

Your  
**CROSLEY**  
*Family Album*



*The pace-setting designs are coming from Crosley!*

# Welcome

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Dear Friend:

Thank you very much for purchasing this Crosley product.

All of us at Crosley greatly appreciate the confidence you have placed in our company. We sincerely believe that the money you have spent is, in truth, a wise, long-term investment which will pay you dividends in long, dependable service . . . easier, more comfortable living.

When we call Crosley products "Better Products for Happier Living," we're spanning a great deal more territory than lots of people think . . . more than knowledge of designing and styling, manufacturing skill, and ample production facilities. Producing quality products such as Crosley builds requires a vast amount of research every day of the year—year in and year out—research to discover how to do various household chores *easier and better!*

More than that, it is also our job to discover what you, the *buyer and user*, want in the product. Compiling this information is a tremendous, nationwide task.

Only after we have it are we ready to swing our manufacturing facilities into the production of these new and better products. Then from drawing board to finished product, you can be sure that the product you get is built by skillful people with long experience in the appliance and electronics fields . . . that it will give you long and faithful service . . . that its price is fair to both you and us.

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**BETTER PRODUCTS FOR HAPPIER LIVING**

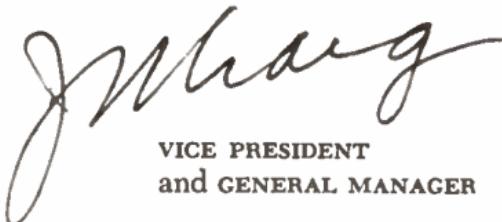
# to the Growing Family of CROSLEY PRODUCT OWNERS

Just as you're proud of your family, so are we proud of our Crosley product family. And just as you like to hear how your family members are getting along, so do we like to know about ours. After you've used your new Crosley for a few weeks, we'd welcome any comments you may have on it.

And now we'd like you to become acquainted with the entire Crosley product family. Of course, this book is much too small to give you a complete account of each product or even to list them all, but it will give you a good idea why Crosley means Better Products for Happier Living.

And remember, as you read about Crosley products, that they are designed, engineered, tested to give you and your family the best of everything. If you want more information about any of the products, just see your Crosley Dealer. You've probably already found him to be an extremely capable man, anxious to help you and to please you.

*Sincerely yours for happier living,*



J. Whaeg

VICE PRESIDENT  
and GENERAL MANAGER

CROSLEY DIVISION  
AVCO MANUFACTURING CORPORATION  
CINCINNATI 25, OHIO



.. DESIGNED FROM THE WOMAN'S ANGLE

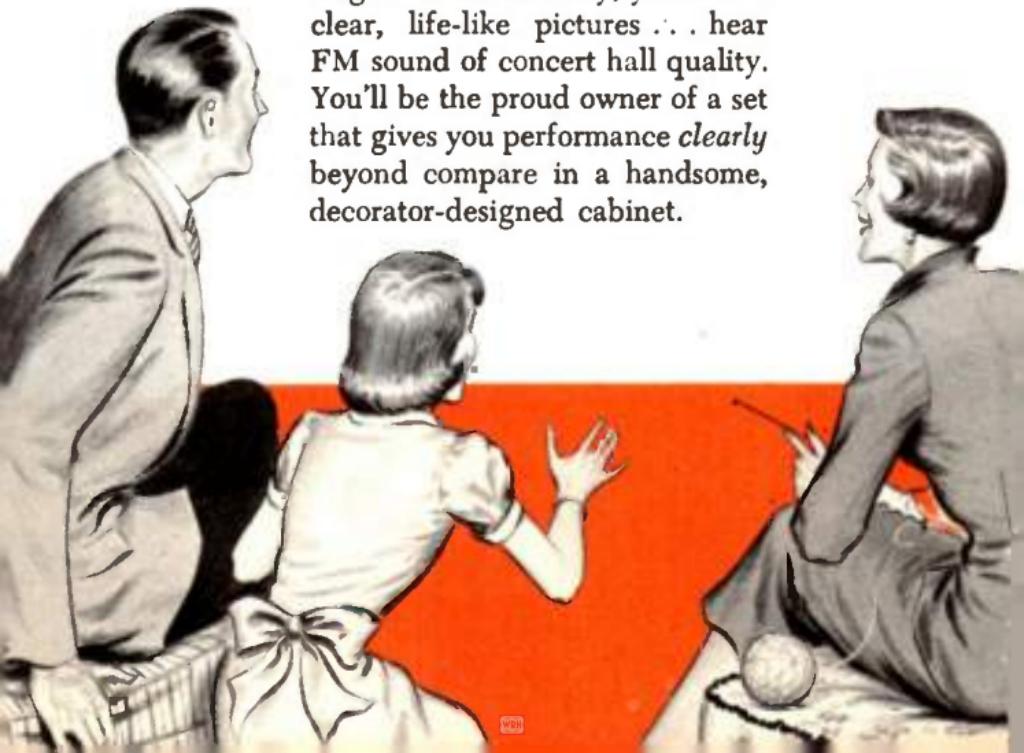
A WHOLE NEW CONCEPT OF  
TELEVISION

**CROSLEY**

**Big-Picture TV with**

*Family Theatre  
Screen*

Crosley *Big Picture* TV enables you to see undistorted pictures from almost anywhere in the room. It has a full 90-degree viewing angle. With Crosley, you'll see clear, life-like pictures . . . hear FM sound of concert hall quality. You'll be the proud owner of a set that gives you performance *clearly* beyond compare in a handsome, decorator-designed cabinet.





**MODEL 11-443**

*The superb new Crosley 19-inch  
Console for families who want the finest.*

**New concept of performance.** Crosley TV is made possible by such electronic advances as Crosley's new, super-powered chassis; patented built-in dual antenna; new, super-realism control; and a "fade eliminator." These features effectively eliminate "airplane flutter" and virtually all interference from electrical storms and appliances. Designed to eliminate off-channel tuning, Crosley's "Continuous Tuning" gives sharp pictures...banishes re-tuning.

**New concept of beauty.** Your Crosley TV receiver is a piece of beautiful furniture you'll enjoy for years! Cabinets are selected Honduras Mahogany veneer or blond woods, superbly designed and crafted. See Crosley Television today, and get your new concept of television.

*Better Products for Happier Living*

# Designed and Built



MODEL 11-444  
with 17-inch screen

Styled in the finest Honduras Mahogany veneer (or blond wood), this outstanding Crosley receiver is truly a "Family Theatre." Big, 17-inch rectangular Black Screen Picture Tube . . . new built-in dual antenna . . . new brightness control . . . fine radio reception . . . 3-speed automatic phonograph.

**Crosley gives you Big Picture TV in models  
of all types . . . in all price ranges**

*From any viewing angle*

to give you *Clear* pictures  
IN ANY SCREEN SIZE!

MODEL 11-442  
with 17-inch rectangular tube

Big, bright, steady pictures on the wide-angle "Family Theatre" screen make this 17-inch *Big Picture* model ideal for any home! Cabinet is of satin-smooth Honduras Mahogany veneer. Smart and beautiful.



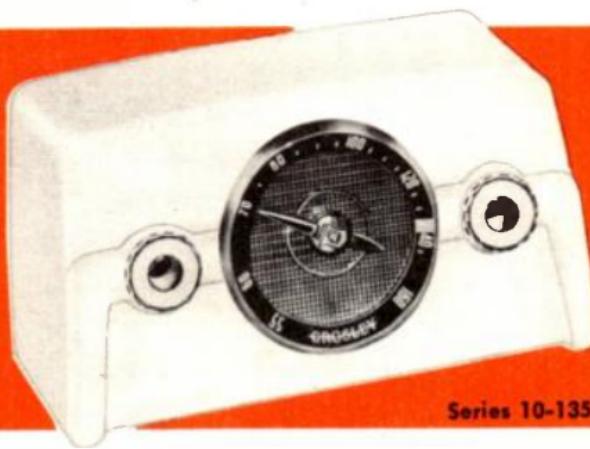
MODEL 10-428  
with 14-inch screen

A compact new package of thrills . . . 14-inch rectangular Black Screen Picture Tube . . . simplified precision tuning . . . built-in dual antenna . . . special, distortion-eliminating mask framing picture tube . . . all combine as a unit to give you superb Crosley *Big Picture* TV performance.

YOUR CHOICE OF MANY SUPERB MODELS

**THE CLEAREST PICTURE!**

# CROSLEY Color Styled Tone-Engineered RADIOS



Series 10-135

## RICH, NEW Coloradio glamorizes any room!

A **refreshing new idea** is now yours to enhance the charm of your home and add to your pleasure in it. Crosley's Coloradio has been decorator-designed and color-styled to become a flattering part of any room... tone-engineered for the finest radio reception.

**Match your own color schemes.** Six rich colors, selected to blend Coloradio into any decorative scheme. Dulux white, aquamarine, and metallic green, with chrome trim . . . ebony, maroon, and chartreuse with gold-colored trim.

**All these outstanding features!** New Crosley circuit and special audio design† have excited even electronic engineers! Plug-in for any record player; built-in loop antenna; Alnico "V" Permanent Magnet Speaker for pure tone; automatic volume control eliminates fading, blasting.

### Sensational new Clock

**Radio!** Wakes you up to music! Turns coffee on, lamp or radio on or off! Dozens of other uses—all because of the miraculous timing device connected to a built-in appliance outlet. Rich full tone. Phonograph plug-in. 5 lovely colors.



Series 11-120

†Patents Pending

*for More Fun Everywhere*



**Series 11-126**

Big-set performance is the breath-taking feature of this compact new Crosley table model radio that provides FM reception of unusual quality...finest AM reception, too! It's compact enough to fit anywhere in the house, and its leather-finished plastic cabinet imparts a smart decorative note...choice of 4 colors.

**Series 11-301**



Sparkling new portables...lift the lid of this beautiful new dual-color RIVIERA portable and it plays! This superb model operates on self-contained batteries, AC or DC. Series 11-301...choice of 5 color schemes.

Crosley's new DYNAM-IC, a small table model, is engineered for exceptional tone and remarkable sensitivity. Cabinet lines are gracefully modern. Choice of 6 decorator-designed colors.



**Series 11-100**

# THE Revolutionary



SENSATIONAL  
"CARE-FREE"  
AUTOMATIC  
DEFROSTING!

MODEL CAC-11

Features include Crosley's "care-free" defrosting. New "Soft-Glo" Interior Styling. Full-width freezer compartment. Automatic ButterSafe. Transparent crispers. Lift-out shelves. Rearranging shelf. Capacity 10.53 cubic feet. Height 61 $\frac{1}{4}$ ", width 30 $\frac{3}{4}$ ", depth 27 $\frac{5}{8}$ ".

## Everything's in Reach at

Enjoy all these wonderful Crosley features

- ★ THRIFTY BUTTERSAFE
- ★ HANDY RACK FOR ICE TRAYS
- ★ DEW-POINT CRISPERS
- ★ "SOFT-GLO" INTERIOR STYLING
- ★ ROOMY MEAT HOLDER
- ★ FINGER-TIP DOOR HANDLE

Only 3 of 10 wonderful models are illustrated on these pages

# 1951 SHELVADOR®

*Forget all your old Ideas  
about Refrigerators!*

**The great new 1951 Shelvador Refrigerator brings you revolutionary new "Care-Free" Automatic Defrosting, PLUS matchless new Shelvador Convenience, PLUS the New Beauty of "Soft-Glo" Interior Styling. Enjoy all these wonderful Crosley features:**

*"the Convenience Level!"*



**Completely automatic defrosting.** So fast even ice cream and ice cubes remain hard during defrost period. Defrost water evaporated by compressor heat.



**Full-width freezer compartment.** Holds up to 50 pounds of frozen food and ice cubes. Door serves as rearranging shelf.

# 10 GORGEOUS NEW SHELVADORS at Attractive Prices!



MODEL UC-10

Provides over 10 cu. ft. of capacity with 15.31 sq. ft. of shelf area, two sealed crispers and a U-type freezer which holds up to 22 lbs. of frozen foods, a frozen storage dish and two "pop-out" ice trays. Dimensions: 57 $\frac{3}{4}$ "x30 $\frac{3}{4}$ "x27 $\frac{5}{8}$ ".

**Model CAC-9** provides 9.5-cu.-ft. capacity in space required for ordinary 8-ft. refrigerator. "Care-Free" Automatic Defrosting; freezer holds up to 50 lbs. foods and 3 "tilt-out" ice trays. ButterSafe, two crispers, meat holder, removable shelves. Dimensions: 57 $\frac{3}{4}$ "x30 $\frac{3}{4}$ "x27 $\frac{5}{8}$ ".



## CROSLEY GIVES YOU everything you want in your kitchen *the easy way!*

Here's the down-to-earth, easy way to get that beautiful, worksaving kitchen you've wanted and waited for. And you can start it *now* without strain on the family budget!

You can start today by simply choosing the piece of equipment you want or need most. Then, while you enjoy its worksaving convenience, you build your perfect kitchen around it, a piece at a time, adding whatever you want *when* you want it.

There's no need to assume a heavy financial burden all at once. You simply plan to suit yourself; pick, choose and pay as you go! Easy budget terms can be arranged every step of the way, if you like.

Crosley now offers you rugged, easy-to-clean counter tops of durable, colorful plastic. Choose from five glowing colors to add the final touch of practical beauty to your kitchen.

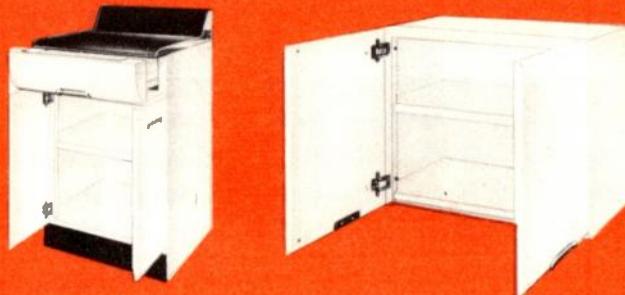
**CROSLEY MAKES**

*Kitchen Tasks a Breeze!*

A Crosley Custom Cabinet Sink gives you stepsaving conveniences galore that center your work in one place, where it's done quickest and easiest! Things you need most often are right at your finger tips.

- ★ Roomy drawers for utensils and supplies—one has dividers and linoleum lining for cutlery.
- ★ Big Storabin for vegetables.
- ★ Handy trays for cleansers and soap powders.
- ★ Dual dish-towel bars.
- ★ Large cutting board.
- ★ Push-button rinse and spray attachment in the faucet assembly.
- ★ Sink top is one-piece, steel fused with lustrous acid-resistant porcelain enamel.
- ★ Cabinet is all-steel welded construction with baked enamel finish.

Crosley Custom Cabinet Sinks in 66-, 54-, 48- and 42-inch widths—single and double bowls, single and double drainboards. Crosley De Luxe Cabinet Sinks also available in 66-, 54-, 48- and 42-inch widths.



Matching Crosley Base Cabinets and Wall Cabinets . . . Range and Refrigerator Pantries . . . Utility Cabinets . . . handy accessories . . . can be added as you please to give you exactly the kitchen you want!

*... and every*

**SHELVADOR MODEL**

- ... Features the famous recessed door shelves that double "front-row" space.
- ... Has rustproof construction of Bonderized steel.
- ... Dulux enamel exterior, porcelain enamel interior.
- ... Extra-thick glass fiber or rock wool insulation.
- ... Hermetically sealed, lifetime lubricated, Electro-saver Unit with five-year warranty.



**MODEL DC-75**

7.6-cu.-ft. refrigerator. Full-width freezer holds up to 35 lbs. Full-width crisper, automatic temperature control.

**CROSLEY BUILDS THEM BEAUTIFULLY TO LAST AND LAST!**

*... and every*

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**Better Products for Happier Living**



## **CROSLEY**

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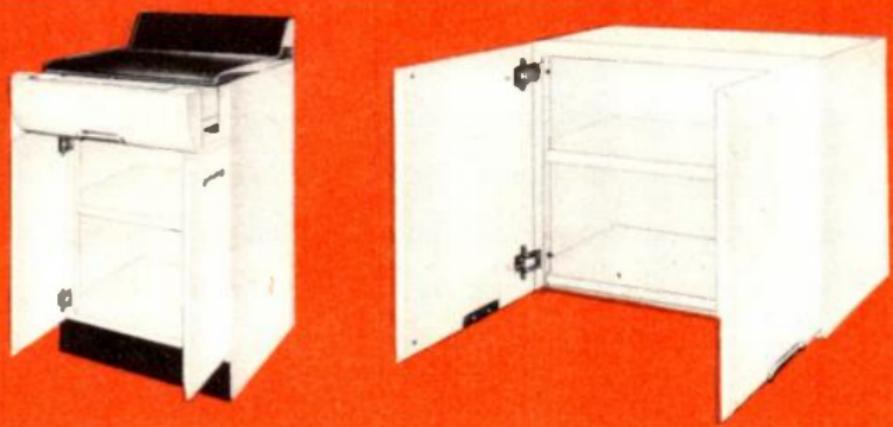
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Matching Crosley Base Cabinets and Wall Cabinets . . . Range and Refrigerator Pantries . . . Utility Cabinets . . . handy accessories . . . can be added as you please to give you exactly the kitchen you want!



**CROSLEY CUSTOM SINK**  
Model CS-6600—66 inches wide

Double bowl with double drainboards. Four roomy drawers. Three storage compartments. All Crosley stepsaving features.



### **Garbage Disappears Like Magic!**

With the Crosley Electric Garbage Disposer, kitchen wastes are dropped into the drain opening of your sink, pulverized and flushed away in seconds. Easily installed beneath all Crosley Sinks and almost any other sink with 3½" to 4" drain opening. Can't jam or clog. Wonderfully safe.

# Thriftiest thing you can add to your home!

**CROSLEY saves MONEY! CROSLEY saves TIME!**  
**CROSLEY saves WORK!**

Home freezing was never more efficient . . . never so completely economical! The '51 Crosley Freezer is adjustable to 20 degrees below zero for faster freezing. Powered for longer and more trouble-free life, lower power consumption, this sensational new freezer brings you a wealth of features, of convenience, economy, and beauty that's almost unbelievable! Choose among 8 great models. A *Crosley is the thriftiest thing you can add to your home.*

**ONLY CROSLEY CUSTOM HOME AND FARM FREEZERS GIVE YOU ALL THESE FEATURES!**



**Automatic Ice Cream Freezer**—freezes a full half-gallon of delicious ice cream automatically, with motor-driven paddle



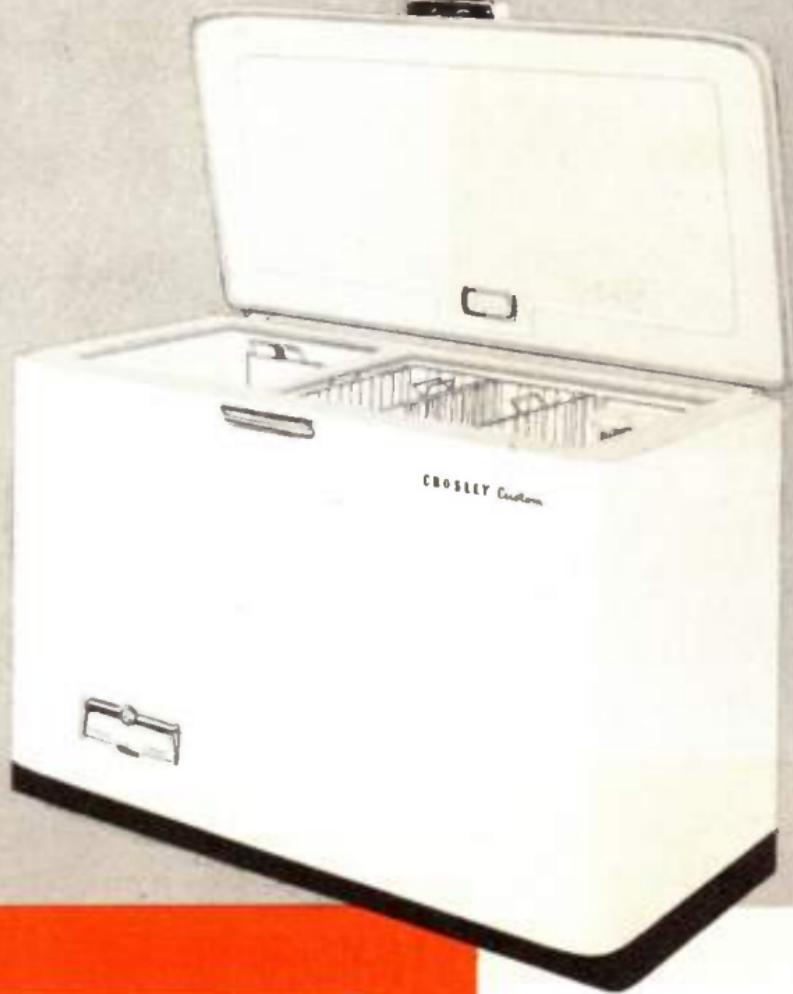
**Handy Tray for Cakes and Pies**—freezes and stores baked goods conveniently without crushing, provides ready accessibility.



**"Floating-Action" Lid**—glides gently to fully open position with a touch or a nudge on the automatic push-bar latch.



**Adjustable Temperature Control**—adjusts to 20 degrees below zero. Signal light shows temperature rise.



**Heavy-Duty Unit** — super-powered with forced draft condenser cooling to cut operating cost. 5-year warranty on compressor.



**Removable Sliding Baskets** — provide systematic storage, make it easy to find any package, or take out a basket load.

**MODEL CCF-12**  
12.6-cubic-foot capacity

Freezes and stores up to 441 lbs. of the foods your family likes best!

Only 2 of 8 Great Models are shown on these pages... 4.1- to 20-cubic-foot capacity.

**Better Products for Happier Living**

*Made to Order*

FOR  
**HAPPIER  
LIVING!**



**MODEL DF-4**  
4.1-cubic-foot capacity

**You'll be happy with its convenience!** Right in your kitchen you can store up to 144 pounds of your favorite foods in this Crosley Freezer — meats, sea foods, vegetables, fruits, baked goods, desserts. With three to four weeks' supply on hand, unexpected guests will never be a problem!

**You'll be happy with its thrift!** Now you can buy in quantity when foods are in season, take advantage of "specials." Leftovers can be saved instead of wasted.

**You'll be happy with its looks!** Baked-on white Dulux finish harmonizes with other kitchen accessories. Flush-to-floor construction (with recessed toe space) and rounded corners make cleaning easy. Heavy-duty linoleum top provides extra work surface. Or, you may choose a top of lustrous, stainless, virtually indestructible vinyl plastic to harmonize with your kitchen color scheme at slight extra cost.

# CROSLEY— THE ELECTRIC RANGE *with Beauty and Brains*



MODEL SCOD-1  
Includes all the famous  
51 Crosley features for '51!

ROASTS! BAKES!  
BROILS! FRIES!  
BOILS!  
BARBECUES!  
ALL  
AUTOMATICALLY!

● Crosley brings you new convenience in electric cooking. Sensational new 1600-watt "Hastyheat" Unit cooks faster than any cooking fuel. And easier cooking too . . . for the magnificent 1951 Crosley will cook for you any way you like! Its new Push-button Selector and Timer give you 5-way automatic control.

Never before has there been such a happy combination of good looks and efficiency to bring new beauty to your kitchen, and better, easier-to-prepare meals to your table. And with ten wonderful models to choose from, you'll find a Crosley that's *exactly* the range you've always wanted.

# 51 GREAT CROSLEY FEATURES } add up to



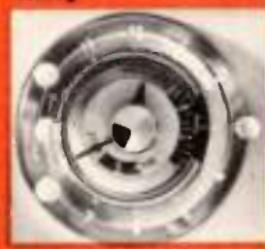
**"Celer-trol"** Illuminated Surface control. For complete, precision control of 7-heat surface cooking.



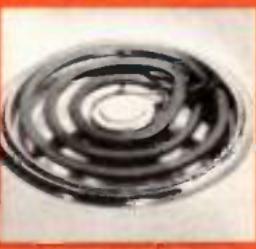
**Push-button Selector.** Gives finger-tip control over new 5-way automatic cooking.



**Reli-drawers.** Provide roomy storage, open and close silently and smoothly on lifetime nylon rollers.



**"Mastermind"** Electric Timer. Automatically regulates oven and one appliance outlet.



**"Hastyheat"** High-speed Surface Unit. Heats faster, cooks faster than any cooking fuel.



**"Visider"** Oven Window. Gives you a clear picture of "what's cooking" in the oven.

## PLUS 39 other great features!

### ENJOY ALL THE ADVANTAGES OF CROSLEY ELECTRIC COOKING

**It's Fast!** High-speed surface units concentrate heat on utensils, cook quickly. Simple automatic oven controls save time, help speed meals to your table.

**It's Cool!** All heat is concentrated on utensils, not on surrounding air. Insulation retains heat inside the oven. Your kitchen stays cool and comfortable.

**It's Clean!** No open flames to throw off soot on utensils, walls, ceilings or furnishings. No smoke, no fumes. Crosley Electric Cooking is as clean as electric light.

# BETTER COOKING

## *The Easier, Quicker Way*



**Crosley Rotary Barbecue.** Spit-roasts meats, fish, fowl to a full-flavor goodness.



**Elevating Deep-Well Unit.** Doubles utility... can be used as both deep-well and surface unit.



**New Broiler-Pan and Grill.** Provides smoke-less broiling. Convenient for roasting.



**Range-top Flood-light.** Has removable hood for easier cleaning.



**Removable Reflector Pans.** Under surface units are porcelain enameled, easy to clean.



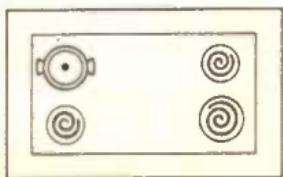
**2-Piece Drip Tray.** Quickly and easily removed for cleaning.

**MODEL CD-1.** This smartly styled Crosley is another marvel of efficiency for better cooking and happier living. Features: "Hastyheat" Unit, automatic-oven pre-heat, elevating deep-well, 2 appliance outlets—to mention a few.

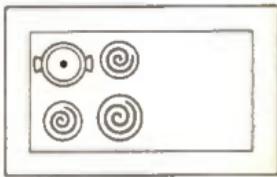


# 10 Beautiful CROSLEY RANGES

to suit every purse and purpose



"DIVIDED" TOPS



"CLUSTER" TOPS

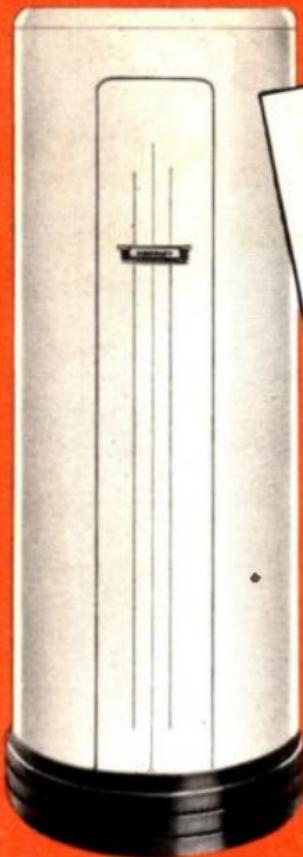
Your choice of single- or double-oven models—full 40 inches wide. Also apartment house sizes with full-width ovens and three or four surface units. *All models fit flush-to-wall.* Designed to fit your needs, priced to fit your budget. See them at your Crosley Dealer's.

Only 3 of 10 Great Models Are Illustrated on These Pages.



MODEL SDD-1

This Crosley miracle cooker is tops in the medium price range. Among its outstanding features are: Three 7-heat surface units, plus double-duty deep-well, electric clock timer, king-sized oven with bake and broil units. Flush-to-wall fit.



CROSLEY  
CUSTOM ROUND MODEL  
AUTOMATIC ELECTRIC  
WATER HEATER  
CAPACITIES  
12 TO 82 GALLONS

KEEPS  
YOU HAPPILY IN  
HOT WATER

*The Safe Way*

**SAFE!** A Crosley Electric Water Heater eliminates flames, fumes, fuel storage.

**THRIFTY!** Save money because all heat goes directly into the water with immersion-type unit. Electric rates for water heaters are low.

**DEPENDABLE!** Crosley's reputation for quality assures you dependable, automatic operation, with a constant supply of hot water available.

**CLEAN!** Your Crosley Electric Water Heater is clean and safe as electric light. No messy fuel to handle, no smoke or soot.

**EASY INSTALLATION!** All models are engineered for easy, inexpensive installation, connect readily to existing plumbing systems.

# Your Choice **OF**

**CROSLEY**  
*De Luxe*  
**WATER HEATER**  
**TABLE-TOP**  
**MODEL**

Capacities 30  
and 40 gallons



## **CROSLEY FEATURES MEAN**

- 1. EXTRA-HEAVY-DUTY STORAGE TANK.** Manufactured by a patented process. Tested at well above normal working pressures.
- 2. SURFACE MOUNTED THERMOSTAT.** Assures uninterrupted service, maximum safety, and economy of operation.
- 3. GLASS FIBER INSULATION.** Fills the entire area between the tank and the outer jacket, reduces

# 42 GREAT MODELS!

You'll find the exact model that fits your needs among Crosley's 42 Custom and De Luxe Water Heaters. Round Models from 12 to 82 gallons capacity. Table-top Models, 30 and 40 gallons. Corner Models, 30 and 50 gallons. Your choice of single or double heating elements. All are smartly modern in styling and beautifully finished in white and black enamel with chrome trim. Corner heaters fit in heretofore unusable space under kitchen counter or cabinets.

**BETTER PRODUCTS FOR HAPPIER LIVING . . .  
DESIGNED FROM THE WOMAN'S ANGLE**

*Efficiency Economy Safety*

heat loss to a minimum, saves current.

**4. EFFICIENT HEATING ELEMENTS.** Provide maximum heat transfer. Elements are in direct contact with water, utilizing all electricity for direct heating.

**5. AUTOMATIC HIGH TEMPERATURE CUT-OFF.** Thermal cut-off automatically cuts off current should excessively high temperatures occur.

# Get Better Acquainted with Your Local Crosley Dealer

It will pay you to discuss your home plans with your Crosley Dealer, a man you can depend on for sound advice and counsel. He knows home appliances; can analyze your needs completely; and advise you on the appliances that best meet your particular requirements. So whether you're building a new home or remodeling, or buying just one new convenience for your home, take advantage of his years of practical experience.

You'll find your Crosley Dealer a reliable, responsible member of your community. And when you see all the wonderful Crosley products, you'll agree that he offers—  
Better Products for Happier Living.



**CROSLEY** 

DIVISION

Cincinnati 25, Ohio

**Better Products for Happier Living**

SHELVADOR® REFRIGERATORS • FREEZERS • ELECTRIC RANGES • STEEL KITCHEN CABINETS  
SINKS • GARBAGE DISPOSERS • ELECTRIC WATER HEATERS • RADIOS • TELEVISION