

# ★ THE ~~GROSLEY~~ BROADCASTER

• VOLUME 16 •

JULY 15, 1937

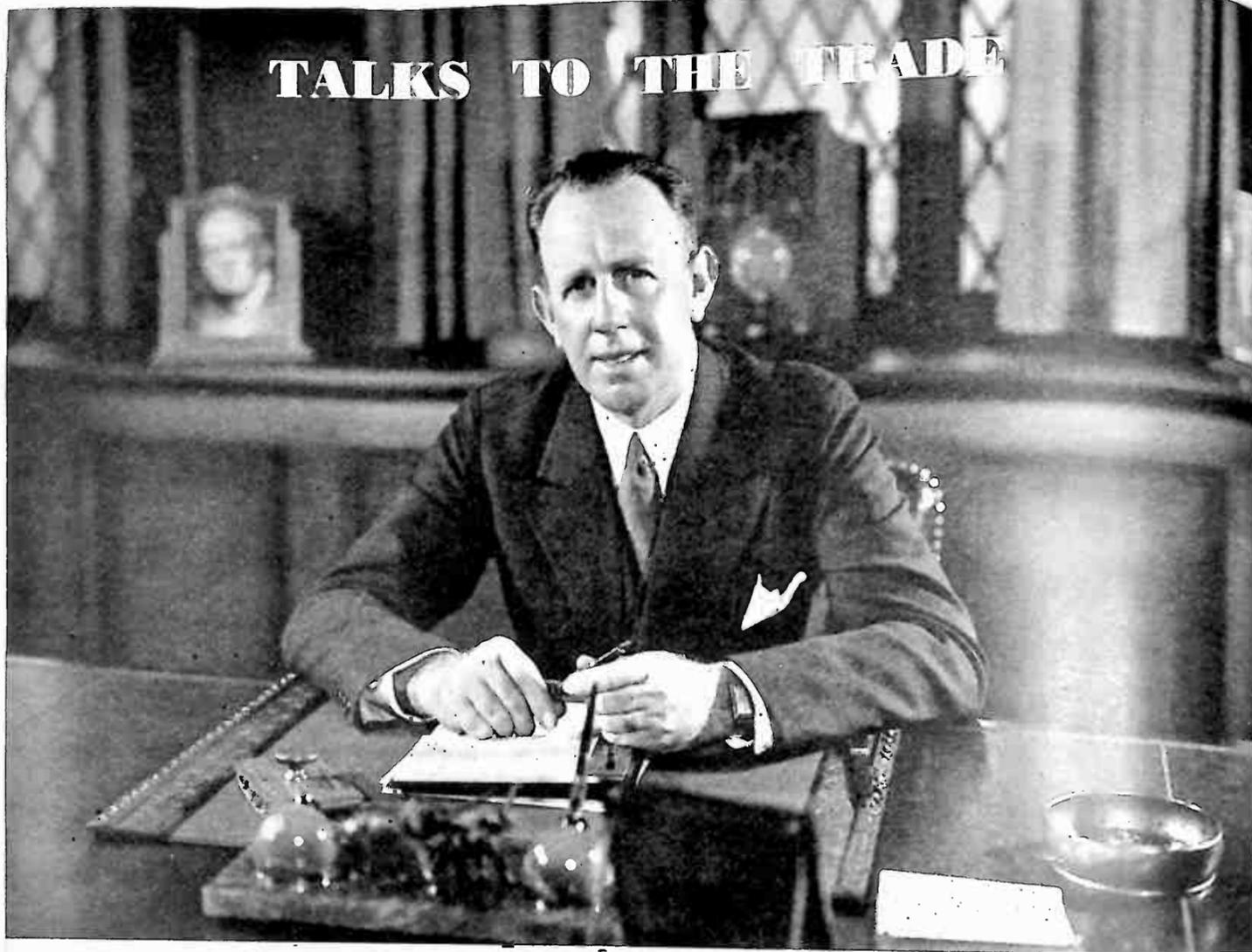
• NUMBER 4 •



★ **2 LEADING STARS** IN  
**THE RACE FOR MORE SALES**

(See Page 7)

# TALKS TO THE TRADE



## POWEL CROSLLEY, JR. SAYS...

**T**ODAY, as never before, dealers want sensational values . . . Dealers want visible sales points . . . features that are convincing and easily demonstrated . . . readily explained . . . Radios that clinch the sale by their beauty and obvious value. **YOU GET THEM ALL**, abundantly, in every set in the New 1938 Crosley "All Star" Line.

**EACH MODEL AN INDIVIDUAL STAR.**

The Super 8 and the Super 11 are most significant examples of the money making possibilities of the new models. These two new fast-selling Super values are immediately adjudged the most outstanding profit makers of the year. And from the manifest enthusiasm revealed by Crosley Distributors and Dealers alike, it is certainly going to be a great radio year for all concerned.

Never before has it been so opportune to **TURN THE CABINET AROUND** and show the prospects the visible extra value in the Crosley Super radios. Most every prospect will judge the value of the set

by the number of the tubes, at the price. It is still a common yardstick of radio value. Of course, other features of the new sets are just as persuasive. The large chassis of the Super 8 and Super 11 convincingly impresses everyone. The attractive beauty of the cabinets enhanced by the Mirro-Dials receive instant approval. The excellent tone reproduction is something that can be demonstrated most effectively.

They sell by "COMPARISON."

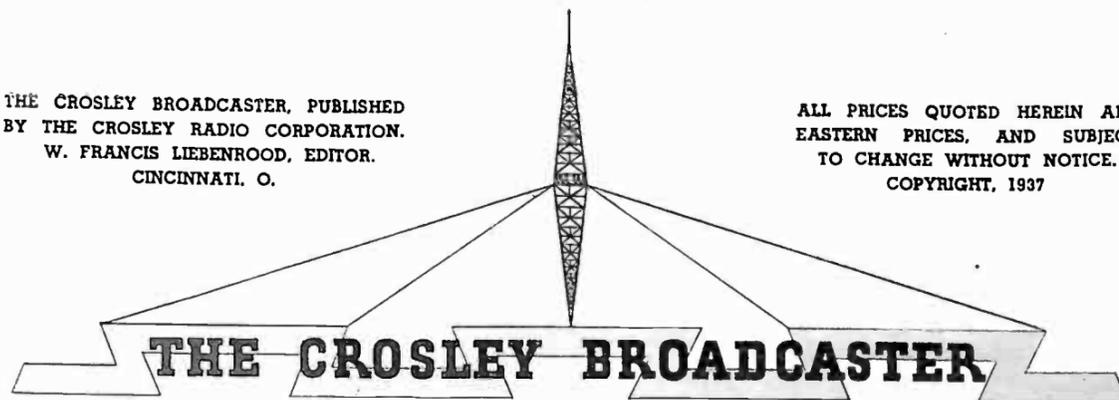
People are quick to buy when they are confident of receiving the utmost values these new 1938 radios present, and every Crosley dealer will soon come to the conclusion that he will have no alibi if the 1937-38 season is not his best.

*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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### Setting A New Record . . .

Dealers are talking about it all over the U. S. A. "Beats anything I ever saw . . . eleven tubes . . . and retailing at only \$69.95; "This Crosley Super 11 is by far the best radio value I've seen in many a day."

It is simply amazing the way these new Crosley Super 11 and Super 8 Radios are taking hold. You will find them real "speed merchants" when it comes to jumping over the hurdles of sales resistance.

Yes, and how they can outdistance sales laggards, get away ahead of competition and win more sales for Crosley dealers. They are stars of the first magnitude and truly representative of the 1938 Crosley All Star line of dazzling Radio values. Wherever shown the Crosley Super 8 and Super 11 are meeting with excellent response from purchasers everywhere. And news comes from all over America of the most satisfactory sales. It is safe to assume that you can do well with these new Crosley Super Radios.

### Every Store Must Have 'Em

Enthusiastic owners are the best advertisements. This most valuable kind of advertising can be bought only with sound values, lasting service, and complete user satisfaction. You literally build a sales force of enthusiastic owners with Crosley Fiver "ALL STAR" Radios.

From time to time unsolicited testimonials are printed in these columns telling of the exceptional service and satisfaction enjoyed by users all over the country. The new Crosley Fiver is proving a phenomenal sales booster that is welcomed with keen enthusiasm by dealers as the opportunity to build a good list of local "man to man, and housewife to housewife" advertisements. Word-of-mouth ads are invaluable.

*The housewife deals with the store which gives her what she believes is the very best for her money. Buyers today are comparing values with a new and accurate knowledge of value, style and quality. The Crosley Super 8 and Super 11 Radios are just what you need to emphasize the super values of your store.*

### The New Mirro-Dial . . .

The dial is the focal point of every radio set. The new Crosley Mirro-Dial represents the extreme effort exerted by Crosley designers and engineers to combine greater efficiency with genuine attractiveness and eye appeal. Improved in readability; in addition to making tuning easier and more accurate, it adds a marvelous touch of distinctive beauty, in full keeping with the smartly styled, modern cabinets.

The easy-to-read calibrations of the Crosley Mirro-Dial are fused on the convex glass. They are on to stay, and will not come off even when scratched with a sharp knife. The process used in the making of this attractive dial is most interesting and incorporates many advantages. Colored ground glass of just the right hue selected for the purpose is placed into position on flat clear glass. This is followed by a heating process requiring three hours. The dial markings are thus baked-in and united with the glass, forming one solid piece for the dial and printing. This occurs at the same time the curve is being formed in the glass by the heating operation. It is possible, in as little as five minutes, to have the dial printing burnt-in, however the Crosley Radio Corporation uses the longer period in order to properly temper

and anneal the glass to relieve all strains and toughen it. The glass is therefore no more subject to breakage than the glass baking dishes, and all women are familiar with this type of glass which is less breakable than any other.

The process of making the attractive dial illustrates another example of the care and attention given Crosley Radios in making them the greatest values at the lowest possible price for the great majority of the people.

The indirect, edgelighting of the gold-reflector type Mirro-Dial produces a three dimensional effect that is strikingly beautiful. The gold-finish, solid metal escutcheons are highly polished and rich looking. Taken altogether, the Mirro-Dial, the cabinet style and finish merge in complete harmony to form one of the most irresistible radios on the market today.

### People Are Buying More . . .

Cash registers of Crosley dealers are ringing more frequently. They are chalking up bigger sales at better profits. The Crosley Fiver Chair Side model radio with its broad appeal and wide usefulness is one of the foremost sales getters of the day. They click on every test by which shrewd buyers test a radio.

No Crosley dealer can deny that the biggest opportunity in the history of radio lies ahead, and the Crosley FIVER Chairside models will account for a goodly number of the profitable sales. Its the set of the year, and you will do well to feature the three attractive color combinations in all your displays.

It is true, **SUCCESS INSPIRES CONFIDENCE**. It will pay you to identify your store as the local Crosley headquarters.



### Dan Williams Opens Exclusive Store In San Bernardino . . .

One of the most interesting formal openings featuring Crosley products was recently observed by Williams Home Appliance Co., San Bernardino, California.

Dan Williams is the operator of the new enterprise which will specialize in Crosley Shelvador refrigerators, Crosley radios, Savamaid Washers and Ironers.

The Associated Wholesale Electric Company, Los Angeles, Cal., is the Crosley Distributor supplying this Exclusive Crosley Dealer, and the

attractive entrance and show windows pictured herewith indicate the happy combination that should prove a sure winner.

A most effective method of introducing Crosley Shelvadors on the gala opening day, was inaugurated by Mr. Williams. The renowned Home Economist, Mrs. Ethel Rogers, demonstrated the use of Crosley refrigerator in connection with cold cookery recipes. The practical and economical preparation of tempting appetizing salads and desserts was

demonstrated to the large number of visitors and the choice recipes of Mrs. Rogers were distributed with out cost to all who attended the opening of the beautiful show rooms.

The success of the occasion was assured by a large six column announcement in the local newspaper, and direct by mail letters followed the opening in a most effective manner.

Mr. Williams secured a testimonial from his first buyer of a Shelvador and used it to mighty good effect in one of his letters to his list of prospects. He also gave the name, address and phone number of a purchaser of a Model 1313 console radio saying that the man and his wife paid cash after a thirty minute demonstration of the set in spite of the handicap of an inside aerial.

Another effective bit of advertising was used in the form of a traveling sign fastened above the dealer's automobile. By repeatedly making the people of San Bernardino aware of the new store has resulted in very satisfactory sales from the very start.

### A Good Sign Of A Busy Crosley Dealer . . .

A lot of thrifty women shoppers are attracted daily to the largest Piggly Wiggly Store in the world. It is Johnny Rush's Piggly Wiggly Store in Alexandria, Louisiana, and the very imposing sign you see on the side of this great store certainly puts Crosley Shelvadors before the eyes of Alexandria's homemakers in a conspicuous manner.

Johnny Rush's Radio Center is a busy place and mainly because he is wide awake to every opportunity to increase the sale and popularity



of Crosley products, knowing full well that user satisfaction creates good will and profits. Johnny Rush is one of the best and most active dealers of Lee Hardware Co., Crosley distributors, Shreveport, La.



DISTRIBUTOR MEETING 1938 CROSLY RADIO LINE  
APOLLO-LINCOLN SALES- PEIRCE-PHELPS  
GREEN HILL FARMS PHILADELPHIA, PA. JUNE 2- 1937

### CROSLY DISTRIBUTORS VIEW "THE GREAT OPPORTUNITY FOR 1937"

At the Green Hill Farm near Philadelphia, the entire sales staffs of three Crosley distributing houses, from Philadelphia, Newark and Baltimore, attended the Preview of Crosley 1938 line of "All Star" Radios.

Among those attending the first showing were David Slobodien, president, Fred Goldberg, general manager, and Harold M. Bergman, sales manager, of the Apollo Distributing Co., Newark; C. Howard Buchwald, president, and Lou Fox, sales manager, Lincoln Sales Corporation, Baltimore, and Pete Halley, branch manager of the Washington office of Lincoln Sales; J. T. Peirce and W. G. Peirce, Peirce-Phelps, Inc., Philadelphia, and J. E. Alexandre, of the Harrisburg branch of Peirce-Phelps.

It was a great meeting as one may easily note from the smiles in the accompanying photograph. And the enthusiasm pervading the entire gathering may be used as a criterion. Reports from all over America bring the news, indicating the marvelous reception accorded the new Crosley

line of radios readily conceded to be "the great opportunity for 1937." And to the overwhelming delight of Crosley dealers everywhere all indications point to 1937 as the most profitable year of them all, under the leadership of such an assemblage of super values.

It isn't any wonder that distribu-

### Keep Those New Crosley Fivers . . . 'Round In Front . . .

The cabinet of the Crosley Fiver is a thing of beauty and certainly must not be passed over lightly. The beautiful walnut grain in its unrivaled variety of figure gives interest and distinction to the simple lines and flat planes of the Fiver cabinet. Note, too, how admirably the highly figured bentwood style, walnut cabinet harmonizes with furniture of every conceivable type.

Exceptional sales possibilities await Crosley dealers who give adequate attention to the splendid appearance of the new Crosley Fivers. There is no doubt about it, everything is in your favor.

And it is so easy for purchasers to keep them looking their best for

tors and dealers alike are excited over the wonderful possibilities for profit this most outstanding line of radios presents, inasmuch as increased consumer demand also points to a record year.

These new Radios have "eye appeal"—they have "style appeal" and "sales appeal."

a long time to come. May we remind you that Crosley Wax Base Polish is really coming into its own since these new models have been announced. Of course, in the first place it should be used to keep floor models highly polished and looking their attractive best. You will notice that dust does not collect nearly so fast on radios "protected" with Crosley Wax Base Polish as when oily preparations are used.

*We have always believed that "the more calls, the better the salesman," but when all is said and done, it's not the calls, but the sales that count.*

### BY YOUR SIGNS THEY SHALL KNOW YOU . . .

Attract the proper attention and you make more sales.

Even though a dealer's store may be closed for the evening, a lighted neon Crosley sign on the outside of the store, or a part of the window displays, enables the dealer to capitalize to the fullest extent on all the advertising the publicity, the international recognition of the name CROSLY.

For over fifteen years the Crosley Radio Corporation has been universally recognized as the builder of finer radio receivers for less money than any other manufacturer. User satisfaction has been developed to a high degree.

When a Shelvador or a Crosley radio is about to be purchased, the prospect will instinctively turn to the store he knows carries Crosley products.

This is made possible by the fact that the Crosley dealer has indelibly impressed on the mind of the purchaser that his store is the logical place wherein to make the pur-

chases. He has brightly illuminated signs outside and inside as well as attractive window displays to constantly remind his prospects. It does not take much thought on the matter for the dealer to realize they are the most valuable and effective forms of advertising for profit.

Advertising creates reputations. Have it whispered about that your store is the headquarters for smart, quality merchandise and the popular price range. Have them know your store is alert, servicing, progressive and she will remember to come in when she does need something—Yes, it still pays to advertise.

### New Knobs Smooth Running

We have heard comments from a great many points on the fact that the new knobs on the Crosley 1938 models are so smooth-running, and that easy tuning is more noticeable. This is a sales feature that emphasizes the precision manufacture of the New All Star Line of Crosley Radios.

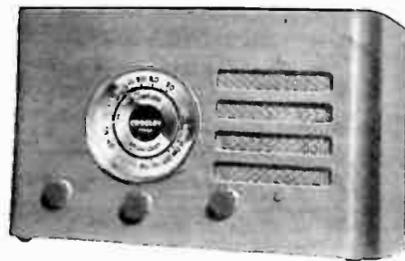
# CROSLEY RADIOS

## 1938 ALL STAR LINE

Still greater triumphs in the field of radio manufacturing. Brilliant stars of the first magnitude . . . in performance and outstanding value. Newest models of distinctive beauty and design . . . meeting every cabinet style preference at sensationally low prices.

### NEW CROSLEY FIVER WITH FOREIGN RECEPTION

5 Tubes  
5 Inch Speaker  
Mirro Dial  
Handsome Cabinet  
2 Watts Output



★ Superheterodyne receiver tunes American stations, short wave foreign broadcasts, some police calls, 540 to 1720 Kc., and 5800-15,400 Kc., frequency. 5-inch electro-dynamic speaker; edge illuminated Mirro-Dial; Pentode output; Automatic volume control; Power Supply Noise filter; Beautiful Cabinet highly figured walnut veneer. 12½" high, 10⅞" wide, 6⅞" deep.

**22.95**

Crosley Fiver with QUIKTUNE Dial has same "Fiver" specifications and cabinet with added feature of "dial tuning." .....\$23.95



"World's Greatest Radio Value"

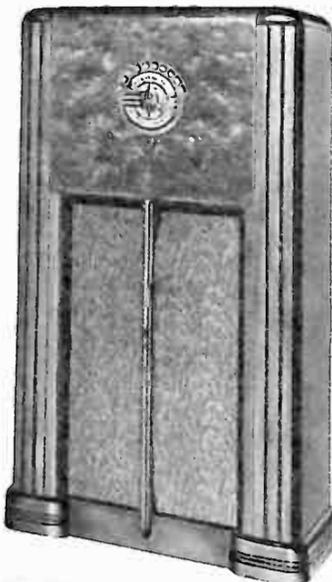
### CROSLEY FIVER COMPACT

Identical features of the famous Crosley Fiver with foreign reception; same chassis and tube complement, laydown type cabinet of pleasing proportions and beauty. Highly figured walnut veneer.

8⅞" high,  
13 7/16" wide,  
6 13/16" deep.

**22.95**

Same as Crosley Fiver Compact Radio with added feature of Quiktune Dial. ....\$23.95



### CROSLEY FIVER QUIKTUNE CONSOLE

2 Bands 8 Inch Speaker  
5 Tubes 2 Watts Output

Receives American stations, short wave foreign broadcasts, some police calls, 540 to 1720 Kc., and 5800 to 15,400 Kc. frequency bands. Crosley Quiktune Dial tunes favorite stations with ease and speed; Vernier knob control for sharp tuning of distant stations. 8-inch electro dynamic speaker with plug-in type cable; Automatic Volume control; Power Supply Noise filter; Pentode Output. Cabinet top and front panel are highly figured stump walnut veneer with fluted pilasters.

Dimensions:  
38" high,  
22⅞" wide,  
10⅞" deep.

**39.95**



### QUIKTUNE DIAL

Hand hammered bronze finish escutcheon has ten openings enabling listener to tune favorite stations with simple flick of dial. Approximately 700 station identifications call letters are provided. Available on three models shown on this page.

PRICES SLIGHTLY HIGHER IN THE SOUTH AND WEST

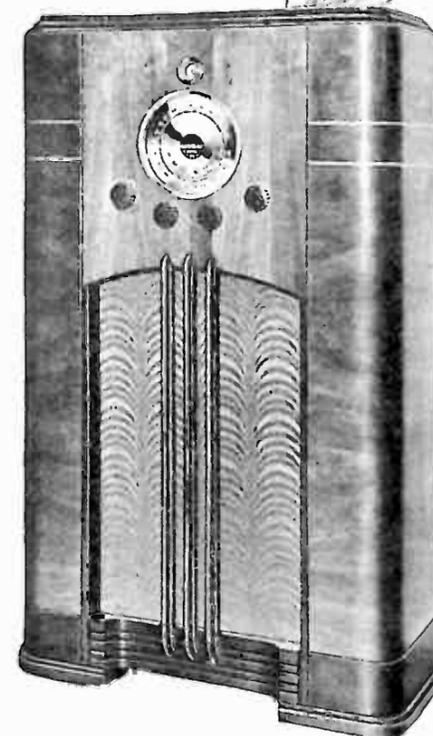
## SALES WINNERS

That jump The hurdles of sales resistance . . . A fast moving pair of profit makers . . . Two New Crosley "Star Performers"



### CROSLEY SUPER 11

Three Bands . . . 10 watts output . . . Receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts, 525-22,000 Kc., continuous. Exceptional bass response from 10" electro-dynamic speaker with plug-in cable. Extra large cadmium plated chassis. Edge illuminated 3 dimensional, gold reflector type Mirro-Dial with graduations fused on the convex glass. Octal base tubes . . . Push-pull pentode output . . . Broad automatic volume control . . . Continuously variable tone control. Iris tuning indicator . . . Power supply noise filter.



### ELEVEN TUBES

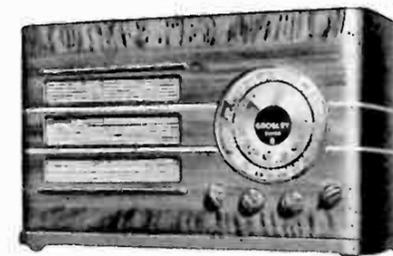
Handsome cabinet of striped walnut having a beautiful matched overlay of vertical striped walnut through the center . . . The top panel, ends and half round pilasters are of highly figured walnut with two inlays of prima vera at the top . . . The entire cabinet is hand-rubbed to a brilliant finish.

**\$69.95**

Dimensions: 40" high,  
24¼" wide, 13" deep.

### CROSLEY SUPER 8

8-inch electro dynamic speaker with tone qualities equal to most console models. Three bands . . . Tuning range increased over former models . . . 525 to 22,000 Kc., continuous . . . 5 watts output. Receives American, foreign, police, amateur, aviation and ships-at-sea broadcasts. Mirro-Dial, edge-lighted, gold reflector type. Continuously variable tone control . . . Automatic volume control . . . Push-pull pentode output . . . Power supply noise filter.



### EIGHT TUBES

Especially beautiful cabinet, bentwood style, highly figured quarter-stripe walnut with stump walnut and maple inlays. Gold finish bars and escutcheon. Hand rubbed finish.

**\$39.95**

Laydown Type Cabinet Dimensions:  
10¼" high, 16¾" wide, 7¾" deep.

Perhaps You've Noticed . . . THE BIG SWING IS TO CROSLEY

# New Crosley Fiver Chairside Model

5 Tubes 5 Inch Speaker  
2 Bands 2 Watts Output  
WITH FOREIGN RECEPTION



Dimensions: 18 1/2" high, 12 1/4" wide, 10 1/4" deep.

A real utility piece of furniture housing an American and foreign Crosley Fiver radio. Blends harmoniously into the decorative scheme of any type room. Handy to the finger tips, alongside your favorite chair, it permits easy tuning or change of stations without moving from your chair. Receives American stations, short wave foreign broadcasts, some police and amateur calls: Two bands, 540 to 1720 Kc. and 5800 to 15,400 Kc. Edge illuminated, 3 dimensional Mirro-Dial with calibrations fused on the convex glass . . . Pentode output tube . . . Automatic volume control . . . Power supply noise filter . . . 5 inch electro-dynamic speaker with full floating moving coil and Plug-in type cable.

Available in three attractive color combinations

Chairside Model 567 M has rich black, wrinkle finish cabinet. Chinese red bakelite top, brown knobs and red feet. . . . . **\$24.95**

Chairside Model 567 N has attractive brown wrinkle finish cabinet with black bakelite top, brown knobs and black feet. . . . . **\$24.95**

Chairside Model 567 P has dark walnut grained finish cabinet with black bakelite top, brown knobs and black feet. . . . . **\$27.50**

## Auto Radio Market Presents Grand Opportunity

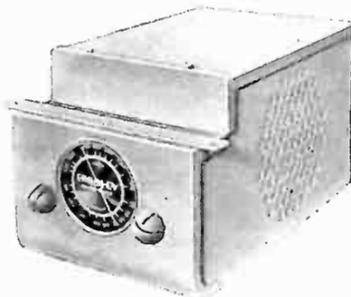
The Crosley Fiver Roamio is the lowest priced nationally known car radio. A truly phenomenal value placing radio entertainment within reach of every motorist. Ease of installation makes a hit with dealers and users alike. Two De Luxe Crosley Roamio Auto receivers Models A-267 and A-177 complete the line of the finest radios for autos ever built.



Steering column control or custom built dash panel control to match any make car.

### CROSLY FIVER ROAMIO

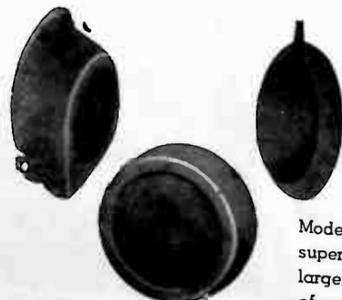
ONLY ONE PIECE TO INSTALL  
**\$19.99**



A typical Crosley Value sensation. Self contained. Easily mounted in any car regardless of make. No remote controls to connect. No spark plug suppressors. No soldering necessary. A real package installation. Easily removed for car trade-in.



Crosley Roamio Model A-267 single unit six tube radio of exceptional clarity of tone, remarkable selectivity, and sensitivity. 8 inch electro-dynamic speaker and other notable features. . . . . **\$39.95**



Model A-177 Seven tube De Luxe receiver for superlative performance. Equivalent to larger, home radio. Choice of speakers and controls. . . . . **\$59.50**

★ PRICES SLIGHTLY HIGHER IN THE SOUTH AND WEST ★

### They Are In A Buying Mood

Economists tell us of income gains. Home building is on the increase. Families are "undoubling." Marriages are on the increase. There is a return of interest in beautifying the home . . . and more radios are being sold.

Your customers are reading in the weekly and monthly magazines of the new 1938 All Star line of Crosley Radios.

The consumer is in a buying mood, and from practically all standpoints it looks like a banner year . . . A year when radio will march past their profits of 1936 to a new all time high.

*New Sales Records are literally packed into the fine new Crosley Battery Fiver Radios. A SURE BET for extra volume.*

### It's A Humdinger! . . .

M. E. Rueter of the sales department of Greusel Distributing Corporation, Crosley Distributors, Milwaukee, Wis., sends an interesting letter received from their Crosley dealer, William L. Beierle of Eagle, Wisconsin, who says in part: "That little Crosley Fiver Roamio is a humdinger."

## Crosley Battery Fiver

More Beautiful  
Larger Cabinet  
Larger Dial



**\$19.99**

5 tube superheterodyne receives American stations in the 540-1725 frequency range. The very notable features incorporated in this remarkable set include 6 inch permanent magnet type dynamic speaker; Automatic volume control; two stages of audio amplification; Pentode Output. Large type dial.

Batteries required: 2 volt "air-cell" or 2 volt storage or 3 volt Dry "A", and three 45-volt "B" batteries.

The gracefully rounded cabinet front and side panels are highly figured walnut veneer, hand rubbed finish. Design of cabinet with attractive speaker grille follows latest style trends.

Dimensions: 12 1/2" high, 10 7/8" wide, 6 13/16" deep.

5 Tube Superheterodyne  
Low Current Consumption  
Automatic Volume Control  
Increased Sensitivity  
2 Audio Amplifying Stages  
Pentode Output

## 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)

SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY			
10:00 A. M.—News Review (Crosley Shelvadors).	6:30 P. M.—The Crosley String Ensemble—(Crosley Radios).	10:30 P. M.—The Crosley Concert Hour (Crosley Radios).	6:30 A. M.—Top of the Morning—(Battery Radios).	8:00 A. M.—Morning News (Crosley Radios).	9:30 A. M.—The Virginians (Crosley Shelvadors).	3:00 P. M.—The Old Fashioned Girl (Crosley Shelvadors).	5:15 P. M.—Tommy and Betty (Shelvadors and Radios).	6:00 P. M.—Eichstadt String Ensemble (Crosley Radios).	6:30 A. M.—Top of the Morning—(Battery Radios).	7:15 A. M.—Concert in Brass—(Crosley Shelvadors).	8:30 A. M.—Aunt Mary (Crosley Shelvadors).	6:30 A. M.—Top of the Morning—(Battery Radios).	7:15 A. M.—Concert in Brass—(Crosley Shelvadors).	8:30 A. M.—Larry and Sue (Crosley Radios).	6:00 P. M.—R F D Hour (Battery Radios).
8:30 A. M.—Aunt Mary (Crosley Shelvadors).	NOON —The Three Spades (Crosley Radios).	5:15 P. M.—Tommy and Betty—(Crosley Shelvadors).	8:00 A. M.—Morning News (Crosley Radios).	8:30 A. M.—Aunt Mary (Crosley Shelvadors).	9:30 A. M.—The Virginians (Crosley Radios).	NOON —Allan Werner (Crosley Shelvadors).	5:15 P. M.—Tommy and Betty—(Crosley Shelvadors).	7:30 P. M.—Flying Dutchmen (Crosley Radios).	6:30 A. M.—Top of the Morning—(Battery Radios).	7:15 A. M.—Concert in Brass—(Crosley Shelvadors).	8:30 A. M.—Aunt Mary (Crosley Shelvadors).	NOON —The Three Spades (Crosley Radios).	5:00 P. M.—Irene Gerrard (Crosley Shelvadors).	5:15 P. M.—Tommy and Betty (Crosley Radios).	

THE GREATEST SALES HELP YOU HAVE EVER HAD!

### Chairside Fivers Popular . .

The new Crosley Chairside models score good sales because they provide an opportunity to dramatize radio in a new manner and create interest in a utility piece of furniture that is generally desired in all homes. Be sure to display them alongside comfortable chairs and watch how your customers will sit up and buy.

Greater value inspires confidence; prompts quicker sales with lasting satisfaction. Years of experience of the Crosley Radio Corporation in selling the masses has caused the basic policy of highest possible quality at the lowest possible price to stand in bold relief.

Here is the utmost quality within the lowest possible price range. By quality we mean sound materials, up-to-date styling, smart design, modern convenience and precision construction. Yes, here is full value at a low price. A Crosley value that fits right into your newest merchandising ideas.



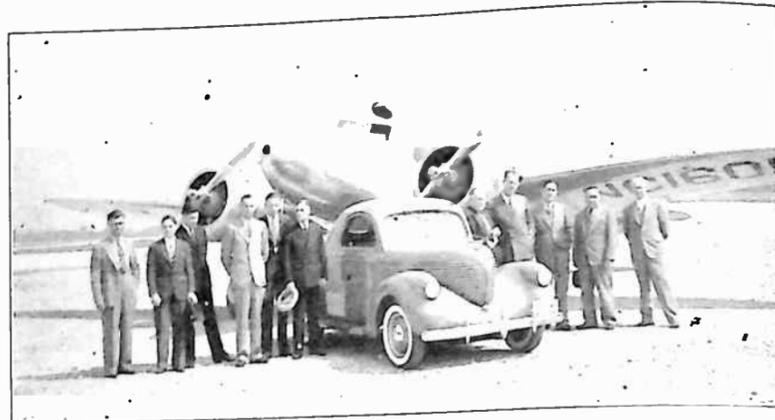
### Crosley Radios Create Pleasant Atmosphere In Studio . . .

There are four Crosley radios in the Sutcliffe Photographic Studios in Cleveland, O. "For the past eight years Crosley Radios have been creating a pleasant, friendly atmosphere in our studios" writes Harvey R. Sutcliffe.

When the idea of using a radio in the workroom was suggested, Mr. Sutcliffe was skeptical, but agreed to try it out with the understanding that if it interfered with the work he would have just one more Crosley Radio at home.

To his surprise, production did not fall off but was stimulated and increased so that Crosley Radios were put in all departments with much the same results, not to forget the pleasant atmosphere they created.

The photograph shows the Crosley radio in their color department.



### 50,000th Willys-Overland Goes To Powel Crosley, Jr. . . .

The 50,000th Willys car was delivered to Powel Crosley, Jr., president, Crosley Radio Corporation, Cincinnati, and of the Cincinnati Baseball Club, with appropriate ceremonies at the Transcontinental airport in Toledo on June 16. Mr. Crosley flew from Cincinnati in his Lockheed twin-motor plane for the occasion. David R. Wilson, presi-

dent of Willys-Overland Inc., made the presentation to Mr. Crosley, who said that he would present the car to his daughter-in-law, Mrs. Powel Crosley III, Cincinnati.

From left to right those in the picture are: Captain Eddie Niermeyer, pilot; Charles Schott, Jr.; William Meyers, automotive engineer, Detroit office, Crosley Radio Corp.; J. P. Rogers, vice president, Crosley Radio Corporation; Clarence Felix, chief automotive development engineer, Crosley Radio Corp.; Sam Kehoe, manager, Automotive Sales Division, Crosley Radio Corp., Detroit; David R. Wilson, president, Willys-Overland Motors, Inc., Toledo; Powel Crosley, Jr., president, Crosley Radio Corp., Cincinnati; Charles Schott, Sr., Willys-Overland distributor, Cincinnati; E. G. Davies, president, Willys-Overland Distributors, Inc., Los Angeles; J. J. Tolbert, business associate of Mr. Davies.

Switches at the telephones control the radios so that they may be turned off when the phones are in use. Mr. E. J. Rueth of the Frankelite Company, Crosley distributor in Cleveland, reports that the idea is also being used by many other business houses with increasing satisfaction and success.

### A Record For Durability . .

Reeves Radio shop at Kansas City, Missouri, writes us in part:

"I thought that you would be interested to know that one of your Model 52 Radios is still in service and giving good reception. Crosley must hold the record for durability, as I believe this set was manufactured in 1922 A. D."

### Catch The Customer's Eye

The best background for showing merchandise is a plain surface. Elaborate and excessive trimmings are taboo for they attract from the point of sale. The simple type of modern treatment is the most suitable, one that gives a clean cut appearance. The Crosley display No. 204 throws into prominence the beauty of the Shelvador. The plain colorful background enhances its snowy whiteness and the rounded modern lines of the display are entirely in keeping with the "World's Most Beautiful Refrigerator."

It is SMARTNESS of design . . . in the 1937 meaning of the word. See your distributor about this background display as well as others listed in the center spread of this issue.

## CROSLEY ADVERTISING SALES HELPS

• • • The low cooperative buying price of the Crosley neon signs and various other forms of sales helps listed in these four pages provide a maximum of "point of purchase" advertising at the very minimum cost. Your distributor has all information and stands ready to help you sell more Crosley products.

The important link in the sales chain is to get people into the dealer's store, and unless it is

prominently and properly identified a great deal of the Crosley advertising effort is wasted in the community.

Sales making Crosley national advertising in the leading magazines as well as broadcasts of the powerful WLW "Nation's Station" will not lose their potent force and appeal if the dealer properly identifies his store before the prospective buyers in his community.



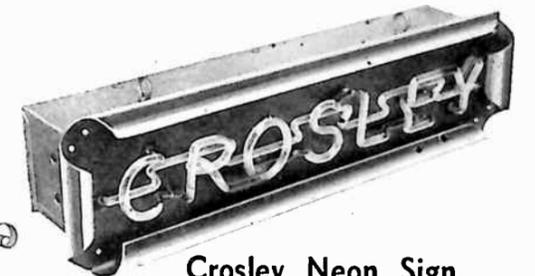
### Crosley Shelvador Tubular Lamp Sign

No. 192

20½" wide, 7½" high.

inuous edging. Black and chromium finish frame. Striking appearance attracts attention. May be suspended in window, over counter or in conjunction with displays in your showroom.

ORDER CROSLEY SALES HELPS FROM YOUR DISTRIBUTOR



### Crosley Neon Sign

No. 193

27" wide, 7½" high, 6½" deep.

Turned edges of metal front are polished chromium, background is black. Word CROSLEY in red neon with blue flash behind makes striking contrast that attracts the eyes of passers by. An indoor sign of wide utility.



### Outdoor Combination Sign

No. 194

32" wide, 32" high, 12" deep.

Double faced. Illuminated glass discs with neon borders. Red and black letters on yellow background. Imitation bronze finish. Attractive hangers.

### Large Outdoor Neon Sign All Steel . . . Double Face

No. 195

5½ feet wide, 2 feet high, 10½" deep.

Porcelain enamel faces have yellow letters 8¼ inches high on blue background. Flash is red. Long life red neon tubes plug in like lamp. Cheap to operate. Only 175 watts per hour. Never needs painting. Easy to install. Comes completely with erection materials. Fully guaranteed. Underwriters label. Weighs but 135 pounds.



### Edge Light Neon Shelvador Sign

No. 196

22" wide, 13½" high 5" deep. Black and white lettering. Border of green neon. Glass panel illuminated in blue. Black base with chromium bands. Very economical to operate.



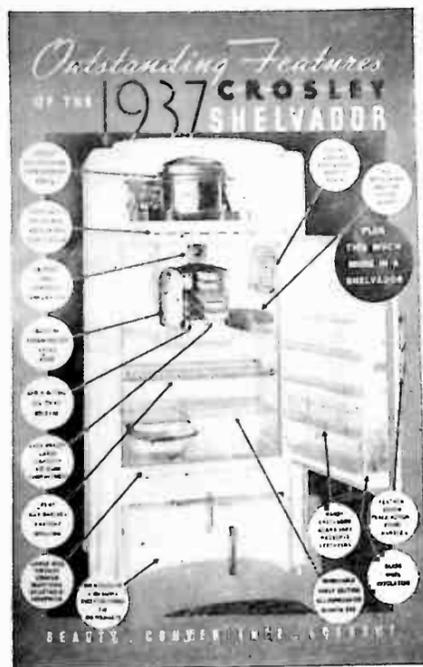
### Escolite Sign

No. 191

13" wide, 6½" high.

Black and Silver background. Red lettering in escolite has attractive glow—resembles neon,—reflecting sun light or electric light in your store or window.

# CROSLEY ADVERTISING SALES HELPS



## Feature Poster

No. 184

62" high, 40" wide.

Printed in blue and black. Phantom view of the features of the Crosley Shelvador are shown in a most impressive manner. An excellent poster that deserves a prominent place in the display of every Crosley Shelvador dealer.



## MIRROR SIGN

No. 102

14" wide, 10" high

Etched lettering. Word SHELVA-DOR outlined in red on plate glass mirror. Excellent for window display.

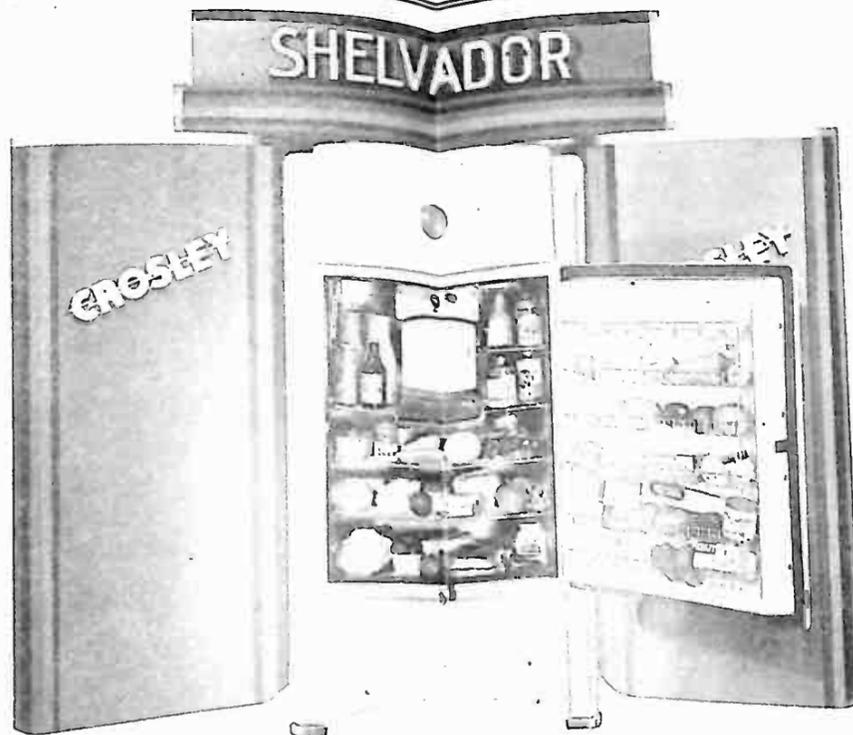


## Crosley Box Sign

No. 103

13 1/4" wide, 7" high, 5" deep.

Crosley name in red, other letters green with silver background. Chromium finish frame. Most desirable for window display or for showroom.



## CROSLEY SHELVA-DOR BACKGROUND DISPLAY No. 201

Entire display measures 75 1/2 inches high, 95" wide. Top panel is L shaped 56" wide, 15 1/2" high, 12" deep. Side panels are 60" high, 28" wide, 9" deep. Alcove approximately 12" deep, designed to display all the various Shelvador models. Excellent color combination of attractive green with silver lettering and trim. Rounded ends of the display are black. Alternate sign supplied with display permits its use for radio display also.

## Folding Cardboard Shelvador Display

No. 182

67" high, 35 1/2" wide.

Printed in natural colors with light blue and yellow border lines. Very effective for window display, store or show.

**CROSLEY**  
HOME & AUTO RADIOS  
SHELVA-DOR REFRIGERATORS  
SAVAMAID WASHING MACHINES

## Crosley Metal Road Sign

No. 104

18" high, 30" wide.

Porcelain enameled sign on heavy gauge metal. Black letters, yellow background; red borders. Large space for dealers name and address.



## Lifesize Cutout Shelvador Display

No. 185

3 pieces 66 inches high, 22 inches wide.

Eye compelling figures in natural colors. Panel has green background.

## SHELVA-DOR DISPLAY — FOLDING CARDBOARD

No. 188

Easel display . . . 3 pieces.

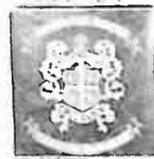
50" high, 22" wide;

33" high, 22" wide;

17" high, 21" wide.



Beautifully designed in natural colors. White figure cutout with curved red background set in blue and silver panel produces attractive effect especially when lighted from above, as in the case of window displays. Equally effective for floor showings.



**CROSLEY**



RADIOS SHELVA-DOR REFRIGERATORS  
SAVAMAID WASHING & IRONING  
MACHINES

## Decalcomania Valance

No. 105

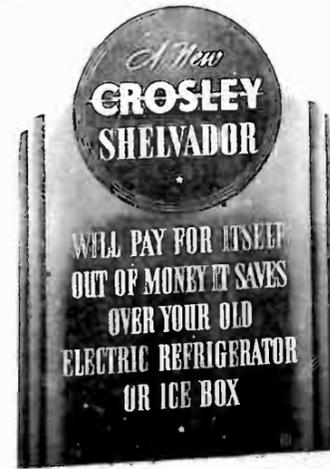
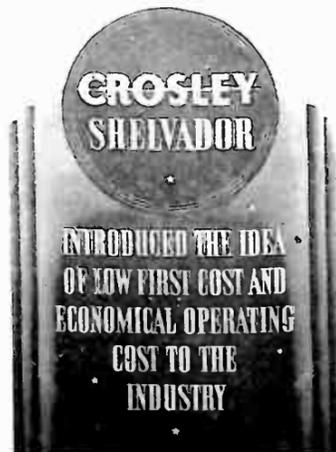
3 pieces 18 inches high. Adjustable to size of window. Made of lacquer in four colors, black, red, silver and gold. Decidedly attractive and adds a finished effect to the display window.

## Easel Display

No. 180 left, 181 right.

Set of 2 Cards.

Each 20" wide, 28" high. Three colors. Dark blue, light blue and yellow. A display that is much in favor and widely used.



ORDER • FROM • YOUR • DISTRIBUTOR

*Shelvador*  
COSTS NO MORE  
THAN AN ORDINARY  
REFRIGERATOR

CROSLY  
**SHELVADOR**  
1937

THIS MUCH MORE  
IN A *Shelvador*

BEAUTY • CONVENIENCE • VALUE • ECONOMY

**WINDOW STREAMER**

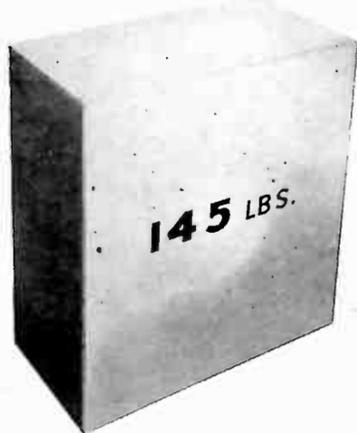
No. 183 (SET OF 4)

55" wide, 23" high.

Pointers are 25" wide, 11" high.

Strip measures 8" wide, 7" high.

Top piece printed in three colors—red, yellow and blue.



CROSLY SHELVADOR



**Crosley Shelvador Window Streamer**

No. 187 50" wide, 19" high.

Printed in bright natural colors with black background. Yellow band at top. Red and black lettering. One of the most striking window streamers you have seen in many a day. A clever way of putting over the idea of 'This Much More in a Shelvador.'

**Ice Block Display**

No. 197

21½" high, 20" wide, 10½" deep.

Printed in light green. Has the appearance of a huge block of ice. Represents the amount of ice that can be made each day in a Crosley Shelvador Electric Refrigerator. Very effective for window display or show.



**Crosley Shelvador Flasher Sign**

No. 189 18" wide, 12" high.

Design printed in natural colors. Photo on left is shown when light is out. Photo on right appears when light is on. Operates with flasher. As effective as a demonstration illustrating "This Much More in a Shelvador."



**Shelvador Window Streamer — 2 Sizes**

No. 199

Large Size, 10 feet wide, 3 feet high.

No. 100

Small Size, 42 inches wide, 14 inches high.

Beautifully printed in four colors on durable paper. Red lettering. Dark blue background. Light blue band, black crest on light blue background. Attention compelling serviceable sign of wide utility.



**Indoor Neon Sign**

No. 198

27" wide, 7½" high, 6½" deep.

Yellow lettering with red neon on black background enhanced by polished strips of bright chromium. Suspended in window or in show rooms this neon sign attracts favorable attention at low cost.



**Shelvador Travel Ad Sign**

No. 101

19½" wide, 6½" high, 5½" deep.

Rounded corner, white, enameled metal box sign. Red, yellow and silver Crosley logotype on blue background. Illuminated sales message moves from right to left. Here is an attractive sign that puts over a pertinent message.



**Apartments Modernized With Shelvadors . . .**

There is a keen sense of satisfaction in a job well done and Electric Service Company, Crosley dealers of Ann Arbor, Michigan, derived a good deal of enjoyment in making a nice sale of Crosley Shelvadors to the Rainey Hotel of that city.

It was mainly due to the fact that the hotel management looked over practically all the makes of the major refrigerators before finally deciding on the Crosley Shelvador for the modernization of the apartment division of the hotel. They explained that the main reason which influenced their choice was the large cooling capacity of the Crosley refrigerator plus the exclusive Shelvador feature that would furnish their

tenants with not only additional storage space but greater convenience.

Yes, Shelvador is playing an important part in the modernization of apartments and homes throughout the country.

The Electric Service Company is an active and energetic Crosley dealer of the Republic Supply Corporation, Crosley distributors of Detroit, Michigan.



**Feature Auto Radios . . . They're on 'Must Get' List**

Yes sir, these are important demands on the part of the traveling public—They want radios in their cars.

Prudent dealers may well take cognizance of the fact that a far greater amount of car radios are going to be sold this year than last, and immediately strive whole heartedly to get a liberal share of this profitable trade.

Dealers who are wide awake to this demand are enjoying a highly profitable business. But you must take advantage of the situation NOW. Feature the Crosley Fiver Roamio Automobile Radios. Here is a car radio you can depend upon to produce for you not alone a profitable volume of sales—but satisfaction all around.

By right of their ability to please each and every purchaser—you can depend upon Crosley Fiver Roamio to bring satisfactory sales volume—a highly pleasing list of profits.

**"We Are Going To Town With New Crosley Line" . . .**

It is so easy to become enthusiastic of the new 1938 Crosley All Star Line of radios and E. F. Heider, proprietor of Heider's Radio and Electric Company, Crosley dealers at Salem, Oregon, writes us as follows: "We are going to town with the new Crosley Radios. Keep up the good work."

The busy service station and show rooms of this energetic Crosley dealer are pictured above . . . A forceful invitation to street traffic to drive in for a Crosley Auto or Home radio. Mr. Heider maintains one of the most complete radio service establishments and is doing a highly satisfactory job of selling Crosley Auto radios. The Crosley Fiver is an especially featured seller that is not only bringing in good profits but adding to the good will and prestige of his thriving business.

**Attendance 100% . . .**

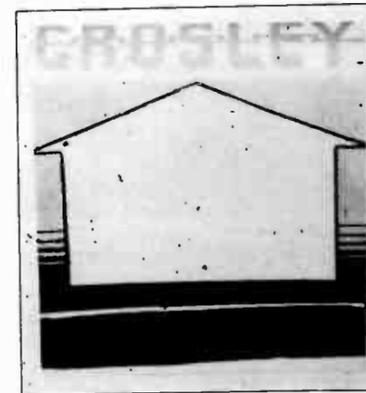
All dealers, salesmen and service men at St. Johnsbury, Vermont, attended a lively sales meeting called by Mr. Howard Pierce, representative in the territory for Tarbell Watters Co., Crosley distributors, Springfield, Mass. Motion Pictures "Behind the Scenes at the factory" and "Road to a Sale" were shown. In a lengthy, but highly interesting discourse on Crosley products, Jack Zumwalt, Crosley district manager, propounded the selling features of the Shelvador line.



**Book Matches Advertise Dealers and Shelvadors . . .**

Book matches are appreciated by your customers and prospects. Your name and address on the front cover will identify your store as the place to buy a Crosley Shelvador.

The arrow border on the front cover, shown below, directs the users' attention to the Shelvador ad on the back. The covers of the paper matches are printed in attractive red and green. Order them from your distributor.





### Trailer Helps Sell Carload Of Washers Each Week . . .

Averaging better than a carload of Crosley Savamaid washers each week, the Anchor Lite Appliance Company, Crosley distributor, Pittsburgh, Pa., are accomplishing an enviable record of sales simply by concentrating on a good merchandising plan for this famous all white line.

"It is, in the opinion of Mr. Harold W. Goldstein, Anchor Lite Appliance Co., president, "much easier than you probably imagine to accomplish an excellent record of sales with the Crosley All White Line of Savamaid Washers. All you need is a good sales promotion plan, some diligent application and a little hard work to effect the satisfactory results. And what is more, the profits are certain as servicing

is reduced to a minimum."

"The merchandise is right, it is priced right, and there isn't any reason why the Crosley washer line should not be the most outstanding profit makers on the market, says Mr. Goldstein.

Well he ought to know, for he is daily proving it by recording a good list of sales daily. Pictured above is the small trailer of the Anchor Lite Appliance Company which is used to show the Crosley washer and the Duplex tubs. This big offer certainly stimulates sales and has proven most successful. So it behooves others to try it. When one offer is worked out to a fine success start campaigning on another if you want to enjoy to the utmost the fruits of your labors.



### Every Shelvador Salesman Should Have One . . .

This vest pocket, slide-rule type of Feature Indicator enables the salesman to see at a glance the model, price, size, dimensions, capacity, as well as all other features

of the Crosley Shelvador, simply by adjusting the scale to the model desired. 39 items right at your finger tips.

See your Distributor.

### Three Sales Promotions and New Low Priced Washer Increases Dealer's Profits

There is no doubt about the fact that a quality washer priced under fifty dollars has a tremendous appeal to thrifty housewives. Every Crosley dealer knows the low price has meant a great deal toward achieving such exceptionally large sales of Savamaid Washers.

The new Model H710 all white Savamaid Washer answers this price demand in a way that will cause your electric washer sales to skyrocket. It's a most pronounced value at the price and should prove a leader in no uncertain manner. It is all that can be desired of a washer priced with the lowest.

In appearance it is sales-inviting, which is one of the distinct advantages of the Crosley Savamaid All White Line. In serviceability it makes a hit with dealers as well as users. Yes, it's a high quality efficient washer at the price. Obviously there is a big opportunity before those who know how to seize it.

The complete campaign of three cracker-jack sales promotions in the recent broadside of Savamaid Washers and ironers is created for a widely expanding market. Crosley dealers will "be in the money" . . . will meet and beat sales quotas for the season . . . Now is the time to spring into action . . . really step out in earnest.

The Free lamp offer . . . The Free Rinso deal . . . The Free Duplex Laundry Tub promotions are tremendous in their power to pull prospects into your store. The Free Chair offer is one of the best we have ever seen to increase the sales of Crosley All White Ironers.

And you have such an excellent campaign mapped out for you it is an easy matter to get the profits you desire from your laundry equipment department. Newspaper mats, handbills, a post card series for follow ups, envelope stuffers, circulars, in conjunction with window display material, all go to make the most complete sales promotion campaign in the history of Crosley Savamaid Washers.

Here is a campaign to help dealers do a real job of profitable selling—Important links in a sales chain designed and forged to create prospects and turn customer interest into store profits. Get into the swing of things with either one or

two or all three promotions and watch your profits mount.

When you try them you will realize how much influence advertising and promotions of this kind have on the sale of washing machines and ironers. Anyway they certainly deserve a trial and with a little hard work plus real honest-to-goodness concentrated effort to make it a success will reward the dealer with increased good will as well as profits.



### Don Crosby Is Manager Crosley Radio Division . . .

The appointment of Don Crosby to the newly created position of Manager of the Radio Division of the Crosley Radio Corporation was recently announced by Mr. Thomas W. Berger, General Sales Manager. Mr. Crosby was named to this new assignment, Mr. Berger stated, to add to the efficiency of the Crosley marketing organization and to keep the merchandising program abreast of the company's policy of adding still further to the diversifications of its line of household appliances.

For eight years Mr. Crosby served the Crosley Radio Corporation with outstanding success as district manager in western, mid-western and eastern territories. Prior to joining the Crosley organization he was district manager for a large radio manufacturer.

Mr. Crosby enjoys one of the widest acquaintances among radio dealers of any one in the business. He is a graduate of the University of Michigan, where he specialized in business administration and sales management. Of course, he has put on considerable poundage since he "starred" on the university football and baseball teams, but now he is putting all his weight behind the New 1938 "ALL STAR" line of Crosley Radios.



### Good Salesman Now Exclusive Crosley Dealer . . .

Two years ago Jim Rogers of Spring Lake, Michigan, started in the radio business with but fifty dollars. He mounted a Windcharger on the front of his old Hudson sedan, and with a few Crosley battery radios from the Ackerman Electrical Supply Company, Crosley distributors, Grand Rapids, Mich., he started out on the country roads to sell the radios to the farmers. Jim received a good share of their business for the farmers were taken up with his sincerity, his thorough conversant knowledge, and after a demonstration of the Crosley Radio and Windcharger, in their barnyard, he usually wound up with an order for a complete outfit. His rapid progress may largely be attributed to three fundamental characteristics of every successful Crosley salesman:

1. He was sold on Crosley Radios.
2. He knew what he was selling.
3. He was eager and alert.

Being an especially good radio service man he had fortified himself with a thorough knowledge of the Crosley Battery sets and in so doing became completely sold on their exceptional values.

One must know what one is selling in order to inspire confidence. for people today want to know the facts about the merchandise they buy. A hundred and one questions may be fired at the aggressive salesman today. He should be conversant with "all the answers," and

like all salesmen who are sold on the fine points of Crosley radios push their sale eagerly. That is just what happened to Jim Rogers. Now he has a fine salesroom and handles Crosley products exclusively.

The accompanying photograph shows Jim Rogers standing in the display room where he enjoys a nice business in both AC and DC Crosley Radios as well as Shelvadors, Savamaid Washers and Ironers.

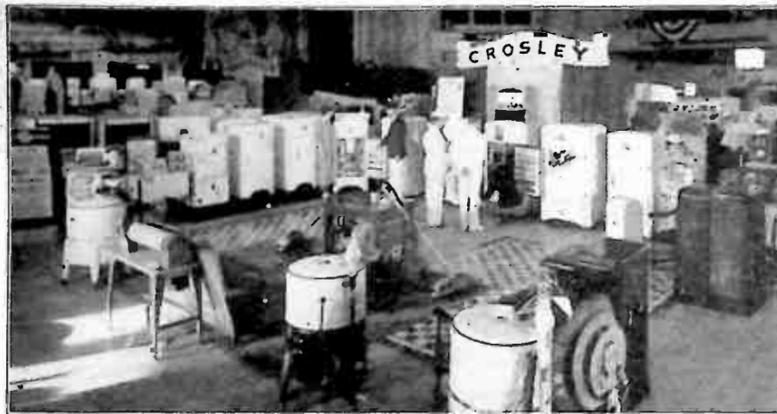
### Newspapers Are Read . . .

The Home News is a type of newspaper advertising that makes women receptive to the Shelvador selling features. It highlights the exclusive advantages of Crosley Shelvador in a most interesting manner.

Here are four very important reasons why you should order the "Home News" from your distributor for door to door distribution in your neighborhood:

- It invites interest.
- People READ newspapers.
- It incites sales.
- It is low cost advertising with large space for your imprint.

*Are more people coming into your store than last month—last year? Have your windows . . . your displays eye appeal? Is your advertising interesting? PUT YOURSELF in the place of the customer. It may open your eyes to a lot of things.*



### Crosley Display Center Of Attention In One Of The Largest Shows Ever Put On In The South . . .

Harry L. Roper, Manager of the Alamo Distributing Co., San Antonio, Texas, sends us this fine photograph of their booth in the Home Modernization Exposition recently held in the huge city auditorium and ten distributors participated as well as many of the building trade. Fan-appliance and air conditioning equipment were displayed on another floor of the exhibit.

The tremendous crowds that attended the show required the constant attention of four to six men in the Crosley booth. Cash awards for attendance were given away every day to induce the crowds to attend the show, along with stage show and entertainment afternoon and evening. As the result of wide publicity it was one of the largest and most successful shows drawing record crowds for an entire week.

The display of the Alamo Distributing Company was the point of in-

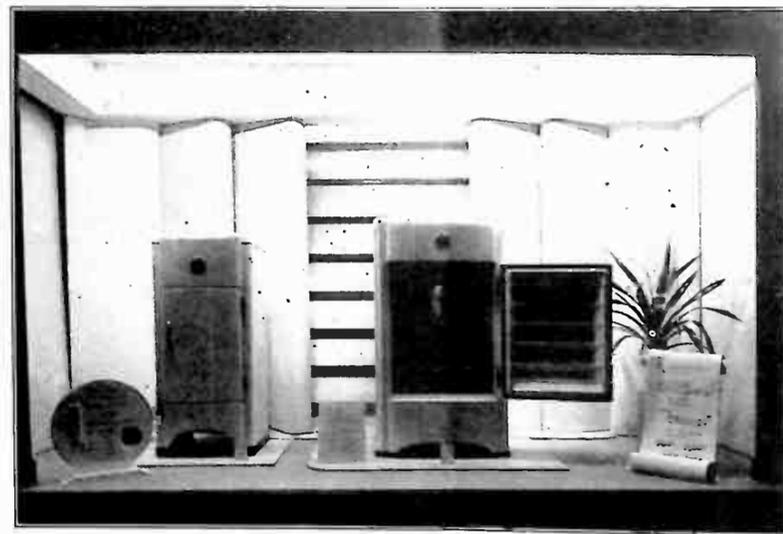
### New Crosley Factory Started At Richmond, Ind.

Using a chromium-plated shovel, presented to him by the Better Richmond Bureau, Powel Crosley, Jr., president of the Crosley Radio Corporation, dug the first shovelful of dirt Tuesday, June 22, in the ceremonies of breaking ground for the new million-dollar Crosley factory to be constructed at Richmond, Ind.

Accompanied by his brother, Lewis M. Crosley, vice president and general manager of the Crosley Radio Corporation, Mr. Crosley flew to Richmond where he was met by a committee of 60 prominent citizens and escorted to the factory site where a large group of people had gathered to witness the ceremony.

terest being noted for attracting the most people. More interested prospects stopped to view the Crosley booth than any other in the show. Some sales were made and results on the whole were very gratifying.

The Musical Shelvador with the built-in radio was one of the highlights of the exposition.



### Kresge Department Store Uses Thermometers In Striking Display Of Crosley Shelvadors . . .

"This is one of the neatest window displays ever observed," writes Fred Goldberg, general manager of Apollo Distributing Company, Newark, N. J., enclosing the above photograph of the Crosley Shelvador window as displayed by Kresge Department Store.

A novel and highly effective idea featured this striking display. The round card at the left had a thermometer showing the temperature of

### Crosley Names New District Managers . . .

The appointment of Erle T. Morford and Herbert K. Sadler as district managers for the Crosley Radio Corporation is announced by Thomas W. Berger, general sales manager.

Mr. Morford will be in charge of the Pittsburgh and Cleveland territory, with headquarters at Cleveland. Mr. Morford has had many years experience in radio and refrigeration, as district manager for two leading manufacturers, covering eastern, mid-western and western states. He takes over the territory formerly handled by Don Crosby who has just been made manager of the Radio Division of the Crosley Radio Corporation.

Mr. Sadler will cover New York State and make his headquarters at Rochester. For a number of years he traveled this territory for one of the leading makers of household appliances.



### Apartments In Bombay India Shelvador Equipped

In Bombay, India this new and modern apartment building is equipped with space saving Crosley Shelvadors. Messrs. Ahmed A. Fazalbhoy, the Crosley distributor of that city, is responsible for many such installations of Crosley Shelvadors in the city of Bombay "The gateway to India."

### President Of Guatemala Buys Crosley Shelvador . . .

General D. Jorge Ubico, President of Guatemala recently purchased a Crosley Shelvador electric refrigerator for use in the Casa Presidencial. This was revealed by Adolpho Castillo, service manager for C. Ubico & Co., Crosley distributor in Guatemala, on a visit to the Crosley factory in Cincinnati recently.

Mr. Castillo has just completed a full month with the Crosley Distributing Corporation of New York, where he familiarized himself thoroughly with every phase of servicing of Shelvadors, Crosley Radios and other products made by the Crosley Radio Corporation.

His father, D. Rafael Castillo, and D. Carlos Ubico are the owners of C. Ubico & Co., which is one of the most prominent mercantile institutions in Central America.

*If you are in the mood to make money, progressive wide-awake dealers will find the Crosley Dealers franchise the most valuable in Radio. An ideal set-up participating in the sensational Crosley All Star Line of Super Values. A radio line your customers will want to buy . . . a line you will actively sell with increased enthusiasm. You have the types and models radio buyers want. And EACH ONE is a star in its own right.*

### Crosley Fiver Roamio Automobile Radios Now In Demand

When a motorist trades in his car, he usually has to leave his radio in his car and get whatever he can for it. Not so with the Crosley FIVER ROAMIO. He can remove this great little set and replace it in the newly purchased car with no trouble at all. This is just one of the many sales features of the Crosley Fiver Roamio automobile radio. There are many, many more.

The editor of the *Crosley Broadcaster* is interested to know of the dealers reactions to this set, and if you have been particularly successful in explaining a feature or advantage of this set that makes people buy it, write us and we will be only too glad to publish it in order

that others may also secure increased sales of auto radios.

And boy, oh boy, is this set performing in the field. We are getting a lot of letters in praise of the performance of the Crosley Fiver Roamio and we want a lot more. If a customer tells you he is exceptionally well pleased with the set ask him to write us, and if the space will allow we will try and include it in the *Broadcaster*. We are certainly enthused over this set because new sales records are being made in all parts of the country.

Are you getting your share of these profits? Increased sales should spur you on to even greater efforts.

Keep everlastingly at it.



### Five Reasons For The Fine Sales Of Shelvador In Florida

The gentleman on the left, leaning nonchalantly against his delivery car, is Mr. D. Lazzara, the oldest Crosley dealer in Tampa, Florida, (in point of service, of course). Mr. Lazzara has been actively selling Crosley products since 1925 and is now an exclusive Crosley dealer enthusiastically featuring Shelvadors, Crosley Radios and Savamaid Washers. And he is the aggressive type that really steps out and gets the business. You can be sure he overlooks no bets. The Johnson Distributing Company, Crosley distributor, Tampa, Florida, is justly proud of the fine record achieved by this dealer.

The next two young men are W. F. Harris and L. L. Barnes. They back up the sales department of the Johnson Distributing Company with a brand of service second to none in the country. Naturally enough, they are well liked by the dealers in the Florida West Coast territory.

With one foot on the running

board, and about to enter his Packard, W. C. Dollard of the Palmetto Electric Company, is shown as he stopped long enough for the candid cameraman to get a good likeness. Mr. Dollard has the distinction of being the oldest Crosley dealer on the west coast of Florida—and he's still going strong. Just to give you an idea of his fine record of Shelvador sales, the last six months of 1936 Mr. Dollard showed an increase of 233% over the first six months of the year, and in 1937 expects to really show his speed.

The photograph at the right shows Mr. Geo. L. Ehringer, the genial secretary and treasurer of the Johnson Distributing Co., of Tampa, Fla. Mr. Ehringer has the happy faculty of being particularly courteous and prompt to every one of their dealers in all matters pertaining to sales promotion and advertising. A special aptitude that has won him many friends.

Yes, there's a Reason!



### Here Is Proof That A Good Crosley Display Pays For Itself

At the Home Builders Show held recently at Atchison, Kansas, the attractive booth of Terry's Radio Shop proved even more successful than anticipated. Nearly ten thousand people attended the show, and Mr. Terry obtained a lot of good, live prospects. One of them he sold immediately, and three later sales were made.

A public wedding featured the Atchison Home Builders Show providing a thrill that never fails to assure full attendance. A stage show every night increased interest, and door prizes were given away to further stimulate attendance.

Mr. Terry made his investment pay. Notice the two T5 Electrosaver units mounted on a special display stand to form a most interesting feature of the exhibit. The large neon sign attracted attention and indelibly identified the booth and the products. But a successful exhibit is no easy job. It means careful planning, efficient handling, followed through with close application and hard work. It costs no more to make a good display producing satisfactory results, than one treated indifferently. It is just a matter of seeing the opportunity and taking advantage of it to the fullest extent.

In the average Home Appliance Show, dealers talk to the RIGHT PEOPLE; men and women who are actively concerned with improving the appearance of their homes—women eager for things to improve the efficiency of their homes. Those are the ones that largely attend the electrical appliance expositions, the

people who buy Shelvador refrigerators, Crosley radios, and Savamaid washers and ironers.

Mr. Terry is ably assisted by his wife as an active business partner, and together they have done and are doing an exceptionally fine job of promotion during the years they have handled the Crosley line.

The Terry Radio shop is excellently equipped for servicing refrigerators and radios. Especially attractive displays are maintained in the windows and show rooms, and mighty good use is made of the beautiful Shelvador display backgrounds secured through American Electric Company, their Crosley distributor, St. Joseph, Mo.

### 1937 Will Be The Largest Crosley Year in the South

On a visit to the Crosley factory in Cincinnati recently, Percival Stern, Interstate Electric Co., Crosley distributor, New Orleans, stated that business in Louisiana and Mississippi is at record levels in many lines of industry in those states.

Head of one of the largest distributors of home appliances in the South, Mr. Stern said, "Our radio business is nearly three times as large as it was last year. Dealers in these states are recognizing the value of the new Crosley radio line and we have almost three and one-half times as many dealers as we had last year. 1937 will be the largest Crosley year in the South."

Substantial opportunities for profit in the ALL STAR line.

### Circularize Your Washer Prospects . . .

Of course, every salesman knows that when all is said and done, it's not the calls, but the sales that count. And while we are on the subject of sales let us remind you that now is the time to make good use of the Crosley Savamaid Washer circular "Keep Clothes New Looking." Here is an informative envelope stuffer that is a very real help in making every one of your calls COUNT.

Customers and prospects are favorably impressed by this attractive circular and buying action is hurried. They create desire and build confidence that leads to the sale. Use this circular on every occasion you might have in contacting the purchaser, either through the mail, home calls or store visits. Increased sales will recompense your every effort. Order thru your distributor.



### Sail, Ho! . . .

Mr. J. E. Alexandre, manager of Harrisburg Branch of Peirce-Phelps, wholesale distributors of Crosley products, Harrisburg, Pa., and Mr. Frank Hogan, Crosley district manager, do not forget Crosley Shelvadors even while vacationing. The above photograph is offered as proof. Mr. and Mrs. Alexandre are shown with "Miss Maryland" of former beauty contest fame, and Mr. Frank Hogan, at the Alexandre's summer cottage at Charlestown, Md.

There is no overlooking the fact that the Crosley Shelvador is especially welcome in the summer home, and in advertising that fact many dealers have made extra sales. By suggesting that the small Shelvador table top model be used in the kitchenettes in the summer it also makes a very convenient addition to the rathskeller in the home during the balance of the year. The summer cottage easily becomes the summer home when there is a Shelvador in the kitchenette.

## The New Crosley Wax Base Polish



### Have You Tried It?

Brighten up your chances for increased sales and profits with this new greaseless polish. It will make floor models look their best, and your displays looking attractive. Shining displays reflect careful attention to quality merchandise.

Crosley Wax Base Polish can be sold with every radio or refrigerator. It is an extra profit item that gives complete satisfaction.

### 10 REASONS

for using and selling Crosley Wax Base Polish in preference to any other:

- 1 **ATTRACTIVE DISPLAY**—Merchandise well displayed is half sold.
- 2 **PROTECTION**—Protects surfaces from fruit stains, grease, salt air, moisture, cooking fumes, etc. Prevents gathering of dust and prevents finger printing and smudging of floor models.
- 3 **PRESERVATIVE**—Retains original color and brilliancy of the finish of paint, glass, or polished metal surfaces.
- 4 **GREASELESS**—It contains no injurious oil, acid or paraffin. It is non-inflammable and non-explosive. Never use an oil polish or harsh abrasives on the finish of refrigerators. Crosley Wax Base Polish is absolutely safe.
- 5 **LASTING**—In one quick, easy operation produces a hard lasting finish.
- 6 **REPEAT BUSINESS**—Every sale gives satisfaction bringing enthusiastic repeat business. More sales, more profits.
- 7 **ADDITIONAL PROSPECTS**—Its extra business that develops extra prospects for the larger products.
- 8 **WIDE USAGE**—This Wax Base Polish is widely used for radios, refrigerators, furniture, automobiles, glassware and silverware. The finest yet developed for quickly and easily cleaning, waxing and polishing in one operation.
- 9 **GOOD WILL**—Cleaning and polishing Shelvadors after installation makes a big hit and creates invaluable good will.
- 10 **QUALITY**—Unequaled quality deserving the Crosley name.



### CROSLY SHELVADORS ORDERED BY THE CARLOAD

New Jersey's largest dealers of electric refrigerators, the General Supply Company, Hackensack, N. J., have set a goal at seven hundred and fifty Crosley Shelvadors for 1937. Merely to say that they have been going great guns, is putting it mildly for they recently placed an order for a solid carload of Shelvador refrigerators with the Apollo Distributing Company, Crosley distributor, Newark, N. J.

The proprietors, with their sales manager, form an aggressive group of up-to-the-minute merchandisers; regular "modern four horsemen" who know how to ride sales quotas to their very limit. They are shown in the accompanying photograph: (left to right) Mr. Harry Brody;

Sidney Block; H. Ferguson (sales manager); and Lou Block. In addition to the spacious showrooms in Hackensack, a branch store is operated in Paterson, N. J. The photograph below shows their new warehouse. Note how the windows of the warehouse are used to advertise Crosley Shelvadors in an interesting and colorful manner.

The General Supply Company has won the confidence and patronage of thousands of New Jersey home makers by constantly featuring the exclusive "This Much More in a Shelvador." Their excellent success is mainly due to their ability of formulating new merchandising ideas and making a customer out of a prospect in quick time.



## 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 avoid the expense and loss of opening thousand

and 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.

### ELECTROLYTIC CONDENSERS

Single Section Units ROUND METAL CAN TYPE					Multiple Section Units ROUND METAL CAN TYPE (Dry)			
Capacity (Mfds.)	Opr. Voltage	Type	Part Number	List Each	Capacity (Mfds.)	Opr. Voltages (In Same Order)	Part Number	List Each
7	440	Wet	W-23701B	\$1.00	4-8	450-450	B-30017	\$1.85
7	500	Wet	W-25462	1.25	6-8	450-450	W-36719	1.70
8	250	Dry	W-34899	1.00	8-8	300-20	W-30419A	1.80
8	300	Dry	W-34898	1.10	8-8	200-200	W-33990	1.80
*8	300	Dry	W-32258	1.20	8-8	450-450	B-30018	2.00
†8	300	Dry	W-32759	1.50	2½-12	80-40	W-29012A	1.80
8	440	Wet	W-24342	1.10	6-12	25-200	W-31198B	2.50
12	25	Dry	W-41195	.70	8-12	350-475	W-28468C	2.50
12	40	Dry	W-31403A	1.25	12-12	25-25	W-37778	.90
12	150	Dry	W-28978B	1.35	12-25	25-25	W-37632	1.00
12	200	Dry	W-29308A	1.20	16-16	125-100	W-29806A	1.70
12	250	Dry	W-29808A	1.85	4-4-8	250-350-450	W-36056	2.25
12	300	Dry	W-31631B	1.95	6-8-8	300-475-475	W-34596	3.25
12	300	Wet	W-41080	.70	8-8-8	250-250-25	W-30568A	2.50
12	440	Wet	W-23705B	1.20	8-8-8	450-450-250	W-29097D	3.00
12	475	Wet	W-26194B	1.25	*8-8-8	450-450-250	W-30059C	3.00
16	200	Wet	W-43450	.60	6-8-12	450-450-25	W-35750	2.10
*16	200	Wet	W-44013	.65	6-8-12	450-450-25	W-29150C	2.60
16	250	Wet	W-41081	.65	8-8-12	25-250-250	W-34896	2.25
*16	250	Wet	W-44012	.65	8-8-12	350-350-25	W-38427	2.25
25	150	Wet	W-43280	.70	16-16-8	125-100-20	W-29264A	2.60
30	150	Wet	W-42439	.90	16-16-8	125-100-125	W-30124	2.75
30	200	Dry	W-37628	1.65	8-16-25	125-125-100	W-29804A	3.25
30	350	Wet	W-44054	.90	8-25-25	125-125-100	W-31940	3.30
35	400	Wet	W-36055	1.00	8-25-16-10	125-125-100-25	W-31992	3.50
40	300	Wet	W-36057	1.00	*Has special connections.			
50	25	Wet	W-41598	.65	<b>Multiple Section Units CARDBOARD CASE TYPE (Dry)</b>			
50	150	Wet	W-40325	1.15	Capacity (Mfds.)	Opr. Voltages (In Same Order)	Part Number	List Each
100	2	Dry	W-34897	1.50	4-4	150-150	W-27676	\$0.95
					4-4	350-350	W-50160	.90
					4-5	400-400	W-37020	1.65
					4-8	300-150	W-26119B	1.50
					6-6	350-350	W-50045	1.00
					6-6	350-350	W-50194	1.10
					6-8	400-25	W-27488A	1.40
					6-8	400-400	W-23801	2.25
					8-8	25-25	W-27677A	1.00
					8-8	200-25	W-25857B	1.00
					8-8	250-20	W-29809	1.20
					12-6	300-25	W-26896	1.85
					20-8	150-25	W-28822	1.45
					25-8	125-125	W-30962	2.00
					8-8-12	350-350-25	W-50076	1.35

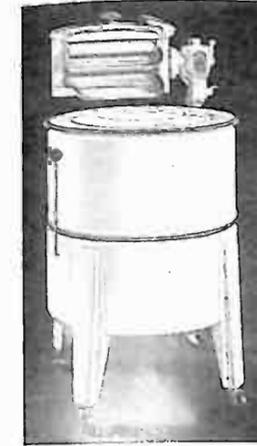
\*Small size units.  
†Special for 4A1 and 5A3 Receivers.

Single Section Units CARDBOARD CASE TYPE (Dry)			
Capacity (Mfds.)	Opr. Voltage	Part Number	List Each
5	45	W-25303B	\$0.60
6	25	W-26870A	.65
8	125	W-27789	1.25
8	150	W-24779	.90
8	200	W-28976	1.25
12	12	W-28406A	.90
12	200	W-28068	1.25
16	110	W-30963	1.25
20	45	W-24282	1.00

**Keep this Page on File for Reference. Watch for Future Listings in Crosley Broadcaster.**

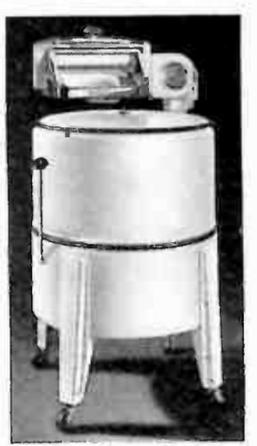
# CROSLY SAVAMAID

## The New 1937 White Line Washers - Ironers



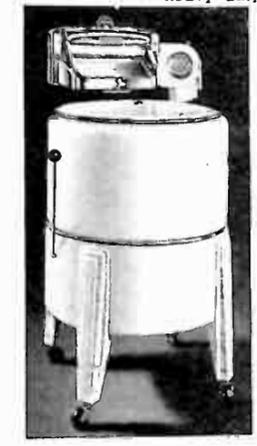
**18 Gallon Model H-711**  
Lovell wringer, rust proofed steel frame, cadmium plated, aluminum bronze lacquered; quick acting end lever release; handmade, soft balloon rolls, 12" x 2¼"; Automatic drain board. Smooth, white, porcelain enameled tub, three coats inside and out, 13" deep, 22" diameter, cushioned in rubber. Improved agitator with automobile type control lever. Long-life, SEALED mechanism in special lubricant which lasts life of washer. Sturdy, embossed steel base and legs welded into one solid unit. Pivot ball bearing, on every moving shaft. Positive-action patented clutch. Rubber mounted, heavy duty ¼ h. p. motor, never requires oiling. Easy rolling casters.

**20 Gallon Model H-712**  
Lovell adjustable pressure wringer, rust proofed steel frame, cadmium plated, aluminum bronze lacquered; quick acting pushbar safety release; handmade, soft balloon rolls, 12" x 2¼"; chromium plated high side hand rests; automatic collector drain flume; Streamlined, white porcelain enameled tub, three coats inside and out, 14½" deep, 22" diameter, cushioned in rubber. Improved agitator with automobile type control lever. Long-life, SEALED mechanism in special lubricant which lasts life of washer. Sturdy, embossed steel base and legs welded into one solid unit. Pivot ball bearing on every moving shaft. Positive-action patented clutch. Rubber mounted, heavy duty ¼ h. p. motor.



### DELUXE MODEL H-713

Lovell full chromium plated wringer, the latest improved pressure cleanser, rust proofed steel frame. Visor type, push bar safety release extends full length both sides of wringer; automatic roll stop; handmade, soft balloon rolls, 12" x 2¼"; Automatic collector type drain flume. Beautifully streamlined, white porcelain enameled tub; three coats inside and out; 14½" deep, 23" diameter, cushioned in rubber to eliminate strain; Curved lid galvanized steel with rubber protector edge ring. Exclusive INVERTIBLE agitator; 3 high wings cast aluminum, remov-



### 25 GALLON SIZE

able; combines all the advantages of BOTH top and bottom washing methods. Thorough, efficient, easy on clothes. Automobile type control lever. Long-life, SEALED mechanism in special lubricant which lasts life of washer. Patented ball bearing drive. World's quietest running washer transmission. Steel base and legs welded into one solid unit. Pivot ball bearing on every moving shaft. Positive-action patented clutch. Rubber mounted, splash proof heavy duty ¼ h. p. motor completely insulated, never requires oiling. Easy rolling casters; locking device.

### CROSLY SAVAMAID GAS ENGINE WASHERS



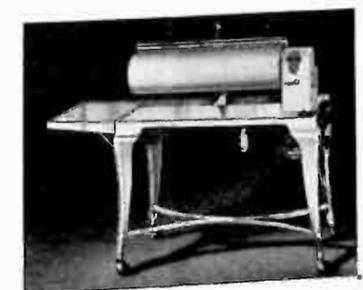
20 Gallon Size, Model H-714. Lovell wringer, cadmium plated steel frame; end lever safety release; automatic drain; balloon rolls; streamlined white porcelain enameled tub cushioned in rubber; curved lid; improved agitator rugged construction SEALED mechanism. Powered by Briggs and Stratton ½ h. p. 4 cycle air cooled gasoline motor.

25 Gallon Size, Model H-715. Lovell streamlined wringer, chromium plated high side hand rests, push bar safety release, soft balloon rolls; automatic roll stop. Automatic drain flume; streamlined tub white porcelain enameled cushioned in rubber. Invertible agitator, exclusive type combines top and bottom washing methods. SEALED mechanism. Powered by Briggs and Stratton ½ h. p. gasoline motor.



### CROSLY Savamaid IRONER MODEL H-718

Self aligning, chromium plated ironing shoe, 145 sq. in., ironing surface; 6" x 26" rust proof steel roll; Pressure 290 lbs.; speed 12 ft. a minute. Two open ends; fingertip and knee control; fully automatic. Simplified drive mechanism. No oiling required; strong table welded in one piece; drop leaf extension adds 14" to table length; height 37". Space required 18½" wide, 36½" long. Shipping weight 142 lbs. crated.



### CROSLY Savamaid IRONER MODEL H-719



Self aligning, chromium plated ironing shoe; 6" x 26" rust proof steel roll, two open ends; 145 square inches ironing surface; pressure 290 lbs., speed 12 ft. a minute. Two thermostatic controls, each with variable heat control lever and heat indicator. Fingertip and knee control adjustable for right or left. Drawn steel table top, 2 drop leaf extensions add 20½" to length. Chromium plated legs and cross braces. 2" hood casters with locking device. Height 36"—space required 19½" wide, 37½" long. Shipping weight 151 lbs., crated.

# "THIS WASHER WILL SELL"

## Dealers Who Know Tell Us 'With Orders'

The New Model H710  
All White Savamaid  
Washer is the Low  
Priced Sales Leader  
that will increase  
Your Sales, and, Now  
is the time to use the  
merchandising plans  
outlined in the recent  
broadside.

See Your  
Distrib-  
utor.



MODEL H710

Lavell wringer with end lever safety release. 12" x 2" rolls. 18-gallon, rubber cushioned tub, 13" deep and 22" in diameter, all white, porcelain enameled, inside and out. Galvanized steel lid and rubber edge ring. Three wing, aluminum agitator is removable. Outside control lever. Sealed mechanism. Permanently lubricated. Patented ball bearing drive. Rubber mounted, heavy duty motor.

The attractive Savamaid Washer-Ironer circular is an important link in the sales promotion campaign. Helps you sell the higher priced models, and the ironers, too!



# CROSLEY



WASHERS • IRONERS