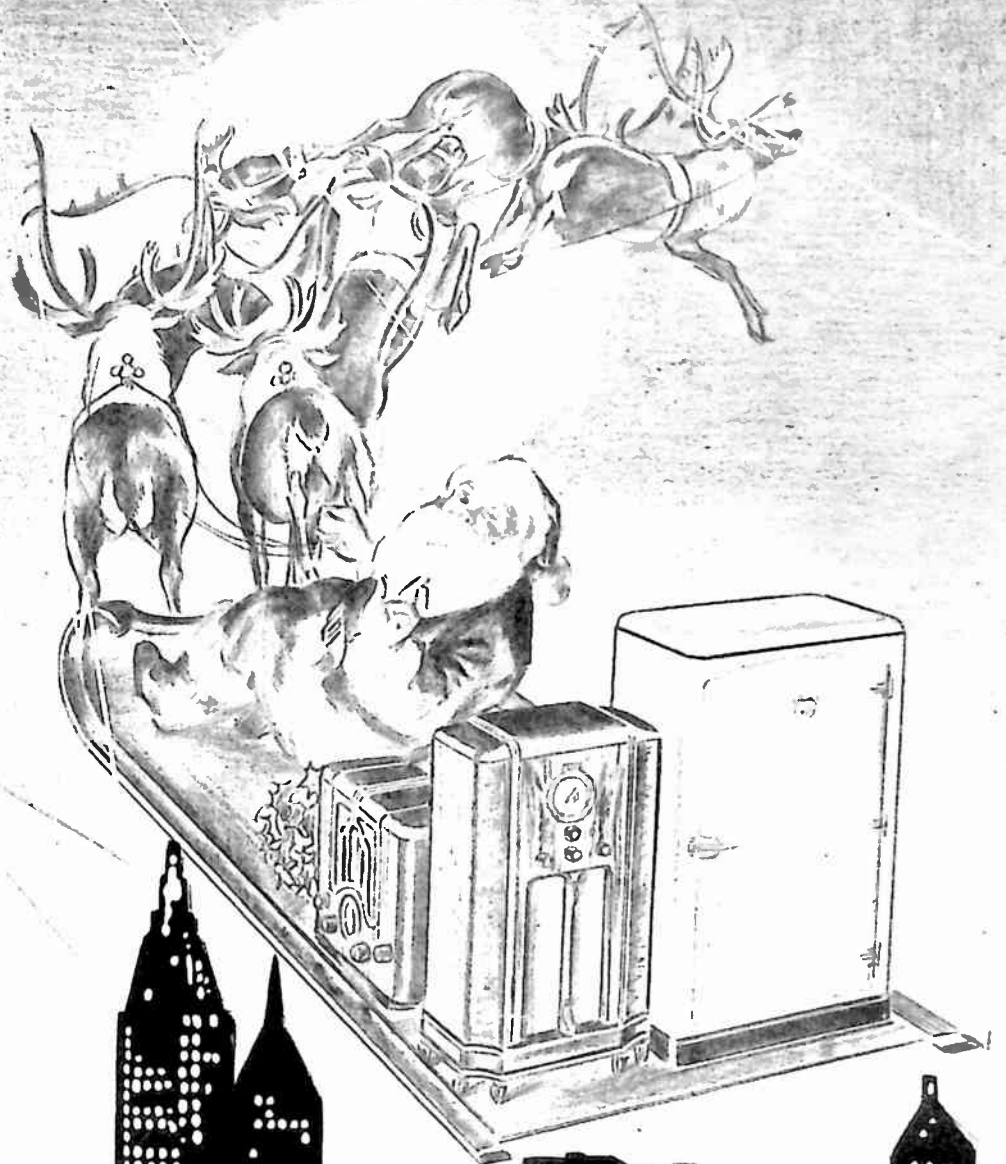


THE ~~CROSLLEY~~ BROADCASTER

VOLUME 14

DECEMBER 15, 1935

NUMBER 16



A
Merry Christmas
TO ALL

TALKS TO THE TRADE



POWEL CROSLLEY, JR. SAYS:

ONCE again it is our privilege to wish every Crosley distributor, dealer and salesman a most Merry Christmas.

As the year of 1935 draws to a close, we are reminded that it has been a year of great accomplishments for everyone who has ridden on the Crosley bandwagon.

It has been a great Crosley Radio year. The past October made history-breaking records. That month showed an increase in production and shipments of 25 percent over the banner month of all previous times, which was October of 1928. Moreover, this has been the biggest year in history for the sale of Crosley Radios. This is convincing testimony to the outstanding beauty, performance and value of the line of Crosley Radios.

It has been a great Crosley Shelvador year. The fact that the Shelvador has become the fastest grow-

ing electric refrigerator in public demand in history, makes it a record breaker, too. This sweeping popularity is due to the inimitable Shelvador feature, the extraordinary features and conveniences, the economical and trouble-free operation, and the outstanding value.

As we look forward to 1936, we pledge our most earnest endeavors to making next year an even greater year in sales and profits for every member of the Crosley dealer family.

Just as we extend our heartiest greetings for the merriest Christmas ever, so do we wish you the most prosperous New Year you have ever had.

Powel Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY

THE CROSLLEY BROADCASTER, EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLLEY RADIO CORPORATION, CINCINNATI, O. COPYRIGHT, 1935.

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THE CROSLLEY BROADCASTER

The Last Minute Rush . . .

From now until Christmas, only a few days of this great yearly selling season are left. But, as past experience will tell you, many people have postponed buying and will eagerly search gifts for their loved ones in a big last minute rush. These shoppers will welcome any appropriate suggestions. So continue your aggressive efforts of telling everyone that the ideal gift is a Crosley Radio or Shelvador Electric Refrigerator. Yes, and the Crosley Temperator is a good suggestion not to be forgotten. Keep right on promoting Crosley Christmas sales and profits until the last minute your doors are open Christmas Eve—and it will be a big Christmas for you.

After Christmas—What? . . .

When Santa waves good-bye after paying his annual visit to all the homes in your community, you as a Crosley dealer are given a rich opportunity to immediately continue your sales upclimb.

As you know, many, many persons are presented at Christmas-time with gifts of cash. Given to them in the spirit of enabling them to choose their own gifts, these people immediately convert the cash into merchandise of their particular liking.

Certainly nothing will bring greater joy nor more complete satisfaction than a Crosley Radio or Shelvador Electric Refrigerator. Go after your share of the after-Christmas money and you will start the New Year with a continued season of sales and profits.

The Law Of Averages . . .

That it pays to keep plugging away, consistently working on the development and sales of prospects, is a lesson learned by every seasoned dealer and salesman. Even though there may be a number of calls, in between sales, this factor is not discouraging for the experienced salesman, who knows that the law of averages takes care of him, providing he is selling the right product in the right way.

A chart prepared by George W. Wilson, Vice-President of the International Correspondence Schools, convincingly tells this story of averages. Actual results are shown of 102 calls on prospects made by each of two experienced salesmen. The salesmen were in far removed localities—Pittsburgh and Portland. With the same number of prospect calls, one salesman sold 24 and the other 25.

Now any dealer or salesman handling Crosley radios and Shelvador refrigerators certainly has merchandise that is made to sell and priced to sell. Sales records are proof sufficient. Therefore, the moral is that if any Crosley salesman will plug away consistently the law of averages is bound to bring just rewards in sales and profits.

As we go into the new year, let's all resolve as never before to fully utilize every available opportunity. The outstanding Crosley merchandising helps are designed with one dominant purpose—to help you take advantage of the big Crosley sales and profit opportunity. Outstanding

among these is the new Crosley Radio Direct Mail Campaign, featuring the Lowell Thomas book with answers to questions about foreign lands and foreign broadcasts. There are other splendid helps to fit in with your promotion program. These, in addition to promotions developed through your own ingenuity, should carry you far.

Let's go after Crosley sales as never before. Let's use every weapon at our command. Let's keep our stride and go still further in making 1936 the greatest Crosley year in history!

Value Of Testimonials . . .

You know that there is an old saying, "Proof of the Pudding is in the Eating". How true this is of any product! The final assurance of the worthiness and excellence of any merchandise is the way that it pleases its users. That's why so many letters of praise come to Crosley. Crosley Radios and Shelvador Electric Refrigerators are noted for the complete satisfaction they give their owners. Excerpts from letters, giving users' experiences with Crosley products, are published in the Crosley Broadcaster regularly. These testimonials are sure-fire selling ammunition for you.

One of the ways that you can make the Broadcaster work for you is to use these testimonials in your selling efforts. They will undoubtedly prove of material assistance in supplementing your local testimonials to help prove the widespread enthusiasm for Crosley products.



Eye-Catching Fiver Display By Gimbels . . .

This highly attractive window display was recently used by Gimbels Department Store, Milwaukee, Wisconsin, to promote the sale of Crosley Fiver radios there. Since the

window is a double type, having an exposure in both the front and the back where a corridor leads into the store, 36 Fivers were used in the display.



20 Carloads Of Crosley Shelvador Electric Refrigerators Shipped To Distributor In South Africa . . .

Once again, a 20-car train of Crosley Shelvador electric refrigerators left Cincinnati for New York for shipment to H. Polliack & Co., Ltd., Crosley distributor in South Africa, with distributing points at Johannesburg, Pretoria, Capetown, Durban, Maritzburg, Port Elizabeth and Bulawayo.

"This is one of several equally large export shipments of electric refrigerators for South Africa this season," stated A. J. Lindsay, manager Crosley Foreign Division. "Crosley Shelvador electric refrigerators have been making as rapid

gains in South Africa as they have in the United States since their introduction. In Europe, south from Gibraltar, Rome, Bucharest and Constantinople, to the northernmost markets of Sweden and Iceland, Crosley Shelvador electric refrigerators are meeting with widespread acceptance. Crosley refrigerator exports are equally active to Latin America, Australia, New Zealand, India, China, Japan, etc., and even to such far removed territories as the Congos, Sudan, Senegal, Gold Coast, Sierra Leone, Somalilands, Togo, Nigeria, Tanganyika, Ivory Coast, Cameroun, Madagascar, Reunion, Fiji Islands, Borneo, New Caledonia, Hebrides, Papeete, Papua and others. In other words, Crosley Shelvadors are famous throughout the world for the

Kiefer-Stewart Triples Crosley Sales . . .

The biggest season in radio is being enjoyed by the Kiefer-Stewart Co., Crosley distributor, Indianapolis.

"We have ordered and sold three times as many Crosley radios to November 1 as we have in any previous year," was the statement made by H. C. Green of the radio department of the Kiefer-Stewart Co. "Last week we closed a very successful week with a little more than 500 Crosley sets sold.

"The demand for battery sets is so great that when we receive battery set shipments, they don't get off our side door platform, but are immediately marked and sent on to our dealers. This is proof that farmers have money and are buying.

"Everywhere we go and show we always get the remark that 'this is the finest line of Crosley radios that we have ever seen'.

"We put out Crosley Fivers by the dozen and in 25 and 50 lots. One dealer in Indianapolis has already sold 155 of these receivers. There is no sales effort required at all to sell a Fiver. There is nothing on the market to compare with it. We are predicting that the same thing will happen to the new Crosley AFM, the new Fiver with metal tubes for American and foreign reception, selling for \$29.95.

"We are also finding a ready market for the higher-priced models and we expect a big year on consoles. The people now have money with which to buy and there is a marked increase in the demand for higher priced models."

Bannon, Hardware Products Representative, Visits Factory . . .

Roy Bannon of Morris, Ill., representative in Grundy County for the Hardware Products Co., Crosley distributor, Sterling, Ill., was a recent factory visitor. Previous to joining Hardware Products, Mr. Bannon had been a Crosley dealer for fourteen years. That he is thoroughly sold on Crosley radios and Shelvador electric refrigerators goes without saying.

faultless and efficient service they give under any, even most extraordinary, climatic conditions."

Short Story Best To Sell Fast, Says Crosley 100 Percenter . . .

(Through Courtesy of Electrical Merchandising.)

The short sales story with emphasis on "buy now" is the "sell fast" policy of Jimmie Moore, member of the Crosley 100 Percenter Club. Jimmie is crack salesman for the Electrical Appliance Co., Crosley dealer at Louisville, Ky. He not only sold the required volume of Crosley Shelvador electric refrigerators to qualify in the 100 Percenters Club, but a great many more, says J. E. Johnson, president, Cooper-Louisville Co., Crosley distributor in that city.

In the same quick language which makes him an outstanding salesman, here is the way Mr. Moore describes his selling methods, starting in from the moment he says "hello" to the customer:

"I call the customer's attention to the fine polish and superior finish on the outside. Next I open the door and show him the extra space furnished in this refrigerator by the side door. Then I say to Mr. or Mrs. Brown, 'In this Crosley refrigerator you have everything that you have in any other make of refrigerator and in addition you have the extra Shelvador space and for much less money than in other refrigerators. On this superior box I can give you special terms. Just step over here and I will arrange your charge and send the refrigerator out tomorrow.'

"Believe it or not," Mr. Moore emphatically states, "that is the quick way I sell Crosley Shelvadors. Every salesman knows the sooner you ask for the order the sooner you get it and that is what the salesman wants, if he wants to make money. I have found you cannot complete a sale too soon for sometimes the customer is in a hurry, maybe on his lunch hour and sometimes the customer may say, 'I just want to look.' It is up to the salesman to make it appear the easiest way and the best way to 'BUY NOW' for the customer may step in some other store when he has more time. I have found a good short story is better than a long one if you say the right thing. A long story will confuse the customer and then it is a tough sale. The idea is SELL FAST."



Here is an example of the interior of Sommers Drugs, San Antonio, Texas, during the special feature of Crosley Radios as prizes for daily prize drawings.

Effective Promotion In San Antonio . . .

A promotional stunt that is certain to build increased public demand for Crosley Radios in the San Antonio, Texas, district is a real merchandising scoop for Graybar Electric Company, local Crosley distributor. Fourteen stores of Sommers Drugs of that city are concentrating on the free offer of Crosley Radios during a concentrated drive for business.

A Crosley Buccancer is being

given away every day for fifty-five days. Everyone making a fifty cent purchase is given a ticket which entitles him to a chance to be the lucky winner of the daily prize drawing.

Attractive signs on the exterior of these fourteen stores, banners on the interior and displays of actual Crosley Radios comprise the promotional efforts.



This is the way fourteen stores in San Antonio, Texas, are featuring and advertising

Crosley Radios as the prizes for an effective price drawing contest.

Governors Of Zakho And Tel-Afar Buy Crosley Radio Battery Sets . . .

Maison Najib Sabounji, Crosley distributor in Mosul, Iraq, reports that the Governor of the Province of Zakho and the Governor of Tel-Afar,

and also the Director of the Mosul custom house, have purchased Crosley receivers. The decision to purchase these Crosley sets was the result of the satisfactory performance of Crosley battery radios furnished them for trial purposes sometime ago," the distributor states.

The New 1936

CROSLEY RADIOS

● The new 1936 Crosley Radios presented on this and the three following pages have reached new heights in beauty, performance and value. Incorporating the very latest engineering developments, the new Crosley Radios put increased emphasis on that well-known assurance of quality performance—"You're THERE with a Crosley."

No matter what the needs or the purse, there is a new Crosley that is exactly right. Crosley models meet the radio needs of the home, the farm, the camper, the traveler, the business man, the motorist,—in fact everyone.

Here is radio that invites ANY comparison—such comparison will prove that here is the highest possible quality at the most attractive price for everyone.



\$25.00

COMPLETE WITH TUBES

DIMENSIONS:
5 3/8" high,
10 1/4" wide,
7 1/2" deep.

NEW TRAVO

Model 425-II

**4 TUBES . AC-DC
SUPERHETERODYNE**

● Operates on any 110 volt circuit. Has two double purpose tubes. Pilot Light. Attached antenna. No ground required. Attached handle. Full floating moving coil electro-dynamic speaker.

FIVER

Model 515-AC



\$19.99

COMPLETE WITH TUBES

DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

**5 TUBES . Two Band
SUPERHETERODYNE**

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Illuminated, full vision, airplane type dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

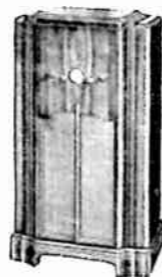
FIVER CONSOLE

Model 5515-3LH

\$37.50

COMPLETE WITH TUBES

DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



PRIVATEER

Model 545-AD



\$25.00

COMPLETE WITH TUBES

DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

**5 TUBES . AC-DC
SUPERHETERODYNE**

● Operates on any 110 volt circuit. Attached antenna. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

A. F. M.
(American) (Foreign) (Metal Tubes)
Model 555-AG



\$29.95

COMPLETE WITH TUBES

DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

**5 Metal Tubes . 2 Band
SUPERHETERODYNE**

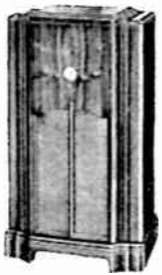
● All metal tubes. Standard and police broadcasts 540-1710 Kc. Foreign and police broadcasts 2350-7500 Kc. Illuminated full vision airplane type dial. Tone control. Automatic volume control. Two double purpose tubes. Full floating moving coil electro-dynamic speaker.

A. F. M. CONSOLE
(American) (Foreign) (Metal Tubes)
Model 5555-3IK

\$47.50

COMPLETE WITH TUBES

DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

CRUISER

Model 615-C



\$47.50

COMPLETE WITH TUBES

DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

**6 TUBES . 3 Band
AC-DC SUPERHETERODYNE**

● Operates on any 110 volt circuit. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Two double purpose tubes. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

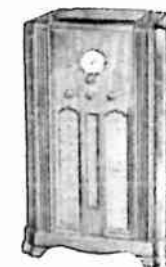
CRUISER CONSOLE

Model 615-3I

\$59.50

COMPLETE WITH TUBES

DIMENSIONS:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.



BUCCANEER

Model 635-C



\$39.95

COMPLETE WITH TUBES

DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

OLYMPIA \$45.00

Model 655-C

Same as Buccaneer except employs 6 metal tubes.

**6 TUBES . 3 Band
SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control, Tone control, Full vision illuminated airplane type dial. Full floating moving coil electro-dynamic speaker.

BUCCANEER CONSOLE

Model 635-3I

\$54.50

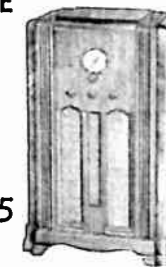
COMPLETE WITH TUBES

DIMENSIONS:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.

Olympia Console \$59.95

Model 655-3I

Same as Buccaneer Console except employs 6 metal tubes



CORSAIR

Model 715-D



\$55.00

COMPLETE WITH TUBES

DIMENSIONS:
17" high,
13 3/4" wide,
9 1/2" deep.

MERRIMAC \$65.00

Model 855-D

Same as Corsair except employs 8 metal tubes.

**7 TUBES . 3 Band
SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

CORSAIR CONSOLE

Model 715-N

\$79.95

COMPLETE WITH TUBES

DIMENSIONS:
36 3/4" high,
21" wide,
11 1/4" deep.

Merrimac Console \$89.95

Model 855-N

Same as Corsair Console except employs 8 metal tubes.



VIKING

Model 725-F



\$65.00

COMPLETE WITH TUBES

DIMENSIONS:
19 1/4" high,
14 1/4" wide,
9 1/4" deep.

MONITOR \$77.50

Model 805-F

Same as Viking except employs 8 metal tubes.

**7 TUBES . 5 Band
ALL WAVE PLUS WEATHER BAND
SUPERHETERODYNE**

● Five tuning bands, 150 to 22,000 Kc. Receives standard, foreign, police, amateur, aviation, weather broadcasts. Shadow tuning. Automatic volume control. Full vision airplane type dial. Tone control. Two double purpose tubes. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

VIKING CONSOLE

Model 725-P

\$85.00

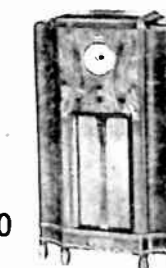
COMPLETE WITH TUBES

DIMENSIONS:
38" high,
22 1/2" wide,
11 1/4" deep.

Monitor Console \$97.50

Model 805-P

Same as Viking Console except employs 8 metal tubes



CLIPPER

Model 915-EK



\$85.00

COMPLETE WITH TUBES

DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

CONSTITUTION \$99.95

Model 1055-EK

Same as Clipper except employs 10 metal tubes.

**9 TUBES . 5 Band
ALL WAVE PLUS WEATHER BAND
SUPERHETERODYNE**

● Five tuning bands, 150 to 22,000 Kc. Receives standard, foreign, police, amateur, aviation, weather broadcasts. Shadow tuning. Automatic volume control. Full vision illuminated airplane type dial. Tone control. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

CLIPPER CONSOLE

Model 915-RA

\$100.00

COMPLETE WITH TUBES

DIMENSIONS:
41 1/2" high,
25" wide,
12 1/2" deep.

Constitution Console

Model 1055-RA

\$125.00

Same as Clipper Console except employs 10 metal tubes.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

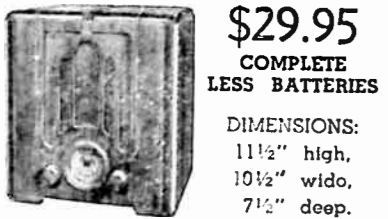


\$19.99
COMPLETE
LESS BATTERIES
DIMENSIONS:
8" high,
10 1/2" wide,
5" deep.

BATTERY FOUR
Model 415-AA
4 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2 volt air cell "A" battery. Two double purpose tubes. Low battery drain. Pentode output. Permanent magnet speaker.

BATTERY FIFTY-TWO
Model 535-AP

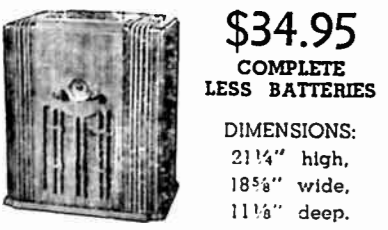
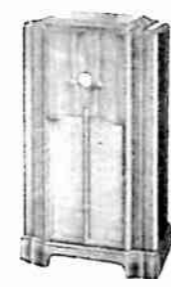


\$29.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker.

BATTERY FIFTY-TWO CONSOLE
Model 535-MF
\$49.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.

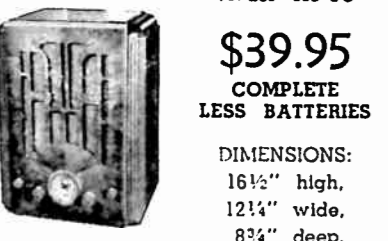


\$34.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
21 1/4" high,
18 5/8" wide,
11 1/8" deep.

BATTERY FIFTY-TWO "A"
Model 535-1B11
5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker. Cabinet will accommodate all batteries.

BATTERY SIXTY-TWO
Model 605-CC

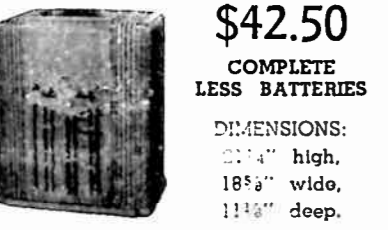
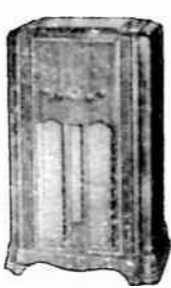


\$39.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

6 TUBES . 2 Band
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in battery cable. Permanent magnet speaker.

BATTERY SIXTY-TWO CONSOLE
Model 605-MG
\$54.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.

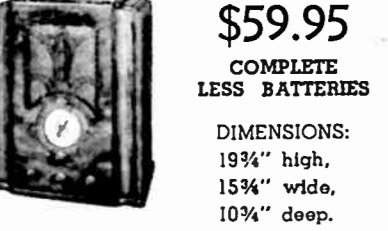


\$42.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
21 1/4" high,
18 5/8" wide,
11 1/8" deep.

BATTERY SIXTY-TWO "A"
Model 605-BG
6 TUBES . 2 Band
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in type battery cable. Permanent magnet speaker.

BATTERY EIGHT
Model 815-EC



\$59.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

8 TUBES . American-Foreign
BATTERY RECEIVER

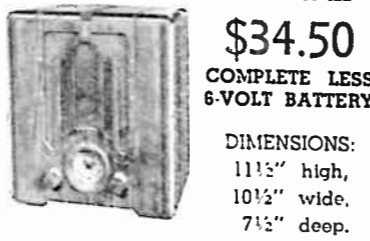
● Designed for use with 2-volt air cell "A" battery. Receives standard and foreign broadcasts. Automatic volume control. Tone control. Airplane type dial. Moving coil permanent magnet dynamic speaker.

BATTERY EIGHT CONSOLE
Model 815-NC
\$74.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
36 3/4" high,
21" wide,
11 1/4" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

BATTERY FORTY-SIX
Model 435-AF



\$34.50
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

4 TUBES SUPERHETERODYNE
6-VOLT BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Synchronous vibrator. Illuminated full vision airplane type dial. Rubber mounted tuning condenser. Hi Q Litz wound coils. Permanent magnet speaker.

BATTERY FORTY-SIX CONSOLE
Model 435-MF
\$49.50
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



BATTERY SIXTY-SIX
Model 6015-D



\$59.95
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
17" high,
13 3/4" wide,
9 1/2" deep.

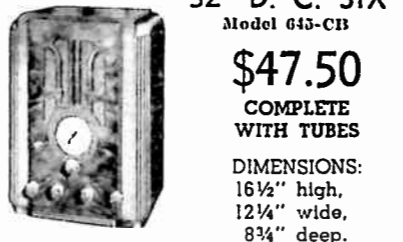
6 TUBES . 3 Band
6-VOLT BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Weather broadcasts 150-400 Kc. Standard broadcasts 540-1700 Kc. Foreign and police broadcasts 2350-7500 Kc. Automatic volume control. Tone control. 25 to 1 ratio drive. Illuminated airplane type dial. Permanent magnet speaker.

BATTERY SIXTY-SIX CONSOLE
Model 6015-ND
\$75.00
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
36 3/4" high,
21" wide,
11 1/4" deep.



32 D. C. SIX
Model 645-CB

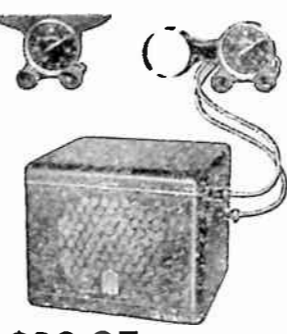
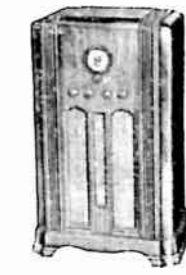


\$47.50
COMPLETE
WITH TUBES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

6 TUBES . 2 Band
32 VOLT DC RECEIVER

● Designed for use with 32-volt DC supply. Receives standard, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full floating moving coil electro-dynamic speaker.

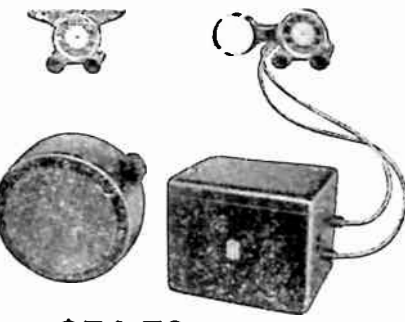
32 D. C. SIX CONSOLE
Model 645-31B
\$64.50
COMPLETE
WITH TUBES
DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



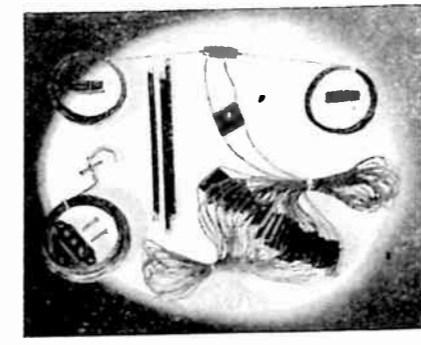
\$39.95 Complete

ROAMIO A-156
Superheterodyne automobile receiver with seven-tube effectiveness. High gain antenna system. Hi Q Pre-selector circuit with three-gang tuning condenser. Primary vibrator with tube rectification. Tone control. Automatic volume control. Single housing. Full floating moving coil electro-dynamic speaker. Remote control illuminated airplane type dial. Remote control adapters.

ROAMIO A-166
Six-tube two-unit superheterodyne automobile receiver. High gain antenna system. Three gang tuning condenser. Self-rectifying vibrator. Automatic volume control. 8" moving coil electro-dynamic speaker with tone control. Remote control with illuminated airplane type dial. Remote control adapters.



\$54.50 Complete



CROSLY COMPLETELY ASSEMBLED ALL-WAVE DUPLEX ANTENNA
Model 015

For short wave reception, a conventional antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses. Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

For short wave reception, a conventional antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses. Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

\$5.00

To get the very best performance possible from any short-wave receiver, the new Crosley all-wave antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses. Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

THE OPEN DOOR TO BIG PROFITS!



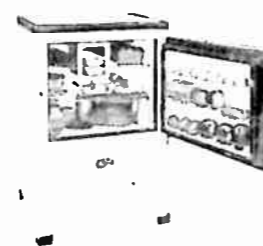
This Much More in a Shelvador

Nowhere else in all the world can anyone find such appealing features as are a part of the new 1935 Crosley Shelvador Electric Refrigerators. Here are features that provide housewives with everything they could desire—that carry with them such an irresistible sales appeal that the Crosley Shelvador has become the fastest growing line of electric refrigerators in America. And these features—this sales appeal is exclusive with Crosley dealers.

"This Much More In A Shelvador" is a phrase that immediately tells everyone here is greatly increased usable capacity and with this feature things are twice as easy to find. The Shelvador and the other exclusive Crosley features are **extra** features—in addition to the outstanding value, dependability, high quality, trouble-free service that characterize every Crosley model—that bring such tremendous pride and satisfaction to every Crosley Shelvador owner.



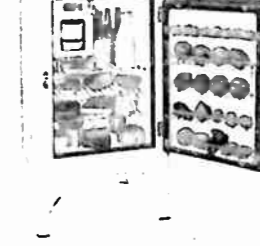
FR-20 Table Shelvador has two cubic feet NET capacity; 5.2 square feet shelf space. Two ice trays; uses Rotary compressor. Dimensions: 30" high, 25 1/2" wide, 25" deep. **\$79.50**



FR-30 Table Shelvador, 3.1 cubic feet NET capacity; 7 square feet shelf space. 2 ice trays. Uses Rotary Compressor. Dimensions: 30" high, 25 1/2" wide, 25" deep. **\$94.50**



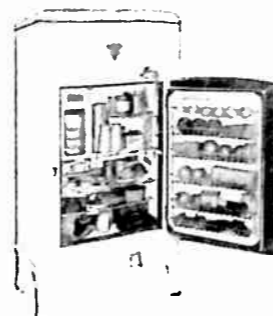
FA-35 Shelvador, 3.5 cubic feet NET capacity; 7.5 square feet shelf space. One ice tray and one double-depth tray. Dimensions: 34 1/2" high, 25 1/2" wide, 24 3/4" deep. **\$99.50**



FA-40 Shelvador, 4.09 cubic feet NET capacity; 8.6 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 32 1/2" high, 25 1/2" wide, 25 1/2" deep. **\$112.50**



FA-50 Shelvador, 5 cu. ft. NET capacity; 11.3 square feet shelf space. Dimensions: 36 1/2" high, 25 1/2" wide, 20 1/2" deep. **\$129.50**
Porcelain Exterior (PFA-50) **\$152.00**



FA-60 Shelvador, 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 39 1/2" high, 30 1/2" wide, 25 1/2" deep. **\$149.50**
Porcelain Exterior (PFA-60) **\$171.50**



FA-70 Shelvador, 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 37 1/2" high, 32 1/2" wide, 25 1/2" deep. **\$169.50**
Porcelain Exterior (PFA-70) **\$194.50**



F-43 Tri-Shelvador, 4.3 cu. ft. NET capacity; 9.15 sq. ft. shelf space. Dimensions: 34 1/2" high, 25 1/2" wide, 23 1/2" deep. **\$139.50**
Porcelain Exterior (PFA-43) **\$159.50**



F-55 Tri-Shelvador, 5.51 cu. ft. NET capacity; 11.6 sq. ft. shelf space. Dimensions: 37 1/2" high, 29" wide, 25 1/2" deep. **\$164.50**
Porcelain Exterior (PFA-55) **\$187.00**



F-70 Tri-Shelvador, 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 37 1/2" high, 32 1/2" wide, 25 1/2" deep. **\$189.50**
Porcelain Exterior (PFA-70) **\$219.50**



ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE • PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST



Highly Attractive Newark Store . . .

This very attractive interior display of Crosley Radios and Shelvador Electric Refrigerators is in the store of S. Kravet, known as the Globe Trading Company, Newark, N. J. According to Apollo Distributing Company, local Crosley distributor.

"This dealer is an exclusive Apollo dealer. He believes it is more profitable to do business with one dependable and service rendering distributor."

Mr. Kravet is standing in the center of the group of the three men

Praises Fiver . . .

Another splendid testimony to the excellence of the Crosley Fiver is the recent letter from Clarence R. Mann of Highland, Kansas. He writes:

"I want to tell you how much we enjoy your radio programs from WLW and what we think of the Crosley Radio. I have a 1936 Crosley Fiver and my family thinks it is a wonderful performer.

"I could hardly believe one could get such a wonderful radio for so little money. I have heard all standard makes and the most expensive types and no other can beat this and for so little money. It is satisfactory in every way. I can well recommend it to others."

in the rear of the store. On each side of him are his floor salesmen.

Powerful WLW Broadcasts Feature Crosley Products

500,000-watt WLW—the world's most powerful broadcasting station is carrying these programs, devoted to Crosley radios and refrigerators, into the homes of America to keep the nation ever conscious of Crosley products and to win prospects and sales for Crosley dealers.

(Tune in to 700 Kc.—Eastern Standard Time Listed)

MONDAY A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).
8:15—Music by Divano. (Crosley Shelvadors).
10:30—Housewarmers. (Crosley Radios).

P. M.

4:30—Sundown Varieties. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Radios).
11:15—Darktown Meeting. (Crosley Radios).
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

TUESDAY A. M.

6:30—Top O' the Morning (Battery Radios).
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).
8:15—Music by Divano. (Crosley Shelvadors).

P. M.

4:30—Sundown Varieties. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Radios).
10:30—Crosley Follies. (Crosley Radios).
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

WEDNESDAY A. M.

6:30—Top O' the Morning. (Crosley Radios).
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).
8:15—Music by Divano. (Crosley Shelvadors).
10:30—Housewarmers. (Crosley Radios).

P. M.

4:30—Sundown Varieties. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Radios).
11:15—Los Amigos, Virginia Marucci and His South American Orchestra. (Crosley Radios).
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

THURSDAY A. M.

6:30—Top O' the Morning. (Crosley Radios).
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).
8:15—Music by Divano. (Crosley Shelvadors).
10:30—Virginians. (Crosley Radios).

P. M.

4:30—Sundown Varieties. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Radios).

11:15—Salute to the Cities. (Crosley Radios).
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

FRIDAY A. M.

6:30—Top O' the Morning. (Crosley Radios).
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).
8:15—Music by Divano. (Crosley Shelvadors).
10:30—Housewarmers. (Crosley Radios).

P. M.

4:30—Sundown Varieties. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Radios).
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

SATURDAY A. M.

6:30—Top O' the Morning. (Crosley Radios).
7:15—R. F. D. Hour. (Battery Radios).
12:30—Moon River. (Crosley Shelvadors).

In addition to these programs, many spot announcements boosting Crosley products are broadcast each day.

THE GREATEST SALES HELP YOU HAVE EVER HAD!

Crosley Distributor Stages Unique Dealer Sales Contest . . .

A unique dealer sales contest is being staged by the American Electric Co., Crosley distributor, St. Joseph, Mo., to stimulate Christmas sales of Crosley radios.

Awards are turkeys and geese to the winners. Says H. Borchardt, Jr., sales department, American Electric, in his announcement to dealers:

"How would you like to get a large, luscious, low-mountain turkey free for your Christmas dinner?"

"We'll send you one if you are a good enough salesmar to sell about 15 or 20 Crosley radios between now and December 20. Even five or six sales of the better models, such as the Constitution, Clipper, Monitor, or Viking, will get you a free turkey.

"To those dealers not fast enough to enter the turkey class, we offer as a consolation prize a fat goose—the goose being a correspondingly slower speed fowl."

The awards are made on a point basis, and dealers who make 4,000 points get a turkey and those who make less than that number, but 2,000 or more, have to gnaw on goose.

Window Display Contest Sells Crosley Products For Apollo . . .

The Apollo Distributing Company of Newark, one of the foremost Crosley distributors, has initiated another novel merchandising program to help their dealers sell Crosley radios and Shelvador electric refrigerators. This campaign takes the form of a window display contest among Crosley dealers in New Jersey. Winners will receive a total of \$500.00 in prizes, consisting of a Model 50 Crosley Shelvador as first prize, a Crosley Constitution Console with ten metal tubes as second prize, and 10 Crosley Fivers as third to twelfth prizes.

Dealers are offered the assistance of their respective Apollo representative. "Our dealers are all pepped up on the idea," Fred Goldberg, general manager for Apollo, reports. "We feel that this promotion will not only increase our volume of business, but the number of our dealers as well."



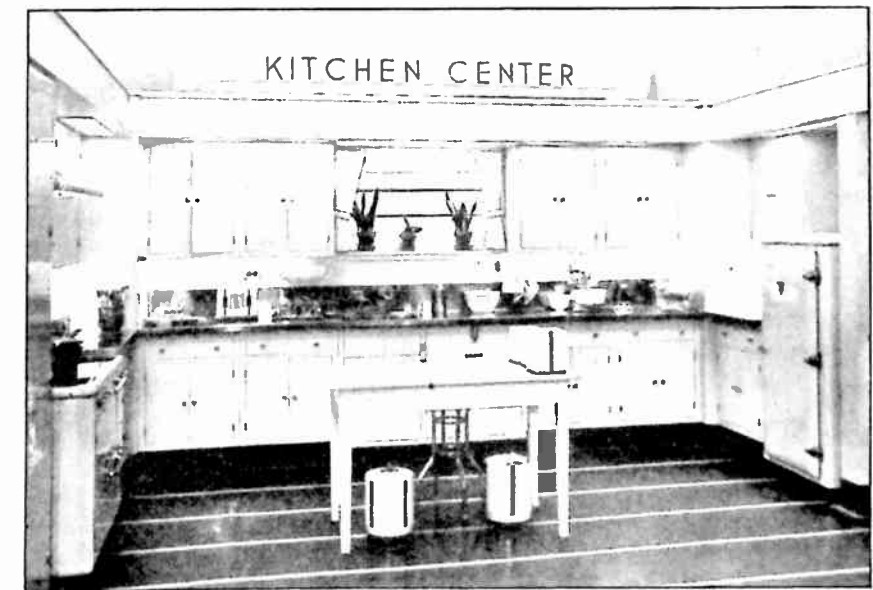
Clever Promotion Stimulates Business . . .

A clever promotion, recently staged in the window of Albert Lifson and Sons, Newark, N. J., proved a good business stimulator for the month of November.

A demonstrator appeared in the window to attract the attention of passers-by to a combination promotion idea which included a Shel-

vador and a gas range. The demonstrator was a man who was dressed as a woman and whose amusing antics proved irresistible to the many people passing the store.

This aggressive dealer in the territory of Apollo Distributing Company, local Crosley distributor, also operates a store in Elizabeth, N. J.



Shelvador Included In Model Kitchen . . .

It is undoubtedly such merchandising accomplishments as this that have brought to L. Bamberger and Company, Newark, N. J., the distinction of being "One of America's Greatest Stores". Entitled "Kitchen

Center", this beautiful and exceptionally well-arranged model kitchen is displayed in the store of this aggressive firm. It will be noticed that a Tri-Shelvador Model F-55 is in the far right side.



The entire organization of Apollo Distributing Company Newark, N. J. is seen in the picture to the left which was taken during their 12th Anniversary Dinner. Below is seen Apollo's sales force, of which Harold Bergman, on the extreme right, is the sales manager.



Apollo Distributing Co. Celebrates Twelfth Anniversary . . .

Twelve years ago, David Slobodien was busily engaged in the organization of a new company. Today, after an era of twelve years of brilliant accomplishments in the field of merchandising radios, electric refrigerators and kindred products, this firm—the Apollo Distributing Company of Newark, N. J.—ranks foremost among the distributing organizations of the nation.

In celebration of their twelve years of successful achievements, Apollo recently held a 12th Anniversary Dinner at the Hotel Douglas, Newark, for their entire organization.

With the slogan, "Apollo for Service", this aggressive distributor has

built up a service department that is second to none. In charge of the various branches of their service are Harry Epstein, Miss Elaine Kennedy and Dorman McCoy.

The Apollo sales force, of which Harold Bergman is sales manager, is noted for its outstanding sales success and dealer cooperation.

The two ladies shown in the above picture with the sales force are the Misses S. and E. Geller who play an important part in handling the large volume of telephone orders.

Executive officers of the firm are David Slobodien, President and Founder; and Fred Goldberg, Vice-President and Treasurer.



Left to right: Fred Goldberg, Vice-President and Treasurer; Harold Bergman, Sales Manager; David Slobodien, President and Founder; all of Apollo Distributing Company Newark, N. J.

Installment Selling The Answer To Present Buying Needs . . .

(Part of an address by O. G. H. Rasch, Secretary-Treasurer, Interstate Electric Co., Crosley Distributor, New Orleans, before recent meeting of Crosley dealers.)

I can't conceive of any reason why any home or car should be without the advantages of a modern radio. In the first place, the cost is only a fractional part of what it was a few years ago.

Secondly, the upkeep cost has been greatly reduced, and on top of this, there is the club plan factor. The initial payment is remarkably low, and in some instances, none is required, and the payments are arranged conveniently so as to make the outlay scarcely noticeable.

I believe it would be well for me to bring up at this time our ideas regarding installment selling. We consider our Credit Department pos-

sibly different from most distributors. We consider that our Credit Department is merchandising credits and terms. While we realize that credit is nothing other than loaning money . . . as merchandising costs money, at the same time, I am quite sure that not many of you have realized the great possibilities in installment selling.

These possibilities have vastly increased due to the past depression. We feel that the depression is over. During the last depression the great masses of people suffered losses through savings in banks, savings in homesteads, in stocks and bonds, depreciation of real estate, foreclosures of mortgages, etc.

There has been, as a result of this, discouragement of saving. The Government is encouraging spending. "BUY WHAT YOU NEED NOW."

There has been an elimination of the desire to save. The Government and even the President himself, ad-

vocates spending. Many people saved before, because of fear of the future. The Government is doing much to eliminate this fear in the minds of the masses by their policy that they will "Take care of you through the CWA" and other means.

The President assures everyone that they will not starve. We are encouraged to spend. People desire to possess merchandise before they have the money to pay for the merchandise. We also know that the majority of people do not have a great deal of money to spend now, so the answer to this is . . . "INSTALLMENT SELLING."

If they don't have a great deal of money, they will spend part of what they have to buy the things they desire to possess NOW . . . and will pay for them when they can, and fear of the future has been eliminated.

This opens up a wonderful avenue (Continued on Page 15)

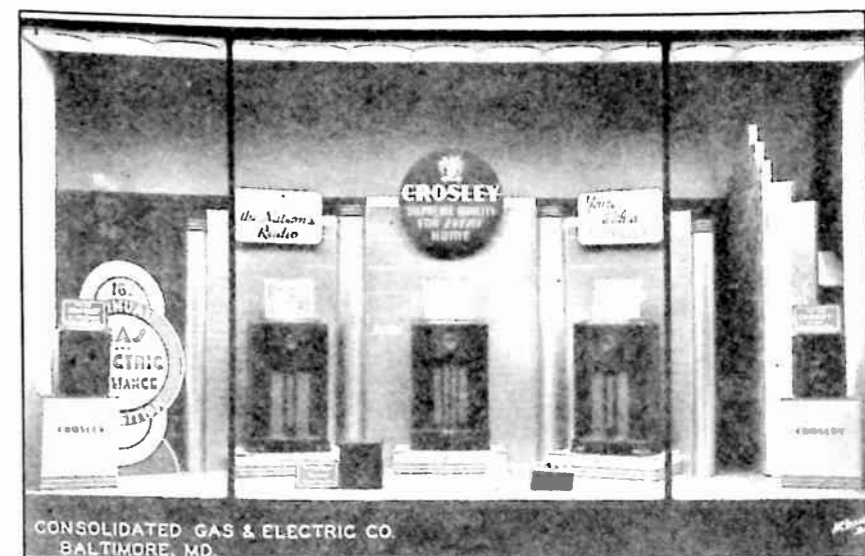
(Continued from Page 14)
for sales. It will increase store traffic. People come back to make payments. If handled scientifically and set their payments to fall due on pay-days, they come back to make payments when they have other money to spend, and if you are a good merchandiser, having your merchandise well displayed, and a good sales organization, they will buy additional merchandise when making payments. There is a wonderful possibility of development on installment sales, and you can increase your business many fold by the proper handling of it.



Noted European Success Praises Crosley Radio . . .

Hildegard, an American girl who has been achieving spectacular success on the stage and over the air in European centers, is quite an enthusiast for Crosley Radios. In appreciation for her enjoyment of her Crosley, she has inscribed on her photograph the following laudatory words, "I have had four American radios in Europe—but the Crosley has been by far the best."

"Although going to Europe to fill a month's engagement at the Cafe de Paris, London, this brilliant star has been so enthusiastically received that she has remained there for over two years, working in the most famous cabarets and theatres in London, Paris, Brussels and other European cities," states Jacques Maus of La Distribution Crosley, Crosley distributors at Brussels. "She is one of the greatest artists in Europe now and is the first foreigner ever to get a contract from the British Broadcasting



Window Display Helps Sell 65 Crosley Radios In One Day

As a result of this window display and a sales meeting held the previous night for 102 salesmen employed by the Consolidated Gas & Electric Co., Baltimore, these salesmen sold 65 Crosley radios in a single day, Frank J. Hogan, Jr., Crosley district manager, reports.

Factory Visitors . . .

William Raup, Crosley dealer at Urbana, Ill., was a recent visitor at the Crosley factory in Cincinnati. Mr. Raup is among the oldest Crosley dealers with the Advance Appliance Co., Crosley distributor, Peoria, Ill.

A. P. Lampley, Crosley dealer, Benton, Ill., winner of a dealer contest conducted by the Harrisburg Standard Electric Co., Crosley distributor, Harrisburg, Ill., was given a trip to the Crosley factory in Cincinnati by the distributor. Accompanied by Bruce Adamson, sales manager for the distributing company, he spent two days going through the plant and the studios of WLW. They also made a trip to Mason, O., where the 500,000-watt WLW transmitter is located. Both reported business the best in a number of years in their territory.

A. M. Burns, for fourteen years a Crosley dealer at Palestine, Tex., was a recent visitor at the Crosley factory. He was accompanied by Mrs. Burns. Mr. Burns is also owner of the local baseball club in Palestine.

Corporation.

"Discovered by Gus Edwards, Hildegard played in vaudeville and toured America four times before coming to Europe."

A Christmas Bouquet For Crosley Radios . . .

Samuel A. Freed of Wilmington, Del., writes:

"I believe in giving credit where due—consequently this letter to you prompted by one listening to your radio program.

"Six years ago I purchased a radio—a Crosley—exactly one year after I was married.

"Christmas night will be our seventh wedding anniversary—also the sixth anniversary of our radio.

"I'm sure no Christmas card would please you more than having me tell you that in the six years we've had and enjoyed our radio—I have bought only five or six tubes—never paid one cent for repairs—never had an aerial other than the Crosley Tennaboard—and have played same radio practically five nights every week and nearly all day Sunday.

"That I believe, is real proof of what you claim for your radios.

"If I ever buy another—it will only be because I might want to get the later model with the short wave, but believe me when I say it will surely be a Crosley."

Six Years Of Satisfaction . . .

Mrs. J. R. Carver of Indianapolis, Indiana, writes:

"Six years ago we bought a nine-tube Crosley radio. The tubes have never been changed and are still playing, although they are beginning to get weak. This can be verified by some of our neighbors."

CROSLY SERVICE SUPPLEMENT

MODEL 6615

| Tube | Function | TUBE SOCKET VOLTAGE READINGS | | | | | | |
|------|---------------|------------------------------|-----|-----|----|----|-----------|-----|
| | | H | P | S | G | K | Go | Ga |
| 15 | R. F. Amp. | 2. | 150 | 85 | -2 | 0 | — | — |
| 6A7 | Osc-Mod. | 5.8 | 150 | 85 | -2 | 0 | -5 to -15 | 120 |
| 6B7 | I. F. & Diode | 5.8 | 150 | 85 | -2 | 0 | — | — |
| 15 | A. F. Amp. | 2. | 70 | 15 | -2 | 0 | — | — |
| 38 | Output | 5.8 | 145 | 150 | 0 | 12 | — | — |
| 31 | A.V.C. Diode | 2. | — | — | — | — | — | — |

ALL VOLTAGES MEASURED TO CHASSIS WITH A 250 VOLT D.C., 1000 OHMS PER VOLT, METER. POWER CONSUMPTION 2.5 AMP. AT 6 VOLTS. ALL VOLTAGES PLUS OR MINUS 10%. POWER OUTPUT APPROXIMATELY .9 WATT.

PARTS LIST—MODEL 6615

Figures in first column refer to parts in Diagram on page 18.

| Item No. | Part No. | Description | Item No. | Part No. | Description |
|----------|------------|--------------------------------|------------|------------|--------------------------------------|
| 1A | G6—27134 | Dial Light Bracket Assem. | 26Z | G29—33006 | Condenser, L.F., Series Osc. Trimmer |
| 1B | G6—27134 | Dial Light Bracket Assem. | 26Y | | Condenser, B.C., Series Osc. Trimmer |
| 2 | MG25—37103 | Battery Cable | 27Z | | |
| | —34903 | Battery Clip (+) | 27Y | G33—33002 | 3 Section Tuning Cond. Gang. |
| | —34904 | Battery Clip (-) | 27X | | |
| | W—37231 | Battery Cable Clamp | MG25—37257 | | Dial Assem. |
| 3 | MG7—37103 | Choke, L-F., "A" Sup. Filter | C—37439A | | Dial Face |
| 4 | G10—32977 | Choke, H-F., "A" Sup. Filter | W—37198 | | Pointer |
| 5 | G27—24628 | Choke, L-F., "B" Sup. Filter | W—32293 | | Pointer Nut (2) |
| 6 | G2—24234 | Choke, H-F., "B" Sup. Filter | W—33339 | | Fuse Panel |
| 7 | G80—32000 | Ant. Coil Assem. Complete | W—37624 | | Fuse, 4 Amp. |
| | G78—32000 | Ant. Coil only, 150-400 Kc. | W—3310A | | Fuse Cover |
| | G44—32000 | Ant. Coil only, 1710-540 Kc. | W—34223 | | Cover Insulator |
| | G79—32000 | Ant. Coil only, 2.3 - 7.5 Mc. | W—22514 | | Resistor, 750 Ohm, 1/2 W. Flex. |
| | G12—36031 | Coil Shield | 30 | —37474 | Resistor, 7,000 Ohm, 1/2 W. |
| | W—35951 | 3 Section Trimmer Cond. | 31 | —22831 | Resistor, 15,000 Ohm, 1/2 W. |
| | W—36033 | Trimmer Cond. Bracket | 32A | —21875 | Resistor, 100,000 Ohm, 1/2 W. |
| | G6—36031 | Support Base | 32B | —21875 | Resistor, 100,000 Ohm, 1/2 W. |
| 8 | G79—32004 | 1st. I-F Coil Assem. | 32C | —21875 | Resistor, 100,000 Ohm, 1/2 W. |
| 9 | G78—32004 | 2nd. I-F Coil Assem. | 33 | —23402 | Resistor, 150,000 Ohm, 1/2 W. |
| 10 | G64—32002 | Osc. Coil Assem. Complete | 34 | —23785 | Resistor, 500,000 Ohm, 1/2 W. |
| | G62—32002 | Osc. Coil only, 150-400 Kc. | 34B | —23785 | Resistor, 500,000 Ohm, 1/2 W. |
| | G69—32002 | Osc. Coil only, 1710-540 Kc. | 35A | —21454 | Resistor, 1.0 Megohm, 1/2 W. |
| | G63—32002 | Osc. Coil only, 2.3 - 7.5 Mc. | 35B | —21454 | Resistor, 1.0 Megohm, 1/2 W. |
| | G13—36031 | Coil Shield | 36 | —34883 | Resistor, 2.0 Megohm, 1/2 W. |
| | W—35951 | 3 Section Trimmer Cond. | 37 | —26577 | Resistor, 3.0 Megohm, 1/2 W. |
| | W—36033 | Trimmer Cond. Bracket | 38 | G14—28807 | Socket, "31" |
| | G11—36031 | Support Base | 39A | G88—28807 | Socket, "15" |
| | G6—34002 | Condenser, 25 Mmf. | 40 | G15—28807 | Socket, "38" |
| | G57—32001 | R-F. Coil Assem. Complete | 41 | G92—28807 | Socket, "11" |
| | G55—32001 | R-F. Coil only, 150-400 Kc. | 42 | G47—28807 | Socket, "6A7" |
| | G59—32001 | R-F. Coil only, 1710-540 Kc. | 43 | G48—28807 | Socket, "6B7" |
| | G56—32001 | R-F. Coil only, 2.3 - 7.5 Mc. | | W—35772 | Tube Shield (Half), (6) |
| | G12—36031 | Coil Shield | | W—35773 | Tube Shield Cap, (3) |
| | W—35951 | 3 Section Trimmer Cond. | | W—35774 | Tube Shield Base, (3) |
| | W—36033 | Trimmer Cond. Bracket | 44 | 33—MS-3 | Speaker |
| | G6—36031 | Support Base | | 43—MS-3 | Speaker (Console) |
| | G1—34002 | Condenser, 0.00025 Mfd. | 45Z | | |
| | G6—34002 | Resistor, 750,000 Ohms, 1/2 W. | to | MG38—37257 | Band Change Switch |
| | G6—37590 | Condenser, 40. Mfd., 300 V. | 45U | | |
| 12 | W—36057 | Condenser, 12. Mfd., 250 V. | 46 | G27—26719 | Terminal Board, Ant. and Grnd. |
| 13Z | | Condenser, 8. Mfd., 250 V. | 47Z | —36062 | Tone Control |
| 13X | W—34896 | Condenser, 8. Mfd., 250 V. | 47Y | | On-Off Switch |
| 14 | W—32904 | Condenser, 8. Mfd., 250 V. | 48 | G7—32769 | Power Transformer |
| 15 | | Condenser, 20 Mmf. | 49 | MG19—37257 | Power Transformer Can. |
| 16 | W—37214 | Condenser, 0.001 Mfd., 1000 V. | | W—32930A | Power Transformer Can. Cover |
| 17 | W—37190 | Condenser, 0.02 Mfd., 160 V. | | W—37216 | Vibrator |
| 18 | W—37173 | Condenser, 0.25 Mfd., 300 V. | | W—37225 | Vibrator Cover, (Shield) |
| 19 | W—37174 | Condenser, 0.5 Mfd., 160 V. | | W—33312A | Vibrator Sleeve, (Rubber) |
| 20A | G2—34002 | Condenser, 100 Mmf. | 50 | —36060 | Volume Control |
| 20B | G2—34002 | Condenser, 100 Mmf. | 51 | W—35111 | Speaker Cable |
| 21A | W—23191A | Condenser, 0.01 Mfd., 400 V. | 52 | —37485 | Resistor, 15,000 Ohm, 1/2 W. |
| 21B | W—23191A | Condenser, 0.01 Mfd., 400 V. | 53 | G12—33005 | Condenser, 11-F., Series Osc. |
| 22 | W—32378 | Condenser, 0.01 Mfd., 400 V. | 54 | —37472 | Resistor, 50,000 Ohm, 1/2 W. |
| 23A | W—32379 | Condenser, 0.02 Mfd., 200 V. | 55 | W—37631 | Resistor, 32.0 Ohm, 1/2 W. Flex. |
| 23B | W—32379 | Condenser, 0.02 Mfd., 200 V. | 56 | W—37630 | Resistor, 21.0 Ohm, 1/2 W. Flex. |
| 23C | W—32379 | Condenser, 0.02 Mfd., 200 V. | | MG9—37257 | Synchrone Partition Assem. |
| 24AZ | W—25537A | Condenser, 0.01 Mfd., 400 V. | | W—37227 | Synchrone Cover |
| 24AY | W—25537A | Condenser, 0.01 Mfd., 400 V. | | W—37490 | Transformer Shield |
| 24BZ | W—25537A | Condenser, 0.01 Mfd., 400 V. | | B—33528 | Escutcheon |
| 24BY | W—25537A | Condenser, 0.03 Mfd., 400 V. | | W—33984 | Escutcheon Gasket |
| 25 | W—30321A | Condenser, 1.0 Mfd., 160 V. | | D—28 | Escutcheon Screws (4) |
| | | | | W—37340 | Knob (Band Change) |
| | | | | W—37339 | Knob (3) |



Schmelzer "Good Neighbor" Display Wins First Prize . . .

The John Schmelzer Furniture store, Crosley dealer, Saginaw, Mich., won first prize for its window display during a two-weeks' contest, known as the "Good Neighbor" drive conducted by the dietetics department of St. Mary's Hospital of that city. The Welfare League Committee

acted as judges. Young ladies gave demonstrations during the business hours.

Dietetic charts, a kitchen range, a Crosley Shelvador electric refrigerator, weighing scales and other kitchen devices were exhibited and demonstrated.



Marvelous Display In Muncie . . .

Exceptionally attractive is this effective window display recently arranged by Banner-Whitehill of Muncie, Indiana, to promote the Crosley

Shelvador.

The large background cards are reproductions of pages of the Shelvador twenty-page circular.

King Boris Of Bulgaria Owner Of Several Crosley Radios . . .

That King Boris of Bulgaria is the owner of two Crosley all-wave radios was revealed here today by Ing. K. Jontscheff, of Sophia, Crosley distributor for Bulgaria.

"When His Majesty the King returned to the capitol in September from his summer residence in Euskinograd, situated on the shore of the Black Sea, he heard for the first time a radio program over one of the

Crosley sets that had been installed in the royal palace at his request during his absence at Euskinograd," states Mr. Jontscheff.

"His Majesty was extremely well satisfied with the performance, and as a consequence the Crosley representative was requested to supply three additional Crosley receivers, one of which is intended for His Majesty's private railroad carriage," Mr. Jontscheff reports.

King Boris was married to Princess Giovanna of Savoy, daughter of Victor Emanuel III of Italy in 1930.

Gambill Places 10-Car Order For Crosley Shelvadors . . .

Wholesale Gambill, of the Gambill Distributing Co., Crosley distributor of Nashville, Tenn., placed an order for ten carloads of Crosley Shelvador electric refrigerators and Koldrink bottle coolers during his recent visit at the factory. Mr. Gambill, who is one of the leading electric refrigerator distributors in the United States, predicted volume of sales in this territory during 1936 will double the current year which is the largest in his 20 years distributing experience.

Crosley Distributors Named In St. Louis And Kansas City, Mo. . . .

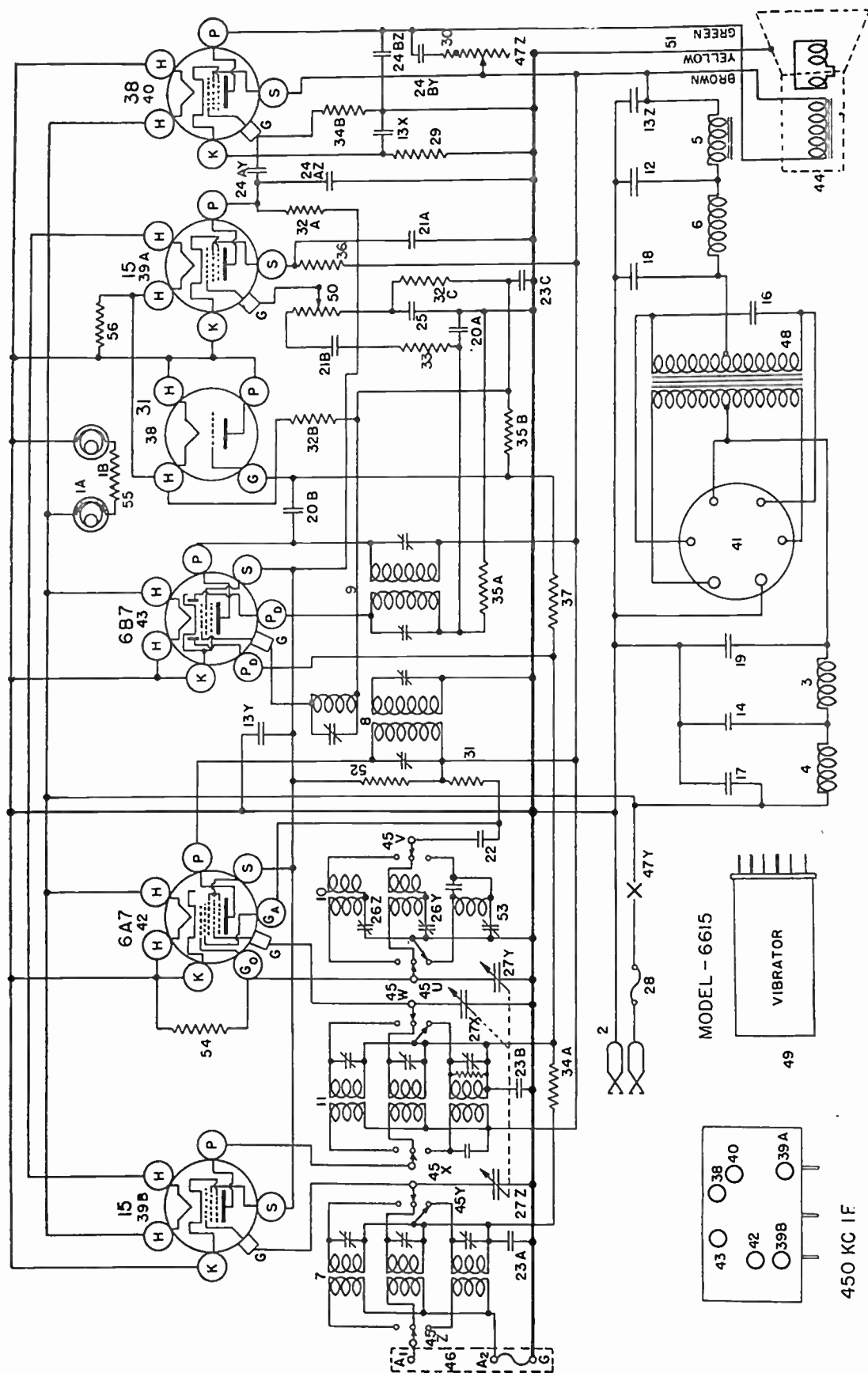
The appointment of the Electric Lamp & Supply Co., 1900 Washington Ave., St. Louis, as Crosley distributor in that city, has been announced by Don Crosby, Crosley district manager. Herman Hollander is president of the company.

At the same time Mr. Crosby stated that the American Electric Co., Crosley distributor St. Joseph, Mo., will take over the distribution of Crosley Shelvador Electric Refrigerators and radios in the Kansas City, Mo., territory, with headquarters at 1928 Grand Ave., Kansas City. The branch will be in charge of George Hayden.

Blind Man Chooses Crosley For Its Purity And Clarity Of Tone . . .

Certainly no finer test could be given any radio than that recently given by a totally blind customer in the demonstration room of the Guaranteed Radio Company of Brooklyn, N. Y. Here is what this blind man, William Beute of Brooklyn, has written in an interesting letter to the Crosley Distributing Corporation of New York.

"The other day I went into a radio store to purchase a radio and since I am blind, the manager had me listen to the Crosley and another well known make. But he did not tell me the names of either sets and after listening for a while I placed my hand on one of the sets and he told me it was the Crosley. I chose this set for it has such a soft mellow tone and it is very, very clear. I think this was a very fair test for the Crosley Radio."



WIRING DIAGRAM—MODEL 6615

This 100 Percenter Claims 5% Of Credit . . .

Giving 70 per cent of the credit to the merchandise he sells, 25 per cent to the dealer for whom he works, Dock Irvin, member of the Crosley 100 Percenters Club, with the Nelson Electric Co., Crosley dealer, Corpus Christi, Tex., modestly reserves only 5 per cent of the credit for himself.

Mr. Irvin probably would deny the fact that he is modest and assert that it is just a matter of analysis. He says, "I will frankly analyze my success in the following manner:

"First 70 per cent of my success. I grant to the Crosley Radio Corporation which manufactures the high class merchandise that I am selling; viz., Crosley Shelvador electric refrigerators and Crosley radios.

"I think that a salesman should not try to sell a line of merchandise unless he is thoroughly versed and sold on the products he sells.

"Second, I give my dealer credit for 25 per cent of my success for the reason that I am representing a dealer who is well established and has a wonderful reputation of long standing. He is Jack C. Nelson, owner of the Nelson Electric Co. He has built his reputation by doing good work and making his word good, and always being willing to step over the 100-yard line to make an adjustment. I do not mean by that that I ride on my dealer's reputation for a few months to fatten my own pocketbook. I think that a salesman who will do that is lower down than a lounge.

"I think that all fair thinking salesmen realize that their own success depends largely upon the financial backing and reputation of their dealer.

"Third, I give myself credit for 5 per cent of my success, in this way: first I keep my dealer's interest at heart at all times, being fair, open and above-board in all my dealings with my dealer, prospects and customers and keep hitting the ball for tomorrow never comes.

"These are policies that I think a salesman should follow to successfully work for one dealer in a given territory where he intends to work up a successful business for the future.

"I will never forget a conversation that I had one time with an old ne-

gro farmer relative to people moving around trying to find something whereby they could accumulate wealth, so I made the remark that I had always heard that a rolling stone gathers no moss. The old darkey said, "That's right, boss, dat's what dey says, but you nevah sees a setting hen dat gets fat."



Crosley Radio Bowling Team Going Places . . .

Above is pictured the Crosley Radio bowling team sponsored by Erskine-Healy, Crosley Distributors, Rochester, N. Y. The team is a strong contender in the Commercial Bowling League, and confidently expects to win the pennant.

The insignia shown in the picture, which reads Crosley Radios and depicts a Crosley model, is a replica of the design which appears on the back of the shirts worn by the bowling team members. Those appearing in the picture are from left to right: Cliff Lovenheim, Lou Gordon, Sam Guggenheim, Milton Lazeroff, Frank Eckert.

Captain Samuel Guggenheim, Treasurer of Garson & Wood Furniture Company, Crosley Dealers, is shown telling the boys how to collect those strikes and spares.

Guggenheim, it will be remembered, is author of "How To Collect Installment Accounts" which was reviewed in a recent Crosley Broadcaster.

This book is now in its second edition and the publishers, The Credit Press, 901 Harvard Street, Rochester, N. Y., are making a special offer this month. Fifteen collection forms will be sent free with each order for the book.



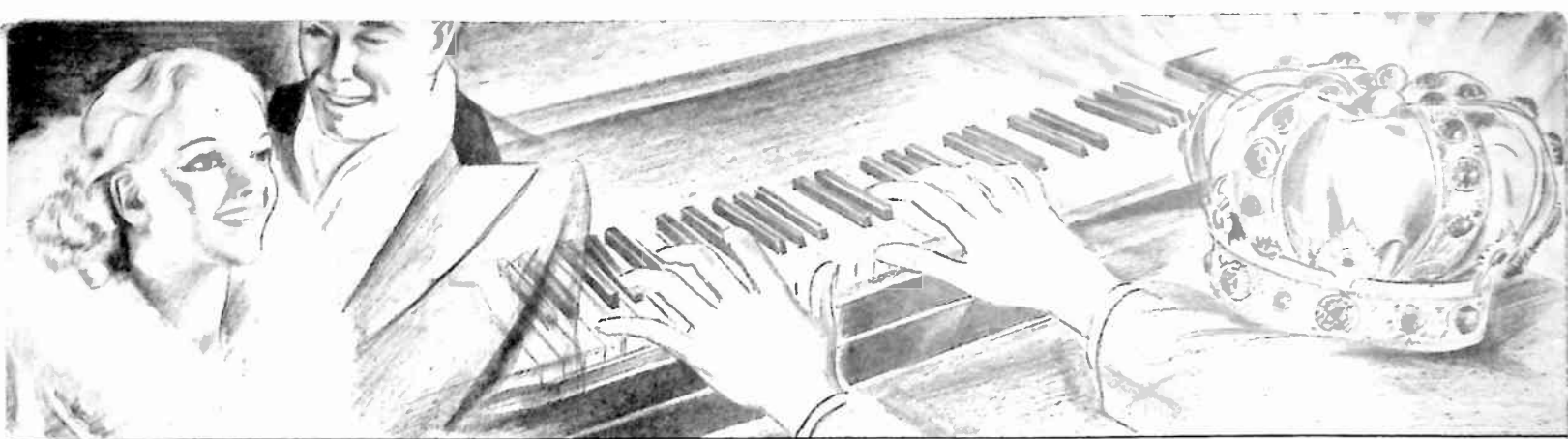
Leading National League Pitcher Presented Clipper Console . . .

A major portion of the royal welcome extended Bill Lee, ace pitcher for the Chicago Cubs, when he recently returned to his home town, was the presentation of a Crosley Clipper Console radio. In this picture is seen Mr. Lee being presented with the radio by Bill Erude, Mayor of this town—Plaquemine, La. The microphone seen is part of the amplifying facilities of the local Crosley dealer—Standard Radio Service, who incidentally supplied the Clipper Console.

According to Samuel G. Daigre, proprietor of this firm, "The occasion of the presentation was Bill's Home Coming Day—a day of civic celebration. In the afternoon a large crowd gathered at the community hall to welcome Bill and listen to several addresses by local citizens and by some of Bill's present and former associates. Following this, the entire crowd participated in a free barbecue and beer.

"The local theatre manager took motion pictures of the presentation and it is now showing on the screen with the Clipper given a fine showing. The affair, especially the showing of it on the local screen, has helped tremendously in making Plaquemine Crosley-conscious."

This dealer, who is in the territory of Interstate Electric Company, New Orleans, La., will undoubtedly derive substantial benefit as a result of this outstanding event.



DISTINCTIVE BEAUTY

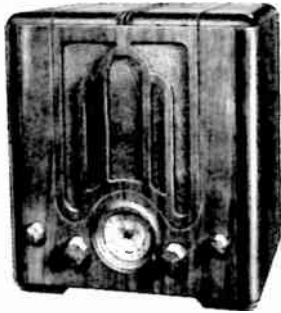
UNEXCELLED PERFORMANCE

OUTSTANDING VALUE

Climaxing Fourteen Years of Radio Progress . . .

THE *New* 1936 CROSLLEY RADIOS
Have Reached New Heights in **PUBLIC DEMAND**

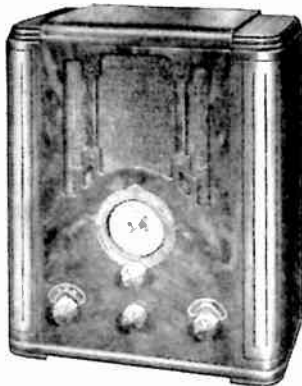
The sweeping public acceptance that has been accorded the now 1936 Crosley Radios has brought unprecedented sales and profits to Crosley dealers everywhere. The exceptional features, distinctive beauty, matchless performance and outstanding value of each now Crosley model make each a world leader for its particular price class. Typical examples of the Crosley sales-winning radios are shown below.



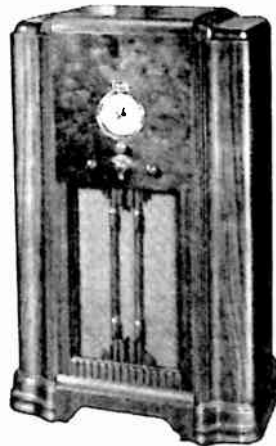
CROSLLEY
A. F. M.
 (Amer.) (For.) (Metal Tubes)
5 METAL TUBES—2 BANDS
 Standard and police broadcasts 540-1710 Kc.; foreign and police broadcasts 2350-7500 Kc. Illuminated full vision airplane type dial. Tone control. Automatic volume control. **\$29.95**



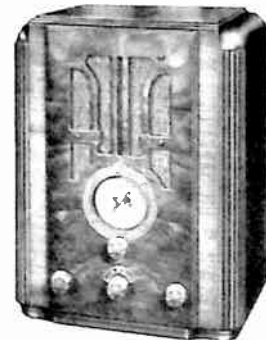
CROSLLEY FIVER
5 TUBES—2 BANDS
 Standard broadcasts 540-1570 Kc.; police, amateur, aviation broadcasts 1570-4000 Kc. Illuminated, full vision, airplane type dial. 5 to 1 ratio drive. Tone control. New 6B5 triple-twin output tube. Full floating moving coil electro-dynamic speaker. **\$19.99**



CROSLLEY MERRIMAC
8 METAL TUBES—3 BANDS
 Receives American, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision, illuminated airplane type dial. **\$65.00**
CORSAIR—Same features and cabinet as Merrimac except has seven glass tubes. **\$55.00**



CROSLLEY CLIPPER CONSOLE
9 TUBES—FIVE-BAND ALL-WAVE
 Receives American, foreign, police, amateur, aviation and weather broadcasts. Shadow tuning. Automatic volume control. Full vision, illuminated airplane type dial. Tone control. **\$100.00**



CONSTITUTION CONSOLE—Same features and cabinet as Clipper Console except has ten metal tubes. **\$125.00**

CROSLLEY BUCCANEER
6 TUBES—3 BANDS
 Receives American, foreign, police, amateur, aviation broadcasts. Automatic volume control. Full vision, illuminated airplane type dial. **\$39.95**
OLYMPIA—Same features and cabinet as Buccaneer except has six metal tubes. **\$45.00**

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

Whatever Happens . . . You're *There* With A Crosley
CROSLLEY RADIO