

CROSLEY MILLION-DOLLAR GIVEAWAY

YES, OVER \$2,000,000[†] IN CASH AND VALUABLE PRIZES!

IT'S AS SIMPLE AS THIS:

Just tell us a good reason why we should give you a new 1950 Shelvador* Refrigerator! For instance, your reason might be something like this:

"The stork just brought triplets to our house — need I say more? That Shelvador door would look wonderful holding bottles of formula for three hungry mouths, and maybe some pop for Pop! And I like that big frozen food locker!"

OR THIS

"My wife injured her back in an automobile accident several months ago and it is very difficult for her to bend over to get food out of our old refrigerator. The new Shelvador, which puts everything within easy reach, would be a blessing to her."

OR ANY GOOD REASON OF YOUR OWN THAT YOU WANT TO GIVE!

BIG DOUBLE-BARRELED CONTEST GIVEAWAY!

OVER 6,500 BRAND NEW 1950 CUSTOM MODEL SHELVADOR REFRIGERATORS

A double chance to win! First—a Local Contest, designed for you and your own friends and neighbors, and judged by local judges right in your own community! Think of your WONDERFUL chances to win! And all you have to do is write on the red Local Entry

Blank in 50 words or less, why you believe Crosley should give you a beautiful new 9-cubic-foot Shelvador Refrigerator. By winning you will get a new 1950 Shelvador Refrigerator to be awarded by your local Crosley Dealer and delivered right to your home!

\$27,500 in cash—25 complete Crosley Electric Kitchens—and 100 new 1950 Shelvador Refrigerators!

Second—a National Contest, in addition to and separate from the over 6,500 local Crosley Dealer contests, where the same words you write for the Local Contest (or different if you prefer) may be submitted on the green National Entry Blank and compete for the Grand Prizes of cash, kitchens and refrigerators to be awarded by Crosley!

- 1st PRIZE—\$10,000 IN CASH and a complete CROSLY KITCHEN plus \$300 in cash toward installation
- 2nd PRIZE—\$5,000 IN CASH and a complete CROSLY KITCHEN plus \$300 in cash toward installation
- 3rd PRIZE—\$2,500 IN CASH and a complete CROSLY KITCHEN plus \$300 in cash toward installation
- 4th PRIZE—\$1,500 IN CASH and a complete CROSLY KITCHEN plus \$300 in cash toward installation
- 5th PRIZE—\$1,000 IN CASH and a complete CROSLY KITCHEN plus \$300 in cash toward installation
- NEXT 20 PRIZES Complete Crosley Kitchens plus \$300 in cash toward installation
- NEXT 100 PRIZES 1950 Shelvador Model CB-9, 9-cubic-foot Refrigerators.

Each of these 25 Crosley Electric Kitchens has a retail value of about \$1500 and includes: A 1950 9-cubic-foot Model CB-9 Custom Shelvador... Model DE129 Crosley Electric Range... 3.2 cubic-foot Model HF-1346 Crosley Kitchen Freezer... 40-

gallon table-top custom Model CMT40DE Crosley Electric Water Heater... Model CKD25 Crosley Kitchen Disposer... 48-inch Model CST4800 Crosley Cabinet Sink... and base and wall steel cabinets to a maximum retail value of \$350.00.

GET THE ENTRY BLANKS FROM CROSLY DEALERS

Remember, you can enter both the Crosley Local Dealers' Contest and the Crosley National Contest with the very same answer if you like. But these answers MUST be written on the official Crosley entry blanks. So get the two blanks, red and green, from Crosley Dealers. Then mail or return the red blank to the dealer... and mail the green blank to Betty Olson, Director of Home Economics, Crosley Division, Avco Manufacturing Corp., Box 1938, Cincinnati, Ohio.

[†]Based on manufacturer's suggested retail prices

*Made with by Crosley, T. M. Reg. U. S. Pat. Off.

THE 1950 CROSLY GIVES YOU NEW SPACE MORE SPACE ALL AT THE "CONVENIENCE LEVEL"



The new 1950 Model CB-9 9 Cubic Feet Capacity

New WORKSAVER SHELVADOR gives you MORE SPACE in same size cabinet. EASY to REACH—EASY to USE—No stooping clear to the Floor!



NEW Extra front-row space in this marvelous new Shelvador! Recessed in the door! Adds almost 1 1/2 cubic feet of space, without taking any space from inside cabinet!

NEW Convenient level of Crosley's lowest shelf! Gives you added space that's easy to reach without stooping or straining!

NEW Freezing compartment with shelf maintained at sub-zero for your own quick freezing! Holds up to 53 lbs. of frozen foods!



NEW "ButterSafe"—a separate insulated compartment with full pound of butter at consistency you like for spreading! Lifts out for easy cleaning!



NEW And more divinely beautiful than ever and at a new lower price too! You've just got to see it to believe it! Only Crosley gives you the Shelvador—truly the world's most convenient refrigerator. See it at your Crosley Dealer's TODAY.

IF YOU BUY AND THEN WIN—YOU GET A REFUND! If you buy a new 1950 Crosley Refrigerator during this contest and win one as a prize either in national or local contests... you may elect to accept the retail price of the prize refrigerator in cash.



Better Products for Happier Living

- SHELVADOR* REFRIGERATORS... FARM AND HOME FREEZERS...
 - ELECTRIC RANGES... ELECTRIC KITCHENS... STEEL CABINETS...
 - SINKS... ELECTRIC DISPOSERS... ELECTRIC WATER HEATERS...
 - RADIOS... RADIO PHONOGRAPHS... TELEVISION
- and of course, they're electric!

HERE'S ONE CONTEST that's really easy!

JUST FOLLOW THESE SIMPLE RULES—

1. In 50 words or less, write your reason or reasons why we should give you a new Shelvador refrigerator. Write your reasons in the space provided on the Entry Blank—the red Entry Blank for the Crosley Local Dealers' Contest, the green Entry Blank for the Crosley National Contest.
2. Participants may enter both the Crosley Local Dealers' Contest and the Crosley National Contest. However, participants may submit only one entry in only one of the Crosley Local Dealers' Contests, and the participant may submit only one entry in the Crosley National Contest.
3. Both of the Entry Blanks to be obtained at no cost from Crosley Appliance dealers. The green Entry Blank for the National Contest from any Crosley Dealer, the red Entry Blank from the local Crosley Dealer conducting a local contest.
4. Any resident of the continental United States may compete except employees of the Crosley Division of the AVCO Manufacturing Corporation, retail dealers of Crosley appliances, wholesale distributors of Crosley appliances, their advertising agencies and their families. Contest subject to all federal, state, and local regulations.
5. All entries on the red Entry Blanks for the Crosley Local Dealers' Contest must be delivered before December 1, 1949, to the Crosley Dealer from whom the entry was obtained.
6. All entries on either the red blank for the local contest or the green blank for the national contest that are mailed, must be postmarked before midnight, November 25, 1949.
7. Mail or deliver to person your red Entry Blank for the Crosley Local Dealers' Contest to the Crosley Dealer from whom the entry blank was obtained. Mail the green Entry Blank for the National Crosley Contest to Betty Olson, Director of Home Economics, Crosley Division, AVCO Manufacturing Corp., Box 1938, Cincinnati, Ohio.
8. Entries will be judged and prizes will be awarded for originality, sincerity and aptness of thought. Judge's decision will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned. Entries, contents and ideas therein become the property of the Crosley Division, AVCO Manufacturing Corporation.
9. All winners will be notified by mail, phone, or telegram. A list of the winners of the Crosley National Contest will be available on request from Crosley Division, AVCO Manufacturing Corporation, 1329 Arlington St., Cincinnati 25, Ohio, approximately two months after the close of the contest.

HURRY!

SEE YOUR CROSLY DEALER FOR FREE ENTRY BLANKS!
This Contest is easy and FUN! DON'T WAIT! ENTER TODAY!