

# THE CROSLLEY BROADCASTER

VOLUME 13

JULY 16, 1934

NUMBER 9



The first production model of the amazingly new Crosley Chest Shelvador Electric Refrigerator is being inspected by Lewis Crosley, Vice-President and R. H. Money, Chief Refrigeration Engineer of The Crosley Radio Corporation.



TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

**T**O meet the needs of those people who heretofore were unable to afford electric refrigeration—even at the low prices of the regular Crosley models—we have developed a model new, original and totally different from anything you have ever seen before—the Crosley Chest Shelvador. The price of this model is only \$72.50 (western price slightly higher) including delivery, installation and one year free service. It incorporates our standard compressor with 1/8 h. p. motor, which means, of course, low current consumption. It has two cubic feet of food space and two ice-trays with a capacity of not less than two pounds of ice.

In addition to its use in homes, the Chest Shelvador is ideal for apartment houses where space is at a premium—as a second refrigerator in the home, in the pantry or in the entertainment room—for roadside stands, small delicatessen stores, sandwich shops and other places requiring a limited amount of refrigeration—for summer camps and cottages where electricity is available.

We want you to regard the Crosley Chest Shelvador as something that will give you extra added business. It has a convenience and utility appeal

as well as a pocket-book appeal. People who see it will want one—even though they now possess a larger electric refrigerator, and those who have heretofore been unable to afford electric refrigeration will find it just what they have been waiting for.

The Crosley Chest Shelvador incorporates the Shelvador feature. What a thing to display! It will carry you right along to tremendous volume just as the Shelvador in the conventional models has lead you into the position you now occupy in the sale of electric refrigerators in your territory. Remember only Crosley has the Shelvador.

The Chest Shelvador will carry along with it the sale of our conventional Shelvador electric refrigerators. It will stimulate your sales during the next few months and should enable you to maintain peak volume throughout the fall months. We are highly enthusiastic about this new model and we know that you will be also.

*Powell Crosley Jr.*

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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### An Added Opportunity . . .

Here is an opportunity for every Crosley dealer—an opportunity that is alive with the fire of increased electric refrigeration sales and profits. Many people throughout the country have been waiting for just such an announcement—an electric refrigerator that is so low in price that practically every one can afford it. And this consists of a vast, huge market—people who want electric refrigeration but hitherto could not afford it, even at the low price of other Crosley models.

### The New Crosley Chest Shelvador . . .

For Crosley presents the new Chest Shelvador Electric Refrigerator—a model so entirely new, different and unique that it is bound to have an instant appeal. Priced at only \$72.50 (western price slightly higher) including delivery, installation and one year free service, the Chest Shelvador brings electric refrigeration within reach of thousands of homes that can afford only the very minimum investment. Certainly now, more than ever before, Crosley has provided refrigeration for the masses. With this new-type refrigerator, its low price, and its convenience and utility appeals, no home can afford to be without electric refrigeration.

The Chest Shelvador has the sensational Shelvador feature with all that it means in added conveniences and greatly increased “usable” capacity. It has two cubic feet of food space and two ice-trays with a capacity of not less than two pounds of ice. Such features as self-contained removable unit, temperature control, porcelain interior, beautiful

white lacquer exterior trimmed in black have an insistent appeal. It is compact, remarkably economical in operation, easily moved and has ample room for the preservation of the actual amount of food necessary in the average home.

### National Advertising Campaign . . .

The first public announcement of this new model is a full page advertisement appearing in *Time* magazine of August 6th. As an additional gun in the campaign of telling the nation that here is an electric refrigerator everyone can afford and that it can be seen at Crosley dealers, a full page advertisement will appear in the August 18th issue of *The Saturday Evening Post*.

Here, then is your opportunity. Tie up your store as the Crosley dealer, where the Chest Shelvador can be seen, inspected and purchased. The people in your community who see this national magazine advertising will enter your store when they see an attractive window display or see your newspaper ad in your local paper. Some of them will want the Chest Shelvador for their entire refrigerator needs; others will want it as an extra refrigerator in the pantry or entertainment room, or as a beverage cooler. Apartment house owners will want it, for it is ideal where space is at a premium—and the porcelain table top is useful as a table. Still others will find it to be just the thing for the summer camp or cottage where electricity is available. And don't forget that roadside stands, sandwich shops, small delicatessen stores and other places requiring a limited amount of refrigeration represent an additional, new market.

We urge you to get behind the

Chest Shelvador—to push it hard—advertise it as a “price” leader. You will find that, in addition to the sales and profits it will bring, it will attract many prospects to your store that can be “sold up” to the large Crosley models.

### Sell The Vacationist . . .

There are many, many people going on vacations this summer, who are in the market for a small portable radio to carry along with them and bring radio entertainment where ever they may be. In the new line of Crosley Radios, you will find three models ideal for this purpose—the Forty One, Forty One Deluxe and Fifty One. All of these are AC-DC superheterodynes, require no ground and have an attached antenna. They are easy to carry and easy to connect. Push these radios for this market now and you will be highly gratified with the sales and profits that will follow.

### Crosley All-Wave Duplex Antenna . . .

For short wave reception, a conventional antenna will give satisfactory results if it is in good condition and the neighborhood in which the set is used is quiet electrically. However, it is especially important that the best antenna obtainable be used. To get the very best performance possible from any short-wave receiver the new Crosley All-Wave Duplex Antenna should be used. When selling Crosley Radios for American and Foreign reception, don't overlook the added service you can give your customers by checking their antenna and the added profits for yourself by pushing the Crosley All-Wave Duplex Antenna.



### Sells 26 In First Month

In his first month as Crosley dealer, A. G. Schulz of Newark, N. Y., sold 26 Shelvador Electric Refrigerators. Being an unusually progressive dealer, Mr. Schulz has the finest display windows in Newark. One of these is shown above with an attractive and effective display of Crosley Shelvador and Tri-Shelvador Electric Refrigerators.

According to Erskine-Healey, Inc., Crosley distributor at Rochester, N. Y., there is no man in Newark any more active in all undertakings for the general benefit of the town than Mr. Schulz. Having completed his term as president of the Newark Rotary Club, he recently represented Newark as Past President of their club at the National Rotary Convention in Detroit. He has also been president of the Newark Chamber of Commerce and Exalted Ruler of the Elks.

Until the National Bank Holiday in 1933, Newark had the unique distinction of being the largest town in the United States without a bank; both banks of the town having been closed at least a year before with a heavy loss to all depositors. Despite this condition, A. G. Schulz forged ahead with highly commendable strides.

Considerable credit for the success of this enterprising dealer with the Crosley Shelvador must be accorded Mr. Terry and Bob Allen. The former has charge of all outside sales and the latter is responsible for all store

sales. They make a mighty good team and their combined efforts are giving the Schulz Company a fine increase in business over previous years.

### When A Shelvador Was Awarded . . .

As first prize for a sales contest recently conducted by Crosley Dealers Clifford Bensiger Furniture Company of New Albany, Indiana, a Crosley Shelvador Electric Refrigerator was awarded. On the night of the presentation, approximately thir-



### Timely Tips To Crosley Go-Getters . . .

Here are a few suggestions that have been used and found highly successful in getting refrigeration prospects by Crosley dealers:

One idea is to look through the local newspaper for births and marriages. In the former case, the parents can be sold on the importance of preserving the baby's milk with electric refrigeration. In the latter, of course the fact that newlyweds want to completely furnish their new homes makes them ideal prospects for an electric refrigerator.

Another plan that has been found very productive of results is to round up boys in the neighborhood, properly train them and start them out to get prospects. As an incentive, the dealer can offer to send the boys, who bring in a prospect that is sold, to a summer camp.

Of course, an idea that is always good is to watch the ice signs. This tells you definitely who is without electric refrigeration and provides an ideal list to whom you can make cold canvass calls.

One of the best plans is to contact Shelvador customers and, through some special inducement, secure their cooperation in recommending their refrigerator to friends and giving you their names as prospects.

ty-five hundred people were present. With the aid of a microphone, this vast crowd shown in the photograph below, was addressed on the desirability of Crosley products.

### Giant Display Background . . .

Here is a window display that will cause every passer-by to stop and look. The panelled background reproducing three colossal refrigerators is unusual enough to attract attention from anyone. This display is in the window of L. Fish Furniture Company of Chicago. It seems that Illinois dealers are going in for big things in a big way. The last issue of *The Crosley Broadcaster* carried an illustration of the giant refrigerator mounted on the canopy of Clark and Company, large department store, of Peoria, Illinois. Who will be the next dealer to have a colossal reproduction of the Crosley refrigerator?



### Shelvador Pays For Itself In Two Months . . .

At the farm of Fremont Albers, on the main highway between Dundas and Faribault, Minnesota, is a Crosley Shelvador Electric Refrigerator which more than paid for itself in two months' time. The refrigerator was purchased in June of 1933 and is a Crosley Shelvador Model D-60, listed at \$130.00.

Besides using the refrigerator for all of her household needs, Mrs. Albers keeps whipping cream in it so that she can sell it to the people who drive out from Faribault. Before she had the refrigerator she sold this cream to a creamery. But during March and April of this year with the aid of her refrigerator, she sold

the cream as whipping cream. During March she sold 418 quarts and in April 518½ quarts at 30 cents a quart. On this she figures a profit of 15 cents per quart, as the price paid by the creamery during those two months varied from 11 cents to 16 cents. On this basis, her two months' profit was \$141.48, which was \$11.48 in excess of the cost of the refrigerator. She estimates the cost of electricity for these two months at \$8.00, or \$4.00 per month.

In commenting on this, Mrs. Albers says: "A few quarts sold in large orders went at 25 cents instead of 30 cents, but you must realize that we use only the bottom shelf for cream

and had all the remaining space for other purposes and kept some dressed poultry for sale in the ice box. We surely like the new refrigerator."

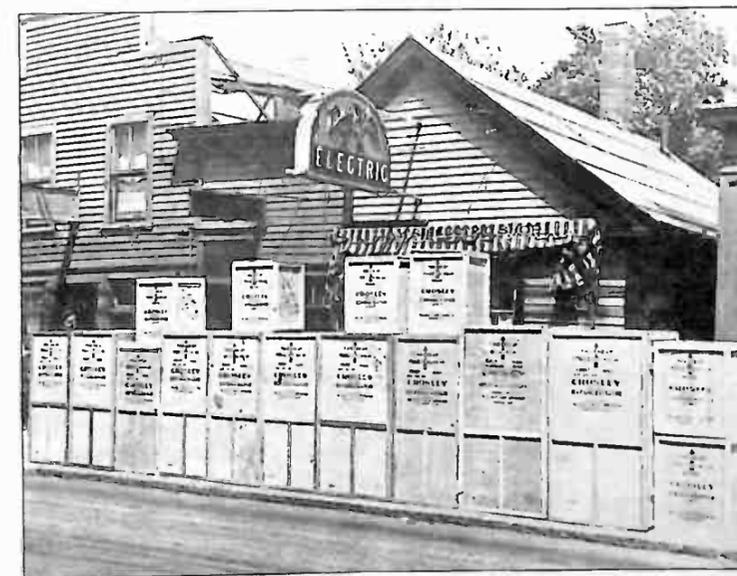
### Unusual Advertisement . . .

Crosley Dealer Hall of Gloucester, Mass., has been using "catchy" newspaper ads that have proven quite effective. With the unique heading, "We heard a good one today!" one of these ads tells about a woman noticing the high cost of electricity until she discovered that her colored maid kept the door of her refrigerator open to keep her back cool. The copy then stresses the economy of the Crosley Shelvador.

### One Day's Deliveries . . .

This lot of Crosley Electric Refrigerators received in one day by the Day's Electric Company of Fair Haven, Massachusetts, speaks for itself. In this town of ten thousand people, Crosley refrigerators have been going over with a bang. In fact, this year—the second season Mr. Day has handled Crosley—Crosley refrigerators have given him so much business that he has been confining his efforts to Crosley exclusively.

On the day this picture was taken, twelve consumer deliveries were made by Day's Electric Company, and that day goes down on record as being the banner day in their history—more refrigerators of one make were delivered than any other day ever before!



July 16, 1934

## Technical Explanation Of The Difference Between A 2-Gang Tuning Condenser Receiver Using No Radio Frequency Stage And A 3-Gang Tuning Condenser Receiver Using A Radio Frequency Stage

WITH THE ADVENT of short-wave and all-wave receivers, several problems present themselves, both to the designer and user of these receivers. From the designer's point of view, it is a great deal cheaper to use a 2-gang tuning condenser circuit with no radio frequency amplification, because the switching arrangements are quite simple. On the other hand, when a radio frequency stage

is used it is necessary to go into quite elaborate switching and shielding arrangements. From the user's point of view, however, there can be no comparison between a 2-gang receiver having no radio frequency amplification and a 3-gang receiver having radio frequency amplification.

The following table shows some very interesting facts and figures with reference to the subject:

	Frequency Band 550-1500 Kc.		5600-15500 Kc.	
	Stage gain	Overall gain	Stage gain	Overall gain
Best Antenna Coil Only	12	12	4	4
Poor Antenna Coil	3.0	45	1.5	9
Poor R. F. Stage	15		6	
Average Antenna Coil	6	150	2.2	22
Average R. F. Stage	25		10	

From the above it will be seen that when the very best obtainable materials are used for the antenna coil in the broadcast band, a voltage amplification or stage gain of 12 can be obtained. On the other hand, if the poorest obtainable antenna and radio frequency stage are used, the combined voltage amplification or overall gain will be 45 or very nearly four times as good. If, on the other hand, an average antenna coil and radio frequency stage are used, the combined voltage amplification will be 150 or better than 12 times as good.

A similar condition obtains in the high frequency band of 5600 to 15500 Kc. In this case a highly ef-

ficient antenna coil will give a gain of 4, while a very poor antenna coil and radio frequency stage will give a combined gain of 9, which is over twice as good. If on the other hand, average materials are used for the antenna coils and radio frequency stage, the combined gain will be 22 or nearly six times as good.

This analysis means a great deal so far as performance is concerned. It is conceded that any radio set, to be acceptable, must have a certain amount of sensitivity. If the radio frequency end of the receiver is down in sensitivity in a ratio of 4 to 1 or 10 to 1, it simply means that the I. F. amplifier must be built up proportionately higher. This type of

design in which the bulk of the amplification is accumulated at a single frequency results in excessively high tube noise and regeneration. On the other hand, if a reasonably proportionate amount of amplification is put in at a different frequency, namely radio frequency, the I. F. amplifier can be reduced in gain and much less regeneration and tube noise will be present. The result is a smoother operating set, having a much more favorable signal to noise ratio and quiet operation.

It behooves the user to make sure that the receiver that he purchases embodies the feature of a good radio frequency stage, because this is the real development recently made in short-wave and all-wave receivers and is responsible for the type of reception that is now making these waves popular. The tuned radio frequency stage in the short-wave band has now been in use for a year so that any receiver not incorporating the tuned radio frequency stage is really obsolete so far as modern design is concerned.

### The Best Of All . . .

Miss Ada Hart of Miami, Florida, praises Crosley radios in the following letter just received:

"I bought a Crosley Radio in August, 1932 and I am writing to tell you of the service and satisfaction I have had with it. I get many far off stations from here. A few weeks ago I thought that it would have been in pieces as it fell off an end table to the floor. But not a thing broke, not even a tube and I have not had to have anything done to the set. I say, 'Crosley is the best of all!'"

### Use This Coupon To Order Your Crosley Radio Service Supplements . .

In the coupon to the left is shown a list of the Service Supplements on the new line of Crosley Radios, that have been prepared and are now ready for distribution. These Supplements are free of charge to all authorized Crosley Dealers. They give complete technical data and should prove to be of great practical value. Fill in and mail this coupon to The Crosley Radio Corporation, Cincinnati, Ohio, and the Supplements you require will be sent accordingly.

### Clip Out And Mail

The Crosley Radio Corporation  
Cincinnati, Ohio.

Gentlemen:

Please send the Service Supplements on Crosley Radios checked below:

- |                                    |                                    |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> Model 5C2 | <input type="checkbox"/> Model 6H2 |
| <input type="checkbox"/> Model 5M3 | <input type="checkbox"/> Model 7H2 |
| <input type="checkbox"/> Model 5H1 | <input type="checkbox"/> Model 7H3 |
| <input type="checkbox"/> Model 5V1 |                                    |

Name \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

My Distributor Is \_\_\_\_\_

## 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<sup>3</sup>/<sub>4</sub>" high,  
9<sup>5</sup>/<sub>8</sub>" wide,  
4<sup>1</sup>/<sub>2</sub>" 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<sup>7</sup>/<sub>8</sub>" deep.



\$33.00

Complete With Tubes

Dimensions:  
7<sup>7</sup>/<sub>8</sub>" high,  
11<sup>7</sup>/<sub>8</sub>" wide,  
5<sup>3</sup>/<sub>4</sub>" 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<sup>1</sup>/<sub>2</sub>" high,  
9<sup>1</sup>/<sub>2</sub>" wide,  
7<sup>1</sup>/<sub>2</sub>" 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<sup>5</sup>/<sub>8</sub>" high,  
11<sup>1</sup>/<sub>4</sub>" wide,  
8<sup>3</sup>/<sub>4</sub>" 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

**FIVER DELUXE**



**\$35.00**  
Complete With Tubes  
Dimensions: 13 5/8" high, 11 1/4" wide, 8 3/4" 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, 23 3/8" wide, 12 3/16" deep.

**SIXTY**



**\$39.50**  
Complete With Tubes  
Dimensions: 14 1/8" high, 14 3/8" wide, 8 3/8" 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, 22 1/2" wide, 12" deep.

**SEVENTY**



**\$49.95**  
Complete With Tubes  
Dimensions: 17 3/4" high, 14 1/8" wide, 8 3/4" 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, 22 5/8" wide, 11 3/4" deep.

**DUAL TEN LOWBOY**



**\$79.50**  
Complete With Tubes  
Dimensions: 38 3/4" high, 23 3/8" wide, 12 1/2" 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**

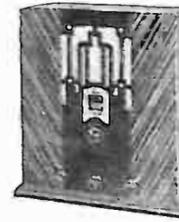
**BATTERY EIGHT** —Eight-tube Superheterodyne table battery receiver. Less batteries .....**\$49.95**

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

WESTERN PRICES SLIGHTLY HIGHER

The Crosley Broadcaster

**FIFTY A. F.**



**\$39.95**  
Complete With Tubes  
Dimensions: 15 7/8" high, 14 1/8" wide, 8 1/4" deep.

**5 TUBES . American-Foreign SUPERHETERODYNE**

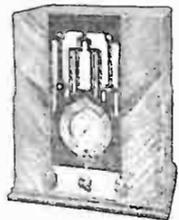
• AMERICAN broadcasts—540 to 1720 Kc. and Foreign broadcasts—5,700 to 15,500 Kc.—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

**FIFTY A. F. LOWBOY**



**\$55.00**  
Complete With Tubes  
Dimensions: 36 1/2" high, 22" wide, 11 1/2" deep.

**SIXTY-ONE A. F.**

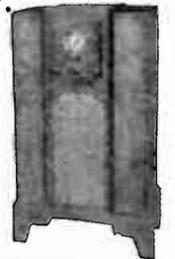


**\$49.95**  
Complete With Tubes  
Dimensions: 15 7/8" high, 14 1/8" wide, 8 1/4" deep.

**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: 36 1/2" high, 22" wide, 11 1/2" deep.

**SEVENTY-TWO A. F.**



**\$59.95**  
Complete With Tubes  
Dimensions: 18 1/2" high, 16 5/8" wide, 10 1/4" 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, 22 5/8" wide, 11 3/4" deep.

**EIGHTY A. W.**



**\$79.50**  
Complete With Tubes  
Dimensions: 18 1/2" high, 16 5/8" wide, 10 1/4" 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: 38 1/4" high, 23" wide, 11 3/4" 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: 16 1/2" high, 15" wide, 10 3/8" deep. **\$49.75**  
Complete With Tubes

**THIRTY-TWO DC FIVE LOWBOY**

Dimensions: 40 1/8" high, 23" wide, 11 1/8" 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, 13 5/8" wide, 9 15/16" deep. **\$64.50**  
Complete With Tubes

**THIRTY-TWO DC SIX LOWBOY**

Dimensions: 39 1/2" high, 23 1/2" wide, 11 1/2" deep. **\$84.50**  
Complete With Tubes

WESTERN PRICES SLIGHTLY HIGHER

July 16, 1934

# THE CROSLY ELECTRIC REFRIGERATORS ARE TAKING THE COUNTRY BY STORM!



## MODEL EA-35

This beautiful Crosley Shelvador Electric Refrigerator has 3.5 cubic ft. NET capacity; 7.5 square ft. of shelf space (N. E. M. A. rating); 2 ice trays each with a capacity of 21 cubes, 42 in all. Dimensions: 48 11/16" high, 23 3/4" wide, 24 7/16" deep.

**\$99.50**

This model also available with Porcelain Exterior. (PEA-35) .....\$110.00

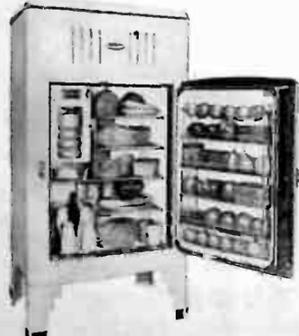


## MODEL EA-43

The Model EA-43 Crosley Shelvador Electric Refrigerator has 4.3 cubic ft. NET capacity; 9.15 square ft. shelf space (N. E. M. A. rating); 2 standard ice trays and one double depth tray. Dimensions: 54 11/16" high, 23 3/4" wide, 24 7/16" deep.

**\$117.00**

This model also available with Porcelain Exterior. (PEA-43) .....\$130.00



## MODEL EA-55

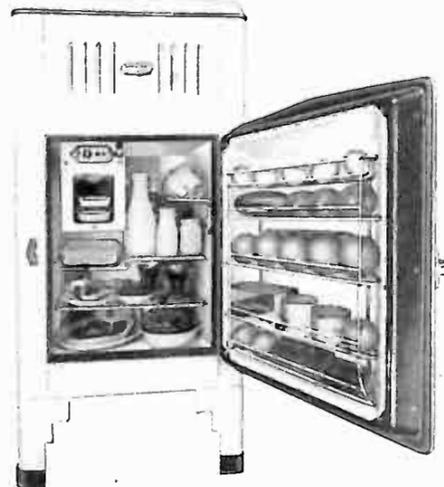
This Shelvador model has 5.5 cubic ft. NET capacity; 11.0 square ft. of shelf space (N. E. M. A. rating); 3 standard ice trays and one double depth tray. Dimensions: 55 1/4" high, 29" wide, 25 13/16" deep.

**\$145.00**

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



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



The sensational Shelvador feature (shelves in the door for butter, bacon, eggs, and other small food articles) is taking the new Crosley Electric Refrigerators to new sales heights this year. The Streamline Beauty of every model wins immediate admiration and proves a lasting satisfaction as it adds charm to America's kitchens. The new Ventilated Front provides maximum refrigeration unit efficiency even when the refrigerator is placed close to the wall or in a small alcove.

*Streamline Beauty*

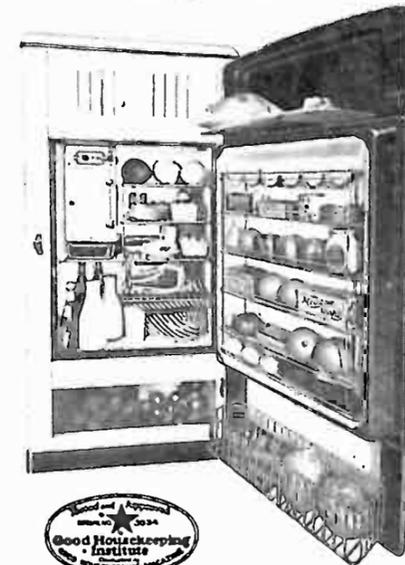
The new Crosley Shelvador and Tri-Shelvador Electric Refrigerators are captivating the housewives of America—are literally "the talk of the town" everywhere throughout the nation.

Previous sales records are being smashed—unprecedented profits are being won! Dealers are riding on a veritable wave of insistent demand that spells profits galore!

The new Crosley Electric Refrigerators have sales appeal plus. They have exclusive features, more conveniences, greater "usable" capacity, outstanding value, dependability, high quality. That's why Crosley Dealers are finding them to be the greatest refrigerator profit-makers in history!



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

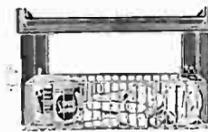


## EXCLUSIVE FEATURES OF THE CROSLY TRI-SHELVADOR



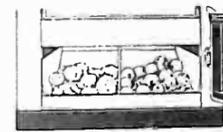
**SHELVATRAYS**  
(Patents Pending)

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)

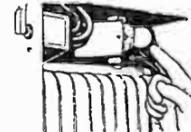
Here is the place for potatoes, onions, other bulk items and reserve bottle goods. Neither Shelvabasket nor Storabin is refrigerated.

## A FEW OUTSTANDING FEATURES OF CROSLY ELECTRIC REFRIGERATORS



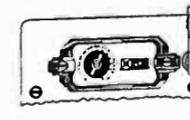
**The Ventilated Front**

No matter where the refrigerator may be placed, proper circulation of air around the refrigerator unit is maintained by means of the special Crosley Ventilated Front. This is a feature of every model of the new Crosley Electric Refrigerator.



**Automatic Interior Light**

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



**Temperature Control And Defrosting Switch**

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

**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.



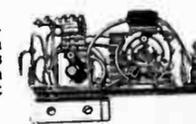
**Ample Supply Of Ice Cubes**

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.



**Self-Contained Removable Unit**

Inasmuch as the motor, compressor, and condenser are mounted on a metal base, the Crosley unit is completely self-contained and can be removed by merely lifting it out of the top of the cabinet.



## MODEL E-43

A beautiful Tri-Shelvador, 4.3 cubic ft. NET capacity; 9.15 square ft. shelf space (N. E. M. A. rating). Two ice trays and one double depth tray. Dimensions: 56 9/16" high, 23 3/4" wide, 24 7/16" deep.

**\$135.00**

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



## MODEL E-55

5.5 cubic ft. NET capacity; 11.0 square ft. of shelf space (N. E. M. A. rating); three ice trays and one double depth tray. Dimensions: 57 1/4" high, 29" wide, 25 13/16" deep.

**\$157.50**

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



## MODEL E-70

7 cubic ft. NET capacity; 14.0 square ft. shelf space (N. E. M. A. rating). Dimensions: 58 1/2" high, 32 3/4" wide, 26 3/4" deep.

**\$185.00**

This model also available with Porcelain Exterior. (PE-70) .....\$215.00

WESTERN PRICES SLIGHTLY HIGHER  
ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE

# JUST WHAT MANY PERSONS HAVE BEEN WAITING FOR!



## The New ~~CROSLY~~ CHEST SHELVADOR ELECTRIC REFRIGERATOR At A Price Practically Everyone Can Afford!

Now, practically everyone who could not afford electric refrigeration—even at the low prices of other Crosley models—can enjoy all the benefits, economy and convenience of electric refrigeration. For here is an electric refrigerator that practically everyone can afford. It is compact, remarkably economical in operation and easily moved. It is amply large for the preservation of the actual amount of food necessary in the average home. Has the famous Shelvador feature that adds greatly to the “usable” capacity. The porcelain table top makes it usable as a table as well as an electric refrigerator. And the price is only .....

**\$72.50**

Including Delivery, Installation, One Year Free Service, Western Price Slightly Higher.

## WIDEN YOUR MARKET WITH THIS NEW PROFIT MAKER

With the announcement of the Chest Shelvador, Crosley dealers are given a vast, new market — consisting of several groups and uses.

For homes, this model will supply the conveniences and advantages of electric refrigeration to those who can afford only the minimum investment. It is particularly ideal for apartment houses, where space is at a premium. Many families will find it to be just the thing as an extra electric refrigerator in the pantry or the entertainment room. It also makes an excellent beverage cooler.

For summer camps or cottages, the Chest Shelvador is ample for all ordinary needs and the low price is particularly appealing. In addition, small delicatessens, roadside stands, sandwich shops or other places requiring a limited amount of refrigeration offer an excellent market.

Here is a new refrigerator that will give every dealer added business—it is without doubt the greatest price “leader” in the electric refrigeration field. Take full advantage of this new profitable opportunity—display it—advertise it—push it now!



### MODEL EA-20

The Model EA-20 Chest Shelvador Electric Refrigerator has 2 cubic ft. NET capacity; 4.2 square ft. shelf space (N. E. M. A. rating); 2 standard ice trays with a capacity of at least 2 pounds of ice; self-contained removable unit; temperature control; round bar shelves. 1 inch insulation at top, 2 1/4 inches insulation at bottom, 2 1/4 inches insulation at sides and back. Hardware is of stamped brass, nickel plated. Porcelain interior, white lacquer exterior with black trimmings.  
Dimensions: 36" high, 23 3/4" wide, 20 3/4" deep.

The Crosley Broadcaster

## Ball Team Proves Good Advertisement . . .

The Bensinger Furniture Company, Crosley baseball team of New Albany, Indiana, recently won its ninth victory and thus continued to pave its way toward the city championship. Interesting publicity was given this team in a Louisville, Ky., newspaper. Not only does Mr. Bensinger “cash in” on the advertising value of the team, but he merchandises the team in newspaper advertising to get as large an attendance as possible at the games. This is a very splendid tie-up. In addition, a microphonic description of the game is given as an added attraction.

## An Outstanding Receiver . . .

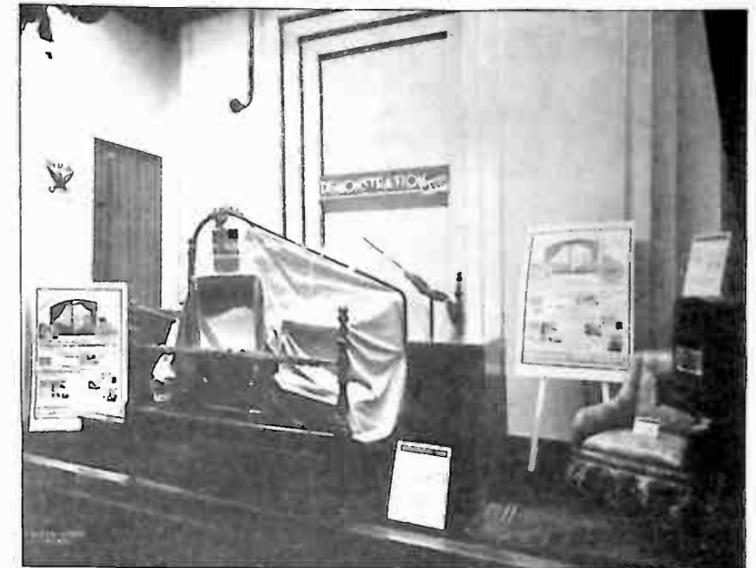
Edward J. Buklad of Cleveland, Ohio, writes: “I have purchased a Crosley Lowboy radio receiver and like it so well that I can not express my feeling toward such an outstanding radio. It’s wonderful!”

## An Effective Tie-Up . . .

Here is a display idea that was used to excellent advantage by the Veatch-White Motor Company, Crosley dealer, Carmin, Illinois. Since Tresslar’s 5 & 10 Variety Store has one of the best locations in the town, Veatch-White arranged to put this display (shown to the right) of a Crosley Tri-Shelvador Electric Refrigerator in their window and it was viewed by practically the entire population of Carmin. The cooperation of the Variety Store was readily secured for it helped them to sell large quantities of the refrigerator glassware that was displayed in the Crosley refrigerator.

While the Veatch-White Motor Company maintains a very attractive display of Crosley refrigerators in their own salesroom, they take advantage of every opportunity of displaying the Tri-Shelvador in other parts of the city and smaller towns in their trade area. As evidenced in the display in the Tresslar’s Variety Store, they have been able to establish very effective tie-ups, resulting to their mutual benefit.

Although this enterprising concern just recently has been appointed Shelvador dealer in their territory, they have attained a very satisfactory sales record. As a Ford dealer, they have found the Crosley Shelvador and Ford Automobile to be a very



## Attractive Coolrest Display

During “Demonstration Week” recently held at the Boston Store of Chicago, Illinois, this attractive window display was arranged on the Crosley Coolrest Air Conditioned Bed Canopy. Here is a Crosley

dealer who has taken advantage of the demonstration possibilities of the Coolrest. The small placard reads, “Step up to our radio department for demonstration on this Crosley Coolrest Bed Canopy.”



satisfactory and profitable combination. They maintain separate salesmen for the refrigerator and appliance department, with the Ford salesmen cooperating by furnishing leads. Appearing in the picture from left to right are John “Red” Harris, sales representative of the Harrisburg Standard Electric Corporation of

Harrisburg, Illinois—Crosley Distributor in Southern Illinois and Western Kentucky; H. C. “Bunny” White, manager of Veatch-White Motor Company; F. M. Ackman, refrigerator and appliance salesman for Tresslar’s 5 & 10 Variety Store.



At A. Finkenberg and Sons, Newark, N. J., this attractive demonstrator is pointing out all the features of the Crosley Shelvador and Tri-Shelvador Electric Refrigerators to interested spectators.



Miss Margaret Krus, trained demonstrator, is speaking through the microphone as she tells all on-lookers about Crosley Electric Refrigerators. This is in the window of Crosley Dealer Aladdin Oil Burner Corporation of Newark.

## WINDOW DEMONSTRATIONS BOOST SALES

Every Crosley dealer who has arranged window displays of the Crosley Shelvador and Tri-Shelvador Electric Refrigerators knows that they have an instant eye-appeal that causes housewives to want them at first glance. And here is a sales-stimulating plan executed by Apollo Radio Company, Crosley distributor at Newark, New Jersey, that carries the display idea one step farther.

With the aid of a loudspeaker, cards and pointing stick, a highly trained and capable demonstrator stands in the windows of various Crosley dealers of this locality and tells the

interested crowds that gather about all the features and many reasons why the Crosley Electric Refrigerators are the ones to place in their kitchens. Naturally, the girl in the window and the loudspeaker system arouse curiosity and cause many people to stop, look and listen. And after listening but a short time, they know that the Crosley offers more features and conveniences than can be obtained anywhere else in the world. They have an aroused desire to learn more and are invited inside for a more detailed demonstration.

Incidentally, the demonstrator is Margaret Krus, heroine during the attempted assassination of President Roosevelt at Miami, Florida, year ago last winter. One of the bullets aimed at the President was stopped by Miss Krus, effecting a scalp wound. This young lady has added immeasurably to the success of the demonstrations.

At the Newark store of A. Finkenberg and Son, an entire week was spent by the demonstrator. The manager of the store was highly favorable over the successful outcome of

(Continued on Page 15)

In the window of Goerke-Kirch Company, Elizabeth, New Jersey, the demonstrator is saying "No food will spoil if your iceman doesn't show up—your Crosley is always on duty".

Albert Lifson and Sons of Newark, are enthused over the results secured by this appealing and attention-winning window demonstration.



### Special Shelvador Store Front . . .

With a chain of stores on Long Island, the Temple of Music Stores, Inc., have made up a special front for all of their stores featuring the Crosley Shelvador. The above photograph of their Freeport, Long Island store is typical of the layout used for all the stores. The smashing sign at the top, the signs beneath the window, the display and the Shelvador in the store entrance—all forcibly attract attention and tell the passers-by that here is where the Shelvador

can be seen, inspected and purchased.

For a great many years, the head of this organization, Mr. Busloff, was with Landy Brothers of New York City. It is due to the fact that he employs the aggressive merchandising of the New York market, that he has created such an enviable success in the Long Island territory. In fact, this dealer is recognized as the largest and most outstanding Crosley radio and refrigerator retail outlet in all of Long Island.

### Window Demonstrations . . .

(Continued from Page 14)  
the venture.

In three days time with Goerke-Kirch Company at Elizabeth, New Jersey, seven Crosley refrigerators were sold as a direct result of the demonstration. Mr. Miller, buyer in the refrigeration department of this firm, is enthused over the results of this type of promotional work.

Although the weather was exceptionally warm when Miss Krus appeared in the window of Crosley Dealer Aladdin Oil Burner Corporation of Newark, the effort was considered successful and she held an attentive and large audience.

Just a few steps from L. Bamberger and Company in Newark, Apollo's demonstrator worked in the window of Albert Lifson and Sons. As this is located on a very busy thoroughfare, the appearance of Miss Krus drew a great deal of attention.

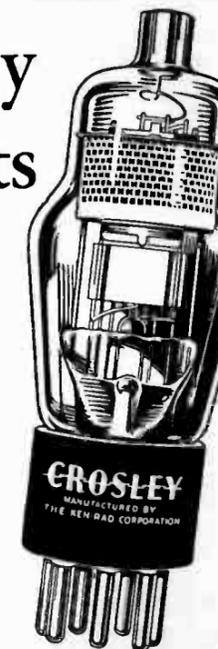
Certainly there is no other refrigerator that lends itself so admirably to a demonstration plan. The many exclusive Crosley features are so outstandingly new and different that they arouse enthusiasm and a desire for ownership whenever pointed out. Apollo Radio Company is to be commended for their practical use of this plan. And other Crosley dealers will do well to "follow suit."

### Shelvador Selected For 150 Model Homes . .

Approximately one hundred and fifty model homes, being constructed near Newark, New Jersey, are being equipped with Crosley EA-43 Shelvador Electric Refrigerators. One of the largest realty agents of its kind in northern New Jersey—the United States Agency—is erecting these homes, which are modern in every respect. The kitchens are being perfectly equipped with table-top ranges, kitchen cabinets, linoleum on the

floor and Shelvador refrigerators. The Shelvador feature, because it greatly increases the "usable" capacity and makes a smaller box serve the place of a larger one; and the Ventilated Front, permitting the refrigerator to be placed close to the wall—undoubtedly influenced the agency's selection. For nowhere else can such features be obtained.

## Steady Profits



with  
**Crosley Tubes**

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

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

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

## CROSELY Radio Tubes

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

### Sales Result From Distribution of Miniature Refrigerators . .

Fourteen sales in three days! That's the record of Crosley Dealer Standard Furniture Company of Newark, N. J., after they had tried out what proved to be a very successful promotional idea.

At a local theatre, this dealer distributed five hundred miniature cardboard refrigerators to those who were attending the show. On the door of the miniature refrigerator were printed the following words: "Buy your Crosley Shelvador Electric Refrigerator from Standard Furniture Company," and of course listed their address. To secure the co-operation of the theatre, they printed the programs of the theatre for the next week on the back of the refrigerator. And to those who attended the theatre, fourteen sales of Crosley Electric Refrigerators were made. The results of this promotional effort speak for themselves. Any dealer can secure a quantity of these miniature refrigerators from his Crosley Distributor and sponsor a similar stunt in his community. Any idea that brings fourteen sales in three days shouldn't be overlooked.

### Best That Money Can Buy . . .

Orville Grant of Aberdeen, Washington, has written an enthusiastic letter about his Crosley Radio.

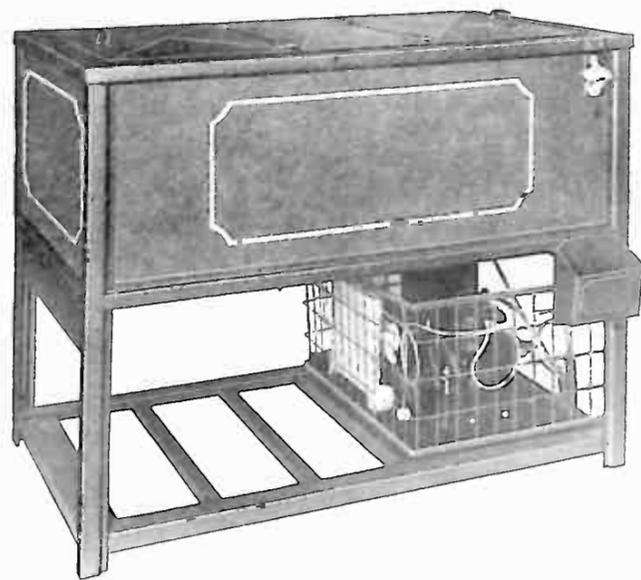
"I have a Crosley 8-tube receiver and think it is so wonderful that if I can't have a Crosley, I don't want any radio at all. I've had many different kinds before, but there's nothing like a Crosley. It's the best that money can buy."

### A Compliment . . .

Out in Banning, California, Mrs. Marion J. Bartlett has experienced such excellent performance and complete satisfaction with her Crosley Radio that she purchased in 1929 that she has written the following complimentary letter:

"I have owned a Crosley Radio for about five years and I wish to tell you of the fine service it is rendering me. The set has been operated on an average of ten hours per day. It has never had any repair work during all that time and it is in wonderful condition and is used every day."

## A Timely Opportunity



Model E-8

### The New CROSLLEY KOOL-RITE Electric Bottle Cooler

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.

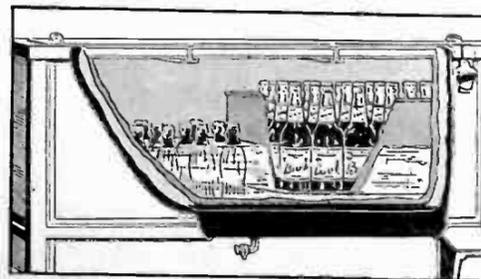
Outside dimensions: 44 1/2" wide, 25 1/2" deep, 34" high. Shipping weight 350 pounds.

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

\$117.50

#### 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.



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

### Hay Fever Sufferer Relieved By Sleeping In Coolrest Canopy . . .

N. A. Webster, commercial gas engineer of the San Antonio Public Service Company, San Antonio, Texas, has expressed wholehearted enthusiasm for the Crosley Coolrest Air Conditioned Bed Canopy. His letter follows:

"I wish to take this opportunity to express my appreciation to you and the E. J. Hermann Sales Company of San Antonio, for allowing me the opportunity to try out the new COOL-REST bed cooling unit.

"I feel that you will greatly appreciate knowing my reactions to the air conditions as are produced by this unit since I am among those who suffer, especially during the hot summer months, with hay fever and frequent sneezing spells.

"I can say in all sincerity that I was absolutely relieved of hay fever and that I have never spent a more enjoyable night's rest.

"It has been my experience to sneeze from eight to ten times as soon as I would wake up in the morning, but for the past three mornings I have not sneezed a single time and I attribute my relief to the conditions produced by this unit.

"I was, at first, under the impression that the cool air being blown into the canopy, which enclosed the bed, would cause a draft which would be more harmful than beneficial, but I found that there was no draft whatsoever and that the air was seemingly motionless, when actually it was constantly changing.

"If you feel that I could be of any assistance by explaining my experience to anyone interested in this unit, I will be very happy to do so."

### Dominating Newspaper Ad . . .

The Shield Company, Crosley distributor of Fort Worth, Texas, deserves honorable mention for this highly interesting and effective full-page advertisement that dominated a recent issue of a local newspaper. Executed in reverse (white letters on black) and with a spot-light effect focusing the eye on the Tri-Shelvador, it is unquestionably one of the best attention-compelling newspaper advertisements of the season. Listed at the bottom of the ad are the Crosley Dealers of Fort Worth and West Texas.



### Marshall-Wells Show Room . . .

This attractive display of Crosley Shelvador and Tri-Shelvador Electric Refrigerators is in the show room of Crosley Distributor Marshall Wells Company of Spokane, Washington.

# CROSLLEY

## Electric REFRIGERATORS

SET THE PACE THROUGHOUT THE NATION WITH THE INDUSTRY'S MARVELOUS AND NEW SENSATIONAL SHELVADOR and TRI-SHELVADOR

Streamline Beauty with Purplene Economy

Shelvador Model EA-35

# \$99.50

And Up

You will find every convenience in the new CROSLLEY Electric Refrigerator mentioned in other makes plus the EXCLUSIVE Shelvador and Tri-Shelvador arrangements, which unquestionably increase the storage area considerably over any other Mechanical Refrigerator on the market.

Gleaming white Crosley Shelvadors and Tri-Shelvadors with porcelain interiors are designed to give long life service with minimum original cost.

SEE THEM BEFORE YOU BUY . . . PROVE OUR STATEMENTS

Other Crosley Models

\$117.50	\$145.00	\$135.00	\$157.50	\$185.00
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THE SHIELD COMPANY, Inc., Fort Worth, Texas



### Apartment Installs Shelvador . . .

In this attractive apartment building owned by George Busch of Newark, New Jersey, thirty-six Crosley Shelvador Electric Refrigerators have been installed. All are keeping the occupants well satisfied. Apollo Radio Company, Newark, is local distributor.

### New Circular For American-Foreign Radios . . .

An exceptionally attractive, twelve page two-color circular, describing and illustrating the entire series of Crosley American-Foreign and All-Wave Radios is ready for distribution. It contains selling copy and should prove to be a strong merchandising help when used as an envelope enclosure, passed out at the store or handed to prospects. Order a quantity from your Crosley Distributor and let this circular help to boost sales on these marvelous new Crosley Radios.



### Forty Shelvadors Here . . .

More and more apartment house owners are learning of the added attraction to tenants and prospective tenants that is made when the Crosley Shelvador Electric Refrigerator is installed. They know of the tremendous popularity of the Shelvador—that this remarkable refrigerator has greatly increased "usable" capacity, thereby a smaller one takes the place of a larger box with less floor space. Forty of them are in use in this apartment (shown to the left) owned by Mr. O'Brien of Newark, N. J., according to Crosley distributor, Apollo Radio Company.

### Make EXTRA Profits With the CROSLY Flexible Rubber Ice Tray



Here is a flexible, pure rubber ice tray that is a real convenience for everyone with electric refrigeration. With it, ice cubes are easily removed and it is especially valuable when a whole tray of cubes isn't needed at one time. For you can flip or lift out one, or as many ice cubes as desired in an instant and they need never be touched by hand. Ice cubes removed from this tray are larger and more uniform in shape.

For storing extra ice cubes, this rubber tray is ideal. Merely place two cube-filled rubber trays face to face and store under the freezing unit.

The rubber tray is durable, clean and easy to keep clean. It fits in the aluminum ice tray in place of the standard metal grid. Each rubber tray has a capacity of 21 ice cubes.

If you are not already taking advantage of the possibilities of this profit-making item, get in touch with your Crosley distributor. List Price..... **\$1.75 each**

### WHAT A RELIEF!

COOL  
REFRESHING  
SLEEP  
ON THE  
HOTTEST  
NIGHTS



### FEATURES

Uses standard Crosley refrigerating unit to provide scientific air-conditioning for comfort 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.

**Suspension Spring . . .** 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

### A Sensational Profit-Making Innovation!

Think of the profits you'll make when you tell the people of your community that they can have cool, refreshing sleep on the hottest summer nights — with the Crosley Coolrest Air Conditioned Bed Canopy.

Electrically air conditioning the sleeping compartment over the bed, the Coolrest provides an atmosphere as cool, fresh, comfortable, healthful and invigorating as that of the north woods. It 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.

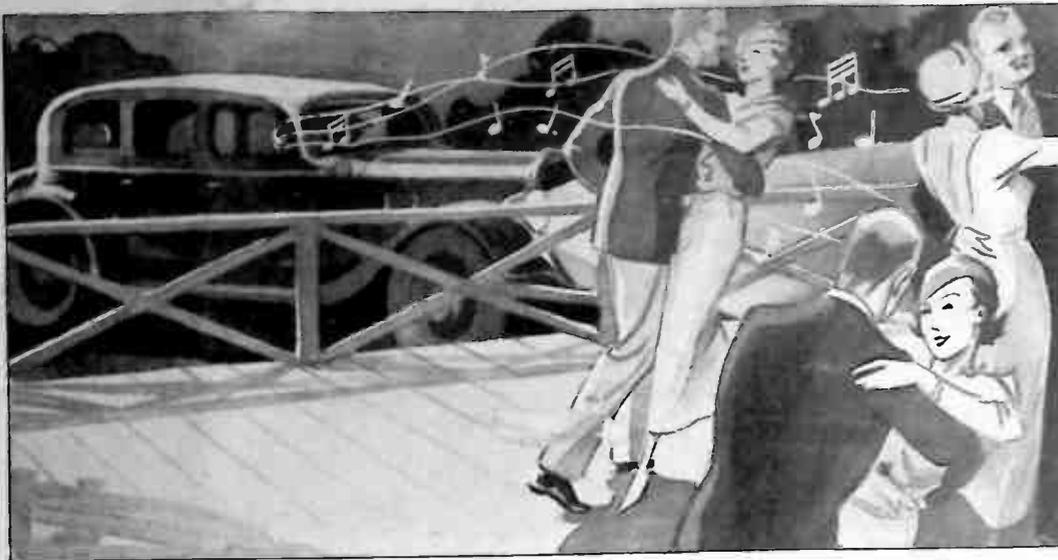
With the Crosley Coolrest Air Conditioned Bed Canopy, there is no installation problem. The air conditioning unit is housed in a beautiful cabinet, from which the canopy is suspended. When making the bed, the whole unit is simply and easily rolled away and then pushed back to the bed.

Crosley Dealers who display and demonstrate the Coolrest will find a ready insistent market — with highly profitable returns. Get behind it with an aggressive campaign — right now!

**\$150.00**

Delivered  
Western Price Slightly Higher

**CROSLY COOLREST**  
AIR CONDITIONED BED CANOPY



## There's Extra Joy For All With These Two Outstanding Models For The Car Radio Market

Yessir! Extra joy for every motorist who adds smiles to his car pleasures with a Crosley Roamio Automobile Radio. And extra joy for every Crosley Dealer who demonstrates the outstanding performance of the Roamio models to the car

drivers of his territory! If you are not taking full advantage of these fast-selling radios—get behind them now—and you will experience a real thrill in the resulting sales and profits.

### Crosley Roamio "4A1"



**\$28.98**

Complete Western Price Slightly Higher

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

With startlingly new features and an almost unbelievable low price, the Crosley "4A1" is within reach of every car owner.

**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.

**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.

**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.

**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.

### Crosley Roamio "5A1"



**\$44.50**

Complete and Installed To Car Antenna

Western Price Slightly Higher

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

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

WHATEVER HAPPENS

YOU'RE THERE WITH A CROSLY

**CROSLY ROAMIO**