

The Crosley

BROADCASTER

VOLUME 12

NOVEMBER 15, 1933

NUMBER 12



This striking display of Crosley Radios recently appeared in a window of May-Stern and Company, Pittsburgh, Pa. It undoubtedly helped to win the spectacular sales volume achieved by this live-wire Crosley dealer. See page 4 for further details.



TALKS TO THE

TRADE

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

THE 1934 Crosley Radios are a challenge to the entire radio world—a challenge that defies comparison—a challenge that boldly proves Crosley's leadership in the three primary essentials of appearance, performance and value—a challenge that says here are greater profits than ever before for every Crosley dealer.

Crosley has studied and analyzed existing market conditions—has looked at the other side of the counter to provide radio buyers with exactly what they want at prices they can afford to pay. No effort is too great to find out what the public desires and to build radio receivers accordingly.

Crosley Radios have an eye-appeal. They are designed with a skill in furniture craftsmanship that sets a new ideal in distinctive beauty.

Crosley Radios have an ear-appeal. A relentless, never-ceasing search by Crosley engineers to bring added

refinements to radio reception, has resulted in the incorporation of features, such as were never before conceivable in radio receivers at such low prices.

Crosley Radios have a purse-appeal. Made by line-scale, mass production methods, they are offered at prices impossible to anyone but Crosley. Highest possible quality at lowest possible price has always been a Crosley standard.

Compare a Crosley with anything else offered on the market in the same price range. Compare it tube for tube, tone for tone, performance for performance, appearance for appearance, value for value.

Then it will be easy to understand the phenomenal success enjoyed by Crosley Radios—the unprecedented sales records made by Crosley dealers everywhere—and the spectacular profits to be made right now by every dealer who goes after his share of Crosley business.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY



THE CROSLLEY BROADCASTER

THE CROSLLEY BROADCASTER. EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLLEY RADIO CORPORATION, CINCINNATI, OHIO. COPYRIGHT 1933. ALL PRICES QUOTED HEREIN ARE EASTERN PRICES. ALL PRICES SUBJECT TO CHANGE.

Christmas Season . . .

● THERE are just about five weeks left until Christmas. Now is the time to lay plans—to start your campaign for this great yearly buying season.

This year, Crosley dealers are given one of the greatest opportunities of all time to soar to the skies in profit-making sales of Crosley merchandise. The phenomenal sales momentum already established on Crosley products during the past several months will continue, with sweeping results, into the Christmas buying season.

There is nothing more appropriate as a gift than a Crosley Radio or Shelvador electric refrigerator. Both will bring Christmas cheer to the entire family every day of the year. So it behooves every Crosley dealer, therefore, to urge the people of his community to say "Merry Christmas" with a Crosley radio or refrigerator.

Remember, the line of 1934 Crosley Radios comprises such a wide diversity of models that every need, every taste and every pocketbook can be fully satisfied. Each model is in a class by itself in style, performance and value. There are features never before thought possible to build in sets at such low prices. The Dual Range feature, providing police, amateur, and aviation as well as standard broadcasts, is incorporated in practically every model.

Also don't forget that this is the first Christmas for the popular Shelvador, the refrigerator that has literally taken the country by storm. There are undoubtedly scores of prospects in every dealer's community who have been waiting to surprise the family on Christmas morning with the Shelvador. Nowhere else in all the world can such a gift be obtained except through the Crosley dealer, for as you know this is an exclusive patented Crosley development.

During the next few weeks that lead up to Christmas, every Crosley dealer should feature Crosley Radios and Shelvador electric refrigerators in every possible way, as the ideal Christmas gifts. Window displays, store displays, newspaper advertisements, direct by mail—all these will pay unmistakable dividends when you play up Crosley for Christmas.

New Fiver Circular . . .

● THAT THE Crosley New Fiver with its amazingly low price is ideal to push as a price leader is undeniable. This Crosley five-tube, completely stabilized superheterodyne with full floating moving coil electrodynamic speaker makes a price appeal that is far-reaching in results.

To help you in presenting the New Fiver, an attractive four-page circular has just been prepared and is now available to all Crosley dealers. It is just the thing to use as an envelope enclosure, which, incidentally, is one of the least expensive of all forms of advertising. Include one with every letter, statement and other mail going to your prospects or customers. Also hand one to everyone coming to your place of business. Order a quantity from your Crosley distributor.

A Vast Market In Owners Of Obsolete Sets . . .

● SUCH GREAT strides have taken place in the development of radio receivers within the past few years, that a vast multitude of people have found themselves with obsolete inefficient radio receivers. In fact, according to a recent report of The Radio Manufacturers' Association, there are approximately 7,000,000 obsolete radios in use. Consider the magnitude of this potential re-sale market.

The full enjoyment of the many

great radio programs on the air today is being denied this vast throng of radio fans. Until the owners of these obsolete sets have had the pleasure of tuning in and listening to radio broadcasts with a 1934 Crosley Radio, they cannot fully appreciate what a tremendous difference in reception all the modern developments have made.

But once a person does witness what these refinements add to radio enjoyment, there is such a vast improvement that he no longer will be denied the pleasures thus afforded.

It is, therefore, to the advantage of every Crosley dealer to present these facts to the people of his community—to urge everyone to listen to a Crosley. Point out all the new, late developments such as the dual range providing police, amateur, aviation, and standard broadcasts. A demonstration of a Crosley radio is an almost sure-fire way to a sale. Use every available means to get Crosley radios on demonstration and you will win your share of profits in this huge, replacement market.

Bigger And Better . . .

● THE Crosley Broadcaster has outgrown itself! This magazine, published in the interest of every Crosley distributor, dealer and salesman, has increased from sixteen to twenty pages. The reason is apparent enough. Just to glance through this issue—packed from front to back with news and helpful information—tells the story. There is so much to say about the ever-increasing success of Crosley, about the fast-moving, profit-making Crosley Radios and Shelvador refrigerators, about the achievements of Crosley dealers and distributors everywhere—that *The Broadcaster* just had to have more space.

So, from now on, this magazine, issued fortnightly, will have four more pages than heretofore to bring vital and interesting messages to you.



MODERN INSTITUTION PROVIDES PITTSBURGH DEALERS WITH PROMPT AND EFFICIENT SERVICE

● LOCATED in the building shown in the accompanying photograph, the Anchor-Lite Appliance Company, 957 Liberty Street, Pittsburgh, Pa., is a modern distributing institution. Crosley dealers throughout this territory are given prompt and efficient service from the excellent facilities of this organization.

The four-story building consists of about 10,000 square feet of floor space. The first floor is used for displaying Crosley products principally. The second floor is devoted to the general office and radio service department. The refrigeration service department, including a complete spray room, occupies approximately one-half of the fourth floor. The balance of the fourth floor, the entire third floor and the basement are used for warehousing purposes.

On the front of the Anchor Lite Appliance Company's building is an attractive new Neon sign which

flashes "Crosley Radio—Refrigerators" to everyone on the street. It is rather interesting to note that several passers-by were attracted to the Shelvador in the window while this picture was being taken.

Crosley Radio SURVIVES Hurricane

● THE CROSLLEY Fiver owned by Jack Warde, 724 N. Crockette Avenue, San Benito, Tex., recently passed through an extremely harrowing experience in the form of a hurricane and still operates perfectly. Here is what Mr. Warde writes:

"Perhaps you may be pleased to know that, although my Crosley Fiver experienced an unusual hardship during the recent hurricane in the Rio Grande Valley, it is still operating perfectly.

"The roof of my house was blown in and the radio was knocked to the

Aggressive Furniture House Builds BIG SALES Volume

(See Cover)

● SKY-ROCKETING a path to stellar heights in Crosley radio sales, the May-Stern and Company, large furniture store of Pittsburgh, Pa., has built up a sales volume that is but a little short of being phenomenal. Here is a record that is really worthy of greatest pride. In five weeks' time, May-Stern placed orders with the Anchor Lite Appliance Company, Crosley distributor, at Pittsburgh, for \$48,000 worth of Crosley merchandise. Figure it up; that's pretty close to an average of \$10,000 a week.

After imparting this information, it's rather superfluous to say that May-Stern and Company is one of the largest, if not the largest, radio retailers in Pittsburgh. This aggressive furniture store is representative of the nation's highest type of merchandisers. Awake to every sales opportunity, they never let a single stone go by unturned. Utilizing possibly every available advertising and sales promotion tactic, they are steadfast leaders in practical methods for winning prospects and subsequent sales. Effective window displays, such as the one pictured on the cover, attractive interior displays, powerful newspaper advertisements, etc., are all used with good results.

May-Stern and Company is completely behind Crosley. They believe that without a doubt Crosley is the "hottest" line on the market. They know that Crosley has provided them with radio receivers that represent greater dollar for dollar values than can be found anywhere else. They are naturally elated over the record already established and are optimistic over the future possibilities with Crosley products. They undoubtedly agree without the slightest hesitation that, "No dealer can afford NOT to handle Crosley."

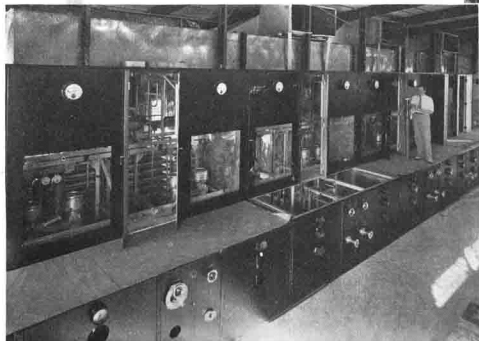
floor. Everything in the house got water soaked, including the radio. After the storm, it dried out leaving the cabinet warped and most of the veneer came off.

"So you can imagine how happy I was to discover that the mechanism of the radio was OK.

"If you have any late models to test let me give them the 'Hurricane Test'! If they come through that and still be 'You're There With a Crosley', they're OK."

Below: An inspection of the new 500,000 watt transmitting station equipment now under construction—intricate and delicate yet at the same time powerful—gives one a true picture of the expense and effort involved in this huge undertaking.

Right: Honey Adams and Lloyd Shaffer, star and orchestra director, respectively, of WLW, are seen beside the giant Audio Transformer—largest ever built—which is a part of the new plant.



*about
disc 25-01
Jan 1*

WORLD'S LARGEST BROADCASTING STATION RAPIDLY NEARING COMPLETION

● WORK on the construction of the giant new 500,000-watt transmitter plant which is to make the Crosley Radio Corporation station WLW in Cincinnati, the most powerful broadcasting plant in the world is progressing rapidly and first test broadcasts are expected to be made shortly.

To date all rotating equipment has been installed at the new plant which is located on the site of the present Crosley transmitter plant at Mason, Ohio, 22 miles north of the studios in Cincinnati.

Other equipment already in place includes the 831-ft. vertical radiator antenna tower, which, incidentally, is already in use in connection with the present 50,000-watt transmitter and which has been responsible for an increased signal strength of from 50 to 100 per cent; the huge 100,000 pound audio transformer, largest ever built; power lines and mammoth sub-station to supply adequate electrical energy; three filament machines; a giant water cooling system capable of providing the 1,000,000 gallons of water daily required to cool the various tubes used in the transmitter; and the actual transmitter itself.

At the present time the highly complicated work of wiring and con-

necting the transmitter is in progress.

More than 35 men are being employed regularly by the Crosley Corporation in connection with the construction of this colossus of the air which, when completed, will make WLW broadcasts audible—under favorable conditions—to listeners virtually anywhere in the world. The service zone to be covered by the 500,000-watt station will include a huge circle having a radius of some 2500 miles.

The new 500,000-watt transmitter is to be a fitting climax to more than 15 years of invaluable pioneering activity in the field of radio broadcasting by Powel Crosley, Jr., president and founder of the Crosley Radio Corporation. His work both in the development of radio broadcasting and as a leader in the manufacture and development of radio receiving sets has made Mr. Crosley an international figure.

Involving a total cost of approximately \$400,000.00, the construction of this modern Goliath of the Air will not only mark a major development in radio engineering, but will also give a concrete evidence of the optimism with which officials of the Crosley Radio Corporation view the

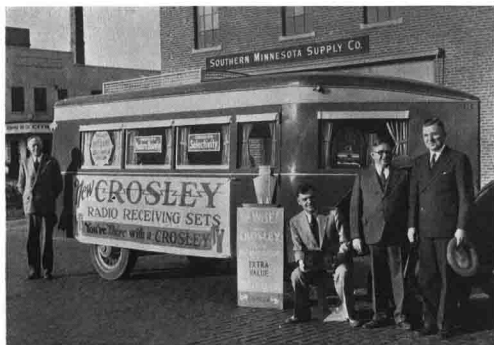
economic horizon.

Some conception of the tremendous electrical energy which the new Crosley transmitter will be capable of unleashing is to be gained from the fact that, according to Mr. Crosley, its power will be ten times greater than that of the present 50,000-watt WLW transmitter.

As the result of thus extending the radius of WLW's signal, it is pointed out that the new Crosley equipment will provide for an area coverage of about 25 times that of the present transmitter and antenna equipment. Translated in terms of miles, WLW's reliable service area will be expanded to include a gigantic circle whose diameter is more than five thousand miles. Mr. Crosley adds, however, that his station will have thousands of listeners beyond even these distant limits. With a good receiving set and in a good receiving location, a listener will be able to tune in WLW anywhere in the world, he predicts.

As viewed both by Mr. Crosley and by members of the Radio Commission, the new transmitter, permit for which has been issued for experimental purposes, will serve as a practical laboratory for the sci-

(Continued on Page 6)



SOUTHERN MINNESOTA'S NEW DISPLAY CAR

New display car used by Southern Minnesota Supply Company, Crosley distributor at Mankato, Minn. From left to right: H. P. Heinen, J. E. Ellis, Charley Lytle, H. F. Jaax.

● **DEALERS** served by the Southern Minnesota Supply Company, Crosley distributor at Mankato, Minnesota, are expressing wholehearted approval of the new display car recently initiated by this firm.

This live distributor under the able management of Charley Lytle has started using this efficiently-equipped display car to enable dealers of this territory to see actual demonstrations of the Crosley line. An electric light plant furnishes the electric power so that everything displayed in the car can be turned on and demonstrated. The complete Crosley line including Shelvador refrigerators made the initial trip.

Another distinct advantage of this display car is the fact that it can be

Chooses ROAMIO For Motor Boat Name

● **O. L. TASSELL** of Williamson, N. Y. was so highly impressed with the name of the Crosley Roamio radio that he chose it for his new cruiser. As can be seen in the above picture, the name "Roamio" is prominently displayed on the rear of this boat. So now wherever he roams through

parked in front of the dealer's store so that the public can go through it to see Crosley products on demonstration. The uniqueness of the car plus the effective use of signs are certain to attract attention wherever it goes and thereby create a widespread amount of valuable advertising.

The same illustration shown above is printed on post cards which are sent in advance of the car's arrival to advise the dealer the exact date it will reach his town. H. P. Heinen, specialty salesman for Southern Minnesota Supply Company, travels with the car.



the water, the name "Roamio" can be plainly seen by everyone within sight.

World's Largest Broadcasting Station Is Rapidly Nearing Completion

(Continued from Page 5)

tific development of actual broadcasting in the heretofore unexplored field of extreme power. The full 500,000-watt power will be utilized experimentally for broadcasting between the hours of 1:00 to 6:00 A. M., E. S. T.

According to engineers, WLW's present cleared channel of 700 K. C. is admirably suited for the use of high power. At this frequency fading is neither as severe nor as close to the station as at higher frequencies. In addition, atmospheric disturbances are reasonably low. Due to the tenfold increase of its present power, WLW—with its new transmitter—is expected to "over-ride" all static, and atmospheric noises and other interference, and to provide listeners with a quality of reception heretofore unattainable because of the present inadequacy of the signal strength even of those stations now allowed 50,000-watt power.

It has long been Mr. Crosley's contention that the only satisfactory method for eliminating static noises in radio reception was to provide a broadcasting signal strength sufficiently powerful to "over-ride" these interferences. As the result of that conviction this pioneer in radio has for ten years championed the cause of increased power. The soundness of Mr. Crosley's theory has been substantiated in the steady trend towards increased power during the past several years.

The Crosley pioneering activities in the use of increasingly greater power has covered the entire range from the original 20-watt transmitter, located in Mr. Crosley's home, in 1922, through increases of 50-watts, 500-watts, the pioneer remotely controlled 5000-watt transmitter located at Harrison, the first 50,000-watt broadcasting transmitter in the world, the present WLW located at Mason, Ohio. And now the logical step for this pioneer organization is the new 500,000-watt equipment.

"The early belief that an increase in power causes interference with other broadcasting stations has been definitely disproved over a period of years by the many power increases of WLW," Mr. Crosley said, adding the assurance that "listeners may expect a definite all-round improvement in service without any sacrifice in any way."

**River Boat Captain
Greatly ATTACHED To
Crosley Radio**

● THERE is at least one captain of a river boat that travels along the beautiful Ohio and Mississippi Rivers who finds companionship in the radio entertainment received with a Crosley set. Read what Captain Allen B. Wood writes:

"My Crosley Radio is past two years old, has travelled thousands of miles between Pittsburgh and New Orleans on all kinds of boats, both steam and Deisel. It has never been in the shop.

"I am very much attached to it and always feel like I am 'There With A Crosley.'"



**Unique HOUSING For
Crosley Travo**

● AN IDEA and the efforts of an artisan recently culminated in this unique cabinet housing the Crosley Travo.

Cutting sections of wood with the sole aid of a pocketknife and patiently piecing them together, this miniature building found its finished form as shown in the accompanying photograph.

J. H. Huelsman of 3018 Temple Avenue, Cincinnati, Ohio, constructed this reproduction of one of the Century of Progress buildings. The original contained an exhibit of foreign nations and is to be erected in Moscow, Russia.

The miniature contains the Crosley Travo, is 42 inches high and two feet square at the base, has an illuminated interior and is painted white with blue trimmings.

**PHILADELPHIA DISTRIBUTOR
PLEDGES WHOLEHEARTED
DEALER SUPPORT**

LEWIS & CARNELL COMPANY
Distributors For
CROSLY RADIO AND ELECTRIC REFRIGERATORS

We are happy to announce our appointment as distributors for Crosley Radio and Electric Refrigerators.

We are convinced that the new 1934 Line of Crosley Radio is one of the most complete lines ever offered.

This price range is designed to meet every pocketbook.

ing to exceed all sales records for the past several years.

The Crosley Shelvador Electric Refrigerator has been a sensation in going to continue to be a sensation.

In Crosley Radio distinctive appearance, outstanding performance, and reliability.

PELLER
exclusive Terzid-
over oil burner
ried to use this
It is a feature
an easy bur-

Above: "Between Ourselves", an effective house organ published by Lewis and Carnell Company, Philadelphia, Pa., distributors of Crosley products.

To The Right: M. J. Lewis, President of Lewis and Carnell Company, who is doing an excellent job in the distribution of Crosley Radios and Shelvador Electric Refrigerators.

● AS SOON as the Lewis and Carnell Company of Philadelphia was appointed distributor of Crosley Radios and Shelvador Electric Refrigerators throughout the territory they serve, this wide-awake firm commenced an intensive campaign that has spelled success.

An elaborate dealer's meeting was almost immediately held in the Bellevue-Stratford Hotel of Philadelphia. The program included the presentation of Crosley products, the serving of refreshments, and entertainment by several nationally known radio artists.

An attractive and effective publication called "Between Ourselves" is mailed periodically to all the dealers of this territory to help pass along pertinent and valuable information.

Perhaps one of the greatest, if not the greatest, single reasons for the outstanding job this firm is performing in the distribution of Crosley products is in the person of its President, M. J. Lewis. Having been in the radio business for twelve years, Mr. Lewis is exceptionally well versed in the intricacies of radio selling and therefore understands thoroughly the everyday problems arising in every dealer's business.

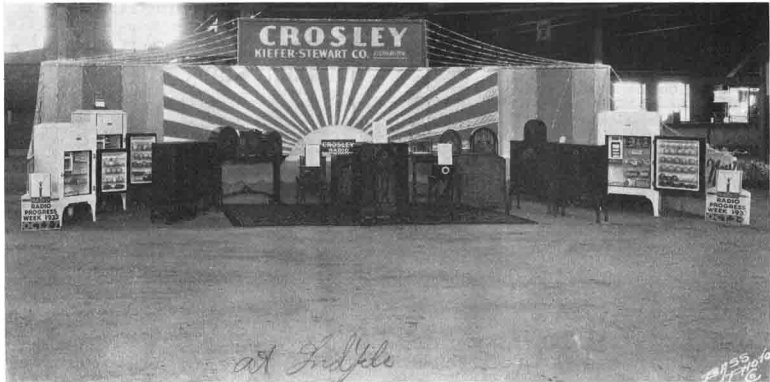
"My friendships in the radio industry have been long friendships," says Mr. Lewis. He continues, "To-

day the dealer and the wholesaler need each other. This is the proper time to cooperate. We pledge our wholehearted support and cooperation and we trust that we can count everyone of the dealers in our territory a true friend. We assure every dealer that his needs will receive the personal attention that we are so happy to give."

A very efficient service department is operated by the Lewis and Carnell Company to take care of dealers' service needs. Jack Phillips heads this department for radio or refrigeration service and Leonard Halpern, who spent a year at the Crosley factory, is the assistant.

Salesmen of the Lewis and Carnell Company who call on the dealers of this territory are: Messrs. Herman Lewis, Martin Polikoff, Lewis Leitman, E. T. Smolen, and W. J. Calsam. All of these men have had years of experience in the industry and are rendering valuable service to dealers.

That Lewis and Carnell give wholehearted support to every dealer is probably best summed up in their policy of what they have to offer: "Prompt delivery on all orders—nationally advertised quality merchandise—cooperation—courteous and prompt service—a knowledge of dealers' problems and requirements."



KIEFER-STEWART'S CROSLY DISPLAY AT PAGEANT OF PROGRESS



Crosley display arranged by Adams and Cassity, Stamping Ground, Kentucky, at the Scott County (Kentucky) Fair.

Display At County Fair BOOSTS Sales

● ACCORDING to The Cooper Louisville Company, Crosley distributor at Louisville, Kentucky, the display shown in the above photograph attracted widespread attention at the recent Scott County (Kentucky) Fair.

Of the exhibits at this Fair, this display arranged by Adams and Cassity, Crosley dealer at Stamping Ground, Kentucky, was very outstanding. It aroused great interest in the Crosley products, especial-

● ATTRACTIVE display arranged by the Kiefer-Stewart Company, Crosley distributor, at the Pageant of Progress, recently held in the Butler Field House, Indianapolis, Indiana. A complete line of Crosley radios and Shelvador refrigerators

ly in the Shelvador refrigerator, and drew many prospects out of the some three thousand people in attendance at the one day affair.

Adams and Cassity are gratified over the results obtained and feel certain that their showing will bring substantial sales on both Crosley Radios and Shelvador refrigerators.

This twenty-five year old firm of Adams and Cassity has handled the sale of Crosley radios for five years and Crosley refrigerators for two years.

They LIKE Crosleys

● HERE is what Mrs. G. R. Simons, a proud owner of a Crosley Shelvador refrigerator in Cambridge, Kansas, writes:

"I surely am well pleased with my Crosley Shelvador, for many reasons. It is good looking, keeps food excellent, is inexpensive to operate and runs so smooth with not a bit of noise. And I like Crosleys because

were exhibited. Near the center of the display, the progress of radio was depicted by showing two Crosley one-tube models of 1920 and 1921 in comparison with the supreme achievement of 1934—the *Dual Fourteen*.

Retired POSTMASTER Enjoys Crosley Radio

● WHEN George E. Davis retired from his thirty-eight years of service as postmaster at the Cincinnati Stockyard Branch, the government rewarded him with a Crosley Radio. This seventy-year old ex-postmaster retired on March 31, 1933, and has since then become a resident of the sunshine state of Florida. Naturally, when he moved south he took his new present, the Crosley *Tenace*, along with him. From his present address, 802 — 13th St., North, St. Petersburg, Florida, he has written the following:

"I am having good reception from WLW with my Crosley radio, most of the time without either aerial or ground wire."

we like our Crosley radio so well. The light in the refrigerator is so much help and all around it's just a wonderful box".

NEW 1934

CROSLEY RADIOS

LEAD THE WORLD IN RADIO VALUES...

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

TRAVO

\$18.50

Complete With
Tubes. Carrying
Case 75c Extra

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



4

TUBES . AC DC
SUPERHETERODYNE

● OPERATES on any 110-Volt circuit. Employs Two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. THE DUAL CASA HAS DUAL RANGE FEATURE.

DUAL CASA

\$19.95

Complete With
Tubes

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



DUAL FOUR

\$21.00

Complete With
Tubes

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



4

TUBES
SUPERHETERODYNE

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

DUAL RANGE

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

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

DUAL TRAVETTE

\$26.00

Complete With
Tubes. Carrying
Case Included

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



5

TUBES . AC-DC
SUPERHETERODYNE

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

DUAL COMPANION

\$26.00

Complete With
Tubes

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



DUAL FIVER

\$26.00

Complete With
Tubes

Dimensions:
14⅞" high,
11½" wide,
2⅞" deep.



5

TUBES . DUAL RANGE
SUPERHETERODYNE

● DUAL RANGE Superheterodyne . . . Completely Stabilized, Full Floating Moving Coil Electro-Dynamic Speaker.

The New Fiver (without the Dual Range feature) is also available in the same cabinet as the Dual Fiver at \$23.50. Battery Fiver and Battery Fiver Lowboy available at \$26.00 and \$38.00, respectively. Batteries extra.

DUAL FIVER LOWBOY

\$38.00

Complete With
Tubes

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



WESTERN

PRICES

SLIGHTLY

HIGHER

DUAL FIVER SHERATON**\$29.00**Complete With
Tubes*Dimensions:*16 $\frac{1}{8}$ " high,12 $\frac{1}{4}$ " wide,8 $\frac{3}{8}$ " deep.**5**

TUBES. DUAL RANGE

SUPERHETERODYNE

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

DUAL FIVER CABRIOLET**\$35.75**Complete With
Tubes*Dimensions:*

30" high,

14 $\frac{1}{2}$ " wide,10 13 $\frac{1}{16}$ " deep.**\$31.50**Complete With
Tubes*Dimensions:*9 $\frac{1}{4}$ " high,13" wide 6 $\frac{1}{2}$ "

deep.

DUAL SIX**6**

TUBES . DUAL RANGE

SUPERHETERODYNE

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

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

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

\$52.50Complete With
Tubes*Dimensions:*29 $\frac{1}{4}$ " high,

15" wide,

12 $\frac{3}{8}$ " deep.**DUAL SEVETTE****7**

TUBES . DUAL RANGE

SUPERHETERODYNE

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

DUAL SEVEN**\$39.50**Complete With
Tubes*Dimensions:*15 $\frac{5}{8}$ " high,13 $\frac{3}{8}$ " wide,8 $\frac{1}{2}$ " deep.**7**

TUBES . DUAL RANGE

SUPERHETERODYNE

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

DUAL SEVEN LOWBOY**\$52.50**Complete With
Tubes*Dimensions:*40 $\frac{1}{8}$ " high,

23" wide,

11 $\frac{1}{8}$ " deep.**DUAL TEN****\$52.50**Complete With
Tubes*Dimensions:*17 $\frac{1}{4}$ " high,

17" wide,

9 $\frac{7}{8}$ " deep.**10**

TUBES . DUAL RANGE

SUPERHETERODYNE

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

DUAL TEN LOWBOY**\$66.00**Complete With
Tubes*Dimensions:*40 $\frac{1}{8}$ " high,24 $\frac{1}{2}$ " wide,11 $\frac{1}{4}$ " deep**DUAL TWELVE****\$62.50**Complete With
Tubes*Dimensions:*17 $\frac{1}{2}$ " high,16 $\frac{5}{8}$ " wide,10 $\frac{7}{8}$ " deep.**12**

TUBES . DUAL RANGE

SUPERHETERODYNE

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

DUAL TWELVE LOWBOY**\$76.00**Complete With
Tubes*Dimensions:*40 $\frac{3}{4}$ " high,

25" wide,

12 $\frac{5}{8}$ " deep.**WESTERN****PRICES****SLIGHTLY****HIGHER**



\$120.00

Complete With
Tubes

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

DUAL FOURTEEN

14 TUBES . DUAL RANGE

SUPERHETERODYNE

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

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

THE CROSLY REPOSE, JR.



REMOTE SPEAKER

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

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

Price includes both Speaker and Receiver.

\$42.00

Complete With
Tubes

**AC DC
4-TUBE
SUPERHET-
ERODYNE
RECEIVER**

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



REPOSE



\$52.50

Complete With
Tubes

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

**REMOTE SPEAKER
ELECTRO-DYNAMIC**

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

REPOSE FIRE SCREEN

\$52.50

Complete With
Tubes

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



THIRTY-TWO D. C.



\$47.50

Complete With
Tubes

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

**5 TUBES . SUPERHETERODYNE
FOR 32 VOLTS D. C.**

● SUPERHETERODYNE, All-Electric, New 6.3 Volt Heater Type Tubes, Illuminated Dial, Full Floating Moving Coil Dynamic Speaker. Designed for use with 32 Volt DC supply.

THIRTY-TWO D. C. LOWBOY

\$60.00

Complete With
Tubes

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



BATTERY "8"



\$47.50

Complete With
Tubes Less Bat-
teries

Dimensions:
17 $\frac{1}{4}$ " high,
17" wide,
9 $\frac{7}{8}$ " deep.

**8 TUBES . SUPERHETERODYNE
BATTERY RECEIVER**

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

BATTERY "8" LOWBOY

\$60.00

Complete With
Tubes Less Bat-
teries

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



WESTERN

PRICES

SLIGHTLY

HIGHER

SHELVADOR

THE ALL YEAR 'ROUND

PROFIT MAKER!

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

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

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

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

MODEL D-35 \$89⁵⁰

Western Price Slightly Higher

● THIS model has 3½ cubic feet NET capacity; 8 square feet of shelf space (N. E. M. A. rating). Has two ice trays, each tray with a capacity of 21 ice cubes—42 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Porcelain interior, gleaming white lacquer exterior. Dimensions: 50½" high, 23½" wide, 24" deep.

MODEL D-45 \$99⁵⁰

Western Price Slightly Higher

● THE Model D-45 has 4½ cubic feet NET capacity; 10.6 square feet of shelf space (N. E. M. A.). Has three ice trays, each tray with a capacity of 21 cubes—63 cubes in all. Additional space provided for an extra single tray or double depth tray. 3 inches of insulation at top, sides, bottom and door. Porcelain interior, gleaming white lacquer exterior. Dimensions: 56½" high, 23½" wide, 24" deep.

MODEL D-60 \$130⁰⁰

Western Price Slightly Higher

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

OUTSTANDING FEATURES



SELF-CONTAINED REMOVABLE UNIT

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



TEMPERATURE CONTROL

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



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.



PORCELAIN INTERIOR

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



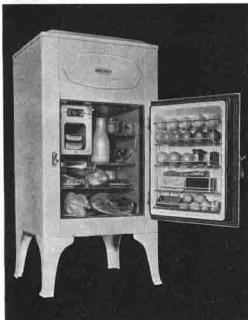
AUTOMATIC INTERIOR LIGHT

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



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.



Authority PRAISES Crosley Dual Seven

● ARROW, INC., Jersey City, N. J., one of Apollo Radio Company's (Crosley distributor at Newark, N. J.) largest dealers in Hudson County has recently received an interesting letter from C. J. Ingram. The writer of this letter is Jersey Journal's famous radio columnist, "One Dialer", who originated and conducts his Star Dust Program every Sunday from 12:30 to 1:00 P. M. over station WAAF. He has interviewed over the air most of all radio's outstanding personalities and is a radio authority whose comments are very valuable. He writes:

"That Crosley 7 tube dual range receiver which I got from you is a honey!

"I took it to my folks' place in Stanhope and, believe it or not, the night I hooked it up for them I logged 59 stations. It brought in a veritable parade of stations. All this, too, mind you, in a location not especially good for reception. In fact in past years I have had quite some trouble getting sets which would function satisfactorily there. The house is on a hillside, heavily wooded and with considerable iron ore in the vicinity. Because of the many trees it is impossible to erect an antenna without it coming within an 'absorption area'. Yet, despite the obvious signal strength loss due to trees, the little Crosley worked tip top."

PERFORMS OUTSTANDING JOB FOR CROSLLEY

● Samuel I. Cohen, President and Manager of the Providence Electric Company, outstanding Crosley distributor, Providence, R. I.



● UNDER the able supervision of Samuel I. Cohen, President and Manager of the Providence Electric Company, this Crosley distributor has become one of New England's outstanding electrical supply wholesalers. Assisting in his business endeavors are his brothers, Norman Cohen, Vice-President and Murray Cohen, Secretary.

That the Providence Electric Company has done an excellent job of distributing Crosley products throughout Rhode Island and South-eastern Massachusetts is evidenced in the following fact: Crosley products are sold in every town and village in this territory.

Mr. Cohen is extremely enterprising in keeping the name "Crosley" before the public in every available way. Even letterheads and statements remind the dealers that he is distributing Crosley radios and refrigerators. Invoices carry illustrations of the Crosley Shelvador in the column calling for sold items. Not a single opportunity is lost for promoting the sale of Crosley items.

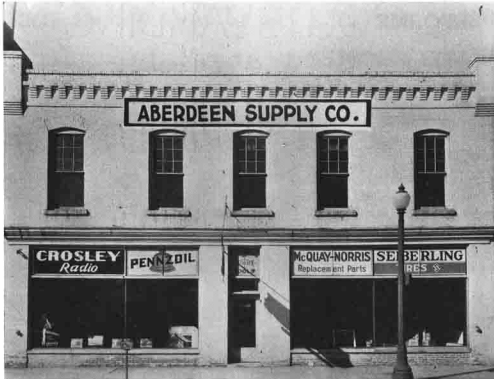
There is no doubt but that Mr. Cohen is one of Crosley's greatest boosters. He literally talks Crosley day and night. And such enthusiasm has undoubtedly played a major role in his remarkable success.



Attractive EXHIBIT At Richmond, Virginia

● ONE of the most attractive exhibits of the forty firms represented at the Radio and Electric Show recently held in Richmond, Va., was that of the Tower Binford Electric Company. The booth of this Crosley distributor effectively displayed Crosley radios and Crosley Shelvador refrigerators.

Out of the vast crowds in attendance, an exceptionally large number of inquiries, both from dealers and consumers, resulted.



Left: Headquarters of Aberdeen Supply Company, Crosley distributor at Aberdeen, S. Dak. Notice the sign advertising "Crosley Radio" at the lower left-hand side of the building. Also that Crosley displays occupy the entire window at the left.

FORMS NEW COMPANY TO SERVE CROSLLEY DEALERS

Right: C. H. Anderson, general manager of the Aberdeen Supply Company, successor to the Hatfield Motor Supply Company, former Crosley distributor at Aberdeen, S. Dak.



● FIFTEEN years ago, the present chief executive of the Aberdeen Supply Company, Aberdeen, S. Dak., made his initial start in the jobbing business which recently terminated in this new Crosley distributor of this territory. In 1918, C. H. Anderson, general manager of the Aberdeen Supply Company, first went to Aberdeen from Fond du Lac, Wisconsin, where he was born and raised. At that time, he started in the jobbing business with Spaulding Supply Company.

When, in 1922, Spaulding sold out to the Hatfield Motor Supply Company, Mr. Anderson became identified with Hatfield as credit manager until 1925. At this time he became manager of the firm.

On September 1st of this year, The Hatfield Motor Supply Company moved out of the store and Mr. Anderson formed the new company under the name of the Aberdeen Supply Company. Incorporated under South Dakota state laws for \$100,000.00, the new organization continued with the same personnel and with the distribution of the same ma-

lor lines of the old Hatfield firm.

It is gratifying to note that the manager of the former Crosley distributor in Aberdeen has launched forth as the new distributor of Crosley products to serve the dealers of this territory. Needless to say, Mr. Anderson and his entire organization are deeply impressed with the new Crosley line and are highly optimistic over the sales outlook. Our best wishes for their continued and ever-increasing success go with them.

A TRAGIC Happening

● AT THE establishment of L. Germain, Crosley dealer at Conway, Mass., a sale of a *Dual Casa* recently resulted from a broadcast demonstration that afterwards terminated in a tragedy.

A traveling salesman, H. Galbraith, was waiting to interview Mr. Germain. While waiting, he turned on a *Dual Casa* to see what he could pick up on the short wave band. Being an aviation enthusiast, Mr. Galbraith was naturally thrilled to listen to a broadcast of an air mail pi-

lot flying between Wichita, Kansas, and Pittsburgh. The air mail pilot was experiencing severe trouble and ended his broadcast with an announcement that he intended to abandon the ship. So highly impressed was Mr. Galbraith with the performance of the *Dual Casa*, that he purchased it at once.

However, here is the sad ending to this tale. In watching the papers to see what happened to the aviator in his hopeless plight, the dealer and the *Dual Casa* buyer read an account three days later that told of finding the dead pilot and his wrecked plane.

A PROUD Owner

● MRS. BURR Larkham of Blackwell, Okla., writes:

"It is a pleasure to show the Crosley Shelvador electric refrigerator to my friends and tell them the many advantages it has over other makes that are higher in price.

"The savings in food and economy in the operation of my Shelvador more than pays for the low price I paid for it."

**Pages 15 through 18 are missing from my copy of this issue.
Please contact me at oldradio@croseleyradios.com if you
can help me complete this file.**

CROSLEY

Startles The Nation With 4-Tube Superheterodynes



Crosley Travo

● GENUINE four-tube superheterodyne. Operates on any 110-volt circuit, AC or DC. Has pilot light, attached antenna, full floating moving coil electro-dynamic speaker. Requires no ground. Following tubes are used:—two of which are double purpose tubes: One type 78, one type 6E7, one type 35 and one type 12Z3. All metal brown finished cabinet with bronze escutcheons.

Dimensions: **\$18.50**
6 $\frac{3}{4}$ " high,
9 $\frac{5}{8}$ " wide, Complete with Tubes
4 $\frac{1}{2}$ " deep. Carrying Case,
75c Extra



Crosley Dual Casa

● ANOTHER AC-DC portable four-tube Superheterodyne which operates on any 110-volt Circuit. Has dual range (police, amateur, aviation and standard broadcasts), pilot light, attached antenna, full floating moving coil electro-dynamic speaker. Requires no ground. Uses same tubes as listed for Crosley Travo. All wood cabinet with "V" matched Oriental walnut veneer front. Decorated overlays on ends.

Dimensions: **\$19.95**
7 $\frac{1}{2}$ " high,
10 $\frac{1}{2}$ " wide,
5" deep. Complete with Tubes



Crosley Dual Companion

● HERE IS AN attractive, portable radio receiver for travelling, home or office use. Employs same five-tube superheterodyne chassis with dual range as described for the Dual Travette. All wood cabinet is beautifully finished in walnut veneer.

Dimensions: 7 $\frac{3}{4}$ " high, 11 $\frac{1}{4}$ " wide, 4 $\frac{3}{4}$ " deep. **\$26.00**
Complete With Tubes

● HERETOFORE, PRACTICALLY every four-tube set on the market has used a tuned radio frequency circuit with a magnet type speaker. Most radio users are well-acquainted with the limitations of such sets and have therefore come to regard the four-tube receiver as insufficient for ordinary requirements.

But, with the introduction of the new Crosley four-tube radios, this condition no longer exists. These new Crosley receivers are superheterodynes giving performance equivalent to that of six-tube sets. Two new type dual purpose tubes are used to provide greatly improved sensitivity and selectivity.

Full floating moving coil electro-dynamic speakers are used in the new Crosley four-tube radios, thus assuring a quality of reproduction never before known in sets of this type. Compare the ordinary four-tube tuned radio frequency sets with the new Crosley four-tube superheterodynes and Crosley will walk away with the show.

Crosley four-tube radios should not only become outstanding sellers but as price leaders they offer Crosley dealers the opportunity to trade up to the Dual Travette and Dual Companion or even higher priced models.



Crosley Dual Travette

● THIS FIVE-TUBE superheterodyne operates on any 110-volt circuit, AC or DC. Has dual range (police, amateur, aviation and standard broadcasts), external speaker jack, pilot light, attached antenna, full floating moving coil electro-dynamic speaker. Requires no ground. Following tubes are used: Two type 78, one type 36, one type 38 and one type 12Z3. All metal cabinet with choice of three color combinations: walnut with brown trimmings, green with antique silver trimmings, black with chromium trimmings.

Dimensions: 6 $\frac{3}{4}$ " high, 10" wide, 4 $\frac{1}{2}$ " deep. **\$26.00**
Complete With Tubes
Carrying Case
Included

WESTERN

PRICES

SLIGHTLY

HIGHER

TWO Sensational SELLERS

• IN KEEPING with Crosley's unvarying policy to offer radio receivers of the highest possible quality at the lowest possible price, these two five-tube superheterodyne models are the greatest values on the market in their price class.

Truly remarkable radios in performance and setting a new standard in cabinet beauty, the Crosley Dual Fiver and Dual Fiver Lowboy are fast-selling profit-makers. Push them in every possible way and you will reap an unprecedented sales volume.

THE CROSLY DUAL FIVER

• YOU'LL be astonished at the remarkable performance of this five-tube superheterodyne. The dual range feature opens up a new realm of radio entertainment, making available police, amateur, aviation and other short wave broadcasts in addition to standard broadcasts.

Front panel of straight grained walnut veneer. Pilasters of zebra wood with black decorative stripes. Pilaster caps and top of arch have overlays of tulip wood. Dimensions: 14 $\frac{1}{8}$ " high, 11 $\frac{1}{2}$ " wide, 8 $\frac{3}{8}$ " deep.

\$26.00

Complete With Tubes
Western Price Slightly Higher

THE CROSLY DUAL FIVER LOWBOY

• HERE is an unusually attractive console cabinet housing the five-tube superheterodyne chassis. The full floating moving coil electro-dynamic speaker is so sensitive in responding to volume changes that it can be adjusted from the softest tone to full, undistorted volume. Front panel of cabinet is of "V" matched stump walnut veneer. Pilasters of striped walnut veneer with caps of satinwood. Sides and top finished in Adam brown. Dimensions: 40 $\frac{1}{8}$ " high, 23" wide, 11 $\frac{1}{8}$ " deep.

\$38.00

Complete With Tubes
Western Price Slightly Higher



Five-Tube
Superheterodyne

Dual Range
(Police-Amateur-Aviation and Standard
Broadcasts)

Completely
Stabilized Chassis

Full Floating
Moving Coil Electro-
Dynamic Speaker

Uses The
Following Tubes:

Two type 58
One type 57
One type 42
One type 80