

The Crosley

BROADCASTER

VOLUME 12

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NUMBER 13



THE NEW ROAMIO "103"
SEE PAGE 19

TALKS TO THE TRADE



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

ANOTHER Christmas is knocking at our doors. Another year has almost gone. Our organization, our dealers and distributors have weathered a storm that saw many fall by the way side. A new day is dawning for America and we are doing everything possible to hasten its coming.

During the past year we have watched the Shelvador reach the forefront of refrigerator sales. Enthusiastic distributors and dealers and owners have poured congratulatory letters and orders into the factory.

Crosley radio sales have not only held firm but have attained an unprecedented record. During the six months ending October first, more Crosley Radios were shipped than for the similar period of any year in history.

We urge you to take advantage of the Christmas season for pushing Shelvador and radio sales.

We have recently perfected a new Crosley Roamio—the new "103". Automobile owners have been waiting for the ultimate automobile radio set. They have been taught what to expect from radio by their home radio receivers. The new Roamio "103" is exactly what they have been waiting for.

The tone and performance of this set are as fine as in any home radio. When they consider the low price, the amazing compactness the outstanding appearance of this set—tell them what a really marvelous Christmas present it will make! And take their order!

Our very best wishes for a prosperous Christmas and a more prosperous New Year!

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY



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THE CROSLY BROADCASTER

No. 1 Xmas Present . . .

Especially timely is the announcement of the new Crosley Roamio "103". With the buying and the giving mood infectious in the air no finer gift* could be given or received. Perfected and ready for your Christmas trade, the Roamio combines exceptional features with an irresistible price.

Quality, marvelous range, "right in the studio" tone, remarkable ease of installation, a price that everyone who owns a car can pay are features that make this great automobile radio receiver a desirable Christmas Gift. Exceedingly profitable will the Roamio prove to canny dealers who know the place for it in their established market.

*Except the *Shelvador*, the other *Fine Crosley Receivers*.

To assist dealers in merchandising the new Crosley Roamio "103", a new "103" folder is available for immediate delivery.

Order from your Crosley Distributor. Price is only \$4.50 per thousand, \$1.00 a thousand extra for imprinting your name and address.

Top of the Heap . . .

At the top of the heap in radio broadcasting is Powel Crosley, Jr., The Crosley Radio Corporation's Founder-President. An internationally known figure in radio broadcasting, radio receiver manufacture, Pioneer Crosley has contributed much to the practical development of radio; has consistently advocated from the very beginning the use of the most practical means for elimi-

nating fading, interference and static—radio's bugbears.

His Station WLW is soon to be the first commercial station to use 500,000 watt power; was the first commercial station to operate on 500, 5,000 and 50,000 watts.

No WLW "blanketing" promises President Crosley despite 10-fold power increase; no interference with the reception of stations broadcasting on adjacent channels. Groundless are the fears that powerful WLW will do that; just as groundless as the fears expressed when WLW's power was increased from 500 to 5,000, from 5,000 to 50,000.

Two Markets . . .

13,753,073 "house to house" interviews in 36 out of 48 states was the survey made by Uncle Sam's men during the last census-taking. Of importance to The Crosley Radio Corporation, to Crosley Radio Distributors and Dealers was the radio census taken at the same time. Specifically the survey reveals that radio ownership is everywhere broadest in the upper income levels, descends like a wedge into the lower levels.

87.8% of all AA families (over \$10,000 incomes) own radios; 85.7% of all A families (\$5,000-\$10,000); 80% of all BB families (\$3,000-\$5,000); 72% of all B (\$2,000-\$3,000); 57.8% of all C (\$1,000-\$2,000); 36% of all D (under \$1,000). To us and to you that means chiefly two things: 1) that our virgin market is almost completely in the low income classes; 2) that an increasing proportion of our sales will be replacement sales. As evidence of this, note the heavy sale of mantel type receivers and the fact that according to Radio Retail-

ing, replacement set sales were 58% of the total sales last year.

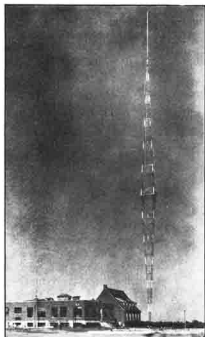
As Crosley Dealers you are on top in handling these two markets. For quality at a low price there is nothing anywhere to equal the Crosley table type receivers. For replacement no other sets offer the tone, performance, appearance and price features that the exceptionally beautiful Crosley lowboy and the highboy models offer.

Skip This . . .

Thoughts while trying to think about what to write: Isn't that Dual Travette a honey? There's one playing right now under our nose. Plug it into the wall, fasten the aerial to the steam pipe and let'er go. A flick of the Dual Range switch and the police calls come roaring in. There's something fascinating about sitting alone in a quiet room and hearing the matter-of-fact voice of the Police announcer droning: "Calling car 707, Car 7-0-7. Go to Fifth and Vine. Disturbance. Fifth and Vine. Disturbance." Particularly when "disturbance" may mean a shooting, a cutting with intent to wound, or just a plain everyday scrap.

Temperator . . .

Easy to sell over the counter; easy to sell in the home; easy to demonstrate; an ideal Christmas present is the new Crosley Temperator. Quick-est, handiest, safest, most easily portable, most economical, the Temperator at \$7.50 (including Thermostatic Control and 1,000-watt coil) should be featured, will sell itself.



WLW's new Behemoth

One of the World's Highest Structures.

The Path of a Signal . . .

To WLW audiences, Dr. Glenn Adams is well known. Two consuming passions dominate his interests aside from his medical practice. Good dogs, good government. His interest in the former have made him a national authority; his interest in the latter resulted in his election to the Cincinnati Council recently. Long interested in WLW, Dr. Adams has spent considerable time learning about broadcasting, learning how and why his own broadcasts get to the listener's ear. This description of how a signal will go from the new WLW to WLW's vast audience was prepared following an interview with Joseph A. Chambers, Technical Supervisor of WLW.

The sound created in the studio strikes the diaphragm of the highly sensitive microphones designed and manufactured by the Crosley engineers. This microphone is so sensitive that it would pick up the human heartbeats, or the sound of snow flakes falling, and at the same time withstand the noise of guns being fired close to them. The diaphragm of this microphone is made of a special metal and is about the thickness of a thin sheet of paper. The microphone itself changes the sound energy into electrical energy. The amount of this electrical energy is so extremely low that it would require the energy of several thousand

microphones to light even the smallest flashlight bulb. An amplifier with two tubes is mounted in a shell directly connected to the microphone and the signal is considerably amplified at this point. The signals from all the various microphones then go into the studio control room where the studio engineer controls them so as to get the right balance between the various sounds picked up and also to get the correct balance between the high frequencies and the low frequencies. Here, also, the signal is controlled as to volume to keep the tremendous range of volumes within the limits of transmitter and receiving sets. From the studio control room this minute signal goes through shielded cables to what is known as the Master Control Room, where the signals from all of the studios are further amplified. From the studio to the output of the Master Control Room amplifiers, the signal generated by the microphone is amplified about five billion times. In the Master Control Room highly sensitive instruments check the exact levels of all the signals, and high fidelity loud speakers enable the engineers to listen very critically to the programs at all times.

From the studio Master Control Room the signal comes over a special shielded cable to the transmitter audio room twenty-three miles away and this signal is further amplified and again both the level and the quality are carefully checked at all times to assure that the program is satisfactory before it is sent to the transmitter proper.

(From this point on the signal will travel over a slightly different course for the 50 KW and the 500 KW transmitters.)

As the signal now travels in the 50 KW transmitters which is now in operation, it goes from the transmitter audio room to the speech amplifier of the 50 KW transmitter where it is further amplified to a total power of approximately fifty watts. This represents an audio amplification from the studio of approximately something like one thousand billion times. Then, in the transmitter, through a process known as modulation, this sound signal is combined with the radio frequency signal which was created by a small quartz crystal in the transmitter. This radio signal has been amplified almost as much as the sound signal and after they are combined the combination is further amplified through succes-

sive stages of amplification to an average of 50 kilowatts. The last single stage of this amplifier contains six 35,000 watt water cooled tubes working together. The output of this amplifier is then sent out over a special transmission line to the huge 830 foot antenna tower, which we have previously described. From this tower the signal goes out in all directions to the receiving sets all over the country.

In the 500 KW transmitter the signal from the transmitter audio room will be amplified just as it comes from the studio to the heretofore unheard of audio power of approximately 400,000 watts. Never before has any equipment been built which would deliver this tremendous audio power. In the 500 KW equipment the radio frequency signal created by the crystal is also amplified to approximately 500,000 watts and the two signals are combined in the last stage of amplification just before they go to the antenna.

At your receiving set your receiving aerial picks up a very minute

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Dr. Glenn Adams . . .

"The engineers . . . have put forth tremendous effort to make sure that the signal which you receive in your receiving set is an exact duplicate of that picked up in the studio.

(Continued from Page 4)

quantity of the power radiated by the transmitting antenna. Your receiving set amplified the combined signal up to a certain level at which the detector tube in your receiver again separates the two signals and rejects the radio frequency signal known as a carrier. The audio signal left is a part of the signal which came from the studio. The amplifiers in your receiving set further amplify this signal until it is loud enough to be heard on your local speaker, which changes the electrical energy back into sound energy so that you may hear and, we hope, enjoy the programs which we have broadcast.

The engineers responsible for the design, construction and operation of this tremendous broadcasting equipment have put forth tremendous effort to make sure that the signal which you receive in your receiving set is an exact duplicate of that picked up in the studio. To do this they must be sure that no part of this signal is lost in the highly complicated equipment through which it passes. The new WLW will faithfully reproduce all frequencies from thirty cycles, which is about the lowest note on the piano, to ten thousand cycles, which is twice as high as the highest note on the piano.

A little bit ago we spoke of audio frequency and radio or carrier frequency. The electrical energy which represents the sound picked up in the studio is of a relatively low frequency (varying from thirty cycles to ten thousand cycles), and is called audio frequency. This signal could not be efficiently radiated out into the ether regardless of how much it was amplified. Therefore, it is necessary to supply some form of carrier to carry this signal from our transmitter to your receiver. A very high frequency current is generated by a small piece of quartz crystal which is very elaborately adjusted. In the case of WLW this radio signal or carrier has a frequency of 700 kilocycles, which as you all know is the frequency of WLW. This high carrier frequency has the characteristic such that it may be radiated out to your receiver and when the audio signal is combined with it, it does just as its name implies—carries the audio signal to your receiver.

The frequency of the carrier determines where the signal is received on your dial. We may point out here that in the case of WLW this carrier is maintained accurately to



President Crosley Throws the Switch . . .

The switch is on one of the three filament machines which are a part of the new 500,000-watt transmitter now under construction.

within one part in one hundred thousand. The WLW signal, even when we go up to 500 kilowatts, will be very sharp and there will be no such thing as broadness of the signal. It will, therefore, not interfere through any characteristic of its own with any other station. It is true that with some cheap or older type receivers with poor selectivity the signal may spread in the receiver and cover a narrow band on the dial. This spreading is very definitely characteristic of the receiver and depends on the receiver selectivity and the amount of power picked up by the receiving antenna. The increase in power, however, will not be particularly noticeable anywhere that WLW is now received well above noise and static, and probably will not be noticed at all by modern receivers with automatic volume controls. It will, however, be very evident at points where the present WLW signal is not sufficient, to override noise and static and after the 500 KW transmitter is in operation thousands of listeners who are now both-

ered by static and interference will be able to get reception such as they never had before.

No Signal Spread . . .

Thrusting its spidery web 812 feet into the empyrean, Crosley's WLW is a new landmark for the nation, a new object for anxious questioners. Asked more often than any other is the question: "Will the stupendous power (500,000 watts) which WLW will have on completion have any tendency to interfere with other station broadcasts?"

Crosley engineers, pointing out that carrier signal frequency and not power determines whether or not the station "slops over" into other frequencies answer an emphatic, "No!" WLW's carrier signal is maintained accurately to within one hundred thousandth of one percent. Thus WLW's signal will remain very sharp, will not "blanket the dial."

Carrier signal frequency may be compared to a railway track. A

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train of fifty cars will not interfere any more with those running over an adjacent track than would a train of one or two cars. So-called signal "spreading" is, according to radio authorities, characteristic of cheaply constructed, or old type receivers lacking adequate selectivity. With Crosley receivers super-heterodyne development permits "hair-line" tuning.

Chief importance of WLW's power increase: Areas where WLW now suffers from poor reception because of static, power line interference, noise (For example: New York City, Chicago) will be able to receive WLW with surprising clarity, complete freedom from static. Very little difference in signal strength will be noted in other areas particularly if the receiver be a modern type Crosley equipped with automatic volume control.

"Completely Satisfactory" . . .

"In the Spring," writes Henry A. Young, Jr., of Lancaster, Pennsylvania, "my father bought a Crosley Shelvador electric refrigerator for his home. The operation of this refrigerator was so completely satisfactory and the convenience of the Shelvador so pleasing that when I bought two refrigerators for my apartment building there was no question as to the kind I wanted. There are two other Shelvadors in the same building and all are giving splendid service."



Henry A. Young, Jr.

"My Experience Convinces Me."



Expansion . . .

Dallas Electric Supply Company . . . required twice as much space . . . hired three new men.

Twice as Much Space . . .

Dallas citizens like Crosley products. They like them so much Distributor Dallas Electric Supply Company had to expand. To handle increased Crosley business, Dallas Electric required twice as much warehouse and office space; hired three new men.

Thus enlarged DESC personnel includes (see photograph above from left to right) H. L. Roper, Crosley District Manager; H. B. Green, President of DESC; J. C. Merritt, Jr., Sales Manager; W. C. Markin, George H. Fischer, Sales Representatives; E. G. Lindburg, Office Manager; E. L. Wilks, Service Manager; J. R. Stephens, Auditor; F. G. Gross, Secretary to the President; C. F. Miller, Warehouse Superintendent.

Bright Future . . .

Predicting a bright future in all businesses, Distributor H. W. Leman of Advance Appliance, Peoria, pointed out to more than 100 Crosley dealers assembled for the annual banquet that Advance has sold more Crosley products now than at any time during 1928. He urged the dealers to continue their commendable work; outlined briefly the outstanding work being done by the Crosley Corporation.

Factory Representative Howard Souther discussed the boom in Crosley Shelvadors, told dealers Crosley has shown an increase of more than 400 per cent in Shelvador sales over last year. Indicating the extent to which Crosley has gone to support

Crosley product sales, Mr. Souther announced to the dealers the opening of the new WLW 500,000 watt station, most powerful in the world, which will make possible finer reception.

Unusual Record . . .

Since May 1, Dealer L. E. Parcher of North Robinson, Ohio, has sold more than a thousand dollars worth of Crosley products. "I must say that the name 'Crosley' certainly has a reputation," writes Mr. Parcher. "After I sold the first Shelvador the others sold themselves and I can honestly say more than half of the radios sold themselves."

Very Poetical . . .

Very poetical grows Dealer B. E. Felts of Felts Brothers, Rago, Kansas, when he thinks about a Crosley radio. That he is well qualified to judge Crosley merits is proved from his record. Dealer Felts has sold, serviced and repaired Crosley Receivers from the days of the little three tube Trirdyne. Sings Poet Felts:

*"You're there with a Crosley"
It's not just a whim.
Go ask your dealer—
You're acquainted with him.
He'll prove it to you
Without any doubt.
You're there with a Crosley
Made right throughout."*

Who is next for the job of Crosley Poet Laureate?

The Winnch . . .

For two weeks Crosley Distributing Company, Chicago, has been conducting a Crosley window display contest in the General Furniture chain of twelve stores. Happy were Managers Kushen (West Chicago Avenue Store), L. Black (Milwaukee Avenue Store), J. Sacks (West North Avenue Store). They were the prize winners.

Putting their prize winning cups on, Managers Kushen, Sacks, and Black evolved the three unusual displays reproduced in this issue of the *Broadcaster*. Manager Kushen tied in with the NRA. Manager Sacks had a miniature WLW tower and built his sales story around a tie-in between broadcasting and reception. Manager Black stressed Crosley slogans, Crosley selling features.

"If you can't be there in person, be there with a Crosley," broadsides Distributor Marshall-Wells Company, Portland, Oregon, when ancient gridiron rivals, Oregon University and Oregon State College clashed last month. Each Marshall-Wells dealer received a large broadside for window display use featuring Crosley receivers, stressing the Oregon-OSC game . . . a timely tie-in.

Largest . . .

Largest hardware outlet in the entire Long Island territory, James & Hawkins of Queens Village, Long Island, have added the Crosley Shelvador to build up their Refrigerator Department. James & Hawkins' J. W. Timberman investigated every refrigerator, tied up with Crosley. Confessed Hardwareman Timberman to Crosley's Al Brooke, after negotiations were completed, "I may have been prejudiced in favor of the Shelvador. You see, I have had one in my home for the past six months." To start the Shelvador ball rolling, James & Hawkins gathered forty members of their organization together, pointed out the obvious advantages of the Crosley refrigerator, urged them to push Shelvador sales.



Manager Kushen's First Prize Window

He tied-in with the NRA (a good idea for all of us)



Manager Black's Second Prize Window

He stressed the Crosley slogan, Crosley Selling Features



Manager Sacks' Third Prize Window

He tied-in with WLW



Ray J. Karl. Al Folkerts. . . .

Pioneer Radio Expert . . . Crosley Distributor.

Air-Minded . . .

Up in the air went Radio Technician Ray J. Karl in order to be on time for his address before the National Convention of Radio Service Men in New York. Up in the air with him went a small, powerful Crosley Travette presented by genial Distributor Al Folkerts of Advance Appliance Company. Allowed only thirty pounds of baggage, Pioneer Karl permitted himself only nineteen pounds of clothing, preferred to have the eleven pound Travette with him as a companion. "I would rather do without all other baggage than go without this Travette," said Mr. Karl to Mr. Folkerts.

Well known in his field is Radio Technician Karl whose radio log from Chicago to New York was published in the Peoria papers. The log contained a minute by minute description of his flight.

Having discovered a summer gold mine in Crosley Shelvador, John A. Schwarz & Sons, potent furniture retailers with four branches in Brooklyn, think they will have a winter bonanza in Crosley radio. They have recently added Crosley receivers to their line.

New Dealer . . .

Mt. Vernon, White Plains, and Peekskill (New York) citizens can now purchase Crosley products through Weil of Westchester, operator of a chain of stores in New York state. Farsighted, New Dealer Weil decided he could not be without this fastmoving line.

Not to be Outdone . . .

Not content to allow Shield and Dallas Electric to steal all the apartment house thunder, D. H. Hill, Manager of the Radio and Refrigerator Department of potent Sanger Brothers, Dallas, trotted out to one of Dallas' newest, most modern apartment houses (eight apartments) sold the owner a refrigerator for each apartment . . . eight, brand new D-45 Crosley Shelvadors.

Modern Apartments . . .

Dallas Electric Supply Company, Shield Company of Forth Worth, are on their toes. When Ambassador Apartment Hotel, Dallas, figured on modern equipment in their modern, swank hotel, Shield and Dallas Electric walked in, got enthusiastic with the Shelvador, stout Ambassador (over the heads of competing refrigerator salesmen) 80, D-35 Crosley

Shelvadors. The management, writes Shield, insisted on the most modern, most efficient equipment.

Ten Strike . . .

Piling up spectacular scores to the delight of bowling addicts are the Crosley Radio Five of Buffalo, leaders on the thundering alleys in Buffalo's Class B League. Sponsored by Distributor Ontario Electric Company, the Crosley Radio Five are building good will for Crosley products, receiving notable publicity for Crosley in the Newspapers.

No plodding advertising copy for Dealer William K. Krueger, Neenah, Wisconsin. Poet Krueger urges Neenah's radio conscious citizenry in light hearted verse to buy Crosley products. Nor are Neenah's radio-minded averse to verse to judge by sales results.

Learning and Refrigeration . . .

Modern in its last detail Stockton (Illinois) High School has what might be expected in its domestic science department—a Crosley Shelvador. To Hardware Products Company Sterling (Illinois) Distributor, who sold them, orchids.



Ambassador Apartment Hotel, Dallas.

Keeps Cool with Crosley . . .

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.

TRAVO

\$18.50



Complete With Tubes. Carrying Case 75c Extra

Dimensions:
6¾" high,
9⅝" wide,
4½" deep.

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. THE DUAL CASA HAS DUAL RANGE FEATURE.

DUAL CASA

\$19.95

Complete With Tubes



Dimensions:
7¾" high,
10¾" wide,
5" deep.

DUAL FOUR

\$21.00



Complete With Tubes

Dimensions:
12¼" high,
10⅞" wide,
8" deep.

4

TUBES
SUPERHETERODYNE

● A 4-TUBE Dual Range AC Superheterodyne incorporating Full Floating Moving Coil Electro-Dynamic Speaker, 2½-Volt Heater Type Tubes.

DUAL RANGE

RANGE

3500 to 1500 Kc. 1500 to 540 Kc.
80 to 200 Meters 200 to 550 Meters

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

DUAL TRAVETTE

\$26.00



Complete With Tubes. Carrying Case Included

Dimensions:
6¾" high,
10" wide,
4½" deep.

5

TUBES . AC-DC
SUPERHETERODYNE

● OPERATES on any 110-Volt Circuit. Incorporates Dual Range, External Speaker Jack, Pilot Light, Attached Antenna, Full Floating Moving Coil Electro-Dynamic Speaker.

DUAL COMPANION

\$26.00

Complete With Tubes



Dimensions:
7⅞" high,
11¼" wide,
4¾" deep.

DUAL FIVER

\$26.00



Complete With Tubes

Dimensions:
14½" high,
11½" wide,
2½" deep.

5

TUBES . DUAL RANGE
SUPERHETERODYNE

● DUAL RANGE Superheterodyne . . . Completely Stabilized, 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 \$25.50. Battery Fiver and Battery Fiver Lowboy available at \$26.00 and \$38.00, respectively. Batteries extra.

DUAL FIVER LOWBOY

\$38.00

Complete With Tubes



Dimensions:
40⅞" high,
25" wide,
11⅞" deep.

WESTERN

PRICES

SLIGHTLY

HIGHER

DUAL FIVER SHERATON**\$29.00**Complete With
Tubes*Dimensions:*
16½" high,
12¼" wide,
8¾" deep.**5 TUBES . DUAL RANGE
SUPERHETERODYNE**

● FIVE TUBE Dual Range Superheterodyne . . . Completely Stabilized, Full Floating Moving Coil Electro-Dynamic Speaker.

DUAL FIVER CABRIOLET**\$35.75**Complete With
Tubes*Dimensions:*
30" high,
14½" wide,
10 13/16" deep.**DUAL
SIXTY
\$35.00**Complete With
Tubes*Dimensions:*
13 3/8" high,
13¾" wide, 8¼" deep.**6 TUBES . DUAL RANGE
SUPERHETERODYNE**

● SIX TUBE superheterodyne with dual range and automatic volume control. Completely stabilized. Illuminated dial. Full floating, 11-impedance coil, electro-dynamic speaker.

**DUAL
SIXTY
LOWBOY
\$50.00**Complete With
Tubes*Dimensions:*
38" high, 23"
wide, 11" deep.**\$52.50**Complete With
Tubes*Dimensions:*
29¼" high,
15" wide,
12¾" deep.**DUAL SEVETTE
7 TUBES . DUAL RANGE
SUPERHETERODYNE**

● DUAL RANGE, Automatic Volume Control, Continuous (Stepless) Tone and Static Control, Full Floating Moving Coil Electro-Dynamic Speaker and other recent radio developments are incorporated in this seven-tube superheterodyne chassis.

DUAL SEVEN**\$39.50**Complete With
Tubes*Dimensions:*
15½" high,
13¾" wide,
8½" 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
SEVEN
LOWBOY
\$52.50**Complete With
Tubes*Dimensions:*
40½" high,
23" wide,
11½" deep.**DUAL TEN****\$52.50**Complete With
Tubes*Dimensions:*
17¼" high,
17" wide,
9¾" 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
LOWBOY
\$66.00**Complete With
Tubes*Dimensions:*
40½" high,
24½" wide,
11¾" deep.**DUAL TWELVE****\$62.50**Complete With
Tubes*Dimensions:*
17½" high,
16¾" wide,
10¾" deep.**12 TUBES . DUAL RANGE
SUPERHETERODYNE**

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

**DUAL
TWELVE
LOWBOY
\$76.00**Complete With
Tubes*Dimensions:*
40¾" high,
25" wide,
12¾" deep.**WESTERN****PRICES****SLIGHTLY****HIGHER**



\$120.00
Complete With
Tubes

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

DUAL FOURTEEN

14 TUBES . DUAL RANGE

SUPERHETERODYNE

• DUAL RANGE, Automatic Volume Control, Class "A" Parallel Push-Pull Output, Meter Tuning,

Static Control, Tone Control, Auditorium Type Full Floating Moving Coil Electro-Dynamic Speaker. This is the finest radio receiver that can be built, incorporating every essential development for excellent performance.

THE CROSLY REPOSE, JR.



REMOTE SPEAKER

Dimensions:
31" high,
17 $\frac{3}{4}$ " wide,
13" deep.

• A REMOTE speaker designed for use only with the Crosley Repose, Jr., receiver. Large size Electro-Dynamic Speaker. Receiver operates on any 110-Volt Circuit, employs Dual Range, 20-Foot Extension Cord, Attached Antenna.

Price includes both Speaker and Receiver.

\$42.00

Complete With
Tubes

AC DC
4-TUBE
SUPERHET-
EROODYNE
RECEIVER



Dimensions:
7 $\frac{3}{4}$ " high,
10 $\frac{3}{4}$ " wide,
5" deep.

REPOSE



\$52.50
Complete With
Tubes

Dimensions:
32 $\frac{1}{4}$ " high,
21 $\frac{1}{4}$ " wide,
13 $\frac{1}{2}$ " deep.

REMOTE SPEAKER ELECTRO-DYNAMIC

• LARGE SIZE Theatre Type Electro-Dynamic Speaker. For use with Dual Travette, Dual Companion or Dual Six . . . Employs Automatic Shut-Off, 20-Foot Extension Cord. Two 25Z5 rectifier tubes in a power pack furnish 20 watts of DC for the speaker.

REPOSE FIRE SCREEN

\$52.50
Complete With
Tubes

Dimensions:
33" high,
35 $\frac{1}{4}$ " wide,
14 $\frac{3}{8}$ " deep.



THIRTY-TWO D. C.



\$47.50
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. LOWBOY

\$60.00
Complete With
Tubes

Dimensions:
40 $\frac{1}{8}$ " high,
23" wide,
11 $\frac{3}{8}$ " deep.



BATTERY "8"



\$47.50
Complete With
Tubes Less Bat-
teries

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 Bat-
teries

Dimensions:
40 $\frac{1}{8}$ " high,
24 $\frac{1}{2}$ " wide,
11 $\frac{3}{4}$ " deep.



WESTERN

PRICES

SLIGHTLY

HIGHER

S H E L V A D O R

THE ALL YEAR 'ROUND

PROFIT MAKER!

● THE SHELVADOR (shelves in the door for eggs, butter, bacon and other small articles of food) isn't the only feature Crosley Shelvador electric refrigerators have to offer although it is the greatest development in refrigeration since the first ice box was invented. In addition to this outstanding feature, Crosley refrigerators offer every other advantage an electric refrigerator should have.

Value offered in Crosley Shelvador electric refrigerators is the greatest in the history of refrigeration. Fine workmanship and high quality materials are employed in their manufacture. Their reputation for dependability is being praised by every owner and dealer. Their appearance is exactly what the housewife wants.

The Shelvador with its low price and distinctive advantages has become an every day necessity—within reach of the masses.

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

MODEL D-35 **\$8950**

Western Price Slightly Higher

● THIS model has 3½ cubic feet NET capacity; 8 square feet of shelf space (N. E. M. A. rating). Has two ice trays, each tray with a capacity of 21 ice cubes—42 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Porcelain interior, gleaming white lacquer exterior. Dimensions: 56½" high, 25½" wide, 24" deep.

MODEL D-45 **\$9950**

Western Price Slightly Higher

● THE Model D-45 has 4½ cubic feet NET capacity; 10.6 square feet of shelf space (N. E. M. A.) Has three ice trays, each tray with a capacity of 21 cubes—63 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Porcelain interior, gleaming white lacquer exterior. Dimensions: 56½" high, 25½" wide, 24" deep.

MODEL D-60 **\$13000**

Western Price Slightly Higher

● HAS 6 cubic feet NET capacity; 11.5 square feet of shelf space (N. E. M. A.). Three standard size ice trays, each tray with a capacity of 21 ice cubes—63 in all, and one double depth tray, which is very desirable for freezing desserts, 3½ inches of insulation at top, sides, bottom and door. Porcelain interior, gleaming white lacquer exterior. Dimensions: 57½" high, 29½" wide, 25½" deep.

OUTSTANDING FEATURES



SELF-CONTAINED REMOVABLE UNIT
The Crosley unit is completely self-contained and can be removed by merely lifting it out of the top of the case. If necessary, the unit may be exchanged without interrupting refrigeration service.



PORCELAIN INTERIOR

Interior of white porcelain with well-rounded corners is very easy to keep spotlessly clean. No sharp corners or crevices where food may accumulate if spoiled. Interior welded into one single piece.



TEMPERATURE CONTROL

Variable temperature control makes possible the variation of the temperature within the refrigerator and speeding up the freezing of ice cubes. Permits defrosting without interrupting refrigeration.



AUTOMATIC INTERIOR LIGHT

All models fitted with an electric light which automatically illuminates the interior of the refrigerator whenever the door is opened.



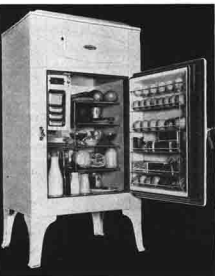
AMPLE SUPPLY OF ICE CUBES

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.





Mrs. Orlando and her Shelvador.

"I've often wondered how I ever got along without it . . ."

Mecca . . .

Mecca for Housewives from all parts of Buffalo was the Courier-Express Cooking School. From an audience that packed the Elmwood Music Hall to capacity and overflowed into the aisles and foyer there was vociferous applause as Russel C. Harris, beardless Santa Claus, was introduced. As Santa Claus, Mr. Harris presented prizes of a range and a Crosley Shelvador to the winners. Mrs. Lucy Orlando of West Tupper Street, Buffalo, was the proud winner of the Crosley Shelvador. "I certainly am delighted with this beautiful Crosley Shelvador," said Mrs. Orlando later after workmen had installed her splendid prize. "I shall take great pride in showing it to my friends and explaining its many good features. In fact, I wonder often how I ever got along without it."

News War . . .

SIX Allentown, Pennsylvania, Dealers have declared war on depression have entered into a cooperative advertising campaign that should spell success for Crosley radio.

Using more than a half page in the Allentown newspaper, they feature Crosley receivers, Crosley advantages. In this movement for bigger and better advertising are F. Bowman & Son; Hess Brothers; Zollinger-Harned Company; Electrical Devices; Kenneth K. Keck; and Bush & Bell.

Doing Its Bit . . .

OUT on the depression firing line, enlisted men in the Citizens Conservation Corps lay down their peace time weapons at night, return eagerly to their quarters, get back to civilization with a twist of the dial of their Crosley Battery sets.

From P. W. Bialkowski, No. 1 Crosley Representative in the far west, comes this interesting report.

Very much pleased are the CCC men with the superior reception and performance of their Crosley battery sets, so much pleased that when 179 CCC camps were closed for the winter, 179 Crosley battery Eights were shipped east to the winter camps. The cheap but priceless pleasure of radio will not be denied to the boys who are doing their bit for recovery. They're *there* with a Crosley.

Pay it to Music . . .

Deeply chagrined was Representative Joseph Hecht of Apollo Radio Company, Newark, N. J., when he found a police ticket on his car for parking over-time in Morristown. Fuming with a just rage, Representative Hecht drove over to police headquarters, rushed in, was soothed almost immediately by soft music wafting through the air. At the desk sat the chief himself, beside him bringing in the music, a Crosley Fiver. Without any reluctance, Mr. Hecht paid his two dollars.

Ruminated Mr. Hecht: "Why shouldn't police stations be a swell outlet for Crosley radios." There's an idea.

Effective . . .

"People want radios because radios bring programs." Thus worked the mind of the advertising manager of Rogers & Baldwin Hardware, Springfield (Missouri) Distributor. Putting mind into matter, R&B worked up a full page newspaper ad.; displayed Crosley receiver leaders, showed pictures of many prominent radio characters, advertised that Crosley got them all. Many Crosley dealers in the R&B territory undoubtedly benefited from this effective advertisement.

Vatican . . .

Internationally known for excellence are Crosley radio receivers. Recently came further proof from the halls of the ancient Vatican, itself. A Crosley Radio was purchased from the Boston Store, Chicago Dealer, for shipment to the Right Reverend Joseph A. Hickey, O. S. A., 1 San Uffizio, Vatican City, Rome.

Spectacular Sales . . .

So spectacular are Shelvador sales for Dealer McManus Brothers, Morristown, N. J., they plan to push Crosley Shelvador exclusively next year. 185 Shelvadors or, an average of one Crosley Shelvador sale per working day during the past seven months is the record of this alert organization.



McManus Brothers Refrigerator and Radio Department.

One a Day . . .

Eight In One Afternoon . . .

Bob Brown is a live-wire dealer in Anderson, Indiana. Read what he says about the sensational sales possibilities of the Crosley Shelvador:

"I thought it might be of interest to you to know of my experiences in handling more than one line of refrigerators.

"I have had several years training selling electric refrigerators; one being a well known established line that had models 'running into the money'. It is true, that when I made a sale of one I made a nice profit—but the sales came so hard, requiring much sales talk, price quibbling, frequent calls and even dangerous long payment plans.

"Last summer I sold the Crosley Shelvador only, and to my pleasant surprise I found many sales a 'push over' due to WLW having completed the sales talk for me in advance and because I did not have the stone wall barrier of 'the price is too high'. 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.

"I can truthfully say that I made more money on Crosley Shelvadors last summer than I made in any two years put together on the other well known line.

"My advice to any dealer is to get onto the Crosley bandwagon for easier sales and more of them."

Fair Booms Sales . . .

The Southwest's potent Sanger Brothers, Dallas, Texas, Dealer, featured Crosley refrigerators and receivers exclusively at the World's No. 1 State Fair, the State Fair of Texas. Radio Manager D. H. Hill arranged the booth, decided on an exclusive Crosley showing since phenomenal Crosley sales have boosted Sanger volume, was justified in his decision when Crosley sales boomed upward. Cooperating with Sanger Brothers was Distributor Dallas Electric Supply Company.

Remarkable Success . . .

Exclusively Crosley is Rudner's of Martins Ferry, Ohio. Aggressive, they use newspaper advertising, direct mail, radio broadcasting, interesting display windows, every merchandising trick to sell Crosley.

Remarkably successful, Rudner's has sold 100 Shelvador refrigerators during the past season, have a radio sales record hard to beat. Under

well-known well-liked Sam Rudner, refrigerator sales, radio sales have sky-rocketed. "One of our most outstanding dealers," endorses Henry G. Roth of the Ott-Heiskell Company, Wheeling Distributors.

Finest Tone . . .

Radio Buyer, Harold Lloyd of famed John Wanamaker, believes the Crosley Dual Fourteen has the finest tone quality of any receiver at any price.

John Wanamaker, New York, has had a representative line of Crosley products in their department, are featuring the Dual Fourteen.

Music Master William Stoess, ace WLW band leader, agrees with Buyer Lloyd. Says Maestro Stoess: "I wish all our radio listeners could have the rare privilege of getting that 'right-in-the-studio' tone."

Well Pleased . . .

Well pleased with Crosley products is Kingsport (Tenn.) Crosley Dealer Dobyus-Taylor. "Crosley Refrigerators and Radios have our whole hearted approval," writes Dobyus-Taylor. "We have had very, very

few service calls considering the number of refrigerators we have sold this year."

Cold Raffle, Hot Sales . . .

M. A. Z. Electric Company, Crosley Hillsdale, N. J., dealer, upped Shelvador sales recently with a novel merchandising stunt. Twenty-five Hillsdale merchants got together, MAZ donated a Shelvador, all of them offered via newspaper ads a chance on the Shelvador for every 25c purchase made in anyone of the twenty-five stores. Each cooperative ad carried heavy Shelvador publicity. Very Shelvador-conscious became Hillsdale citizens.

Popularity Proven . . .

Proud are Distributor Ontario Electric Corporation, Buffalo. Their booth at the Modern Homes and Trades Exposition, held recently in Buffalo, drew the largest crowds, demonstrated the increasing popularity of the Crosley Shelvador. Hundreds stopped, looked, wanted a Shelvador, demanded inspection and complete information. Shelves in the door gets 'em.



Sanger Brothers' Texas Fair Booth.
Crosley sales boomed upward . . .



Crosley and Rudner's at West Virginia State Fair.
Uncle Sam Rudner's sales have sky-rocketed . . .

Get "In Tune" With These Profit Makers For The Farm Market

● CROSLLEY offers an outstanding line of superheterodyne radio receivers to meet every requirement of those homes in your locality which are unwired or have an independent lighting plant. Each one represents an unmistakable value and possesses the latest radio refinements.



Now, with greatly increased prosperity resulting from the many farm relief measures recently enacted, the farm market as a field for radio sales is again of prime importance to Crosley dealers. An active campaign behind this fast-moving, profit-making line should result in a substantial sales volume.



\$26.00

Complete With Tubes
Less Batteries

CROSLLEY BATTERY FIVER

GENUINE five-tube superheterodyne chassis employing newest type heater tubes. Designed for use with the 2-volt air-coil "A" battery or regular "A" battery connected for 2 volts. Low battery drain. Has pentode output. Speaker is of permanent magnet type.

Front panel of straight grained walnut veneer. Pilasters of zebra wood with black decorative stripe. Pilaster caps and top of arch have overlays of tulip wood. Dimensions: 14 $\frac{1}{2}$ " high, 11 $\frac{1}{2}$ " wide, 8 $\frac{1}{2}$ " deep.

CROSLLEY BATTERY EIGHT

JUST LOOK at the outstanding features incorporated in this amazing Crosley eight-tube superheterodyne. Class "B" amplification. Push-push output. Neon dial lamp. Continuous (Stepless) tone and static control. Moving coil permanent magnet dynamic speaker.

Front panel of Oriental walnut veneer. Pilasters of two-tone American walnut veneer with decorative inlays. Arch of stump walnut veneer. Dimensions: 17 $\frac{1}{2}$ " high, 17" wide, 9 $\frac{1}{2}$ " deep.



\$47.50

Complete With Tubes
Less Batteries

BATTERY FIVER LOWBOY

SUPERIOR in tone, performance, appearance, and value to anything ever before offered at this exceedingly low price. Employs same five-tube superheterodyne chassis as described above for the Battery Fiver. Tubes used are: Two type 34, one type 30, one type 32 and one type 33.

Front panel of "V" matched walnut veneer. Pilasters of striped walnut veneer with caps of satinwood. Sides and top finished in Adam brown. Four legs turned and reeded. Dimensions: 40 $\frac{1}{2}$ " high, 23" wide, 11 $\frac{1}{2}$ " deep.

\$38.00

Complete With Tubes Less Batteries



BATTERY EIGHT LOWBOY

ONE OF the most efficient battery radio receivers ever developed, this eight-tube superheterodyne (same chassis as described above for the Battery Eight) incorporates features found in the most expensive all-electric set. Following tubes are used: Five type 34, two type 30 and one type 19.

Front panel has overlay of stump walnut veneer. Arch is of American walnut veneer and satinwood. Pilasters of figured American walnut veneer. Top veneer. Six turned and reeded legs. Dimensions: 40 $\frac{1}{2}$ " high, 24 $\frac{1}{2}$ " wide, 11 $\frac{1}{2}$ " deep.

\$60.00

Complete With Tubes Less Batteries



CROSLLEY RADIOS IDEAL FOR

CROSLLEY THIRTY-TWO D. C.

EMPLOYS same five-tube superheterodyne chassis as described for the Thirty-Two DC Lowboy. The Synchronode Power Unit incorporated in this receiver enables you to operate it from any 22-volt DC light socket in the home. No batteries are necessary. Current consumption is only 12 amperes. The full floating moving coil dynamic speaker is sensitive in responding to volume changes from the softest tone to full, undistorted volume. Cabinet front panel is of center matched

\$47.50

Complete With Tubes

stump walnut veneer. Pilasters are reeded. Top and sides finished in Adam brown. Dimensions: 16 $\frac{1}{2}$ " high 14" wide, 10 $\frac{1}{2}$ " deep.



THE HOME LIGHTING PLANT

CROSLLEY THIRTY-TWO D. C. LOWBOY

AN ALL-ELECTRIC five-tube superheterodyne, designed for use with 22-volt direct current. Employs new 6.3 volt heater tube types. Illuminated dial. Combined volume control and on-off switch. Full floating moving coil electro-dynamic speaker. Uses following tubes: Three type 78, one type 77 and one type 43. Cabinet front panel of "V" matched veneer. Pilasters of striped walnut veneer with caps of satinwood. Sides and top finished in Adam brown. Four legs turned and reeded. Dimensions: 40 $\frac{1}{2}$ " high, 23" wide, 11 $\frac{1}{2}$ " deep.

\$60.00

Complete With Tubes

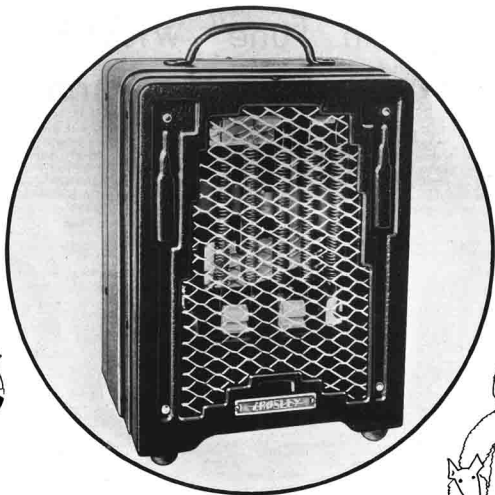


WESTERN

PRICES

SLIGHTLY

HIGHER



FROM THE OLD SOUTH TO ALASKA

A NEW MARKET

● FROM THE FROSTY, lazy Georgia winters to the 50 below of Alaska stretches a new market for Crosley Dealers. From the baby gurgling in its tub to the grandfather with winter in his bones are a hundred million new prospects for the new, improved Crosley Temperator. When it blows cold, the Temperator blows hot. When the frost is on the pumpkin, when the snow falls and the rooms are cold in the early morning, there's nothing like the comfort of the Temperator to take the chill off the air and make dressing a pleasure. There's nothing like the Temperator when the temperature gets out of hand and you need that extra warmth to make living comfortable!

Easy to sell over the counter; easy to

sell in the home; easy to demonstrate (just plug it in to any 110 volt, 60 cycle socket) priced within the reach of every purse \$7.50 (including Thermostatic Control that keeps the room at even temperature and works while you sleep and 1000-watt coil) \$5.50 (without Thermostatic Control and with a 600-watt coil) the Temperator is a proved and now an improved item for quick sales and handsome profits.

\$5.50

FEATURES: EVEN WARMTH—NO 'SPOT' HEATING: The fan inside the Temperator pours the warm air evenly over the room. There is no hot 'spot' as in the old fashioned electric heater. **SAFE FOR CHILDREN:** Due to its unique design the Temperator fan and heater cannot be touched. **EASILY PORTABLE.**

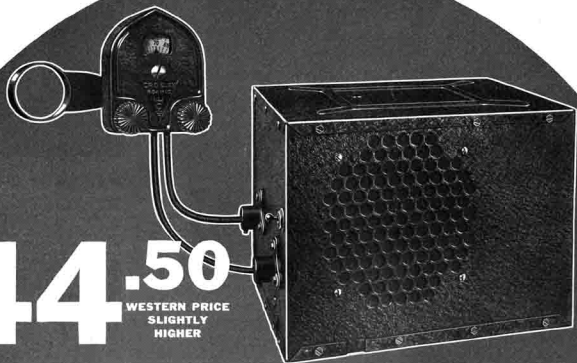
"You're Fair And Warmer With A CROSELEY Temperator"

50 MILLION MOTORISTS CAN'T GO WRONG WITH THE NEW CROSLY ROAMIO

● CAR OWNERS have been waiting for a set that sounds like a home radio. We've made it for you to sell them . . . several millions of them, in fact. Everybody knows the field has hardly been topped . . . and here's a new market right at your door . . . new prospects passing your door by the hundreds every day. When they hear it . . . when they realize that in the new Roamio "103" they have "home" radio performance at an amazingly low cost . . . there won't be anything left for you to do but take their orders! And that new low price includes all the "extras" . . . chassis, speaker, remote control with 30-inch cables, Synchronode "B" eliminator and noise suppressors for 8 cylinders.

FEATURES : 5-TUBE SUPERHETERODYNE CHASSIS (8-tube efficiency) Incorporates two-double purpose tubes. No rectifier tube. More efficiency. **AUTOMATIC VOLUME CONTROL:** Maintains uniform volume, tends to counteract fading. **SYNCRONODE "B" Eliminator:** An exclusive Crosley engineering development. Eliminates "B" batteries; improves performance; eliminates the rectifier tube. **TONE CONTROL:** Two-position control permits selection of treble or bass. **6" FULL FLOATING MOVING COIL DYNAMIC SPEAKER:** Sensitivity permits adjustment from softest tone to undistorted volume sufficient for dancing in a small area. **CROSLY TENNAFLEX UNDER-CAR ANTENNA:** Exclusive Crosley feature avoids necessity of ripping out and replacing upholstery. \$1.50 (patent pending).

\$44.50
WESTERN PRICE
SLIGHTLY
HIGHER



The Control unit of the new Crosley Roamio "103" is mounted in any position on steering post, readily convenient for tuning in your favorite programs. Illuminated dial calibrated in myriacycles insures accurate tuning.

The single case that encloses speaker, chassis, and Synchronode "B" power unit is only 10 $\frac{1}{2}$ " long, 7 $\frac{3}{4}$ " wide 7 $\frac{1}{4}$ " high. Mounted by a single bolt to cowl panel.

. . . *I wish all my listeners
owned a*



★

DUAL FOURTEEN



WILLIAM STOEISS:

● **MUSICIAN, Orchestra Leader, Conductor** of the "Flying Dutchmen" famed, nationally known radio orchestra, William Stoess writes: "I know about as much concerning the insides of a radio set as Primo Carnera. But when we get down to what comes out of the speaker that's another matter. I do know this, that of all the radio sets I've ever heard, the Crosley Dual Fourteen approximates actual tone so much more closely that only a very, very well trained ear could detect the difference between it and an actual orchestra playing in the room. If all our listeners owned one they could understand music infinitely better."

\$120

Western Price
Slightly Higher

THE CROSLY DUAL FOURTEEN is the very finest radio receiver Crosley has ever produced and when you consider the superior sets Crosley has manufactured in the past, that is saying a great deal. Consider the power, the tone, the beauty of this set! Fourteen tubes; Superheterodyne; Dual Range (police, amateur, aviation and standard broadcasts) Automatic Volume Control. Class "A" parallel push-pull output; Meter Tuning; Static Control; Tone Control; Auditorium Type Full Floating Moving-Coil Electro-Dynamic Speaker. And last, but of considerable importance, the outstanding beauty of the graciously designed cabinet of matched walnut veneers! Truly radio at its very best!

“You’re there with a CROSLY”