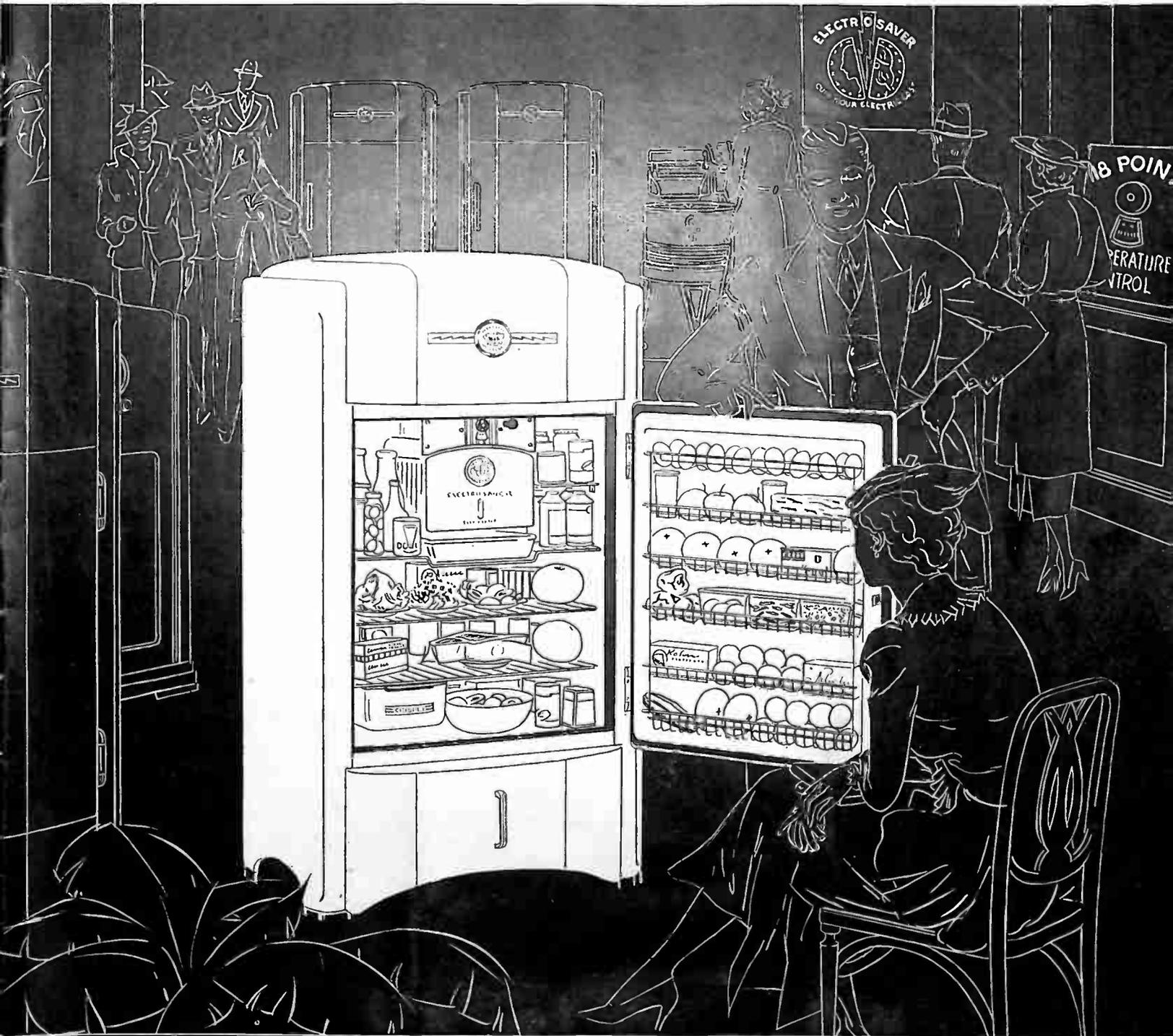


# ★ THE CROSLLEY BROADCASTER

VOLUME 16

FEBRUARY 15, 1937

NUMBER 1



## Demonstrate SHELVADOR

*...and this will be your most profitable year!*

# TALKS TO THE TRADE



## POWEL CROSLEY, JR. SAYS...

**T**HIS is truly an age of achievement and progress. Today all indications point to 1937 as another record breaking year, and keeping pace, the new Crosley Shelvadors **HAVE WHAT IT TAKES** to make more money for Crosley distributors, dealers and salesmen than ever before realized. The sensational new sales features of Shelvador place Crosley dealers head and shoulders above competition, and the outstanding success of the exclusive Shelvador will be carried to new heights during 1937 bringing new sales records and handsome profits to all who "Demonstrate Shelvador."

It is up to you to capitalize on the **GREATER ECONOMY** of the Electro-saver which sets an entirely new standard for economical and trouble-free operation; the **GREATER CONVENIENCE** of the 18 point Illuminated, Temperature Control Dial which brings faster freezing and meets the exacting needs of every one; The **GREATER SAFETY** as indicated

by the built-in Thermometer on the attractive door to the Ice Cube Compartment; the **GREATER USABLE CAPACITY** of the exclusive and demonstrable "Shelvador" which is still the greatest feature of any refrigerator — and **ONLY** Crosley has it; The **GREATER ACCESSIBILITY** of the hinged and removable shelves; The **GREATER BEAUTY** which gives Shelvador irresistible "eye appeal," as well as the host of other dependable superiorities. Yes, Crosley Dealers with full realization of these facts will surely make 1937 their most profitable one in years. . . .

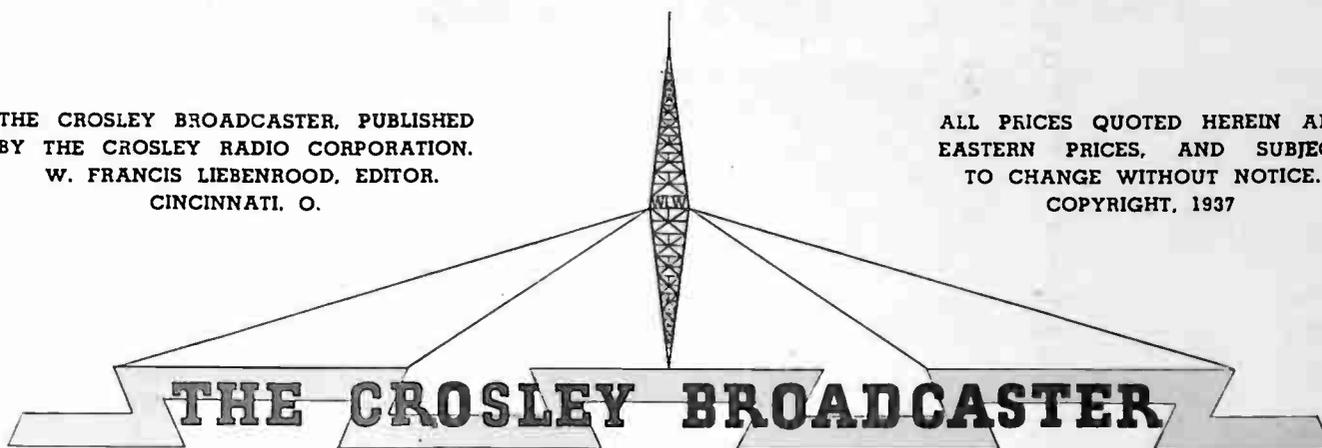
Of course, what is true about Crosley Shelvador applies to the other profit makers of the unbeatable Crosley line. — All set? — Let's Go.

*Powel Crosley Jr.*

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

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

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## CROSLY MARCHES ON..

Steadfast in the firmness of principle to produce the highest possible quality at the lowest possible price. Crosley has announced a new Shelvador, accompanied by the glorious fanfare of over a hundred Previews at Distributors' meetings throughout the nation.

The new Crosley Shelvador furnishes dealers with just the right kind of ammunition and plenty of it for this year's battle for more sales and PROFITS. Judging from the tremendous ovation the "World's Most Beautiful Refrigerator" is receiving wherever shown throughout the entire country it is almost needless to add that it's the biggest combination of sure-fire sales punches that will bring active response quickly, and outshine every record of the six remarkable years of Crosley home refrigeration.

A Shelvador that is so outstanding in new features, new economies, new beauty as to instantly win its way into the hearts of many thousands of housewives everywhere. IT HAS MORE OF EVERYTHING a woman wants of an electric refrigerator. Yes, thousands will discover the greater Economy—thousands will say there is no other convenience the equal to Crosley Shelvador. Others will admire the sparkling new design. This greater measure of user satisfaction goes hand in hand with increased profits to all who DEMONSTRATE SHELVDOR in 1937.

Of course, profits are in direct proportion with the effort, and remember, the sales of household refrigerators set a new all time high in 1936. Most certainly this figure will be topped in 1937. You can solve your problems by going into action RIGHT NOW!

Going to get your share?

### *Shelvador Advertising That Turns Prospects Into Sales*

#### **New Shelvador Display . . .**

It's a knockout! A display with a real punch that puts over the Shelvador idea in a way that will attract the attention of everyone passing your store. It is beautifully colored, and ideal for store or show. Order them from your Crosley distributor.

#### **New Shelvador Sales Manual . . .**

Now available, this 96 page sales manual has all the vital information about the new Shelvador you and your salesmen want to know. Profusely pictured and decidedly interesting, these books should prove a tremendous help in closing profitable sales. Ask your Distributor!

#### **Shelvador Recipe Book . . .**

The new booklet is attractively designed from cover to cover and chock-full of recipes for delicious desserts, appetizers and salads. It makes a splendid item to hand to Shelvador owners to build good will and increases your prospect list. Order from your distributor.

#### **New Shelvador Folder . . .**

Every Crosley dealer should have a supply of this attractive circular. Printed in blue and black it makes an all around good envelope stuffer and its just the thing to distribute about to customers in the store, as well as an informative circular for "home" calls. All the new Shelvador refrigerator models are shown and the features are high lighted effectively.

#### **Shelvador Newspaper Mats . . .**

A fine series are being prepared at this time and will be available this week in one, two, three and four column sizes. Every effort has been made to make these ad mats as attention-compelling and complete as possible. See your distributor for this effective series.

## Quick Heat, Quick Profits . . .

Looks like 1937 is also going to be a good year for the Crosley Temperator. The only fan type electrical heater with a thermostat makes "hard to heat" rooms comfortable, and "hard to sell" customers warm up to the extremely low price on equipment that is "at home" in any room in the house.

## More Light . . . More Sales

The newest feature to help you make quick sales of Crosley Savamaid Electric Washers — To help you speed up profits and increase your washer sales. This amazing CROSLY WASHER FLOOD LAMP attaches quickly and easily to the wringer head. It swings with the wringer and illuminates washer, wringer and rinse tubs. Here is an unequalled convenience feature on any washer thousands of home makers will be delighted to hear about.

Every woman has wanted a flood light on her washer—the last major appliance to be equipped with an electric light—just as she now demands a light on the radio, refrigerator, range and even the vacuum cleaner.

The Crosley washer flood light puts light right where the woman wants and needs it—makes it easy for her to see that the clothes are spotlessly clean. And it is so much safer, more healthful, and more pleasant to work in the proper light.

Specifications: Eight inch spun steel reflector; seamless steel standard; waterproof lamp socket; approved cord and moulded rubber plug. Attractive bright aluminum finish.

The washer dealer can use the new Crosley Washer Flood Light to make quick sales. It will help with the home and store demonstration. Ask your distributor about this new washer selling feature.

# THE LARGEST, MOST SUCCESSFUL DISTRIBUTORS CONVENTION IN CROSLY HISTORY



1—C. C. MacBride, salesman; C. J. McClawkey, personnel mgr., and C. S. Teel, president, Appliance Distributing Corp., Boston.  
 2—David Slobodien, pres., Harold Bergman, sales mgr., and Fred Goldberg, treas., Apollo Distributing Corp., Newark, N. J.  
 3—Nell Bauer, Ass't. Sales Mgr.; Thomas W. Berger, Gen. Sales Mgr., and Powell Crosley III, Vice Pres., Crosley Radio Corp.  
 4—J. H. Smith and S. J. Rapler, Pres., Cooper-Louisville Co., Louisville; J. E. Johnson, Pres., Johnson Distributing Co., Tampa, Fla.; and H. O. Thomas, Cooper-Louisville Co.  
 5—Lewis Crosley, Vice Pres., and Gen. Mgr., William White, Mgr., Washer-Ironer Dept.,

and Powell Crosley III, Vice Pres., Crosley Radio Corp.  
 6—Powell Crosley, Jr., Pres. Crosley Radio Corporation, and C. D. Russell, Pres. Associated Wholesale Electric Co., Los Angeles.  
 7—H. W. Linard, Pres. Burns Radio Co., Dayton, O.; A. J. Talbot, Talbot Brooks and Ayer Co., Portland, Me.; John J. Hope, Jr., Credit Mgr., Crosley Radio Corp.; R. C. Bohannon, Pres. B. C. Bohannon Co., Columbus, Ohio, and Lester Stork, Mgr. Service Dept., Crosley Radio Corp.  
 8—Luther E. Reid, American Electric Co., St. Joseph, Mo., and Kansas City, oldest Crosley distributor, was escorted to his chair

by Wanda and LaVerne Miller, convention usherettes.  
 9—J. Wollinsky, Dominion Elec. Co., Winnipeg, Canada; O. Bernudez, Export Dept., Crosley Radio Corp.; A. G. Lindsay, Mgr. Export Dept., Crosley Radio Corp.; Jack Brindley, W. A. Roosevelt Co., La Crosse, Wis.; A. Cross of A. Cross & Co., Toronto-Lower-Harry Lightbourn, A. Cross & Co., Toronto and F. M. Hutchinson, Motor Power Equipment Co., St. Paul, Minn.  
 10—Milton Brooks and I. I. McClean, Milton Brooks, Inc., Meridian, Miss.; Ben Boren, Jr., Boren Bicycle Company, Little Rock, Ark.  
 11—R. O. Duerwaechter, Northern Hdwe. &



Supply Co., Menominee, Mich.; Dewey Browning, Aitken Radio Corp., Toledo; Leonard Kellogg, vice president, Crosley Distributing Corp., Cincinnati.  
 12—J. P. Rogers, vice pres., Thos. W. Berger, gen. sales mgr., R. E. Field, director, Crosley.  
 13—Herbert Hieb, Pres., Hieb Distributing Co., Des Moines, Ia.; L. C. Wheeler, Hardware Products Co., Sterling, Ill.; Fred Johnston, chief engineer, and J. Howard Souther, district mgr., Crosley Radio Corp.  
 14—Harry Roper, Alamo Distributing Co., San Antonio, Texas; John J. Hope, Jr., Credit Mgr., Crosley Radio Corp.

15—Elmer B. Hazle, vice president and gen. manager San Diego Auto Electric Co., and Powell Crosley, Jr., president Crosley Radio Corporation.  
 16—H. M. Ward, Marshall Wells Co., Portland, Ore.; P. W. Blalkowsky, Crosley District Mgr., Pacific Coast; C. D. Russell, vice Pres. and Gen. Mgr. Associated Wholesale Electric Co., Los Angeles; H. A. Armbricht, Crosley District Mgr.; O. L. Griggs, Marshall Wells Co., Billings, Mont.  
 17—C. H. Green, Hymen Reader and Ben French, Reader's Wholesale Distributors, Houston, Tex.  
 18—H. J. Gebter, C. E. Heller, M. J. McCuen,

C. M. John of the Sales staff of Maurer-Grousel Co., Milwaukee; R. H. Money, chief refrigeration engineer, Crosley Radio Corp.  
 19—Harold Goldstein, Pres., H. M. Sadler, Sales Mgr., H. M. Swartz, Anchor Lito Appliance Co., Pittsburgh.  
 20—Hugh O. Green, Oscar Maurer and Howard Brewer, Kiefer-Stewart Co., Indianapolis.  
 21—Charles Bowers and Henry Roth, Ott-Helskell Co., Wheeling, W. Va.  
 22—Ben French, Reader's Wholesale Distributors, Houston, Tex.; Don Crosby, Crosley District Manager.  
 We regret that ten pictures were taken that did not develop satisfactorily.



# CROSLEY RADIOS

The wide choice of new 1937 Crosley Radios satisfies every need completely and any comparison will prove that here is the highest possible quality at the lowest possible price. It has been proven time and again that the surpassing performance of Crosley Radios, the high fidelity reception and tuning ease give greater user satisfaction. There is a model for every purse and purpose.

## CROSLEY AC-DC MODELS

**Model C-516**  
**5 TUBES**  
**5-Inch Speaker**  
 1.0 Watt Output

**\$16.95**  
 Dimensions:  
 7 9/16" high,  
 10 3/4" wide,  
 5 1/4" deep.



● Real Superheterodyne circuit . . . Receives American Broadcasts and some Police Broadcasts . . . Tuning Range 540 to 1725 Kc. . . Operates on 110 volt circuit AC or DC . . . No ground wire required . . . 5 inch full tone dynamic speaker . . . Automatic volume control . . . Illuminated, full vision, airplane type dial calibrated in both kilocycles and meters . . . Litz wound antenna.

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



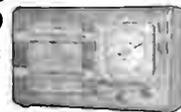
**\$25.00**  
 Dimensions:  
 7 3/4" high,  
 10 3/4" wide,  
 5 3/4" deep.

● 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 . . . Timelog 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 3/4" wide,  
 6 1/2" deep.



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



**\$19.99**  
 Dimensions:  
 11 3/4" 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 3/4" wide,  
 7 3/8" deep.



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



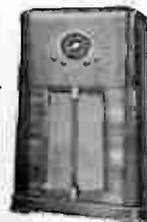
**\$29.95**  
 Dimensions:  
 10 3/4" high,  
 16 1/2" wide,  
 7 3/4" deep.

**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 Tube . . . Full Floating Moving Coil Electro-Dynamic Speaker.

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

**\$39.95**  
 Dimensions:  
 39 3/4" 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 3/4" high,  
 23 1/4" wide,  
 10 3/8" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

**Model 634**6-Inch Speaker  
5½ Watts Output**\$39.95**Dimensions:  
15¼" high,  
12¾" 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  
5½ Watts Output**\$59.95**Dimensions:  
30¼" high,  
23¾" wide,  
10¾" deep.**Model 744**  
6-Inch Speaker  
6 Watts Output**\$49.95**

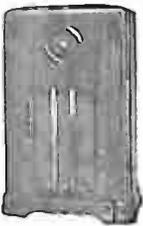
Dimensions: 15¼" high, 14" wide, 9" deep.

**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, 14¾" wide, 9" deep.

**\$67.50**Dimensions:  
40¾" high,  
21¾" wide,  
11¼" 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:  
41½" high,  
20" 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 . . . Timelogg 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:  
41¾" high,  
26" wide,  
14¾" 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:  
42¾" high,  
27¾" wide,  
15¾" 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 . . . Cardiamatic Unit . . . High Fidelity . . . Vibracoustic Sounding Board . . . Power Supply Noise Filter . . . Curvilinear Speaker.

**\$129.50**Dimensions:  
42 1/16" high,  
26¾" wide,  
14" deep.**MODEL 1211 CONSOLE**  
**12 TUBES****12-Inch Speaker****Continuous Coverage — 540-18,000 Kc.****20 Watts Output**

- Metal tubes . . . Magna-Ceramic Dial . . . Timelogg Tuning . . . Neon Tuning Indicator . . . Six Step Fidelity Control . . . Auto-Expressionator . . . Bass and Treble Tone Compensation . . . 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:  
13 1/4" high,  
27" wide,  
11" 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-Ex-  
pressionator . . . 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:  
14 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-Ex-  
pressionator . . . 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 . . . H:O 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 1/8" 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 3/8" deep.



Model B-345



**\$34.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:

13 3/4" high,  
11 1/2" 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 vis-  
ion, 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:  
 21¾" high,  
 17" wide,  
 9¾" 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 Dynamic Speaker.

Model B-699  
 Console  
**\$69.95**  
 COMPLETE  
 LESS BATTERIES

DIMENSIONS:  
 41½" high,  
 25¾" wide,  
 12¼" deep.



**\$59.95**  
 COMPLETE  
 LESS BATTERIES

DIMENSIONS:  
 25¾" 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 . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Plug-in Type Battery Cable . . . Permanent Magnet Dynamic Speaker . . . Cabinet will Accommodate all Batteries.



**BATTERY EIGHT**  
**\$59.95**  
 COMPLETE  
 LESS BATTERIES

DIMENSIONS:  
 19¾" high,  
 15¾" wide,  
 10¾" 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:  
 36¾" high,  
 21" wide,  
 11¼" deep.



**32 D. C. SIX**  
**\$47.50**  
 COMPLETE  
 WITH TUBES  
 DIMENSIONS:  
 16½" high,  
 12¼" wide,  
 8¾" 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 electrodynamic speaker.

**32 D. C. SIX  
 CONSOLE**  
**\$64.50**  
 COMPLETE  
 WITH TUBES  
 DIMENSIONS:  
 36¾" high,  
 20¾" wide,  
 11¼" deep.



**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 A. M.**

7:45—News (Crosley Shelvador).  
 8:00—Arthur Chandler, Jr. (Savamaid Washers).  
 10:35—Mail Bag (Crosley Shelvador).

**P. M.**

1:30—Variety Time (Battery Radios).  
 6:15—Paul Pierson's Orchestra (Radio).  
 9:00—For Men Only (Crosley Roamlo).  
 11:15—Crosley String Quartet (Radio).  
 MID—Moon River (Crosley Shelvador).

**TUESDAY A. M.**

7:45—News (Crosley Shelvador).  
 8:00—Larry & Sue (Crosley Shelvador).  
 10:45—Carl Freed Harmonicas (Radio).

**P. M.**

1:35—Variety Time (Crosley Shelvador).  
 6:15—Dinner Music (Crosley Radios).  
 11:15—Mary Paxton (Crosley Shelvador).  
 MID—Moon River (Crosley Shelvador).

**WEDNESDAY A. M.**

7:45—News (Crosley Shelvador).  
 8:00—Arthur Chandler, Jr. (Shelvador).  
 10:30—Mail Bag (Savamaid Washers).

**P. M.**

1:30—Variety Time (Crosley Shelvador).  
 6:15—Tommy and Betty (Savamaid).  
 11:15—Mary Paxton (Crosley Shelvador).  
 MID—Moon River (Crosley Shelvador).

**THURSDAY A. M.**

7:45—News (Crosley Shelvador).  
 8:00—Larry and Sue (Crosley Roamlo).  
 10:30—Wildcats (Crosley Radios).

**P. M.**

1:30—Variety Time (Crosley Radios).  
 6:15—Yicki Chase (Crosley Shelvador).  
 11:15—Los Amigos (Crosley Radios).  
 MID—Moon River (Crosley Shelvador).

**FRIDAY A. M.**

7:45—News (Crosley Shelvador).

**P. M.**

1:30—Variety Time (Battery Radios).  
 6:15—Carl Freed Harmonicas (Shelvador).  
 11:15—Crosley String Quartet (Shelvador).  
 11:30—Salute to the Cities (Crosley Radios).  
 MID—Moon River (Crosley Shelvador).

**SATURDAY A. M.**

7:45—News (Savamaid Washers).  
 8:00—Lee Erwin (Crosley Shelvador).

**P. M.**

7:30—R. F. D. Hour (Battery Radios).  
 12:05—News (Crosley Radios).  
 12:15—Moon River (Crosley Shelvador).

**SUNDAY P. M.**

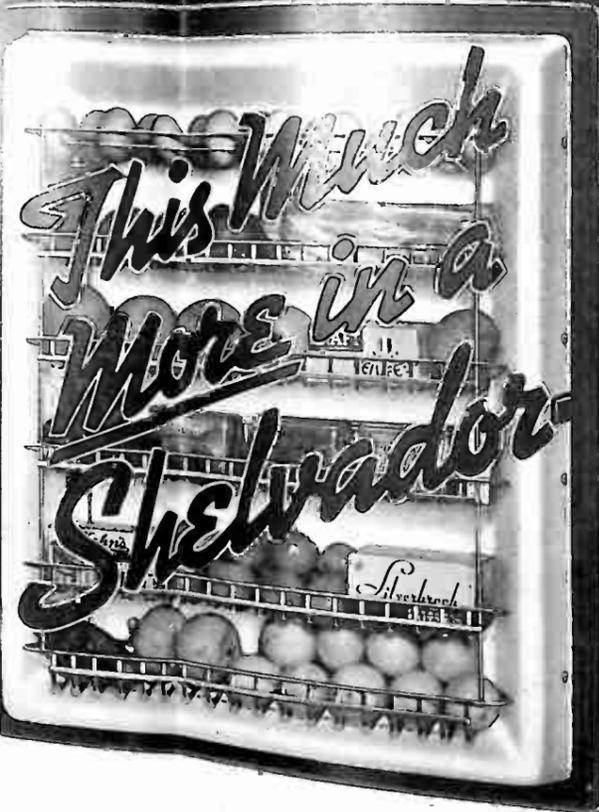
3:15—Choral Echoes (Savamaid Washers).  
 3:45—Interlude (Crosley Radios).  
 11:00—News (Crosley Radios).  
 MID—Moon River (Crosley Shelvador).

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

**THE GREATEST SALES HELP YOU HAVE EVER HAD!**

# ★ 1937... Your most PROFITABLE Year!

**YEAR 'ROUND PROFITS TO DEALERS WHO DEMONSTRATE...**



**T**ODAY'S Greatest Refrigerator Value . . . The new Shelvador is packed with outstanding features . . . Low First Cost . . . Lowered Operating Costs . . . Greater Beauty . . . The Last Word in Convenience. Look at this line up of Shelvador Features. Electro Saver Hermetic Unit, 18 point Temperature Control, Built-in Thermometer, Stora-drawer, Crisper, Ice Tray Release, Fast Freeze Cube Compartment, Flat Wire Shelves, Set of Shelf Jars, Hinged Shelves and One with removable section, Interior porcelain enamel with acid-Resisting bottom, Automatic Interior Light, Dulux Exterior, Bright Chrome Hardware, AND ONLY CROSLLEY HAS THE GREATEST CONVENIENCE OF THEM ALL: THE SHELVDADOR.



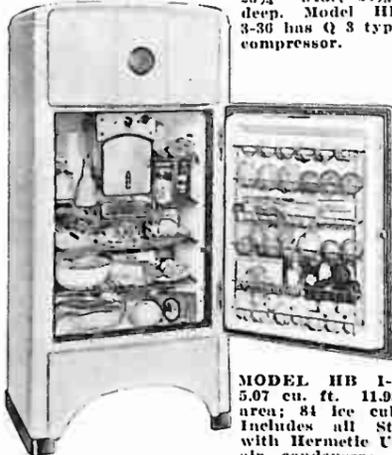
**MODEL HB 1-31**—Net capacity 3.16 cu. ft. Shelf area 7.24 sq. ft. 42 ice cubes one freezing; Hermetic Unit T 1 with still air condenser; Dimensions 46 5/16" high, 23 3/4" wide, 27 3/4" deep. Model HB 8-31 has Q type compressor.



**MODEL HB 1-36**—Net capacity 3.0 cu. ft. Shelf area 8.07 sq. ft. 63 ice cubes one freezing; Hermetic Unit T 1 with Still Air Condenser and other Standard features; Dimensions 51 1/4" high, 23 3/4" wide, 24 3/4" deep. Model HB 3-36 has Q 3 type compressor.



**MODEL HB 1-41**—Net capacity 4.1 cu. ft. 8.33 sq. ft. shelf space; 63 ice cubes one freezing; Hermetic Unit T 1 with still air condenser and other Standard features; Dimensions 53 15/16" high, 23 3/4" wide, 27 3/4" deep. Model HB 3-41 has Standard Q 3 compressor.



**MODEL HB 1-50**—Net capacity 5.07 cu. ft. 11.98 sq. ft. shelf area; 84 ice cubes one freezing. Includes all Standard Features with Hermetic Unit T 1 with still air condenser; Dimensions 56 3/4" high, 27 3/4" wide, 24 13/16" deep. Model HB 3-50 has Standard Q 3 type compressor.



**MODEL HB 1-60**—Net capacity 6.0 cu. ft. 14.43 sq. ft. shelf area; 168 ice cubes one freezing; Includes all Standard Features with Hermetic Unit T 1 with still air condenser. Dimensions 58 7/16" high, 31" wide, 25 1/16" deep. Model HB 3-60 has Standard Q 3 type compressor.



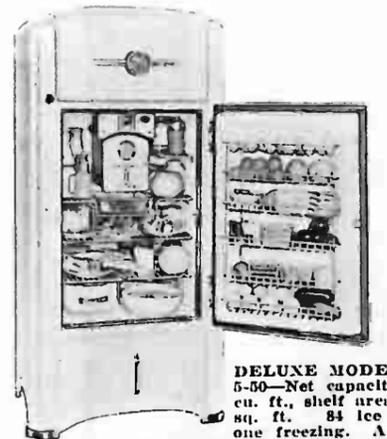
**MODEL HB 5-71**—Net capacity 7.1 cu. ft. Shelf area 16.77 sq. ft. 168 ice cubes one freezing; Includes all Standard Features with Hermetic T 5 double section still air condenser, etc. Dimensions 58 3/4" high, 33 1/4" wide, 29 3/4" deep. Model HB 3-71 has Standard Q 3 type compressor.



**MODEL HB 1-30**—Net capacity 3 cu. ft. 6.92 sq. ft. shelf space; 42 ice cubes one freezing; Hermetic Unit T 1 with still air condenser; Dimensions 36" high, 23 3/4" wide, 25" deep. Porcelain Top is useful as table. Model HB-8-30 has Q type compressor. Exceptional Value in a high grade electric Refrigerator at a remarkably low price.



**MODEL HL 5-43**—Net capacity 4.3 cu. ft., shelf space 9.9 sq. ft. 81 ice cubes one freezing. All DeLuxe features including Electro Saver, Hermetic Unit T 5 with double section still air condenser, 18 point Temperature Control, Built-in Thermometer, Stora-drawer, etc. Dimensions 59 3/4" high, 23 3/4" wide, 26 9/16" deep.



**DELUXE MODEL HL 5-50**—Net capacity 5.93 cu. ft., shelf area 12.62 sq. ft. 84 ice cubes one freezing. All DeLuxe features with Electro Saver Hermetic Unit T 5 with double section still air condenser, etc. Dimensions 56 7/16" high, 27 1/2" wide, 26 3/4" deep.



**DELUXE MODEL HL 5-61**—Net capacity 6.1 cu. ft., shelf area 15.8 sq. ft. 168 ice cubes one freezing. All DeLuxe features with Electro Saver Hermetic Unit T 5 with double section still air condenser, etc. Dimensions 58 9/16" high, 29 3/4" wide, 28 13/16" deep.



**DELUXE MODEL HL 5-71**—Net capacity 7.1 cu. ft. 16.77 sq. ft. shelf area. 168 ice cubes one freezing. All DeLuxe features with Electro Saver Hermetic Unit T 5 with double section still air condenser, etc. Dimensions 58 3/4" high, 33 1/4" wide, 29 3/4" deep.



# CROSLLEY SHELVDADOR



## Record Breaking Year Foreshadowed By Nation Wide Dealer Meetings

The sales possibilities of the "Greatest Shelvador in Crosley history" is reflected by the new zeal and fervency now manifested by Crosley dealers, distributors and salesmen throughout the entire country. It started with the tremendous ovation at the dramatic Preview for distributors in Cincinnati, this new vitality and wholehearted enthusiasm which is indicated by the following accounts. Subsequent issues of the *Broadcaster* will contain more articles of these great showings.

### Sales Increase Anticipated

When the new Shelvadors made their bow in Springfield, Missouri territory Roger & Baldwin Hardware Co., showing, the dealers were of one accord. All predicted an unprecedented sales increase for 1937. E. H. Baldwin, president, welcomed the dealers at Kentwood Arms Hotel, and W. T. Noss, in charge of sales, discussed merchandising. Harry Armbright presented the Shelvadors. The Xervac was received with great interest. Mrs. W. T. Noss, who formerly sang over Station WIL of St. Louis, sang several songs, including one of her own compositions, entitled, "Crosley Marches On."

### Enthusiastic Meeting ...

The 3-day showing of the new 1937 Crosley Shelvador Refrigerators of The Apollo Distributing Co., Newark, N. J., was most successful and far exceeded their fondest ex-

pectations. Held in their Windsor room, which is fashioned after an old English Inn even to the tap room of the period, the meeting was addressed by David Slobodien, President, and Fred Goldberg, General Manager as well as the Crosley district manager, Frank Hogan. An intensive selling course on Shelvador was given by H. M. Bergman, Apollo sales manager, and the large orders for Crosley Products marked the showing most successful.

### Record Breaking Meeting ...

More than 200 dealers attended the Big Pre-view of the new Crosley Shelvadors and other Crosley Products of Stimpson Sales and Investment Corp. in Wichita, Kansas. The great 4-day showing was directed by George H. King.

### Another Big Year Started ...

A gala showing of 1937 Shelvadors by Frank H. Clay Co., at Park American Hotel, Kalamazoo, created much enthusiasm and a lot of fine orders from dealers from southwestern Michigan. Mr. F. H. Clay said it was their best meeting.

### Great Crowd At Pittsburgh

The attendance at the Anchor Lite Appliance Co., dealers convention at the William Penn Hotel exceeded every expectation, according to Mr. Harold W. Goldstein, General Manager. It was a great success from start to finish. Harry M. Sadler was

in charge assisted by N. H. Marshall, Paul Eckert, M. B. Oppenheimer, C. W. Stetzer and Harry Geduldig. The office manager, Harry M. Swartz and Service Manager James Kennedy, were on hand to greet their many friends in the industry.

### Much Better Than Last Year

Even though the roads were very icy and extremely hard to navigate, the Annual Dealer Banquet and showing of New Crosley Shelvadors by the C. E. Hamlin Sales Co., Jackson, Michigan, brought over 100 dealers to the Crystal Ball Room of the Hayes Hotel. Mr. W. E. Hamlin reported big orders well over last year's meeting and everyone eager to get the new merchandise.

### Dealers Brave Storm ...

Dealers in Indiana were undaunted by adverse weather and showed enthusiastic interest at the Kiefer-Stewart Co., 2-day showing of new Shelvadors at Hotel Warren in Indianapolis. Mr. O. C. Maurer, vice president, was in charge, assisted by Howard Brewer, A. L. Tribbett, and H. C. Green. The new Electro-saver Hermetic unit made a great hit and some very nice orders were received for the new line.

### Crosley 1937 Landslide ...

The attendance at the Lincoln Sales Corp., meeting in Baltimore at the Longfellow Hotel and in Washington at the Hamilton Hotel was better than ever before experienced and C. Howard Buchwald reports many orders saying, "It looks like a landslide for the Crosley Shelvador in 1937."

### Nearly 500 At Boston ...

Hotel Kenmore was the scene of a Dealer Convention of Appliance Distributing Corporation of Boston, Mass., where almost 500 dealers enthusiastically cheered the new models. Every important feature of the line and merchandising program was interestingly shown.

The Crosley Showboat on Wheels was on display in front of the hotel ready to start its rounds through the territory.

### Netted Best \$\$\$ Returns ...

The Hieb Distributing Co., of Des Moines, Iowa, Preview of 1937 Shelvadors was attended by over 100 dealers. Mr. Herbert Hieb, president and J. Howard Souther reported models enthusiastically received and best returns of any meeting.



Beck and Gregg Hardware Co., held a 2-day Crosley Open House at Robert Fulton Hotel, Atlanta,

with a most unusual presentation of Crosley products in the form of a personally conducted tour to profits.

### Weather No Hazard . . .

By far the largest and best turnout ever held by Burns Radio Co., Dayton, Ohio, viewed the new line of Shelvadors. In spite of extremely unfavorable weather 180 dealers and salesmen gathered together to witness the showing.

### Shelvador In Spotlight . . .

Advance Appliance Company showing at the Pere Marquette Hotel in Peoria, Ill., focused the attention of their many dealers on the 1937 Shelvador and produced excellent results from the interesting demonstrations.

### Orders Increased 300% . . .

Interstate Electric Company meeting at New Orleans, La., was a tremendous success and orders from dealers totaled three times the amount ever taken at any meeting in the past. Shelvador is really "going over big in this territory."



Over 200 dealers attended the display of the Interstate Electric Company, Crosley Distributors of New Orleans, La. Here is where SHELVADOR orders increased 300%. High spot of meeting was method of using new FLOOR PLAN.

### Magnificent Response . . .

Coghlin Electric Company dealer meeting at Hotel Mayflower in Worcester, Mass., developed a hearty response to the great new line of Shelvadors and dealers placed orders accordingly.

### Enthusiasm At High Pitch . . .

In spite of icy roads, 75 dealers attended the showing of Tenk Hardware Co., Quincy, Ill., following luncheon at Lincoln Douglas Hotel.

### Holds 3 Big Demonstrations . . .

Chanslor and Lyon's exceptionally fine showing in San Francisco attended by 195 dealers aroused greater interest than any previous meeting and their dealer gatherings at Sacramento and Fresno, California, were likewise highly successful.



### Big Meeting In Chicago Results In Large Orders . . .

An enthusiastic group of 480 dealers assembled in the Rose Room of the Hotel LaSalle for one of the most successful dealer conventions of the Crosley Distributing Company of Chicago. Mr. C. S. Tav, manager of Crosley Branch, addressed the meeting and other interesting

talks were given by C. M. Holloway, Mr. B. J. Schwinn and Mr. W. S. Stoner.

Just a glimpse of the great turnout evidences the wonderful reception accorded "The Greatest Shelvador." Indeed a positive indication that CROSLY MARCHES ON for the cleverly planned demonstrations were loudly acclaimed.

### Eager Group at Milwaukee

Grusel Distributing Corporation certainly made a good impression with their fine showing of the new Shelvadors to city and state dealers at the Astor Hotel in Milwaukee. Wm. C. Stoner, Crosley Personnel Manager, made the presentation. Miss Marguerite Reuter in charge of the home economics division, spoke on economy and easy planning of meals.

### Visit Crosley Plant . . .

Early in January, a group of eight from the staff of the Anchor Lite Appliance Co., Crosley distributor, Pittsburgh, spent a busy day at the Crosley factory, seeing how Shelvador electric refrigerators, Crosley radios and other products are made. In the group were M. H. Marshall, M. B. Oppenheimer, Chas. W. Stetzer, Harry Geduldig, Paul W. Eckert, E. E. Korna, and M. B. Gasper of the selling force, and James Kennedy, Anchor Lite Service Manager. All reported prospects for an excellent year, and expressed themselves as most favorably impressed by the new line of Shelvadors.

H. L. Blount of Blount Electric Co., Medina, N. Y., also spent a busy day at the Crosley factory in Cincinnati. Mr. Blount is highly optimistic over the outlook for 1937 and says he expects to do an excellent business on Shelvador electric refrigerators this season.

### Best In Six Years . . .

Ackerman Electric Company of Grand Rapids, Mich., two day showing at Hotel Rowe raised enthusiasm to a new high pitch and with fine attendance it was the best meeting in Grand Rapids in six years.

### Tremendous Success . . .

Crosley Shelvador dealer meeting of Tarbell-Watters Company, Springfield, Mass., was attended by 135 dealers who pronounced the new line a great success.

### Eager To Get Started . . .

The dealers of Titus Radio of Oklahoma City, and Tulsa, Okla., are certainly sold on the new line of Shelvador refrigerators. Their meeting of dealers, about 200 strong, resulted in many orders.

## Big WLW Crosley Radio Helps Swell Xmas Fund...

The magnificent 37-tube Crosley supermodel WLW radio receiver was called into service to help raise funds for toys, food and clothing for Cincinnati's needy children. Each year the *Cincinnati Post* in co-operation with the Mayor's Christmas Toy Committee conducts the "Mile-of-Dimes" campaign for this purpose. Contributions for the 1936 fund set a record for a number of years back, and the *Post* gave much credit to the



WLW Super Model for attracting the attention of many thousands of people at its downtown location on Fountain Square, right in the heart of Cincinnati's business and shopping district. People stopped to marvel at the amazingly fine tone. They had never heard anything like it. A. P. Richards, Crosley engineering department, is seen using the public address system.

### Not Only Most Beautiful, But Also Most Economical..

After one of the biggest and most enthusiastic Crosley meetings ever held in the section combining the St. Joseph and Kansas City, Mo., territory, Mr. L. E. Reid, President of American Electric Co., Crosley Distributors at St. Joseph, Mo., writes, "Judging by the attendance at our meeting at the President Hotel January 26, and the enthusiasm displayed by over two hundred dealers, we are expecting the biggest Shelvador year in this section we have ever had.

The new Hermetic Unit brought forth a round of applause and the new Shelvador was acclaimed not only the most beautiful but also the most economical."



### Reader's Showing At Houston A Great Success...

One of the most impressive first showings of Crosley Shelvadors was staged by Hymen Reader, president of Reader's Wholesale Distributors,



Crosley distributor, Houston, Texas, in the Lamar Hotel. To say the large audience of almost 500 persons were thrilled at the showing of the beautiful new Shelvador is putting it mildly. Hymen Reader stated, "It was one of the most successful meetings in this territory," and judging from the intense interest and enthusiasm shown by those dealers from approximately 40 counties, it can be considered a definite fore runner to new sales records for 1937. Mr. B. A. French of Reader's Wholesale, gave an interesting demonstration of the Crosley Xervac. Mr. H. F. Clayton, Crosley District Manager, presented the Savamaid washer and everyone agreed that Hymen Reader certainly knows how to put on a great show.

The widely advertised showing was a huge success and an example of one of the excellent promotions promulgated by the active and energetic Mr. Reader was the publicity given the new Shelvador by the Houston Press Cooking School held in the City Auditorium January 26, 27, 28 and 29, which added much to keeping every one fully mindful of the exclusive features and advan-

tages of Shelvador Refrigerators. It was one of the grand prizes.



The new Model Shelvador with Built-in Radio certainly attracts a lot of attention and the happy discussion pictured above shows H. F. Clayton, Crosley District Manager, Hymen Reader, George Carter, B. A. French and C. A. Green of Readers Wholesale Distributors, and Lester Norris and S. Howard, discussing high points of the newest Shelvador.

Hymen Reader knows full well, "It Pays To Advertise," and in their active campaigning have clearly demonstrated this fact to their many dealers. One sterling example which covered a period of eight weeks was the \$4,000 Houston Post "Right-Ad" Contest in which their dealers reaped definite results from the fine series and continuous publicity. Full page ads accompanied full double column news articles and to add to the pulling power a Crosley Shelvador was the second Grand Prize of the contest.



### Associated Wholesale Electric Co., New Crosley Distributor

The widespread demand for Crosley Radios, Shelvador Refrigerators, Savamaid Washers and Ironers is definitely headed for even greater heights in 1937. This fact will be especially noticeable in Southern California assured by the announcement of the new Crosley distributor for that territory, The Associated Wholesale Electric Company, at Los Angeles. Mr. C. D. (Dick) Russell is President and General Manager. On this page he is pictured with his enterprising sales force as well as their attractive home located at 1111 Santee St.

Mr. Russell has learned the magic of management. A man with a system, who can make a program and carry it out. It has been said that the secret of success especially in a large enterprise, lies with the man who has the ability to multiply himself in others. Mr. C. D. Russell has builded well and on a firm foundation, developing an institution which since its inception has continued to grow in strength and stability with the years.

Starting to work for an electrical contractor dealer in Texas in 1910, he worked successively as wireman, small plant operator and proprietor of a contractor dealer business. At the age of 20 he entered the electrical wholesaling field in Oklahoma acquiring experience and some measure of versatility as he progressed from salesman to branch manager and part owner in a small chain of electrical retail stores. Then he went

west to California becoming district sales manager for a large electrical wholesaler. In June, 1928, Mr. Russell purchased the Baker Electric Company and established the Associated Wholesale Electric Company at Los Angeles.

Mr. Russell has developed his own definite philosophy as to his staff and personnel. He feels that his men should be like himself, with



The sales crew of the Associated Wholesale Electric Company, Los Angeles, California, is shown with Mr. C. D. Russell, (center, back row) president and general manager. The entire force includes: L. D. Ingham, T. N. O'Connell, Don H. Barnes, W. P. Brainerd, D. V. Chilver, J. A.

plenty of the will to accomplish, an eagerness to take responsibility and the ability to use their heads for themselves. He only asks that each one soak up to the ultimate of his capacity the basic policies and principles of the organization and then apply them in his own way to his own job and to the service of his customer, for basically the first policy is the customer. Mr. Russell will go to extremes if necessary to be what he considers a wholesaler should be to his good customers. By such methods the Associated Wholesale Electric Company is making a lasting place for itself in the industry, and with such an energetic and enthusiastic organization behind the sale of Crosley Products in Southern California, we are certain to see many records broken during the banner year of 1937.

### Davidson Sales Co. Orders Break All Records Since '28

One of the biggest dealer turnouts at any showing of the Davidson Sales Co., Crosley distributor, South Bend, Ind., was reported by J. E. Davidson, president, who says they booked more business than at any Shelvador dealer meeting since 1928. Mr. Davidson also mentioned that business conditions in his territory are excellent and 1937 looms ahead as one of the greatest years for Crosley Shelvador.

Ellison, L. E. Kimmell, E. W. Reid, M. L. Foess, L. M. Lindsay and W. M. Coburn. W. R. Forsberg, W. E. Griffith, Geary Myers, William H. Smith, J. B. Nicolson, Myron Powell, Jack Taylor, G. D. Settles. Xervac Salesmen are: Seymour Armond, H. S. Calvin, Albert H. Smith, H. Miligan, H. J. Williams, Dr. F. W. York.

## Anchor Lite Appliance Co. Appoints Service Manager

Mr. J. M. Kennedy's appointment as manager of the Parts and Service Dept. of Anchor Lite Appliance



Company, Crosley distributor, Pittsburgh, Pa., is certainly important news to the electric appliance dealers of the tri-state area as well as the Anchor Lite Crosley dealers. Serving more than nine years in managerial capacities in other whole-

sale organizations, Mr. Kennedy has become increasingly popular through his wide knowledge of the construction of electric equipment and is recognized as one of the most capable domestic refrigeration service engineers in the territory. He entered this field six years ago after practicing for 6 years in the servicing of commercial refrigeration equipment. In addition to the wealth of knowledge gained by many years of contact with dealers' refrigeration problems, Mr. Kennedy devoted two years to extensive laboratory research work. His pleasing personality and ready willingness to cooperate at all times are outstanding characteristics of Mr. Kennedy and every dealer who has had occasion to use his assistance wish him even greater success in his new position.

*"By the way, Bill, how old is that radio set of yours?"*

Do many of your friends find it hard to remember?



Mr. H. E. Dunn, President of H. E. Dunn, Inc., recently appointed Crosley distributor, Omaha, Nebraska, is shown seated in the center of his enterprising and well organized sales force. All are sure, "It can be done . . . with Shelvador."

## 4,244,000 PROSPECTS FOR FARM SALES . . .

The Alamo Distributing Company of San Antonio, Texas, Crosley Distributors, advise their dealers to "Wake up and Sell to Your Farmers." An excellent opportunity for profits, with the least competition, awaits those who really get out and sell the farmers. The old passe opinion that few farmers can buy has been quashed by reliable statistics. From the total 6,800,000 farms in the United States there are

4,240,000 prospects for farm sales who can afford to buy. The national farm income increased tremendously and surely you know several hundred right around your community are prospects for Crosley merchandise that will give them better living conditions. Government reports indicate that 35 out of every hundred have had an average income of over \$2700 during 1936. Wake up and SELL to your farmers.



## IT CAN BE DONE — WITH DUNN . . .

One of the most highly trained specialty organizations behind the distribution of Crosley Products is H. E. Dunn, Inc., the new Crosley Distributor in Omaha, Nebraska—an energetic group, full of enthusiasm and pep, with a slogan, "It can be done, with Dunn."

Under the skillful guidance of its President, Mr. H. E. Dunn, the company has enjoyed steady growth from year to year. At present the

main office in Omaha maintains complete coverage of the entire state of Nebraska and western Iowa, with warehouse and offices located in the Gateway Building in Omaha. Naturally the wonderful progress of the company may largely be attributed to the wide knowledge and experience of Mr. Dunn who, for more than sixteen years prior to the founding of the corporation, experienced all phases of the wholesale business in every capacity from salesman to sales manager to Branch Manager of the Delco Light and Refrigeration Division of General Motors. In 1930 Mr. Dunn organized the company at which time they purchased the Omaha Branch of the Delco Light, and now the year 1937 looms ahead as the greatest and most profitable year of them all, with Crosley Shelvadors leading the parade of values.

## Action Solves Problems . . .

Success is a condition that is created through energy and ambition. Work for it. But plan your work and you will be encouraged by the results of steadfast determination to overcome any obstacle.

# GENUINE CROSLEY REPLACEMENT PARTS

The superb tone quality for which Crosley receivers have always been noted is in no small measure due to the extreme care in design and precision workmanship of the loudspeaker. Not only that, but each Crosley speaker is engineered and matched for the particular model receiver with which it is used. It can be easily appreciated, therefore, that for replacement use only a Genuine Crosley factory-tested speaker will permit the true, pure reproduction that the receiver originally gave. "Universal" or "replacement" speakers often offered to the dealer or service man simply cannot be expected to perform as efficiently or reliably as the genuine article.

You will find that the prices shown are favorably competitive with any being offered on

speakers of anywhere near the same quality. Take advantage of these low prices, and insure customer satisfaction by using only Genuine Crosley factory-tested speakers.

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 thousands 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.

## CROSLEY SPEAKER PRICE LIST

Speakers are listed according to set chassis number; also see Page 18 for cross reference.

Chassis Model Number	Speaker Model Number	Spkr. List Price	Chassis Model Number	Speaker Model Number	Spkr. List Price	Chassis Model Number	Speaker Model Number	Spkr. List Price
4A1	33BL	\$3.67	A-266	339BS3	\$2.77	715 (Tbl.)	318BL18	\$3.33
4B1	21M	3.22	A-366	*324G5	5.78	715 (Cons.)	518CL22	4.27
4C1	213B	3.50	A-366	*324G6	5.78	716	332BJ3	3.70
5A1	33BL	3.67	A-366	*424G4	5.78	725 (Tbl.)	330CL22	3.18
5A3	33BL	3.67	A-366	*424G6	10.00	725 (Cons.)	630CL27	5.98
5B2 (Tbl.)	31M	4.13	415	21M	3.22			
5B2 (Cons.)	41M	5.56	416	33PJ3	4.60	726	645CJ3	6.00
5B3 (Tbl.)	31M	4.13	425	214BL9	3.42			
5B3 (Cons.)	41M	5.56	435	33MS3	4.20			
5C2	214BL9	3.42	505	418CJ3	4.11	736	632CJ3	5.60
5H1 (Tbl.)	318BL18	3.33	506 (Below Ser. 1308741)	255BL6	2.91	815	42PS3	8.70
5H1 (Cons.)	418CL22	4.11				816	542CJ4	5.30
5M3	219BL9	2.95	506 (Above Ser. 1308741)	259BL6	2.91	855 (Tbl.)	318BL18	3.33
				†219BL9(B)	2.95	855 (Cons.)	518CL22	4.27
5M4	39B	3.56	515	241BL9	2.80	865 (Tbl.)	330CL22	3.18
			516	318BL9	3.33	865 (Cons.)	630CL27	5.98
			525	318BL9	3.40	915 (Tbl.)	427CL22	5.07
			526	331BL9	3.40	915 (Cons.)	627CL27	6.51
5V1 (Tbl.)	318BL18	3.33	534	318BL18	3.33	916	633CJ4	6.10
5V1 (Cons.)	418CL22	4.11	535	31M	4.13	926	636CJ4	5.73
5V2 (Tbl.)	318BL18	3.33	536	237BL9	2.95	955	633CJ4	6.10
5V2 (Cons.)	418CL22	4.11	545	214BL9	3.42	1014 (Tbl.)	48CL22	5.02
6B1	426PS3	8.78	546 (Tbl.)	33PJ3	4.60	1014 (Cons.)	68CL27	8.45
6H2 (Tbl.)	318BL18	3.33	546 (Cons.)	43PJ3	4.95	1016	733CJ4	12.40
6H2 (Cons.)	418CL22	4.11	555	331BL9	3.40	1026	633CJ4	6.10
6H3 (Tbl.)	318BL18	3.33	556 (Tbl.)	31PJ3	4.60	1055 (Tbl.)	427CL22	5.07
6H3 (Cons.)	518CL22	4.27	556 (Cons.)	41PJ3	4.95	1055 (Cons.)	627CL27	6.51
6V2	411C	4.90	566	31PJ3	4.60	1126	649CJ4	6.58
7H2 (Tbl.)	411C	4.90	586	243PS2	6.40			
7H2 (Cons.)	511C	5.25	596	247BL9	3.16	1155	634CJ4	6.58
7H3 (Tbl.)	411C	4.90	605 (Tbl.)	32MS4	4.13	1216	649CJ4	6.58
7H3 (Cons.)	511C	5.25	605 (Cons.)	42MS4	5.27	1316	734CJ4	13.31
7H4 (Tbl.)	411C	4.90	615 (Table)	314BL	3.62	1336	734CJ4	13.31
7H4 (Cons.)	511C	5.25	615 (Cons.)	414CL	4.44	1516	734CJ4	13.31
7V2 (Tbl.)	410C	4.90	616	332BJ3	3.70	5150	219BL9	2.95
7V2 (Cons.)	510C	5.42	625	426PS3	8.78	5515	319BJ3	4.22
8B2	42P	8.76	626	532CJ3	5.80	5516 (Tbl.)	219BJ3	3.05
8B3	42P	8.76	635 (Tbl.)	318BL18	3.33	5516 (Cons.)	432CJ3	4.53
8H1 (Tbl.)	48CL22	5.02	635 (Cons.)	418CL22	4.11	5526 (Tbl.)	332BJ3	3.70
8H1 (Cons.)	68CL27	8.45	636	42PJ4	4.95	5526 (Cons.)	432CJ3	4.53
8H3 (Tbl.)	48CL22	5.02	645 (Tbl.)	328CJ4	4.00	5536	237BL9	2.95
8H3 (Cons.)	68CL27	8.45	645 (Cons.)	428CJ4	4.65	5555	432CJ3	4.53
			646	42PJ4	4.95	5656	632CJ3	5.60
10P3	58C	7.00	655 (Tbl.)	318BL18	3.33	5666	632CJ3	5.60
			655 (Cons.)	418CL22	4.11	6516	219BL9	2.95
			656	331BL9	3.40	6615 (Tbl.)	33MS3	4.20
A-156	33BL	3.67	666	244BL9	3.00	6615 (Cons.)	43MS3	4.67
A-166	424G1	8.80	676	346BL9	3.40	6625	532CJ3	5.80

\* See "Speaker Parts" in A-366 Service Supplement No. 145.  
 † (B) Indicates "with bracket". Specify accordingly when ordering this type.

# GENUINE CROSLY REPLACEMENT PARTS

## CROSLY SPEAKER CROSS REFERENCE LIST

Speakers are listed according to speaker model number and corresponding chassis usage.

Speaker Model Number	Used on Chassis	Speaker Model Number	Used on Chassis	Speaker Model Number	Used on Chassis	
21M	4B1, 415	243PS2	586	*424G4	A-366	
31M	5B2 (Table) 5B3 (Table) 535	244BL9	666	*424G6	A-366	
31PJ3	556 (Table) 566	247BL9	596	426PS3	6B1, 625	
32MS4	605 (Table)	255BL6	506 (Below Ser. 1308741)	427CL22	915 (Table) 1055 (Table)	
33BL	4A1, 5A1, 5A3, A-156	259BL6	506 (Above Ser. 1308741)	428CJ4	645 (Console)	
33MS3	435, 6615 (Table)	314BL	615 (Table)	432CJ3	5526, 5555 5516 (Console)	
33PJ3	416 546 (Table)	318BL18	525, 534, 5H1 (Table) 5V1 (Table) 5V2 (Table) 6H2 (Table) 6H3 (Table)	510C	7V2 (Console)	
39B	5M4		715 (Table) 855 (Table) 655 (Table) 635 (Table)	511C	7H2 (Console) 7H3 (Console) 7H4 (Console)	
41M	5B2 (Console) 5B3 (Console)		319BJ3	5515	518CL22	6H3 (Console) 715 (Console) 855 (Console)
41PJ3	556 (Console)		*324G5	A-366	532CJ3	6625, 626
42MS4	605 (Console)		*324G6	A-366	542CJ4	816
42P	8B2, 8B3	328CJ4	645 (Table)	627CL27	915 (Console) 1055 (Console)	
42PJ4	636, 646	330CL22	725 (Table) 865 (Table)	630CL27	725 (Console) 865 (Console)	
42PS3	815	331BL9	526, 555, 656	632CJ3	736, 5656, 5666	
43MS3	6615 (Console)	332BJ3	616, 716	633CJ4	916, 955, 1026	
43PJ3	546 (Console)	339BS3	A-266	634CJ4	1155	
48CL22	8H1 (Table) 8H3 (Table) 1014 (Table)	346BL9	676	636CJ4	926	
58C	10P3	410C	7V2 (Table)	645CJ3	726	
68CL27	8H1 (Console) 8H3 (Console) 1014 (Console)	411C	7H2 (Table) 7H3 (Table) 7H4 (Table) 6V2	649CJ4	1126, 1216	
213B	4C1		414CL	615 (Console)	733CJ4	1016
214BL9	5C2, 425, 545	418CJ3	505	734CJ4	1316, 1336, 1516	
219BL9	5M3, 6516	418CL22	635 (Console) 5V1 (Console) 5V2 (Console) 6H2 (Console) 5H1 (Console) 655	<b>KEEP THIS PAGE ON FILE FOR FUTURE REFERENCE. WATCH FOR THE NEXT BROADCASTER, WHICH WILL CONTAIN A LISTING OF SPEAKER PARTS.</b>		
†219BL9 (B)	515		424G1			A-166
219BJ3	5516 (Table)					
237BL9	536, 5536					
241BL9	516					

† Indicates "with bracket". \* See A-366 Parts List.



### San Diego Auto Electric Crosley Distributors . . .

Green lights are blazing ahead for California is going places with Crosley in 1937. Important profits are ready to ride with the wide awake dealers of San Diego Auto Electric, newly appointed Crosley Distributors of San Diego and Imperial Counties, California.

As a fitting climax of over 15 years of continuous expansion this dynamic Company becomes the franchised distributor for Shelvador Refrigerators, and other Crosley Products in this great district.

San Diego Auto Electric, established 15 years ago, has maintained the same headquarters throughout that time and the imposing building is shown together with a likeness of Mr. Elmer B. Hazie, the company's vice president who took over the management in 1935. Although primarily automotive in its activities until 1932, the company expanded its activities to include household appliances, and the phenomenal increase in business in this division may be attributed to wide experience of Mr. Hazie who has enjoyed over 20 years in the automotive and home appliance field in California.

Hazie has had an extremely colorful career in the southern California auto and appliance business. Before his arrival in San Diego he was distributor in three central California counties for an active line of radios, accessories and auto supplies. He built up his sales on radios until they topped every competing line in the field.

"We feel particularly pleased and complimented in having been appointed distributors for San Diego and Imperial counties for the Crosley line. Armed with a live line of appliances, strong in public favor, and helped along by new, cheaper

power in southern California, there is almost no limit to the possibilities," Hazie stated.

Hazie is a strong believer in advertising and intends to back up



Crosley national advertising with a strong regional campaign, and other powerful dealer aids. It is planned that retail activities in the Crosley line in this territory shall offer unusual profit possibilities.

The new Crosley distributor, generally known among his wide circle of acquaintances as Elmer, talks golf in the low 70's but plays it in the 80's, which might be explained by the fact that he thinks the greatest game in the world is his own business and he would rather work at that than play at anything else.

Taken altogether, what dealer can ask for more? It's a winning combination of whole-hearted cooperation and service behind products universally accepted as the highest pos-

sible quality at the lowest possible price. A proposition that spells profits from the very start.

### Needs Larger Quarters . . .

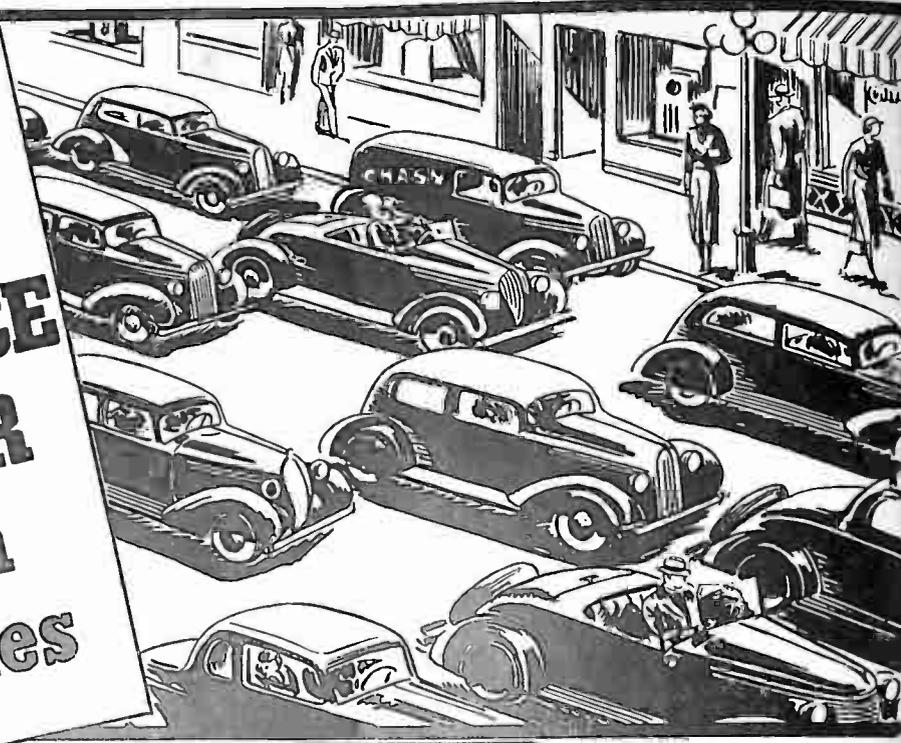
James and Hawkins, Inc., are enthusiastic Crosley dealers operating 15 stores on Long Island, and due to the great increase in business they have outgrown their warehouse at Queens Village and now occupy a much larger building in Long Island City. The new warehouse will enable James and Hawkins to better serve their thousands of customers. A very noteworthy example of effective sales promotions by this alert group is the James and Hawkins, Inc., Bulletin, an eight page paper of interesting news and displays. 20,000 of which were distributed by a number of boys throughout their territory. Another 8,000 were included as newspaper inserts. A first page featured story on Crosley Radios together with the fine display ad on Crosley Shelvadors and Radios produced excellent results. Concentrated efforts of this type are most attractive and always bring favorable returns.



### Crosley Sells Year 'Round

Another family solves the problem of proper food preservation in winter months. The service man and his assistant of Baldwin-Hall Co., Inc., Crosley distributors of Syracuse, N. Y. are shown out in "the beautiful" about to install "The world's most beautiful refrigerator" in the city of Syracuse. According to W. H. Hall, it is just another forceful illustration that "They buy Shelvadors the year 'round."

*Matching*  
**the**  
**PERFORMANCE**  
**and POWER**  
**of Modern**  
**Automobiles**



**L**ISTEN to the Crosley Roamio and you will immediately know why we are so enthusiastic about it. The significant improvements are most conspicuous. The superlative performance, the marvelous tone and reception reveal engineering developments that set Crosley Roamio far above competition and these two models are just loaded with sales features that will bring quick acceptance everywhere.

...THE  
**CROSLY**  
**ROAMIO**  
**AUTOMOBILE**  
**RADIO**



**CROSLY ROAMIO A-177**  
 Seven tube DeLuxe, Two unit Superheterodyne with airplane dial, remote control, either steering post or dash control. Header speakers or under dash speaker for all cars. You simply cannot realize how fine this radio is until you hear it.



**CROSLY ROAMIO A-167**  
 Six tube Superheterodyne single unit with dash or steering column control.



**CUSTOM-BUILT CONTROLS FOR ANY CAR . . .**



WHATEVER HAPPENS...YOU'RE *THERE* WITH A

**CROSLY ROAMIO**