

THE ~~CROSLLEY~~ BROADCASTER

VOLUME 15

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NUMBER 7



THE GREATEST HOUSEHOLD SUCCESS
OF THE GENERATION!



POWEL CROSLY, JR. SAYS...

EVERY Shelvador dealer knows that the Shelvador feature has an irresistible, matchless appeal that overshadows all competition. Like all other good electric refrigerators, the Crosley Shelvador provides dependable, economical refrigeration with its many advantages and conveniences. But, there is only one Shelvador. No other electric refrigerator offers the space-saving, time-saving advantages and conveniences of Shelvador.

"This Much More in a Shelvador" aptly tells the Shelvador story. More space . . . more convenience . . . more value! Anyone can quickly prove to his entire satisfaction the plus value of "This Much More in a Shelvador". Simply fill the Shelvador, leaving the food compartment in the cabinet empty. Then remove the food from the Shelvador,

placing it into the food compartment in the cabinet. You will quickly see how nearly it fills the only space supplied for food storage in the ordinary refrigerator.

That's definite, tangible eye-proof of "This Much More in a Shelvador." What a stirring, appealing, selling demonstration to make to prospective buyers! That's one reason why Shelvador dealers are breaking sales records everywhere. Remember, only Crosley dealers can take advantage of this sensational Shelvador. Remember, too, no Crosley dealer can afford NOT to handle Shelvador.

Powel Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

THE CROSLY BROADCASTER, EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLY RADIO CORPORATION. CINCINNATI, O. COPYRIGHT, 1936.

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THE CROSLY BROADCASTER

Radio Sales Appeal . . .

When any prospective radio buyer sees and hears the new 1937 Crosley Radios, he is bound to be surprised with the many revolutionary Crosley features. Never before has so much radio sales appeal been built into one line of radio receivers. To say that they have everything is putting it mildly. The new Crosley Radios have irresistible appeal. Show the new Phantom Conductor, Mystic Hand, Multivox control and the many other new startling features to your prospects and customers. These are definite, tangible sales features that will carry you far up the ladder of unprecedented radio sales success.

Velvetouch Demonstrations Pay . . .

The Velvetouch Wringer of the new Crosley Savamaid electric washers is proving to be a sensation. To show it and demonstrate it to an interested prospect is to have the sale well on the way to the dotted line.

As you know, the Velvetouch is of attractive design, is solidly constructed of cast aluminum, is so arranged that water will not drip or splash over the sides, and is safer, too. But, as you are also aware, the Velvetouch is all the more appealing because of its far more efficient wringing action. Designed with a soft upper roll that molds itself automatically to the contour of the clothes, the Velvetouch insures full wringing action, extracting more dirt and water and leaving no saturated spots, even when the clothes are bunched.

To help you show this superior wringing action to your prospects, several unusual visual demonstra-

tions have been conceived. One is to run a log-chain through the wringer to prove how sturdy is the roll and that it molds itself to the links of the chain. Another is to run through a hammer handle alongside a piece of paper to show how the Velvetouch molds itself to any thickness. Still another is the eye-dropper demonstration, convincingly proving its effectiveness in handling delicate garments. The fourth is to run through a large cloth with a number of buttons, showing that Velvetouch does not tear off buttons.

These are practical demonstrations that will materially help in convincing prospects. Use them as an aid to your Savamaid sales.

Out of Sight— Out of Mind . . .

This is an old saying which might have a modern application. Especially when considered in connection with one of the hidden features of the Crosley Shelvador. The fact is, this is an invisible quality which the customer will never see and will never know about, unless the salesman calls particular attention to it.

This feature will go on serving year after year, without a thought on the part of the owner, but it might be a different story if it weren't there. This important feature is the rust-preventing coat of Bonderizing under the Dulux exterior finish. This is an unseen value that costs the customer nothing extra, but is so necessary to finish permanence.

Bonderizing is one of those things that gives Crosley Shelvador an outstanding position with the trade and can be used as an effective selling feature as every woman appreciates

long-lived fine appearance in the equipment she installs in her home. This is her assurance that the finish will match Crosley mechanical performance.

Use of Radio Increases in Hotels, Shops and Taxis . . .

An interesting article recently appeared in the Cincinnati Times-Star that should carry significant meaning to every Crosley dealer. This article pointed out that many lines of business are looking to radio "as an important aid to increased profits."

"Hotel executives were among the first to recognize the added satisfaction in radio-equipped rooms," the article states. "Many prospective permanent guests make it a point to see whether a hotel is radio-equipped before considering it as a permanent home."

"Taxi riders seek out radio-equipped taxis to such an extent that taxi companies which are so equipped feature this in their advertising, some even including in the name of the company an indication that the cars have radios."

"Beauty shops, which have tried various methods of diversions for patrons to while away the time when under the ministrations of their operators, find radios an effective means of counteracting the tediousness of this process."

Here are avenues for radio sales that should be taken advantage of by every Crosley dealer. It should prove immensely worthwhile for you to go after the hotels, shops and taxis in your community to sell them Crosley Radios.



This exceedingly attractive showroom is that of Keenies Garage, Monongahela, Penn. A. K. Turri, proprietor, is shown to the right; while to the left is seen C. W.

Shelvador Show Proves Great Success for Monongahela Dealer . . .

Staging a three-day refrigeration show, that was exclusively Shelvador, proved highly successful for A. K. Turri, proprietor of Keenies Garage, Monongahela, Penn. The show was recently held upon the arrival of a carload of Crosley Shelvadors, incidentally the largest shipment of refrigerators ever received by any dealer in Monongahela.

More than three thousand people were attracted to the show to see the Shelvador. Newspaper advertising and generous newspaper publicity lent their support to the promotional venture. The affair ended on Saturday night with the awarding of a Crosley Shelvador to the lucky winner of a prize drawing.

This effective show was held in the unusually large and attractive showroom of this aggressive dealer. It is in the same building with his automobile and garage business, being the largest in the city.

In commenting on this affair, C. W. Blowers, sales manager for Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va., said, "This was by far the best show I ever attended and it did more good in the way of real results than any other I've experienced. Twelve Shelvadors were sold from the floor during the show and many more sales are following. Not only was the showroom packed full of people, but they were lined up on the street waiting to get in. In view of these excellent results,

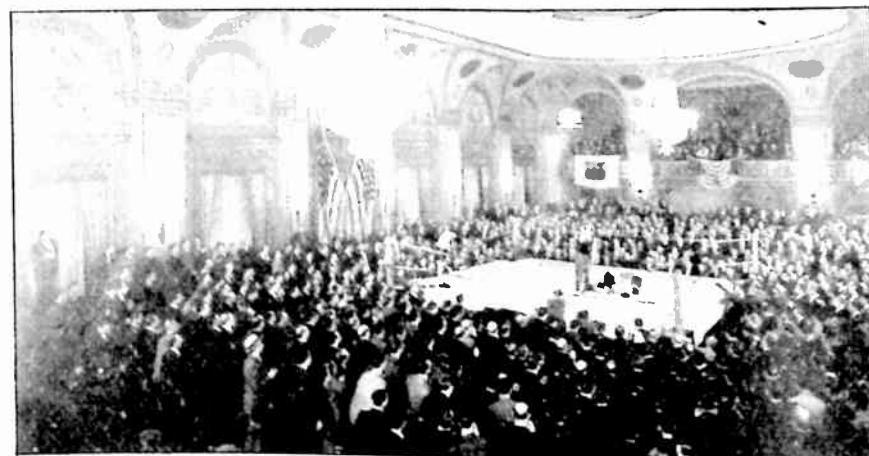
Blowers, sales manager for Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va.

I certainly strongly advocate an exclusive Crosley show as the means of getting real business."

Anchor Lite Reports Boom in Pittsburgh . . .

According to Harold W. Goldstein, president Anchor Lite Appliance Company, Pittsburgh wholesale distributor for Crosley Shelvadors, Savamaid Washers and Ironers, and Crosley Radios, his company booked more business within five consecutive days during May than they shipped during the entire month of May 1935.

Business is booming in Pittsburgh, and Anchor Lite's May sales are al-



Over 1800 at Inauguration of New York Sales Contest . . .

As the opening gun for an impressive sales contest being held by the Crosley Distributing Corporation of New York City, an elaborate affair was held in the Hotel Pennsylvania

most 200% ahead of any month they have ever experienced during the past sixteen years.

Mr. Goldstein attributes a good portion of their business to the outstanding products Anchor Lite distributes.

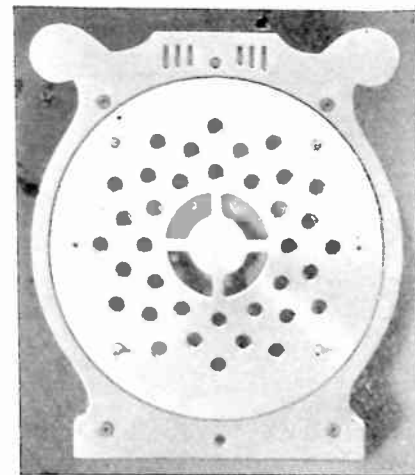
One Shelvador Booster Wins Four Other Shelvador Owners . . .

A true story that gives convincing testimony to the fact that Shelvador owners are Shelvador boosters, is told by J. W. Brindley, Manager of the radio and refrigerator department of W. A. Roosevelt Company, LaCrosse, Wisconsin.

"It all goes to show what one family thinks of Crosley Shelvadors," writes Mr. Brindley. "Three years ago, P. D. Cota of Waukon, Iowa, purchased a Shelvador. He used this for a year with splendid satisfaction. Because it worked so satisfactorily, his brother-in-law, H. G. Ludeman, also purchased a Shelvador. His purchase was rapidly followed by Mrs. Lucille Kippler, his sister-in-law; Guy Eaton, a brother-in-law and N. W. Eaton, the father-in-law. That makes five Shelvadors in this family.

"Since they have had these they have had no service on any of them with the exception of a belt or two. These people are all residents of Waukon and certainly they would not have purchased so many had they not proven satisfactory."

"To top it off, each family has a Crosley radio," adds Mr. Brindley.



Technical Explanation of the Vibracoustic Sounding Board . . .

By F. E. JOHNSTON,
Chief Engineer.

The Crosley Radio Corporation

As a feature of the new line of Crosley consoles, I would like very much to call your particular attention to the Vibracoustic Sounding Board. So far as is known, this feature is entirely new and exclusive with Crosley and is used on the console models beginning with the six tube console. It accomplishes several results heretofore unattained in radio reproduction.

First, the Vibracoustic Sounding Board is supported from the cabinet itself on rubber cushions which prevent any solid mechanical contact between the board and the cabinet. This type of mounting serves to very materially reduce the vibration of the cabinet and in consequence reduce the reinforcing effect of cabinet designs on certain bass notes and in all, results in more true reproduction of what takes place in the studio.

Second, an examination of the Vibracoustic Sounding Board without the speaker mounted upon it will show an entirely new departure in the means of permitting the sound to leave the speaker. Instead of the usual round opening, a series of holes have been provided and at a point at the center of this group of holes a solid portion has been left.

The effect of the holes is to form a small amount of resistance to the passage of air in and out as caused by the speaker cone as it moves back and forth under the influence of electrical impulses which it is receiving. This resistance to air motion serves

to prevent the speaker cone from continuing to vibrate after the electrical impulses have actually ceased. They also serve to prevent small portions of the corrugated edge of the cone vibrating at a period of their own. These miniature vibrations tend to cause a fuzziness to the quality which is eliminated by the action of the resistance to air motion offered by the holes as described above.

Third, receivers which are used in console cabinets which employ the Vibracoustic Sounding Board are so designed as to have excellent high frequency response. High tone frequencies have a tendency to travel in a straight line out from the center of the cone and in certain positions

in front of the receiver these high tones can become disagreeable. These tones should be pleasing in full range reproduction. A small section at the center of the cone has been left solid in the Vibracoustic Sounding Board. This solid section serves to diffuse these high frequency vibrations and make the general effect much more pleasing instead of disagreeable.

The features of this Sounding Board described under the second and third items above are not apparent without removing the loud speaker. It is therefore suggested that a Sounding Board alone be used to illustrate these points of this feature of our new receivers.



Anchor Lite Appliance Holds 11 Crosley Meets . . .

Shown above is a group attending one of eleven meetings that have been held for salesmen of Crosley Shelvador dealers by the Anchor Lite Appliance Co., Crosley distributor, Pittsburgh, during a recent two weeks period. More than 500 salesmen have attended these meetings in Western Pennsylvania, reports M. M. Weber, of the advertising department of Anchor Lite.

"The purpose of the meetings," stated Mr. Weber, "is to better inform dealers' salesmen about the features, advantages and quality of Crosley Shelvador electric refriger-

ators. There was not a single meeting that did not bring favorable comments to the effect that the men learned many things they never thought Shelvadors possessed. We expect the results of these meetings to be greatly increased Shelvador sales," Mr. Weber said.

At each of the meetings, C. R. Betts, sales manager for Anchor Lite, thoroughly covered the features and advantages of Crosley Shelvadors. Harold W. Goldstein, president of the company, discussed factory policies and Anchor Lite policies, as well as advertising and sales promotion. After each meeting, S. F. Palmer answered any and all questions regarding service.

**THE
NEW
1937**

CROSLEY RADIOS

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

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



MODEL 251
\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
7¾" high,
10¾" wide,
5½" deep.

With Metal Tubes\$26.25

5 TUBES . 2 Bands
AC-DC SUPERHETERODYNE
● 540-1550 Kc. and 1500-3450 Kc. . . . Operates on any 110 volt A.C. or D.C. circuit . . . Octal-Base Glass Tubes . . . Attached Antenna . . . No Ground Required . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 299
\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
8¼" high,
11¾" wide,
5¾" deep.



With Metal Tubes\$31.20



FIVER
\$19.99
COMPLETE WITH TUBES
DIMENSIONS:
11½" high,
11" wide,
7½" deep.

5 GLASS TUBES
2 Bands . SUPERHETERODYNE
● 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 250
\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
13¼" high,
11¼" wide,
7¾" deep.



\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
10½" high,
16½" wide,
7¾" deep.

MODEL 295
5 GLASS TUBES
2 Bands . SUPERHETERODYNE

● 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 349
\$34.95
COMPLETE WITH TUBES
DIMENSIONS:
13¾" high,
11¾" wide,
7½" deep.

With Metal Tubes\$36.20

5 GLASS TUBES
2 Bands . SUPERHETERODYNE
● 540-1710 Kc. and 2350-7000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 395
\$39.95
COMPLETE WITH TUBES
DIMENSIONS:
10½" high,
16¾" wide,
7½" deep.



With Metal Tubes\$41.20

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$49.95
COMPLETE WITH TUBES
DIMENSIONS:
39¼" high,
24" wide,
10½" deep.

With Metal Tubes, \$51.20

MODEL 499 CONSOLE
5 GLASS TUBES
2 Bands . SUPERHETERODYNE

● 540-1710 Kc. and 2350-7000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.



MODEL 449
\$44.95
COMPLETE WITH TUBES
DIMENSIONS:
20" high,
14¼" wide,
9" deep.

With Metal Tubes\$46.20

6 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc. and 6000-18,000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-twin Output . . . Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 495
\$49.95
COMPLETE WITH TUBES
DIMENSIONS:
13" high,
19¾" wide,
8¾" deep.



With Metal Tubes\$51.20

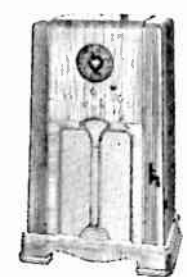


\$69.95
COMPLETE WITH TUBES
DIMENSIONS:
41½" high,
25¾" wide,
12¼" deep.

With Metal Tubes, \$71.20

MODEL 699 CONSOLE
6 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc., and 6000-18,000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Time Log Tuning . . . Band Indicator on Dial . . . High Fidelity . . . Triple-twin Output . . . Tone Control . . . Vibracoustic Sounding Board . . . Full Floating Moving Coil Electro-Dynamic Speaker

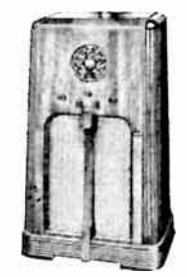


\$89.95
COMPLETE WITH TUBES
DIMENSIONS:
42" high,
27" wide,
13½" deep.

With Metal Tubes, \$91.95

MODEL 899 CONSOLE
8 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., and 6000-19,000 Kc. . . . Octal-Base Tubes . . . Phantom Conductor . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Time Log Tuning . . . Band Indicator on Dial . . . Shadowgraph Tuning Indicator . . . High Fidelity . . . Triple-twin Output . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 10" Full Floating Moving Coil Electro-Dynamic Speaker.



\$117.50
COMPLETE WITH TUBES
DIMENSIONS:
42 1/16" high,
26¼" wide,
14" deep.

With Metal Tubes, \$121.20

MODEL 117 CONSOLE
9 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., 6000-19,000 Kc. Octal-Base Metal Tubes . . . Cardiac Unit . . . Phantom Conductor . . . High Fidelity . . . Triple-twin Output . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Band Indicator on Dial . . . Shadowgraph Tuning Indicator on Dial . . . Time Log Tuning . . . Multivox Control . . . Vernier Dial Drive . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 12" Curvilinear Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$137.50

COMPLETE WITH TUBES

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

MODEL 137 CONSOLE
10 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., 6000-19,000 Kc. . . . Octal-Base Metal Tubes Cardiomatic Unit Phantom Conductor High Fidelity Triple-twin Output Illuminated, Full Vision, Magna-Ceramic Dial Band Indicator on Dial Shadow-graph Tuning Indicator Time Log Tuning Multivox Control Vernimatic Dial Drive Tone Control Automatic Volume Control Vibracoustic Sounding Board 15" Curvilinear Speaker.



\$167.50

COMPLETE WITH TUBES

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

MODEL 167 CONSOLE
13 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . . Octal-Base Metal Tubes Cardiomatic Unit Phantom Conductor Mystic Hand High Fidelity Triple-twin Push-Pull Output Illuminated, Full Vision, Magna-Ceramic Dial Band Indicator on Dial Vernimatic Dial Drive Time Log Tuning Fidelity Control Automatic Volume Control Vibracoustic Sounding Board 15" 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:
20 3/4" high,
17 1/4" wide,
10" 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 1/2" high,
11" wide,
7 1/2" deep.

5 TUBES
BATTERY RECEIVER

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

Model B-250

\$25.00

COMPLETE LESS BATTERIES

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



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 1/2" 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:
20 3/4" high,
17 1/4" wide,
10" 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 3/4" wide,
8 3/4" deep.

6 TUBES . 2 Bands
32-VOLT DC RECEIVER

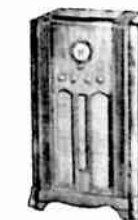
● Designed for use with 32-volt DC supply. Receives standard, police, amateur, aviation broadcasts. Automatic volume control. Tone Control. Full floating moving coil electrodynamic speaker.

32 D. C. SIX CONSOLE

\$64.50

COMPLETE WITH TUBES

DIMENSIONS:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

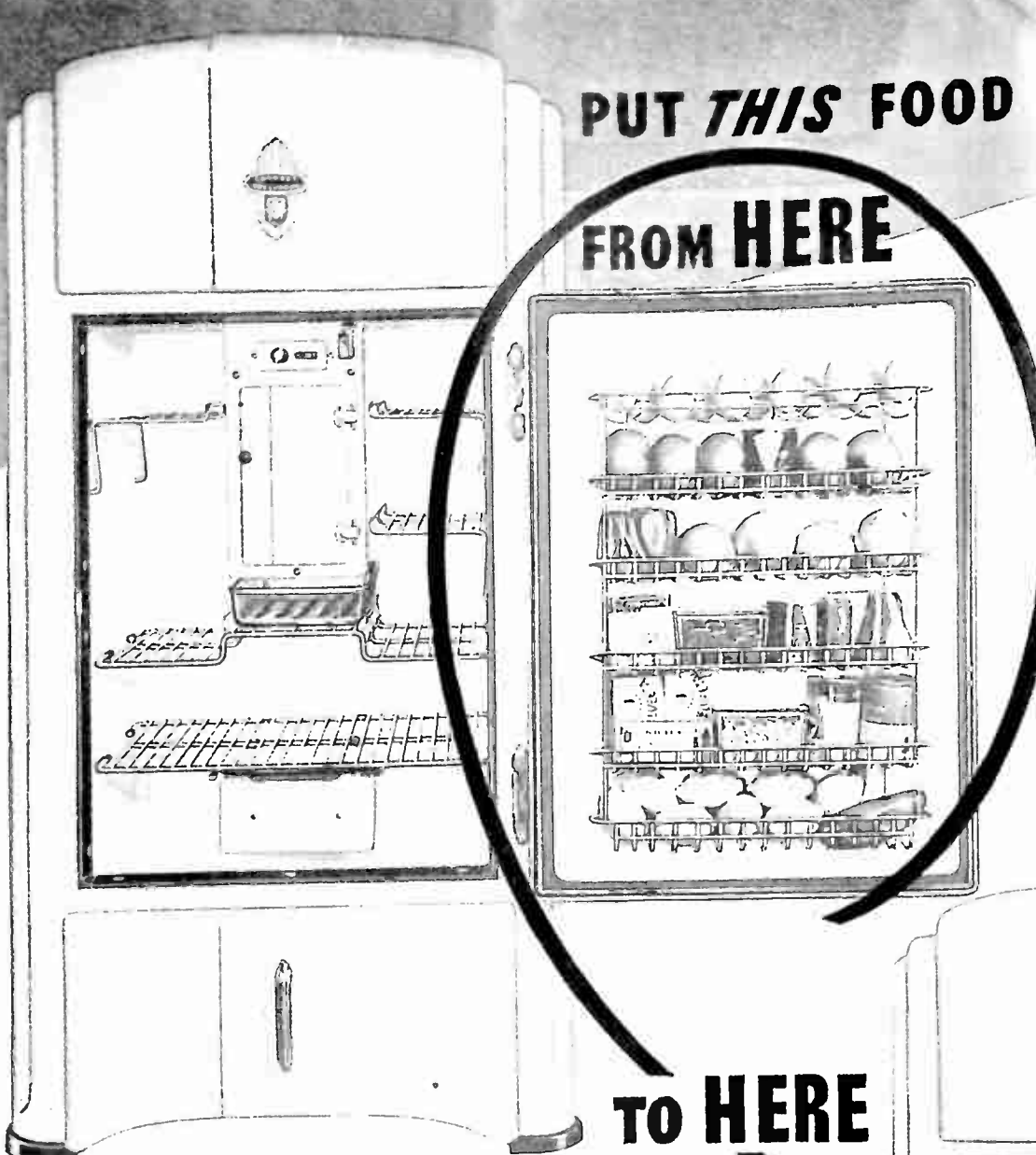
PUT THIS FOOD
FROM HERE

SEEING is BELIEVING...

This much more in a Shelvador

★ The greatest household success of the generation... "This Much More In A Shelvador." A seeable, understandable picture that tells its own story at a glance. For Shelvador has persistent eye-appeal. Anyone can quickly see how much more food Shelvador holds than any other refrigerator of comparable size. Count the

food in the Shelvador. Notice how nearly this same food fills the cabinet shelves when it is transferred into the only space supplied for food storage in the "ordinary" refrigerator. That's eye-proof of "This Much More In A Shelvador." And that's why no dealer can afford NOT to handle Shelvador.

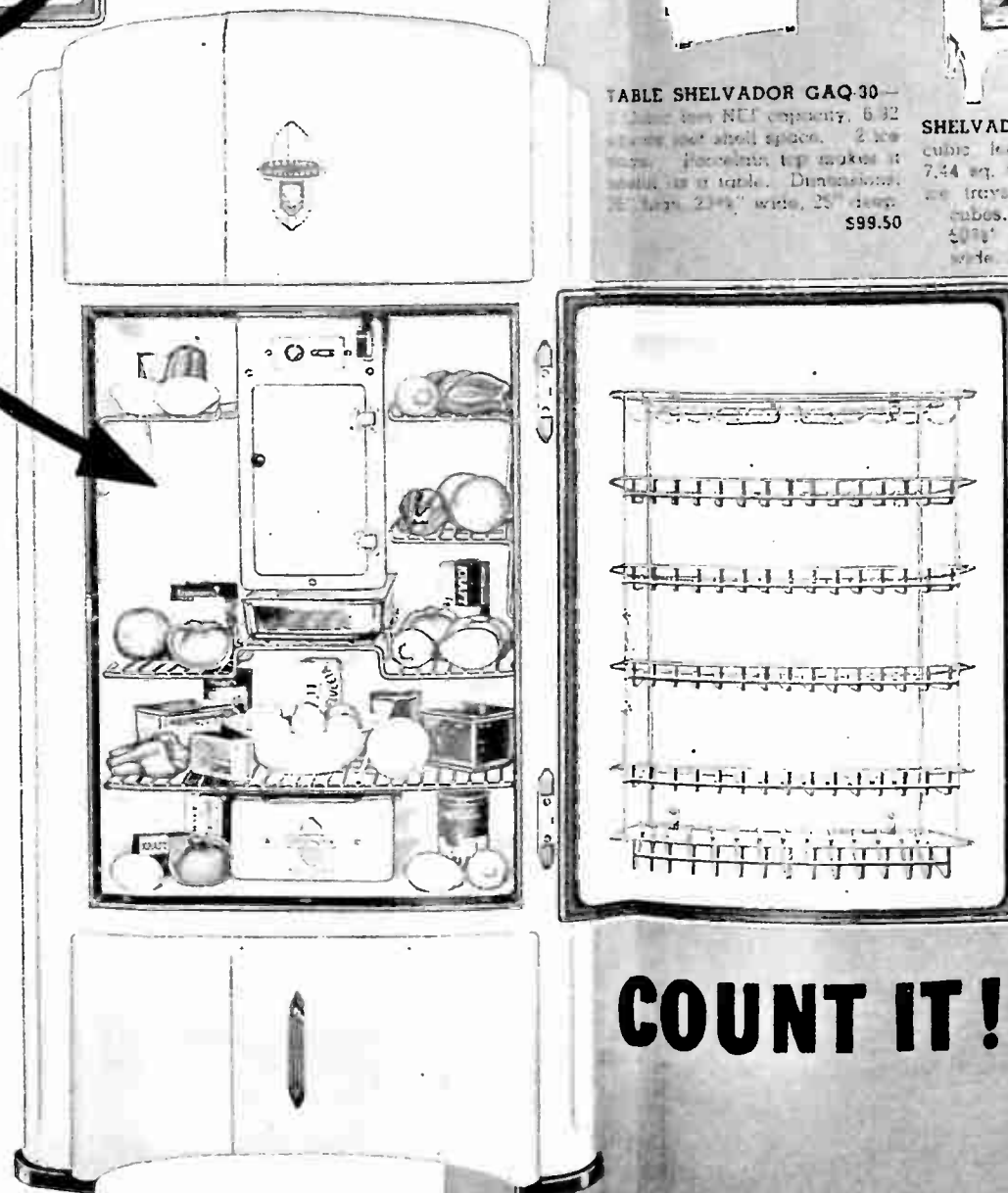


TO HERE

CROSLEY SHELVADOR

PRICES ON ALL MODELS INCLUDE
FIVE YEAR PROTECTION PLAN

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



COUNT IT!

TABLE SHELVADOR GAQ-30—
14.37 cu. ft. NET capacity, 6 1/2
shelves and shelf space, 2 low
trays. Porcelain top makes it
suitable as a table. Dimensions:
25 1/2" high, 23 1/2" wide, 25" deep.
\$99.50

SHELVADOR GAQ-35—3.5
cubic feet NET capacity;
7.44 sq. ft. shelf space, 2
low trays each holding 20
cubes. Dimensions:
50 1/2" high, 23 1/2"
wide, 23 1/2" deep. \$104.50

*SHELVADOR GAQ-43 (Standard) 4.35
cu. ft., 9.07 sq. ft. Standard Double
Belt Unit. Dimensions: 56 1/2" high,
25 1/2" wide, 24 5/16" deep. \$124.95

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

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

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

*SHELVADOR GAQ-50 (Standard) 5.07
cu. ft., 11.24 sq. ft. Standard Double
Belt Unit. Dimensions: 59 7/16" high,
27 1/2" wide, 24 1/2" deep. \$142.95

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

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

MODEL PGKQ-50 Porcelain exterior. \$181.45

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

MODEL PGKT-50 Porcelain exterior. \$202.45

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

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

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

MODEL PGKQ-60 Porcelain exterior. \$199.95

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

MODEL PGKT-60 Porcelain exterior. \$219.95

*SHELVADOR GAQ-70 (Standard) 7.01 cu. ft.,
15.68 sq. ft. Standard Double Belt Unit. Dimensions: 58 1/2" high, 27 1/2" wide, 25 1/2" deep. \$174.95

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

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

MODEL PGKQ-70 Porcelain exterior. \$224.95

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

MODEL PGKT-70 Porcelain exterior. \$244.95



Crosley Signs are Abundant Throughout Mexico . . .

"We have just returned from a very exciting trip during which we covered between two and three thousand miles in Mexico and saw so many of your advertising signs (a far greater number than those of any other American manufacturer) that I just had to take a snapshot of one of them for our records," writes Carroll Rheinstrom, advertising manager of *True Story Magazine*, in an interesting letter to Powel Crosley, Jr.

"As you will notice, the would be bus passengers had bare feet, which is typical of most of the population of Mexico—proving that your sales promotion efforts have been successful in at least one country in convincing the population that Crosley radios are more important than shoes."

Crosley Wins Again . . .

"Last week I went to the Atlas Radio Shop here with full intentions of buying a radio of another make," writes Fred Ebersold of Cleveland, Ohio. "I was well pleased with several models of that make that I heard, but when I heard the Crosley, the others were completely forgotten."

"I bought a Crosley ten-tube set and I want to congratulate you for making such a wonderful instrument. The reception and tone are so perfect that I can hardly believe my ears at times."

"My wife and myself are so pleased with it that words fail us in expressing our appreciation. We will certainly be boosters for Crosley from now on."

New York Distributor Adds Washing Machine Specialist . . .

Grant Layng, Sales Manager of the retail division of the Crosley Distributing Corporation of New York City, announces that William Boyne has recently joined the Company in New York as a specialist in the selling of Savamaid Washing Machines.

Mr. Boyne started in the retail business in 1922 with the Twentieth Century Radio Company of Brooklyn, and became a manager of the Flatbush Avenue store.

In 1926, he joined the E. J. Edmond Company on sales promotion on radios, and was actively connected in establishing an outside sales organization, for the Ludwig

Baumann Company.

For the past five years, Mr. Boyne has been active in the promotion of washing machine sales for the Edmond Company, and his wealth of washing machine experience should be of great assistance to New York Crosley dealers.

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.	WEDNESDAY A. M.	FRIDAY A. M.
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors)	8:00—News Flashes. (Savamaid Washers).	8:00—News Flashes. (Crosley Shelvadors)
8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).	8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).
8:30—American Family Robinson. (Crosley Shelvadors).	8:30—American Family Robinson. (Crosley Shelvadors).	8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Rex Griffith. (Crosley Radios).	8:45—Rex Griffith. (Crosley Radios).	8:45—Questions and Answers. (Crosley Shelvadors).
9:00—Variety. (Crosley Radios).	9:00—Variety. (Crosley Shelvadors).	9:00—Variety. (Crosley Shelvador).
9:30—On the Mall. (Crosley Shelvadors).	9:30—On the Mall. (Crosley Shelvadors).	9:45—King's Men. (Crosley Radios).
9:45—King's Men. (Crosley Shelvador).	9:45—King's Men. (Savamaid Washers).	10:00—Mall Bag. (Crosley Shelvadors).
10:00—Mall Bag. (Crosley Radios).	10:00—Jeanine Macy. (Crosley Radios).	10:00—Virginians. (Savamaid Washers).
10:30—Jane Emerson. (Crosley Shelvador).	10:30—Arthur Chandler, Jr. (Crosley Shelvadors).	
12:00—Virginians. (Crosley Shelvador).	12:00—Virginians. (Crosley Radios).	
P. M.	P. M.	P. M.
3:00—Eugene Perazzo. (Crosley Radios).	3:00—Eugene Perazzo. (Crosley Shelvadors).	3:00—Eugene Perazzo. (Crosley Radios).
3:15—News and Financial Notes. (Crosley Shelvadors).	3:15—News and Financial Notes. (Crosley Radios).	3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Edith Karen. (Savamaid Washers).	3:45—Edith Karen. (Crosley Shelvadors).	3:45—Edith Karen. (Crosley Savamaid Washers).
5:00—Kay Kyser Orchestra. (Crosley Shelvadors).	3:45—Edith Karen. (Crosley Shelvadors).	5:15—Jane Emerson. (Crosley Radios).
5:15—Adrian O'Brien. (Crosley Shelvadors).	5:00—Kay Kyser Orchestra. (Crosley Shelvadors).	10:30—Waterfront Wayside. (Crosley Shelvadors).
10:30—Crosley Follies. (Crosley Radios).	5:15—Adrian O'Brien. (Crosley Radios).	1:30—Moon River. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).	1:30—Moon River. (Crosley Shelvadors).	
TUESDAY A. M.	THURSDAY A. M.	SATURDAY A. M.
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Savamaid Washers).	8:00—News Flashes. (Crosley Shelvadors).	8:00—News Flashes. (Crosley Shelvadors).
8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:15—Arthur Chandler, Jr., Organist. (Crosley Radios).	8:15—Lee Erwin. (Savamaid Washers).
8:30—Dance Rhythm. (Crosley Radios).	8:30—Dance Rhythm. (Crosley Shelvadors).	8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Aunt Mary. (Crosley Radios).	8:45—Aunt Mary. (Savamaid Washers).	9:00—Rex Griffith. (Crosley Radios).
9:00—Variety. (Crosley Shelvadors).	9:00—Variety. (Crosley Shelvadors).	9:15—Virginians. (Crosley Shelvadors).
9:30—On the Mall. (Crosley Shelvadors).	9:45—The Gaieties. (Crosley Radios).	10:15—American Family Robinson. (Crosley Shelvadors).
9:45—The Gaieties. (Savamaid Washers).	10:00—Alice O'Leary. (Savamaid Washers).	
P. M.	P. M.	P. M.
12:15—Blue Belles. (Crosley Radios).	12:15—Blue Belles. (Crosley Shelvadors).	6:00—R. F. D. Hour. (Battery Radios).
3:00—Eugene Perazzo. (Crosley Shelvadors).	3:00—Eugene Perazzo. (Crosley Radios).	11:00—News Room. (Crosley Shelvadors).
3:15—News and Financial Notes. (Crosley Shelvadors).	3:15—News and Financial Notes. (Crosley Shelvadors).	1:30—Moon River. (Crosley Shelvadors).
3:45—Alice O'Leary. (Crosley Shelvadors).	3:45—Jane Emerson. (Crosley Shelvadors).	
5:15—Stephen Merrell. (Savamaid Washers).	5:15—Stephen Merrell. (Crosley Radios).	
1:30—Moon River. (Crosley Shelvadors).	10:30—Salute to the Cities. (Crosley Shelvadors).	
	1:30—Moon River. (Crosley Shelvadors).	

THE GREATEST SALES HELP YOU HAVE EVER HAD!

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



Prominent among those who took part in the dealer meeting held in Houston, Texas, by Reader's Wholesale Distributors were: left to right, H. L. Roper, Crosley

District Manager; Charles Green, Reader's Territory Representative; Paul Labow, Reader's City Sales Manager; and Hymen Reader.

Reader's Shows 1937 Crosley Radios to 400 Dealers . . .

Approximately 400 dealers in the Houston territory were recently shown the new 1937 models of Crosley radios by Reader's Wholesale Distributors, Crosley distributor, Houston. The meeting was held in the Rice Hotel ballroom and ended with a banquet, floor show and dance in the evening.

In speaking of the meeting Mr. Reader said, "One of the novel ideas of this meeting was that all dealers were asked to bring their wives. I

feel that the women should be given a chance to voice their opinions because in most cases they can help a dealer pick a better class of merchandise. Women usually have better taste in these things than men have."

Mr. Reader reported a most enthusiastic reception for the 1937 Crosley radios and predicts a record year because of the prosperous conditions existing throughout Texas.

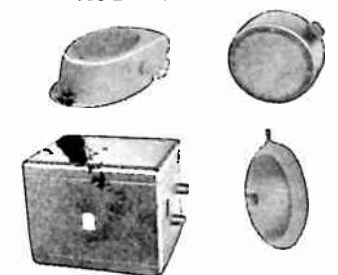
NOW You Can Take Advantage of The Complete Market for Automobile Radio Sales CUSTOM-BUILT CONTROLS FOR ANY CAR

Roamio A-266



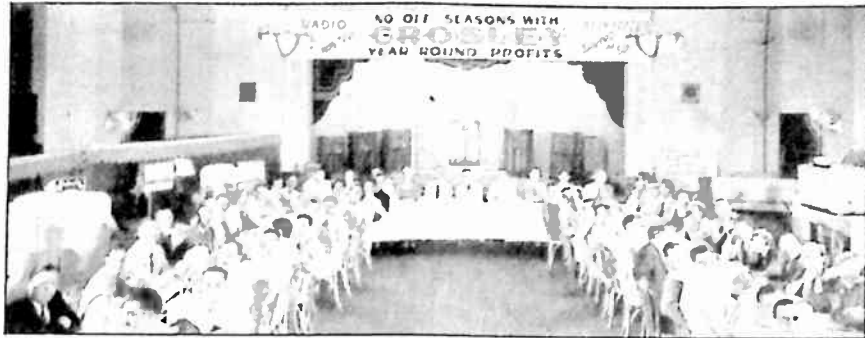
Six-tube Super-heterodyne Automobile Receiver with eight-tube effectiveness . . . No Spark Plug Suppressors . . . Balanced Antenna Tuning System . . . Seven Tuned Circuits . . . Full Wave Interruptor Type Vibrator . . . Newly developed Automatic Volume Control . . . Automatic Setting of Dial logging . . . Three Gang Tuning Condenser . . . Single Housing . . . Full Floating Moving Coil Electro-Dynamic Speaker . . . Custom-built Remote Control with Illuminated Airplane Type Dial. **\$39.95**

Roamio A-366



Six-tube Automobile Receiver with nine-tube effectiveness . . . No Spark Plug Suppressors . . . Balanced Antenna Tuning System . . . Seven Tuned Circuits . . . Full Wave Synchronous Type Vibrator . . . Newly Developed Automatic Volume Control . . . Bass Compensation on Volume Control . . . Automatic Bass Booster . . . Push-Pull Amplification in Output Stage . . . Full Variable Tone Control . . . Automatic Setting of Dial Logging . . . Full Floating Moving Coil Electro-Dynamic Speaker . . . Adaptable to either Header or Under-dash Speaker . . . Custom-built Remote Control with Illuminated Airplane Type Dial. **\$54.95**
Also available with matched dual speakers at \$64.95

CROSLY ROAMIO



In the Monteleone Hotel of New Orleans, an elaborate banquet followed the

successful dealer meeting recently held by Interstate Electric Company.

Over 200 Dealers see Interstate Showing of New 1937 Crosley Radios . . .

Sponsoring one of the most successful and enjoyable meetings they have ever held, Interstate Electric Company of New Orleans, Distributors for Crosley Products, were hosts to over two hundred dealers and their wives at a Preview of the new 1937 line of radios in the Monteleone Hotel, of that city.

Executives of both the Interstate Company and of the Crosley Radio Corporation assisted at the presentation. George H. Lasley, Crosley District Manager, in demonstrating the new models, called particular attention to the beauty and the engineering developments in the 1937 Crosley radios.

Others who helped to conduct the show were O. G. H. Rasch, Secretary-Treasurer, H. V. Monninger, Advertising Manager and L. E. Cope, General Sales Representative of the Interstate Company.

Of particular value, from an educational and sales standpoint, was the very entertaining talk delivered by P. Stern, President of the Interstate Electric Company.

Also included in the presentation were other products of the Crosley Radio Corporation, including the Savamaid Electric Washing Machines and Electric Ironers, Shelvador Electric Refrigerators and the Koldrink Bottle Coolers for Beverage Dealers.

General discussions by dealers from various points throughout Louisiana and Mississippi indicated a continuous improvement in business conditions in their localities.

Climaxing the Convention was an elaborate banquet with a floor show in which little Marion Rotolo, son of Charles Rotolo, a Crosley dealer, was featured. Marion entertained the assembled dealers with various songs and dances and accompanied

himself with an accordion. One number that gained unusual applause was a parody to the music of "The Music Goes 'Round and 'Round," in which the Crosley refri-



The highlight of the floor show during Interstate Electric Company's meeting-banquet was the performance of little Marion Rotolo. Being the son of Charles Rotolo, a Crosley dealer, Marion entertained in stellar style. He sang, danced and played the accordion.

generator furnished the theme.

Following the Floor Show, general dancing was enjoyed by the various dealers and their wives to the music furnished by a ten-piece orchestra.

It was the opinion of those attending the meeting that the Crosley Line of Radios for 1937 would attain wider popularity than any year in its history and remarkable enthusiasm was evident throughout the meeting.

Stag Smokers Top Peirce-Phelps Crosley Showings . . .

An entirely new and novel pro-

gram was devised by Peirce-Phelps, Inc., Crosley distributors, Philadelphia and Harrisburg, to make their introductions of the new 1937 Crosley radios. It consisted of a stag smoker, liquid and solid refreshments, entertainment and six genuine boxing bouts. The Philadelphia meeting was held in Mercantile Hall.

In describing the boxing part of the program, H. Feldman, advertising manager, Peirce-Phelps, said, "We had three United States amateurs, and they put on a marvelous three-round bout. The outstanding bout was won by a boy called 'Crosley,' who to my way of thinking (and I have been following fights for a number of years), scored a knockout which was loaded with dynamite. So again—Crosley scores a knockout!"

A similar program was staged at the Blue Ridge Country Club at North Harrisburg, for dealers in the Harrisburg territory. Mr. Feldman reported a big attendance and an enthusiastic crowd at each meeting. "Dealers," he said, "are anticipating the biggest year they have ever had in radio."

In addition to the new radio models, Crosley Shelvador electric refrigerators and Savamaid electric washers and ironers were presented, as was the Crosley Koldrink bottle cooler.

Chicago Crosley Meet Books Greatest Dollar Volume of Orders . . .

The greatest dollar volume of orders ever booked at a dealers' meeting is reported by C. S. Tay, manager, Crosley Distributing Corp., Chicago, following a recent showing of the new 1937 Crosley radios at the Knickerbocker Hotel, Chicago. Approximately 450 dealers attended the meeting which began at eleven o'clock in the morning and ended at midnight, with dinner being served in the evening. "The line was enthusiastically received," said Mr. Tay, "and an extraordinary amount of interest was shown in the new model No. 167, 13-tube Crosley Console with the Phantom Conductor, Mystic-Hand and other new 1937 developments."

The meeting was attended by Vice Presidents J. P. Rogers and Powel Crosley, III, Crosley Radio Corporation, Cincinnati, and L. A. Kellogg, vice president, Crosley Distributing Corporation, Cincinnati.



Demonstrating "This Much More in a Shelvador" . . .

These twelve girls are demonstrating "This Much More in A Shelvador" in the show windows of dealers in the Cincinnati territory, under the Crosley Distributing Corporation of Cincinnati. Twelve thousand five hundred of these displays were sent by the Crosley Radio Corporation to authorized Shelvador dealers throughout the United States, making what is said to be the largest individual shipment of displays ever sent by express by one company.

It is a full size cut-out of a five cubic foot Crosley Shelvador. The operator at the left is showing the other girls how it is to be demonstrated. With her left hand she is holding a swinging panel on which is pictured articles of food in the interior compartment of the refrigerator cabinet. On the reverse of the panel these same articles of food are shown in the Shelvador racks, thus demonstrating the additional storage capacity of Shelvador refrigerators. The reading matter on the display tells the story that the food held in the Shelvador would occupy the space shown in the refrigerator were it not for the Shelvador feature.

The display is being used both in dealers' show rooms and in their show windows. An electrically operated device is also supplied which moves the panel back and forth, while the reading matter seen in the display tells the Shelvador story.

It has proved to be a sensational attraction and dealers report that women have been stopped on the

street by it and have come in and bought a Shelvador.

Crosley Sends Largest Shipment of Displays . . .

What is believed to be the largest individual express shipment of advertising displays ever sent by one company was recently handled by the Railway Express Agency when the Crosley Radio Corporation shipped 24 railway express cars of Crosley electric refrigerator displays to 101 distributing points in the United States for redistribution to Crosley Shelvador authorized dealers in the cities and towns in those trading areas. There were 12,500 displays in the shipment, each weighing 23 pounds packed. A total of 287,000 pounds, or 144 tons of paper were used in the displays and their cartons. The displays were reproductions of a full-size Crosley Shelvador of five cubic feet capacity with door open showing shelves filled with food.

Some idea of the vastness of this shipment and the work involved in handling delivery alone may be had from the fact that the Railway Express Agency sent three experts to the Crosley factory where they worked for five days planning and organizing the shipments so that they would be handled with the greatest dispatch and at the most favorable rates.

In the preparation and production of these displays, seven organizations had a part. The Diem and

Wing Paper Co., Cincinnati agency for the S. D. Warren Paper Co., Boston, supplied the sheets for lithographing and the Progress Lithographing Company did the lithographing. The Gardner-Richardson Co., of Middletown, O., supplied the stock for the mounting. Shipping cartons were furnished by the Jackson Box Co., Norwood, O. The mounting and die-cutting were done by the Dymont Company of Cincinnati. The art work was handled by the Leland Davis Studios of Cincinnati.

Crosley Adds Two Specialty Men for Savamaid Washers . . .

Announcement is made of the appointment of Peter R. Billeter and William T. White as special factory representatives for the Crosley Radio Corporation. They will devote their time to the development of sales of the Crosley Savamaid Electric Washer and Ironer lines.

Prior to joining Crosley, Mr. Billeter was with Voss Brothers Manufacturing Company of Davenport, Iowa. He served as district manager in the New England territory for that company. During his fifteen years with Voss he covered practically every section of the United States and has a wide acquaintance with appliance dealers of the country.

Mr. White was with the Horton Manufacturing Company of Fort Wayne, Indiana, for twelve years, working his way up through the sales department to the position of sales manager for the company at the time of leaving it in 1932. Like Mr. Billeter, he has a wide acquaintance and experience in the electric appliance business.

Bermuda Trips in \$5,000 Apollo-Crosley Contest . . .

Three salesmen in the territory of Apollo Distributing Co., Crosley distributor, Newark, will be given a six-day cruise to Bermuda with all expenses paid as grand prizes in the Apollo sales contest that ends June 30.

In addition to these three major prizes every salesman has a chance to win numerous other prizes in this \$5,000 contest. Fred Goldberg, president of Apollo, reports sales of Shelvadors in his territory well in excess of any previous season and that they are also looking forward to a record-breaking radio season.



Attendant at a Gulf Filling Station in Birmingham is taking time out to drink a Dr. Pepper that has been kept at the right

temperato in a Crosley Koldrink electric bottle cooler installed there. Notice the water bubbler on the right of the Koldrink.

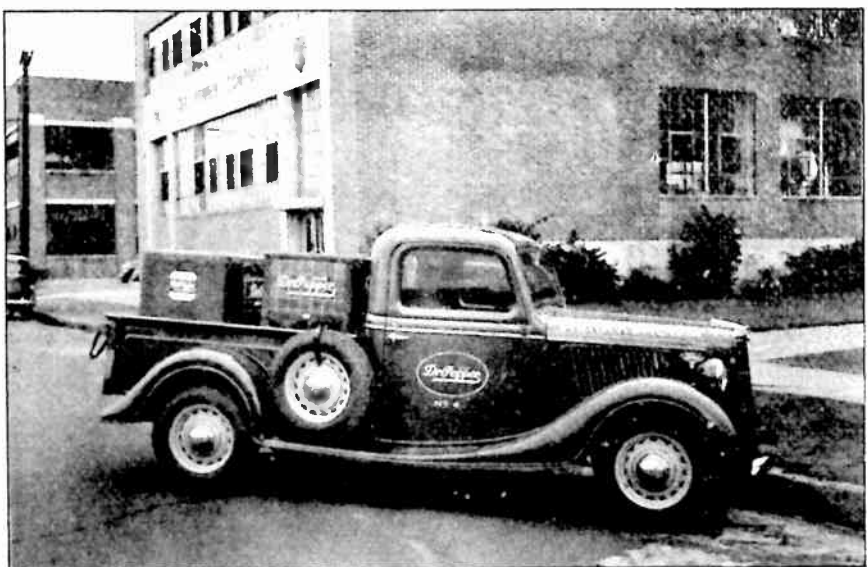
Filling Stations Find Koldrink Bottle Cooler Ideal . . .

Down in Birmingham, Alabama, the Crosley Koldrink electric bottle cooler is meeting with widespread acceptance, particularly on the part of filling stations.

J. W. Clary, manager of the radio and refrigeration department of Perfection Mattress and Spring Company, Crosley distributor at Birmingham, reports that the Dr. Pepper Company there has been having unusual success in placing Koldrinks

at filling stations in that territory.

The Crosley Koldrink has been found so ideal for it keeps bottled drinks chilled to the right temperature all the time. Filling station owners praise it because it requires no attention and provides proper refrigeration in the most economical, practical and palatable manner. It has many appealing features and employs the noted commercial Crosley refrigeration unit that is so depend-



This truck in front of the Dr. Pepper Company, Birmingham, Alabama, is loaded with Koldrink electric bottle coolers

that are ready to go to filling stations to keep Dr. Pepper always at the right temperature.

able and economical.

One feature that has been found particularly appealing to these filling stations is the Bubbler, which is available on one model. For these places, where a limited quantity of drinking water is required, the Koldrink with Bubbler satisfies the need for a complete service to the many friends and patrons of any filling station.

The sale of bottled drinks at filling stations has grown to increasing proportions in recent months. It is only natural that a motorist will like to "drink up" as he "fills up" his car. And the gas station owner finds that it brings quite a nice plus revenue to his business.

Tacoma Crosley Dealer Visits Factory . . .

Fred Brickley, of Brickley Radio Service, Crosley dealer at Tacoma, Wash., was a recent visitor at the Crosley factory in Cincinnati. Mr. Brickley, accompanied by Mrs. Brickley, made the trip by automobile.

Mr. Brickley started selling Crosley radios about a dozen years ago when the Crosley Pup was introduced. In 1926 he started his own business. He states that he believes he has sold more Crosley radios than any other dealer in the city. For the past three years he has also sold Crosley Shelvador electric refrigerators.

Asked how business conditions are in the West he replied, "In the last 10 months we have had the best business in about four years." Mrs. Brickley spoke up and said, "In the last seven years." Speaking of how his own business has improved, Mr. Brickley said: "We have grown from a 3-man organization to a 10-man organization in the last six months."

Seven Years Satisfaction . . .

"Just a few words about the endurance of our Crosley Radio," writes E. Randles of Victoria, Australia. "We have had it for seven years and it has given good reliable service. I have brought in about forty Australian stations, by headphones and speaker. When the atmosphere is clear, stations about four hundred miles away have come in sufficiently loud to operate the loud speaker. And after these many years, the Crosley operates as well as ever."

CROSLEY SERVICE SUPPLEMENT

MODELS 526 and 5526

SPECIFICATIONS

The Crosley Radio Models 526 and 5526 are companion models employing the same circuit. The Model 526 is supplied in a mantle cabinet having the speaker mounted on the chassis and the Model 5526 is a console type having the speaker mounted in the cabinet.

This receiver is designed to use either metal tubes or the equivalent glass tubes with octal bases. If glass tubes are replaced with metal tubes or metal tubes are replaced with glass tubes it will be necessary to completely realign the circuits of the receiver. The frequency ranges covered are from 540 to 1710 kilocycles

in the broadcast band and from 2350 to approximately 7500 kilocycles in the high frequency band.

TUBES AND VOLTAGE LIMITS

The following table gives the functions of the tubes used, together with the voltage readings between tube socket contacts and chassis. Voltage readings should be taken with a 1000 ohm per volt, 500 volt voltmeter (except filaments) with receiver in operating condition and no signal input. The filament voltages should be measured with an accurate low range A-C voltmeter (approximately 0 to 10 volts). Voltage limits may vary plus or minus 10% of values given.

TUBE SOCKET VOLTAGE READINGS

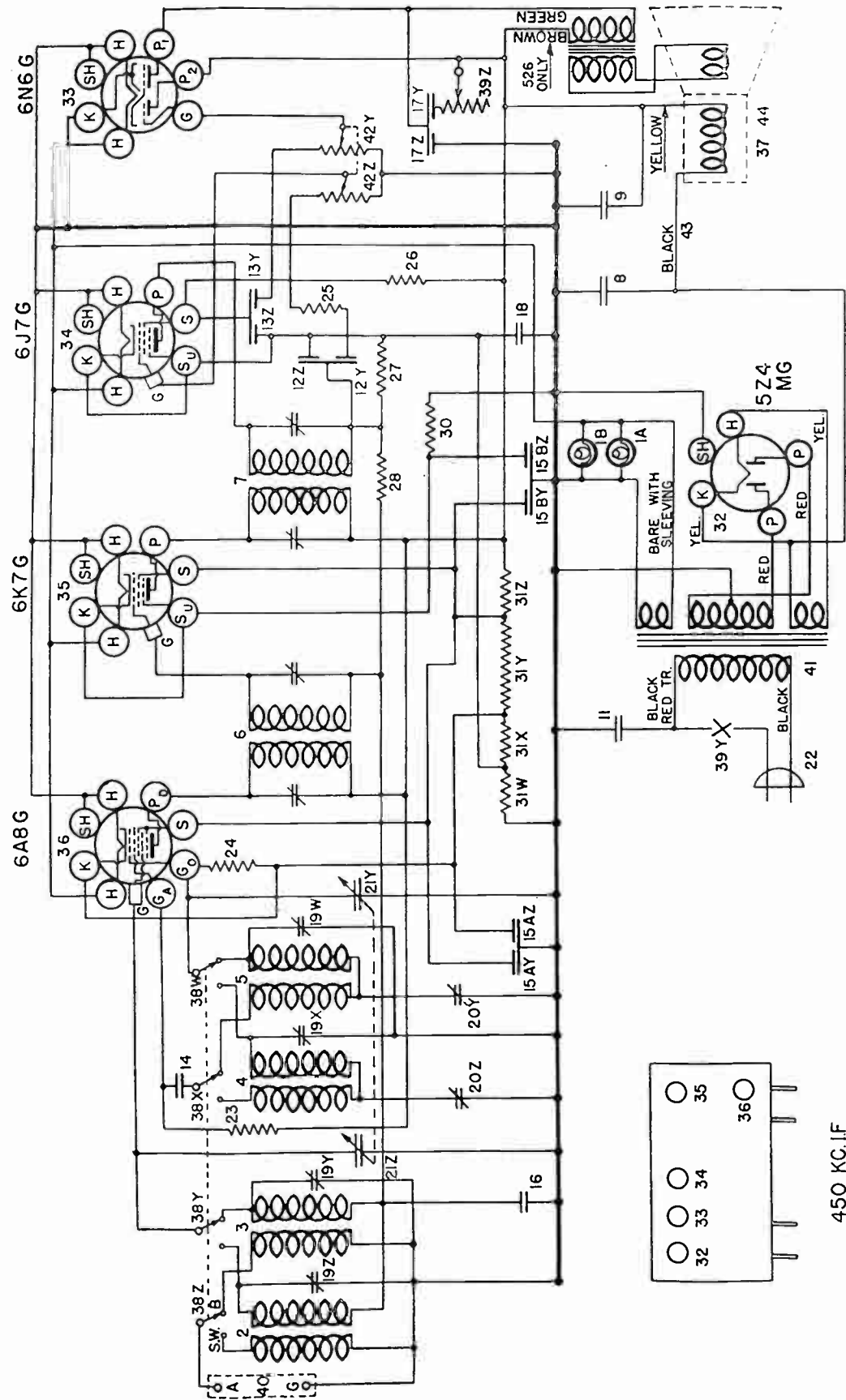
Type	Where Used	H	P	P ₂	S	S ₁	C	K	Ga	Go
6A8-G	Osc.-Mod.	6.7	295	—	135	—	0	7.5	155	-10 to -20
6K7-G	I-F Amplifier	6.7	295	—	135	10	0	10	—	—
6J7-G	Det. & A-F Amp.	6.7	1.0	—	65	4	0	4	—	—
6N6-G	Output	6.7	285	295	—	—	0	0	—	—
5Z4-MG	Rectifier	5.0	—	—	—	—	—	390	—	—

Power Output Approximately 3 Watts. Power Consumption Approximately 85 Watts at 117.5 Volts.

PARTS LIST—MODELS 526 and 5526

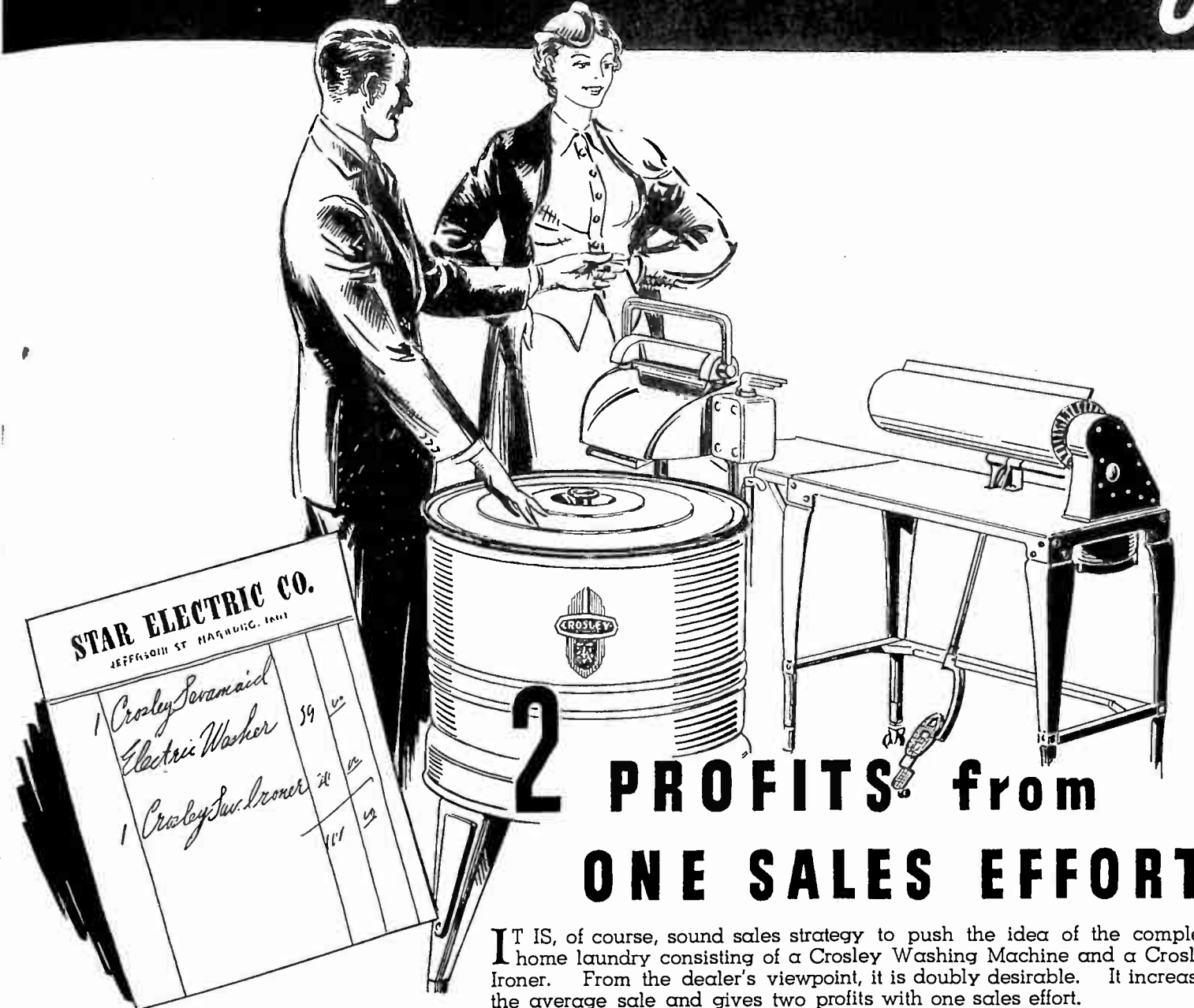
Figures in first column refer to parts in Diagram on page 18.

Item No.	Part No.	Description	Item No.	Part No.	Description
1A	W —37922	Dial Light Bulb	22	B —33906A	Power Cord & Plug
1B	W —37922	Dial Light Bulb	23	—5370A	Resistor 20,000 Ohm
	G3 —37965	Dial Light Socket Assembly	24	—21237	Resistor 60,000 Ohm
2	G82 —32000	Ant. Coil S. W. B.	25	—21875	Resistor 100,000 Ohm
3	G81 —32000	Ant. Coil B. C. B.	26	—21455	Resistor 300,000 Ohm
4	G65 —32002	Osc. Coil S. W. B.	27	—33344	Resistor 400,000 Ohm
5	G66 —32002	Osc. Coil B. C. B.	28	—37245	Resistor 1.5 Megohm
6	G71 —32004	1st I-F Assembly	29	None	
7	G72 —32004	2nd I-F Assembly	30	W —28105	Resistor 500 Ohm 1/2 W. Flex.
8	W —36055	Condenser 35 Mfd. 400 V.	31Z		
9	W —36057	Condenser 40 Mfd. 300 V.	31Y	W —37246A	Candohm { 10,000 Ohm 25,000 Ohm 185 Ohm 185 Ohm
			31X		
			31W		
11	W —30805	Condenser 0.01 Mfd. 400 V.	32	G154 —36400	Socket 5Z4
12Z	W —30322A	Condenser 0.00017 Mfd. 200 V.	33	G165 —36400	Socket 6N6
12Y	W —30322A	Condenser 0.006 Mfd. 200 V.	34	G157 —36400	Socket 6J7
13Z	W —25537A	Condenser 0.001 Mfd. 400 V.	35	G151 —36400	Socket 6K7
13Y	W —25537A	Condenser 0.03 Mfd. 400 V.	36	G156 —36400	Socket 6A8
14	W —23191A	Condenser 0.01 Mfd. 400 V.			
15AZ	W —28623	Condenser 0.02 Mfd. 200 V.	37	331-BL-9	Speaker (526)
15AY	W —28623	Condenser 0.02 Mfd. 200 V.		432-CJ-3	Speaker (5526)
15BZ	W —28623	Condenser 0.02 Mfd. 200 V.	G3	—35696	Speaker Cable (5526)
15BY	W —28623	Condenser 0.02 Mfd. 200 V.	W	—41001A	Speaker Clamp
16	W —27216	Condenser 0.05 Mfd. 200 V.			
17Z	W —31052	Condenser 0.004 Mfd. 400 V.	38W		
17Y	W —31052	Condenser 0.05 Mfd. 400 V.	to		
18	W —36541	Condenser 0.02 Mfd. 160 V.	38Z		
19Z			39Z	W —41028	Tone control
19Y	W —37241A	4 Section Trimmer Cond.	39Y		On-Off Switch
19X			40	G1 —26719	Ant & Grd. Terminal Board
19W					
20Z	G29 —33006	S. W. Osc. Series Trimmer	41	G12 —28500	Power Trans. 60 Cy. 110 V.
20Y		B. C. Osc. Series Trimmer		G13 —28500	Power Trans. 25 Cy. 110 V.
21Z	G17 —33001	Var. Tuning Cond. Gang.		G14 —28500	Power Trans. 25 Cy. 220 V.
21Y					
	C —40821	Dial Glass	42Z		{ Volume Control A-F Grid Volume Control Output Grid.
	W —40486	Pointer Disc Mtg. Screw	42Y		
	B —40818B	Pointer Disc		B —40839	Escutcheon Ring
	MG16 —40765	Drive Mtg. Brkt. Assembly		W —28760B	Escutcheon Pin
	W —40804	Dial Glass Cushion			
	W —40797	Dial Glass Brkt.		W —37339	Knob V. C. & Station Select.
	W —40798	Support Brkt. L. H.		W —37341	Knob T. C. & Band Select.
	W —40799	Support Brkt. R. H.			
	W —40802	Speaker Mtg. Bracket (526)		W —40911	Shield, Tube
	W —40801	Drive Segment		W —27981A	Base Tube Shield
	W —40793	Dial Drive Unit			
	MG33 —40765	Drive Bearing Assembly			



WIRING DIAGRAM—MODELS 526 AND 5526

SELL THE Complete Home Laundry



2 PROFITS from ONE SALES EFFORT

Pictured above are the Crosley Savamaid Washer Model 62 with Velvetouch wringer, priced at \$69.95, and the Crosley Savamaid Ironer Model 60 priced at \$49.95. Other Crosley Savamaid Washers are: Model 61 . . . \$49.95; Model 63 (with Velvetouch wringer) . . . \$79.95; Model 64 Spe Dry . . . \$99.95.
ALL PRICES SLIGHTLY HIGHER IN SOUTH AND WEST.

IT IS, of course, sound sales strategy to push the idea of the complete home laundry consisting of a Crosley Washing Machine and a Crosley Ironer. From the dealer's viewpoint, it is doubly desirable. It increases the average sale and gives two profits with one sales effort.

Show, for example, one of the Savamaid washers with the sensational Velvetouch wringer. Demonstrate the superior wringing action . . . show how Velvetouch extracts more dirt and water . . . how the soft roller "rides" over buttons and other obstructions without loss of wringing effect. Then, after the prospect is sold, turn to the Savamaid Ironer. Show how it saves labor and time . . . how it can handle everything . . . how it is easily operated.

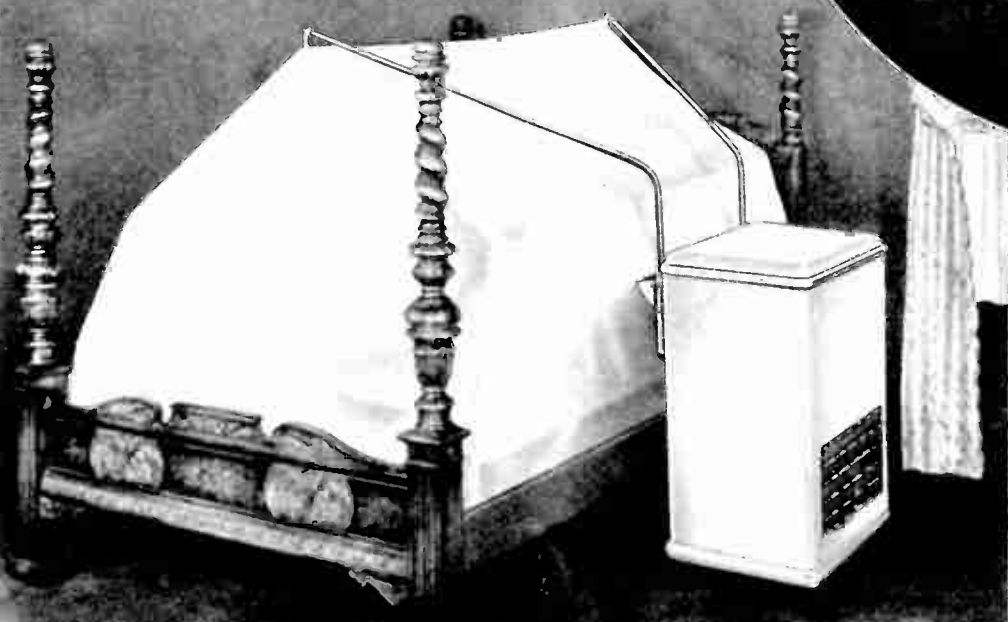
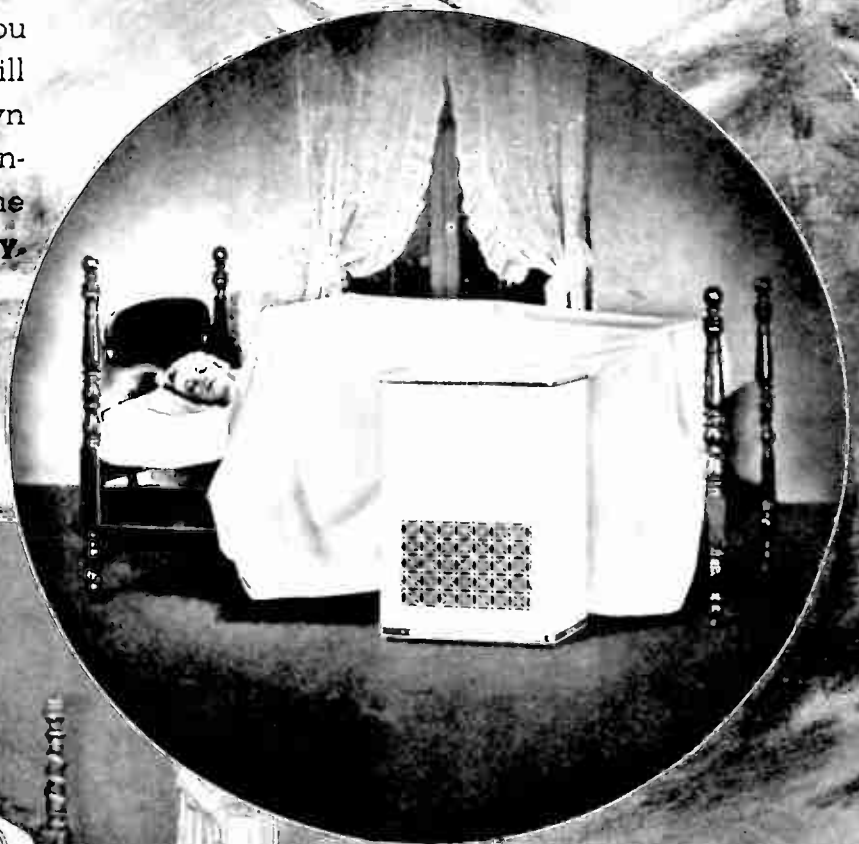
Your customers will then know the joy and satisfaction of a complete Crosley home laundry. And you will have a double profit from one sales effort.

CROSLEY SAVAMAID Electric Washers and Ironers

NOW EVERYONE CAN ENJOY COOL, REFRESHING SLEEP

Truly a sensational profit-making innovation

The Crosley Coolrest opens up a tremendous, new market. Everybody wants cool, refreshing sleep on hot, summer nights. That's why practically every home is a prospect. Here is a product that provides air conditioning where it is needed and at a price that almost everyone can afford. It not only cools, but also removes excess moisture from the atmosphere, and purifies and re-circulates the air under the canopy. Easy to install, the Coolrest can be put up by anybody in a few minutes. Display and demonstrate the Coolrest now. You will find a ready, insistent market that will bring you highly profitable returns. Shown below is the standard Coolrest with the canopy suspended from fixtures attached to the cabinet. **\$139.50 F. O. B. Factory.**



CROSLY COOLREST DE LUXE CANOPY

Extending very little above the bed level, the De Luxe Canopy (shown above) has a very attractive appearance. It is so designed that the head may be uncovered if desired. The De Luxe Canopy is not in the way when making the bed and is as easy to get in or out of as pushing covers aside. Unit may be pushed away when desired. Crosley Coolrest, complete with De Luxe Canopy....\$150.00

F. O. B. Factory

CROSLY COOLREST

AIR CONDITIONED BED CANOPY