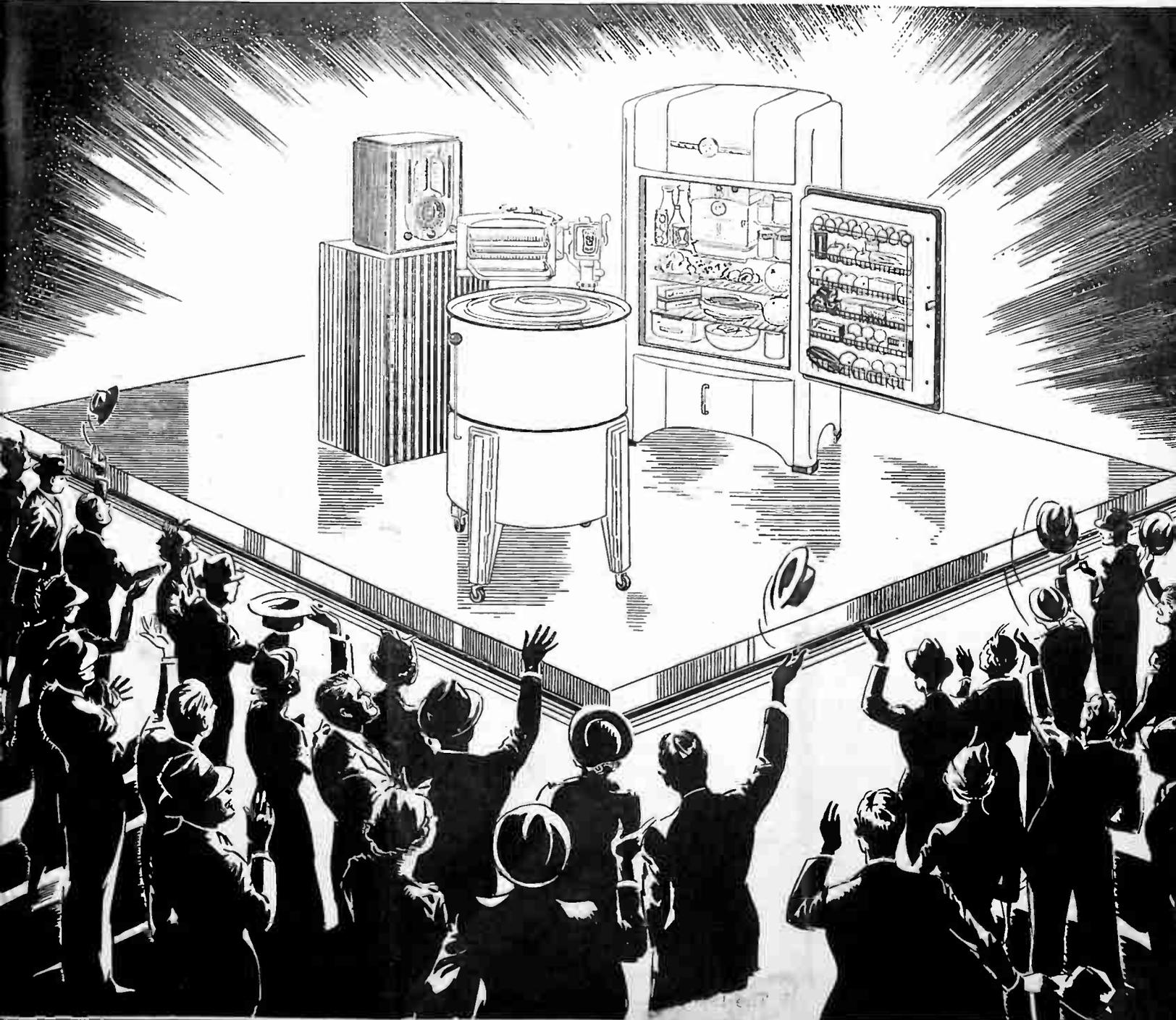


# ★ THE ~~CROSLLEY~~ BROADCASTER

VOLUME 16

APRIL 15, 1937

NUMBER 2



*THREE CHEERS* FOR *Crosley* DEALERS

# TALKS TO THE TRADE



## POWEL CROSLEY, JR. SAYS...

**I** AM SURE you will readily agree that the new Crosley Fivers, with Foreign Reception, represent the greatest advance in radios within their price class in many a day. I believe you and your entire organization will heartily enthuse over the profit possibilities these startling new values present. They're certainly distinguished for technical excellence, with the same true quality characteristics, the same rock bottom price of their predecessors. With plenty of "eye appeal" these new Crosley Fivers stand out most prominently as the **REAL PROFIT MAKERS FOR 1937**. Just what is needed to send your radio sales volume soaring.

It is most gratifying to note the tremendous response of dealers everywhere to the "Greatest Shelvador in Crosley History." The 1937 Shelvador is an unsurpassed combination of superior features

and a most significant example of the Crosley standard of value. Now is the time to prepare for the greatest refrigeration sales and profit period of all time, and build momentum for the big selling months just ahead.

And remember, you may add to your radio and refrigerator profits! The new "All White Line" of Crosley Savamaid Washers and Ironers commands attention. Splendid appearance matches rugged serviceability, and profits are certain and quick to the dealers who enthusiastically push this outstanding line.

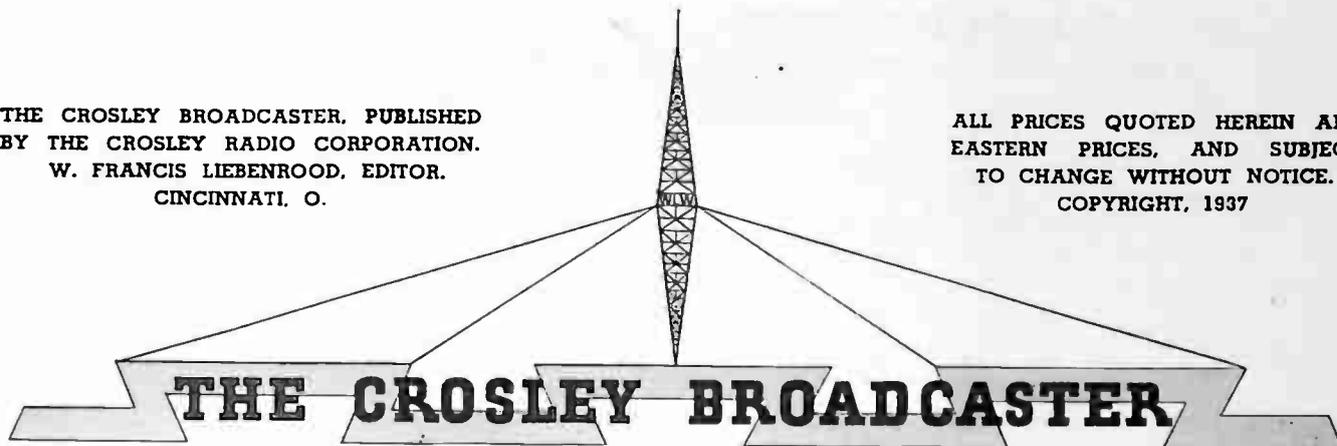
The time to ACT is RIGHT NOW!

*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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### Three Rousing Cheers . . .

The outlook for a record year is especially good and it is in a large measure influenced by the fact that Crosley dealers have something to shout about. Three outstanding "profit makers" are in the spotlight, and No. 1 on the list is the new Crosley Fiver Radio with the same rock-bottom price in spite of advancing costs. This new Crosley Fiver with the notable improvement FOREIGN RECEPTION is something to enthuse about. Such an obvious value makes an instant hit with a tremendous market. The kind of a value that "peps" up salesmen to new sales records, a value that impresses purchasers strongly with the significance of the name CROSLY on products of unusual merit and excellence. A fine source of profit that well deserves a big hand.

Likewise, the next star performer in the limelight is the new All White Line of Crosley Washers and Ironers. "Savamaid" takes on a new significance to the user in first cost savings, in new beauty, in larger washer capacity tubs, in sturdier, SEALED quiet mechanism with the only "cash" service warranty. A new line that is heartily approved by all who see it, salesmen and customers alike.

As a fitting climax — the 1937 Crosley Shelvador stands supreme as the finest example of electric refrigerator convenience, a combination of exclusive superior features Crosley Dealers know full well are unsurpassed anywhere, and coupled up with low first cost and low operating cost the year 1937 should see all sales records of Shelvador broken as the months roll by.

Three Crosley CHAMPIONS . . .  
Three Leaders in their field . . .  
providing possibilities for profit

never before equalled. See your distributor right away about the new eight page envelope stuffer "Three Crosley Champions." Printed in attractive brown, this circular just off the press should prove an exceptionally fine help in your campaign to make 1937 your most profitable year.

### 61 Million Advertisements

Fifty one million national magazines placed end on end would reach . . . well, anyway, to every family in your entire territory, and certainly no prospect of yours will fail to see convincing, appealing, selling messages of Crosley Shelvador this season. A most comprehensive list of the leading weekly and monthly magazines is being used to create Shelvador sales and profits, and when you consider that several persons read each magazine that contains a Crosley advertisement the circulation figure reaches staggering proportions. This big, all-season program is now in progress. Reap the benefits, NOW. Tie in with this tremendous program of publicity. Gain every advantage in every way possible by using the wide array of Shelvador sales promotion aids now ready for this purpose. See your distributor about your Shelvador advertising needs.

### Little Acorns—Big Oaks . . .

Clear foreign reception depends upon the antenna and the new Crosley Fiver Doublet Antenna is another one of those phenomenal values that places Crosley dealers head and shoulders above competition. A small item but a big producer of satisfaction and good will. Don't neglect it, you have everything to gain.

### Prospects That Bloom In The Spring . . .

Interest in electric refrigeration is now at its highest point. The spring time is Shelvador selling time. Magazines of great national circulation are carrying Shelvador messages; 500,000-watt WLW is keeping the nation Shelvador conscious with powerful, appealing broadcasts. Tell your community now, in every possible way through an intensive tie-in campaign that your place of business is the place to see and buy the Crosley Shelvador.

### Use It . . . And Profit . . .

We are sure you will find the Shelvador Dealer's Catalog to be one of the handiest pieces of advertising material on your desk and it should come into use in many effective ways. The new accordion fold, printed in attractive colors on heavy cover stock, fits into the pocket easily and when opened before the customer it allows easy comparison of the various Shelvador models. The complete panorama of all standard model Shelvadors is shown on one side and the line of DeLuxe models, and outstanding features on the other. You will agree that it is a most effective way to "lead off" with the Shelvador idea as it is presented in this folder. The well filled refrigerators present an appetizing appeal that should greatly assist in speeding up the "Signing on the dotted line." Additional copies may be secured from your distributor. A generous use of this new style catalog will bring satisfactory results.

The new washer-ironer circular is on the press and should prove a very definite help toward completing your campaign of introduction. A fine series of one, two and three column, Ad mats on the washer-ironer line are also available.

## BRIGHT SPOTS IN MANY SUCCESSFUL MEETINGS OF SHELVDOR DEALERS . . .

Deluged with reports and photographs of a long list of wonderful meetings of Shelvador dealers by the Crosley distributors throughout the country your editor will endeavor to publish them from time to time in subsequent issues of the Broadcaster. Accompanying photographs bear witness to aggressive merchandising campaigns, already in progress. Crosley Marches On with the greatest array of "fast selling" products in Crosley history, and reflecting this fact, Crosley dealers are preparing for the most profitable year of them all.

Tom Killian, Inc., Crosley distributor, Denver, Colorado, opened a new branch devoted entirely to Crosley products and seven energetic salesmen are carrying the Crosley banner. Mr. H. C. Royer, former Crosley wholesale man, has joined the company. With the outlook here for a big year for Crosley Shelvadors, a six day preview held at the Cosmopolitan Hotel, was attended by merchandising managers from the leading stores in the territory. A three-day service school was also conducted by Lee Bird. The vigorous campaign on Crosley Shelvadors is

under way and going great guns according to Mr. Armbricht, Crosley district manager.



### Bohannon Shows 'Em . . .

In addition to the fine advertising value of the Crosley Show Boat, with a public address system, R. C. Bohannon, Inc., Crosley distributor, Columbus, Ohio, "tells the world" they're enthusiastic about Crosley Products. Notice the Crosley escutcheons on the salesmen's coat lapels.

### 3500 At Cooking School . . .

The recent Houston Cooking School was another successful Crosley Shelvador promotion by Reader Wholesale, Crosley Distributor at Houston, Texas. The new Crosley radio model Shelvador refrigerator was presented from the stage of the city auditorium as one of the grand prizes of the Crosley Cooking School held in conjunction with the Houston Press at Houston, Texas. 3500 women attended the demonstration and Hymen Reader, who was responsible for the Shelvador participation created a wonderful lot of publicity for Shelvador and good returns for all the dealers in their territory.

### Yes Sir, It's A Mighty Fine Way To Spend A Holiday!

Twenty two dealers, on that day in February, celebrated George Washington's birthday at an "Open House" showing of the New Shelvadors at the Appliance Distributing Corporation headquarters in Boston, Mass. According to Mr. J. B. Zumwalt, Crosley district manager, "Crosley Marches On" — holidays included.

### Hail . . . Hail . . .

Frank Hogan, Jr., Crosley District Manager, reports that the Lincoln Sales Company dealer meeting held at Washington, D. C., was attended by practically every refrigerator dealer in the Washington area.



### Model Kitchen Displayed At Marshall Wells Showing . . .

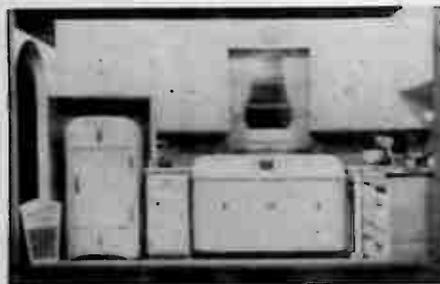
A three day Associated Dealers Congress of Marshall-Wells, Crosley distributor, Spokane, Wash., was attended by more than 100 dealers and prominently featured the Crosley Shelvador as the outstanding convenience of the Sav-A-Step Kitchen.

photograph of the Spokane meeting illustrates the excellent success of other Marshall-Wells Dealer gatherings.

At Billings, Montana, the report of the tremendous meetings dominated the first and second pages of their local newspaper.

### Service Instruction With Sales Meeting . . .

On the occasion of Lee Bird's visit to Houston, Texas, over one hundred dealers, salesmen and service men attended two service schools of instruction that were combined with sales meetings of Reader's Wholesale Distributors, Crosley distributors, Houston, Texas. Judging from all reports it was the most enthusiastic and successful meeting of this kind. "A good example of Lee Bird's ability to keep an audience keenly interested," stated Mr. Hymen Reader.



Addresses by Seth Marshall, President and O. E. Stevens, general manager, were good, sound merchandising talks, and P. W. Bialkowsky, Crosley district manager, presented the Crosley Products to the eager assembly. To give you an idea, the

## Crosley Shelvadors Are Popular In T. V. A. Territory

Sixty five percent of the users of electricity in the TVA territory, of East and Middle Tennessee, North Alabama and North Georgia, have electric refrigerators. This is the highest percentage in the country, stated Wheless Gambill, Jr., President Gambill Distributing Company of Nashville, Tenn., Crosley distributor, speaking at their 1937 Shelvador Preview in Knoxville, Tenn. Mr. Gambill attributed this widespread use to the newspaper publicity given TVA and the very favorable rates of private power companies. Frank M. Holliday, divisional manager of Crosley Radio Corporation, commented on the exceptionally fine Crosley business enjoyed in this territory.



## Associated Wholesale Gets Off To Flying Start . . .

The new Shelvadors and other Crosley Products were introduced to a fine group of energetic dealers at the Jonathan Club in Los Angeles by the Associated Wholesale Electric

Co., Crosley distributor, Los Angeles, Cal., producing excellent results for this active organization.

Another forceful demonstration that Crosley Marches On with the the greatest refrigerator value in Crosley History.

## "Dramatization" Sells Shelvador . . .

Simple dramatization makes an impression that is vivid, and it is certain to be talked about and remembered. Even a silent display may be treated in a way that leaves no doubt as to the point of the demonstration. Remember, all selling is drama — a struggle between the buyer and seller—Make every showing pay its way — for dramatizing an idea will do a more effective job of selling. Here is a letter recently received from Mr. Wynne Maussner, Collingswood, N. J., who writes as follows:

"In Philadelphia, an exhibition of the Crosley Shelvador was given on the platform of the Scottish Rite Temple. The Crosley Shelvador was mounted on a stand against black background, with spotlights on it. The entire audience was much impressed with the demonstration.

"About a month ago my sister decided we needed an electric refrigerator. At once the picture of the Shelvador demonstration passed before my eyes. When I related the incident, she immediately went to Strawbridge & Clothier and bought a medium sized Shelvador. Every member of the family is thrilled with having this refrigerator in the house. There are so many good points about it. Now all our friends and neighbors that see it rave about it and I wouldn't be surprised if many more Shelvadors are sold in Collingswood this spring."



## Shelvador Shown To 3000 At Wilderotter Party . . .

This attractive display of new 1937 Shelvadors was one of the highlights of the big Wilderotter party held in March at the Mosque Theatre Ball Room in Newark, N. J. The W. Wilderotter Sons, Inc., are active, energetic dealers of the Apollo Distributing Corporation, Crosley distributors, Newark, N. J. The party was a huge success. The gala affair included an informal dance and mammoth floor show featuring Jimmy Shearer and a 14 piece orchestra together with 12 stars of the stage and radio. The Messrs. Wilderotter are shown together with

Mr. Duff, Mr. Murray and Mr. Harold Bergman, sales manager of Apollo.





# CROSLEY RADIOS

There is a model for every purse and purpose. The wide choice of new 1937 Crosley Radios satisfies every need completely and the surpassing performance, the high fidelity reception, and tuning ease are daily attested to by thousands of satisfied users everywhere. A single demonstration will convince you a Crosley Radio is the highest possible quality at the lowest possible price.

**PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST**

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



**\$16.95**

Dimensions:  
 7 9/10" high,  
 10 3/8" wide,  
 5 1/4" deep.

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

- 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 3/8" high,  
 12 1/2" wide,  
 6 1/2" deep.



## THE NEW CROSLEY TELETUNE FIVER WITH FOREIGN RECEPTION

- 5 Tubes, 5 inch Speaker 3 1/4 watts output . . . Real Superheterodyne . . . Receives American, Foreign, Police, Amateur and Aviation broadcasts . . . 540 to 1720 Kc., and 5800 to 15,400 Kc. . . . Illuminated 3 dimensional magna-ceramic dial . . . Automatic volume control . . . Power supply noise filter.

**\$24.95**

Dimensions:  
 12 1/8" high,  
 10 3/8" wide,  
 6 3/4" deep.



- A new and convenient way of "dialing" your favorite programs. The call letters of the stations you want are labeled for quick, easy, one finger tuning. Give the dial a turn and you have it. Simpler than dialing an automatic telephone. Here is more radio for the money than ever before. World wide radio reception plus the TELETUNE dial are features usually reserved for the much higher priced sets.

### CROSLEY FIVER



With Foreign Reception  
 5 Tubes—  
 5 In. Speaker  
**\$19.99**

Dimensions:  
 12 1/2" high,  
 10 3/8" wide,  
 6 3/4" deep.

- World-leading value . . . 3 1/4 watts output . . . Real Superheterodyne . . . Receives American, foreign, police, amateur and aviation broadcasts . . . 540 to 1720 Kc., and 5800 to 15,400 Kc. . . . Illuminated 3 dimensional magna-ceramic dial . . . Automatic volume control . . . Power Supply Noise Filter.

- 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

**2 Bands**  
**5 TUBES**  
**\$25.00**

Dimensions:  
 13 1/4" high,  
 11 1/4" wide,  
 7 3/8" deep.



**Model 529**  
**5-Inch Speaker**  
 3 1/4 Watts Output  
**\$29.95**



Dimensions:  
 10 3/8" high,  
 16 1/4" wide,  
 7 3/8" 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:  
 30 1/4" high,  
 24 1/2" wide,  
 10 1/2" deep.

**Model 629**  
**6-Inch Speaker**  
 4 Watts Output  
**\$34.95**



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

### 6 TUBES American-Foreign

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

**Model 644 Console**  
**12-Inch Speaker**  
 4 Watts Output  
**\$49.95**



Dimensions:  
 39 1/4" high,  
 23 1/4" wide,  
 10 1/8" deep.

**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: 15½" 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, 14¼" wide, 9" deep.

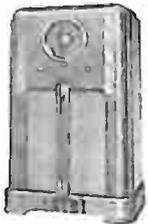
**\$67.50**Dimensions:  
40¾" high,  
24¾" wide,  
11¼" deep.**MODEL 759 CONSOLE**  
7 TUBES

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.

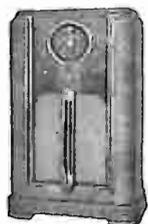
**\$79.95**Dimensions:  
41½" high,  
28" wide,  
10" deep.**MODEL 769 CONSOLE**  
7 TUBES

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 . . . Timelog 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,  
20" 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,  
27½" 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,  
28¾" 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 . . . Timelog 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:  
43 1/4" high,  
27" wide,  
14" deep.

15-Inch Speaker

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

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



**\$174.50**

**MODEL 1516 CONSOLE  
15 TUBES**

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

15-Inch Speaker

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

- Metal Tubes . . . Magna-Ceramic Dial . . .
- Timelog Tuning . . . Neon Tuning Indicator
- . . . Six Step Fidelity Control . . . Auto-Expressionator . . . 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 Airplane Type Dial . . . Rubber Mounted Tuning Condenser . . . Hi-Q Litz Wound Coils . . . Permanent Magnet Speaker.

Model B-375

**\$37.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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



Model B-445

**\$44.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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

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

- 540-1730 Kc., and 2300-7100 Kc. . . . Operates from 6-volt storage battery . . . Synchronous 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 . . . Permanent 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. . . . Designed for use with 2-volt Air Cell Battery 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 5/8" deep.



Model B-345

**\$34.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:

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

**5 TUBES . 2 Bands  
BATTERY RECEIVER**

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

Model B-499

Console  
**\$49.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:

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



**\$42.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:

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

MODEL B-425

**5 TUBES . 2 Bands  
BATTERY RECEIVER**

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



Model B-495

**\$49.95**

COMPLETE  
LESS BATTERIES

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

## 6 TUBES . 3 Bands BATTERY RECEIVER

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

Model B-699

Console  
**\$69.95**

COMPLETE  
LESS BATTERIES

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



**\$59.95**

COMPLETE  
LESS BATTERIES

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

MODEL B-599

## 6 TUBES . 3 Bands BATTERY RECEIVER

● 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . . Designed for use with 2-volt Air Cell "A" Battery . . . 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:  
19 3/4" high,  
15 3/4" wide,  
10 3/4" deep.

## 8 TUBES . 2 Bands BATTERY RECEIVER

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

BATTERY  
EIGHT  
CONSOLE  
**\$74.50**

COMPLETE  
LESS BATTERIES

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



32 D. C. SIX

**\$47.50**

COMPLETE  
WITH TUBES

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

## 6 TUBES . 2 Bands 32-VOLT DC RECEIVER

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

32 D. C. SIX  
CONSOLE  
**\$64.50**

COMPLETE  
WITH TUBES  
DIMENSIONS:  
36 3/8" high,  
20 3/4" wide,  
11 1/4" 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.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats  
6:45—Top 'O The Morning.  
7:45—News.  
8:00—Arthur Chandler, Jr.  
8:15—Aunt Mary.

### P. M.

1:30—Variety Time.  
6:15—Crosley Salon Orchestra.  
11:15—Jimmy James's Orchestra.  
MIDNIGHT—Moon River.

### TUESDAY A. M.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats  
6:45—Top 'O The Morning.  
7:45—News.  
8:15—Arizona Ranch Riders.

### P. M.

1:30—Variety Time.  
4:00—Carl Freed, Harmonicas.  
5:00—Larry & Sue.  
11:15—Crosley String Quartet.  
MIDNIGHT—Moon River.

### WEDNESDAY A. M.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats

6:45—Top 'O The Morning.  
7:45—News.  
8:00—Arthur Chandler, Jr.  
8:15—Mall Bag.

### P. M.

1:30—Variety Time.  
6:15—Tommy & Betty.  
11:15—Mary Paxton.  
MIDNIGHT—Moon River.

### THURSDAY A. M.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats  
6:45—Top 'O The Morning.  
7:45—News.  
8:15—Larry & Sue.

### P. M.

1:30—Variety Time.  
5:00—Mary Alcott.  
6:15—Vicki Chase.  
11:15—Los Amigos.  
MIDNIGHT—Moon River.

### FRIDAY A. M.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats  
6:45—Top 'O The Morning.  
7:45—News.  
8:00—Arthur Chandler, Jr.  
8:15—Aunt Mary.

### P. M.

1:30—Variety Time.  
6:15—Carl Freed, Harmonicas.  
11:15—Crosley String Quartet.  
11:30—Salute to the Cities.  
MIDNIGHT—Moon River.

### SATURDAY A. M.

6:00—Arizona Ranch Riders.  
6:15—Georgia Wildcats  
6:45—Top 'O The Morning.  
7:45—News.  
7:30—Swing Time.  
8:00—Arizona Ranch Riders.  
8:15—Mall Bag.

### P. M.

7:30—R. F. D. Hour.  
MIDNIGHT—News.  
12:15—Moon River.

### SUNDAY P. M.

3:15—Choral Echoes.  
3:45—Interlude.  
4:00—Crosley String Ensemble.  
4:15—Carl Freed, Harmonicas.  
MIDNIGHT—Moon River.

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

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

## Crosley C516 Radio Satisfies Completely . . .

J. W. Colegrove, night watchman, Norwich, N. Y., writes interestingly about his Model C516 Crosley. This small radio was purchased "just to get the high powered stations." Much to his surprise and satisfaction he found he had a "real set." In a carefully tabulated list he enumerated 157 stations tuned in with this remarkable radio. More proof that Crosley supplies keen enjoyment at small cost.

## Cliff Had His Hands Full . . .

Clifford Bensinger Furniture Co., New Albany, Indiana, Crosley dealers, were up to their neck in water during the Ohio River flood and their Jeffersonville store had 2½ feet of water on the second floor. After the flood waters receded Cliff tackled the clean-up job with a vengeance remarking, "And on top of this I have to get that baseball team under way." But here is one for the book. In the ball park of the unbeatable Bensinger-Crosley team last fall, Cliff hired several men to dismantle the bleachers and store them in a warehouse to keep them dry. During the flood the warehouse was under water and the ball park high and dry. Southern Indiana's most powerful baseball club will open its season Sunday, April 18, at Bensinger Park, New Albany, Ind.



## Moving Display Points Out Shelvador Features . . .

Shown at the 5th Annual Electrical Progress Exposition in the Union Central Annex at Cincinnati, the most pretentious display of its kind featured Crosley Shelvadors in a very effective and interesting manner. A cleverly constructed figure of a man pointed out one feature after another as they were flashed on the side panels of the display. The slowly revolving, mammoth globe, al-

so revealed a closed model Shelvador. Naturally, it created a great deal of favorable interest and comment as a record crowd attended the Exposition. The photograph shows the imposing display as it was shown for two weeks in the spacious windows of the Union Gas & Electric Company in Cincinnati.

The New Crosley Fiver with Foreign Reception has more eye-appeal—it has more buy-appeal.

## Crosley Triumvirate . . .

The Crosley Distributing Corporation in New York has three brothers covering adjacent territories. These Boyne Boys represent Crosley organizations in the Northern area. Tom Boyne, who pioneered in the radio business as a retailer with a chain of three stores in the Brooklyn area, known as the Century Radio Stores, takes care of the Westchester and Connecticut territories. Ray Boyne, who was formerly store manager for Lowe Electric Company in New Rochelle, takes up where Tom leaves off in the Bronx County line, and covers all of the Bronx and part of upper Manhattan. Bill Boyne, who was with the Edmond Company for many years swings into the picture below 125th Street and also covers the Northern section of Queens. The Boyne boys have thus created their own sales department and are doing an outstanding job in putting Crosley over in their respective territories.



## Great Meeting Of Over 500 Dealers At Boston . . .

Appliance Distributing Corp., of Boston, Mass., entertained their Crosley dealers at a tremendous Preview

"The new Crosley Fiver with Foreign Reception is one of the most outstanding values of the radio industry. I am convinced we can sell 1,000 sets within the next 30 days," said a distributor.

of Crosley Shelvadors, and all who attended were greatly enthused over the wonderful prospects for 1937.

## 50% Ahead Of Last Year . . .

Providence Electric Co., Crosley Distributors, Providence, R. I., report sales of 1937 Shelvador about 50% over last year and showed such enthusiasm over the new Crosley Fiver promptly doubled their order.

# Your **SHIP** is Coming in...



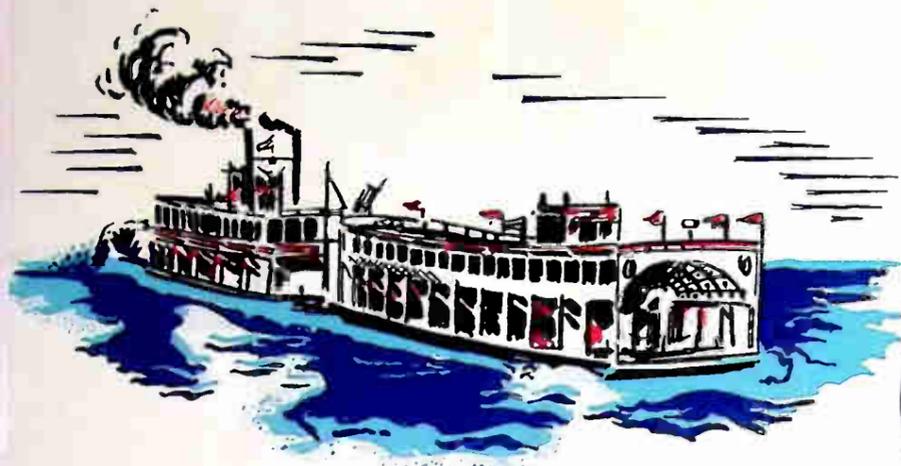
## IN THE MODERN WAY!

**I**N this age of progress . . . alert dealers realize that every avenue for profit on the trail for more sales must be diligently searched . . . and here is where your modern ship comes in . . . on

the highways and the "buyways" of your territory . . . **ON THE SPOT SELLING** that quickens the action in closing sales . . . enabling you to realize tremendous present and potential profit in capturing a larger market . . . **LIMITED TO FRANCHISED CROSLLEY DEALERS ONLY.**



### SEE INSIDE PAGES . . .

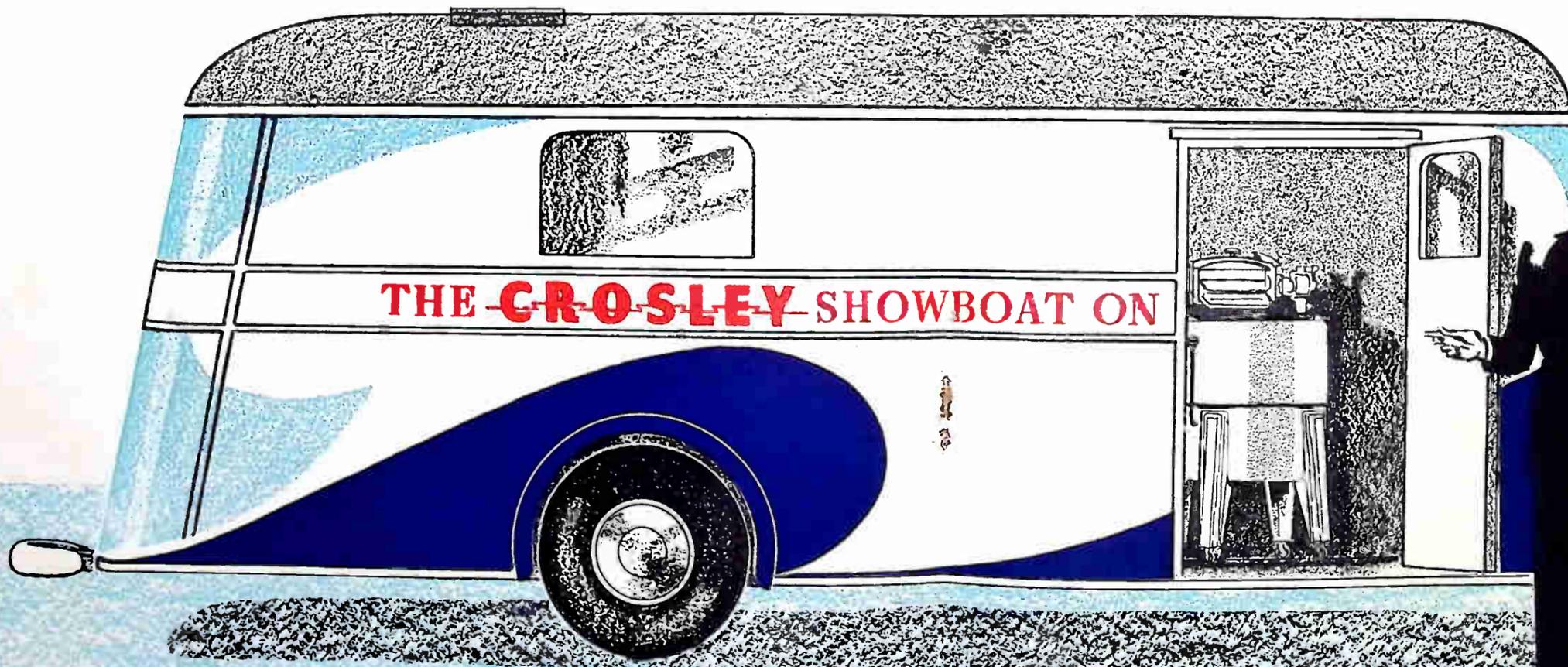


# Crosley

# SHOW BOAT

## on WHEELS

A SALES DISPLAY AND SALES PROMOTION COACH THAT *BUILDS BUSINESS...*



\* You can save \$100 by purchasing a Crosley Coach *NOW!*

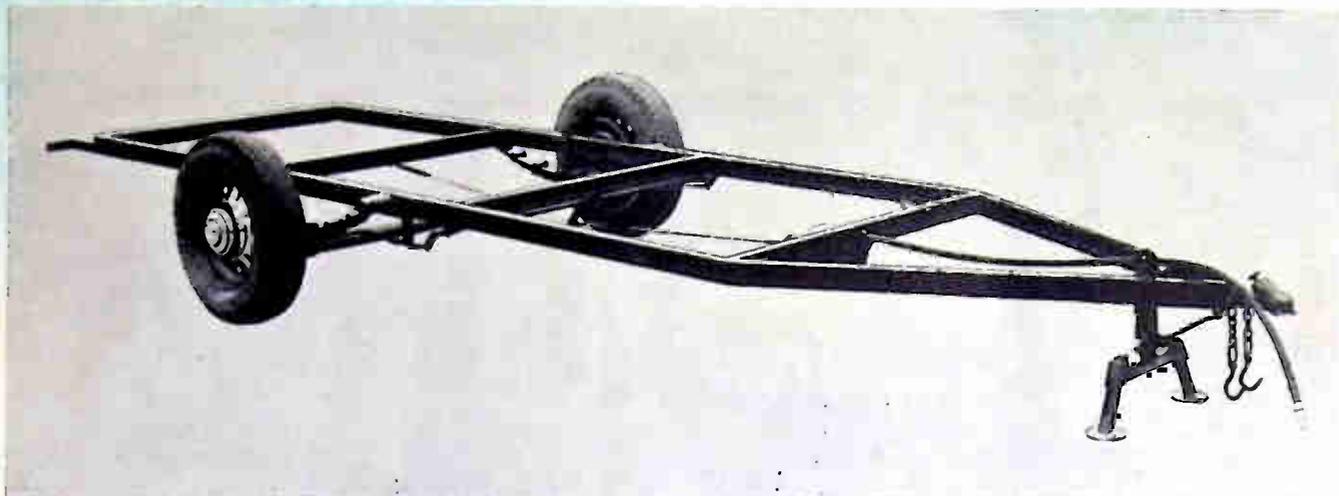


**D**RIVE right up to your prospective purchaser's door with a display of Crosley Products . . . Take advantage of their desire to see the merchandise . . . to examine it . . . to question it . . . You can prove your sales points by first-hand, convincing demonstrations . . . with this newest sales necessity!

Make Sales on the Spot . . . Overcome sales resistance . . . add to your prestige and profit with the specially designed and copyrighted Crosley Show Boat on Wheels. Made by the largest manufacturer of commercial trailers and priced at a big saving. **GO AFTER THOSE EXTRA PROFITS, NOW!**

\*May be purchased on the deferred payment plan . . . same as automobiles.

# The Crosley SHOW BOAT on WHEELS is specially designed for commercial use . . .

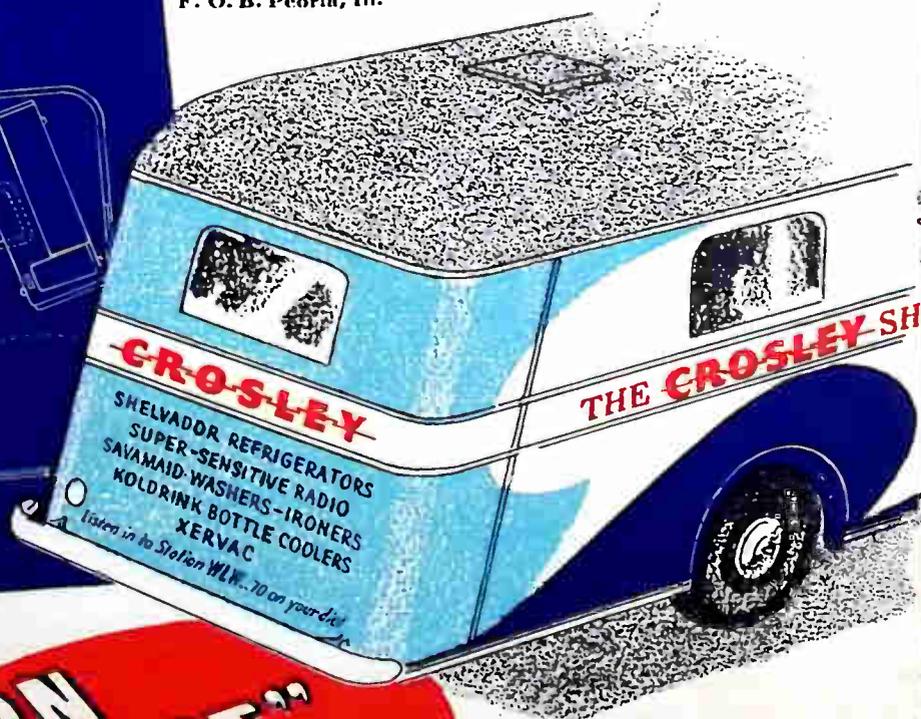
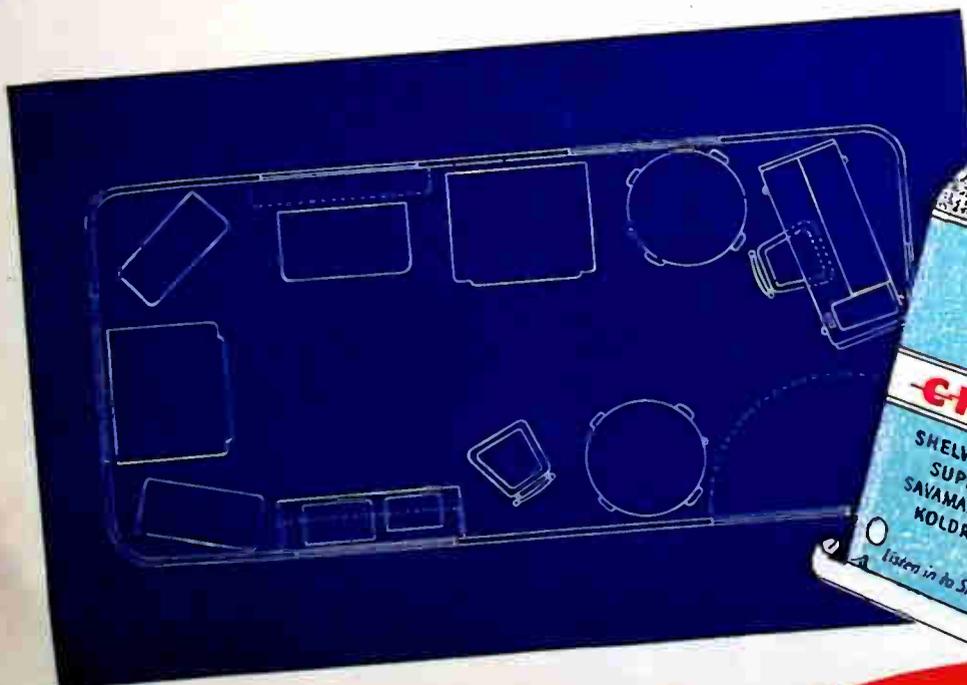


It is replete with countless outstanding features . . . **Frame**—electrically welded steel. **Axle**—1½" square of No. 4140 S. A. W. steel with 4" drop. 1" spindles with Timken bearings. **Springs**—1¾" wide by 40" long, and designed for each unit. Hardened steel shackle bolts. Spring eyes bronze bushed. Alernite fittings. **Wheels**—Heavy duty pressed steel, with chrome plated disc and cap 15" diameter. **Tires**—7.00 x 15—4 ply, furnished standard. **Coupler**—Ball and socket type, fully automatic and positive in locking. Fastened to heavy angle irons which run full length of bottom. **Parking Leg**—Removable parking leg, screw type with large caster wheel. Easy to move into parking space or garage. **Bumper**—Chrome plated bar full width of coach. **Framing**—All posts of spruce with cross bows and ribs of oak. All joints hand-fitted, glued and screwed, reinforced with forged irons. **Floor**—¾" thick—5 ply panels, reinforced. **Exterior Panels**—½" thick tempered Masonite. High insulation value. It's extremely rigid, absorbs shocks, especially resistant to salt or fresh water. **Roof**—½" veneer applied over bows, insulation laid and covered

with No. 10 duck, finished in aluminum color. Water drip moulding furnished. **Door**—30" door located on curb side, hung on piano-type hinge, equipped with locking door handle. **Windows**—All windows are of hinge-type, equipped with copper screens. Standard equipment includes 3 ventilating 18" x 33", 2 ventilating 18" x 24", 1 stationary door window 18" x 26". **Ventilator**—1 crank-operated ventilator, located in roof, fully screened. **Floor Covering**—Armstrong's Straight Inlaid Linoleum cemented to floor. **Wiring**—Outside receptacle for 110-volt with 3 interior duplex outlets located where desired. **Lights**—2 dome lights for battery operation and 2 modernistic lumiline 110-volt lights located in ceiling. Stop and tail light at rear. Red and green combination clearance lights. **Interior**—Completely lined in Antique finish art leather. All woodwork and trim finished in dull walnut. **Painting**—Synthetic enamels used on exterior in the combination of attractive colors as shown. **Length Overall**—14 feet. **Width Overall**—6 feet 10 inches. **Height Inside**—6 feet 2 inches.

**\$525.00**

F. O. B. Peoria, Ill.



**A TRAVELING  
SALESROOM FOR**

**"ON  
THE SPOT"  
SELLING**



### When It Comes To Selling Crosleys—They're Quintuplets

Among the participants of the three-day Preview of 1937 Crosley Shelvadors sponsored by the Interstate Electric Company, Crosley distributor, New Orleans, La., were (left to right) I. W. Cope, territorial sales representative and O. G. H. Rasch, sec'y. treas., of Interstate Electric; Geo. H. Lasley, district manager Crosley Radio Corporation; Dan Mouldous, city sales representative, and H. V. Monninger, advertising manager, both of Interstate Electric Company. Over 200 dealers and salesmen were all enthused over

the tremendous possibilities for a most profitable year, the meeting netting the best "dollar returns" of any held by Interstate, and certainly speaks highly for the business conditions as a whole in their territory.

### Would Never Consider Any Refrigerator Without Shelvador Convenience . . .

Here is a letter from a satisfied user of a Crosley Shelvador, sent to us by Mr. Hugh Green of Kiefer-Stewart Company, Crosley distributor, Indianapolis, Ind.: "Two years ago we purchased a Crosley Refrigerator which has given excellent service. Through two of the hottest summers ever experienced, it never faltered. At all times we have more ice cubes than we can use. The cubes freeze in a remarkably short time, so the supply never fails.

"The Crosley Shelvador feature is such a convenience and space saver that I should never consider a refrigerator without that feature.

"The operating expense is most reasonable. By accurate check and comparison, we find the cost of operating is less than half the cost of ice.

"After two years of unflinching service from this Crosley Refrigerator, I can recommend it without reservations." Signed Miss Alice R. Winship, Indianapolis, Ind.



### It Pays To Concentrate On Crosley—Exclusively . . .

The company back of the product is the first consideration of dealer and purchaser alike, and for over fifteen years Crosley has been universally recognized as the builder of finer radio receivers for less money, developing user satisfaction to a high degree. All that the name Crosley implies is being used to full advantage by John L. Di Maggio, Inc., Crosley dealer of Morgan City, Louisiana. Mr. DiMaggio believes in concentrating his efforts on Crosley merchandise knowing full well he can do a better job. Noted throughout the territory as a radio and refrigeration expert, he is doing an excellent job in these lines, handling Crosley products exclusively. His recommendation to a purchaser goes a long way and the satisfaction

### Sales Training Is Important

An intensive campaign in the training of retail salesmen will increase your profits, your results, your good will.

Mr. Grant Layng, Sales Manager of the Crosley Distributing Corporation New York Office is conducting sales training schools each Monday night, at their offices at 345 Madison Avenue. There has been an attendance of fifty to seventy-five dealers and their salesmen each Monday night during the past month, and these meetings will be continued throughout April. Refreshments are served from 6:00 o'clock on, and at 7:30 the meetings gets under way. The fundamental selling story of refrigerators is included as well as the special points involved in Crosley Shelvadors and special training films developed by the Crosley Personnel Department are shown.





### The Shield Co., Moves Into Its New Home . . .

Based on the steadily improving conditions, business is going to increase in leaps and bounds during 1937 and The Shields Company is well prepared to handle this anticipated development. Of course, one of the most outstanding sales leaders will be the New Shelvador, and the Shields Co., new home increases their

and has a live wire force of nine salesmen.

The new building as a whole, presents an altogether pleasing picture which will no doubt result in the best business the company has enjoyed since its inception. The good looking Colonial Exterior is further enhanced by four large attractive



facilities tremendously providing a perfect setting for the 1937 Crosley Refrigerators, Radios, Washers and Ironers.

Mr. C. B. Savage, is the president of the Shields Co., Crosley Distributor in Fort Worth, and branches are maintained in El Paso and Amarillo. W. A. Schmid is the Vice President, W. W. Slaughter, treasurer, and T. F. Fabin, secretary. The company employs 20 persons at Fort Worth

display windows and the handsome entrance with its stately columns is especially inviting.

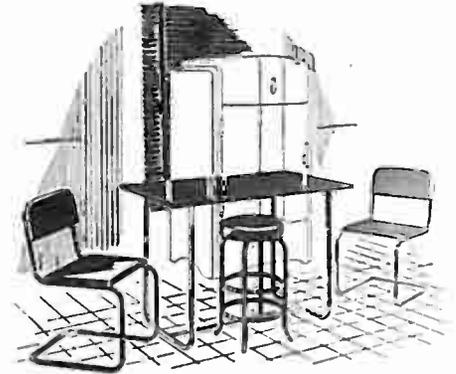
The Display Room, Lobby and General office present a most delightful appearance with a wall treatment of knotty pine, and floors of imported Mexican tile in rich tones of green and black.

With an approximate floor space of 20,000 square feet, the building is so constructed to carry two addi-



tional stories. It is strategically located on Macon Street within half a block of the new highway running through west Texas to Los Angeles and within one block of the highway from South Texas through North Texas. A spacious, parking lot is also provided for customers.

The service department is fully equipped with all types of testing and repair apparatus for handling any type of repair on radios, refrigerators or electric appliances. 2000 feet of bins and racks are triple decked for storage of parts and small supplies.



### Greusel Distributing Corp. Kitchen Ensemble Deal . . .

The numerous dealers of Greusel Distributing Corp., Crosley distributors of Milwaukee, Wis., were mighty successful in selling Crosley Shelvadors through an effective direct by mail campaign featuring a beautiful chrome kitchen ensemble pictured above. The set consisting of two chrome red leatherette chairs, a chrome kitchen table and a chrome leatherette stool certainly attracted attention. Making the modern, colorful, sturdy pieces a part of window displays of Crosley Shelvadors brought people into their stores.

And to round out the exceptional promotion Greusel Distributing made available to dealers a series of valuable selling aids in the form of letterheads in four colors, newspaper mats and flashy 22x27 display cards. Crosley refrigerator dealers were able to present this handsome ensemble with a retail value of \$72.28 for \$15.00 plus the price of the Shelvador changing a dull period to an active profitable one.

61,877,674 advertisements published in 49 national magazines carry the Crosley Shelvador story in the greatest advertising campaign in Crosley History.

## Balcombe Of England Visits Crosley Plant . . .

E. K. Balcombe, managing director, A. J. Balcombe, Ltd., Crosley Distributors London, England, spent several days at the Crosley factory in Cincinnati. Mr. Balcombe, accompanied by Mrs. Balcombe, arrived on the *Queen Mary* in New York on March 8. On the *Queen Mary* was Miss Gracie Fields, noted English actress. Miss Fields is an enthusiastic user of Crosley Shelvador refrigerators. She has one in her own home and one in a home which she maintains for orphans in England.

Speaking of the refrigerator business in England, Mr. Balcombe said, "The Shelvador is the greatest and most original refrigerator sales feature in England. Sales are showing a marked increase over those of last year. We have a prominent display in the Ideal Home Exhibition which opened at Olympia in London this week. It is the biggest collective display of refrigerators in Europe and the Crosley Shelvadors are prominently represented. The new models are receiving great popular acclaim."

## In Heart Of Africa . . .

From Yalouki, Oubangui-Chari in French Equatorial Africa, comes this



interesting photograph of Elizabeth S. Tyson and a group of medicine men, "Ouiguagas", chief dancers of a native tribe, listening to "Big Ben" ringing from England on a Crosley Radio. Elizabeth Tyson writes that when first turned on the natives came running scared to death, with eyes as big as saucers and slapping their hands over their mouths which is the native sign for anything too great for words.

Just imagine the thrill of hearing European stations ten thousand miles away from home and civilization and of being able to hear the daily happenings of the world. You're **THERE** with a Crosley surely takes on added significance.

## Crosley Shelvador In Paris Displayed In A Big Way . . .



A colossal replica of a Crosley Shelvador was the most conspicuous feature of the exhibit of Etablissements Shelvador, Rue de la Boetie, Crosley Distributor in Paris, France. The recent exhibit at the "Salon Des Arts Menagers," staged in the Grand Palais in Paris in February, 1937 was such a huge success and hundreds of thousands of visitors witnessed the elaborate showing.

If you have ever been to Paris you will know of the enthusiastic way these great expositions are attended. In fact it has been estimated that upwards to two million people visited the displays.

## ACTIVITIES OF CROSLEY DISTRIBUTORS ABROAD . . .

The wide spread public acceptance of Crosley Products is convincingly proven by the numerous interesting letters and photographs received here in Cincinnati. The enthusiastic cooperation of Crosley Distrib-

utors in these widely scattered places is clearly indicated by the remarkable displays and special showings continually being made in almost a hundred countries and colonies.



## A Beautiful Crosley Display In Rio de Janeiro . . .

The exceedingly interesting display shown above was made by the Etablissements Mestre and Blatge Ltda., the distributors of Crosley Products in Central and Southern Brazil.

The dramatic showing is just one of many displays of this ardent Shelvador enthusiast and much good business results from their untiring efforts in demonstrating the Shelvador feature.



### Crosley Washers-Ironers Take Center Of Stage . . .

The brilliant spotlight is on Crosley Savamaid Home Laundry equipment today and public attention is focused on the new All White

Line recently introduced with such phenomenal success. It is simply

astounding the remarkable reception these twin labor savers have received and Crosley dealers everywhere are applauding the prices, the modern design, the all white finish, the values throughout. You, too will agree they're such outstanding values they literally "Sell themselves." A carefully planned campaign coupled with window displays is bound to reward the dealer with profits that more than justify the effort. The exceptional line with the low priced leader can put on an act in your showroom that will have them rolling in the aisles — and if you want to bring down the house get a campaign started with a "show" similar to the splendid window display pictured herewith. It was judged one of the best of the year.



### Crosley Radio Engineers Design Sets For B. & O. R. R.

That those who ride may hear, a special 7 tube radio was designed for the Baltimore and Ohio's Diplomat Limited, which runs between St. Louis, Washington and New York. Previously it was impossible to get reception in some Potomac Valley sections and Crosley engineers overcame certain apparently "dead spots" that caused other installations to fail — Again proving — "You're THERE with a Crosley."

### Fine Cartoon Style Ad . . .

A cleverly drawn street scene occupying a full page of the Louisville Courier Journal featured the conversation of two women on the street. One remarked "I am on my way to buy the most beautiful refrigerator." The other said, "Of course, you mean the Crosley Shelvador. Mine has given me constant pleasure for years."



Nos. 23 or 24

- No. 16—Console Radio and Table Shelvador .....\$2.75
- No. 16A—Radio and Small Refrigerator Cover up to 45" high .....\$3.00
- No. 17—Refrigerator, for boxes not over 53" high .....\$3.00
- No. 18—Refrigerator, for boxes not over 63" high .....\$1.85
- No. 23—Washer, for all wringing types .....\$2.50
- No. 24—Washer, for all spinner types .....\$3.00



Nos. 17 or 18

## PROVEN PROTECTION! ADJUSTABLE WRAP-AROUND TYPE KOM-PAKT DELIVERY COVERS

HEAVY BURLAP, FELT-REINFORCED

Absolute Protection is afforded the beautiful finish of Crosley Radios, Refrigerators and Washers by KOM-PAKT COVERS—they furnish TWICE the protection, though of only one-third the bulk!

Kom-Pakt Delivery Covers are Wrap-Around Type, adjustable to FIT ALL SIZES EXACTLY and neatly.



Nos. 16 or 16-A

KOM-PAKT COVERS ARE TOUGH AND GENTLE

KOM-PAKT COVERS are of Reinforced Construction—a compact layer of felt fused to an unbroken sheet of heavy, tough burlap and covered inside with brown drill and outside with green drill, thus making the ideal cover — soft surface inside and the strongest outside.

KOM-PAKT Delivery Covers can withstand a world of abuse with perfect safety to their precious contents, and require less space than ordinary covers.

ORDER ANY QUANTITY DIRECT FROM  
**THE BILTMORE MFG. CO.**  
501 FREEMAN AVE. . . . CINCINNATI, OHIO

# CROSLY SPEAKER PARTS LIST

All prices shown are list, F. O. B. Cincinnati, Ohio, and subject to regular discounts. Prices are subject to change without notice.  
**IMPORTANT**—When ordering a speaker part examine the frame of the speaker for the Model Number, the Manufacturer's Identification Letter and Manufacturer's Specification Number. Be sure that these numbers coincide with the information on the chart before selecting the part to be ordered.

## MOVING COIL SPEAKERS

Speaker Model No.	Manufacturer	Manufacturer's Spec. No.	Cone Assembly		Field Coil		Transformer	
			Part No.	List	Part No.	List	Part No.	List
31PJ3	A	R-6000 C-8 & D-2	41434	\$0.70	.....		41453	\$2.00
	B	61PD-6	43666	1.75	.....		43667	1.30
33BL	M	2300C	35811	2.10	35812	1.25	35813	1.50
	M	1-D-180	40401	1.90	35812	1.25	40414	1.75
	J	K6A 3436	35501	2.85	35502	1.50	35503	1.50
	C	....	G2-29529	2.10	W-29777	1.00	G12-24628	1.40
	A	R-6000 D-1	41434	.70	.....		41454	2.75
33PJ3	C	....	G2-29529	2.10	W-29764	1.10	G4-29535	1.25
	M	1610	29194	2.15	30676	1.10	34315	1.25
39B	M	1610	29194	2.15	30676	1.10	34315	1.25
41PJ3	A	R-8000 B-2	41452	1.00	.....		41457	2.75
42P	M	980	27307	2.55	.....		34791	1.55
42PJ4	A	R-8000 B-1	41452	1.00	.....		41455	2.25
42PS3	M	980A	40386	2.40	.....		40387	1.75
43PJ3	A	R-8000 B-3	41452	1.00	.....		41456	2.75
48CL	M	955	27307	2.55	35805	2.15	29658	1.65
	M	988A	33900	2.55	35805	2.15	35806	1.55
48CL22	M	988A	40277	2.40	35805	2.15	40270	1.75
58C	M	1108	27661	3.25	35805	2.15	29658	1.65
	R	F-5544	31086	3.65	31087	2.15	31088	1.75
68C	J	D-9 2485	35504	4.50	31990	2.15	35505	2.00
68CL27	M	519	35802	3.75	35803	2.25	35804	1.55
	M	519A	40268	3.75	35803	2.25	40270	1.75
213B	M	14026	33901	1.70	34799	1.20	33903	1.25
	M	14026A	33901	1.70	34799	1.20	35814	1.25
214BL9	M	14024	33901	1.70	40407	1.20	34800	1.20
	M	14024B	40379	1.70	40407	1.20	40413	1.25
219BL9	M	14022	33901	1.70	33902	1.20	33903	1.25
	M	1-D-391	43697	1.70	43696	1.10	43698	1.15
	M	1-D-169 (with bracket)	40296	1.60	40396	1.10	40397	1.30
	U	2227	37024	1.70	Not replaceable		37026	1.35
	B	51A-1	42927	1.35	Not replaceable		41473	1.00
219BJ3	M	1-D-389	40379	1.70	41602	1.10	41607	1.60
237BL9	M	1-D-400	40402	1.70	41604	1.10	41606	1.15
241BL9	B	50A-1	41472	1.50	Not replaceable		41473	1.00
243PS2	A	R-5500 F-4	42928	1.35	.....		.....	
244BL9	B	50A-2	41472	1.50	Not replaceable		41473	1.00
247BL9	B	50A-3	41472	1.50	Not replaceable		42929	1.15
255BL6	Q	23393	43464	1.15	Not replaceable		43465	.90
257BP11	B	51A-5	42927	1.35	Not replaceable		41473	1.00
257BP15	B	51A-7	42927	1.35	Not replaceable		43985	1.10
257BP18	B	51A-8	42927	1.35	Not replaceable		43986	1.10
259BL6	Q	24056	43464	1.15	Not replaceable		43465	.90
314BL	M	1672B	35811	2.10	40398	1.25	40399	1.65
318BL18	M	1620	29194	2.15	34797	1.00	34798	1.25
	M	1646	29194	2.15	30676	1.10	35808	1.25
	M	1-D-6	37039	2.10	30676	1.10	35808	1.25
	M	1646B	37039	2.10	40408	1.10	40415	1.25
	M	1-D-12	35811	2.10	40395	1.00	40306	1.30
319BJ3	M	1-D-12	35811	2.10	40395	1.00	40306	1.30

Speaker Model No.	Manufacturer	Manufacturer's Spec. No.	Cone Assembly		Field Coil		Transformer	
			Part No.	List	Part No.	List	Part No.	List
324G5	M	1-D-396	40402	1.70	40297	1.00	.....	
324G6	M	1-D-397	40402	1.70	40297	1.00	.....	
324G7	M	1-D-897	40402	1.70	40297	1.00	.....	
324G8	M	1-D-898	40402	1.70	40297	1.00	.....	
328CJ4	M	1-D-11	35811	2.10	40289	1.15	40290	2.00
330CL22	M	1-D-9	40382	1.90	40384	2.70	40385	1.85
331BL9	M	1-D-116	37039	2.10	40275	1.40	40276	1.60
	U	63020	40677	1.75	40680	2.45	40682	1.70
332BJ3	M	1-D-390	41638	1.80	40275	1.40	41639	1.80
339BS3	M	1-D-370 1-D-417	41374	2.10	41373	1.70	.....	
346BL9	M	1-D-667	41638	1.80	40275	1.40	42878	1.40
410C	M	975	27307	2.55	29197	1.85	27461	1.65
	C	....	G1-31184	3.00	W-31445	1.85	G8-24628	1.50
411C	M	952	27307	2.55	29197	1.85	27461	1.65
	C	....	G1-31184	3.00	W-31445	1.85	G8-24628	1.50
414CL	M	1052A	40277	2.40	40281	1.90	40279	1.60
418CJ3	M	1059B	40277	2.40	40380	1.40	40381	1.90
418CL22	M	970	33900	2.55	40278	1.30	33473	1.50
	M	999	33900	2.55	40278	1.30	35810	1.50
	M	1-D-7-D	40277	2.40	40278	1.30	40279	1.60
424G1	M	1-D-168	40304	2.25	40305	2.30	.....	
424G4	M	1-D-398	40304	2.25	40305	2.30	.....	
424G6	M	1-D-399	40304	2.25	40305	2.30	.....	
424G8	M	1-D-896	43463	2.40	40305	2.30	.....	
426PS3	M	1-D-187	40404	2.40	.....		40417	1.65
426PT	M	991-A	27307	2.55	.....		35815	1.50
427CL22	M	1-D-3	40388	2.25	29197	1.85	40390	2.25
428CJ4	M	1-D-10	40277	2.40	40394	1.50	40298	2.25
432CJ3	M	1-D-543	40277	2.40	40411	2.10	42877	2.00
510C	M	1116	27661	3.25	29197	1.85	27461	1.65
511C	M	1117	27661	3.25	29197	1.85	27461	1.65
518CL22	M	1-D-166	40283	3.00	40284	1.40	40285	1.60
532CJ3	M	1-D-235	40400	3.00	40406	2.50	40412	2.00
	M	1-D-355	40400	3.00	40411	2.10	40412	2.00
	M	1-D-537	40283	3.00	40411	2.10	42875	2.00
542CJ4	M	1-D-446	40400	3.00	41640	2.85	.....	
627CL27	M	1-D-2C	40268	3.75	40272	3.85	40273	2.25
630CL27	M	1-D-4	40268	3.75	40269	2.70	40270	1.75
632CJ3	M	1-D-610	42879	3.75	42880	2.10	42881	1.80
633CJ4	M	1-D-238	40701	3.75	40702	2.45	.....	
634CJ4	M	1-D-244	40268	3.75	40272	3.85	.....	
636CJ4	M	1-D-641	42882	3.75	40406	2.50	.....	
645CJ3	M	1-D-640	42883	3.75	40406	2.50	42885	1.50
649CJ4	M	1-D-679	40701	3.75	40699	3.85	.....	
733CJ4	M	1-D-438	41603	4.75	41641	3.75	.....	
734CJ4	M	1-D-437	41603	4.75	41601	5.60	.....	

MAGNETIC SPEAKERS

Speaker Model No.	Manufacturer	Manufacturer's Spec. No.	Cone		OTHER PARTS
			Part No.	List	
21M	Best	PM5	35311	\$1.25	These magnetic speakers are constructed so that replacement of the voice coil is impractical, except by the manufacturer. We do not stock parts other than cones for these speakers; if the unit becomes inoperative or is damaged it is advisable to replace the complete speaker. Complete 31M and 41M speakers are no longer available; use, as replacements, 31PJ3 and 41PJ3 speakers, which are of the PM type and are exactly interchangeable with the corresponding Magnetic types.
31M	U	26013	35507	.90	
32MS4	U	26048	35507	.90	
33MS3	U	26049	35507	.90	
41M	U	28024	35508	1.10	
42MS4	U	28051	35508	1.10	
43MS3	U	28053	35508	1.10	



### 37 Tube WLW Radio A Super Salesman . . .

The big Crosley WLW super-power receiver displayed by the Atlas Sport and Radio Store, Chicago, Ill., is being tuned by little Robert Lawrence Glassman (age 4). Its a set that attracts both young and old. Reports from all over the country are coming in telling of the tremendous promotional value of WLW Model Radio.

Mr. E. C. White, of Carolinas Auto Supply House, Crosley distributor, Charlotte, N. C., writes as follows: "At Greensboro, N. C., the Miller Furniture Company had at least 10,000 visitors during the week they had the WLW Radio Model on exhibition, and on Saturday night they did not get the store closed until 11 o'clock.

Two dealers in High Point and one in Greensboro, N. C., sold out their complete stock of radios, including the repossessed sets as well. They said nothing had ever attracted so much attention. They stated that all their advertising over radio stations, newspaper advertising, etc., had not done them as much good as the WLW.

"While in Greensboro, I was called by the Carter Furniture Company at Mt. Airy, fifty miles away, wanting the WLW, as they had heard about it, the interest it was attracting, and that they were sending a truck fifty miles that day to pick it up."

It's a big set that sells a lot of little ones.

### 262% Ahead of Last Year . . .

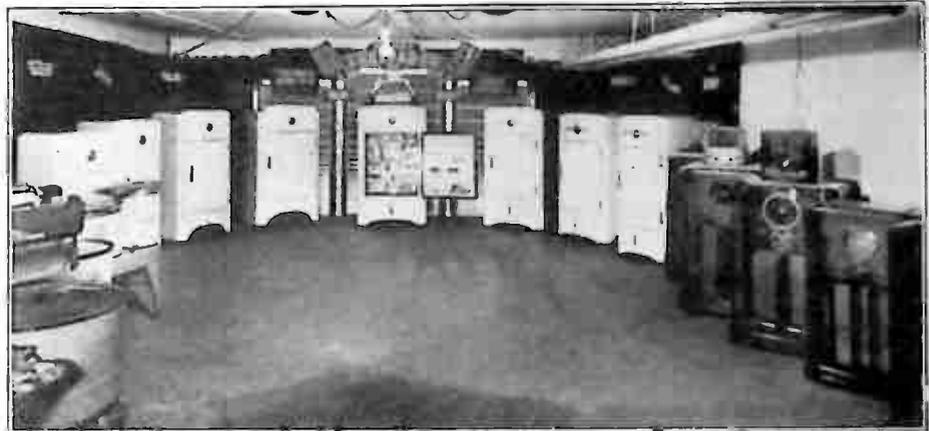
Herbert Hieb, president of Hieb Distributing Co., Des Moines, Iowa, was a recent visitor at Crosley Plant and reported orders for 1937 Shelvadors were 262% ahead of last year

### Apollo Field Men Are Introduced In Rhyme . . .

The candid camera caught the Apollo field men in a characteristic pose and the photograph was used in a very fine letter to all their live wire dealers. We are sorry limited space prevents reproduction. Fred Goldberg, General Manager, sent us the novel and interesting introduction, cleverly done in poetry, showing Harold Bergman, sales manager.

Apollo Distributing Co., Crosley distributor, Newark, N. J., with Eddie Adams, Dave Cooper, Maurice Gilbert, Horace Bloom, Joe Hecht and Jack Edelson.

Smiling and happy, on their toes and ready for action, the Apollo field men march on with Crosley toward one of the greatest and most profitable years in history.



### Davidson Sales Co. Biggest Dealer Turnout Since 1928

Everyone loves a winner and the preview of Crosley Shelvadors by the Davidson Sales Company, Crosley Distributors at South Bend, Indiana,

proves the point. The display played an important part in the successful showings and orders topped those of any meeting since 1928.

### BIG AIRSHIP BALLOONS WITH YOUR AD ARE FINE SALES STIMULATORS



We have contracted with the balloon manufacturer to offer you this effective means of creating good will and increasing your prospect list. Your advertisement printed in large letters on one side with a Shelvador ad on the other.

Ideal to distribute at parties banquets, luncheons, picnics, fairs and other events. You will be surprised at the results. Fill out and mail the coupon below.

NET PRICES — FIRST QUALITY BALLOONS — DELIVERED TO YOUR STORE

26-Inch Airship Shape \$5.00 for 500, and 1000 or more \$9.00 Per 1000

USE THIS ORDER BLANK

THE MAPLE CITY RUBBER CO.  
Norwalk, Ohio

Date .....

Attached is (Check) (P. O. Money Order) for \$..... for which please ship the following (Shelvador) (Crosley) Balloons.

.....Great Big 26-inch size,  
First Quality, Airship Shape.

Print our Advertisement as follows:  
(Limit imprint to 3 lines)

Ship to .....

Street .....

City ..... S'c'e .....



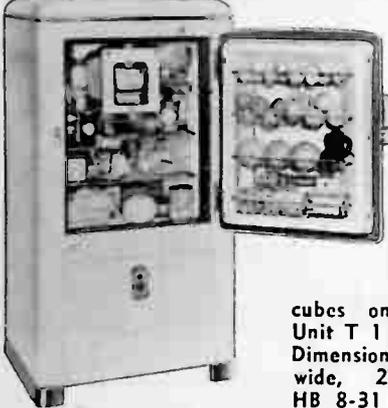
**MODEL HB-30**

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 $\frac{5}{8}$ " wide, 25" deep. Porcelain Top is useful as a table. Exceptional Value in a high grade electric Refrigerator at a remarkably low price. MODEL HB 8-30 has Q type compressor.



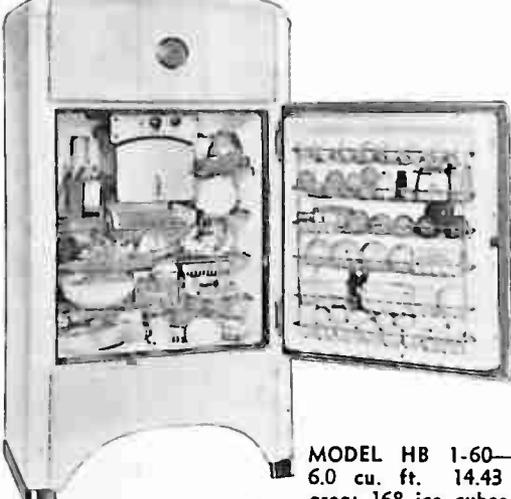
**MODEL HB-50**

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 $\frac{1}{2}$ " high, 27 $\frac{1}{4}$ " wide, 24 13/16" deep. MODEL HB 3-50 has Standard Q 3 type compressor.



**MODEL HB-31**

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 $\frac{5}{8}$ " wide, 27 $\frac{3}{4}$ " deep. MODEL HB 8-31 has Q type compressor.



**MODEL HB-60**

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 5/16" deep. MODEL HB 3-60 has Standard Q 3 type compressor.



**MODEL HB-36**

MODEL HB 1-36—Net capacity 3.6 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 $\frac{1}{8}$ " high; 23 $\frac{3}{4}$ " wide, 24 $\frac{7}{8}$ " deep. MODEL HB 3-36 has Q 3 type compressor.



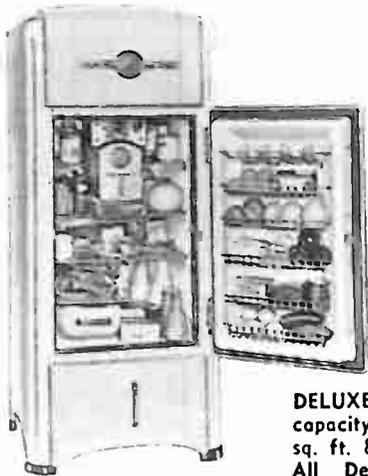
**MODEL HB-71**

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, Freon refrigerant, etc. Dimensions 58 $\frac{7}{8}$ " high, 33 $\frac{1}{4}$ " wide, 29 $\frac{1}{8}$ " deep. MODEL HB 3-71 has Standard Q 3 type compressor.



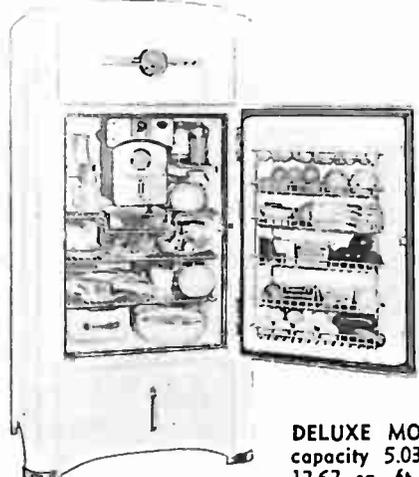
**MODEL HB-41**

MODEL HB 1-41—Net capacity 4.1 cu. feet. 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 $\frac{3}{4}$ " wide, 24 $\frac{7}{8}$ " deep. MODEL HB 3-41 has Standard Q 3 type compressor.



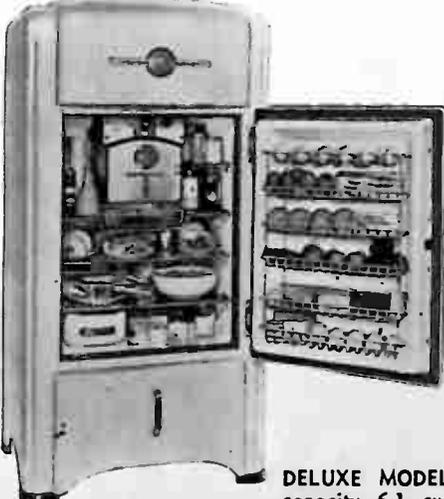
**DELUXE  
MODEL  
HL-43**

**DELUXE MODEL HL 5-43**—Net capacity 4.3 cu. ft., shelf space 9.9 sq. ft. 84 ice cubes one freezing. All DeLuxe features including Electrosaver, Hermetic Unit T 5 with double section Still Air Condenser, 18 point Temperature Control, Built-in Thermometer, Stora-drawer, etc. Dimensions 56 $\frac{3}{8}$ " high, 23 $\frac{7}{8}$ " wide, 26  $\frac{9}{16}$ " deep.



**DELUXE  
MODEL  
HL-50**

**DELUXE MODEL HL 5-50**—Net capacity 5.03 cu. ft., shelf area 12.62 sq. ft. 84 ice cubes one freezing. All DeLuxe features with Electrosaver Hermetic Unit T 5 with double section Still Air Condenser, etc. Dimensions 56  $\frac{7}{16}$ " high, 27 $\frac{1}{2}$ " wide, 26 $\frac{5}{8}$ " deep.



**DELUXE  
MODEL  
HL-61**

**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 Electrosaver Hermetic Unit T 5 with double section Still Air Condenser, etc. Dimensions 58  $\frac{9}{16}$ " high, 29 $\frac{7}{8}$ " wide, 28  $\frac{13}{16}$ " deep.

**YOU PICKED  
A WINNER**

More Sales are won by the  
**EXTRA** usable space in a

**CROSLEY  
SHELVADOR**

Today'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. And **ONLY CROSLEY HAS** the Greatest Convenience of Them All: The **SHELVADOR**.

**A MODEL FOR EVERY PURSE**



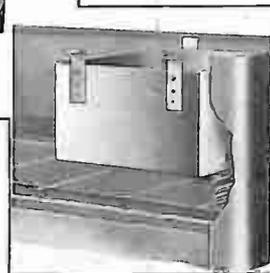
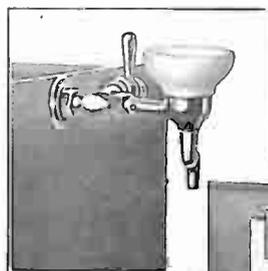
**DELUXE  
MODEL  
HL-71**

**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 Electrosaver, Hermetic Unit T 5 with double section Still Air Condenser, etc. Dimensions 58 $\frac{7}{8}$ " high, 33 $\frac{1}{4}$ " wide, 29 $\frac{1}{8}$ " deep.

# THESE BEVERAGE COOLERS MAKE LUKEWARM SALESMEN GET HOT

**No Longer Need You  
Pause . . . The Profits  
Are Refreshing . . . .**

You are well aware of the tremendous demand for beverage coolers . . . you know they are being SOLD . . . but are YOU selling them? The public is "cold drink" conscious creating an overwhelming demand for Crosley Koldrinks . . . so why delay further. Get those EXTRA PROFITS . . . You have a better proposition than anyone else . . . the lowest price . . . the best coolers on the market . . . more features to talk about . . . SO WHAT . . . are you going to do about it?



Accessories too, help the sale of Crosley Koldrinks. The Bubbler, and the Dual Compartment for wet and dry refrigeration are available at slight additional cost.

**HERE'S THE LINE UP!**

TAVERNS  
GROCERS  
RESTAURANTS  
DRUG STORES  
GAS STATIONS  
ROADSIDE INNS  
TOURIST CAMPS  
SUMMER CAMPS  
HOTELS  
BOTTLING COS.  
BREWERIES  
DAIRIES



**Let's Go! . . . There's a  
profit at every turn**

# CROSLEY KOLDRINK

**ELECTRIC BEVERAGE COOLERS**