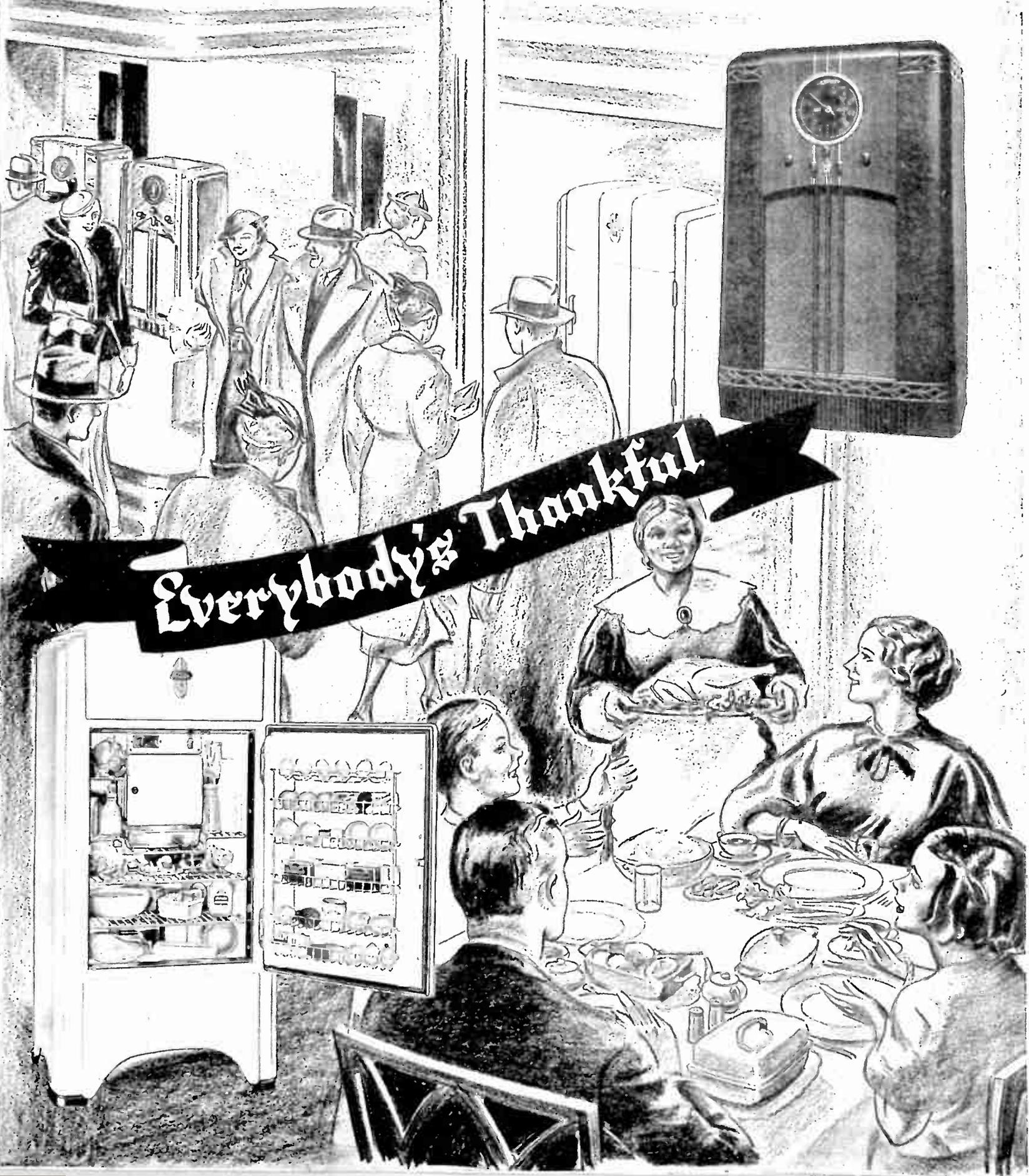


# THE CROSLEY BROADCASTER

VOLUME 15

NOVEMBER 15, 1936

NUMBER 11



*Everybody's Thankful*

TALKS TO THE READERS



## POWEL CROSLLEY, JR. SAYS...

**T**HIS YEAR, more than any other, a veritable galaxy of sales-inciting features embodied in the New 1937 Crosley Radios enable dealers to secure a 'lion's share' of the wonderful radio business each new day brings.

"YOU'RE THERE WITH A CROSLLEY" takes on a new and significant meaning in the form of greatly increased sales appeal.

The New 1937 Crosley Radios include everything to be desired in a Radio of Today. Seemingly miraculous scientific improvements are combined with outstanding beauty of design making them the greatest value possible. These incredibly perfect musical instruments are winning overwhelming acceptance everywhere.

Sales of the New 1937 Crosley Radios have accelerated to unprecedented heights, and reports of greatly increased sales from all over the country foreshadow the tremendous Christmas buying season just ahead.

Yes, it has really been a banner year, and to maintain the pace through the remaining days of the year will offer wonderful opportunities for profit to Crosley Dealers.

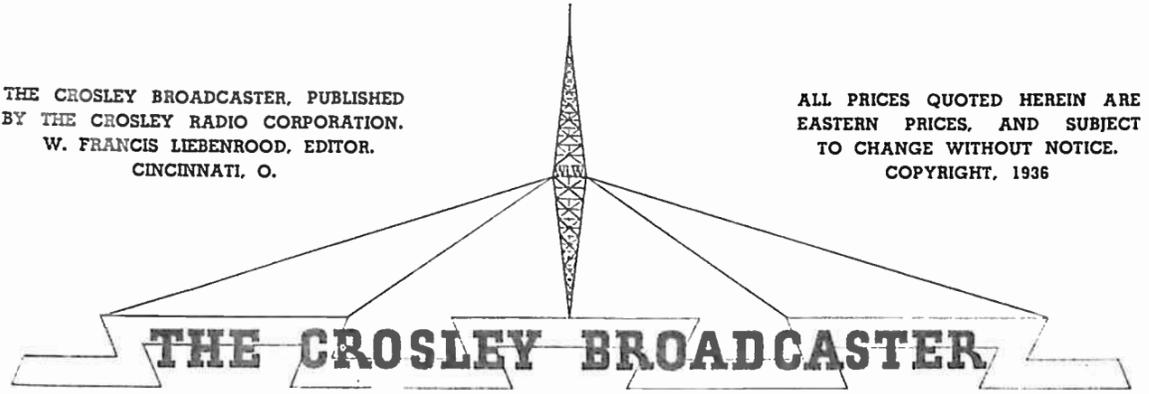
Enter whole heartedly into the spirit of the season, using every conceivable means to better past achievements, and your enthusiasm will multiply your profits.

*Powel Crosley Jr.*

**NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY**

THE CROSLLEY BROADCASTER, PUBLISHED BY THE CROSLLEY RADIO CORPORATION. W. FRANCIS LIEBENROOD, EDITOR. CINCINNATI, O.

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### Anniversary Number ...

Ten years ago this month the first issue of the *Crosley Broadcaster* was published, succeeding the *Crosley Radio Weekly*. Enthusiastic over the progress made, it is apparent we have kept pace in reflecting the amazing development and growth of the Crosley Radio Corporation and its dealer organization.

Publishing a paper in the interest of every person engaged in the sale of Crosley products, through the news and the exchange of ideas in solving merchandising problems, brings to the forefront most emphatically the advantages to be derived from concentration of sales efforts on Crosley products.

Recounting past successes, it goes without saying that the line of least resistance is "SELL THEM A CROSLLEY" for Crosley Products satisfy completely.

*Products of the Crosley Radio Corporation are now being sold in 120 Countries and Colonies throughout the world.*

### Progress ...

To enumerate some of the outstanding accomplishments, only ten years ago the broadcasting time of WLW's 5000 watt transmitter was from 11 A. M., until 11 P. M.

**NOW** — 19 hours of broadcast daily over the world's most powerful station — 500,000 watt WLW.

Then, a fast selling, dog-gone good set was the Crosley "Pup" an efficient "one tuber."

**NOW** — A Crosley DeLuxe 37 tube set has just been announced representing the ultimate in Radio achievement.

Ten years ago, the introduction of

a new Crosley 6 tube receiver, (with separate compartment for batteries) startled the trade. To sell at the ridiculously low price of \$90, and functioning perfectly as the \$200 and \$300 models. Competitors, distributors, dealers, everybody asked that famous question, "HOW DOES CROSLLEY DO IT?"

**NOW** — Model 644 Crosley Console sells for \$49.95. Replete with startling features of performance, reception and tuning ease. All that is to be desired in a Radio at almost half the price.

**THEN, AS NOW**, the great masses of the people demand Crosley merchandise knowing full well they are getting the greatest values obtainable anywhere.

### Success ...

Whether you realize it or not, when you make a sale of a Crosley Shelvador, there is a satisfaction that comes with your complete confidence the customer has received full measure of value. The good feeling of a job well done. You are selling 'years of carefree enjoyment', and the purchaser realizes quickly an improved sense of well being such a possession gives. Upon this firm foundation successful businesses are built.

*In the line of least resistance, one Crosley Dealer remarked, "It is better to sell Crosley Products than compete with them."*

### Bright Spots In The Financial Headlines ...

Reports from all over the country indicate the "Best Christmas Season since 1929" is in prospect. Financial writers herald the continued

upward trend from every side. Statistics show gains in retail sales running as high as 21% with further sharp gains anticipated for the fourth quarter. Crosley dealers reflect the cheerful news with increased profits in Shelvadors, Crosley Radios and Savamaid Washers and Ironers.

### Christmas Ad Mats Ready ...

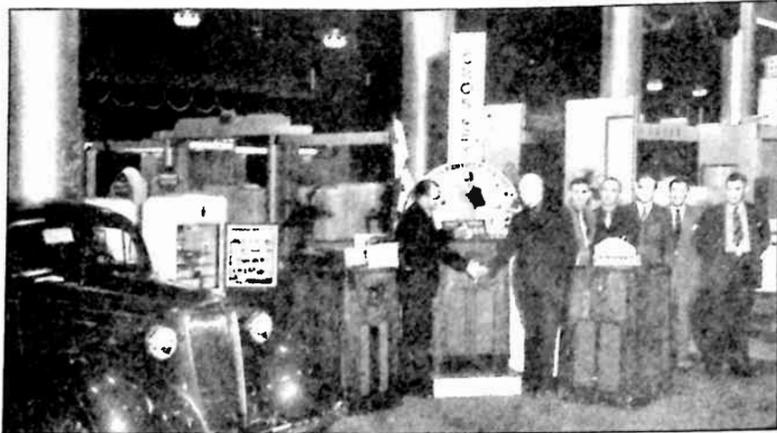
An effective series of six attractive newspaper advertisements have been prepared and mats are now available for every dealer's use. Featuring Crosley Radios, Shelvadors and Savamaid Washers, these one, two and four column ads are cleverly designed and well illustrated. Arranged to allow insertion of Dealer's name and address, these attention compelling ads will help materially in making your fellow townspeople "Crosley Gift Minded."

Ask your Crosley distributor for this excellent series and get the full benefit of the "power of the press."

### Thanks! ...

In the spirit of Thanksgiving the editorial staff of the *Broadcaster* is most grateful for the kind cooperation of so many distributors, dealers and salesmen for passing on to us sales promotion stunts that have "clicked"; the successful sales ideas and display arrangements as well as the news and happenings in the "Big Crosley Family."

Keep them coming. "Let your light shine before men that they may see your good works." And remember to send photographs, too. They're most effective. Give us an idea and you will most likely get two in return.



### Chanslor & Lyon Display At Los Angeles Electric Show . . .

The interesting display of Crosley Radios, Shelvadors and Savamaid Washers and Ironers by Chanslor and Lyon Stores, Inc., Crosley distributors, Los Angeles, Cal., was augmented by the Chevrolet won by Mr. J. P. Slayback in the recent \$60,000 Shelvador Contest.

Mr. W. N. Miller, Sales Manager of Chanslor & Lyon, is shown con-

gratulating Mr. Slayback before the other members of their sales staff. . . . A. C. Candle, Dennis L. Slayback, William Yaeger, Robert De-Ville and Wm. Hocking.

Dealers men and salesmen in their territory were also given the opportunity to secure a great many prospects from the well planned display, as record crowds attended this popular show.

### Cooper-Louisville Co. Makes New Appointments

A new sales line-up is announced by S. J. Rapier, president, Cooper-Louisville Co., Crosley distributor, Louisville, Ky. Charles F. Lister, well known appliance salesman in the Louisville territory, has been added to the sales force to enable the company to keep pace with the greatly increased volume of business.

A separate sales division has been created for Crosley Koldrink bottle coolers, and now four salesmen devote their entire time to this one item.

Another department is devoted exclusively to the sales of Crosley Xervacs, the hair growing machine invented by Dr. Andre A. Cueto of Cincinnati. D. T. Kennelly, a thoroughly experienced specialty salesman, has been placed in charge of this operation.

Mr. Rapier stated that the vast improvement of conditions in the Louisville territory is reflected not only by the rapidly increasing volume of sales of Crosley products there, but that collections are better than they have been in years.

### "Bill" White Appointed Head of Crosley Washing Machine Division . . .

Here is the answer to many questions from distributors and dealers alike, on "how to increase the sale of Savamaid electric washers and ironers"—a likeness of the genial W. T. "Bill" White, recently appointed manager in charge of these well known Crosley labor saving devices. Fortified with a background of over fifteen years of practical selling experience and a splendid record as special factory representative, "Bill" White will help you solve sales and service problems as fast as they arise.

The new "Free Washer" Sale is going "great guns" and all who featured this excellent promotion report phenomenal success. Briefly, here are the highlights of the contest: FREE—A new Crosley Savamaid electric washer to the person



trading in the oldest electric washer regardless of make or condition. ALLOWANCE UP TO \$25.00 on your old washer. Easy payments as low as \$1.25 per week. FREE home demonstration. YEAR'S supply of RINSO FREE.

The plan is flexible enough to meet the requirements of your individual territory and a complete campaign has been successfully mapped out. Ask your distributor for full particulars.

Remember, take your problems up with "Bill" White who will cooperate with you in every way to make the Savamaid Electric Washer and Ironer part of your business a most satisfactory and profitable one.

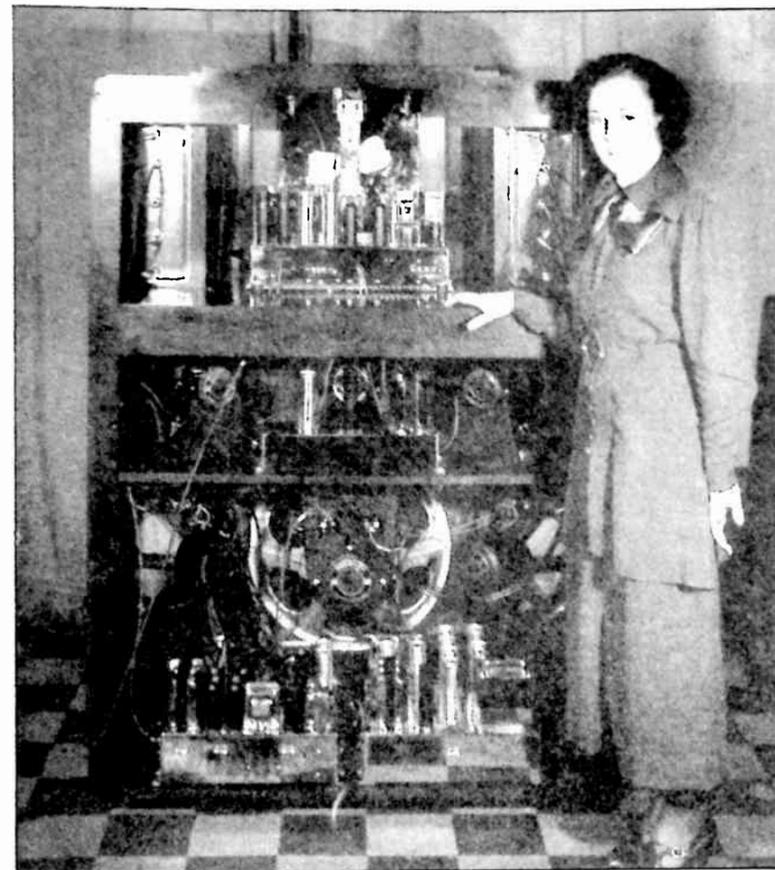
### Frankelite Co. Opens New Branch In Akron, O. . .

Successfully serving the trade in the Cleveland territory for the past six years, The Frankelite Co., Crosley Distributors, Cleveland, are expanding their activities and taking over the distribution of Crosley products in the Akron territory. This dynamic organization announce the opening of their new warehouse and display rooms located on the second floor of the Hower Building, 31 West Market Street, Akron, O. Mr. Carl Kromer has been placed in charge. He has been selling Crosley products in Akron for a number of years and is well known to the dealers in the territory. A modern service department has been set up, and a complete stock of Crosley Radios, Shelvador Refrigerators and Savamaid Washers and Ironers will be carried at all times.

### Owe On A Crosley. And You Owe On Something That Will Last . . .

The Alamo Distributing Company, Crosley Distributors, San Antonio, Texas, sent in this most unique answer to the Crosley Puzzle Contest they recently finished:

"Gentlemen: Hear is what I tink of the Crosley. It has a plas fur the vegetables and a plas fur the bottles and that is ok. What it ain't got I don't need. Hear is my slogan—Owe on a Crosley and you owe on something that will last. The shelf in the door is the hot stuff. —Yurs trooly, Miss Soforina Schnozzlegander, Rout 1 Box 1, Bulverde, Tex."



### 37-Tube Radio Another Milestone In Crosley Pioneering . . .

The ultimate in radio receivers has just been introduced by the Crosley Radio Corporation, Cincinnati. It is a new De Luxe model 37-tube radio, equipped with six speakers and other features that place radio reception on a plane hitherto unattained. Its coverage is continuous from 540 Kc. to 18,300 Kc., divided into three bands. Its power output is from 50 to 75 watts. The list price is \$1500. Because of its great size and power, it has been named the WLW Super-Power Model, by Powel Crosley, Jr., president, Crosley Radio Corporation, symbolical of the great 500,000-watt broadcasting station which is the most powerful in the world.

One speaker is 18 inches in diameter and is used for the bass or low frequencies. There are two 12-inch speakers for the mezzo or middle musical range. Three smaller high frequency speakers of the high-frequency diaphragm type receive the treble or high frequency range of the higher notes and overtones. All tubes are metal with the exception

of the one for the tuning light and the Auto-Expressionator tube.

Four chassis are required for the arrangement of the equipment.

The superlative performance of this super-power radio is the result of a circuit that is capable of reproducing up to 20,000 cycles audio frequency, and has reproduced as high as 25,000 cycles. The receiver has a low range of 20 cycles, which reproduces the lowest notes of a pipe organ, the lowest in the musical scale.

The set is replete with the Auto-Expressionator, bass compensation, six-step tone control, in addition to volume control for each different audio range—bass, mezzo and treble, the Mystic Hand for automatic tuning and other features developed by Crosley engineers. In addition to the radio receiver proper, it is provided with a public address system.

The cabinet stands four feet ten inches high, is 42 inches wide and 22 inches deep. The complete radio weighs 475 pounds. It has a 12-inch

airplane type dial.

The cabinet, itself, is a masterpiece of the cabinet maker's art, surpassing the capacity of words to accurately describe it.

The order for the first of these WLW Super-Power radio receivers was placed by Wheless Gambill, president, Gambill Distributing Co., Crosley distributor, Nashville and Chattanooga, Tenn.

### The Trailer Trail . . .

The Industry seems to have become trailer-minded, and daily newcomers are joining the trailer caravan. This latest innovation of modern showmanship—putting the displayroom on wheels—is spreading like wildfire not only among the more aggressive distributors in their sales and advertising promotional activities, but also among many enterprising dealers, and all report much favorable publicity and great success. Wherever they roam, these traveling show rooms never fail to attract attention and draw crowds of interested spectators who stay to inspect the models on display and hear the sales story presented, and many sales are "closed" on the spot. This dramatic and spectacular manner of demonstrating and selling their wares is the modern version of Bringing the Mountain to Mahomet, practical as well as unique.



Of course, the feature of the day will be the Thanksgiving dinner, but many will give thanks for "THIS MUCH MORE IN THE SHELVADOR."

**THE  
NEW  
1937**

# CROSLEY RADIOS

● With many new startling features, the new 1937 Crosley Radios bring a new conception of performance, reception and tuning ease. Just as outstanding as their performance is the beauty of their cabinets.

In the wide choice of new Crosley Radios, there are models for every need. Crosley models meet the radio needs of the home, the farm, the camper, the traveler, the business man, the motorist, — in fact, everyone. The new Crosley Radios have everything! Any comparison will prove that here is the highest possible quality at the most attractive price for everyone.

**Model C-526**  
5 TUBES  
5-Inch Speaker  
1 Band . . . 1.8 Watts Output



**\$25.00**

Dimensions: 7 3/4" high, 10 3/4" wide, 5 3/4" deep.

**CROSLEY AC-DC MODELS**

● Receives American broadcasts and some police calls . . . 540-1725 Kc. . . Operates on any 110-volt AC or DC circuit . . . Attached Antenna . . . No Ground Required . . . Illuminated, Full Vision Magna-Ceramic Dial . . . Automatic Volume Control . . . Pentode Output . . . Improved Electro-Dynamic Speaker.

● Receives American and foreign broadcasts . . . 540-1710 Kc., and 6000-18,000 Kc. . . Operates on any 110-Volt A. C. or D. C. circuit . . . Voltage Doubler . . . No Ground Required . . . Gold Finish, Metal Effect Dial . . . Timelag Tuning with Illuminated Indicator on Dial . . . Illuminated Band Indicator on Dial . . . Ballast Tube.

**Model C-629**  
6 TUBES  
6-Inch Speaker  
American-Foreign  
3 Watts Output



**\$34.95**

Dimensions: 9 3/4" high, 12 1/2" wide, 6 1/2" deep.

**FIVER**  
5-Inch Speaker  
3 1/4 Watts Output



**\$19.99**

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

**5 TUBES . . . 2 BANDS**

● Receives American, police, amateur and aviation broadcasts . . . 540-1570 Kc., and 1570-4000 Kc. . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Tone Control . . . Triple-Twin Output Tube . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 525**  
5-Inch Speaker  
3 1/4 Watts Output



**\$25.00**

Dimensions: 13 1/4" high, 11 1/4" wide, 7 3/4" deep.

**Model 529**  
5-Inch Speaker  
3 1/4 Watts Output



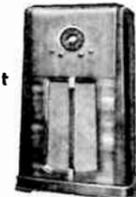
**\$29.95**

Dimensions: 10 5/8" high, 14 1/2" wide, 7 3/4" deep.

**5 TUBES . . . 2 BANDS**

● Receives American, police, amateur and aviation broadcasts . . . 540-1570 Kc., and 1570-4000 Kc. . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Tone Control . . . Triple-Twin Output Tubes . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 537 Console**  
8-Inch Speaker  
3 1/4 Watts Output



**\$39.95**

Dimensions: 39 1/4" high, 24" wide, 10 1/2" deep.

**Model 629**  
6-Inch Speaker  
4 Watts Output



**\$34.95**

Dimensions: 13 1/4" high, 12" wide, 7 1/2" deep.

**6 TUBES American-Foreign**

● Receives American, foreign, police, amateur and aviation broadcasts . . . 540-1710 Kc., and 2350-7000 Kc. . . Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-Twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 644 Console**  
12-Inch Speaker  
4 Watts Output



**\$49.95**

Dimensions: 39 1/4" high, 23 1/2" wide, 10 1/2" deep.

**Model 634**  
6-Inch Speaker  
5 1/2 Watts Output



**\$39.95**

Dimensions: 15 1/4" high, 12 3/4" wide, 8" deep.

**6 TUBES American-Foreign**

● Receives American and foreign broadcasts . . . 540-1710 Kc., and 6000-18,000 Kc. . . Metal Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-Twin Output . . . Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 649 Console**  
12-Inch Speaker  
5 1/2 Watts Output



**\$59.95**

Dimensions: 39 1/4" high, 23 1/2" wide, 10 1/2" deep.

**Model 744**  
6-Inch Speaker  
6 Watts Output



**\$49.95**

Dimensions: 15 1/2" high, 14" wide, 9" deep.

**7 TUBES Continuous Coverage—540-18,000 Kc.**

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-Twin Output . . . Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 745**  
6-Inch Speaker  
6 Watts Output



**\$49.95**

Dimensions: 20" high, 14 1/4" wide, 11" deep.

**\$67.50**



Dimensions: 40 1/2" high, 24 1/2" wide, 11 1/4" deep.

**MODEL 759 CONSOLE**  
7 TUBES  
12-Inch Speaker  
CONTINUOUS COVERAGE — 540-18,000 Kc.  
6 Watts Output

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Three I. F. Transformers . . . Power Supply Noise Filter . . . Large Regulating Condensers on the Power Supply . . . 450 Kc. Wave Trap . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-Twin Output . . . Broad Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**\$79.95**

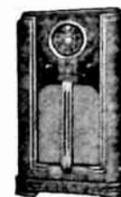


Dimensions: 41 1/2" high, 26" wide, 10" deep.

**MODEL 769 CONSOLE**  
7 TUBES  
12-Inch Speaker  
CONTINUOUS COVERAGE — 540-18,000 Kc.  
6 Watts Output

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Timelag Tuning . . . Band Indicator on Dial . . . Bass and Treble Tone Compensation . . . Six Step Fidelity Control with Illuminated Dial Indicators . . . Illuminated Volume Control Indicator on Dial . . . Power Supply Noise Filter . . . Broad Automatic Volume Control . . . Triple-Twin Output . . . Three Gang Tuning Condenser.

**\$99.50**



Dimensions: 41 1/2" high, 26" wide, 14 3/4" deep.

**MODEL 989 CONSOLE**  
9 TUBES  
12-Inch Speaker  
CONTINUOUS COVERAGE — 540-18,000 Kc.  
12 Watts Output

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Magna-Ceramic Dial . . . Shadowgraph Tuning Monitor . . . Six Step Fidelity Control with Illuminated Dial Indicators . . . Auto-Expressionator with Illuminated Dial Indicator . . . Bass and Treble Tone Compensation . . . Push-Pull Triple-Twin Output . . . Broad Automatic Volume Control . . . High Fidelity . . . Vibracoustic Sounding Board . . . Power Supply Noise Filter.

**\$109.50**



Dimensions: 42 1/4" high, 27 1/2" wide, 15 1/4" deep.

**MODEL 1199 CONSOLE**  
11 TUBES  
12-Inch Speaker  
CONTINUOUS COVERAGE — 540-18,000 Kc.  
20 Watts Output

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Magna-Ceramic Dial . . . Neon Tuning Indicator . . . Six Step Fidelity Control . . . Auto-Expressionator . . . Mystic Hand . . . Bass and Treble Tone Compensation . . . Push-Pull Triple-Twin Output . . . Broad Automatic Volume Control . . . Cardomatic Unit . . . High Fidelity . . . Vibracoustic Sounding Board . . . Power Supply Noise Filter . . . Curvilinear Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**\$129.50**

**MODEL 1211 CONSOLE  
12 TUBES**

Dimensions:  
42 1/16" high,  
20 1/4" wide,  
14" deep.

12-Inch Speaker  
Continuous Coverage — 540-18,000 Kc.  
20 Watts Output

● Metal tubes . . . Magna-Ceramic Dial . . .  
Timelog Tuning . . . Neon Tuning Indicator  
. . . Six Step Fidelity Control . . . Auto-Expres-  
sionator . . . Bass and Treble Tone Compens-  
ation . . . Mystic Hand . . . Broad Automatic  
Volume Control . . . Cardiamatic Unit . . .  
High Fidelity . . . Vibracoustic Sounding  
Board . . . Power Supply Noise Filter . . .  
Push Pull Triple Twin Output . . . Curvilinear  
Speaker.



**\$149.50**

**MODEL 1313 CONSOLE  
13 TUBES**

Dimensions:  
43 1/4" high,  
27" wide,  
14" deep.

15-Inch Speaker  
Continuous Coverage — 540-18,000 Kc.  
25 Watts Output

● Metal Tubes . . . Magna-Ceramic Dial . . .  
Timelog Tuning . . . Neon Tuning Indicator  
. . . Six Step Fidelity Control . . . Auto-Expres-  
sionator . . . Mystic Hand . . . Bass and Treble  
Tone Compensation . . . Push-Pull Triple-Twin  
Output . . . Cardiamatic Unit . . . High Fidelity  
. . . Vibracoustic Sounding Board . . . Power  
Supply Noise Filter . . . Curvilinear Speaker.



**\$174.50**

**MODEL 1516 CONSOLE  
15 TUBES**

Dimensions:  
44 1/4" high,  
28" wide,  
13 3/4" deep.

15-Inch Speaker  
Continuous Coverage — 540-18,000 Kc.  
25 Watts Output

● Metal Tubes . . . Magna-Ceramic Dial . . .  
Timelog Tuning . . . Neon Tuning Indicator  
. . . Six Step Fidelity Control . . . Auto-Expres-  
sionator . . . Mystic Hand . . . Bass and Treble  
Tone Compensation . . . Push-Pull Triple-Twin  
Output . . . Cardiamatic Unit . . . High Fidelity  
. . . Vibracoustic Sounding Board . . . Power  
Supply Noise Filter . . . Curvilinear Speaker.

**BATTERY FORTY-SIX**



**\$34.50**

COMPLETE LESS  
6-VOLT BATTERY  
DIMENSIONS:

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

**4 TUBES 6-VOLT BATTERY  
RECEIVER**

● Operates from 6-volt storage battery . . .  
No "B" Batteries Required . . . Synchronous  
Vibrator . . . Illuminated, Full Vision Air-  
plane Type Dial . . . Rubber Mounted Tun-  
ing Condenser . . . Hi-Q Litz Wound Coils  
. . . Permanent Magnet Speaker.

**Model B-375**

**\$37.50**

COMPLETE LESS  
6-VOLT BATTERY  
DIMENSIONS:

10 1/2" high, 16 3/4" wide, 7 1/2" deep.



**Model B-445**

**\$44.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:  
17 1/4" high,  
14 1/4" wide,  
8 3/4" deep.

**5 TUBES . 2 Bands  
6-VOLT BATTERY RECEIVER**

● 540-1730 Kc., and 2300-7100 Kc. . . . Op-  
erates from 6-volt storage battery . . . Syn-  
chronous Vibrator . . . Illuminated, Full vision,  
Magna-Ceramic Dial . . . Tone Control . . .  
Permanent Magnet Dynamic Speaker.

**Model B-675**

**Console  
\$67.50**

COMPLETE LESS  
6-VOLT BATTERY  
DIMENSIONS:  
37 3/8" high,  
23" wide,  
11 1/4" deep.



**Model B-695**

**\$69.95**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:  
23 9/16" high,  
16 3/4" wide,  
9 1/2" deep.

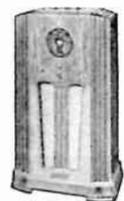
**6 TUBES . 3 Bands  
6-VOLT BATTERY RECEIVER**

● 540-1800 Kc., 1800-6000 Kc., 6000-18,000  
Kc. . . . Operates from 6-volt storage battery  
. . . Synchronous Vibrator . . . Illuminated, Full  
Vision, Magna-Ceramic Dial . . . Automatic  
Volume Control . . . Tone Control . . . Per-  
manent Magnet Dynamic Speaker.

**Model B-899**

**Console  
\$89.95**

COMPLETE LESS  
6-VOLT BATTERY  
DIMENSIONS:  
41 1/2" high,  
25 3/4" wide,  
12 1/4" deep.



**BATTERY FIVER**

**\$19.99**

COMPLETE LESS  
BATTERIES

DIMENSIONS:

11 1/2" high, 11" wide, 7 1/2" deep.

**5 TUBES BATTERY  
RECEIVER**

● Broadcast range 540-1725 Kc. . . . De-  
signed for use with 2-volt Air Cell Bat-  
tery or 3-volt Dry-Cell "A" Battery . . .  
Two Double-Purpose Tubes . . . Low Battery  
Drain . . . Pentode Output . . . Permanent  
Magnet Speaker.

**Model B-250**

**\$25.00**

COMPLETE LESS  
BATTERIES

DIMENSIONS:  
13 1/4" high, 19" wide, 10 3/4" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**Model B-345**

**\$34.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
13 3/4" high,  
11 5/8" wide,  
7 1/2" deep.

**5 TUBES . 2 Bands  
BATTERY RECEIVER**

● 540-1500 Kc., and 1500-3500 Kc. . . .  
Designed for use with 2-volt Air Cell "A"  
battery . . . Illuminated, Full Vision, Magna-  
Ceramic Dial . . . Plug-in Type Battery  
Cable . . . Permanent Magnet Dynamic  
Speaker.

**Model B-499**

**Console  
\$49.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
37 3/8" high,  
23" wide,  
11 1/4" deep.



**\$42.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
22 3/4" high,  
18 1/4" wide,  
11 1/4" deep.

**MODEL B-425**

**5 TUBES . 2 Bands  
BATTERY RECEIVER**

● 540-1500 Kc., and 1500-3500 Kc. . . .  
Designed for use with 2-volt Air Cell  
"A" battery . . . Illuminated, Full vision,  
Magna-Ceramic Dial . . . Plug-in  
Type Battery Cable . . . Permanent  
Magnet Dynamic Speaker . . . Cabinet  
will Accommodate All Batteries.



**Model B-495**

**\$49.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
21 3/4" high,  
17" wide,  
9 3/4" deep.

**6 TUBES . 3 Bands  
BATTERY RECEIVER**

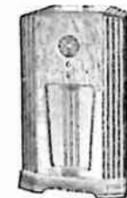
● 540-1800 Kc., 1800-6000 Kc., 6000-18,000  
Kc. . . . Designed for use with 2-volt Air Cell  
"A" battery . . . Illuminated, Full Vision,  
Magna-Ceramic Dial . . . Automatic Volume  
Control . . . Tone Control . . . Plug-in Type  
Battery Cable . . . Permanent Magnet Dy-  
namic Speaker.

**Model B-699**

**Console  
\$69.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
41 1/2" high,  
25 3/4" wide,  
12 1/4" deep.



**\$59.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
25 3/4" high,  
19" wide,  
14" deep.

**MODEL B-599**

**6 TUBES . 3 Bands  
BATTERY RECEIVER**

● 540-1800 Kc., 1800-6000 Kc., 6000-  
18,000 Kc. . . . Designed for use with  
2-volt Air Cell "A" Battery . . . Il-  
luminated, Full Vision, Magna-Ceramic  
Dial . . . Automatic Volume Control . . .  
Tone Control . . . Plug-in Type Battery  
Cable . . . Permanent Magnet Dynamic  
Speaker . . . Cabinet will Accommo-  
date all Batteries.



**BATTERY  
EIGHT**

**\$59.95**

COMPLETE  
LESS BATTERIES

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

**8 TUBES . 2 Bands  
BATTERY RECEIVER**

● Designed for use with 2-volt air cell "A"  
battery. Receives standard 540 to 1750 Kc.  
and foreign 5700 to 15,500 Kc. broadcasts.  
Automatic volume control. Tone control.  
Airplane type dial. Moving coil permanent  
magnet dynamic speaker.

**BATTERY  
EIGHT  
CONSOLE  
\$74.50**

COMPLETE  
LESS BATTERIES

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



**32 D. C. SIX**

**\$47.50**

COMPLETE  
WITH TUBES

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

**6 TUBES . 2 Bands  
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  
\$64.50**

COMPLETE  
WITH TUBES

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

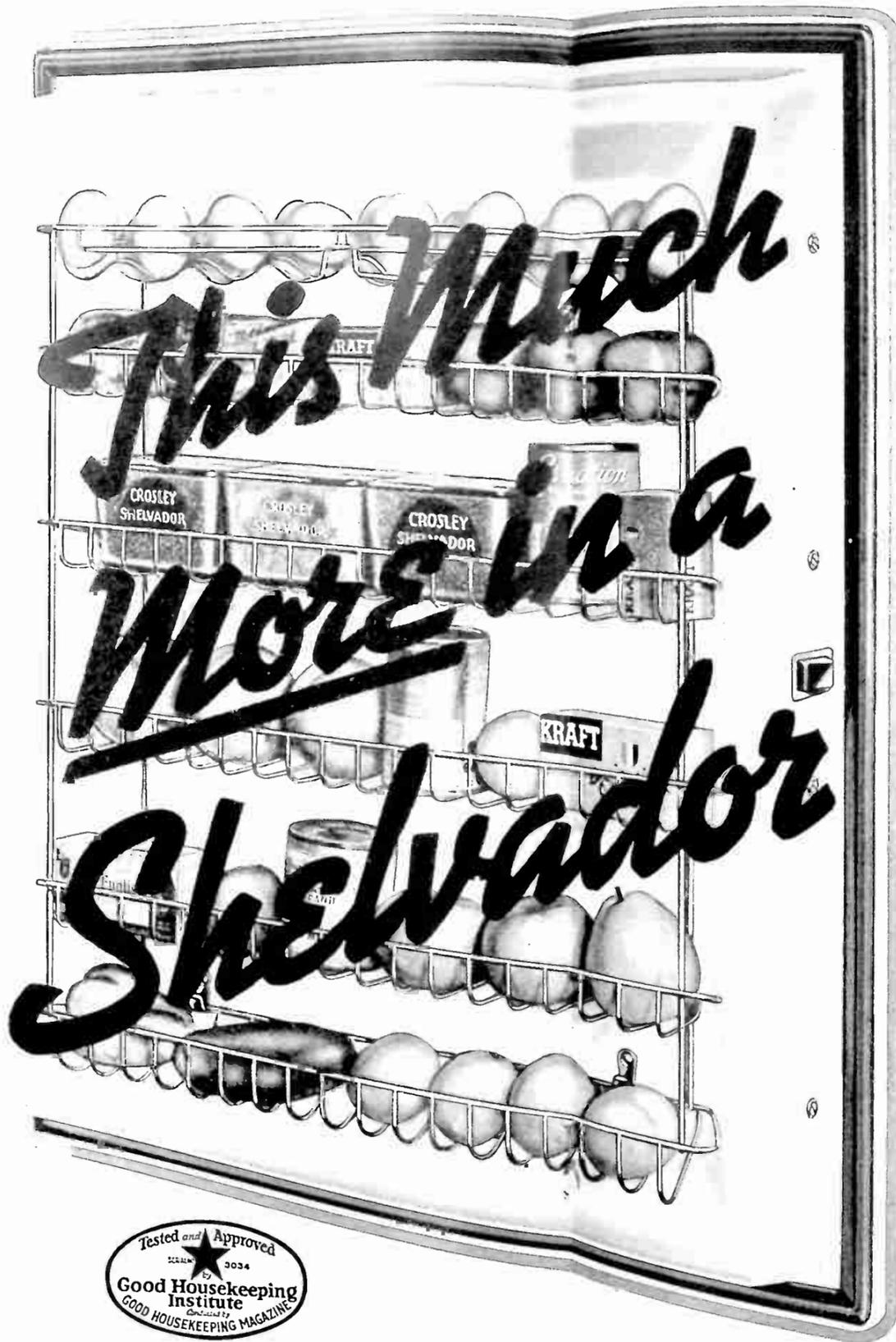


PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

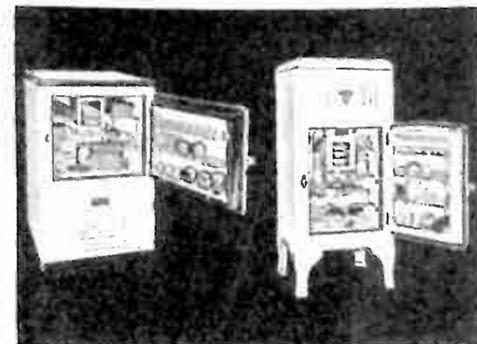
**This year**  
*thousands*  
**will be**  
*thankful*  
**for...**



Especially at this season of the year, the greatly increased need for space in the refrigerator drives home the irresistible sales appeal that is exclusive with Crosley Dealers. Capitalize NOW on this dominating feature and you will be generously rewarded with substantial sales increases.

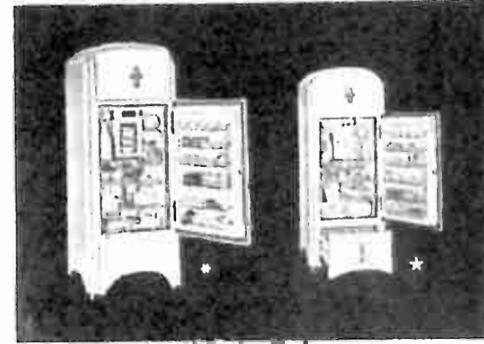


# CROSLEY SHELVADOR



**TABLE SHELVADOR SHELVADOR GAQ-35**—3 cubic feet NET capacity; 6.92 square feet shelf space, 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 5/8" wide, 25" deep. ....\$99.50

**SHELVADOR GAQ-35**—3.5 cubic feet NET capacity; 7.44 sq. ft. shelf space. 3 ice trays each holding 21 cubes. Dimensions: 50 3/8" high, 23 1/2" wide, 25 1/2" deep. ....\$104.50

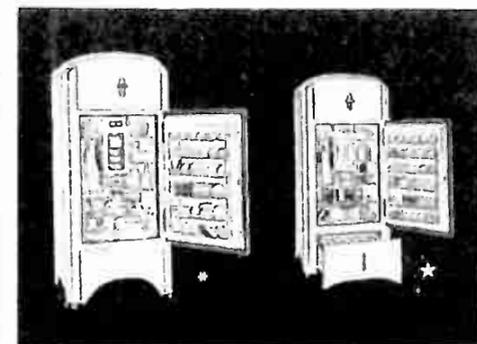


**\*SHELVADOR GAQ-43**—(Standard)—4.33 cu. ft. 9.07 sq. ft. Standard double Belt Unit. Dimensions: 56 3/8" high, 23 7/8" wide, 24 5/16" deep. ....\$124.95

**\*SHELVADOR GAT-43** (Standard)—Has new Hermetic Compressor. ....\$134.95

**\*SHELVADOR GKQ-43**—De Luxe cabinet, including Storadrawer and Crisper. ....\$134.95

**\*SHELVADOR GKT-43** (De Luxe)—Has new Hermetic Compressor. ....\$149.95



**\*SHELVADOR GAQ-50** (Standard)—5.07 cu. ft. 12.34 sq. ft. Standard double Belt Unit. Dimensions: 56 7/16" high, 27 1/2" wide, 24 3/8" deep. ....\$142.95

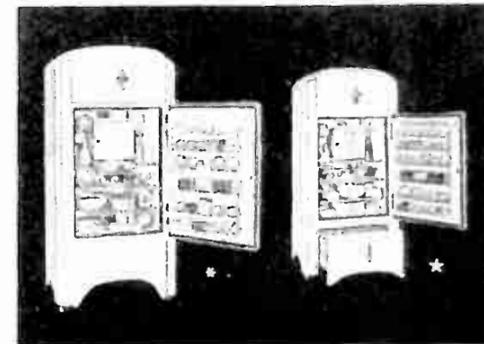
**\*SHELVADOR GAT-50** (Standard)—Has new Hermetic Compressor. ....\$159.95

**\*SHELVADOR GKQ-50**—De Luxe cabinet including Storadrawer and Crisper. ....\$159.95

**MODEL PGKQ-50**—Porcelain exterior. ....\$181.45

**\*SHELVADOR GKT-50** (De Luxe)—Has new Hermetic Compressor. ....\$179.95

**MODEL PGKT-50**—Porcelain exterior. ....\$202.45



**\*SHELVADOR GAQ-60**—(Standard) 6.01 cu. ft. 14.37 sq. ft. Double Belt Unit. ....\$154.95

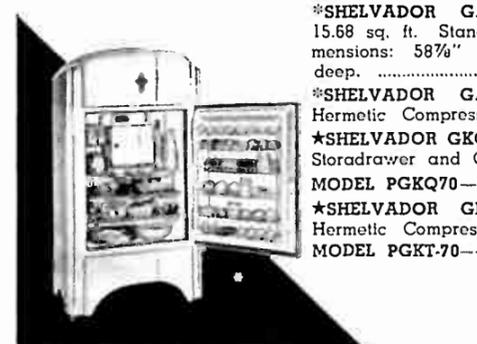
**\*SHELVADOR GAT-60**—Has Hermetic Compressor. ....\$174.95

**\*SHELVADOR GKQ-60**—De Luxe cabinet with Storadrawer and Crisper. ....\$174.95

**MODEL PGKQ-60**—Porcelain exterior. ....\$199.95

**\*SHELVADOR GKT-60**—Has new Hermetic Compressor. ....\$194.95

**MODEL PGKT-60**—Porcelain exterior. ....\$219.95



**\*SHELVADOR GAQ-70**—(Standard) 7 cu. ft. 15.68 sq. ft. Standard Double Belt Unit. Dimensions: 58 7/8" high, 33 1/4" wide, 26 7/8" deep. ....\$174.95

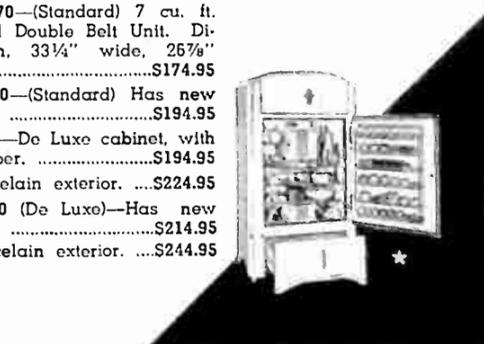
**\*SHELVADOR GAT-70**—(Standard) Has new Hermetic Compressor. ....\$194.95

**\*SHELVADOR GKQ-70**—De Luxe cabinet, with Storadrawer and Crisper. ....\$194.95

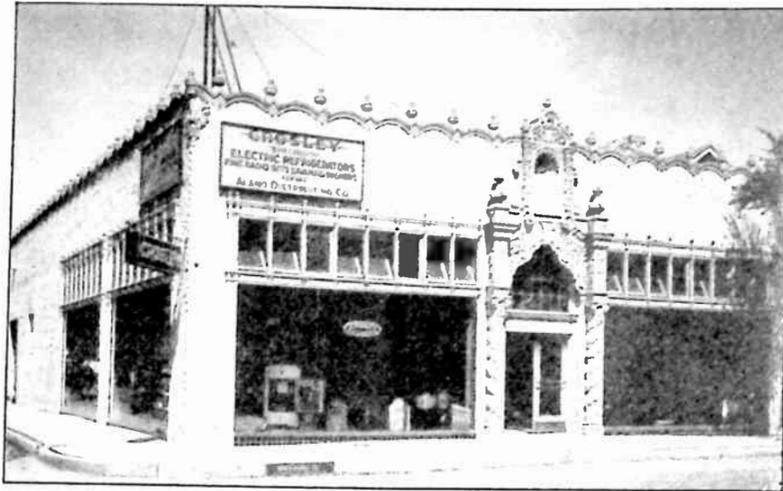
**MODEL PGKQ70**—Porcelain exterior. ....\$224.95

**\*SHELVADOR GKT-70** (De Luxe)—Has new Hermetic Compressor. ....\$214.95

**MODEL PGKT-70**—Porcelain exterior. ....\$244.95



PRICES ON ALL MODELS INCLUDE 5 YEAR PROTECTION  
 PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST



Beautiful New Home Of The Alamo Distributing Co....

Pictured above are the inviting showrooms of the new Crosley distributor in San Antonio, Texas, headquarters of the Alamo Distributing Company headed by H. L. Roper, formerly Crosley district manager. This attractive building of Spanish design is enhanced by

an entire floor in handsome terrazzo, altogether a perfect setting for the idea. "Remember the Alamo—You're THERE with a Crosley."

Over 2000 sq. ft. of floor space in addition to the exceptionally large windows will display Shelvador and Crosley radios and Savamaid Washers and Ironers most effectively.

### Gonzales County Fair Display Huge Success...

The G. Herman Furniture Company's two separate booths at the County Fair resulted in the sale of the merchandise displayed and more, according to Crosley distributor, H. L. Roper of the Alamo Distributing Company, San Antonio, Texas. Stores in both Yoakum and Gonzales, Texas, are maintained by the G. Herman Furniture Company and both report especially nice business in Crosley Products.

## 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, refrigerators and washers, 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	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>A. M.</b> 6:30—Top O' the Morning (Battery Radios). 7:30—Concert in Brass (Crosley Radios). 8:00—Arthur Chandler, Jr., (Savamaid Washers). 9:15—Art Gillham (Crosley Shelvador). 10:30—Mail Bag (Crosley Radios).	<b>A. M.</b> 7:30—Swing Time (Crosley Radios). 7:45—News (Crosley Shelvador). 8:00—Arthur Chandler, Jr., (Savamaid Washers). 9:15—Art Gillham (Crosley Shelvador). 9:45—Larry & Sue (Savamaid Washers).	<b>A. M.</b> 6:15—Dinner Music (Crosley Radios). MID—Moon River (Crosley Shelvador).	<b>A. M.</b> 7:30—Swing Time (Crosley Radios). 7:45—News (Crosley Shelvador). 8:00—Arthur Chandler, Jr., (Savamaid Washers). 9:15—Art Gillham (Crosley Shelvador). 9:30—Aunt Mary (Crosley Radios). 9:45—Larry & Sue (Crosley Shelvador). 10:30—Vicki Chase (Crosley Radios).	<b>A. M.</b> 6:15—Vicki Chase (Crosley Shelvador). MID—Moon River (Crosley Shelvador).	<b>A. M.</b> 7:30—Swing Time (Crosley Radios). 7:45—News (Savamaid Washers). 8:00—Lee Erwin (Crosley Shelvador). 8:15—American Family (Crosley Radios).	<b>A. M.</b> 8:15—American Family (Crosley Shelvadors).
<b>P. M.</b> 6:15—Sweethearts (Crosley Shelvador). MID—Moon River (Crosley Shelvador).	<b>P. M.</b> 6:15—Sweethearts (Crosley Shelvador). MID—Moon River (Crosley Shelvador).	<b>P. M.</b> 6:30—Top O' the Morning (Battery Radios). 7:30—Concert in Brass (Crosley Radios). 8:00—Arthur Chandler, Jr., (Savamaid Washers). 9:15—Art Gillham (Crosley Shelvador). 9:45—Larry & Sue (Savamaid Washers).	<b>P. M.</b> 6:15—Sweethearts (Crosley Shelvador). MID—Moon River (Crosley Shelvador).	<b>P. M.</b> 6:30—Top O' the Morning (Battery Radios). 7:30—Concert in Brass (Crosley Radios). 8:00—Arthur Chandler, Jr., (Savamaid Washers). 9:15—Art Gillham (Crosley Shelvador). 9:45—Aunt Mary (Crosley Savamaid Washers).	<b>P. M.</b> 6:00—R F D Hour (Battery Radios). 12:05—News (Crosley Radios). 12:15—Moon River (Crosley Shelvador).	<b>P. M.</b> 11:00—News (Crosley Radios). MID—Moon River (Crosley Shelvador).

THE GREATEST SALES HELP YOU HAVE EVER HAD!

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

### Walker Appointed Merchandise Manager...

Well known to the trade as Crosley Sales Promotion Manager, Mr. G. Earle Walker has recently been named Merchandise Manager of the Crosley Radio Corporation. Active for many years in the practical application of modern selling methods, Mr. Walker has been the author of many successful merchandising plans.

In his new capacity he will render invaluable aid to Crosley Distributors and Dealers in expanding sales activities and in the setting up Crosley retail sales organizations throughout the country.

### Thinks Crosley Radio Is "The Tops"...

Mr. W. S. Vernon, of Spray, N. C., who is enthusiastic about his Crosley radio writes:

"I bought a Crosley set over five years ago and it is still in perfect condition. I think Crosley is tops."

"P. S.—This radio was bought from the Craddock Radio Shop, Boulevard St., Leaksville, N. C."

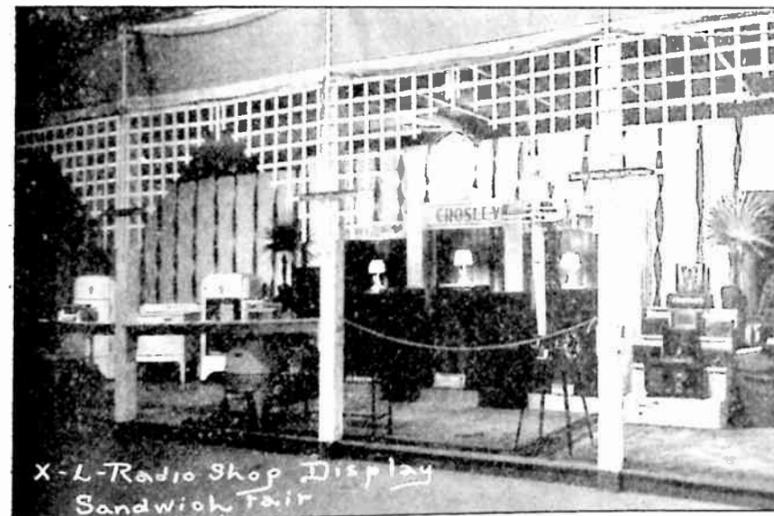
Unsolicited testimonials and expressions of satisfaction from their owners tell the Crosley Quality Story most emphatically.



### Crosley Xervac Takes Electrical Show By Storm...

Harry Feldman, advertising manager for Peirce Phelps, Inc., Philadelphia, Crosley distributor, sends this photograph to indicate in a way the excitement that prevailed over the introduction of the Xervac at the Philadelphia Electrical and Radio Show.

With amazing celerity the news of Crosley Xervac has spread far and wide. Professional and business magazines have carried stories as well as the newspapers and other publications throughout the world. Reprints of the first story in the Cincinnati Post and the second story in Master Barber Magazine and Beauty Culturist, are available. Further articles appeared in TIME, March 2; TIDE, September; American Enamelist, September; Popular Science, November; Modern Mechanix, November; Iron Age, September 24; Advertising Age, July 13; Barbers Mirror, October; Electrical Wholesaling, September; Electrical Dealer, September; Medical World, September; Clinical Medicine and Surgery, November; Commercial America, The Lancet, and Modern Medicine. Copies of technical article for electrical men supplied upon request.



### X. L. Radio Shop Displays Crosley's At Sandwich Fair...

Hardware Products Company, Crosley Distributor at Sterling, Illinois, sent this photograph of a very attractive display by their dealer, The X. L. Radio Shop, which received a great deal of favorable attention at the Sandwich Fair.

Mr. Roy Bannon, Morris, Illinois,

energetic owner of this progressive shop is one of the oldest Crosley Dealers in the Middle West, and is also one of the most aggressive. Mr. Bannon operates stores at both Sandwich and Morris, Ill., handling Crosley Radios, Shelvador and Savamaid Washers and Ironers exclusively in both stores.

### Miss Rueter Visits Crosley Factory...

Miss M. E. Rueter, of Maurer-Greusel Co., Crosley distributor, Milwaukee, spent a day at the Crosley factory in Cincinnati recently. Miss Rueter is a thoroughly experienced woman in the electrical appliance field, having been connected with one of the leading manufacturers for a number of years. She said that everything indicates a very satisfactory radio season in Wisconsin and a tremendous refrigeration business in 1937.



### Crosley Radios Municipal Champions . . .

The Crosley Radios won the Industrial League Baseball Championship of Cincinnati this year and then the mythical championship of the Municipal Baseball Association of the city by defeating the Solway Furniture Team, winners of the Class A title. The Crosley team

made an outstanding record for the season, with 16 games won and only four lost. In the accompanying photograph are shown (from left to right) 1st Row—Aichter, Reddington, Bowman, Tumey; 2nd Row—Scholl, Ginley, Vesper, Hayhow, Steidle, Berg; 3rd Row—Brune, Pndleton, Biedenhorn, Pashka, Colina and Meade.

### Bensinger-Crosley Team Sets Record . . .

The Bensinger-Crosley Baseball team, the sales promotion ball playing outfit of the Clifford Bensinger Furniture Co., of New Albany, Ind., ended the season with a record for wins, and sales of Crosley Products, that is probably unequalled in the country. The champions in their section for the past several years, their record for this season showed 25 victories and but 3 defeats. Playing the best teams in their section, the attendance runs upwards to 5,000. The team is operated with the co-operation of the Cooper-Louisville Co., Crosley distributor in Louisville. Congratulations to one of the most outstanding Crosley Dealer Sales Promotions.

### Pioneer Days Relived In Coloma, Michigan . . .

10,000 people witnessed the historical pageant in a four day centennial program featuring Coloma's "Queen of Beauty." Frank Clay, distributor of Crosley products, Kalamazoo, Mich., writes us that his dealer, K. L. Wilcox, participated most effectively in the colorful home coming parade in which sixty six floats took part.

### "Turkey Dinner" Contest By Lincoln Sales . . .

Crosley distributor, Lincoln Sales Corporation, Baltimore, Maryland, is running an interesting and timely contest for salesmen offering Turkeys and all the trimmings as prizes. Salesmen earn points on each sale, for example: Crosley Fiver No. 516-A, one point, and the other models upwards to No. 1516 Console at 15 points, Savamaid Washers 3 points, Ironers, two. 35 points covers the complete menu for the Thanksgiving Turkey Dinner, or a complete chicken dinner for 30 points. Unquestionably there's going to be a lot of rejoicing and feasting when all the dividends are cashed in November 25th. This is an excellent idea for a Christmas contest, too.

*Eliminate "arm power" in the laundry—The two greatest and most outstanding labor saving devices—Crosley Savamaid Electric Washers and Ironers.*

Now is the time to feature the new Crosley Temperator — the thermostatically controlled Electric Heater.



### Annual Display In Houston Theatre A Big Success . . .

All the Crosley Dealers in Houston, Texas, were represented in this attractive Shelvador display made recently in the lobby of the Lowes State Theatre in Houston. This colorful inviting display created a lot of attention and resulted in a

number of sales, according to Hy-men Reader, President of Reader's Wholesale Distributors, Crosley Distributors, Houston, Texas. This annual event is an excellent promotional medium and always produces a good list of prospects for the dealers.

### "Len" Harrison Named New Head of Dealer Dept. . .

Lenford Harrison, who recently joined the Crosley organization, has charge of the Dealer Department and is responsible for smoothing out problems concerning records and quotas between the distributors and the factory.



Mr. Harrison is a graduate in commercial engineering, University of Cincinnati.

Well qualified with years of experience, he is especially capable of helping both distributor and dealer do a more effective job. Mr. Harrison calls attention to the many consumer inquiries received at the factory which are referred to active Crosley dealers for follow-ups and which frequently result in sales. It is to the dealers' advantage, therefore, to keep their accounts active and profit by these extra leads.

### Foreign News . . .

Roy Nelson, formerly of the Crosley Foreign Department, is sailing this week for England to join the organization of a Crosley distributor, A. J. Balcombe Co., Ltd., London, as refrigeration supervisor.



### These Live Wires Have What It Takes . . .

Reader's Wholesale, Crosley distributors, Houston, Texas, sent in this group picture of the "sales force" of their dealer, the Plantowsky Furniture Co., Galveston, Texas.

Although they have been handling the Crosley line for only two years they have done an outstanding job in the territory. The sincere enthusiasm of the genial and energetic Mr. Plantowsky inspires every

member of the force, and attesting thereto Mr. Edgar, first on the right, was the winner of the Model 1516 Crosley Radio, third prize in the recent Crosley contest.

Justly proud of their splendid record, all look forward in pleasant anticipation of the new highs they will undoubtedly set during the coming year.

### Crosley Display At Virginia Exposition . . .

The Hanson-Duluth Company, Crosley Distributor, Duluth, Minn., sent this interesting photograph of



the booth their dealer, Range Electric and Radio Co., Virginia, Minn., used at the Virginia Civic Exposition. This clever display was most effective in creating much interest and comment from both the public and the newspapers. Novel features included the smallest all-electric radio set in the world, and a Mystery Light.



### Harry Wilson Display At Mid-South Fair . . .

The Mid-South Fair at Memphis, Tenn., attracted huge crowds and the display pictured above was most effective in producing a goodly number of live prospects, and dealers reported increased sales. Harry T. Wilson, Inc., Crosley distributor at Memphis, Tenn., is doing a mighty good job in the distribution and sale of Crosley radios, Shelvadors and Savamaid washers and ironers in their territory.

A. G. Lindsay, Manager Foreign Division, Crosley Radio Corporation is on tour of the West Indies. He will make an inspection of the trade situation in Cuba, Haiti, Santo Domingo, Puerto Rico, Jamaica, and other important islands in that area. He is traveling both by plane and boat. In addition to the survey of Crosley Radios, Shelvadors, and Washers he will study marketing possibilities for the new Crosley Xervac.



### C. T. Ashley "Crosley Week" An Outstanding Success . . .

This enterprising dealer in the town of Nicholasville, Kentucky, County seat with a population of 3,000, recently conducted a most successful county-wide "Crosley Week" promotion that brought a lot of sales and local newspaper publicity. This dealer handles Crosley merchandise exclusively and

has done an excellent selling job in their territory.

Mr. C. T. Ashley, Sr., president and founder of the company, has been in business in the county for 28 years, and his sons are active salesmen.

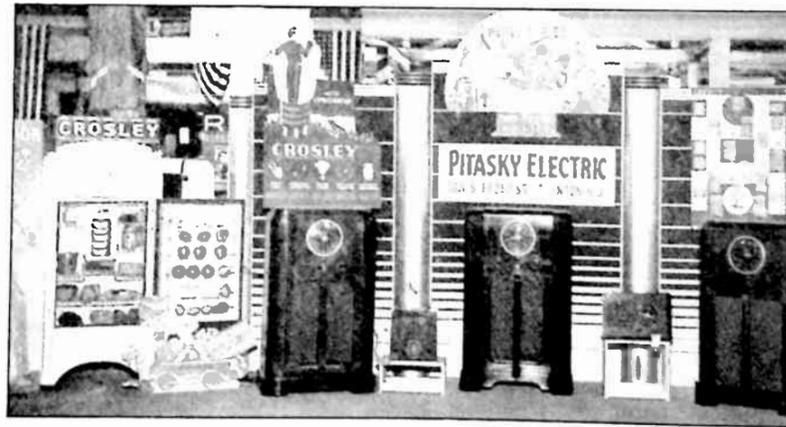
The picture shows one of the two radios given away to the chance winners at the close of the promotion Saturday evening, September 26. Newspaper poster, outdoor advertisements, as well as speaker

### Another Happy Winner In Shelvador Contest . . .



Mr. Paul Weller (on the right) of Meyer & Weller, Crosley Dealers, Mahoningtown, Penn., is shown receiving his Bulova Watch from Mr. M. B. Oppenheimer, salesman for Anchor Lite Appliance Company, Crosley Distributors of Pittsburgh, Pa.

This prize was awarded Mr. Weller for his nice job of selling Crosley Refrigerators during the period of "The \$60,000 Hot Summer For Crosley Cold Refrigeration" Contest. Meyer and Weller have proven to be live-wire merchandisers in their limited local market and have accomplished an enviable record.



### Exhibit At Trenton State Fair . . .

Our Newark distributor, Apollo Distributing Company, sent in this photograph of the very attractive display of Crosley products by their dealer, the Pitasky Electric Company, at the recent Trenton State Fair. Thousands of people visited the fair and the dealer obtained a number of "live" prospects as the

on Crosley delivery truck publicized the event. A chance on a radio was given with every dollar purchase or paid on a bill, and advertising was set up to give a Crosley radio every other Saturday night. The first week had 561 names signed. So successful was the promotion that the streets were blocked in front of the store and quite a furor was created the night of the giving away of the radios, and everybody had a grand time—a happy event long to be remembered.

### Shelvador Makes Another Life Long Friend . . .

Mrs. J. H. Newcomb, of 527 Dayman Street, Long Beach, Cal., writes:

"I am the proud owner of a Crosley Shelvador Refrigerator model No. FA-70. We have had our Crosley over a year and wouldn't trade it for any other make of refrigerator."

The praise of satisfied Shelvador owners resulting from personal experience in the home is evidence of the sincere appreciation of the space-saving, time-saving advantages of Shelvador. Such testimony should assist very materially in the sale of Crosley products.

result. Clever posters effectively illustrated the "selling features" of the models on display.

*There are many ways to convince a buyer—and "THIS MUCH MORE IN A SHELVADOR is extra effective.*

## GENUINE CROSLY REPLACEMENT PARTS

If you are unable to secure the parts from your distributor send cash with order direct to the factory for immediate shipment. It is not because we think you are unworthy of credit, but to void the expense and loss of opening thousand

of small accounts, that we ask our customers to send money with orders.

Prices shown are list, F. O. B., Cincinnati, Ohio, and subject to regular discounts.

Prices are subject to change without notice.

### CHART OF VOLUME CONTROLS, TONE CONTROLS AND SWITCHES AS USED IN CROSLY RECEIVERS FROM 1927 TO 1936

In order to determine the part number for any volume control, etc., the factory chassis number must first be secured. The factory chassis number is shown on the serial plate except on early models where no plate was used. Such models have the serial number stamped directly into the chassis pan, either on top of it or on the

underside of one of the mounting flanges. On these models, the serial number is prefixed by several letters, the first two of which express the factory chassis number. For example, a set stamped GCE 30,000 would be identified as a No. 73 chassis, "G" being the 7th letter, and "C" the third letter of the alphabet, respectively.

All Prices Shown Are List, F. O. B. Cincinnati, And Subject To Change Without Notice.

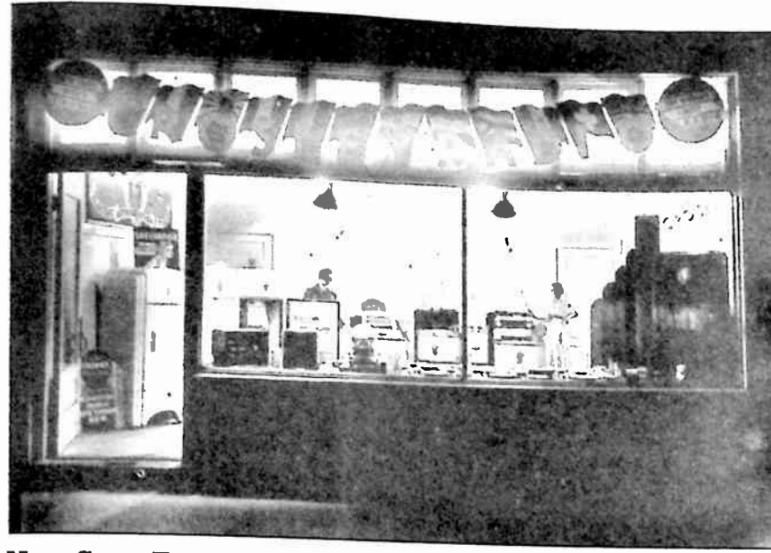
Fact. Chas. No.	Sales Name or Model Number	Volume Control (s) Indicates "With Line Switch"	Other Manual Controls and Switches—(s) Indicates "With Line Switch"	Fact. Chas. No.	Sales Name or Model Number	Volume Control (s) Indicates "With Line Switch"	Other Manual Controls and Switches—(s) Indicates "With Line Switch"
2C1	Sampler	W-34698 (s)	\$1.00 None	74	60S, 61S, 62S, 63S, (D.C.)	W-7264	W-7059 Line Switch .60 W-7060 Range Switch .30
4A1	Roamio	W-32712 (s)	1.10 None	75	Director (D.C.)	W-20304	E-4403 Line Switch .60 E-4403 L-D Switch .60
4B1	Battery 4	W-33922 (s)	1.10 None	77	Arbiter, Director, Administrator	W-20304	E-4402 Line Switch .60 E-4403 L-D Switch .60
4C1	41, 41 DeLuxe	W-28594 (s)	1.10 None	77-1	Arbiter, Director, Administrator	W-21675	E-4402 Line Switch .60 E-4403 L-D Switch .60
5A1	Roamio	W-30436 (s)	1.10 W-26156 Tone Switch .30	80	8211	E-1737	W-5685 Line Switch .60
5A3	Roamio	W-30436 (s)	1.10 W-26156 Tone Switch .30	84	Rondeau, Sondo (Amrad)	W-20185	E-4402 Line Switch .60 E-4403 L-D Switch .60
5B2	Battery Fiver	W-32649 (s)	1.10 None	90	Roamio	W-7877	W-7931 Key Switch 1.25
5B3	Battery Fiver	W-32649 (s)	1.10 None	91	Roamio	W-21334	W-7931 Key Switch 1.25
5C2	51	W-31204 (s)	1.00 None	92	Roamio	W-21334	W-25781 (s) 1.45
5I1	50	W-25666	.90 W-25594 Tone Control(s) 1.10 W-32285 Band Switch 1.30	95	Roamio	W-25781 (s)	None
5M3	Fiver Jr., Fiver	W-26573 (s)	1.10 None	96	Roamio	W-25781 (s)	1.45 None
5M4	Fiver, Fiver DeLuxe	W-32446 (s)	1.10 None	98	Roamio	W-28003 (s)	1.30 W-28482 "Q" Control .65
5V1	Fiver DeLuxe, Fiver DeLuxe "A"	W-32441 (s)	1.00 W-32442 Band Switch .45	99	Roamio	W-28003 (s)	1.30 W-28482 "Q" Control .65
5V2	Dual Five DeLuxe	W-33556 (s)	1.00 W-33557 Band Switch .40	102	Roamio	W-29312 (s)	1.20 None
6B1	Battery 6	W-32062	.80 W-32063 Tone Control (s) 1.20 B-3443 Band Switch 1.50	103	Roamio	W-30436 (s)	1.10 W-26156 Tone Cont. Sw. .30
6H2	61A. F., 64MD	W-28552	.75 W-25594 Tone Control (s) 1.10 B-32285 Band Switch 1.30	119	32D.C	W-25666	.90 W-25594 Tone Control (s) 1.10
6H3	614EH, 614PG	W-28552	.75 W-25594 Tone Control (s) 1.10 B-34427 Band Switch 1.40	120	Super Rondeau, Super Sondo, Super Administrator	W-22242 (s)	1.25 W-22280 L-D Switch .60 W-22243 Tone Control 1.10
6V2	60	W-30610	.70 W-30836 Tone Control (s) 1.10 B-31878 Band Switch 1.35	121-1	Minstrel, Trouba'r	W-22934 (s)	1.75 W-22243 Tone Control 1.10 W-22280 L-D Switch .60
7H2	72 A. F.	W-32062	.80 W-32063 Tone Control (s) 1.20 B-32147 Band Switch 1.35	122	Super Buddy Boy, Songster, Musicale	W-22597 (s) (Early Sets)	1.30 W-22823 Tone Control 1.00 W-23112 (s) (Late Sets)
7H3	72 A. F.	W-32062	.80 W-32063 Tone Control (s) 1.20 B-34443 Band Switch 1.60	123	Super Buddy Boy Musicale	W-23112 (s)	1.35 W-22823 Tone Control 1.00
7H4	714GA, 714NA	W-32062	.80 W-25594 Tone Control (s) 1.10 B-30569 Band Switch 1.90	124	Playboy, Caroler, Announcer, Chericio, Merry-maker, Play'e	W-25081 (s)	1.10 W-23619 Tone Control .80
7V2	70	W-25666	.90 W-25594 Tone Control (s) 1.10 B-30569 Band Switch 1.90	124-1	Announcer, M'm'r, Playtime	W-25179	1.00 W-25594 Tone Control(s) 1.10
8B2	Battery 8	W-28766 (s)	1.35 W-25666 Tone Control .90	125	Litl'ella, Litl'boy, Playtime Jr.	W-25080 (s)	1.10 W-23619 Tone Control .80
8B3	Battery 8	W-34095	.70 W-33993 Tone Control(s) 1.35 B-34094 Band Switch 1.35	126	SuperBuddyBoyDC	W-23637 (s)	1.25 W-22823 Tone Control 1.00
8H1	80A. W.	W-33378	.75 W-32063 Tone Control (s) 1.20 B-32196 Band Switch 2.50	127	Playboy (D.C.)	W-24271 (s)	1.35 W-24416 Tone Control .90
8H3	80A. W., 814	W-33378	.75 W-32063 Tone Control (s) 1.20 B-34083 Band Switch 3.25	127-1	Happy Hour	W-24416	.90 W-24444 Tone Control (s) 1.10
10P3	Dual 10 Lowboy	W-25666	.90 W-25594 Tone Control (s) 1.10 B-30569 Band Switch 1.90	128	Battery Playboy	W-24405 (s)	1.75 W-25978 Tone Control .90
26	26H, Battery Partner, Bat. Comrade	W-20114	1.25 W-20130 Power Switch .60 W-20148 L-D Switch .60	129	Justice, Judge	W-25179	1.00 W-25594 Tone Control (s) 1.10
27	Battery Showboy	W-24642	1.00 W-24643 Power Switch .50	129-1	Alderman	W-26121	.85 W-25594 Tone Control (s) 1.10
28	Battery Showboy	W-22625	1.25 W-22626 Power Switch .60	130	Mayor, Senator	W-25367	1.75 W-25594 Tone Control (s) 1.10
47	EI1	W-21803	.70 W-7059 Line Switch .65	130-1	Congressman	W-25367	1.75 W-25594 Tone Control (s) 1.10
48	Wigit, Johnny Sm.	W-22198	1.35 W-22174 Line Switch .65	131	Tynamite, Bonni-boy	W-25284 (s)	1.10 None
51	20, 21, 22	W-6254	.60 W-5597 Power Switch .60	132-1	Ambassador, Chief, Symphony	W-25367	1.75 W-25594 Tone Control (s) 1.10 W-26877 Sensitivity Cont. .90
53	Mate, Pal	W-20558	1.00 W-20576 Line Switch .60	133	45	W-25179	1.00 W-25539 Tone Control (s) 1.25
54	New Buddy	W-20558	1.00 W-20576 Line Switch .60	134	Playboy, Caroler	W-25666	.90 W-25539 Tone Control (s) 1.25
55	Mate (D. C.), Pal (D. C.)	W-20558	1.00 W-20576 Line Switch .60	135	Litl'ella	W-25573	.90 W-25594 Tone Control (s) 1.10
56	Buddy Boy (D. C.)	W-20558	1.00 W-20576 Line Switch .60	136-1	Secretary, Governor	W-25367	1.75 W-25594 Tone Control (s) 1.10
57	Mate, Pal	W-20558	1.00 W-20576 Line Switch .60	137	New Pup	W-25964 (s)	1.10 None
58	Buddy Boy	W-20558	1.00 W-20576 Line Switch .60	141	Vagabond, Nomad	W-26573 (s)	1.10 None
59	Showboy, Oracle, Sonneteer	W-23117	1.15 W-22410 Line Switch .60	143	Battery 8	W-28766 (s)	1.35 W-25666 Tone Control .90
61	30, 31	W-7564	1.20 W-5597 Line Switch .60	145	Roamio	W-32712 (s)	1.10 None
62	32	W-7564	1.20 W-5597 Line Switch .60	146-1	Mayor, Senator, Congressman, Legislator	W-25666	.90 W-25594 Tone Control (s) 1.10 W-26877 Sensitivity Cont. 1.90
63	30S, 31S, 33S, 34S	W-7022	1.00 W-7059 Line Switch .60 W-7060 Range Switch .30	147	Totem	W-27694 (s)	1.10 None
65	72S Buddy, 73S Chum	W-7640	.60 W-7059 Line Switch .60 W-7857 L-D Switch .30	148	Fiver	W-26573 (s)	1.10 None
70	40, 41	W-6352	1.30 W-5597 Line Switch .60				
71	41A, 42	W-6352	1.30 W-5597 Line Switch .60				
72	60, 61, 62 (D.C.)	W-6352	1.30 W-5402 Line Switch .65				
73	40S, 41S, 42S, 82S	W-7022	1.00 W-7059 Line Switch .60 W-7060 Range Switch .30				

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# GENUINE CROSLY REPLACEMENT PARTS

Fact. Chas. No.	Sales Name or Model Number	Volume Control (s) Indicates "With Line Switch"	Other Manual Controls and Switches—(s) Indicates "With Line Switch"	Fact. Chas. No.	Sales Name or Model Number	Volume Control (s) Indicates "With Line Switch"	Other Manual Controls and Switches—(s) Indicates "With Line Switch"
150	Sextet	W-26877	W-25304 Tone Control (s)	616	B495, B599, B699	37967	41368 Tone Control (s)
154	Leader	W-28517 (s)	G2-27912 Regen'n Cont.				C-40910 Band Switch
155	Fiver (D.C.)	W-27755 (s)	None				41068 Dial Light Switch
A 155	Roamio	W-30436 (s)	W-26156 Tone Cont. Sw.	655	Olympia	35938 (s)	B-25935 Band Switch
156	Battery Fiver	W-27939 (s)	G1-27912 Regen'n Cont.				W-35937 Tone Switch
A 156	Roamio	W-37256	W-35741 Tone Switch	656	634, 649	41027(D'1 Type	41028 Tone Control (s)
			38386 Power Switch			42006(Sing.	37247 Band Switch
157	Tenace	W-25666	W-25591 Tone Control (s)				W-36184 Tone Switch
158	Septet	W-25666	None	666	629	37395(D'1 Type	37247 Band Switch
159	32 D.C.	W-26573 (s)	W-25591 Tone Control (s)			36297(Sing.	
160	Twelve	W-25666	W-25594 Tone Control (s)	676	C-629	42522 (s)	12519 Band Switch
			W-28287 "Q" Control				W-12701 A-C D-C Sw'h
161	Tenace	W-25666	W-25594 Tone Control (s)	704	A. C. Bandbox.	W-4247	W-5650 Line Switch
166	Travo	W-28594 (s)	None				W-5402 Line Switch
A 166	Roamio	38425	40147 Tone Control (in spk.	705	Jewelbox	W-6352	W-5597 Line Switch
			38386 Power Switch	706	D. C. Showbox	W-6352	W-5597 Line Switch
167	Fiver-D	W-26573 (s)	W-30114 Band Switch	708	Showbox	W-6352	36062 Tone Control (s)
168	Septet-D	W-25666	W-29019 Band Switch	708	Showchest	36060	36058 Band Switch
			W-28959 Band Switch	716	744, 745	37967	37908 Tone Control (s)
169	Leader-D(Series 1)	W-25964 (s)	W-28959 Band Switch	725	Viking	W-36066	40770 Band Switch
169	Leader-D(Series 2)	W-26573 (s)	W-25594 Tone Control				W-36539 Tone Control (s)
170	Dual 10	W-25666	W-29362 Band Switch	726	769	42501	36271 Band Switch
			W-25594 Tone Control (s)	736	759	37967	B-42367 Fidelity Sw. (s)
171	Dual 12	W-25666	W-29657 "Q" Control	804	Jewelbox	E-1737	C-40910 Band Switch
			B-29681 Band Switch	804	Battery 8	32062	W-5685 Line Switch
172	Dual Casa	W-28594 (s)	W-28959 Band Switch	816	899	41301	36458 Tone Control (s)
173	Dual Six	W-30031 (s)	W-30032 Band Switch				36456 Band Switch
174	Repose Jr.	W-28594 (s)	W-28959 Band Switch				37966 Tone Control (s)
175	Dual 14	W-30056	W-30057 "Q" Control				W-41486 Phan. Cont. Sw.
			W-30058 Tone Control (s)				C-40910 Band Switch
176	Dual Travette	W-28594 (s)	B-29813 Band Switch	855	Merrimac	36060	36062 Tone Control (s)
178	Battery Fiver	W-27939 (s)	W-28959 Band Switch	865	Monitor	36066	36058 Band Switch
179	Dual 70	W-25666	None	915	Clipper	32062	W-36539 Tone Control (s)
180	Dual 10	W-25666	W-25594 Tone Control (s)	916	117	41417	36271 Band Switch
181	Dual 60	W-30610	W-30569 Band Switch	926	989	41301	32063 Tone Control (s)
182	Travette Moderne	W-31204 (s)	W-30744 Band Switch	955	Challenger	37907	36547 Band Switch
184	Crosley 40	W-26573 (s)	None				37966 Tone Control (s)
189	Dual 140	W-30056	W-30058 Tone Control (s)	1014	Centurion	W-28552	W-41486 Express'r Sw.
			W-30057 "Q" Control	1016	137	41417	B-42295 Fidelity Sw. (s)
A 256	Roamio	38785	B-29813 Band Switch	1026	117	41417	W-41446 Multivox C'1 Sw.
A 366	Roamio	38840	43406 Power Switch	1055	Constitution	32062	C-37958 Band Switch
			43406 Power Switch	1126	1199, 1112	41301	W-41446 Multivox C'1 Sw.
			Tone Control—see A366	1155	Barkentine, D'nau't	37907	W-41446 Multivox C'1 Sw.
			Part List	1216	1211	41375	C-37958 Band Switch
401	Bandbox Jr.	W-4100	W-4551 Filament Control	1316	167	41375	W-41029 Phan. Cont. Sw.
401 A	Bandbox Jr.	W-4100	W-4554 Filament Control	1336	1313	41375	C-41235 Band Switch
415	Battery 4	W-33922 (s)	None	1516	1516	41375	41300 Fidelity Cont. (s)
416	B-375	41754 (s)	None				C-41235 Band Switch
425	Travo	36793 (s)	None	5150	Fiver	37343 (s)	W-41287 AFC Control
435	Battery 46	37187 (s)	None	5515	Fiver Console	37343 (s)	C-41235 Band Switch
505	Galleon Console	W-36297 (s)	W-35753 Band Switch	5516	295, 529, 537	37343 (s)	W-41029 Phan. Cont. Sw.
			W-36184 Tone Switch	5526	395, 499	41027	W-41287 AFC Control
515	Fiver	37343 (s)	W-36184 Tone Switch	5536	299	41002 (s)	W-41029 Phan. Cont. Sw.
516	Fiver	37343 (s)	W-35753 Band Switch	5535	A. F. M. Console	37395 (s)	W-41287 AFC Control
			W-36184 Tone Switch	5556	649	41027(D'1 type	W-41029 Phan. Cont. Sw.
525	Galleon	W-36297 (s)	W-35753 Band Switch	5666	644	37395 (s)(D. ty	W-41029 Phan. Cont. Sw.
526	349	41027	W-36184 Tone Switch	6516	250, 525	37343 (s)	W-41029 Phan. Cont. Sw.
534	534A.F.	W-35013 (s)	41028 Tone Control (s)	6515	Battery 66	36060	W-41029 Phan. Cont. Sw.
			37247 Band Switch	6625	Raider	37907	W-41029 Phan. Cont. Sw.
535	Battery 52	37409 (s)	W-34191 Tone Switch				W-41029 Phan. Cont. Sw.
536	251	41002 (s)	B-35031 Band Switch				W-41287 AFC Control
545	Privateer	36265 (s)	None				W-41287 AFC Control
546	B445, B675	41252	W-11004 Band Switch				C-41235 Band Switch
			None				W-41029 Phan. Cont. Sw.
555	A. F. M.	37395 (s)	37908 Tone Control (s)				W-41287 AFC Control
			B-41253 Band Switch				C-41235 Band Switch
556	B345, B425, B499	41069 (s)	W-36184 Tone Switch				W-41029 Phan. Cont. Sw.
566	B250, Battery Fiver	41792 (s)	37247 Band Switch				W-41287 AFC Control
586	B637, Carrier	41609 (s)	W-41068 Dial Light Sw.				W-41029 Phan. Cont. Sw.
596	C-526	42446	None				W-41287 AFC Control
601	Battery Bandbox	W-4100	W-4137 Power Switch				C-41235 Band Switch
602	A. C. Bandbox	W-4247	W-5650 Line Switch				W-41029 Phan. Cont. Sw.
605	Battery 62	37110	W-37109 Sens'y Cont.(s)				W-41287 AFC Control
			37108 Band Switch (s)				W-41029 Phan. Cont. Sw.
608	Gembox	W-5170	W-5685 Line Switch				W-41029 Phan. Cont. Sw.
			W-5130 Regen'n Control				W-41287 AFC Control
609	Gemchest	W-7564	W-5597 Line Switch				W-41029 Phan. Cont. Sw.
610	Gembox	W-7564	W-5597 Line Switch				W-41029 Phan. Cont. Sw.
615	Cruiser	36052 (s)	W-35937 Tone Switch				W-41029 Phan. Cont. Sw.
			B-35935 Band Switch				W-41287 AFC Control
616	449, 495	37967	37908 Tone Control (s)				W-41029 Phan. Cont. Sw.
			40770 Band Switch				W-41029 Phan. Cont. Sw.
625	Battery 6	W-32062	W-32063 Tone Control (s)				W-41029 Phan. Cont. Sw.
			B-34443 Band Switch				W-41029 Phan. Cont. Sw.
626	699	37907	37908 Tone Control (s)				W-41029 Phan. Cont. Sw.
			B-37906 Band Switch				W-41029 Phan. Cont. Sw.
635	Buccaneer	35938 (s)	W-35937 Tone Switch				W-41029 Phan. Cont. Sw.
			B-35935 Band Switch				W-41029 Phan. Cont. Sw.
636	B695, B899	37967	37966 Tone Control (s)				W-41029 Phan. Cont. Sw.
			C-40910 Band Switch				W-41029 Phan. Cont. Sw.
645	32 Volt 6	36686 (s)	W-41068 Dial Light Sw.				W-41029 Phan. Cont. Sw.
			W-36753 Band Switch				W-41029 Phan. Cont. Sw.
			W-36755 Tone Switch				W-41029 Phan. Cont. Sw.
			36687 Sensitivity Control				W-41029 Phan. Cont. Sw.

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### New Store Features Crosley Products ...

In Gridley, California, a fast growing town of 1200 population, this exceptionally attractive "Electro-line" store was opened by Walter E. Butler, exclusive dealer for Chans-

lor and Lyon, Crosley distributors, Los Angeles, Cal. The splendid display of Crosley radios, Shelvador refrigerators and Savamaid washers proved to be a very effective means of attracting many customers.

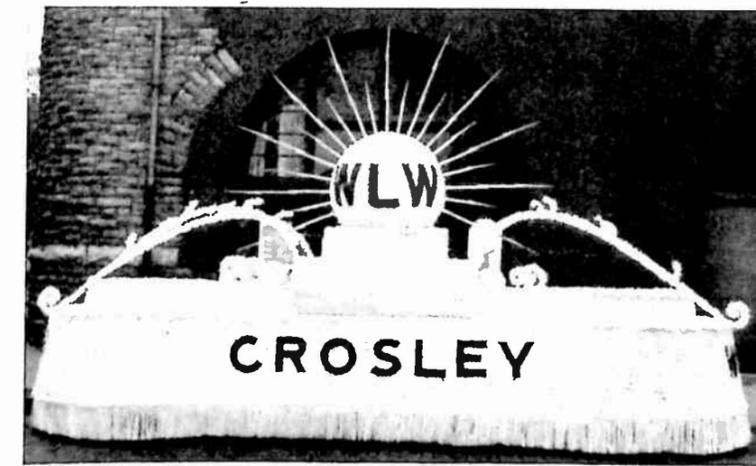
### Central Ill. Wholesalers Move Into New Location ...

The increased business of the Central Illinois Wholesalers, Inc., Crosley distributor, Springfield, Ill., called for more room and they have moved into a new location. The new building purchased by the company, has been thoroughly modernized. The additional floor space and display windows, add greatly to the merchandising effectiveness of their layout.

amaid washers. Kieffner has sold a Shelvador to each of three men in the bank where he does business. For a place to display Crosley products he has arranged with an automobile accessory store in the downtown section that the different models may be seen by the public.

### Makes Crosley Sales Record In Spare Time ...

For the past eight years Robert Kieffner has been a Crosley dealer in Jasper, Ind., a town of about 3900 people. In the last six years he has sold more than \$10,000 worth of Crosley products in his home town outside of working hours. Kieffner is regularly employed as a foreman in the Jasper Chair Company's plant and after working hours and on Saturdays and Sundays he sells Crosley Shelvador electric refrigerators, Crosley Savamaid electric washers and Crosley radios. Ninety of 110 employes of the factory have bought Crosley radios from him. Many of the same employes have Shelvadors and Sav-



### Crosley Float At Cincinnati Hallowe'en Festival ...

A glistening white and strikingly beautiful float of the Crosley Distributing Corporation, Cincinnati, O., was acclaimed one of the prettiest in Cincinnati's Hallowe'en Festival parade which passed through down-

### The Farm Radio Business Presents Golden Opportunity ...

Ott-Heiskell Company, Crosley distributor, Wheeling, W. Va., is making a concerted effort to increase the sale of Crosley Battery Receivers. In a recent sales letter to dealers in their territory, the following government statistics were quoted to emphasize the importance of this great market.

"Only 21% of farm homes have radio, and of those 61% are 4 years old or older. The number of unwired homes in West Virginia is 77,311; in Ohio, 162,556; Pennsylvania, 126,781; Maryland, 34,058, etc."

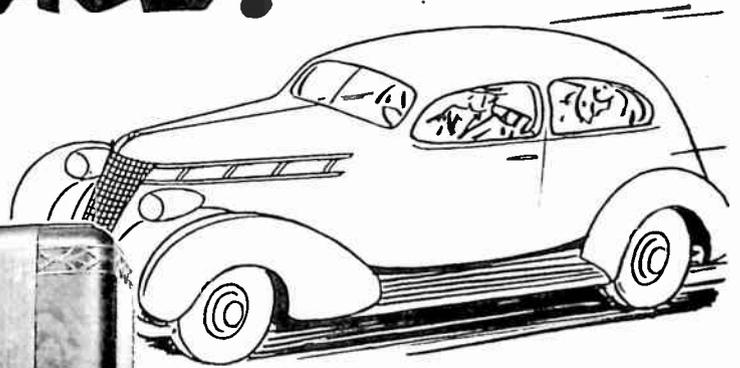
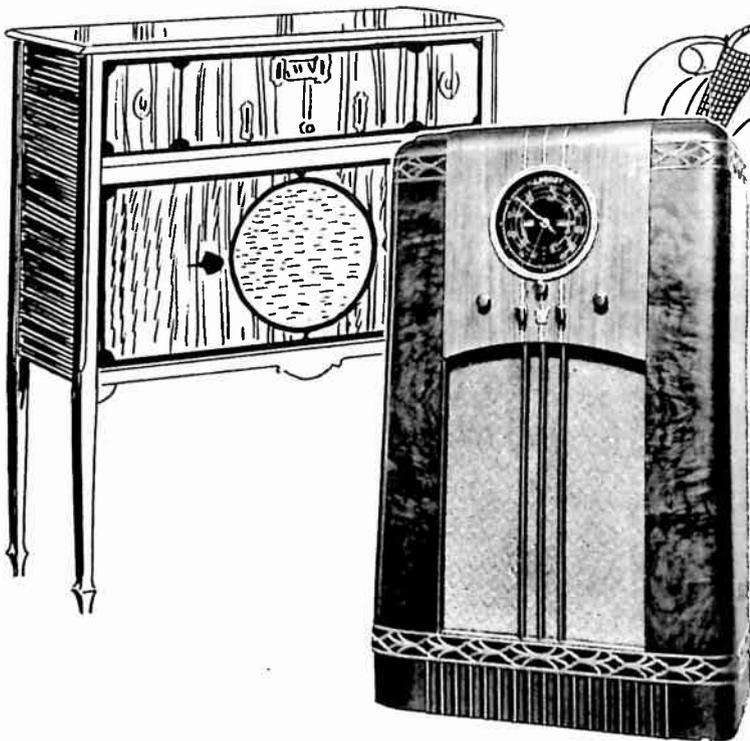
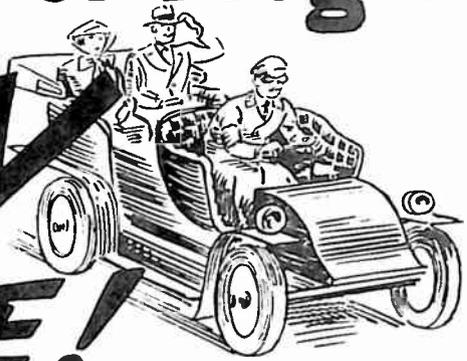
Continually going after this desirable business brings rich returns to Crosley dealers and successful salesmen know that demonstrations and comparisons are necessary and of vital importance. In this way you will prove battery radio reception to be fully equal to the average electric receiver—and that the cost is no greater. That is just what the farmer wants to know.

For years Crosley leadership in the manufacture of farm radios has resulted in big profits to live wire dealers and this leadership is further exemplified in the present complete line of Crosley battery receivers now available.

Epoch making improvements make **CROSLY RADIOS** the finest.

# In Forward March of Progress

# CROSLEY KEEPS PACE!



THE remarkable advancement made in the New 1937 Crosley Radios is directly comparable to the progress made in the past ten years in the manufacture of many products, notably automobiles.

These New Crosley Radios are magnificent examples expressing the genius of Crosley engineering, reflecting developments that have made thousands of models obsolete.

Of course, a ten year old auto may run and a radio of like age receive broadcasts, however their deficiencies are glaring when compared with the New 1937 models.

Demonstrate the entirely new and revolutionary features of Crosley Radios to your prospects and customers in direct comparison with older sets, or any Radio for that matter, and **YOU WILL WIN SALES** that would otherwise be lost.

CROSLEY MODEL 1516 CONSOLE  
15 Tubes 15" Speaker

Continuous Coverage 540-18,000 Kc. \$174.50

Prices begin at \$19.99

All Prices Slightly Higher in  
Florida, Rocky Mountain States  
And West.

*Comparison will sell*  
**CROSLEY RADIOS**

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