



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

T H E C R O S L E Y B R O A D C A S T E R

The New Beautiful Crosley Radios . . .

In the new line of Crosley Radios will be seen immediately a note of distinctive beauty. Fashioned by expert craftsmen, they have that rare charm that enhances their surroundings. Everything that is smart and beautiful now finds its full expression in radio receivers. Yet the beautiful cabinets of graceful design and rare and costly woods are excelled only by the high quality, lovely tone and excellent performance of these remarkable new receivers.

For the new Crosley Radios embody the latest radio refinements and developments to bring a faithful reproduction of broadcast programs. Each one excels in tone, power, sensitivity, selectivity and all around performance for its price class. And as to price—Crosley offers, as always, "the most for the radio dollar". Line production methods with an uncompromising quality standard make it possible for Crosley to give values far beyond anything else in the radio field.

There are new Crosley Radios for every purse and every purpose. AC-DC portable models. A wide selection of models for the home. Some with dual range for police, amateur, aviation as well as standard broadcasts. Battery and 32-volt DC models supply the farm market. Either of the two Roamios give the automobile radio fan everything he can desire.

Foreign Reception . . .

There is great interest among many in the thrill and adventure of receiving distant, foreign stations. All the excitement of the early days when station-finding was a game enjoyed by all is being revived. Only now, the distances are far greater.

Crosley has provided the ideal series of marvelous radios for American and Foreign reception. All in

all, there are eight models in this series giving Crosley dealers a wide diversity of sizes and prices to satisfy every one who is foreign reception-minded. Two of the models are completely all wave—providing American, foreign, police, amateur and aviation broadcasts.

Let's Get Going . . .

Right now is the time to start going after radio sales. Let the fireworks start with the Fourth of July. Isn't that a logical time to blow up all sales resistance! To so firmly implant the new Crosley Radios in the minds of the people of your community—to so strongly keep them aware of the fact that you are the Crosley Dealer—that sales and profits will skyrocket up beyond the clouds.

Remember that the new 500,000-watt WLW, the world's most powerful broadcasting station, has caused the public eye to be focused on Crosley and Crosley Radios more than ever before in history. Tie yourself up to Crosley in every conceivable way and you will march onward and upward to a victorious, profitable, outcome.

And don't forget that there are many vacationists, campers, travelers and motorists who want you to tell them all about Crosley portable radios and automobile receivers. There's money to be made right now—today! Let's get going!

In The Good Old Summer Time . . .

Old Man Sunshine has turned another corner—and summer is here. And summer means hot weather—when people are perhaps more refrigerator-minded than at any other time. Sipping cooled drinks, eating frozen dishes—that's what you see almost everywhere you go.

So now is the time when there is the greatest demand for refrigera-

tors. Now is the time for Crosley dealers to go after business with all their energy. Get prospects through every possible source—through displays, newspaper and direct mail advertising, handbill circulation, house-to-house canvassing, from old customers, etc. Once they see the Shelvador or Tri-Shelvador they'll want it. And watch your sales go up!

Push The Coolrest Now . . .

During the hot, sticky weather is naturally when the Crosley Coolrest Air Conditioned Bed Canopy will be in greatest demand. And what person won't welcome the relief from the heat that the Coolrest provides. Such a cool, invigorating atmosphere!

Once you get a prospect to try it—to lie in a bed that is air conditioned by the Coolrest—your sales battle will be won. So we urge you to tell your community to come to your store and have the Coolrest demonstrated. To help you in this activity, we have prepared a six-page circular, printed in black and green. It describes and illustrates the Coolrest. In addition, two double-column newspaper ad mats complete with copy, have just been prepared. Get in touch with your distributor and order your Coolrest advertising helps.

New Roamio Helps . . .

Just off the press is a new Roamio "4A1" circular. Printed in two colors, it is attractively designed to help Crosley dealers present this amazingly new automobile radio. It illustrates and describes the Roamio in an effective manner.

There has also been prepared a one-column newspaper ad on the Roamio. Complete with copy and with snappy illustration.

Order a supply of the Roamio circulars and a newspaper ad mat from your Crosley Distributor.



This unusually attractive booth was held in the municipal auditorium at St. Joseph, Mo. It was sponsored by American Electric Company and four local Crosley Dealers. The Crosley Shelvador sign, shown at the

top of the booth, was fourteen feet long. The letters were of glittering silver and there was a blue Neon sign over the word "Shelvador", which made it conspicuous from all parts of the arena.

FOOD SHOW WINS SALES

During the recent Pure Food Show held in the municipal auditorium at St. Joseph, Missouri, Crosley Distributor American Electric Company and the local Crosley Dealers sponsored a Shelvador display that was a great success. Out of the fifty-five to sixty thousand people who attended the show, strong interest was shown in the Crosley refrigerator booth. In fact it attracted more attention than any other refrigerator display—and to all observations, more than any other display at the show.

Demonstrations were made with the two E-55 models and at least three men were kept busy in the booth at all times—pointing out the amazing features of these spectacular refrigerators. Several refrigerators were sold on the floor and several hundred good prospect names were taken during the show.

According to H. Borchardt, Jr., of American Electric, it is estimated that forty or fifty refrigerators will be sold as a direct result of the show. Also that from their experience of last year, the publicity value of the show will be felt throughout the entire season and will be a substantial help to closing future sales. As people come from many miles around to attend the show, many of the prospects are from small towns around St. Joseph. So the stimulating in-

fluence of this show should be felt throughout the whole territory.

The St. Joseph dealers who participated are: E. R. Eggleston Appliance Company, R. A. Glidewell, Ladd Radio and Appliance Company, Scanlan's Hardware.

Toy Balloons . . .

Advertising toy balloons are now available to Crosley dealers for distribution to the children of their communities. One side illustrates the Tri-Shelvador—the other side has space for a three line dealer imprint. If interested, write direct to the Maple City Rubber Company, Norwalk, Ohio.



Exceptionally Good Radio . . .

Mrs. C. R. Lovingood of Birmingham, Alabama writes:

"This letter may seem rather unusual to you, but I think when a company has an exceptionally good product that has been thoroughly tested they should be told about it.

"Last July we bought a Crosley radio. It has given wonderful reception ever since. We have no aerial or ground either, as it is moved from one room to another quite frequently. On one of these changes it was accidentally pulled off the table. Of course, I thought it would never play again as most of the moulding was jarred loose, but as soon as I connected it it began to play as well as ever and has played good ever since.

"Most everyone thinks that a radio which can be dropped four feet and still play is a good one. A friend of mine next door bought a Crosley two weeks ago on the strength of it and she is well pleased with the decision she made."

Signs Go Up — Up Go Sales . . .

When a retailer stresses his promotional efforts in behalf of the Crosley Shelvador and Tri-Shelvador, resulting sales are inevitable. Such is the case with Casey's Big General Store of Milford, Mass. The large sign, the appealing window, the sign on the delivery truck all tell this community in no uncertain terms that here is the place to buy the Shelvador. And having the public discover the place, there is nothing left to do but ring up the old cash register.

CROSLEY PRESENTS

NEW BEAUTY AND WORLD-WIDE RECEPTION
IN THE NEW 1935

CROSLEY RADIOS

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

FORTY-ONE



\$19.99

Complete With Tubes and Fabric Carrying Case

Dimensions:
6 $\frac{3}{4}$ " high,
9 $\frac{5}{8}$ " wide,
1 $\frac{1}{2}$ " deep.

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.

FORTY-ONE DELUXE

\$22.50

Complete With Tubes

Dimensions:
8" high, 11"
wide, 4 $\frac{7}{8}$ "
deep.



\$33.00

Complete With Tubes

Dimensions:
7 $\frac{7}{8}$ " high,
11 $\frac{7}{8}$ " wide,
5 $\frac{3}{4}$ " deep.

FIFTY-ONE

5 TUBES . AC DC
SUPERHETERODYNE

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

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



\$19.99

Complete With Tubes

Dimensions:
11 $\frac{1}{2}$ " high,
9 $\frac{1}{2}$ " wide,
7 $\frac{1}{2}$ " deep.

FIVER JR.

5 TUBES
SUPERHETERODYNE

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



\$28.95

Complete With Tubes

Dimensions:
13 $\frac{5}{8}$ " high,
11 $\frac{1}{4}$ " wide,
8 $\frac{3}{4}$ " deep.

FIVER

5 TUBES
SUPERHETERODYNE

● INCORPORATES One Double Purpose Tube—Illuminated Dial—Full Floating Moving Coil Electro-Dynamic Speaker—Completely Stabilized Chassis.

WESTERN PRICES SLIGHTLY HIGHER

July 2, 1934

The Crosley Broadcaster

FIVER DELUXE



\$35.00
Complete With Tubes
Dimensions: 13⁵/₈" high, 11¹/₄" wide, 8³/₄" deep.

5 TUBES . DUAL RANGE SUPERHETERODYNE

● STANDARD broadcasts—540 to 1720 Kc. and police, amateur, aviation broadcasts—1650 to 4500 Kc. Employs Two Double Purpose Tubes, Automatic Volume Control, Illuminated Airplane Type Dial, Three Gang Tuning Condenser, Full Floating Moving Coil Electro-Dynamic Speaker.

FIVER DELUXE LOWBOY



\$47.50
Complete With Tubes
Dimensions: 36" high, 23³/₈" wide, 12 3/16" deep.

SIXTY



\$39.50
Complete With Tubes
Dimensions: 14¹/₈" high, 14³/₈" wide, 8³/₈" deep.

6 TUBES . DUAL RANGE SUPERHETERODYNE

● DUAL RANGE (police, amateur, aviation and standard broadcasts). Has Two Double Purpose Tubes, Automatic Volume Control, Tone Control, Three Gang Tuning Condenser, 8-inch Full Floating Moving Coil Electro-Dynamic Speaker.

SIXTY LOWBOY



\$54.50
Complete With Tubes
Dimensions: 38" high, 22¹/₂" wide, 12" deep.

SEVENTY



\$49.95
Complete With Tubes
Dimensions: 17³/₄" high, 14¹/₈" wide, 8¹/₄" deep.

7 TUBES . DUAL RANGE SUPERHETERODYNE

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

SEVENTY LOWBOY



\$65.00
Complete With Tubes
Dimensions: 38" high, 22⁵/₈" wide, 11³/₄" deep.

DUAL TEN LOWBOY



\$79.50
Complete With Tubes
Dimensions: 38³/₄" high, 23⁵/₈" wide, 12¹/₂" deep.

10 TUBES . DUAL RANGE SUPERHETERODYNE

● NEW Illuminated Airplane Type Dial—Dual Range (police, amateur, aviation and standard broadcasts)—Automatic Volume Control—Push-Pull Output—Continuous (Stepless) Tone and Static Control—Full Floating Moving Coil Electro-Dynamic Speaker.

DUAL RANGE

In addition to the standard broadcast band, police calls, airplanes and ground stations, amateurs and other interesting shortwave broadcasts are made available by a turn of the switch through the dual range feature of certain Crosley radio receivers.

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

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

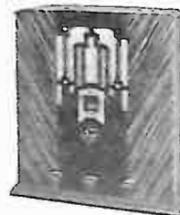
BATTERY FIVER LOWBOY — A magnificent lowboy cabinet housing a marvelous five-tube superheterodyne chassis. Priced, without batteries, at **\$49.95**

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

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

WESTERN PRICES SLIGHTLY HIGHER

FIFTY A. F.



\$39.95
Complete With Tubes
Dimensions: 15⁷/₈" high, 14¹/₈" wide, 8¹/₄" deep.

5 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—540 to 1720 Kc. and Foreign broadcasts—5,700 to 15,500 Kc.—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

FIFTY A. F. LOWBOY



\$55.00
Complete With Tubes
Dimensions: 36¹/₂" high, 22" wide, 11¹/₂" deep.

SIXTY-ONE A. F.



\$49.95
Complete With Tubes
Dimensions: 15⁷/₈" high, 14¹/₈" wide, 8¹/₄" deep.

6 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—540 to 1750 Kc. and Foreign broadcasts 5700 to 15,500 Kc.—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

SIXTY-ONE A. F. LOWBOY



\$65.00
Complete With Tubes
Dimensions: 36¹/₂" high, 22" wide, 11¹/₂" deep.

SEVENTY-TWO A. F.



\$59.95
Complete With Tubes
Dimensions: 18¹/₂" high, 16⁵/₈" wide, 10¹/₄" deep.

7 TUBES . American-Foreign SUPERHETERODYNE

● AMERICAN broadcasts—540 to 1750 Kc. and Foreign broadcasts—5,600 to 15,700 Kc.—80 to 1 High Ratio Drive—Reel Type Tuning Knob—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

SEVENTY-TWO A. F. LOWBOY



\$79.50
Complete With Tubes
Dimensions: 38" high, 22⁵/₈" wide, 11³/₄" deep.

EIGHTY A. W.



\$79.50
Complete With Tubes
Dimensions: 18¹/₂" high, 16⁵/₈" wide, 10¹/₄" deep.

8 TUBES . ALL-WAVE SUPERHETERODYNE

● ALL WAVE—530 to 24,000 Kc.—80 to 1 High Ratio Drive—Reel Type Tuning Knob—New Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Push-Pull Output—Full Floating Moving Coil Electro Dynamic Speaker.

EIGHTY A. W. LOWBOY



\$99.50
Complete With Tubes
Dimensions: 38¹/₄" high, 23" wide, 11³/₄" deep.

5 TUBES . SUPERHETERODYNE FOR 32 VOLTS DC

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

THIRTY-TWO DC FIVE

Dimensions: 16¹/₂" high, 15" wide, 10³/₈" deep. **\$49.75** Complete With Tubes

THIRTY-TWO DC FIVE LOWBOY

Dimensions: 40¹/₈" high, 23" wide, 11¹/₈" deep. **\$64.50** Complete With Tubes

6 TUBES . DUAL RANGE FOR 32 VOLTS DC

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

THIRTY-TWO DC SIX

Dimensions: 17 3/16" high, 13⁵/₈" wide, 9 15/16" deep. **\$64.50** Complete With Tubes

THIRTY-TWO DC SIX LOWBOY

Dimensions: 39¹/₂" high, 23¹/₂" wide, 11¹/₂" deep. **\$84.50** Complete With Tubes

WESTERN PRICES SLIGHTLY HIGHER

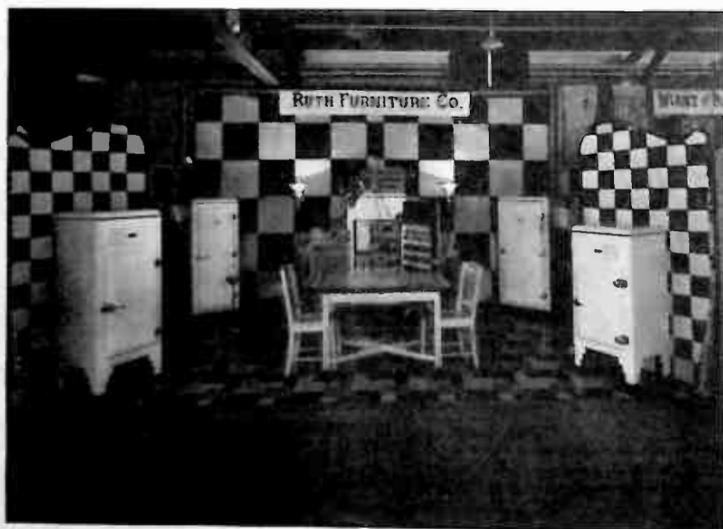


Stars Visit New WLW . . .

These five comely stars of radio who are heard on the broadcasts of the new 500,000-watt WLW, posed for cameramen during the recent inspection tour of the new transmitter plant, the most powerful in the world. They are on the "cat-walk" of the 54-ft. 500-KW Amplifier Panel. Each is holding one of the twenty giant 100,000-watt tubes used in the transmitter.

These tubes cost more than \$1,600 each.

Right to left, the girls are: Margaret Carlisle (Chicago) who starred in "Showboat", "Bitter Sweet" and in London in "Words and Music"; Mary Alcott (Chicago) Paul Whiteman discovery; Ethel and Dorothea Ponce (New York) harmony duo; and Flo Golden, actress.



Display At Electric Show . . .

At the Electric Show recently held in Parkersburg, W. Va., this attractive display of Crosley Electric Refrigerators attracted widespread attention. Sponsored by The Ruth Furniture Company, Crosley Dealer

at Parkersburg, this display undoubtedly brought gratifying results. According to distributor Bond-Rider-Jackson Company, this dealer is enthusiastically behind Crosley in every possible way.

Note On Steering Wheel Brings Sale . . .

When they ask you to come and sell them—that's public demand. Such was recently the case with Crosley Dealer A. J. Brune and the Crosley Shelvador. Upon returning to his parked automobile one day, this dealer of Evansville, Indiana found a note on his steering wheel. This note read, "Come to the house. Mother wants to buy a box." and gave the name and address.

Mr. Brune made the call. Since the prospect had seen a Shelvador folder, she gave him an order immediately for a Model EA-43. Her son had recognized the car by a Crosley tire cover and placed the note on the steering wheel. All of which proves that public demand, advertising and local tie-up spell sales.



At The World's Largest Transmitter . . .

Margaret Carlisle, John Barker (right), and Joe Emerson are among the stage and radio favorites who contribute their talents to broadcasts of the world's largest transmitter station—500,000-watt WLW.

Miss Carlisle, Chicago prima donna, starred in the London productions of "Viktorina and Her Hussar" and other successes in this country. John Barker sang leading roles in "No, No, Nanette," "Band Wagon," "Sally" and many other musical comedy and revue hits, while Joe Emerson is nationally known as radio's "Bachelor of Song." They are shown before one of the three super-power Radio Frequency Units of the new 500-KW WLW.

Streamline Efficiency . . .

Alma Brown of Northampton, Mass., writes: "I am very enthused over the very excellent and convenient arrangement of the storage space in the new Crosley Tri-Shelvador. It should go a long way toward bringing that much desired 'streamline efficiency' into the kitchen."



Matchless Lighter . . .

If you want an advertising novelty that will be really appreciated by your customers or prospective customers, just get this lighter with the Crosley crest on one side. Made up in black, red and silver, it is very attractive and will be kept by the recipient, serving as an excellent good will builder. It is one of the new matchless lighters that lights by simply drawing the striker across the flint and readily works. Order from your Crosley distributor.

On The Old National Road . . .

This billboard has been erected by Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va., on one of the most famous and most historical highways in America. Known as the Old National Road, it ran originally from Baltimore to St. Louis and is now referred to as U. S. 40.

Located on this famous highway, this billboard shouts Shelvador day and night to every passing motorist, which includes thousands and thousands of tourists going from the east to the west. The board occupies one side of the Wheeling Advertising building and is amid a beautiful landscape setting of glorious hills in the background.

The travel today over this old highway is quite a contrast to that of nearly 100 years ago when Ott-



Showing Milwaukee . . .

This attractive display of Crosley Shelvador and Tri-Shelvador Electric Refrigerators occupied the entire window of Gimbel Brothers, leading department store of Milwaukee,

Wisconsin. According to Lapin Electric Company, Crosley distributor there, it was displayed for a full week on the principal street in this city.



Thousands and thousands of motorists travelling along the Old National Road see this attention-compelling billboard as they approach Wheeling, West Virginia. Erected under the

sponsorship of Crosley Distributor Ott-Heiskell Company, it has created widespread attention and interest in the Crosley Shelvador Electric Refrigerators.

Heiskell first opened business in Wheeling in 1836. In those early days before the railroads, the only means of transportation was overland or by boat on the beautiful Ohio river. Long strings of wagons brought in supplies which were redistributed from Wheeling to the surrounding country. When the im-

migration to the west began and during the gold rush of '49, the most of this early traffic passed through Wheeling over this famous highway.

Needless to say, because of its conspicuous location, the billboard has created a great deal of attention. It should prove decidedly helpful in furthering sales.

THESE SENSATIONAL PROFIT-MAKERS ARE BREAKING ALL RECORDS



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

THE NEW CROSLY ELECTRIC REFRIGERATORS



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

The superbly new Crosley Shelvador and Tri-Shelvador Electric Refrigerators are winning unprecedented profits — breaking previous sales records.

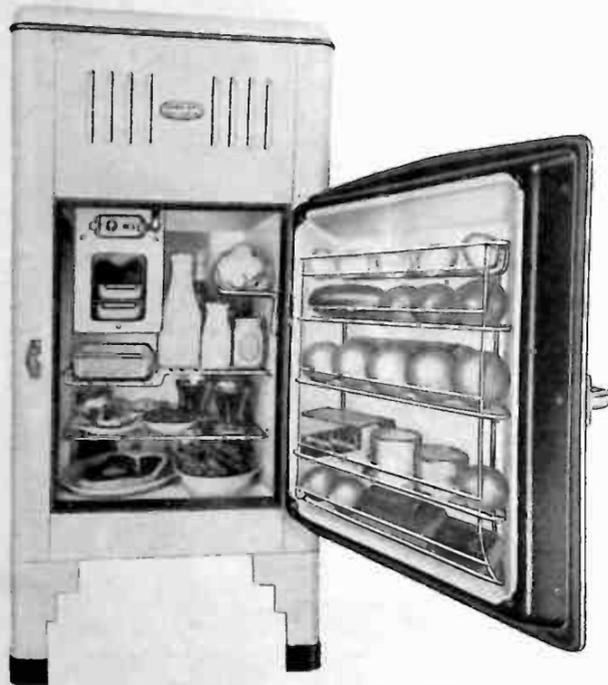
The Streamline Beauty attracts at first glance and adds modern charm to any kitchen. The new Ventilated Front provides maximum refrigeration unit efficiency even when the refrigerator is placed close to the wall or in a small alcove.

And the sensational Shelvador feature (shelves in the door for eggs, butter, bacon and other

small food articles) is taking the new Crosley Electric Refrigerators to new sales heights.

Incorporating the greatest combination of selling features ever presented, the Crosley Tri-Shelvador is regarded by housewives everywhere as the real standard of modern refrigeration efficiency.

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

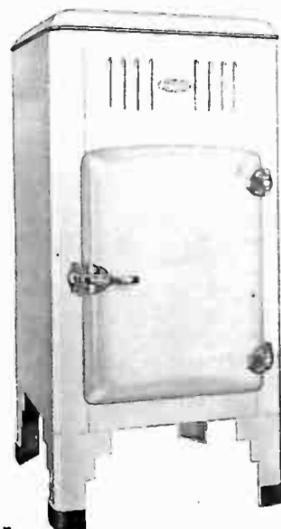


MODEL EA-43

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 3/8" wide, 24 7/16" deep.

\$117.00

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



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. No-stop defrosting control. Automatically illuminated interior. Porcelain interior. Gleaming white lacquer exterior with black trimmings. Dimensions: 48 11/16" high, 23 3/8" wide, 24 7/16" deep.

\$99.50

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

Streamline Beauty

MODEL E-55

Here's a new Crosley electric refrigerator with Shelvador, Shelvabasket, Storabin, the Ventilated Front and all other Crosley features. 5.5 cubic ft. NET capacity; 11.6 square ft. of shelf space (N. E. M. A. rating); three ice trays, each with a capacity of 21 cubes, 63 cubes in all, and one double depth tray for freezing desserts. Porcelain interior. Exterior of gleaming white lacquer, trimmed in black. Dimensions: 57 3/8" high, 29" wide, 25 13/16" deep.

\$157.50

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



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: 50 9/16" high, 23 3/8" wide, 23 7/16" deep.

\$135.00

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

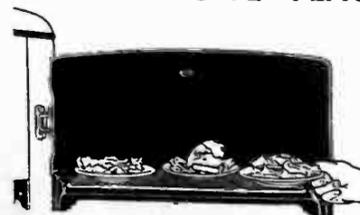
MODEL E-70

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

\$185.00

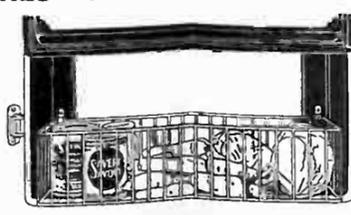
Also available with Porcelain Exterior (PE-70)\$215.00

EXCLUSIVE FEATURES OF THE CROSLY TRI-SHELVADOR



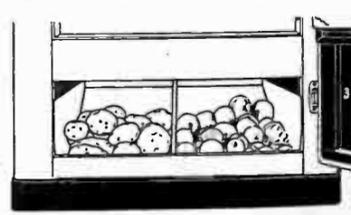
SHELVATRAY
(Patents Pending)

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.

Western Prices Slightly Higher
ALL PRICES INCLUDE DELIVERY,
INSTALLATION, ONE YEAR FREE SERVICE

Western Prices Slightly Higher
ALL PRICES INCLUDE DELIVERY,
INSTALLATION, ONE YEAR FREE SERVICE



Mammoth Refrigerator Helps Sales . . .

On the canopy of Clark and Company, large department store of Peoria, Illinois, stands this giant Crosley Tri-Shelvador Electric Refrigerator. Built out of wood, sixteen feet in height and proportioned perfectly throughout, it is probably the largest Crosley refrigerator in the world.

Since Clark's store is on one of the busiest corners in Peoria, this mammoth refrigerator has attracted wide attention. It is illuminated at night and is such a unique display idea that the whole town is talking about it. And according to Advance Appliance Company, distributor at Peoria, it has proven to be a real sales stimulator for this firm.

Another idea recently used by this firm in the promotion of Shelvador sales was in the form of a contest.

Keeps Them Moving . . .

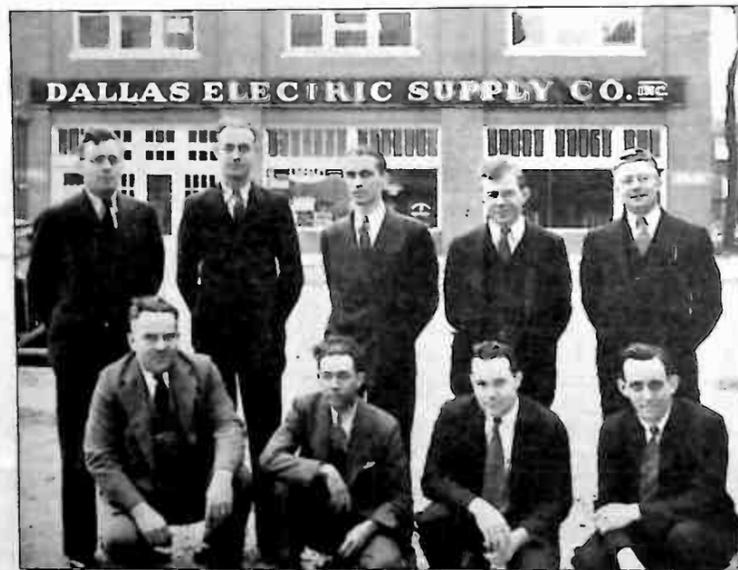
Four expansions in thirteen years! That's growing! And that's the record of the Dallas Electric Supply Company of Dallas, Texas. This firm has just moved into new and larger quarters to take care of increased volume of business on Crosley Radios and Shelvadors. This latest move is the fourth one since its organization in 1921.

The personnel and the new home of this Crosley Distributor for Dallas and East Texas is shown in the photograph to the right. Bottom row, left to right, are: W. C. Mackin, sales representative; M. M. Rochester, sales representative; F. Gross,

To the eight persons guessing the closest number of revolutions the Shelvador compressor turned in three days, a Shelvador refrigerator was given away. This contest lasted an entire month and certainly helped to put Crosley over in Peoria.

"The Talk Of The Town" . . .

When the Jones Drug Store of Cowden, Illinois heard the electric refrigerator retailers of this town talking about the Crosley Shelvador



secretary; and W. D. Barron, service man. Top row, left to right: J. R. Stephens, auditor; E. L. Wilks, ser-

Incomparable . . .

"Thanks for the Crosley." That's how highly gratified Mrs. J. E. Wilsey of Ravena, N. Y. is over the Crosley Radio she bought five years ago. She writes:

"I bought a Crosley five years ago and think it is the most wonderful radio I ever saw. We have run it nearly all the time in the five years and only had to buy one set of tubes. I thought it my duty to thank Crosley for putting out such a radio. None can compare with it."

electric refrigerator, they knew that this was the refrigerator to handle. Jones reasoned that any refrigerator receiving such widespread comment from dealers was certainly in the public's eye.

Jones knew that it is what the public wants and needs that counts. So now the Jones Drug Store is an authorized Crosley Dealer handling the Shelvador Electric Refrigerator. May his success parallel that of other Crosley dealers throughout the nation!

Inseparable . . .

Writing about his new Crosley Electric Refrigerator, J. Fiala of Cicero, Illinois, says:

"I never thought a person could have such comfort with one and I will never again be without a Crosley refrigerator."

vice manager; E. G. Lindberg, office manager; J. C. Merritt, Jr., sales manager and H. B. Green, president.

"The Main Street Times" . . .



A new and effective advertising help on the Shelvador and Tri-Shelvador is *The Main Street Times*. Fashioned in make-up like a newspaper, filled with cartoons and breezy news items, this paper presents the salient features of the Crosley refrigerators in a novel and compelling manner. It should prove to be just the thing to catch the eye and arouse the interest of the busy housewife. Use it as a door-to-door handbill, envelope enclosure, or a piece to distribute from the store.

The back page carries an advertisement, illustrating and describing the complete line of Crosley refrigerators, with generous space for dealer's imprint. The price is only \$4.00 per thousand plus fifty cents for a three line imprint. Order a quantity from your distributor and help boost your Shelvador sales.



Warner Hardware Company . . .

In Minneapolis, Minnesota, one of the oldest hardware houses in the northwest—Warner Hardware Company—is doing an unusually good sales job on the Crosley Shelvador. Established in 1875, this is the fifty-ninth year of successful activity of this aggressive firm. The third generation is operating the business—L. C. Warner, Jr., being owner and W. A. Gustafson, manager of the re-

frigeration department. Warner Hardware Company handles a very complete line of electrical appliances and hardware. Advertising extensively in the local newspapers they have built up a strong public reception because of a 100% truth in advertising policy. The public, as a result, has confidence in the things advertised by this firm—the public knows that what is advertised is worthy of their purchase.



Murray's Liquor Store And The Koolrite . . .

Above is shown the interior of one of the finest liquor stores in Boston. The owner is very proud of the Crosley Kool-Rite Electric Bottle cooler (shown in the left background) as well as the service it is rendering.

In fact, he has been so well pleased that several other sales have resulted from his recommendations.

On the Kool-Rite is lettered, "Ales, Beers, Ginger Ale and all kinds of mixers—Kept Cool at all times."

A Shelvador Poem . . .

A. W. Burt of Roselle, N. J., has worked for two years in a department store of this city and in this store the Crosley Shelvador Electric Refrigerator is sold. Although not connected in any way with the department that sells the Shelvador, Mr. Burt has been inspired to write the following verse. For he has heard the comments of customers of the store and he knows of the perfect satisfaction it gives. His poem follows:

Never too hot nor too cold
Keeps everything just right,
It just regulates itself
During the day and night.

Open the door there's the light
Get what you want right away,
"Never saw anything so nice,"
That's what the people say.

One reason they sell so fast
People are not afraid,
They know that they must be good,
When they are CROSLY made.



Above: Is a beautiful New York Apartment house at 2160 Clinton Ave. 110 Crosley Shelvador refrigerators were installed here.

Below: The attractive Gibson Apartments of Flushing, Long Island, has recently installed 58 Crosley electric refrigerators.



"It Pays To Install The Crosley Shelvador" ---

Say The Owners Of These New York Apartment Buildings

Yessir! This group of New York buildings that have been Shelvador-equipped proves the wide popularity of the Crosley refrigerator. Here are large buildings, the owners of which are all enthusiastic over the Shelvador. For they realize that it is easier to keep apartments rented when there are such attractions to win and hold tenants. And the universal popularity for the Shelvador makes this the wise choice of apartment owners. It is also ideal because the Shelvador increases the "usable" capacity and thereby makes a smaller box serve the place of a larger one.

Below: At 1102 Longfellow Ave. in New York City, this apartment building has been equipped with 59 Crosley electric refrigerators.

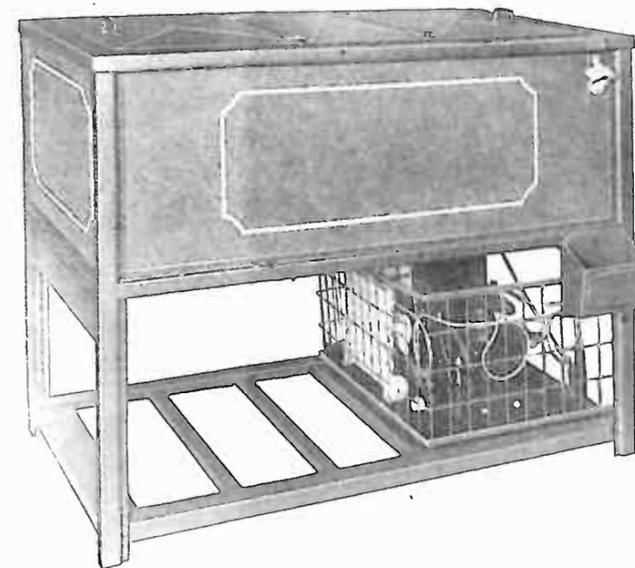


Above: 96 Crosley Shelvador Electric Refrigerators keep the tenants of this apartment building happy. It is located at 1109 Bryant Ave., New York.



Left: Here is the attractive apartment building at 1210 Westchester, New York City, where 102 Crosley Electric Refrigerators were installed.

The New CROSLEY KOOL-RITE Electric Bottle Cooler



Model E-8

Here is an extra opportunity for you. In your neighborhood are many stores and other places that are in need of efficient, dependable, economical beverage dispensing equipment. To supply this need Crosley announces the new Crosley Kool-Rite Electric Bottle Cooler—the last word in every detail—design, construction, value, economy, utility, convenience.

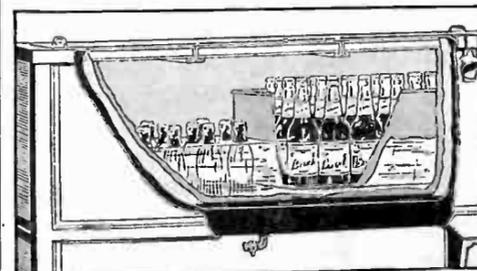
The new Crosley Kool-Rite is a necessity for restaurants, druggists, hotels, roadside stands, summer camps, grocers and other retailers of bottled beverages. In addition it is of particular value to the small dairyman, as an economical and efficient means of quickly chilling bottled milk and cream.

The new Kool-Rite uses the Crosley Shelvador refrigeration unit with 1/4 H. P. Motor—60 cycles A. C. It is ample in size—holds about 5 cases of 12 ounce bottles or 6 cases of six-ounce bottle. Equipped with cold control—is easily cleaned. Roller bearing casters supplied at \$1.00 extra. Cabinet is finished in dark green (Morocco) finish.

Outside dimensions: 44 1/2" wide, 25 1/2" deep, 34" high. Shipping weight 350 pounds.

Ample insulation throughout. Sides 2 1/4", bottom 2 1/2".

\$117.50



Cross-section view exposing Dual Tub: Note wet and dry compartments.

Dual Temperature With Wet and Dry Refrigeration

By means of the Dual Tub, supplied at an additional cost of \$2.50, separate temperatures are maintained for both a wet and a dry compartment. Thereby, with the one refrigeration unit, various beverages can be kept at the most palatable temperature and both labeled and unlabeled bottles are accommodated.

"More Power To Crosley" . . .

Mrs. O. M. Christensen of Catoosa, Oklahoma, writes the following letter praising her Crosley Radio:

"Just before the Christmas of 1931, I purchased a Crosley radio. We began to use it and DID we use it! My husband being gone through the day, of course, I began to look on the radio as practically indispensable. I began to have my favorite programs, of whom Ramona headed the list. It is just impossible for me to tell you the pleasure and enjoyment we derived from that radio.

Lost Without Her Crosley . . .

"The change of administration caused my husband to lose his good job with the State Highway, and then we were in a fix. We struggled along for some months, finally being forced by lack of employment, to store our furniture and come out here to live on one of my sister's several places. However, I left my little radio with a friend, who was to keep it and use it, until I was ready to send for it. It had been hauled about and moved around until it's a wonder it would even play.

"Then a week or so ago I sent back to Indianapolis for it, and the other day it arrived. We were just simply tickled to pieces. It was like receiving a long lost friend back into the family. I was just scared to death that what with the 700 mile trip, etc., it would be damaged, and we would either have to spend some money on it, or else do without it.

It Can Take It . . .

"My husband unpacked it, put a ground wire on to it, slipped the plug into a socket, and before a second's time had elapsed, here came Jack Benny and Mary Livingston, just as plain and as clear as if the radio were a brand new one. I can't tell you what a thrill it gave us, and I am here to say that the Crosley is evidently SOME radio to stand all the punishment ours did and then start right off with never a moment's delay, nor a bit of noise or crackling.

"Well, that's all, except that we certainly are glad to have back our little Crosley. It surely means a lot to us now, as we are living out in the country, which is pretty lonesome for city people.

"When bigger and better radios are made, Crosley will make them, —More power to them, both the Crosleys and the radios."



This attractive billboard tells the people of Elizabeth, N. J. to buy the Crosley Shelvador from Goerke-Kirch Company.

APOLLO RADIO DEALERS BOOST SALES WITH SIGNS

Dealers in the territory of the Apollo Radio Company, Crosley Distributor of Newark, N. J., are going after sales with an aggressive use of signs and billboards. And experience is proving that this is a very effective type of advertising.

In Elizabeth, New Jersey, one of the most conspicuous spots is occupied by a beautiful and attention-compelling billboard of the Goerke-Kirch Company. This impressive Shelvador sign is alongside the Elizabeth Post Office and is not only visible to local people but to all traffic enroute to the Jersey shore as well.

On the top of the Unity Furniture

Company Building a Shelvador sign flags the public's attention. It is visible at a distance of three or four blocks as there are no tall buildings to hide it from view. And a battery of lights keeps it well illuminated at night.

On the wall of a building opposite the store of Crosley Dealer Rouss Radio and Appliance Company of Newburgh, N. Y., a Tri-Shelvador sign "points the way." As this is on a Highway to Canada, the sign is in view of heavy traffic. Sign advertising must pay, to judge the results of this aggressive dealer. In ten weeks time, he sold approximate-



Here is a good location for a sign—right on the main highway to Canada. It tells everyone that Rouss Radio and Appliance Company is "across the street".

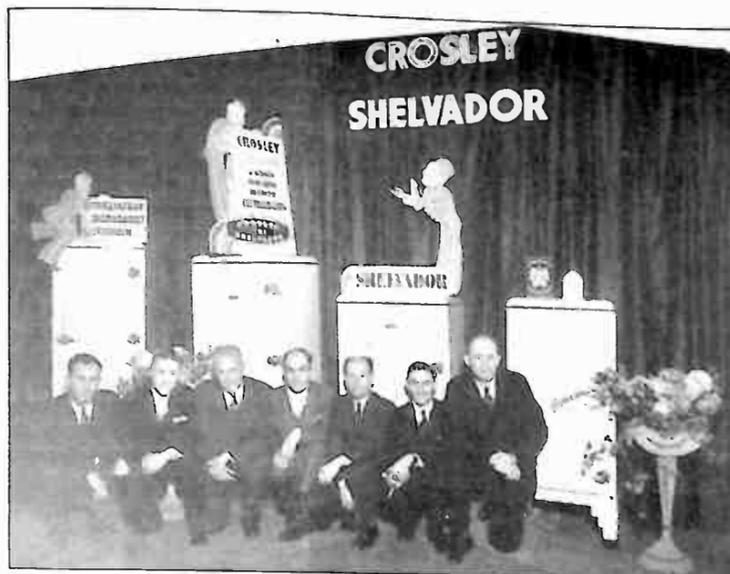


Visible four blocks away, this dominating Shelvador sign is atop the building of the Unity Furniture Company.

ly 115 Crosley Electric Refrigerators. Directly opposite the Essex County, New Jersey Courthouse, is an attractive billboard telling everyone that is within sight that Baker Brothers is the place to see and buy the Crosley Shelvador. And so it goes. Apollo dealers are tying up their stores with the Crosley refrigerator in an effective way—through the use of signs. And when they use signs—they boost sales.



Right in the center of town, this billboard accomplishes real results for Crosley Dealer Baker Brothers. It is directly opposite the Essex County, New Jersey, Courthouse.



Making The Show Successful . . .

When a food show was recently held at Columbia Park, N. J., this display and these men of the Gilsenan Piano Company made it a success as far as the Crosley refrigerator is concerned, at least. From left to right, the gentlemen are: George O. Perry, Walter F. Fritz, E. J. Gilsenan, E. G. Flasius, Ray Sponenberg, Walter Rutz and George Dillon.

Record-Breaking Season . . .

The Crosley Distributor at Louisville, Kentucky—the Cooper-Louisville Company—is enjoying a record breaking season throughout their territory on the sale of Crosley Shelvador and Tri-Shelvador Electric Refrigerators and Crosley Radios.

Almost every leading dealer in their territory is handling Crosley refrigerators.

Get Prospects With Recipe Books . . .

One of the methods of winning prospects found highly effective by many Crosley Dealers is to establish good will with present Shelvador users by presenting them with recipe books. This is an idea that costs very little and at the same time does much to cement the friendly relationship between dealer and customer. And as a courtesy to you, the customer may be glad to give the names of prospects who have expressed interest in the Shelvador.

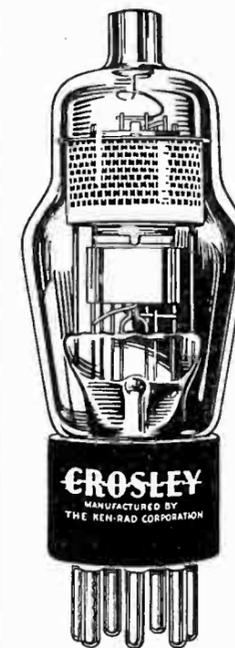
The Power Of The Press . . .

As every merchandiser knows, the use of newspaper advertising is one of the greatest sales influences a retailer can employ. Consequently, to aid you in your newspaper advertising campaign for the Shelvador and Tri-Shelvador, a series of seven, sales-pulling newspaper ad mats has been prepared.

These ads are just the thing to insert in your local newspaper to help win Shelvador sales and profits. They include one, two and three-column sizes and are attractively made up to compel the attention of every newspaper reader. They are new and unusual and feature illustrations of either the Shelvador or Tri-Shelvador. Also contain the principal selling points of the Crosley refrigerators.

Order your ad mat requirements from your Crosley Distributor.

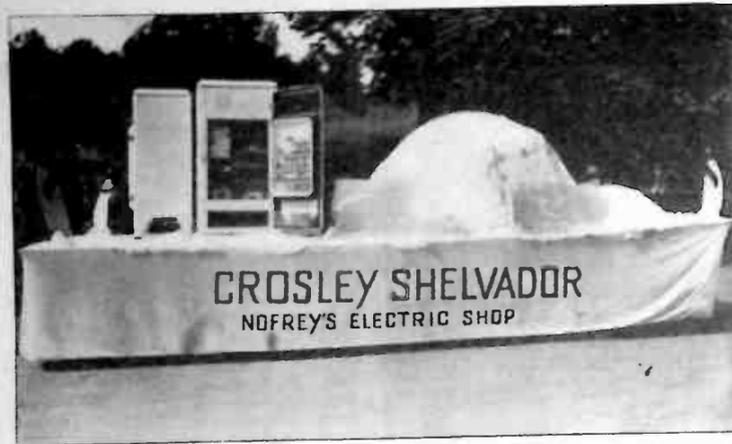
CROSLEY Tubes are Vigorous and Strong



RICHNESS of tone, powerful reception and dependability are characteristics of Crosley Radio Tubes. They are carefully built by expert workers to last unusually long. Their exceptional vigor and tonal qualities make them outstanding values. You'll be proud to back them with your reputation. You'll render a real service to your customers and make profits for yourself by recommending Crosley Radio Tubes. They're worthy of your best selling efforts.

CROSLEY Radio Tubes

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



Above is the very attractive prize winning float, entered in the Farmer's Day Parade at Lakeport, California.

by Crosley Dealer Nofrey's Electric shop.

Excellent Reception . . .

An interesting account of the excellent reception secured on a Crosley Radio by William Walker of Petersburg, Virginia, follows:

"Three years ago I purchased a five-tube Crosley radio. During this time this radio has given me perfect service. I have been able to get excellent reception from almost every station in the United States.

"When I purchased this radio I had no idea that I would get such wonderful reception. Stations come in clear and smooth. I do not believe that any radio at any price can give better reception than a Crosley.

"The tone of my radio is wonderful. I have heard programs over all makes of radios, but in my opinion none is equal to the Crosley. A friend has an eleven-tube set of another make and I can get programs

much better than he can and he has to come and listen to mine. I like the Crosley because it gives very little static; all stations come in separately and one station doesn't interfere with any other."

One Of Newark's Finest . . .

Finkenberg's, Crosley dealer at Newark, N. J., is one of the largest furniture stores in this city. As can be seen from the photograph to the right, the store is very attractive and impressive.

The demonstrator of the Apollo Radio Company, Crosley distributor at Newark, recently worked with this firm for one week. She appeared in their window at various intervals during the day and attracted wide attention as she dramatically pointed out the various features of the

Prize Winning Float . . .

In the Farmer's Day parade held in Lakeport, California, recently, this float was awarded first prize. Nofrey's Electric Company, Crosley dealer, sponsors of the float received the first prize. Since their entry was the most outstanding in the parade, the judges experienced no difficulty in reaching the decision.

The igloo was entirely covered with cotton, and the Crosley Tri-Shelvador was opened, displaying food to complete the attractive display.

This enthusiastic dealer of the Chanslor & Lyon Stores, Crosley distributor of San Francisco, deserves considerable praise for this success.



Crosley Electric Refrigerators are meeting success at Finkenberg's one of the largest furniture stores at Newark, N. J.

Crosley Shelvador and Tri-Shelvador Electric Refrigerators. Needless to say, material results in the form of sales was the outcome.

The Reed-Klopp Company . . .

In this kitchen window display one of the principal features is the Crosley Tri-Shelvador refrigerator. The window was arranged by The Reed-Klopp Company of Middletown, Ohio, with the cooperation of the American Rolling Mill Company. This latter firm's Armco Ingot Iron is used in the making of the Crosley refrigerators. The unusual window has created a lot of admirers and this Crosley dealer feels sure that it will result in additional Shelvador business.



THE NEW CROSLEY ROAMIO

Superheterodyne Circuit . . . Automatic "4A1" Volume Control . . . Syncrotube Power Supply . . . Six-Inch Full Floating Moving Coil Electro-Dynamic Speaker . . . Airplane Type Dial . . . Single Housing.

An Automobile Radio Everyone Can Afford

\$28.98

Complete Western Price Slightly Higher



The amazingly new Roamio "4A1" is priced so low that it is within reach of every car owner. With its startlingly new features, it will attract unprecedented sales and profits for every Crosley Dealer who gets behind it now!

GREATLY INCREASED TUBE EFFICIENCY

Two of the vacuum tubes are *double purpose*—two tubes in one "bottle"! These with the Crosley Syncrotube make the Roamio "4A1" the equivalent in performance of sets having seven single purpose tubes including rectifier. Tubes used are: 6F7, 6B7, 6D6, 42 and 6SA4 Syncrotube.

CROSLEY ROAMIO "5A1"

Superheterodyne Circuit . . . Automatic Volume Control . . . Syncronode Power Supply Unit . . . Six-Inch Full Floating Moving Coil Electro-Dynamic Speaker . . . Tone Control . . . Remote-Control Airplane Type Dial

\$44.50

Complete And Installed To Car Antenna Western Price Slightly Higher

Contrary to the circuits of ordinary automobile radio receivers, the Crosley Roamio "5A1" has no "drones." Every tube works. Two are double purpose tubes. That is, each does the work of two, giving this remarkable radio receiver an efficiency and volume equivalent to that of an eight-tube set—with a saving in battery consumption of three tubes.

Selling price quoted on Roamio "5A1" includes

certificate entitling purchaser to installation of the receiver to his automobile antenna without added cost. Installation is made by dealer or at any United Motors Service Station throughout the United States.

The Syncronode "B" Eliminator is exclusive with Crosley. It does away with "B" batteries, greatly improves the performance of the set and eliminates the rectifier tube.

ONE HOUSING

Chassis, speaker and Syncrotube power supply are all housed in one compact case on the outside of which is mounted the airplane type dial. Case is only 6 $\frac{3}{4}$ " high, 6" wide and 10" deep.

POWERFUL SPEAKER

Incorporates a six-inch full floating moving coil electro-dynamic speaker. Brings an undistorted realistic reproduction of broadcast programs—whether the volume is down to the softest tone or turned on full strength.

EXCLUSIVE SYNCROTUBE POWER SUPPLY

Developed, patented, and exclusively used by Crosley. Accomplishes the following: Lessens drain on "A" battery, eliminates use of a separate rectifier tube or motor generator, eliminates need for "B" batteries, gives better performance more economically.

AMAZING NEW ~~CROSLLEY~~ INVENTION

Brings Cool, Refreshing Sleep on Hot, Stuffy Nights



A VAST NEW MARKET

HOMES, HOTELS, HOSPITALS,
SUMMER CAMPS

On hot summer nights, when the air is stifling and sticky, people who cannot afford to go to the north woods, have, in the past, had to turn and toss all night long, trying to sleep in an atmosphere that is almost unbearable.

But now—Crosley has solved the problem with the introduction of a device that air conditions the bed only. This—the Crosley Coolrest Air Conditioned Bed Canopy (patents pending)—electrically air conditions the sleeping compartment over the bed. It provides atmosphere as cool, fresh, comfortable, healthful and invigorating as that of the north woods. The Crosley Coolrest not only cools, but also removes excess moisture from the atmosphere, and purifies and re-circulates the air under the canopy.

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

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

Crosley Dealers who display and demonstrate the Coolrest will find a ready, insistent market—with highly profitable returns. Get in touch with your Crosley distributor now!

ONLY
\$150.00
DELIVERED
Western Price Slightly Higher

FEATURES

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

Compressor is of smooth, flawless, amazingly quiet operation.

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

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

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

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

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

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

CROSLLEY COOLREST
AIR CONDITIONED BED CANOPY