

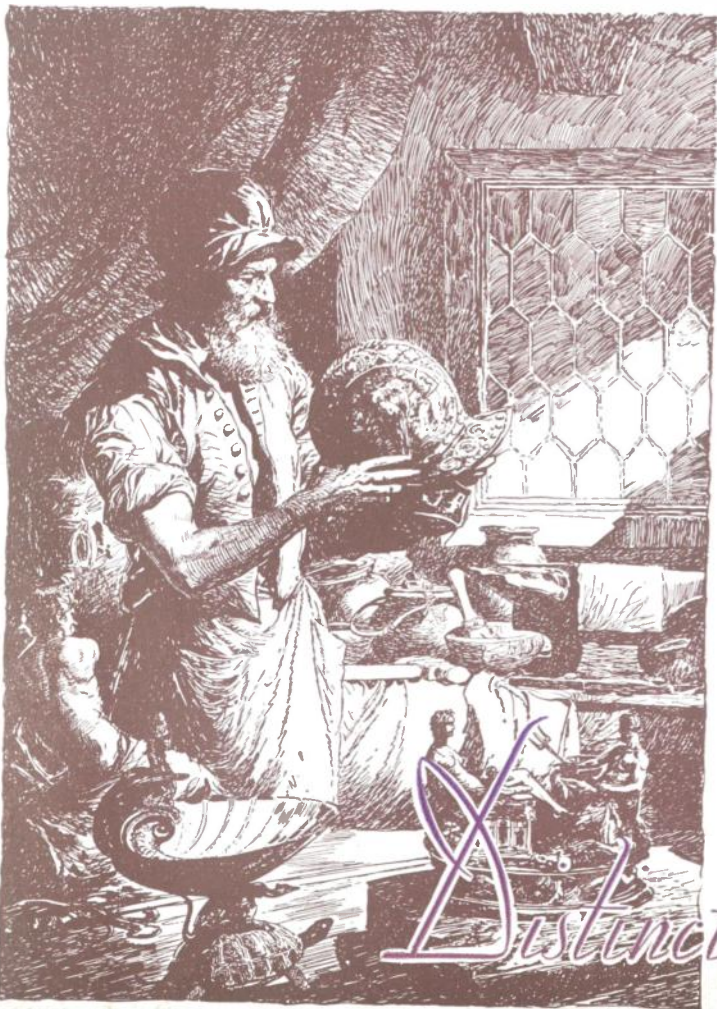


Return Postage Guaranteed
THE CROSLEY RADIO CORPORATION
CINCINNATI, OHIO

Section 435½ P. L. & R.

U. S. POSTAGE
PAID
CINCINNATI, OHIO.
Permit No. 932

Manufacturer's Radio Service,
1160 Howard Street,
San Francisco, California.



Drawn especially for Amrad Radio by John Richard Flanagan

WRH

AMRAD RADIO

*has a Distinct and Definite place
in every Radio Dealer's Store!!*

IN every community, no matter how small, are to be found those who demand the utmost in radio performance — those who have the money to pay for the ultra in radio — those who are willing and ready to pay for that extra quality which they demand. It is for this class of radio enthusiasts that CROSLEY produces AMRAD RADIO. And there is no radio dealer in the land who has not a number of such prospects in his community.

Not many years ago the Ford factories were looked upon as producers of popular priced cars only — in fact, producers of the lowest priced cars sold in America. Then, suddenly, came the Ford ownership of the Lincoln. Here we had the lowest priced car and one of the highest priced cars in America manufactured by the same company.

The same is true of radio. There are two distinct price fields. There are those who want the best the radio industry affords for the small sum they can afford to pay — this market is covered by the CROSLEY NEW Companionship and NEW Leadership Series. Then there is the class of people who can afford the better things of life — who have the money to pay for them — who demand and will pay for the BEST. These are the people who demand AMRAD performance.

Recently a smart CROSLEY dealer obtained a list of the automobile registrations in his city. He eliminated all owners of cars costing less than \$1,500. Then he asked some of the prominent well-to-do folks of his city to allow him to demonstrate an AMRAD radio receiving set in their homes. His

percentage of sales was phenomenal — and one sale made another. AMRAD holds up on demonstration and sells itself on performance alone when demonstrated to the right people.

Recently there came in the report from an Amrad owner in the mountains of Tennessee that he had no difficulty whatever in covering the radio broadcasting stations from Vancouver, B. C., to the East Coast and from there around a circle including Havana and Los Angeles down to his nearest local stations.

Such superlative performance cannot be denied a place in the brightest sunlight of radio achievement. It simply is there to stay. Modern radio engineering cannot improve upon it. In cabinet design the AMRAD Series has been pronounced the most beautiful ever produced. This is particularly true of The SONDO Model.

We urge you to bring AMRAD RADIO into your radio sales efforts. You can't lose by doing so — you can only gain in both profits and prestige in your community.

Just look at the two AMRAD models shown inside — read the descriptions — then see your CROSLEY distributor at once. Don't overlook this class market that lies all around you. Remember, also, that AMRAD RADIO under CROSLEY manufacture is priced much lower than it ever has been in its whole history. It brings greater beauty, more definite individuality and more decided distinction to the home than ever before.

AMRAD RADIO

AMRAD



The Amrad **RONDEAU**

This magnificent cabinet with its sides and top of genuine 5-ply walnut veneer, its front top and side panels of beautiful selections of choice and rare veneers, and its center front panel of carved decorations which enrich and enhance the beauty of the cabinet, is a thing to delight the eye of anyone and to adorn a room with the most exquisite and costly surroundings. The set and speaker are entirely new. Tubes required are four Screen Grid type -24, one type -27, two type -45, and one rectifier type -80. The speaker is the latest AMRAD type 249 Dynamic Power speaker. The set is equipped with an automatic volume control which makes possible the selection of any volume and the bringing in of the station at that predetermined volume. A local-distance switch controls the powerful local stations. Never has there been such a sensitive, selective and highly efficient set housed in as marvelously beautiful a cabinet offered at anything like this price. Dimensions: 37 $\frac{3}{4}$ " high, 25 $\frac{1}{4}$ " wide, 15 $\frac{1}{2}$ " deep.

\$150⁰⁰ LESS TUBES

*offers Lasting Beauty
Distinction and Perfection
New and Original*

WHEN Powel Crosley, Jr., announced the fact that The Crosley Radio Corporation had taken over the trade name and set manufacturing business of The Amrad Corporation there were many dealers who raised their eyebrows in question and shook their heads in doubt. (Exactly as when Ford took over Lincoln). It was thought that CROSLY, having gained an unsurpassed reputation for the manufacture of radio receiving sets in the popular price field, could not produce radio receiving sets which would carry on the distinctly fine and enviable reputation established over a long period of years by The Amrad Corporation as the manufacturers of the finest radio receiving sets possible to manufacture.

When the two current AMRAD models — The RONDEAU and The SONDO — were shown at the eighth annual convention of CROSLY distributors — when they were shown at the R. M. A. Show in Atlantic City — when they reached the CROSLY dealers — when they went out to the most critical radio buying public in America — distributors, dealers, users actually doubted their ears and their eyes. Before them stood two of the most beautiful radio sets ever seen in all radio history — before them performed two of the most perfect reproducing instruments the radio world has ever heard.

The Amrad chassis is one that embraces the very last word in engineering achievement; a chassis that embraces new, sound and practical ideas that do away with unnecessary tubes yet offers the maximum of sensitivity and selectivity; a chassis manufactured of the very finest materials obtainable, put together in a production way that is a joy to the heart of every man who loves and admires fine pieces of mechanism; a tone quality that is everything the most critical listener can demand; the most superb fidelity of reproduction — as one listens

**AMRAD DISTRIBUTED BY
THE CROSLY RADIO CORPORATION**

Powel Crosley, Jr., Pres.

CINCINNATI, OHIO

AMRAD RADIO

Artistic Individuality, Performance in these Cabinet Creations!

It seems that the artists are there in person rather than hundreds or thousands of miles away. Whether the volume is adjusted to the merest whisper or turned to its fullest capacity, every note, every nuance of tone is undistorted; is true; is sweet; is delightful.

and the housings! They are furniture! No longer mere boxes or shells of wood "carpentered" to meet the ideas of some one unqualified to judge, untrained to produce, and called cabinets!

Here in Cincinnati, again at Atlantic City, and at a hundred Dealer Meetings throughout the United States, these wonderful pieces of furniture have commanded the admiration and the unqualified commendation of all who have seen them. The Sondo cabinet has been pronounced by expert furniture designers of long years' experience as the most beautiful radio cabinet ever designed — beautiful in appearance — unapproached in its symmetry of line, coloring and carving.

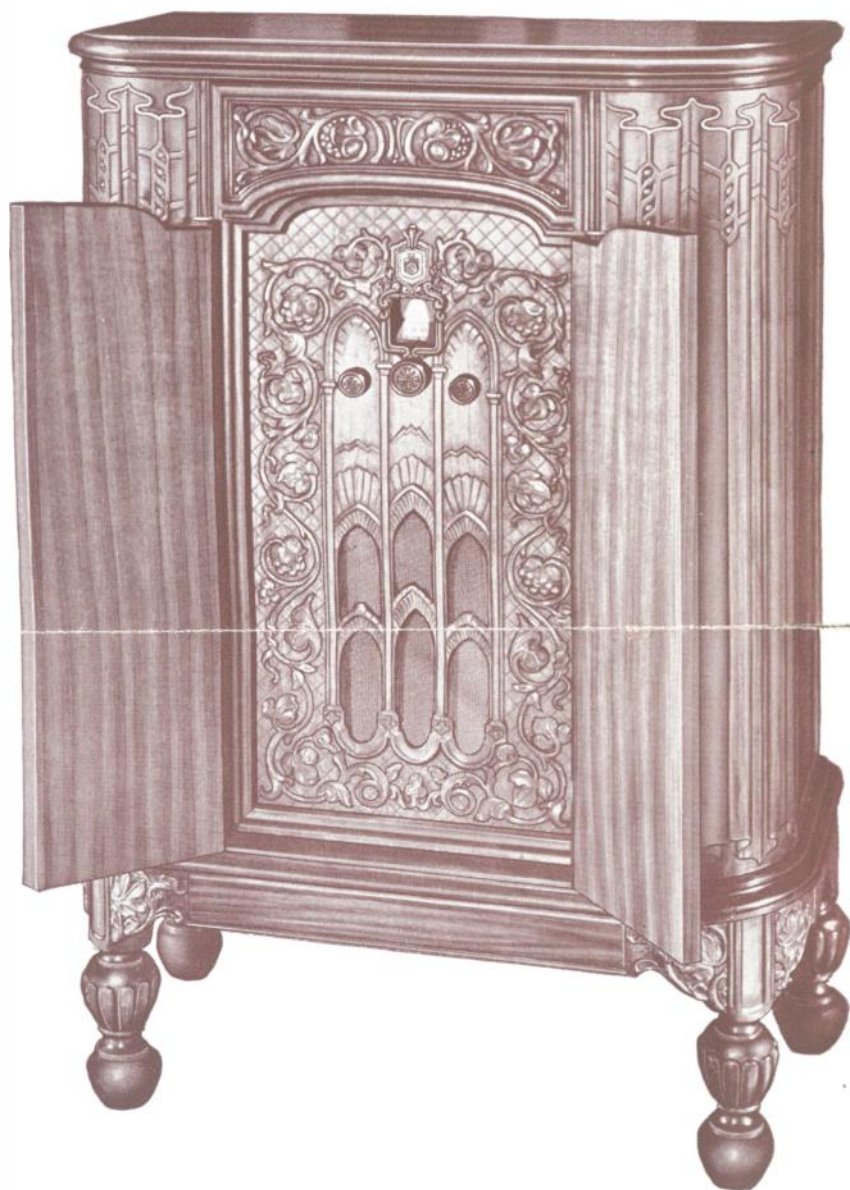
Powell Crosley, Jr., has demonstrated beyond a question of a doubt his ability to produce not only radio sets in artistic housing at a price, but to produce the very finest that it is possible to achieve in radio set engineering and design.

Every one of you who has an opportunity to capitalize and make profit for yourself with the AMRAD line, and is not spending your complete energy to this end is missing one of the greatest merchandising and profit-making opportunities that has ever been offered you.

Think it over! Act! The time is short and yet it is ample for you to achieve new sales records which mean new profit levels as well.

VISION of RADIO CORPORATION

Home of "the Nation's Station"—WLW



The Amrad SONDO *A NEW Electric Phonograph and Radio* *Combination at a much lower price!!*

Here is an instrument to grace any home. It contains the same highly refined radio receiving set and power speaker as are incorporated in The AMRAD RONDEAU Model shown to the left. In addition, there is combined with the receiving set and speaker an electric phonograph. The cabinet — pronounced by experts to be the finest radio cabinet ever produced — is the final word in radio cabinet beauty. The rounded corners, sides and front are of a new material known as "Carve-Art" made of multiple veneer with genuine walnut veneer outside, molded to form and reproducing the intricate designs of an original wood carving. The top and doors are of genuine 5-ply walnut veneer. The wonderfully decorated center front panel adds greatly to the richness and beauty of this cabinet. It contains two wells for records. No such electric phonograph and radio combination value has ever been offered. Dimensions: 42 $\frac{5}{8}$ " high, 29 $\frac{1}{4}$ " wide, 16 $\frac{3}{8}$ " deep.

\$240⁰⁰
LESS
TUBES

THIS IS A YEAR FOR POPULAR PRICED MERCHANDISE
CROSLEY OFFERS BETTER VALUES AT LOWER PRICES

CROSLEY OFFERS BETTER VALU
THIS IS A YEAR FOR POPULAR

Every New CROSLEY

CROSLEY OFFERS BETTER VALUES AT LOWER PRICES
THIS IS A YEAR FOR POPULAR PRICED MERCHANDISE



The Crosley PAL

USE THE ENCL

This magnificently beautiful cabinet, the front and sides of which are of the exclusive CROSLEY REPWOOD, giving all of the most intricate details of a costly original wood carving, is 25 $\frac{1}{2}$ " high, yet houses the same CROSLEY NEW Companionship radio receiving set and newest type Crosley electro-dynamic power speaker as used in The MATE.

The feet are of walnut finish; the top is of 5-ply walnut veneer; the bottom and other wood parts are of ply-wood veneer in walnut finish. The whole cabinet is finished with the finest of dull walnut effects. This set can be used for many purposes in the home — as an end table, as a smoking table at the side of an easy chair, as a bedside table, as an occasional table, or out in the room as a magazine stand. The set itself is highly sensitive and selective, due to the use of three Screen Grid tubes and one type -45 power output tube. In appearance The Crosley PAL has never been equalled at anything like the low price. In performance it has never been equalled by any receiving set using the same type tubes. At the amazingly low price at which it is offered, The CROSLEY PAL represents the greatest money-saving buy in radio today. Dimensions: 25 $\frac{1}{2}$ " high, 21" wide, 11" deep. You'll scarcely believe that this astonishingly beautiful, super-performing set is priced at only

\$61.60

Less Tubes

Complete with Crosley kit of tubes, \$74.50

All CROSLEY NEW Companionship series models sold only with a Crosley kit of tubes.

The Crosley PAL



The Crosley MATE

Here is a radio cabinet to bring delight to the hearts of those who revel in the utmost in fine furniture design. Substantial posts and stretchers support the top and sides of 5-ply finest walnut veneer. The artistically designed and conceived front is of the exclusive CROSLEY REPWOOD, being an exact replica of an expensive wood carving even to the marks of the carving tools.

In this cabinet are found the CROSLEY NEW Companionship radio receiving set, together with the newest type Crosley electro-dynamic power speaker. The tubes required are two Screen Grid tubes type -24 in the radio frequency stages, one Screen Grid tube type -24 in the detector stage (three Screen Grid tubes in all) one -45 type power output tube, and one type -80 tube as a rectifier. Never has there been offered at the unusually low price a radio receiving set of such sensitivity and selectivity combined with a power speaker of such marvelously exact reproductive tone. In addition, there is the cabinet which, of itself, is a thing of outstanding beauty worthy to grace the home of anyone, no matter what his high station in life. Dimensions: 30" high, 20 $\frac{1}{2}$ " wide, 12 $\frac{1}{2}$ " deep. The price will amaze you — it is only

\$66.60

Less Tubes

Complete with Crosley kit of tubes, \$79.50

The Crosley MATE

Here is something entirely NE and utterly exquisite mantel, electric radio receiving set onl It is so light in weight and sm place to place in the home. It under the arm. It is especial space is at a premium. It is pe

The hand carved effect shown NEW Companionship Series m and exclusive CROSLEY REPW ground, long-fibre wood combi possible to mold REPWOOD in duplicates of the most expensive first time such a compact rad means "quality" is offered. Th chassis is different in physical and The MATE, it embodies t formance and uses the same type -24, one type -45 power ou type -80. The newest type Crosle power speaker is incorporated. 15 $\frac{1}{2}$ " high, 15 $\frac{1}{2}$ " wide, 9 $\frac{1}{2}$ " d this wonderful set has ever be low price of

Complete with Cr

Much of the beautiful tone o and NEW Leadership Models and help of such noted artists Zimbalist, Jose Mojica, Geor mous. With Crosley sets in th comment, advise, and give Cr of their opinions. In this man is developed and constantly naturalness that mechanical this beautiful tone is exclusiv

Every O

Every single one of the five Cr winner — not a dead one or slo popular priced merchandise as 70% of the automobiles being so lar prices of the NEW CROSLE than any other line.

Never before in the history of ra ate and sensational hit — not c entire line. Never has the radii thusiasm. Never has a line of s ance been offered at such low pr

Crosley dealers are well away up year they have ever known.

THE CROSLEY RA

Powel Crosley, Jr., Pres.

CINCINNAT

CROSLEY

CROSLEY OFFERS BETTER VALUES AT LOWER PRICES
THIS IS A YEAR FOR POPULAR PRICED MERCHANDISE

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CROSLEY OFFERS

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VALUES AT LOWER PRICES
PRICED MERCHANDISE

THIS IS A YEAR FOR POPULAR PRICED MERCHANDISE
CROSELY OFFERS BETTER VALUES AT LOWER PRICES

Model is a DIRECT HIT!

CLOSED ORDER BLANK



NEW BUDDY

W in radio—a real sensation—a NEW clock, or table type self-contained A. C. y 15" high, 15" wide and 9 1/4" deep. all in size as to be readily movable from can also be moved from house to house y ideal for efficiency apartments where rticularly suitable for hotel use.

in The NEW BUDDY is, as in all of the models, produced by the use of the NEW QOD—an entirely different material of ned with a composition which makes it to any shape or form, producing exact e and delightful wood carvings. For the io receiving set bearing a name which e set itself is entirely NEW. While the appearance from that used in The PAL the same circuit, delivers the same per- type tubes—three Screen Grid tubes tput tube and one y electro-dynamic Dimensions: Only eep. Nothing like en offered at the

\$51.60
Less Tubes

Crosley kit of tubes, \$64.50

f these Crosley NEW Companionship can be attributed to the suggestion as Alma Gluck, Edith Mason, Efram e Gershwin, and others equally fa- heir homes, these artists "listen in," osley engineers the invaluable benefi ner, the tone quality of Crosley radio mproved to a richness, color and e tests alone could never attain. And e with Crosley.

ne a Winner

osley models shown here is a distinct w mover in the line. This is a year of indicated by the fact that more than ld are Fords and Chevrolets. The popu- Y line naturally cause it to sell faster

io has any line made such an immedi- ne or two models of a line—but an public received a line with such en- ough outstanding beauty and perform- ces.

on the most prosperous and profitable

RADIO CORPORATION

Home of "the Nation's Station"—WLW

Y-RADIO

OR POPULAR PRICED MERCHANDISE
BETTER VALUES AT LOWER PRICES

The CROSELY DIRECTOR

This wonderfully designed and beautifully executed cabinet will grace the finest of homes. It will be in perfect harmony with any surroundings.

The sides and top are of genuine 5-ply walnut veneer. The center front panel is of exclusive CROSELY REPWOOD and re- produces in its most minute detail a mag- nificent original wood carving. The front panels are of a beautiful, rich grain ob- tained by a new process heretofore used in only the highest priced radio cabinets. The whole is a thing of utmost beauty, originality and distinction. The latest type Crosley moving coil electro-dynamic power speaker is supplied.

The automatic volume control brings in practically all stations with equal volume and largely eliminates fading. The volume can be varied instantly and at will. When once adjusted, the automatic volume control maintains the stations at an approx- imately level volume. The set itself is entirely new. It requires three Screen Grid tubes type -24, one tube type -27, two tubes type -45, and one rectifier tube type -80. The size of The Crosley DI- RECTOR is ideal for the modern home. This Crosley set is a truly sensational value in beauty, quality and per- formance at the astonishingly low price of only.....

\$107.50
Less Tubes

Available with D. C. Chassis at same price



The CROSELY ARBITER

Think of it! A highly sensitive and selective Screen Grid, Neutrodyne, power speaker, A. C. electric radio receiving set housed in a delight- fully designed and executed cabi- net—plus—an electric phono- graph—at the unheard-of low price of only \$137.50!

Never before has such an outstanding value been offered in radio! The electric phonograph is concealed in the top of the cabinet and is exposed when the lid is lifted. The sides and top of the cabinet are of genuine 5-ply walnut veneer, while the embellished center panel is of genuine CROSELY REPWOOD and is the exact duplicate, even to the most minute tool marks, of a costly original wood carving. The power speaker is the latest Crosley moving coil electro-dynamic type.

The automatic volume control maintains a uniform volume on the station selected on the dial. The tubes required are: Three Screen Grid type -24, one type -27, two type -45, and one rectifier tube type -80. Sized just right for the present-day home. Never has there been such a combination offered for what anyone would ordinarily expect to pay for the radio receiver alone. You are urged to compare The Crosley ARBITER in performance, tone quality and beauty with any electric phono- graph and ra- dio combination ever offered.....

\$137.50
Less Tubes

Available with induction type self-starting motor at \$147.50

The Crosley DIRECTOR



The Crosley ARBITER

Electric Phonograph and Radio Combination

CROSELY OFFERS BETTER VALUES AT LOWER PRICES
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The **BIGGEST HIT** in RADIO
CROSLEY

Manufacturer's Radio Service,
1160 Howard Street,
San Francisco, California.

CROSLEY

Makes a Perfect Score

5 Models! - 5 Hits!

5 Popular Prices for this Popular Price Year

At the Crosley Distributors' Convention in May — at the Annual R. M. A. Trade Show in June — with Crosley dealers everywhere when sample models were received — and now with the great American radio public — the CROSLEY NEW COMPANIONSHIP SERIES and the CROSLEY NEW LEADERSHIP SERIES have scored the greatest hit — the greatest victory — have attained the most instant and widespread popularity of any line in the history of radio.

This is a Year for Popular Priced Merchandise

No one who has his ear to the business ground today can doubt but that this is distinctly a year for popular priced merchandise. In every line of business it is the popular priced merchandise that is moving faster, being turned over more often, is bringing the largest total net profit. During the first six months of the year more than 70% of all the automobiles sold were Fords and Chevrolets — popular priced cars. The popular prices of the NEW CROSLEY line naturally cause it to sell faster than any other.

Crosley Offers Better Values at Lower Prices

While it is admitted that the radio business has been below normal for the entire year of 1930, the Crosley plant has been operated with steadily increasing production since the announcement of the NEW CROSLEY line. Right now, when the plant is operating at full speed, Crosley is actually falling behind in the filling of orders because the demand for the models of the NEW CROSLEY line is so great that the Crosley plant, alone of all radio manufacturing plants, is unable to fill orders as promptly as received.

BEAUTY — ORIGINALITY — INDIVIDUALITY — DISTINCTION — these four words describe the NEW CROSLEY line. Dealers, distribu-

tors, users — all say that these sets offer greater, more striking and instantly appealing eye value than has ever before been seen in radio — that they represent better buys for the money than any line at any time — that they deliver a quality of performance equal or superior to sets at twice the cost.

The CROSLEY NEW BUDDY — a Sensation

Take the CROSLEY NEW BUDDY — the outstanding leader of an outstanding line. When the public demanded a smaller, more compact, self-contained, mantel, table or clock type radio receiver that would deliver super-performance, what would be more logical than for Crosley to produce The NEW BUDDY. With a background of having produced mechanically

correct small sets such as the famous one tube CROSLEY PUP of which thousands upon thousands were sold — then of producing the phenomenally successful CROSLEY 51, the first successful two tube radio receiver, of which thousands are still in use — it is not to be wondered at that The CROSLEY NEW BUDDY has proved a real sensation wherever it has been shown.

This remarkable set — designed, engineered, produced from the ground up as an entirely new and different receiving set of this type bears the name CROSLEY and carries the CROSLEY guarantee backed by the worldwide reputation for outstanding performance enjoyed by radio receivers of that name.

The NEW BUDDY must be HEARD to be appreciated. Not until it IS heard will it be believed that performance and undistorted volume so near to that of larger sets costing two or three times as much can possibly be delivered by so small a set at so low a price. To demonstrate The NEW BUDDY is to make a sale — many families buy it as a second set for the home — others buy two or three for various rooms in the home — efficiency apartment dwellers accept The NEW BUDDY as the perfect answer to a long-felt need — hotels find it the perfect set for daily rental.

See all of the CROSLEY NEW COMPANIONSHIP and NEW LEADERSHIP models illustrated and described inside — know for yourself why these are the five outstanding hits of the radio world today. Nothing has ever approached them in appearance and performance at anything like the low price.

HAROLD L. GREENE
COMPLETE RADIO INSTALLATIONS
WEST HANOVER, MASS.
TEL. HANOVER 1313

Aug. 22, 1930

Crosley Radio Corp.
Cincinnati, Ohio
Gentlemen:

For twelve years I have been a radio dealer and service man, and I am now starting my third season as a Crosley Dealer — and never in all that time have I seen business so good at such an early part of the season.

The new Companionship series is responsible. I don't have to go out to demonstrate, they just see it, hear it five minutes and TAKE IT HOME WITH THEM.

An especially good way to show off the Pal and the Mate is to place an overstuffed chair so that the left arm projects at an angle just by the right hand corner of the set. A good reading lamp is placed on the set, now one can read the evening paper, and the left hand scarcely leaves the arm of the chair to change programs. It beats any remote control system made.

Henry Ford may have done the most for the millions in his line, but Powell Crosley, Jr. has earned a seat right beside him.

From an enthusiastic dealer who had to blow off this steam

Harold L. Greene

You're **THERE** with a Crosley

CROSLEY RADIO