

TALKS TO THE TRADE



POWEL CROSLLEY, JR. SAYS...

A SUCCESS . . . that's evident! Wildly cheered, from coast to coast, comes the New Crosley Fiver Radios. Each foremost in its group. Five of them . . . and all are value leaders.

I wish you could see the enthusiastic letters that are daily being received here in Cincinnati in praise of the sales and profit possibilities of these new sets. They are the most talked about radios in America today.

It is quite natural that such significant excellence should be the forerunner of the greatest of all value sensations. Yes, the FIVERS come first . . . the advance notice of a Crosley 1938 ALL STAR Line of Radios that will again place Crosley Dealers 'way ahead of the crowd.

To an unrivalled degree, each and every Crosley Fiver combines surprisingly satisfying performance,

pleasing appearance, with an unaffected simplicity of design, highest quality reception, tuning ease, AND BEST OF ALL, astonishingly low price. A most welcome combination producing increased sales and faster profits for Crosley Dealers ALL SUMMER LONG. Watch what happens to your radio sales volume when you get behind those Crosley Fivers.

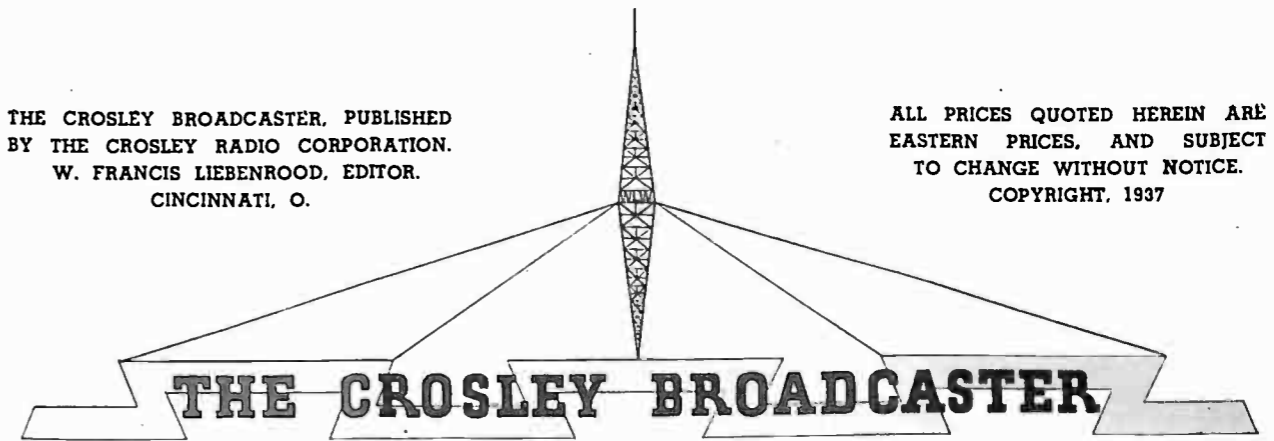
Thousands of dealers are stepping out ahead of competition . . . Going places in a Big Way . . . Keenly aware of the exceptional advantages of quick action . . . finding it no trick at all to get wanted sales with the New Fivers, for they have definitely taken hold . . . with so much more than the usual measure of value in radios.

Powel Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY

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

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Action!!!

This is no time for fair to middlin' activities. The dealer desiring sure, quick profits these days must not only apply all his energies to the best of his ability, he must also STRIKE WHILE THE IRON IS HOT! Now is the time to tie-in with the sales winners, the Crosley FIVERS, for Action . . . for Profits . . . for User Satisfaction.

FIRST, There are so many places to go . . . so many exciting broadcasts to hear that a Crosley FIVER ROAMIO is just what is needed to make driving a pleasure . . . and Crosley Fiver Roamio develops a new and important source of splendid profits for the dealer. Don't wait any longer. Get behind these great little sets and you will be amazed at the ease of selling, the ease of installation, and the remarkable ease of satisfying a larger group of buyers than ever before.

Just as the streamlined trains are rolling up new records on the rails . . . and new model autos are rolling up new records on the roads . . . Crosley Fiver Roamios are ringing up new sales records on the cash registers of Crosley Dealers from one end of the country to the other.

SECOND, The Crosley FIVER Table model, American and Foreign receiver truly amazes all who have occasion to hear it. It is a combination of first quality performance, low price, good looks, and a good name. A great radio to hear . . . A smart radio to see . . . A profitable radio to sell. Its surpassing value is so obvious, selling effort is reduced to a minimum. It is the kind of a value you would naturally expect to be strikingly representative of the Crosley All Star Radio Line. A Sales Success "FIVER" that has

repeated year after year.

THIRD, The Crosley TELETUNE FIVER, is the first American and Foreign Receiver with "one finger tuning" to be priced so low. At such small cost, it is an innovation that cinches many a sale that would otherwise be lost. A radio that is a constant source of satisfaction to every user, for "dialing" the Fiver is now easier than dialing an automatic telephone.

FOURTH, The Crosley FIVER COMPACT is a lay down model that meets a very definite need in the modern home. All the advantages and features of the Crosley Fiver with a beautifully designed compact cabinet.

FIFTH, The Crosley FIVER CONSOLE model is unquestionably the most astounding radio value for the price on the market today.

There is no doubt about it, Crosley Fiver Radios are playing an important part today in the big volume sales of Crosley Dealers. Sets that look like many times their price, sets that cause admiration when ever and wherever seen and heard, and all priced so low they literally sell on first demonstration.

Fast selling radios that will increase the number of profitable customers for your store. In fact, such obvious values create business. They create good will. Every purchaser is convinced that he has received more value for his money in a Crosley Fiver and is pleased to tell his friends. Concentrate on "Fivers" NOW!

Fiver Roamio Display . . .

The Crosley Fiver Roamio automobile radio display card and streamer are sales helps that will assist you in presenting this great little set in your store. See your Crosley distributor.

Extra! Extra! . . .

We are a nation of newspaper readers. Capitalizing on this fact you can make an effective appeal to all prospective buyers of Crosley Shelvadors in your territory by distributing the Crosley "Home News" from door to door . . . to every house in the community.

The "Home News" is a type of advertising that appeals to the modern housewife, and excellent results reward the dealer who takes advantage of this low priced medium.

The latest edition is out. It is made up like a metropolitan newspaper in news style, particularly attractive to women. The two page center spread highlights the features of Crosley Shelvador most effectively. The back page of Shelvador recipes also stimulates interest in Crosley electric refrigeration. Taken altogether, the "Home News" is a promotion every Crosley dealer will want to use. The cost is low and there is a generous size space for your imprint on the back page clear across the entire page about four inches deep. Order through your Crosley distributor.

Movie Slides Available . . .

We believe you will find the three new Shelvador movie slides quite effective in helping bring prospects to your store. When a sales message is flashed on the screen before a movie theatre audience it is certain to be seen and read. Everyone is attentive to everything shown before them, as all eyes are focused on the screen.

Electric washer and Fiver radio slides are also available. There is generous space for your imprint. Order from your distributor. Dealers using these slides report especially good results.



Buys 'Em By The Carload..

For the third consecutive year Keenies Garage, Crosley dealers, Monongahela, Penn., have purchased Shelvadors in solid carload lots.

Monongahela's live wire organization, Keenies Garage is owned and operated by Mr. A. K. Turri. In the photograph he is shown at the left while his brother Mr. Alfred Turri, who is in charge of the refrigerator department, is shown at the right.

Fifteen years ago, the enterprising Mr. A. K. Turri established Keenies Garage, and in that time he has built up a most satisfactory business, one of the largest of its kind in that part of the state. Besides the new car business, they maintain separate departments for the sale of Crosley refrigerators, washing machines and radios.

Mr. Alfred Turri has made quite a record for himself as a Shelvador salesman, and being responsible for the success of the refrigerator department, he is most enthusiastic over the new Crosley line of 1937

Four Trouble-Free Years...

"We have a Crosley Shelvador and like it just fine. This will be the fourth summer for it, and it has never given us any trouble. We will always be 'for Shelvador'" writes Mrs. L. L. Campbell of Oilton, Okla.

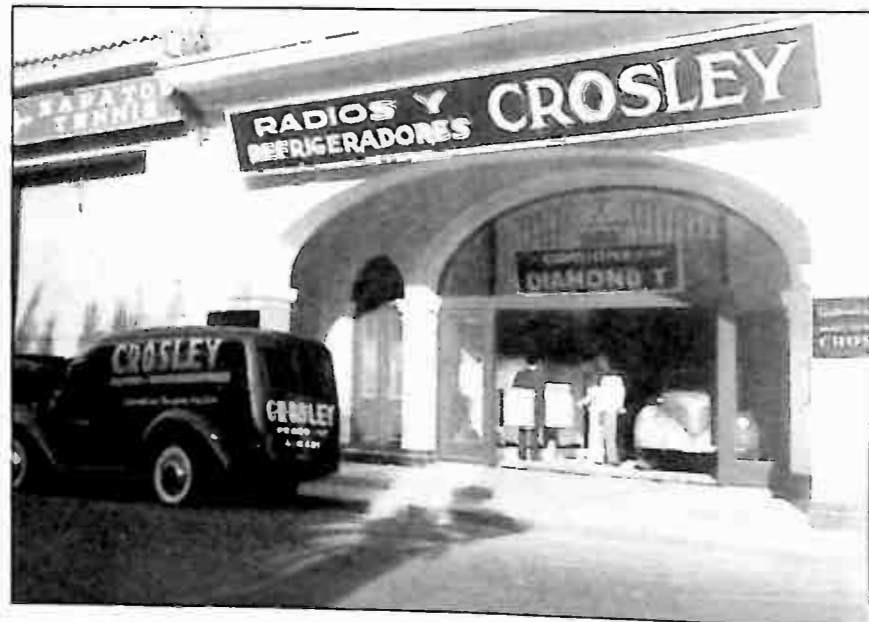
Are you taking advantage of all the sales helps available from your distributors?

Shelvadors. The fact that Shelvadors are ordered in carload lots, the past three years gives ample proof of the satisfactory service of Crosley Shelvadors, in Monongahela homes.

Each year, on the arrival of the first car, Mr. Turri opens the refrigerator season with a gala celebration, holding a big showing introducing the new models. A great lot of publicity by the Monongahela papers starts the ball rolling.

Many valuable prizes, including Shelvador refrigerators, are given away during the show. It is an occasion that most of the townspeople do not want to miss.

Keenies Garage is served by the Out-Heiskell Co., Crosley distributor, Wheeling, W. Va., and their president, Mr. Henry G. Roth, writes us that Mr. Turri is looking forward to one of the biggest years with Crosley Shelvadors they have ever had on electric refrigeration.



Crosley's In Havana...

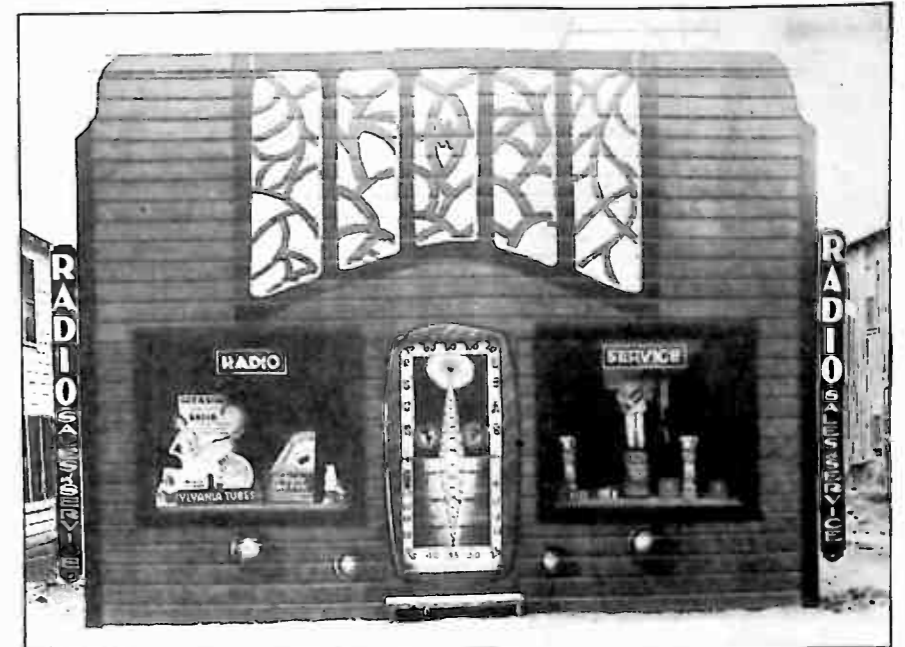
The huge neon sign over the beautiful arched entrance of the Caribbean Trading Company, Ltd., Crosley distributors, Havana, Cuba, keeps traffic ever mindful of Cros-

ley radios and refrigerators. Situated on the "Prado" which is one of the busiest "promenades" in Havana, this broad and inviting entrance makes it easy for shoppers to come in and inspect the various Shelvador models on display.

And Now A Low Priced Under Car Antenna!...

A new and different type of extremely sensitive under-car antenna has just been announced by the Crosley Radio Corporation. The extremely low price of this inexpensive aerial is expected to increase the popularity of Fiver Roomios to even greater heights. It combines all the more desirable features of sensitivity, efficiency, ease of installation, attractive appearance and sensationally low price.

The antenna consists of copper wire wound into a tube which is fully impregnated and entirely weatherproof. A feature that is especially desirable. It is connected to the running board with two adjustable straps. A 66 inch long FULLY SHIELDED lead in wire connects directly to the set and eliminates the necessity of any soldering, splicing or shielding; another point to its distinct advantage. A ground terminal is provided for grounding to the mounting bolts.



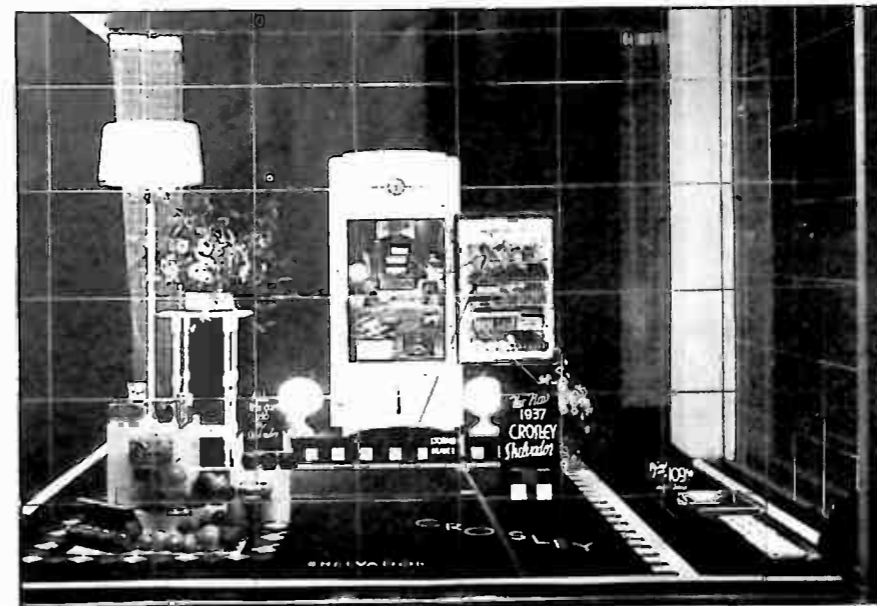
Texas Dealer Puts Crosley Fiver "Out In Front"...

This picture reminds one that "Actions speak louder than words." It is a photograph of the shop of an enterprising dealer of the Dallas

Electric Supply Company of Dallas, Texas, who is enthused over the Crosley Fivers. He certainly shows it in his place of business. And they say it attracts people just like the Crosley Fiver itself. In fact, we do not hesitate to add that a "good front" builds business.

Everyone knows it is absolutely essential for a dealer to maintain a store whose appearance will attract favorable attention. And just as the newest Crosley Fivers are world-leading values in Radio today, this unique way of tying in with a sales winner gives visual promise of satisfactory service to all who pass by.

Nothing adds such a pleasing note to the kitchens of today as the Shelvador with built-in radio.



Westbrook Displays Shelvador Feature Effectively...

The average person is surprised to find that 56 small food items fit into the handy shelves-in-the-door of a large Model Crosley Shelvador. They are amazed to see a group of those items placed together in a dealer's display. Therefore, a show window that answers the question, "Do all these things fit into the door?" is a display that will attract attention, and will illustrate at a glance one of the main advantages of owning a Crosley Shelvador.

Such a display will win sales for your store.

Notice the well filled door of the Crosley refrigerator in the photograph, also the food alongside, with the card, "All this goes into a Shelvador."

This clever arrangement by J. R. Westbrook Company, Crosley Dealer at Riverside, California, emphasizes the exclusive Crosley convenience in a most effective and artistic manner. Through the use of tiny

ribbons, the extra features of Shelvador refrigerators are pointed out in a convincing arrangement. Here is an aggressive Crosley dealer that knows the sales value of the exclusive "This Much More in a Shelvador" and takes the opportunity to capitalize on it. Remember, it's the food in the door that catches the eye.

J. R. Westbrook & Co., is supplied by Associated Wholesale Electric Company, Crosley Distributor of Los Angeles, California.

If you have made an interesting display demonstrating the Shelvador feature, have it photographed and send it in to *Crosley Broadcaster*.



CROSLLEY 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 1/2" wide, 5 1/2" 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 5/8" high, 12 3/4" wide, 6 3/8" deep.

THE NEW CROSLLEY TELETUNE FIVER WITH FOREIGN RECEPTION

● 5 Tubes, 5 inch Speaker 3/4 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 1/2" high, 10 1/2" wide, 6 1/2" 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.

CROSLLEY FIVER
With Foreign Reception
5 Tubes—
5 In. Speaker



\$19.99
Dimensions: 12 1/2" high, 10 1/2" wide, 6 1/2" deep.

● World-leading value . . . 3/4 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
3/4 Watts Output



2 Bands
5 TUBES
\$25.00
Dimensions: 13 1/2" high, 11 1/2" wide, 7 1/2" deep.

Model 529
5-Inch Speaker
3/4 Watts Output



\$29.95
Dimensions: 10 1/2" high, 10 1/2" 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 537 Console
8-Inch Speaker
3/4 Watts Output



\$39.95

Dimensions: 30 1/4" high, 24" wide, 10 1/4" deep.

Model 629
6-Inch Speaker
4 Watts Output



\$34.95

Dimensions: 13 1/2" high, 12 1/2" 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: 30 1/4" high, 23 1/2" wide, 10 1/2" deep.

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



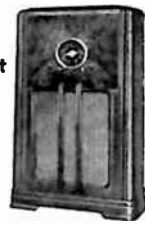
\$39.95

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

6 TUBES American-Foreign

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

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



\$59.95

Dimensions: 30 1/4" high, 23 1/2" wide, 10 1/2" deep.

Model 744
6-Inch Speaker
6 Watts Output



\$49.95

Dimensions: 15 1/4" high, 14" wide, 9" deep.

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

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

Model 745
6-Inch Speaker
6 Watts Output



\$49.95

Dimensions: 20" high, 14 1/4" wide, 9" deep.



\$67.50

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

MODEL 759 CONSOLE
7 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.
6 Watts Output

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



\$79.95

Dimensions: 41 1/2" high, 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 . . . 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: 41 1/2" high, 20" wide, 14 1/2" deep.

MODEL 989 CONSOLE
9 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.
12 Watts Output

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



\$109.50

Dimensions: 42 1/2" high, 27 1/2" wide, 15 1/2" 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 . . . Cardiacmatic Unit . . . High Fidelity . . . Vibracoustic Sounding Board . . . Power Supply Noise Filter . . . Curvilinear Speaker.



\$129.50

Dimensions: 42 1/10" high, 28 1/4" wide, 14" deep.

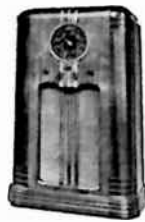
MODEL 1211 CONSOLE
12 TUBES

Continuous Coverage — 540-18,000 Kc.

12-Inch Speaker

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 . . . Cardiacmatic Unit . . . High Fidelity . . . Vibracoustic Sounding Board . . . Power Supply Noise Filter . . . Push Pull Triple Twin Output . . . Curvilinear Speaker.



\$149.50

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

**MODEL 1313 CONSOLE
13 TUBES**

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

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



\$174.50

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

**MODEL 1516 CONSOLE
15 TUBES**

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

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

BATTERY FORTY-SIX



\$34.50

COMPLETE LESS
6-VOLT BATTERY

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

**4 TUBES 6-VOLT BATTERY
RECEIVER**

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

Model B-375

\$37.50

COMPLETE LESS
6-VOLT BATTERY

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



Model B-445



\$44.50

COMPLETE LESS
6-VOLT BATTERY

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

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

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

Model B-675

\$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

\$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 1/4" 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 3/4" 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

\$49.95

COMPLETE
LESS BATTERIES

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



\$42.50

COMPLETE
LESS BATTERIES

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

MODEL B-425

**5 TUBES . 2 Bands
BATTERY RECEIVER**

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



Model B-495

\$49.95

COMPLETE
LESS BATTERIES

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

**6 TUBES . 3 Bands
BATTERY RECEIVER**

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

Model B-699

**Console
\$69.95**

COMPLETE
LESS BATTERIES

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



\$59.95

COMPLETE
LESS BATTERIES

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

**MODEL B-599
6 TUBES . 3 Bands
BATTERY RECEIVER**

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



**BATTERY
EIGHT**

\$59.95

COMPLETE
LESS BATTERIES

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

**8 TUBES . 2 Bands
BATTERY RECEIVER**

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

**BATTERY
EIGHT
CONSOLE**

\$74.50

COMPLETE
LESS BATTERIES

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



32 D. C. SIX

\$47.50

COMPLETE
WITH TUBES

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

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

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

**32 D. C. SIX
CONSOLE**

\$64.50

COMPLETE
WITH TUBES

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



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)

<p>MONDAY A. M.</p> <p>6:00—Arizona Ranch Riders. 6:45—Top 'O The Morning. 8:00—News. 8:30—Mall Bag. 8:45—Arthur Chandler, Jr. 9:30—Virginians. 11:45—Frim Sisters.</p> <p>P. M.</p> <p>NOON—Carl Freed. 1:30—Variety Time. 3:00—Helen Nugent. 5:00—Toy Band. 5:15—Tommy & Betty. 6:15—Jimmy James. 8:45—Arthur Chandler. 9:00—Sports Parade. MIDNIGHT—Moon River.</p> <p>TUESDAY A. M.</p> <p>6:00—Arizona Ranch Riders. 6:45—Top 'O The Morning. 8:00—News. 8:30—Aunt Mary.</p> <p>P. M.</p> <p>NOON—3 Spades. 1:30—Variety Time. 3:00—Interlude. 5:00—Larry & Sue. 5:15—Tommy & Betty.</p>	<p>10:30—Los Anigos. MIDNIGHT—Moon River.</p> <p>WEDNESDAY A. M.</p> <p>6:45—Top 'O The Morning. 8:00—News. 8:30—Mall Bag. 8:45—Arthur Chandler, Jr. 11:45—Allan Werner.</p> <p>P. M.</p> <p>NOON—Carl Freed. 1:30—Variety Time. 3:00—Toy Band. 5:15—Tommy & Betty. 7:30—Flying Dutchmen. MIDNIGHT—Moon River.</p> <p>THURSDAY A. M.</p> <p>6:00—Arizona Ranch Riders. 6:45—Top 'O The Morning. 8:00—News. 8:30—Aunt Mary. 8:45—Arthur Chandler, Jr.</p> <p>P. M.</p> <p>NOON—3 Spades. 1:30—Variety Time. 3:00—Choral Echoes. 5:00—Mary Alecott. 5:15—Tommy & Betty. MIDNIGHT—Moon River.</p> <p>FRIDAY A. M.</p> <p>6:00—Arizona Ranch Riders. 6:45—Top 'O The Morning.</p>	<p>8:00—News. 8:30—Mall Bag. 8:45—Arthur Chandler, Jr. 11:45—Frim Sisters.</p> <p>P. M.</p> <p>NOON—Carl Freed. 5:00—Toy Band. 5:15—Tommy & Betty. 6:15—Rhythm and Song. 10:15—Mad Hattersfield. 11:30—Salute to the Cities. MIDNIGHT—Moon River.</p> <p>SATURDAY A. M.</p> <p>6:00—Arizona Ranch Riders. 6:45—Top 'O The Morning. 8:00—News. 8:30—Larry and Sue.</p> <p>P. M.</p> <p>6:30—R. F. D. Hour. 9:30—Book of People. 11:00—News. MIDNIGHT—Moon River.</p> <p>SUNDAY P. M.</p> <p>2:15—Carl Freed. 3:30—Choral Echoes. 10:30—Concert Hour. MIDNIGHT—Moon River.</p> <p>In addition to these programs, many spot announcements boosting Crosley products are broadcast each day.</p>
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THE GREATEST SALES HELP YOU HAVE EVER HAD!



Tom Killian Sets An Example...

We have often wondered about the old adage, "Practice what you preach." Naturally our interest was aroused at the innovation of Tom Killian, the president of Tom Killian, Incorporated, Crosley Distributor, Denver, Colorado, who puts the aphorism into effect in a way that brings excellent returns to all concerned. The smaller photograph shows the model store, on one of the most travelled streets in Denver. With special signs and special store front construction, one may instantly recognize this exclusive Crosley store. Mr. Killian will make use of all sales helps furnished by the Crosley advertising department, and intends setting up displays which dealers may follow and use to good effect in their own establishments. A potent example of good merchandising effectively demonstrated.

And just a word or two about this dynamic personality.

For almost a quarter of a century Mr. Tom Killian has been serving the electrical and automotive trade, with the only exception of time out for the World War. He was the sales manager and one of the owners of a large electrical and automotive wholesale distributor. In this capacity he was among the first sales executives to offer radio and electrical refrigeration to the dealers in the Rocky Mountain territory.

In 1931 he resigned his position and sold his interest in order to enter into the wholesale electrical and automotive business for himself. And judging merely from appearances one may easily see that tre-

mendous strides have been made.

With the acquisition of the Crosley distributor franchise, Tom Killian, Inc., enjoys a splendid



business that is increasing in leaps and bounds.

Attractive showrooms are located on a busy thoroughfare in the center of automobile row in Denver, and the large, sharply conspicuous neon signs blaze forth in a manner to make all traffic fully aware of the merits of Crosley Shelvador, at all times. There is no mistaking the fact that passersby may get the whole story at a glance for the big, poster style sign tells in striking color the features of Crosley Shelvador.

An energetic Killian sales force of seven men travel the mountain states territory, marching on with Crosley toward the greatest year of them all.

A radio in your car is fun. One of the most delightful additions to the modern car.

Real Satisfying Surprise...

Here is a letter from an owner of a big, expensive radio, who had the occasion to purchase a smaller set. Easy comparison proved the enormity of the Crosley value and we quote in part the letter received from Mr. G. W. Cole, West New Brighton, Staten Island, New York:

"I picked out a portable set for the bedroom, selecting a six tube Crosley 'Buccaneer.' To say the least, its quality, its range both foreign and local, proved to be far beyond my expectations. I did not believe there could possibly be a radio for its size, and at the price of \$39.95, with the range and tone I get on this set. Some of my friends have heard it, and I certainly know there are going to be many more Crosley sets used in the neighborhood.

"It is no effort for me to bring in the foreign stations with a tone quality unsurpassed by any set I have listened to, and with volume equal to a local station. I am continuously using the Crosley now, not having used my large set once since I purchased the Crosley radio."

In Spite Of The Flood...

An owner of a Crosley radio which survived the recent flood writes: "We are proud of our 6 tube Crosley Radio and no doubt you will be interested to know that even though it was under water and covered with mud it is now being operated each day as before. It was only out of commission two days."

Shelvador Sales Meeting For Morgan Furniture Co...

All the executives and seventy-five of the salesmen of the Morgan Furniture Company, a chain of eight stores in Boston, Massachusetts, attended a banquet and Crosley Shelvador Sales Convention given by the Appliance Distributing Corporation, Crosley Distributors in Boston, Mass.

The meeting was a huge success and the new Crosley line was enthusiastically received. An excellent sales talk and address by Mr. Jack Zumwalt, Crosley District Manager, was liberally applauded. The dramatization of the beautiful Shelvador models aroused keen interest as did the showing of the motion picture depicting in detail the manufacturing of the Crosley refrigerators.

Shelvador Profits—Your "Old Age" Security...

A timely bit of clever advertising, capitalizing on the publicity given the "Social Security" Cards—(remember when every one was given a number)—was used by the Ontario Electric Corporation, Crosley distributor, Buffalo, New York, in an invitation to dealers to their Shelvador "Open House." A small, double card was printed in two colors with the figures in red like the "account numbers" on the old age pension cards as follows:

REFRIGERATOR SECURITY A Crosley Dealer Franchise O - 2 - 40 - 5 - U

(ought to forti-fi you)

AGAINST COMPETITION

This "Security" card was the ticket of admission and it is needless to add the showing of "The Security Line for 1937" was a great success.



Chanslor And Lyon Meetings Are Well Attended...

The gathering of dealers at the Chanslor and Lyon showing of Crosley Shelvadors in San Francisco was a rousing, lively affair as the smiling faces in the picture indicate. Their sincere enthusiasm was reflected in other dealer meetings of this Crosley distributor throughout their territory

and significantly reveals the trend this year is definitely toward the Crosley Super-value Products.

F. W. Greusel Honored...

At the annual meeting of the Wisconsin Radio Refrigeration and Appliance Association, Frank W. Greusel was reelected President, and a high tribute was paid to the work and leadership of Mr. Greusel in a resolution expressing appreciation of both retailers and distributors.

The Greusel Distributing Corporation, successor to Maurer-Greusel Co., Crosley Distributor, Milwaukee, Wis., has eight employees who have worked together a total of 99 years—a good indication of the fine "Family Spirit" that prevails.

Crosley Products Certainly "Going To Town" In A Big Way... In New York...

One of the largest car-card campaigns ever inaugurated in the New York market was announced by The Crosley Distributing Corporation in New York. The campaign is run in cooperation with John A. Schwarz & Sons whose four stores in the Brooklyn area are putting on an intensive Crosley campaign. A tie-up of a series of four cards will occupy over 7 feet of space along the side of the trolleys and busses in the Brooklyn area. This will be the first time in the history of the New York market that four car-cards have been tied together to put across the story of one product.



Ackerman's Fine Display That Delivered The Goods...

One may easily see at a glance that this inviting display of Crosley Products brought results. It was a part of the Shelvador showing of the Ackerman Electric Supply Co.,

Crosley distributors, Grand Rapids, Mich. A great many dealers were in attendance and it was their best meeting in six years. As a result Ackerman's new quick delivery truck, shown in front of their establishment, has been kept mighty busy these days and from all indications Harry will be increasingly busy as he runs up the mileage on the "complete car."



Five Day Dealer Meeting At Portland Shows Model Store..

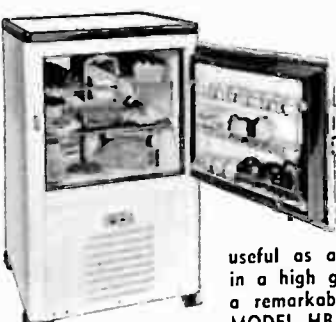
Marshall Wells Co., Crosley distributor, Portland, Oregon, introduced the new 1937 Shelvador to 235 dealers in a great meeting at Portland. A complete model store

was built and completely equipped showing dealer how store should be arranged and merchandise displayed to get the best attention from the buyer.

THE WISEST POSSIBLE CHOICE...

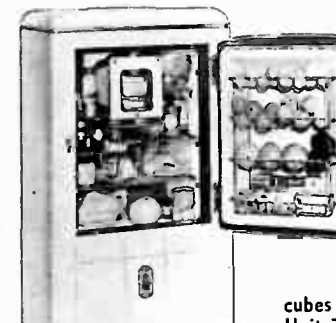
CROSLLEY SHELVADOR

★ **MODEL HB-30.**



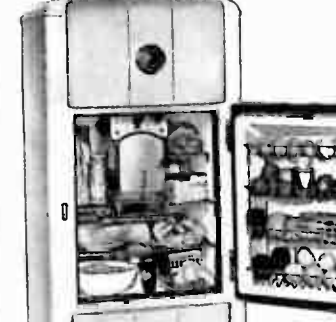
MODEL HB 5-30—Net capacity 3 cu. ft. 6.92 sq. ft. shelf space; 42 ice cubes one freezing; Hermetic Unit T 5 with Still Air Condenser; Dimensions 36" high, 23 $\frac{3}{8}$ " wide, 25" deep. Porcelain Top is useful as a table. Exceptional Value in a high grade electric Refrigerator at a remarkably low price. MODEL HB 8-30 has Q type compressor.

★ **MODEL HB-31**



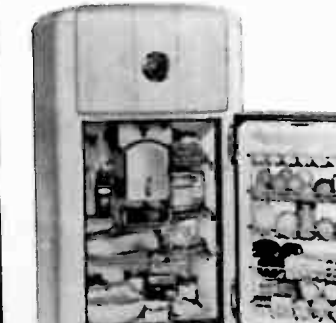
MODEL HB 5-31—Net capacity 3.16 cu. ft. Shelf area 7.24 sq. ft. 42 ice cubes one freezing; Hermetic Unit T 5 with Still Air Condenser; Dimensions 46 5/16" high; 23 $\frac{3}{8}$ " wide, 27 $\frac{3}{4}$ " deep. MODEL HB 8-31 has Q type compressor.

★ **MODEL HB-36**




MODEL HB 5-36—Net capacity 3.6 cu. ft. Shelf area 8.07 sq. ft. 63 ice cubes one freezing; Hermetic Unit T 5 with Still Air Condenser and other Standard features; Dimensions 51 $\frac{1}{8}$ " high; 23 $\frac{3}{4}$ " wide, 24 $\frac{1}{2}$ " deep. MODEL HB 3-36 has Q 3 type compressor.

★ **MODEL HB-41**



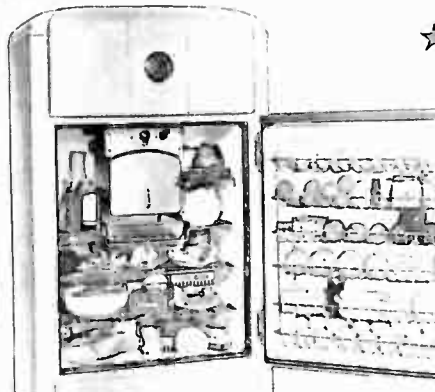
MODEL HB 5-41—Net capacity 4.1 cu. feet. 8.33 sq. ft. shelf space; 63 ice cubes one freezing; Hermetic Unit T 5 with Still Air Condenser and other Standard features. Dimensions 53 15/16" high, 23 $\frac{3}{4}$ " wide, 24 $\frac{1}{2}$ " deep. MODEL HB 3-41 has Standard Q 3 type compressor.

★ **MODEL HB-50**



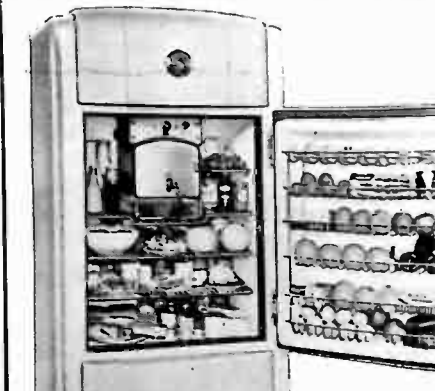
MODEL HB 5-50—Net capacity 5.07 cu. ft. 11.98 sq. ft. shelf area; 84 ice cubes one freezing. Includes all Standard Features with Hermetic Unit T 5 with Still Air Condenser; Dimensions 56 $\frac{1}{2}$ " high, 27 $\frac{1}{4}$ " wide, 24 13/16" deep. MODEL HB 3-50 has Standard Q 3 type compressor.

★ **MODEL HB-60**



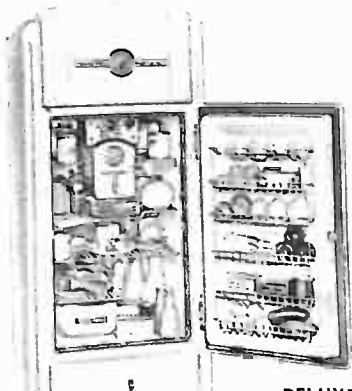
MODEL HB 1-60—Net capacity 6.0 cu. ft. 14.43 sq. ft. shelf area; 168 ice cubes one freezing; Includes all Standard Features with Hermetic Unit T 5 with Still Air Condenser. Dimensions: 58 7/16" high, 31" wide, 25 5/16" deep. MODEL HB 3-60 has Standard Q 3 type compressor.

★ **MODEL HB-71**



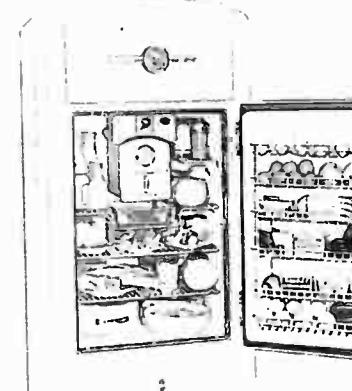
MODEL HB 5-60—Net capacity 7.1 cu. ft. Shelf area 16.77 sq. ft. 168 ice cubes one freezing; Includes all Standard Features with Hermetic T 5 double section still air condenser, Freon refrigerant, etc. Dimensions 58 $\frac{3}{8}$ " high, 33 $\frac{1}{4}$ " wide, 29 $\frac{1}{8}$ " deep. MODEL HB 3-71 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 $\frac{3}{8}$ " wide, 26 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 7/16" high, 27 $\frac{1}{2}$ " wide, 26 $\frac{1}{2}$ " 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 9/16" high, 29 $\frac{3}{8}$ " wide, 28 13/16" deep.

The most important item in the kitchen... and a most important profit-maker in the store. Crosley Shelvador is being purchased by thrifty housewives in greatly increasing numbers everywhere, and therefore the Crosley Dealership stands most prominently as the real opportunity of the day. The great array of exclusive features make an instant hit. The extra-usable-space-in-the-door is an exclusive convenience and attraction that clinches sales.

★ **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 $\frac{3}{8}$ " high, 33 $\frac{1}{4}$ " wide, 29 $\frac{1}{8}$ " deep.

Chas. A. Glomb Sells 9 Shelvadors In 1936 — Initial Order Is For 30 In 1937 . . .

The enthusiasm of Mr. Chas. A. Glomb, proprietor of Glomb's department store at Palmerton, Pa., is reflected in his sales of Crosley Shelvador Electric Refrigerators.

In the comparatively small town of 4500 population, this progressive Crosley dealer is doing an excellent job of selling "The World's Most Outstanding Refrigerator Value" — the Shelvador. At the very start of his first year with Crosley, Mr. Glomb found that the thrifty housewives of his community felt the same way he did about Shelvador. They were "sold" on it at once, and now, at the start of his second year with Crosley, he has increased his order 400%. The interesting photograph of part of this shipment shows Mr. Glomb at the right, with Mr. W. J. Calsam of the Anthracite



Radio Sales Company, Pottsville Branch, the Crosley distributors supplying Glomb's Department store.

Starting in business in 1924, Mr. Glomb has earned the enviable rep-

utation for square dealing—for supplying his customers with full value for every dollar expended. And Crosley Shelvador is an especially noteworthy example of just that very thing. Exclusive advantages and surpassing conveniences summed up in the words "This Much More In A Shelvador."

Dealer Tests Shelvador . . .

"I am so enthusiastic over the new Crosley Shelvador I just want to tell you about it," writes R. B. Pollard, dealer in Electric Appliances, Sylvester, Georgia.

Mr. Pollard had just completed a test on a certain 1937 refrigerator and thought nothing could compare with it for economy and quiet running. Then the Crosley Shelvador was received thru Harry Clements, one of the salesmen for Beck and Gregg Hardware Co., distributors of Crosley products, Atlanta, Ga. Pollard put the Crosley Shelvador on test in his shop and at the end of seven days, with the temperature of food compartment held constantly under 50 degrees, he found it had used a little less than three K. W. H. He found the Shelvador to be equal in every respect to his other tests and stated "I do not believe Shelvador refrigerators will use much more than one K. W. a day in service in the home."

Show it well. A good window display sells merchandise.



Gratifies Every Desire . . .

Mr. Hugh Green of the Kiefer-Stewart Co., Crosley distributor, Indianapolis, Ind., forwarded the following testimonial letter received from a satisfied user of a Crosley Shelvador: "I thought you would be glad to hear how satisfactory we are finding our Crosley Refrigerator. We have the unit which runs in oil and requires no attention. It has been going continuously since last May and has delivered the goods in every way. We also think it is a very handsome piece of kitchen furniture. We are well satisfied with the refrigerator in every way." Signed G. J. Hurty, Indianapolis, Ind.

The Musical Shelvador makes kitchens cheerful.

Los Angeles, California. The driver tugging at the reins is Don Tough Hombre Bialkowski, that roving Crosley District Manager on the Pacific Coast, and seated with him is none other than X-ER-VAC Walker, the frolicsome Crosley Merchandise Manager.

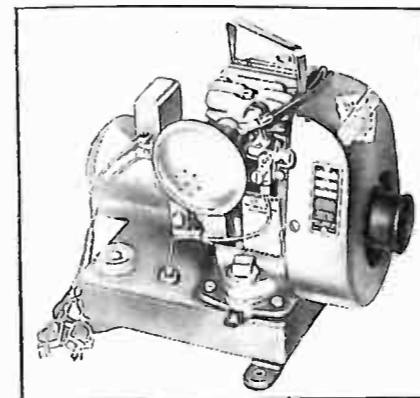
When interviewed at Agua Caliente in Tijuana, Mexico, C. D. Russel, the sage, commented, "In my opinion, while life may begin at forty, a man is very foolish to wait that long." And P. W. Bialkowski chirped, "The best things in life may be free, but I always seem to get the worst of it." Leading the chorus, G. Earle Walker exclaimed, in his businesslike barytone, "After this hair-raising trip, I think we better call on Tom Collins."

How To Win Good Will . . .

When delivering a Crosley Shelvador, the installation crew should carry several cans of the new Crosley Wax Base Polish and go over the cabinet where soiled marks show and endeavor to sell the owner a can for future use.

Every radio service man should carry cans in his kit and wax cabinet as a gesture of good will, also endeavoring to sell a can to the owner.

The purchaser is almost sure to return to the dealer's place of business for another can because it satisfies completely and your store is the only one in the neighborhood where Crosley Wax Base Polish may be purchased.



Briggs and Stratton Power Charger Model No. 100

The Farm Market Is A Good Market . . .

The Crosley Radio dealer selling battery type radios must sell COMPLETE RADIO RECEPTION in order to keep customers satisfied. Besides a Crosley radio this means a good aerial, a good battery, plus a dependable battery charger.

The Briggs and Stratton Power Chargers have been carefully tested by the Crosley Engineering department and recommended as a dependable, economical and trouble-free means of maintaining the battery. They will help you materially to build up your volume in battery set business. The Power charger Model 100 charges 2 volt and 6 volt batteries, as well as auto and small lighting batteries.

Most of the service calls received from farm radio owners are due to failure of the power supply rather than radio troubles. You can avoid service calls and expense by selling the complete job including a Briggs and Stratton power charger.



Trailer Helps To Double Sales On Washers And Ironers . . .

By assigning Guy M. Hopper, exclusively to sales of Savanmaid Washers and Ironers, the Crosley Distributing Corporation of Cincinnati has doubled its volume of sales on these products, through the use of the "Crosley Show Boat on Wheels."

An important function of traveling the territory was to show the new models to many dealers who had not had an opportunity of seeing them before. And so pleased were they with the salability of the new white models, fifty per cent of the dealers contacted took on the Crosley line. And many sales to users were made while parked in front of Crosley dealers' stores.

Mr. Hopper proved the value of taking the models direct to the user, citing an experience of a dealer in a town of about 200 people in Indiana, who moved better than 25 washers in three months, among

On The Spot Selling . . .

The Crosley Show Boat on Wheels brings the demonstration TO YOUR CUSTOMER'S FRONT DOOR. Realizing the fine value of the newest modern selling device, the Crosley Radio Corporation has arranged for quantity purchases with the manufacturer of these high quality commercial trailers in order to secure lowest prices. You save at least \$100.00 purchasing a Crosley Show Boat on Wheels, and just like automobiles, you may purchase them on the deferred payment plan.

This offer is limited to franchised Crosley Dealers only.

sales on many other items, by traveling among the farmers in the surrounding territory with a complete demonstrable display.

Pictured above, left to right, are shown W. T. White, Washer-Ironer Division; Powel Crosley, III, vice president Crosley Radio Corporation and Guy M. Hopper.

Intensive Sales Training Is A Requisite Of Success . . .

In one of the many bulletins issued to the trade by Wisconsin Radio, Refrigeration and Appliance Association, Mr. Frank W. Greusel, President of Greusel Distributing Corp., Crosley distributors, Milwaukee, Wisconsin, gives some very practical suggestions to dealers for increasing their sales, their profits, their store's success. He writes, in part:

"Lack of sales training and too limited knowledge of the product is the greatest problem confronting the entire industry today, and a very concerted effort is being made to solve this difficult issue. Progress is being made. Merchants must be made to realize that product knowledge and keen sales ability is absolutely necessary in the conduct of a successful business today."

And right down the same alley, Thos. W. Lawson writes: "Be thorough in your work, whatever it may be. Believe there is nothing too small to do well. The secret of success when we get down to the bottom principle is: 'Make the work you are doing the greatest thing in the world.'"



Nashville Sales Meeting Develops Increased Enthusiasm

One hundred salesmen gathered at the Noel Hotel early in April for a retail sales meeting of the Gambill Distributing Company in Nashville, Tenn. "All in all, it was one of the finest, peppiest sales meetings we have witnessed is quite a long time," said Wheelless Gambill, Jr., their president.

The lively meeting was conducted by sales manager, Roxy Quinn; and Frank M. Holliday, Crosley Dist. Mgr., and William Stoner, Personnel Manager, The Crosley Radio Corporation, made excellent presentations of the Shelvador refrigerator line and Savamaid Washers and Ironers in a manner that impressed and interested every one attending.

Car Campaign Covers A Million Riders Each Day

The sales promotion plans for the John A. Schwarz Organization were outlined by Mr. Layng of the Crosley Distributing Corporation at a recent dinner at the St. George Hotel in New York City.

Mr. Ralph Heaton of the Barron-Collier Company, presented the campaign which is the largest car-card arrangement ever entered into by the New York concern. It covers a spread of four cards in a row featuring the sales of Crosley Shelvadors at the John A. Schwarz stores. Running throughout the Brooklyn trolley system, it will cover over a million riders a day.

The features of the Crosley refrigerator were discussed in detail by Mr. Ed Lehrer, sales promotion manager of the Crosley Distributing Corporation and a film was presented showing the manufacture of Crosley Shelvadors, together with a film of the sales features as presented by the retail salesman to the prospect.

The complete way in which all details were covered should assist in a large measure to stimulate even further the sales in the territory for Crosley Shelvadors, Radios, Washers and Ironers. This TVA territory has experienced a tremendous increase in the use of all major electrical appliances.



Crosley Products Displayed Most Effectively . . .

Here is an excellent example of an attractive window display of Crosley products. Modern in every respect, this brilliantly lighted store is a pleasing invitation to the passer-by to stop and shop. People come from miles around into Morris, Ill., where the X-L Radio Shop is located, and the fine business enjoyed by this enterprising Crosley dealer is the direct result of "concentrating on Crosley." Mr. Roy Bannon, the proprietor, is one of the oldest radio dealers in the middle west and has sold Crosleys since the days of

Prize Winner . . .

Mr. Sidney S. Mittler, Sales Promotional Manager of Apollo Distributing Corporation, Crosley distributors, Newark, N. J., has been doing (and right consistently, too) a most outstanding job of sales promotion in connection with Crosley products. Recently he was awarded a coveted prize in a contest, for his splendid promotional material.



Its results that count. And judging from the wonderful business developed by Apollo Distributing Company through carefully planned and skillfully handled campaigns, it behooves us all to give "promotional activities" the full attention they most certainly merit.

the battery type "one tubers." A branch store is located in Sandwich, Ill., and since the advent of Crosley refrigerators six years ago, X-L Radio Shops have become almost exclusive Crosley Stores.

By aggressive, up-to-the-minute merchandising methods, an enviable record for satisfactory service has been built, and everyone at Hardware Products Company, Sterling, Ill., the Crosley distributor to supply these stores, speaks of Mr. Bannon as one of the liveliest, most aggressive merchandisers in the middle west.

It Can Happen Here! . . .

Every time Valentin V. Rivero, general manager Radio Electrica Ltd., Mexico City, the Crosley Distributor for central Mexico, visits the Crosley Radio Corporation at Cincinnati, he invariably regales us with a good radio story. On his recent visit, accompanied by Luis G. Benitez, a Crosley dealer at Puebla, Mexico, he told this one:

"Two Tierra Caliente peons, a sort of Mexican counterpart to our hill billies, owned radio sets that were about ten years old or more, and in a dilapidated condition. However, each proudly thought he had the best radio ever. One argued that his was the best because it was so highly "selective"—it only accepted the best on the air and cited as proof the fact that it would receive only one station on the entire dial—XEW, Mexico's finest. The other claimed his radio was the best because on the contrary the radio waves all clamored to be picked up by it and were all rushing in at the same time no matter the position of the dial."

Mr. Rivero did not state who won the argument, but he indicated that many people here with obsolete receivers may be something like these modest peons, in thinking that their radios are still good.

Mr. Rivero is also part owner of the 50,000 watt radio station XEW at Mexico City, the leading one in that country. He is most enthusiastic over the wide increase in the use of electric refrigerators and washing machines throughout Mexico.

Neighbors Liked It, Too! . . .

Mrs. Harry Gibbs of Muskegon, Mich., is certainly pleased with her Crosley radio and writes "Believe me, we like our Crosley Radio. We play it a lot. It has not had so much as a new tube in it since we bought it in 1931. My neighbors were always having trouble with their radios, and now both of them have Crosley's. I just can't say enough for Crosley radios."

Shelvador Is Recommended

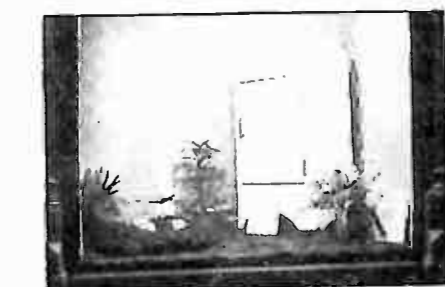
In the April issue of Motion Picture Magazine, Hollywood Home Hints recommends the reader to stop in the nearest Crosley dealer for a demonstration of the space saving Shelvador.



To See It . . . Is To Want It

At times it is almost seemingly impossible to get the customers into your store, especially if you are located off the main streets.

Mr. Brown, of Brown's Storage Warehouse, Crosley dealers at Islip, N. Y., was confronted with just this problem and the ingenious way in



Prize Winning Display . . .

In a recent contest by the Chamber of Commerce of Eldorado, Kansas, the window display of the Plush Electric Company, Crosley dealer in that city was chosen for the second prize award in the annual Spring Showing by all the merchants.

Mr. E. T. Legg of the Stimpson Sales and Investment Corporation, Crosley distributors, Wichita, Kansas, writes us that the interesting window display attracted a lot of attention and much favorable publicity for the Crosley dealer.

A few well displayed items are better than a crammed-full window. Good displays sell.

which he has solved the proposition certainly emulates the famous parable of "Mahomet and the mountain."

Mr. Brown hit upon an inexpensive but efficient method of taking the Shelvador TO THE CUSTOMER by mounting a DeLuxe model Shelvador in the rear of his Plymouth business coupe.

At night, in traffic, a bright spotlight is used to cleverly focus the attention of everyone on the Crosley refrigerator and incidentally the dealer's ad underneath.

Just how effective the novel scheme has proven to be is aptly illustrated by the fact that this exclusive Crosley dealer has sold over 75 Shelvadors in a community of less than 2000 population.

Weber Joins Johnson Distributing Company . . .

The Florida west coast territory of Johnson Distributing Co., Crosley Distributor, Tampa, Florida, will be covered by H. M. Weber, who recently joined their sales staff. Better known as "Herman," Mr. Weber is familiar with the solving of dealers' problems and his wide experience in both retail and wholesale selling of major appliances will serve him well and increase his popularity with the trade.

He is an enthusiastic Crosley booster having sold "Better—Costs Less" Crosley products for some time.



Installs Crosley Roamio On Tractor . . .

A new use for the Crosley Roamio has been discovered by Crosley Dealer, Tom Hamilton, at Van Orin, Illinois. A customer in that locality, who wanted to enjoy radio while at work on his farm, had a Crosley Roamio installed on his tractor. That the Roamio works excellently under these conditions is shown in the comments of Mr. Hamilton who says, "This photo shows the Crosley Roamio mounted on the tractor. The

Fiver Performs After Passing Through Fire . . .

A year ago last June, B. D. Farley of Saginaw, Michigan, purchased a Crosley Fiver from Crosley Dealer John Schmelzer there. Since then the radio went through a most destructive fire in Mr. Farley's home and, to his surprise, still gives good reception. He writes:

"A week before last Thanksgiving my home burned. All my furniture was destroyed. Going through the wreckage, I came upon my Crosley Fiver where it had been kicked into the corner and I looked it over. The cabinet was badly burned. The cloth front was burned out and so was the dial. I shook the ashes out of it to look at the inside. I couldn't see much because of the dirt, but, thinking I might be able to do something with the speaker, I took the radio with me.

"Just to see what would happen I plugged it in. You can imagine my surprise when I got reception. I'm using it every day now and will be until I can get a new Crosley."

radio brings in the ball games fine."

L. C. Wheeler, vice president of Hardware Products Company, Crosley distributor at Sterling, Illinois, who serves this territory, sees this new use of the Roamio as an excellent sales opportunity for Roamio sales. Certainly every farmer with a tractor would thrill with the possibilities of turning monotonous hours into pleasant enjoyment of radio while working his farm. Perhaps other Crosley dealers can follow the example set forth by Mr. Hamilton and find a ready market in Roamio sales in this new field.



London Exhibit Features Actresses Endorsements . . .

A striking example of the comprehensive displays used by A. J. Balcombe, Ltd., London, England, throughout the year, featuring the

Shelvador Economy Pleases

Many satisfied users tell of their happy experiences with Crosley Shelvadors. Mr. Hugh Green of Kiefer-Stewart Company, Crosley distributor, Indianapolis, Ind., sends us this interesting letter:

"On March 23, 1936, we installed a Crosley Shelvador in our home. I am very happy to say that we have enjoyed this Shelvador immensely, and it has operated 100% to date of February 22, 1937. The average cost, we think, is very reasonable.

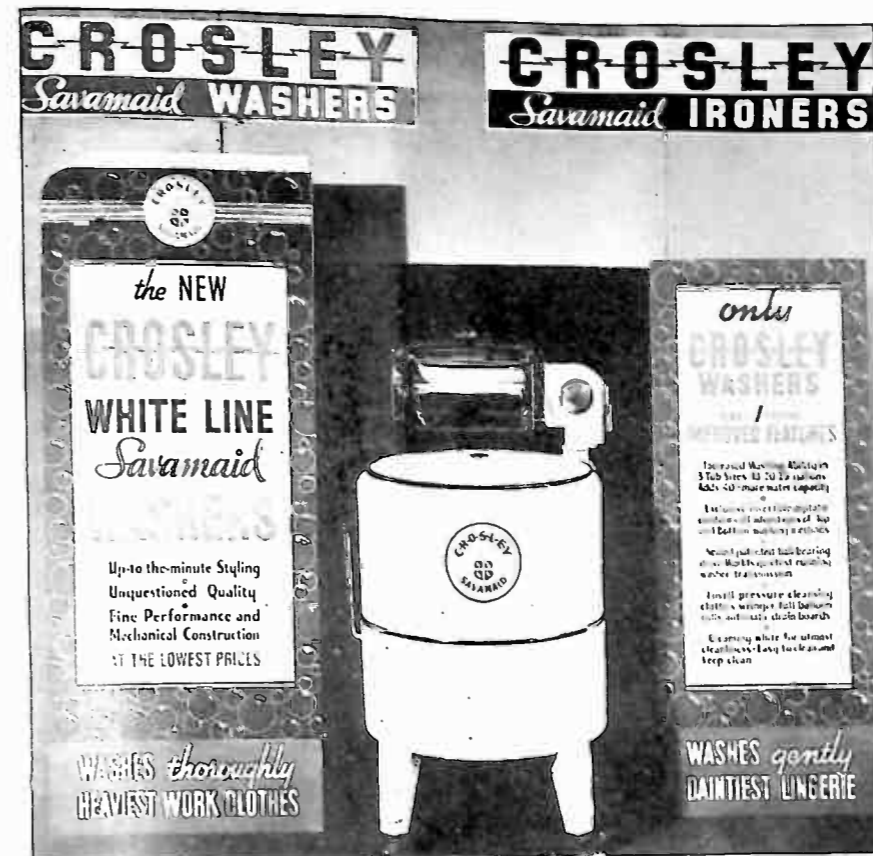
"The Shelvador feature is quite a convenience as it takes care of small items. They are so easy to locate in our refrigerator. I gladly recommend it to my friends." Signed, Thomas A. Hendricks, Indianapolis, Ind.

AFRICA is so THRILLING



"Come on down, John, that is only the radio broadcast of the lions roaring at the London Zoo."

Whatever happens you're THERE with a Crosley.



New Crosley Savamaid Washer Display . . .

Here is an extremely attractive display to help you show the new gleaming white Crosley Savamaid Washers in an appealing and interesting manner. The list of features printed in beautifully colored panels is easy to read. Yes, this display is really ideal for either store or window, for attracting prospective customers in a compelling and effective way. Order the new Savamaid Washer Display from your Crosley distributor.

Shelvador Ad Mats . . .

An especially forceful group of newspaper ads on the Shelvador have been prepared and are available in one, two and three columns from your distributor. With the interest in electric refrigeration at its highest point, now is the time to take full advantage of the intensive magazine advertising campaign, and to identify your store as the place to buy Crosley Shelvadors through advertisements in your local newspapers.

Shelvador Circular . . .

The 1937 Shelvador refrigerator models together with a list of outstanding features, are shown in the attractive circular which is printed in blue and black. It is an excellent

envelope stuffer and gives the customer complete information. Order from your distributor.

Finds Weak Spot In American Retailing . . .

W. Fisher of Fisher & Paykel, Ltd., Auckland, New Zealand, Crosley distributor in that country, visited the Crosley factory early in May.

Mr. Fisher's company has featured Crosley refrigerators from the time the Shelvador was introduced in 1933. He reported that their sales in New Zealand have steadily increased and estimates that up to the present date twice as many Shelvadors have been sold in New Zealand as any other make.

"Dealers in New Zealand," Mr. Fisher said, "are of a very progressive type and handle Crosley products exclusively. It is difficult for me to see how a dealer can handle several lines and do justice to either the lines or the customers. They cannot conscientiously recommend any particular one. This strikes me as a weak spot in American retailing. We feel that the only way to build good will and good business is to decide on Crosley Shelvador and sell it exclusively."

MAN BITES DOG!

That's news . . . to the average newspaper reporter, and here is where you can get some valuable publicity for your store with some real NEWS! The built-in radio of the Crosley Musical Shelvador is so new, the novelty of it makes it NEWS! Just think of it—Hot music—Cold Food (or what have you)—All in one. Get a reporter to examine this entirely new innovation and the chances are ten to one you will get a nice write up that will be worth the price of an ad.

Mr. Hymen Reader, President, Reader's Wholesale, Crosley distributors, Houston, Texas, did this very thing, and most effectively too, securing a fine write up in connection with a large two column photograph of the Musical Shelvador. Photographic prints are available and may be secured through your distributor at very small cost.

While we are on the subject, every purchaser of a Crosley Shelvador equipped with a Model T-5 Electrosaver unit is a fine prospect for a Built-in-radio. It opens the way for a sale of a Crosley radio in one form or another. Remember, many a sale has been lost by the lack of proper "follow up" and the Musical Shelvador is a splendid entree toward increased sales.

But do not overlook the fact that the housewife who purchases a Shelvador with built-in radio is, in addition to being highly pleased with the combination, also inclined to "tell the world about it." You can get more assistance from your customers in this regard than in any other manner, and be way ahead of your competitors . . . because every owner of a built-in radio delights in showing it to her friends.

Joins Crosley Distributing . . .

The Crosley Distributing Corporation, New York, N. Y., has recently added to their selling staff, Mr. Fred E. Dunn, who will cover the Brooklyn territory.

Mr. Dunn has had an excellent background in retail selling and will be a real asset to the Crosley organization. He has recently been with Spear and Company, heading up their Major Appliance Promotion Department. Previous to that, Mr. Dunn, was with the Bloomingdale Organization in New York and had charge of their outside crew.



Koldrink Withstands Disastrous Fire . . .

Recently "The Barn," a dance place and beer garden owned by J. C. Riley of Easton, Maryland burned to the ground. In a service room adjoining the barn there was a Crosley Koldrink. Although the flames gutted the service room, the only apparent damage done to the Koldrink was to burn off the lacquer and the plug and wire to the electric socket. The refrigerating unit, motor and thermostat were found to be in perfect condition, Henry H. Windfohr, sales representative of the Lincoln

Sales Co., Crosley distributor, Baltimore, states. Mr. Riley, the proprietor stated that the Koldrink was the only piece of equipment that he was able to salvage.

Ontario Electric Corporation, Crosley Distributors of Buffalo, New York, mailed a series of cards on the Crosley Shelvador Dealer Franchise depicting in cartoon style how to effectively beat competition. Eye-catching, mirth-provoking mailing pieces have a distinctive appeal.



Reed Demonstrates Shelvador Feature . . .

At the recent Home Show in Sterling, Ill., the Harden Music Store display was the big hit and produced a nice list of prospects for its progressive owner, Mr. Reed. According to Mr. L. C. Wheeler, vice president of Hardware Products

Company, Crosley distributor, Sterling, Ill., "This Much More in a Shelvador" was most effectively demonstrated by the use of two refrigerators. With so many Shelvador sales to his credit, Mr. Reed knows the sales value of this comparison.

The New Crosley Wax Base Polish



Makes Floor Models Look Their Best

Your store, your merchandise, is judged by appearance, and customers naturally patronize the store that looks the best. The aggressive up-to-the-minute merchandiser recognizes the immeasurable value of "a good front" . . . an attractive invitation to come inside, and gleaming white Shelvadors, Savamaid washers and ironers . . . highly polished Crosley radios give compelling assurance of careful attention to quality merchandise. Brighten up your chances for increased sales and profits with Crosley Wax Base Polish.

10 REASONS

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

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

GENUINE CROSLEY REPLACEMENT PARTS

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

POWER TRANSFORMER PRICE LIST

All power transformers shown, except those for battery operated receivers, are for 110 volt, 60 cycle operation.

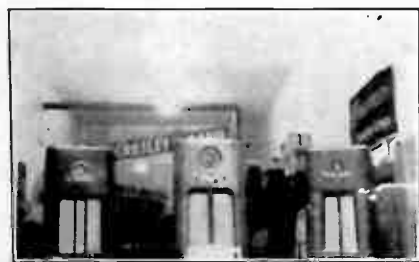
Factory Chassis Number	Power Transformer	List Price	Factory Chassis Number	Power Transformer	List Price
4A1	G1-32769	\$2.75	168	G17-23559	\$3.25
5A1	G1-31618	3.25	169	G1-28500	2.75
5A3	G1-32769	2.75	170	G25-25669	5.50
5H1	G6-30745	3.75	171	G25-25669	5.50
5M3	G5-28500	3.00	173	G29-25669	6.25
5M4	G20-23559	2.75	A-177	G14-32769	3.50
5V1	G6-30745	3.75	179	G17-23559	3.25
5V2	G6-30745	3.75	180	G33-25669	6.00
6B1	G3-31618	3.25	181	G1-30745	3.50
6H2	G6-30745	3.75	184	G1-28500	2.75
6H3	G6-30745	3.75	189	G29-25669	6.25
6V2	G4-30745	3.50	A-266	38737	2.60
7H2	G5-30745	3.75	A-366	G8-32769	3.00
7H3	G9-30745	4.25	400 Synchronode	G1-28065	2.50
7H4	G1-34432	5.50	401 Synchronode	G3-28065	2.50
7V2	G17-23559	3.25	402 Synchronode	G1-28065	2.50
8H1	G37-25669	6.50	412 Synchronode	G3-28065	2.50
8H3	G37-25669	6.50	416	G5-31618	3.25
10P3	G33-25669	6.00	435	G4-31618	3.25
53	W-20553	4.50	505	G5-28500	3.00
54	W-20553	4.50	515	G5-28500	3.00
57	W-22025	7.00	516	G5-28500	3.00
58	W-22025	7.00	517	43479	2.50
61	W-5898	5.00	525	G5-28500	3.00
62	W-5898	5.00	526	G12-28500	3.50
63	W-6682	7.00	534	G8-28500	3.25
70	W-5115	7.00	537	43748	4.00
71	W-5115	7.00	546	G11-32769	2.75
73	W-7340	7.00	547	43479	2.50
80	W-5729	7.00	555	G12-28500	3.50
98	See 402 Synchronode		610	W-5898	5.00
99	See 402 Synchronode		616	G12-28500	3.50
102	G7-28065	2.50	625	G3-31618	3.25
103	G7-28065	2.50	626	G15-28500	3.25
119	See 412 Synchronode		635	G8-28500	3.25
121-1	W-23960	6.00	636	G4-31618	3.25
122	W-22356	6.00	655	G8-28500	3.25
123	W-22356	6.00	656	41978-A	3.50
124	LC-23797	4.25	666	41978-A	3.50
124-1	G1-25402	5.00	706	W-5115	7.00
125	G1-23559	3.75	708	W-5115	7.00
127	G1-24436	5.50	715	G6-30745	3.75
127-1	G1-24436	5.50	716	41978-A	3.50
129	G6-23559	3.75	725	G10-30745	3.50
129-1	G2-25534	4.25	726	42260	3.30
130	G2-25534	4.25	736	41978-A	3.50
130-1	G10-25669	5.00	804	W-5729	7.00
131	G2-23559	3.00	816	41506	4.00
132-1	G5-25669	5.25	855	G6-30745	3.75
134-1	G1-25402	5.00	865	G10-30745	3.50
135	G5-23559	3.25	915	G42-25669	6.00
136-1	G10-25669	5.00	916	G43-25669	6.00
137	G7-23559	2.75	926	41506	4.00
141	G7-23559	2.75	955	G43-25669	6.00
A-145	G1-32769	2.75	1014	G40-25669	6.25
146	G13-25669	5.00	1016	G43-25669	6.00
146-1	G13-25669	5.00	1026	G43-25669	6.00
148 (42 output)	G11-23559	2.75	1055	G42-25669	6.00
148 (2A5 output)	G20-23559	2.75	1126	42557	4.75
150	G14-23559	2.75	1155	G1-37900	8.00
154	G1-28500	2.75	1216	G43-25669	6.00
A-155	G1-32769	2.75	1316	G1-37900	8.00
A-156	G6-32769	3.00	1336	42557	4.75
A-157	G15-32769	2.25	1516	G1-37900	8.00
157	G10-25669	5.00	5150	G5-28500	3.00
158	G14-23559	3.25	5515	G5-28500	3.00
159	See 401 Synchronode		5516	G5-28500	3.00
160	G19-25669	5.00	5526	G12-28500	3.50
164	G25-25669	5.50	5555	G12-28500	3.50
165	G4-28500	3.00	5656	41978-A	3.50
A-166	G8-32769	3.00	5666	41978-A	3.50
A-167	G13-32769	3.25	6516	G5-28500	3.00
167 (42 output)	G11-23559	2.75	6615	G7-32769	3.00
167 (2A5 output)	G20-23559	2.75	6625	G15-28500	3.25

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



Newark Store Features Shelvador In Intensive Promotion . .

Concentrating on Shelvador throughout 1936 brought excellent results for E. A. Kirch and Company of Newark, N. J. On one occasion a full page ad in the Newark Sunday Ledger featured a special Kirch payment plan of no money down and three years to pay. A handsome



Walton Features Crosley In Most Complete Radio Shop

The window display of Mr. L. G. Walton, proprietor of the Walton Radio and Electric Co., an aggressive Crosley Dealer, Sabetha, Kansas, is shown above. Mr. H. Borchardt of the Sales Department of American Electric Co., Crosley distributors, St. Joseph, Mo., writes us in glowing terms of Mr. Walton, who has one of the finest and most completely equipped radio shops in the territory. It also has the reputation of being an exceptionally competent radio service station and you can be sure Crosley super-sensitive radios are recommended to their ever growing list of satisfied customers.

two-color circular was mailed to the firms' book accounts stressing the payment plan. The attractive window display tied in with the campaign most effectively.

Fred Goldberg, general manager of Apollo Distributing Company, Crosley distributor at Newark comments, "E. A. Kirch and Company is one of the most attractive stores in Newark, and Mr. Germond, who is in charge of their electrical appliance department, is very aggressive and is thoroughly sold on Crosley Shelvador refrigerators."



Unique Display for Shelvador . . .

Combining the idea of a billboard with a window display, J. W. Greene, Inc., one of the leading furniture stores in Hudson County, N. J., constructed this novel display that resulted in a good volume of sales,

Orchestra Leader Praises Tone Reproduction Of Crosley Fiver . . .

Harry Kimpton, orchestra leader of International Falls, Minnesota, writes: "A month ago I purchased a Crosley Fiver from your local dealer, W. L. Morrison. I am so eminently pleased with this remarkable little set that I am taking time out just to give credit where credit is due.

"One point stands out so impressively with the Crosley Fiver, that I want to especially emphasize it, and that is the deep-throated tone that it has, a full rounded tone not noticeable in any other small radio. It is also much more selective than the older sets.

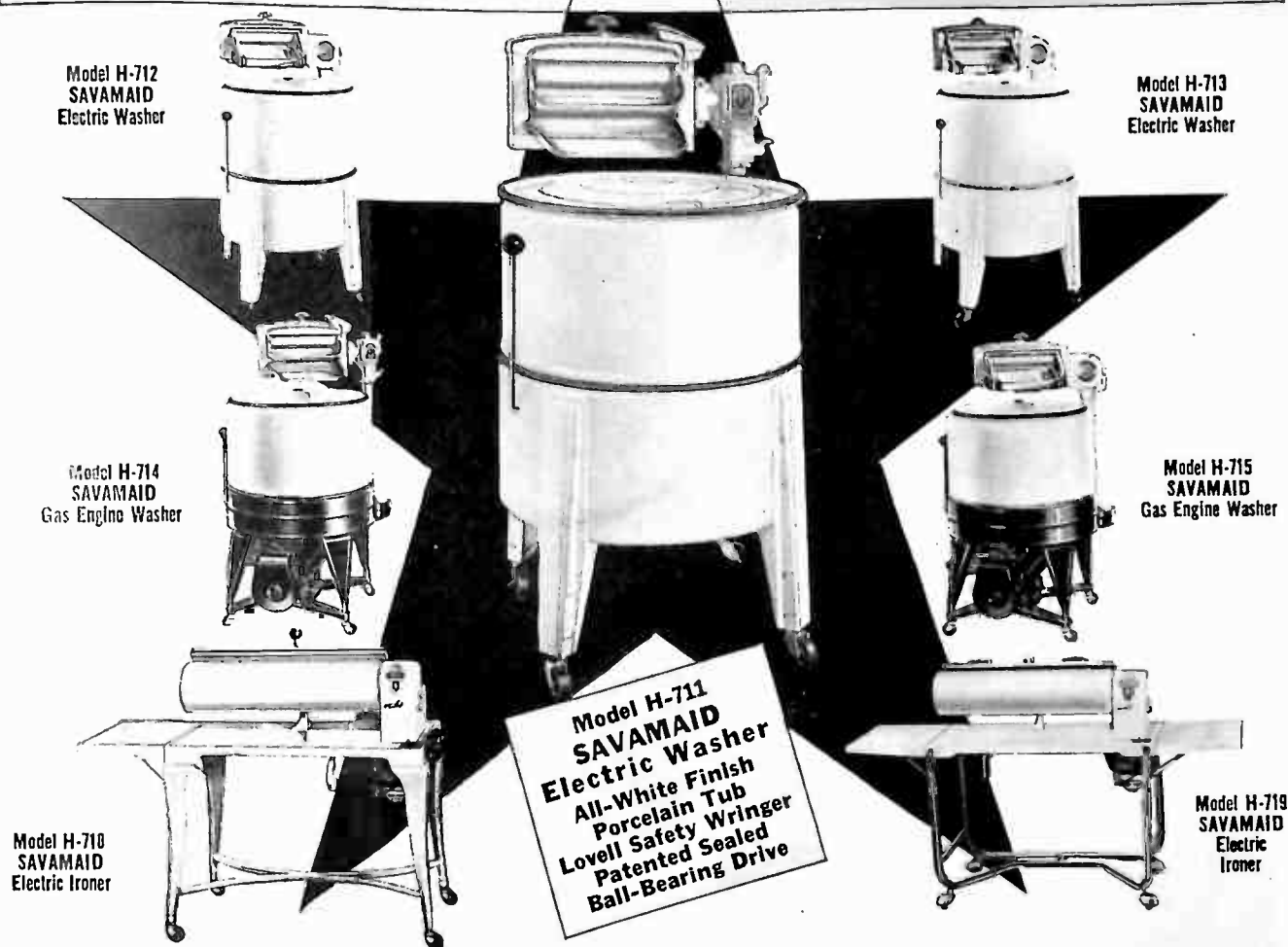
"For eight years we have operated a big radio. But we wanted a small, convenient radio for our sleeping room. The Crosley Fiver has more than fulfilled our desires. It covers the whole of the U. S. and Foreign stations in fine style.

"For an advertising appeal, I was wondering whether you have stressed this point: to invite the radio buying public to buy a second radio (like we have) that will fill an especial need. A local doctor recently purchased a Crosley radio for his dining room; in addition to his larger set.

"Anyway, we are intensely proud of the 'Little Fellow' as my wife terms the Fiver, and we now realize that there is a bunch of solid truth in the oft-heard slogan 'You're THERE With a Crosley!'"

says George Fralich, buyer for the electrical appliance department. It was a great idea and should work as well in 1937. J. W. Greene, Inc., is a Crosley dealer under the Apollo Distributing Co., Newark.

A GREAT NEW LEADER...A GREAT NEW LINE FOR THE WASHER-IRONER MARKET



THE NEW 1937 CROSLY SAVAMAID WHITE LINE OF WASHERS AND IRONERS

Five spectacular new All-White washer models and two new ironer models comprise the 1937 Crosley SAVAMAID Washer-Ironer line that is the talk of the industry. Heading this remarkable line is the Model H-711 All-White Electric Washer . . . the first all-white, porcelain tub electric washer in the low price field. Priced with the

lowest, yet comparable in beauty, performance and features with many washers priced much higher, this new SAVAMAID model has become definitely established as the outstanding leader in its field. Your Crosley Distributor is now showing the 1937 SAVAMAID Washer-Ironer line—see it today.

ALL THE NEWEST FEATURES YOUR CUSTOMERS WANT

ALL THE SALES PROMOTING FEATURES YOU NEED TO MAKE THE YEAR 1937 YOUR MOST PROFITABLE

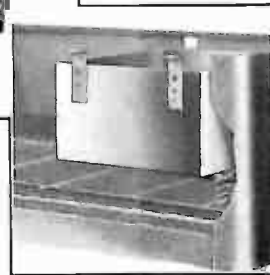
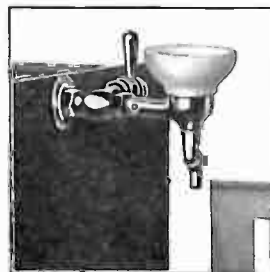
CROSLY SAVAMAID WASHERS AND IRONERS



CELEBRATE SUMMER WITH COOL PROFITS FROM KOLDRINKS

**Unquestionably
the best seller in
beverage coolers**

The popularity of Crosley Koldrink Electric Beverage Coolers is justly earned. They have more than the usual amount of sales-getting features. The exceptionally low first cost makes a big hit . . . the attractive design, too . . . Space-saving tops . . . easy to clean . . . free from servicing . . . ALL help you sell Crosley Koldrinks wherever Cold Drinks are sold.



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.

CALL ON EVERY ONE!

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

**Step out with a real
profit maker . . . There's
a sale at every turn.**

CROSLEY KOLDRINK

ELECTRIC BEVERAGE COOLERS