis.; State Furniture Co., Omaha, Neb.; Al's Service Station, New Orleans, La.; Kobzina Furniture Co., Cicero, Ill.; Roth Seufferling Co., West N. Y., N. J.; Radio & Television Sales Corp., Bloomfield, N. J.; McManus Bros., Elizabeth, N. J.; Federal Furniture Co., Portland, Maine; State Electric Co., Hoboken, N. J.; Wurlitzer, Chicago; Albert Radio & Electric Co., Springfield, Mass.; Scharber Radio Elec. Co., Oklahoma City, Okla.; Nelson Music House, Billings, Montana; Broyles Electric Co., Marion, Ind.; Peoples Elec. Supply Co., Windber, Pa.; Bodle & Gibson Hdwe., Chanute, Kansas; Doherty Hardware Co., Somerset, Pa.; Scott's Music Shop, Asbury Park, N. J.; C. R. Jones, Spangler, Pa.; Hill Top Grange, N. Belle Vernon, Pa.

Lee Hardware Company Named Crosley Distributor . . .

Howard Richardson, assistant to the president in charge of sales. Crosley Radio Corporation, Cincinnati, announces that the Lee Hardware Company, Shreveport, Louisiana, has been named distributor for Crosley radios and refrigerators. The Lee Hardware Company is not new to Crosley as this Company was formerly distributor for Crosley products.

Frank D. Lee is president and general manager of the company; D. A. Lee, vice president; Fred C. Bucklew, secretary; Lucien C. Best, treasurer; and L. S. Hulsizy, manager of the radio department.



Crosley 100 Percenters Club visited the 500,000-watt transmitter at Mason, Ohio, during their recent trip to Cincinnati. Those shown are, left to right: F. R.

Reynolds, M. H. Marshall, C. H. Mauck, J. W. Beckman, Don Park, A. A. Levy, Henry Howe, Joseph Hecht, A. C. Ogle, Sam Rabuchin, C. W. Steltzriede.



Newly elected officers of Crosley 100 Percenters Club, left to right: M. H. Marshall, president; Joseph Hecht, secretary-treasurer; F. R. Reynolds, vice president.

Crosley 100 Percenters Organize—Elect Officers . . .

The Crosley 100 Percenters, composed of crack Crosley distributor salesmen formed a permanent organization at a dinner at the Netherland Plaza, Cincinnati, Thursday evening, October 25.

The new organization of radio and refrigerator salesmen elected M. H. Marshall of Anchor-Lite Distributing Company, Pittsburgh, Pennsylvania, president; F. R. Reynolds, of E. J. Herman Sales Company, San Antonio, Texas, vice president; Joseph Hecht of Apollo Distributing Com-

Crosley 100 Percenters Report Sales Gains

Improved business conditions is the story brought to Cincinnati by ten Crosley salesmen who were the leaders in radio and refrigerator sales for the two-month period of September and October. These men come from as many Eastern and Central States, and were guests of the Crosley Radio Corporation Thursday, October 25.

They viewed the new 1935 line of Crosley American and Foreign receiving sets. Each salesman was presented with a diamond-set pin, emblematic of his qualifying for the Crosley 100 Percent Club, by Powel Crosley, Jr., president of the Corporation.

They were addressed by Powel Crosley, Jr.; Howard Richardson, assistant to the president, in charge of sales; and Glenn Corbett, advertising manager, who outlined sales and advertising policies for the coming year.

A general improvement in fundamental conditions was reported by all the salesmen. Arthur A. Levy of the

Interstate Electric Company, Crosley distributors in New Orleans, reported business conditions in that city very satisfactory. "Sugar beet growers", he said, "had a good crop and are getting better prices. Farmers are diversifying their crops. Oil and gas are being discovered in many parts of the state. In Louisiana business is very definitely on the upgrade."

"The biggest radio season since 1928", is the way Joseph Hecht of the Apollo Distributing Company, Newark, New Jersey, described the situation. "Right now we are pushing the factory for shipments."

S. Rabuchin of the Lappin Electric Company, Milwaukee, reports general conditions improved and the outlook very favorable.

M. Lindeman, Glasco Electric Company, St. Louis, reports delayed fall business because of the unseasonable warm weather. "The people have plenty of money and the outlook for fall trade is good". All reported rapidly growing popularity for long and short wave sets.

In the afternoon they were shown the WLW transmitter plant of 500,000-watts at Mason, Ohio. The meeting was closed with an informal dinner at the Netherland Plaza Hotel. Following the dinner the party saw "As Thousands Cheer" at Shubert's Theatre.

pany, Newark, New Jersey, secretary-treasurer. Don Park, Sales Department, Crosley Radio Corporation was elected executive vice president.

Powel Crosley, Jr., president of
(Continued on Page 6)



So successful was the recent sales promotion stunt of the Radio Electric Store, Springfield, Ohio, that the large crowds could not be accom-

modated. To the right of this picture is seen an overflow of the crowd during the awarding of a Crosley radio.

"CROSLEY DAYS" PROMOTION WINS BIG SUCCESS

Being firm believers in advertising that is different, the Radio Electric Store of Springfield, Ohio, expressed this belief in a recent sales promotion stunt that accomplished astonishing results.

Two days—October 5 and 6—were selected as "Crosley Days". And to stimulate interest in this unique idea, V. J. Coughenour of this live-wire firm, executed promotion of such a distinctly different "flavor" that it attracted widespread attention among the people of this city.

One of the prime attractions was the free presentation of a Crosley Radio on both Friday and Saturday nights of the affair. Newspaper advertising, window displays and various advertising stunts resulted in bringing large crowds of people into the store on both days, especially at night. In fact, the crowds were so large during the awarding of the Crosley Radios that scores of people were unable to enter the store and stood on the outside waiting to learn the name of the winner.

In order to make an entry to be eligible for the free radio, each person had to fill in a questionnaire. This provided definite information as to the prospect status of each entry. More than 2500 of these questionnaires were filled in and from them more than 300 good prospects were

secured.

Which is certainly convincing evidence of the effectiveness of this plan! Any sales promotion stunt that can bring in over 300 prospects in two days is a BIG success! Congratulations to the Radio Electric Store!

Honolulu Dealer Praises Coolrest . . .

T. Tanaka, Manager of the Waiialua Garage Company, Crosley dealer of Honolulu, has recently expressed utmost praise for the Crosley Coolrest Air-Conditioned Bed Canopy. Being a satisfied user of the Coolrest himself, Mr. Tanaka has found that it is most useful in the relief of asthma and hay fever, as well as an ideal measure for the relief from heat.

According to R. A. Howe and Company, Crosley distributor of Honolulu, Mr. Tanaka said he was sure that housewives would find the new Coolrest an assured method of keeping their husbands home at nights. Because as he says, "Any man sleeping under a Coolrest for one week would never be able to sleep away from home for even one night. For this reason the Coolrest is an absolute insurance of the return of the wayward husband who might be tempted to stay away over night, while visiting a friend".

Crosley 100 Percenters Organize—Elect Officers . . .

(Continued from Page 5)

The Crosley Radio Corporation, was elected honorary president. In addition to Mr. Crosley and Mr. Park, the following members of the Crosley Company were elected to honorary membership: Howard Richardson, assistant to the president in charge of sales; Glenn Corbett, advertising and sales promotion manager; and James W. Beckman, director of public relations.

The organization will be permanent and officers will hold office for terms of one year and will be elected or replaced by distributor salesmen who qualify for membership in the Crosley 100 Percent Club.

The charter members of the new organization are: M. H. Marshall, Anchor-Lite Appliance Company, Pittsburgh; F. R. Reynolds, E. J. Hermann Sales Company, San Antonio, Texas; Joseph Hecht, Apollo Distributing Company, Newark, N. J.; Henry Howe, Tarbell Waters Company, Inc., Springfield, Mass.; A. A. Levy, Interstate Electric Company, New Orleans; M. Lindeman, Glasco Electric Company, St. Louis; C. H. Mauck, Crosley Distributing Corporation, Chicago; Sam Rabuchin, Lappin Electric Company, Milwaukee; C. W. Steltzriede, Saginaw Hardware Company, Saginaw, Michigan; A. C. Ogle, W. E. Titus Radio Corporation, Oklahoma City; Guy Morehouse, H. A. McRae & Co., Inc., Troy, New York; G. F. Jackson, Bond Rider Jackson Co., Charleston, West Virginia; and J. E. Arnette, Consolidated Automotive Company, West Palm Beach, Florida.

Newly Appointed Director Of Public Relations . . .

Powel Crosley, Jr., president of The Crosley Radio Corporation, Cincinnati, announces the appointment of James W. Beckman as Director of Public Relations.

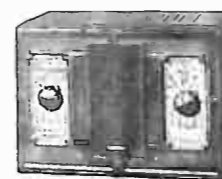
Mr. Beckman is well known in the refrigeration business because of the publicity work he did for Copeland and the Refrigeration Division of NEMA, when Louis Ruthenburg was chairman of the Division. In that work he pioneered many themes for refrigeration and air conditioning. He has written for many magazines and newspapers and has had a wide range of publicity experience, including motor and air transportation.

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

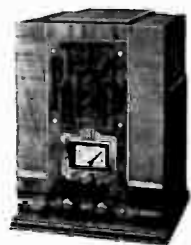
● STANDARD broadcasts—550 to 1650 Kc. and police, amateur, aviation broadcasts—1650 to 5000 Kc. Employs Two Double Purpose Tubes, Automatic Volume Control, Three Gang Tuning Condenser, Full Floating Moving Coil Electro-Dynamic Speaker.

FIFTY-FOUR RB LOWBOY 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.

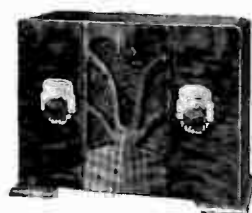
5 TUBES . DUAL RANGE SUPERHETERODYNE

● 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.



\$19.99
Complete Less Batteries
Dimensions: 8" high, 10 1/2" wide, 5" deep.

BATTERY FORTY

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 5/8" high, 11 1/4" wide, 8 3/4" 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: 38" high, 22 5/8" wide, 11 3/4" deep.

BATTERY EIGHT



\$49.95
Complete Less Batteries
Dimensions: 18 3/8" high, 16 1/4" wide, 10 1/4" deep.

8 TUBES . Superheterodyne BATTERY RECEIVER

● SUPERHETERODYNE. Continuous (Stepless) Tone and Static Control, Push-Pull Output, Neon Dial Lamp, Moving Coil Permanent Magnet Dynamic Speaker. Low Battery Drain.

BATTERY EIGHT LOWBOY



\$69.95
Complete Less Batteries
Dimensions: 38 3/4" high, 23 3/8" wide, 12 1/2" deep.

WESTERN PRICES SLIGHTLY HIGHER

The Crosley Broadcaster

AMERICAN AND FOREIGN RECEPTION

The reception of distant, foreign stations opens up a whole new world of radio pleasure. Broadcasts from England, France, Germany, Spain, South America and other lands far-flung over the surface of the globe are bringing untold thrills. The superior performance of the new Crosley Radios for this

purpose is made possible by the inclusion of many outstanding engineering accomplishments, such as; radio frequency amplification ahead of the first detector, and separate coils and separate alignment and balancing for each band. Each of these models are leaders in value, beauty and performance.



\$39.95
Complete With Tubes
Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" deep.

SIXTY-ONE A. F.

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.



\$54.50
Complete With Tubes
Dimensions: 36" high, 22 1/4" wide, 11 3/4" deep.

SIXTY-FOUR MD LOWBOY

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.

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.



EIGHTY A. W.



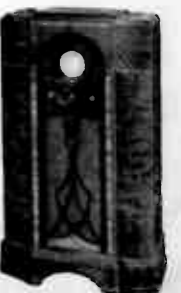
\$79.50
Complete With Tubes
Dimensions: 18 5/8" high, 16" wide, 10 5/16" deep.

8 TUBES . ALL-WAVE SUPERHETERODYNE

● ALL WAVE—510 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.

EIGHTY A. W. LOWBOY

\$99.50
Complete With Tubes
Dimensions: 38 1/2" high, 24 1/8" wide, 12" deep.



WESTERN PRICES SLIGHTLY HIGHER

November 1, 1934

YEAR 'ROUND PROFIT MAKERS



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



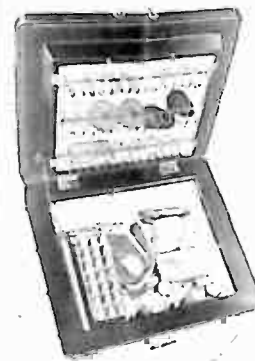
MODEL EA-55

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 1/4" high, 29" wide, 25 13/16" deep.

\$145.00

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

THE CROSLY CHEST SHELVADOR MODEL EA-20



(Approved by T. V. A.)

Ideal for homes, 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 5/8" deep.

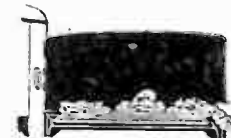
\$72.50

EXCLUSIVE FEATURES OF THE CROSLY TRI-SHELVADOR

SHELVATRAY

(Patents Pending)

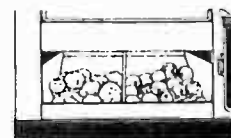
A handy place to set things and a tray for carrying them. Saves time and effort. Only available in the Crosley Tri-Shelvador.



SHELVABASKET

(Patents Pending)

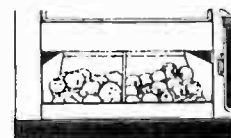
Just the place for greens—carrots, beets, cabbages, canned goods and the like. Just open the door and there they are!



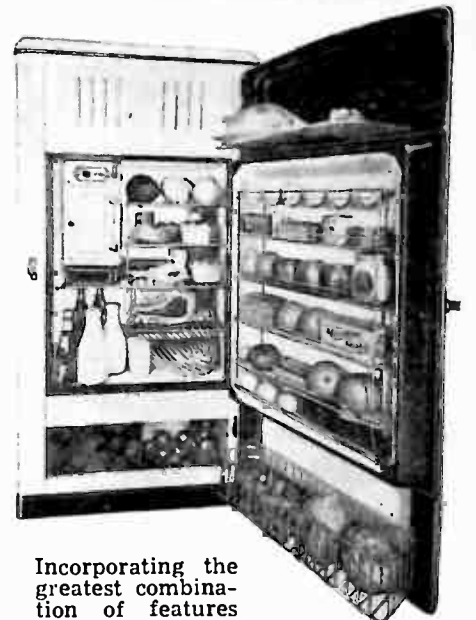
STORABIN

(Patents Pending)

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



(U. S. Patent Re-issue No. 19,308)

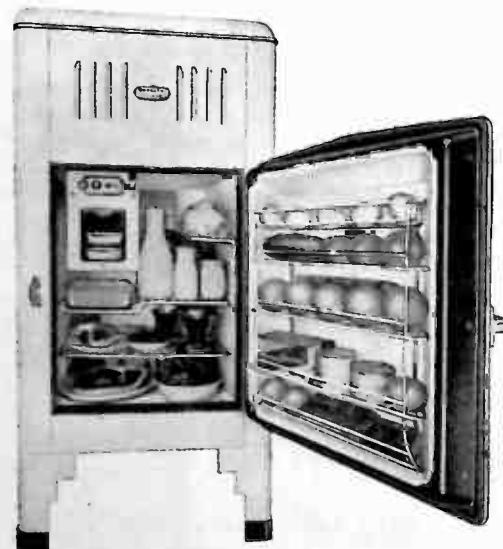


ALL WESTERN PRICES SLIGHTLY HIGHER

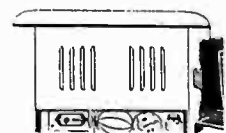
Incorporating the greatest combination of features ever presented, the Crosley Tri-Shelvador is regarded by housewives everywhere as the real standard of modern refrigeration efficiency. In addition to the many superb features of the Shelvador series, the Tri-Shelvador includes the sensational Shelvatray, Shelvabasket and Storabin—all exclusive features. It also has a self-closing door on the freezing unit.



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



OUTSTANDING FEATURES OF CROSLY REFRIGERATORS

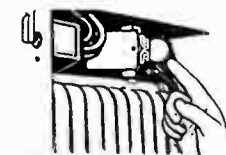
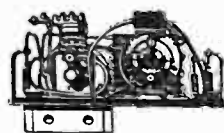


The Ventilated Front

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 the new Crosley Electric Refrigerators.

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.



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.

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

ALL PRICES INCLUDE DELIVERY INSTALLATION ONE YEAR'S FREE SERVICE

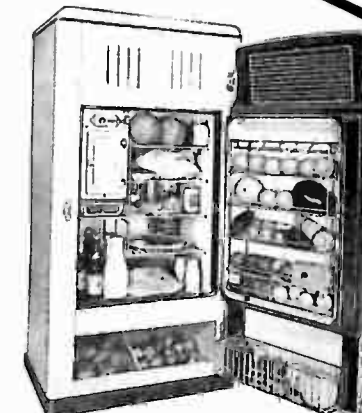


MODEL E-43

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 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 1/4" 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 3/4" wide, 26 7/8" deep.

\$185.00

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

ALL WESTERN PRICES SLIGHTLY HIGHER

"THE TALK OF THE TOWN" EVERYWHERE IN AMERICA



The young son of R. H. Holland, City Drug Store, Crosley dealer at Perryton, Texas, attracts wide attention as he rides around town in this toy automobile, advertising the Crosley Roamio.

Toy Auto Attracts Wide Attention . . .

In the town of Perryton, Texas, the young son of R. H. Holland of the City Drug Store, local Crosley dealer, has combined fun with business by riding a toy automobile around town to help his father mer-

chandise Crosley Radios.

So effective has this stunt proven to be that it has attracted more attention and publicity than any advertising done in Perryton in a long time. Numerous inquiries have re-

sulted and quite a few orders have been directly traced to this stunt.

The radio installation inside the little automobile consists of a Crosley Battery Fiver, which is connected to an automobile storage battery and grounded to the car. The aerial is carried from the posts and looped around on the insides of the panels. According to Mr. Holland, the people in Perryton have been amazed at the volume delivered by this set for night-time reception.

Mr. Holland is to be congratulated on the adoption of such an unusual advertising stunt. And the young son, who has proven to be such a valuable assistant in this merchandising venture, will undoubtedly some day become a big sales-producer for his father.

The Shield Company of Fort Worth, Texas, is the Crosley Distributor for this district.

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 12 and 19, 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—Texans, harmony trio (Crosley Radios).

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

11:45—Salt and Peanuts (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).

4:15—Jimmy Arlen—Baritone (Crosley Radios).

5:00—Ethel Ponce, blues singer (Crosley Radios).

10:30—Crosley Roamios.

TUESDAY

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).

11:15—Yucatan Trio—Mexican music (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).

4:15—Jimmy Arlen—Baritone—(Crosley Radios).

WEDNESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).

7:30—The Texans, harmony trio (Crosley Radios).

11:15—Yucatan Trio—Mexican music (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).

4:15—Jimmy Arlen—Baritone—(Crosley Radios).

5:00—Ponce Sisters, harmony duo (Crosley Radios).

10:30—Crosley Follies—orchestra—vocalists—dramatic skit—(Crosley Radios).

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—Jimmy Arlen—Baritone—(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—Dorothy Ponce—vocalist (Crosley Radios).

6:00—Virginio Marucci and His Orchestra (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—Bailey 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!

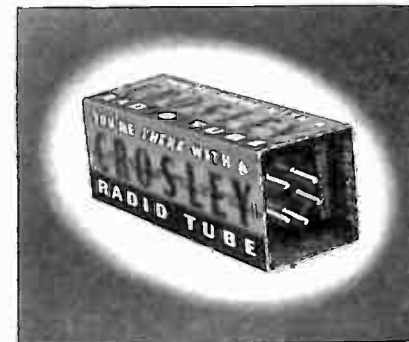
Highly Pleased With Tri-Shelvador . . .

A housewife in Bartlesville, Oklahoma, is so highly pleased and enthused with her Crosley Tri-Shelvador Electric Refrigerator that she has written the following complimentary letter:

"When I bought my Crosley refrigerator, I had never talked to anyone who owned one, so the opinion of my friends had nothing to do with it. I selected it for several different reasons. I knew that Crosley was a good company to buy from as we have one of your radios, which has been very satisfactory.

"I liked the looks of the outside of the refrigerator before I ever opened the door. Then the features such as the Shelvador, Shelvatray, Storabin appealed to me also. In comparing it with other refrigerators I decided it was much more reasonable in price considering the many good features.

"Now that I have used the refrigerator, I am very well pleased with it. I can purchase food in large quantities, thus saving on my grocery bill. I can have frozen salads or desserts any time with very little trouble. It is also very economical to run. I wouldn't be without it now and wonder how I managed before."



New Sealed Type Carton Protects Buyers Of Radio Tubes . . .

Crosley dealers and their radio tube customers are heartily welcoming the announcement of the new sealed type carton for Crosley Radio tubes. Inasmuch as the tube remains in the carton, which is even designed so that the tube can be tested while yet in its original package, both the dealer and his customer are fully protected against buying old radio tubes.

This forward step in tube merchandising has been actuated to eliminate the unscrupulous practices of certain



Exceptionally Beautiful Store Interior . . .

As customers and prospects enter the store of Harry Kutler, Crosley dealer at Santa Ana, California, they are greeted with this impressive display of Crosley Shelvador and Tri-Shelvador Electric Refrigerators.

Each refrigerator model is separated from the others by being placed in a booth—thereby enabling a prospect to give undivided attention to the particular model he is inspecting. Yet the whole display is very cleverly "tied" together. Each booth is headed by a letter—the whole dis-

play forming the world "Crosley."

You can imagine the effect given anyone entering this very beautiful store when you realize that each booth has a different color light and a different color paint.

According to Chanslor and Lyon Stores, Inc., Crosley distributor at Los Angeles, California, Mr. Kutler has done an excellent job on Crosley radios and electric refrigerators. And with such unique merchandising methods as evidenced in this entrance display, there is no wonder.

tube "bootleggers", whose methods had brought undue skepticism on the part of the buyer. As you undoubtedly know, these so-called tube "bootleggers" had been practicing a "gyp" game on the public for some time by reselling old tubes under the pretense that they were new.

But now with the tube sealed in the carton so that it cannot possibly be removed without breaking the package, tube buyers are assured of buying new tubes. This is an important announcement to the consumer for he can purchase his tube requirements with full confidence, by demanding a tube in a sealed carton. It is equally important to the dealer, for it not only protects him in his tube purchases but also instills added confidence in him on the part of his customers.

An interesting editorial in a recent issue of The Radio Weekly under the heading "Stopping Tube Fraud", contains a very pointed suggestion on

this subject. That is, to break the old tubes brought in by a customer before his very eyes. After testing them and finding them to be "worn-out", this practice should certainly convince the customer that the tubes are worthless and at the same time further increase his confidence in the dealer.

The new Crosley tube carton is attractively designed and is meeting with wholehearted approval on the part of distributors, dealers and consumers. Plainly printed on this sealed type carton are the words, "Warning: Look to see that staples have not been tampered with." Another printed admonition reads: "Our guarantee void if carton is broken at time of purchase."

With this new carton and the very excellent product it contains, Crosley dealers should, more than ever before, take full advantage of the extra profit opportunities existing in the sale of Crosley Radio Tubes.



Two Effective Advertising Stunts

Radio Ralph, Crosley dealer of Bloomington, Indiana has recently sponsored two impressive advertising stunts that should go far in the promoting of sales on Crosley Radios for his community.

The first of these was executed during the recent world series baseball games. Taking advantage of the tremendous interest centered about the games, this dealer, in collaboration with the Graham Motor Sales Company of Bloomington, made it possible for the public to both watch and hear the play-by-play results of the games.

A large board, resembling a ball diamond and score boards, was constructed and placed on the outside of the motor company's building. The control equipment and wiring for the operation of the board was designed and built by Ralph W. Cutts, proprietor of Radio Ralph. The position of the ball was shown at all times by means of a push button board with one bulb for each player in the field. The board indicated the man at bat, strikes, balls, outs, men on base, innings and runs. By watching this board, the interested

Here you see the sound car used by Radio Ralph of Bloomington, Indiana. With an effective Crosley Radio sign and a sound amplifying system, it drives over the streets of this city to keep the community ever Crosley-conscious.

spectators could follow the plays as they occurred.

But in addition to this the game was broadcast, being picked up on a Crosley Seventy-Two American-Foreign Radio. The pick-up was amplified by a three stage push-pull 250 amplifier and broadcast over two large dynamic speakers. One of the speakers was used in a baffle box above the extreme right ground floor window. The other speaker was used in a Wright DeCaster projector and placed on the roof of the building, three stories above the ground. Broadcasts through this speaker were plainly audible ten blocks away.



An interested crowd gathered to watch the results of a recent world series baseball game. The scoreboard and broadcast of the games was sponsored by Radio Ralph, Crosley dealer and the Graham Motor Sales Company of Bloomington, Indiana.

Two operators were required to control the board, one to control the position of the ball and one to control the strikes, balls, etc. Each wore a head set which was connected direct to the speaker voice coil lines. Headsets had to be used to enable the operators to concentrate on the broadcasts and thereby manipulate the board.

Above the board was a sign reading, "This broadcast comes to you over a new Crosley Seventy-Two American-Foreign Radio—Listen to Paris, Berlin, London and Madrid—Outstanding in beauty, performance and value—This control equipment designed and built by Radio Ralph."

The second promotional stunt adopted by Radio Ralph is the use of a sound car. It is driven over the streets of Bloomington, broadcasting to the public advertising of the new Crosley Radios. All the sound equipment used was built in the shop of Radio Ralph. The sound system employs a 32 DC—110 AC rotary convertor, a three stage double push-pull amplifier and an ad speaker field.

Such aggressive promotion efforts should enable this dealer to win scores of sales and profits for the 1935 Crosley Radios.

The Crosley Broadcaster



Dr. and Mrs. Barnum Brown of the American Museum-Dinosaur Expedition, greatly enjoy their Crosley Radio at their camp in Wyoming.

Dinosaur Expedition Finds Real Pleasure In Crosley Radio

With the definite mission of searching for and uncovering skeletons of pre-historic Dinosaurs, the Dinosaur Expedition of the American Museum of Natural History has been unusually successful.

It is a noteworthy fact that the searching and excavating of this expedition during the past several months has resulted in the finding of twelve large Dinosaur skeletons. The discovery of these fossils is creating nation-wide interest, particularly among the scientific-minded. They will undoubtedly prove of inestimable value to the American Museum and to the scientific world as a whole.

The Dinosaur camp is located in Keyhole Canyon of the Big Horn Mountains in Wyoming. When the members of this expedition turn back to their camp after a hard day's effort, relaxation has been sought by tuning in the immeasurable pleasures that come with the reception of broadcasts over a Crosley Radio.

Expressing the sentiment of each member of the expedition, Dr. Barnum Brown, leader of the expedition and Curator of Fossil Reptiles for the American Museum of Natural History of New York City, recently said, "The Crosley Battery Eight Radio which we have in our camp, where we are excavating twelve large Dinosaur skeletons, has been a source

Below is a typical evening scene in front of the tented headquarters of the Dinosaur Camp where American Museum Expedition personnel derives real pleasure from the Crosley Radio.



of real pleasure to us all during the past summer." He added, "It was especially enjoyable on days when we were snowed in or rained in—confined to quarters, so to speak. It has been our one contact with the immediate news of the outside world. In spite of summer static, reception has been fine. There has never been a day when we have not had programs from coast to coast, and from Canada to the Rio Grande."

Distributor Representative Describes European Trip . . .

A. C. "Billy" Burke, energetic representative for the Tower-Binford Electric Company, Crosley distributor at Richmond, Virginia, quite interestingly describes in a Masonic paper various experiences of his recent trip to Europe.

Although "Billy" had thirteen in his party and they sailed on Friday, the thirteenth, a very good time was had by all and no trouble was experienced.

All the principal points of interest were "taken in" by Mr. Burke in visiting England, Holland, Belgium, Germany, Austria, Italy, France and other European countries.

The highlight of his trip was when he witnessed the famous "Passion Play" at Oberammergau, Germany.

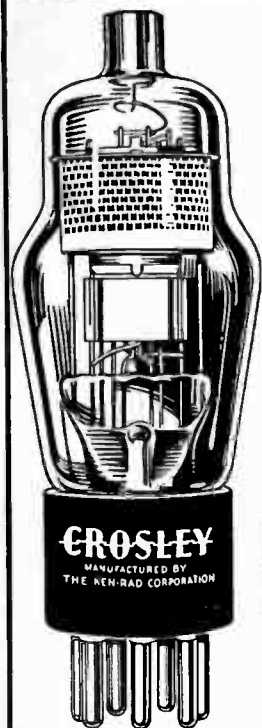


Dr. Barnum Brown, leader of the American Museum-Dinosaur Expedition, is seen in a Dinosaur quarry near Keyhole Canyon in Big Horn Mountains, Wyoming.

"For the benefit of the boys who stopped off in Paris during the late war," so he advises, "the Cafe de la Paix and the House of All Nations are still flourishing."

He further declared that Europe had a good break, as Will Rogers, "Andy" and "Billy" Burke were over there at the same time. But he concludes with "I am glad to be back in the land of the free and really wanted to hug the Statue of Liberty when I landed."

An Opportunity You Can't Overlook



When your shelves or display counter are stocked with Crosley Radio Tubes, you are taking advantage of an extra profit opportunity. Your customers and prospects for Crosley Radios will likewise become users of Crosley Tubes. For the sweeping public acceptance of the name CROSLEY will quickly popularize these tubes in your community. Made to meet Crosley's most rigid specifications, Crosley Radio Tubes are noted for their richness of tone, powerful reception, dependability and long life. Packed in a new sealed type carton, both you and your customers are protected against being sold old tubes. If you are not already taking full advantage of the sales and profits in Crosley Radio Tubes, get in touch with your Crosley Distributor now.

CROSLEY RADIO TUBES

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



New Radio Window Display Cards . . .

Here is another new set of window display cards to help Crosley dealers merchandise the new 1935 Crosley Radios. It very effectively emphasizes Crosley's leadership in

beauty, performance, value and its striking design and colors should arrest the attention of all passers-by. Order these cards from your Crosley distributor.

Attractive sign on side of Wainwright Music Company's store, Marietta, Ohio.



Effective Sign On New Store . . .

One of Eastern Ohio's most aggressive furniture and music retailers—the Wainwright Music Company of Marietta, Ohio—has recently moved into larger and most up-to-date quarters to accommodate the fast growing business they are experiencing. Painted on the side of the new store is a large sign, size 30'x30', which is strikingly colorful. It effectively keeps the passers-by mindful of Crosley radios and Shelvador Electric Refrigerators.

Having started business in 1908, W. E. Wainwright first devoted his activity to the sale of pianos and musical instruments. Later on a line of furniture was added and then radios and electric refrigerators. Through the untiring efforts of Mr. Wainwright the business has grown to be the largest of its kind in Eastern Ohio. Wainwright's is known for miles around. Surrounded by many small communities mostly dependent on agriculture, a great many homes of this trade area are without electricity. As a result, Wainwright's is probably one of the leaders for the entire country in the sale of battery receivers. According to Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va., this enterprising retailer sold over one hundred Crosley Battery Eight Lowboy models, alone, during last year.

In the new store, Crosley radios and Shelvador Electric Refrigerators have been given a prominent place.

Exterior view of the display bus used by Ontario Electric Corporation of Buffalo, New York to show Crosley Radios and Crosley Shelvador Electric Refrigerators to the dealers of this territory.

Business Better In West Says Bauer Of Crosley . . .

Neil Bauer, field sales manager, Crosley Radio Corporation, Cincinnati, Ohio, returned on October 29 from a trip through Iowa and Minnesota and left the same evening on a southern tour.

A much improved situation in Iowa and Minnesota was reported by Mr. Bauer. "There has been a marked increase in the sale of radios in rural communities and on the farms in both states and the outlook for 1935 is very greatly improved," he stated.

"Herbert Heib, president, Heib Distributing Company, Des Moines, Crosley distributors in Iowa, is very optimistic and anticipates steadily increasing sales during the remainder of the year.

"Likewise Lew Bonn, president, Lew Bonn Company, Minneapolis, Twin City Crosley distributor, reports increased activities in both metropolitan and rural districts."

Mr. Bauer's first stop in his southern tour will be Atlanta. On November 6 he will be present at a dealers meeting to be held at New Orleans by the Interstate Electric Company, Crosley distributors in that city. Approximately 100 dealers are expected to attend. On the 9th he will attend the dealer meeting of the Lee Hardware Company, Crosley distributor at Shreveport. An attendance of about 75 dealers is anticipated.

Thanksgiving Ad . . .

A newspaper ad mat, complete with copy, has just been prepared for Thanksgiving use. It very effectively "ties up" the Thanksgiving theme with Crosley Radios. The Sixty-One A. F. is illustrated and described; however, the ad is so designed that any other Crosley model can be substituted. Order this Thanksgiving ad mat from your Crosley distributor.

Interior of the Ontario Electric Corporation's display bus where dealers can see, hear and inspect the new line of Crosley Radios and Refrigerators.



Display Bus Serves Dealers In Buffalo Territory

When a Crosley dealer in the territory of Ontario Electric Corporation, Buffalo, New York sees this new display bus roll up before his store, he knows that Crosley is in Town. For this aggressive Crosley distributor travels this attractive display bus to all dealers in this district. It is so designed that a dealer can step inside and examine a representative line of new Crosley Radios as well as Shelvador Electric Refrigerators.

Knowing that the very excellent Crosley line speaks for itself better than in any other way, The Ontario

Electric Corporation has provided this opportunity for dealers to inspect the actual models.

Dealers are also appreciating the inclusion of this display bus in this territory's merchandising plans because of the advertising value it possesses. It is an exceptionally attractive bus and is equipped with an amplifying system. As it is driven over the streets of a town playing music and broadcasting announcements in behalf of Crosley products, it undoubtedly attracts widespread attention and helps the local dealer.



Valued More Every Day . . .

Mrs. C. B. Shuffelbarger of McAlester, Oklahoma writes: "Each day increases my admiration and delight for my Crosley Shelvador. I selected such an important convenience because The Crosley Radio Corporation is back of it."

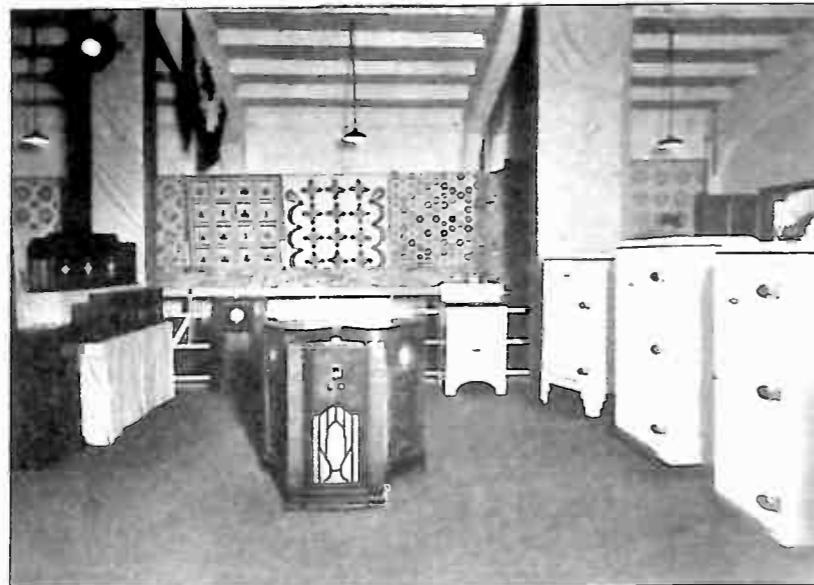


Fred Paulchek, Refrigeration Department Manager of the Cohen Furniture Company, Uniontown, Pennsylvania.

Shelvador Sales Triple Expectations . . .

In the face of unfortunate experiences with various lines of electric refrigerators which had caused this firm to "slow down" on their refrigeration promotion, the Cohen Furniture Company of Uniontown, Pennsylvania gave the Crosley Shelvador refrigerator a trial with sales results that were three times what they expected. Up to about two years ago, this firm was recognized as the largest retailer in that part of Pennsylvania for electric refrigerators and radios. However, they had so much grief with service troubles on the various lines they had been handling that they decided to adopt a sales retrenchment program. It was their plan to proceed cautiously and surely with whatever line was handled in the future.

Consequently the early part of last spring, the Cohen Furniture Company put in a stock of Crosley electric refrigerators with the idea of giving them a trial. So successful and enthused is the dealer that Fred Paulchek, Refrigeration Department Manager, wrote the following to On-Heiskell Company, Wheeling, W.



Display At Alabama State Fair . . .

This highly attractive display of Crosley Radios and Refrigerators was recently sponsored at the Alabama State Fair by the

Perfection Mattress and Spring Company, Inc., Crosley distributor of Birmingham.

Va., distributor.

"If you will recall we were far from enthusiastic about handling refrigeration.

"After much deliberation we decided to place your Crosleys on our floor and give them a trial. Well, we sold three times the amount we ex-

pected and we are glad to inform you that our service calls on Crosley have been almost nil.

"We are thoroughly sold on Crosley now and will promise you that the Cohen Furniture Company will get behind them with full power next season."



Sales-Getting Billboard . . .

This effective billboard atop a building in Paterson, New Jersey is a real sales booster for Crosley Dealer Spivak Brothers. Since this is on the main thor-

oughfare and is visible at a good distance away, many prospects and sales are undoubtedly the result.

IT'S THAT EXTRA TUBE
That puts this Leader ahead of the procession

AT LEAST SIX TUBES ARE ESSENTIAL FOR GOOD FOREIGN RECEPTION

6 TUBES FOR THE PRICE OF 5
\$39.95 COMPLETE
Western Price Slightly Higher



THE CROSLY SIXTY-ONE AMERICAN-FOREIGN

FEATURES Six tube Superheterodyne. Two double purpose tubes give this chassis eight tube effectiveness. Standard Broadcasts 550-1700 Kc. and Foreign Broadcasts 5800-15,300 Kc. Automatic Volume Control. Illuminated Airplane Type Dial. Three gang tuning Condenser. Continuous Tone Control. Full floating moving coil Electro-Dynamic Speaker. Sensationally beautiful cabinet.

For good reception of distant, foreign stations, it is essential that at least six tubes are used. And here is the only nationally advertised six-tube superheterodyne receiver for American-foreign reception priced as low as \$39.95. It is within the same price range as other five-tube sets. It again demonstrates Crosley's leadership in value. And what an advantage it gives Crosley dealers—what a big "shouting" point it is for sales and profits!

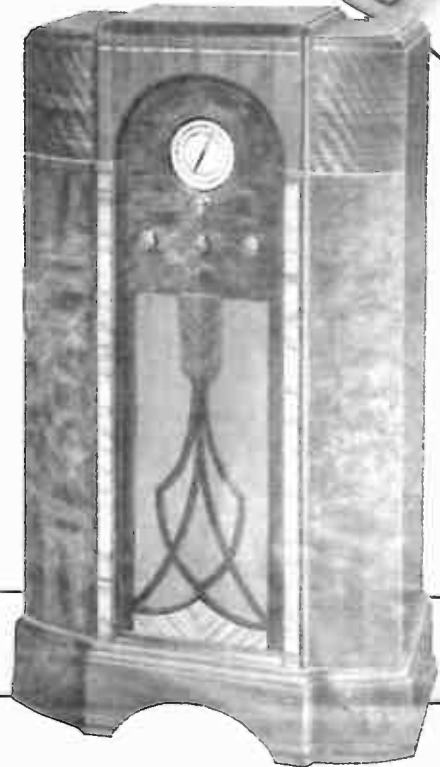
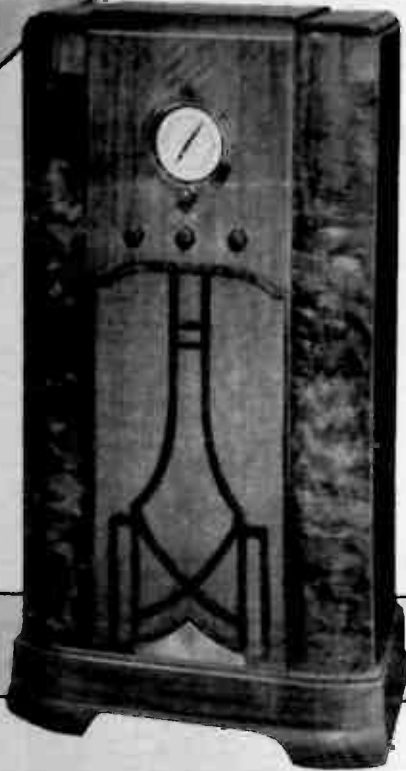
Moreover, this amazing Crosley Sixty-One American-foreign Radio has every other essential feature. Compare it tube for tube, feature for feature, performance for performance, appearance for appearance, value for value—it is "away ahead of the procession".

YOU'RE THERE WITH A CROSLY

CROSLEY PRESENTS TOMORROW'S BEAUTY

IN THESE TWO WORLD LEADERS

New, gorgeous cabinets of advanced design—thrilling American-foreign reception with beautiful tone and smooth performance—values that are history-makers. That is why these two amazing Crosley Radios are world leaders in their price classes—leaders in ultra-modern beauty, ultra-modern performance, ultra-modern value. And Crosley dealers everywhere are finding them to be world leaders in sales and profits!



CROSLEY Seventy-Two AMERICAN-FOREIGN Lowboy

A distinctive console cabinet of such irresistible beauty that it has an immediate eye appeal whenever displayed and adds charm to the furnishings of any home. Equally as beautiful is the excellent tone and quality of the American-foreign reception, this radio brings in. The front panel of this exquisite cabinet is of pin stripe walnut veneer with an overlay of zebra wood at the bottom of the speaker grille. Pilasters are of stump walnut veneer capped with French rose-wood.

\$79.50

Complete
With Tubes
Western Price
Slightly Higher

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

FEATURES—Seven-tube superheterodyne . . . Two double purpose tubes . . . Standard broadcasts 550-1700 Kc. and Foreign broadcasts 5800-15,300 Kc. . . . Illuminated airplane type dial . . . Dual ratio tuning control . . . Automatic volume control . . . Continuous tone control . . . Full floating moving coil electro-dynamic speaker.

CROSLEY EIGHTY ALL-WAVE LOWBOY

One of the most beautiful radio cabinets ever created, this exquisite console combines rare design, choice woods and superb craftsmanship. And the receiver it houses virtually commands the air. It brings in American, foreign, police, amateur and aviation broadcasts. The cabinet recessed front panel is of stump walnut veneer. Arch of pin stripe walnut veneer and pilasters of Kalobra wood. Rounded sides of stump walnut veneer and figured oriental wood.

\$99.50

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

Complete
With Tubes
Western Price
Slightly Higher

FEATURES—Eight-tube superheterodyne . . . Three double purpose tubes . . . All wave (530-24,000 Kc.) . . . Dual ratio tuning control . . . Illuminated airplane type dial . . . Automatic volume control . . . Continuous tone control . . . Push-pull output . . . Full floating moving coil electro-dynamic speaker.

WHATEVER HAPPENS YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO