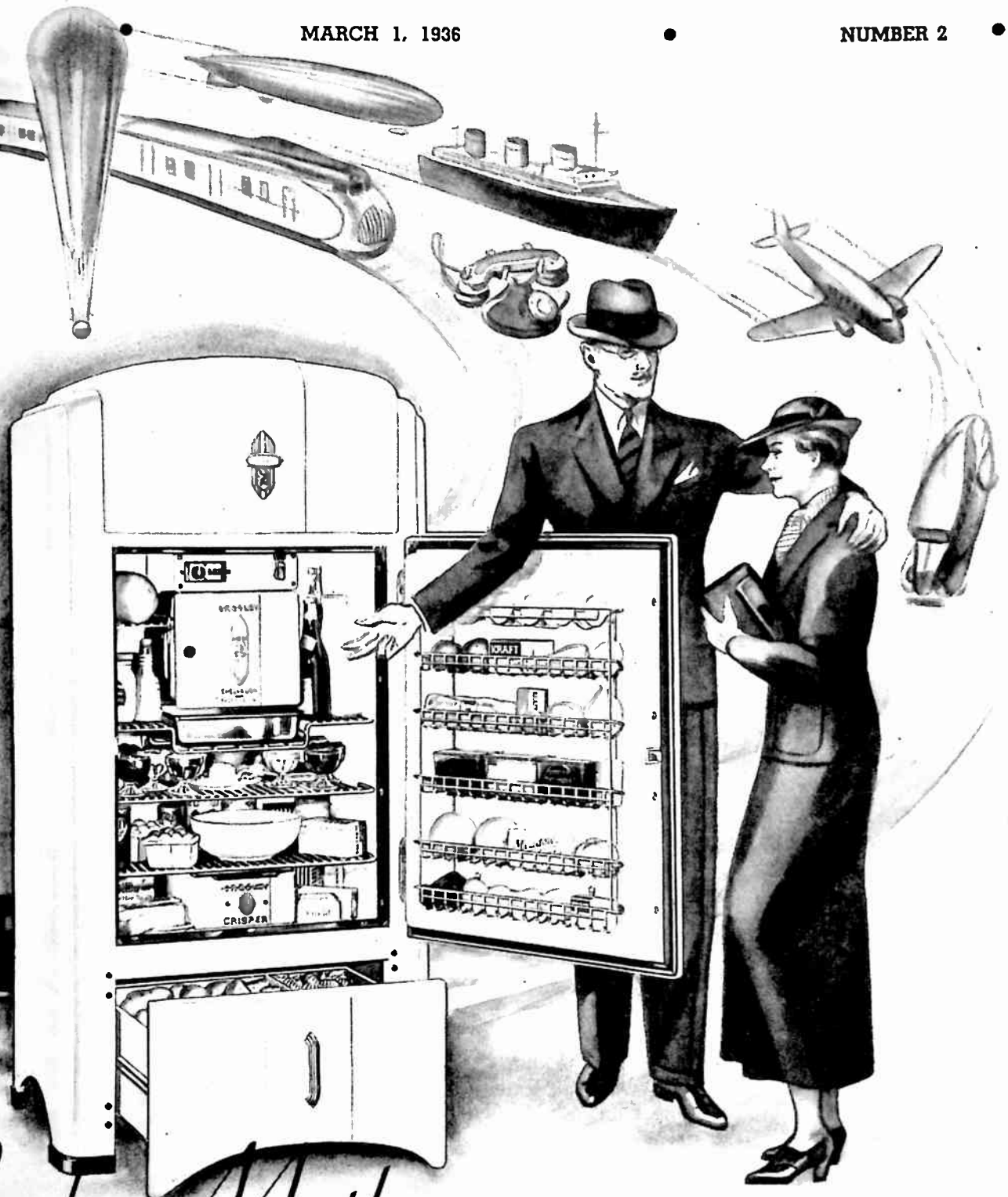


# THE CROSLEY BROADCASTER

VOLUME 15

MARCH 1, 1936

NUMBER 2



*Look Mother*

**WILL WONDERS NEVER CEASE?**

THE WORLD'S MOST BEAUTIFUL REFRIGERATOR

*and This much more in a Shelvador*

# TALKS TO THE LEADER



## POWEL CROSLLEY, JR. SAYS...

THE enthusiastic reception accorded the new Crosley Shelvador wherever shown throughout the country is indicative of a most prosperous refrigerator year for Crosley dealers everywhere. Sweeping popularity is destined to skyrocket all previous records. Initial orders of unprecedented volume are pouring into the factory to take care of the insistent demand.

There is every reason in the world why the new Shelvador should get off to such a flying start. Every conceivable desire and need of the refrigerator-buying public has been thoroughly studied and analyzed and then incorporated in the new Shelvador. Instant acclaim has been brought to this distinctively-designed Shelvador as "The World's Most Beautiful Refrigerator." The inimitable Shelvador and other appealing features are beyond any comparison. In beauty, conveniences, utility, depend-

ability, economy and value, the new Shelvador is world-leading.

Spring is fast approaching. With it will come a history-breaking demand for Crosley Shelvador electric refrigerators. It behooves every dealer, who is awake to his full profit opportunity, to make adequate preparations now. Not only will immediate efforts bring immediate sales, but the momentum created through early promotions will add impetus to sales during the most active seasons.

Every Crosley dealer is urged to advertise Shelvador, display Shelvador, talk Shelvador, show Shelvador, sell Shelvador NOW. There's no doubt about it. There's a big year ahead in Shelvador sales and profits.

*Powel Crosley Jr.*

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

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

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## THE CROSLLEY BROADCASTER

### A 51 Million Audience . . .

51,000,000 copies of national magazines will carry Crosley Shelvador advertisements in the month of April. And when you consider that several persons read each magazine, this number is multiplied to a staggering number of readers.

"The World's Most Beautiful Refrigerator plus This Much More In a Shelvador"—what an appealing, convincing, selling message to create Shelvador sales and profits. And with this sweeping magazine campaign, certainly no prospect will fail to see that message.

A comprehensive list of all the leading weekly and monthly magazines is being used to tell the Shelvador story to the nation. In fact, a Shelvador advertisement will be in practically every magazine you pick up.

In order to take full advantage of the prospects created through this advertising, every Crosley dealer is urged to make a "tie-up" to identify his place of business as the Shelvador dealer by using every conceivable "point-of-sale" promotion. A wide array of Shelvador sales promotion aids is available for this purpose. See your distributor about your local Shelvador advertising needs and get going now.

### Magna-Ceramic Dial Acclaimed Startling Innovation . . .

Instant acclaim has been accorded the latest contribution to radio by Crosley—the new Magna-Ceramic Dial. Of imperial beauty, absolutely permanent, with clear vision numerals, better illuminated and full band designated, this startling innovation is truly a new-type, new-value dial that is appreciated by everyone. Unlike other types of radio dials,

the Magna-Ceramic dial has very large, easy to read numerals and calibrations and thereby brings a new ease to tuning in desired stations. The numbers are so easily read that many people who wear glasses can now see to tune in without the aid of their glasses. In comparison with old-style dials, the Magna-Ceramic dial literally magnifies the numbers to a very appreciable degree.

The background and calibrations are of ceramic material fused into glass, making the new Magna-Ceramic dial absolutely permanent. It will not fade or discolor or scratch and will last at least a lifetime. Other advantages are that this new dial lends itself to better illumination and each tuning band is fully designated.

Point out this new feature to your prospects and customers and you will see that it will add a decided stimulus to your radio sales.

### Crosley Savamaid Washers And Ironers Mean New Profits For You . .

With the announcement of the new Crosley Savamaid Electric Washers and Ironers, a tremendous market that is comparable in size to that of electric refrigeration is opened up to every Crosley dealer. In fact, it is estimated that over 1,500,000 washers were sold in 1935.

The new Crosley Washers and Ironers contain features that place them far ahead of competition . . . they are beautifully styled . . . they are value leaders.

Three types of Crosley Savamaid Washers are being offered. One uses the well known wringer with so-called semi-balloon rolls.

The second, available in two models, is also a wringer-type using a

patented development. This is known as the Velvetouch wringer. It gives even wringer action because the soft, indestructible upper roll molds itself automatically to the contour of the clothes, leaving no wet spots and cannot tear out or break buttons.

The third is the so-called "wringerless" type, the Crosley Savamaid Spe-Dry. In addition to its complete safety and superior drying qualities, the Spe-Dry brings a new, simplified routine to washday. It saves about 1/3 of the labor necessary with wringer types of washers and also eliminates the necessity of dipping the hands or arms in water.

The Crosley Ironer is equally outstanding in features and value.

With the great public acceptance of the name Crosley . . . with the vast market for the sale of washers and ironers—Crosley dealers are given a big avenue of new profits.

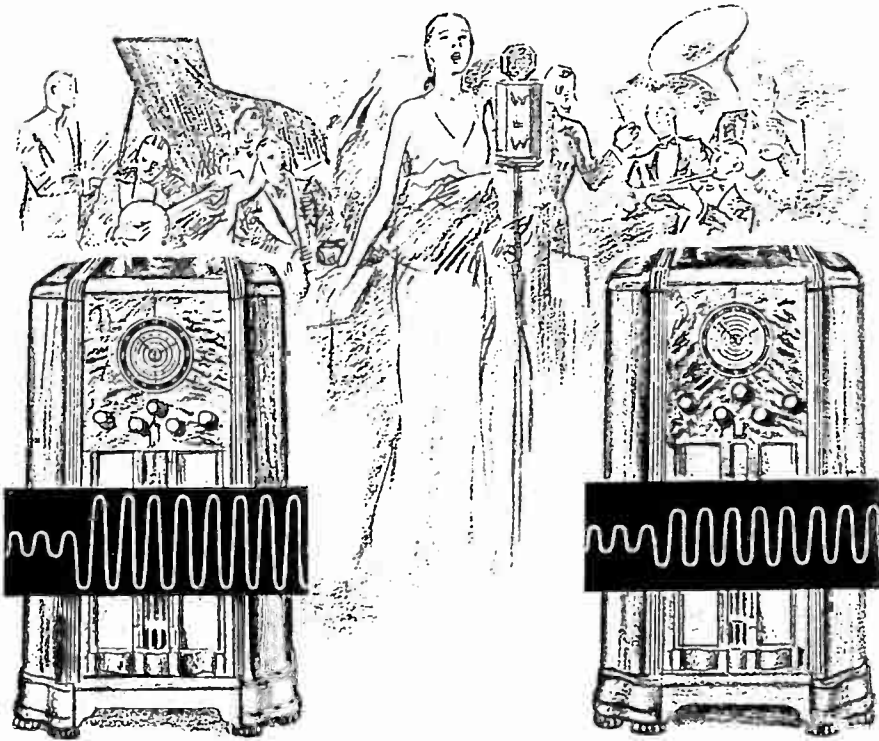
### Home News . . .

The new edition of the Home News is just the thing to pass out from door to door to help make everyone in your community conscious that you are the Shelvador dealer. Made up like a metropolitan newspaper, the chances are that every woman will pick it up from her doorstep. And the first page articles are written in reader-interest news style to "carry home" definite sales appeal of the new Crosley Shelvador. The inside spread is a display of all the new Shelvador models with special emphasis on the many outstanding features. The dealer has choice of either one of two back pages. One has a number of frozen dish recipes, the other is an appealing advertisement for the new Crosley Savamaid Washers and Ironers. Also either one has generous space for dealer imprint. Order from your Crosley distributor.

## A SALES-CLINCHING DEMONSTRATION FOR THE REVOLUTIONARY AUTO-EXPRESSIONATOR

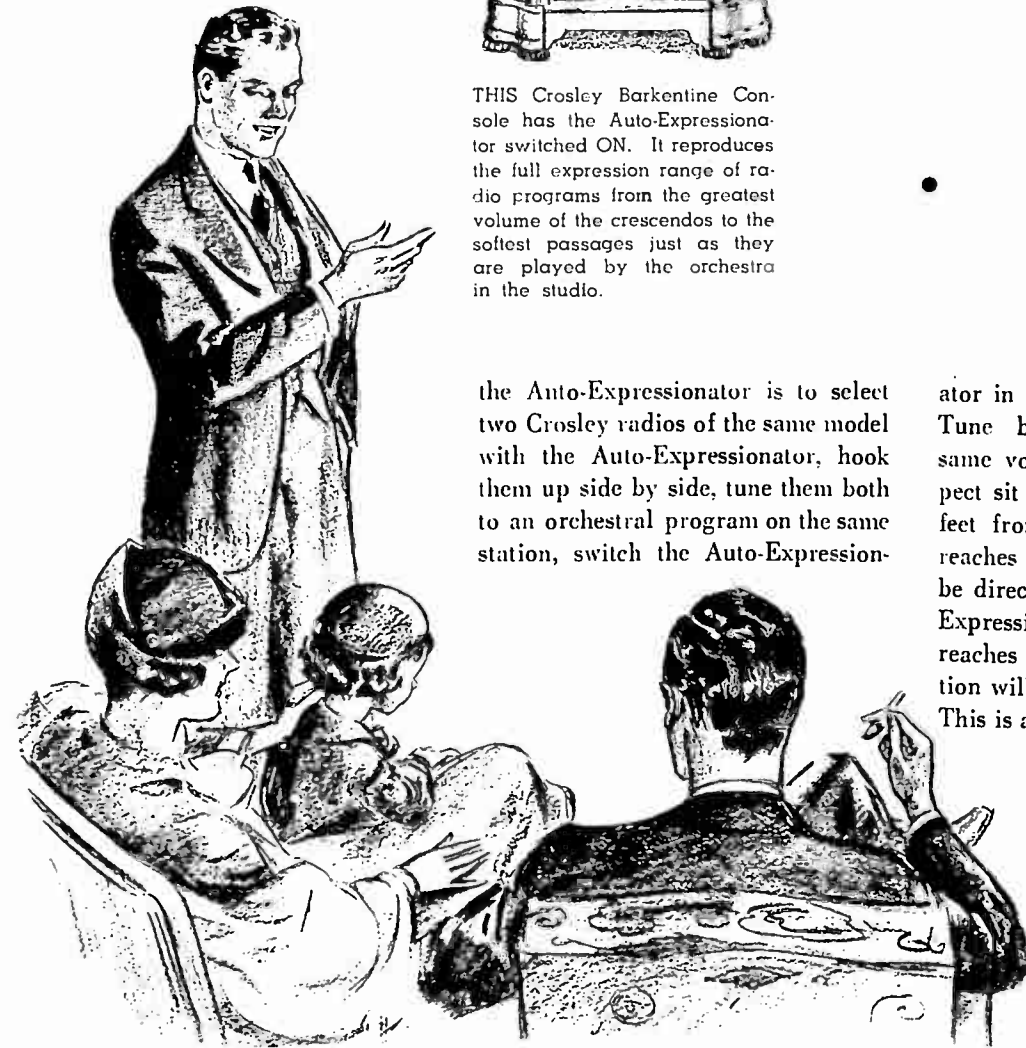
THE new Crosley Auto-Expressionator, incorporated in several of the new Crosley Radios and acclaimed a history-making invention, is proving to be a decided sales attraction. As you know, this revolutionary Auto-Expressionator restores the full expression range of radio programs, from the greatest volume of the crescendos to the softest passages, just as they are played by the orchestra before being monitored in the studio to meet transmitting equipment limitations.

A very effective way that has proven successful in demonstrating



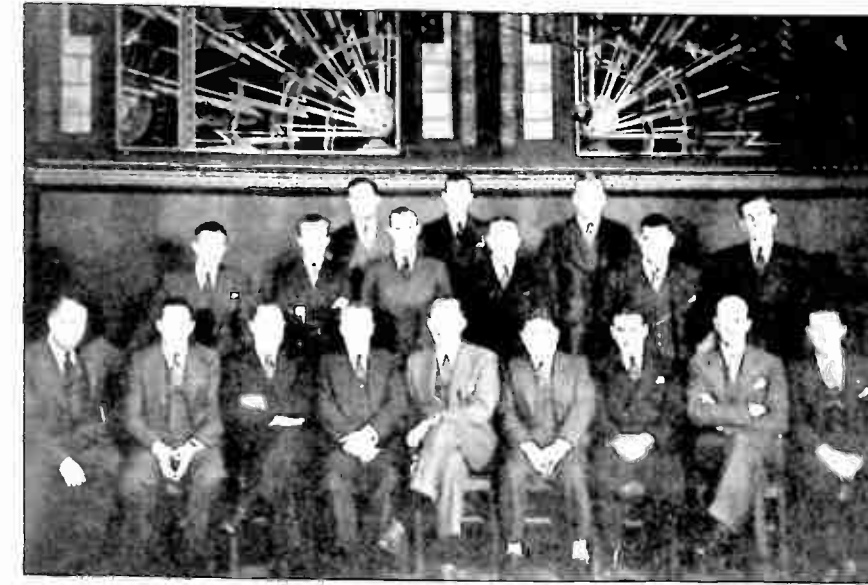
THIS Crosley Barkentine Console has the Auto-Expressionator switched ON. It reproduces the full expression range of radio programs from the greatest volume of the crescendos to the softest passages just as they are played by the orchestra in the studio.

WITHOUT the Auto-Expressionator, this Crosley Barkentine Console does not have as full an expression range. When played simultaneously with the radio to the left, attention will be called to this set only when it overshadows the extremely soft passages of the one with Auto-Expressionator.



the Auto-Expressionator is to select two Crosley radios of the same model with the Auto-Expressionator, hook them up side by side, tune them both to an orchestral program on the same station, switch the Auto-Expressionator

in on one and off on the other. Tune both to approximately the same volume. Then have the prospect sit in front about ten or fifteen feet from the sets. As the volume reaches the crescendo, attention will be directed to the set with the Auto-Expressionator and as the volume reaches the pianissimo stage, attention will be focused on the other set. This is a convincing way to prove the wider expression range made possible with the Auto-Expressionator and to use such a demonstration will help to win new radio sales.



Lower row: U. S. Grant, K. Timson, M. Pehis, N. J. Etienne, Powel Crosley, Jr., Wm. J. Barron, Mel Hollinger, M. Roberts, F. S. Earlywine.

Middle row: Robert DeVillie, H. E. Richardson, J. P. Rogers, Paul W. Bialkowsky, William Hocking, Neil Bauer.

Top row: J. D. Park, Robert Perkins, Glenn H. Corbett.

### Chanslor & Lyons Men Visit Crosley Factory . . .

N. J. Etienne, manager, Radio and Refrigerator Department, Chanslor & Lyons Stores, Inc., Los Angeles and San Francisco, Crosley distributors in California, and their salesmen made a trip to the Crosley factory to prepare them for going over the top in California in 1936.

The salesmen accompanying Mr. Etienne were Robert DeVillie, Mel Dollinger, William Hocking, K. Timson, F. S. Earlywine, M. M. Pettis, M. Roberts and William J. Barron. With the group came also U. S. Grant, San Diego, Cal., one of the largest Crosley dealers in the state although in one of the smaller cities. Mr. Grant has sold as many as 96 Crosley Shelvador electric refrigerators in a month. In the delegation was Paul W. Bialkowsky, Crosley Western Division Manager.

The party was conducted through the Crosley factory by Neil Bauer, Manager Crosley Special Products Division; J. D. Park, Manager Crosley Dealer Department and Lee Bird, Crosley Field Service Manager.

All were taken to one of Cincinnati's leading cafes, accompanied by Powel Crosley, Jr., president Crosley Radio Corporation; J. P. Rogers, Vice President; H. E. Richardson, general sales manager; Glenn Corbett, Advertising Manager; and Robert Perkins, Distribution Manager. In the evening the party was taken to one of the well known night clubs.

The salesmen had not seen the fac-

tory before and were amazed at the vast production lines, the efficient production methods, almost human machines and the delicate instruments that insure accuracy to a microscopic part of an inch in Shelvador electric refrigerators, and the supervision and precision with which the wonderful tone quality of Crosley radios is assured. All said after being so overwhelmingly convinced by seeing the factory and Crosley manufacturing methods, they would go back and do the biggest selling job they have ever done on Crosley products.

The entire group were taken to Mason, near Cincinnati, to see the 500,000-watt WLW transmitter, world's most powerful broadcasting station.

### Saint Paul Distributor Efficiently Manned . . .

That the Motor Power Equipment Company, Saint Paul, Minnesota, is in excellent position to render highest possible merchandising service and assistance to the many Crosley dealers of that region is indicated in the splendid executive personnel as recently commented upon by F. M. Hutchinson, Major Electric Appliance Department Manager for the firm.

"Our president is Mr. E. B. Ober, formerly president of the Minnesota Mining and Manufacturing Com-

### Crosley "Pup" Gives Many Years Of Service . . .

Kenneth Young of Pleasantville, Iowa, writes:

"I purchased a Crosley 'Pup' when these radios were first put on the market. It has been in constant use all these years, with very little repair service.

"I am still able to hear a variety of the largest stations and a few of the smaller ones. I admire the performance and service of the radios manufactured by Crosley."

pany. "Our vice-president and general manager is Mr. H. G. Barnes. Mr. Barnes was a graduate of Carlton College and played fullback on Carlton's football team during the 1915-16 season. He is also a graduate of the University of Wisconsin and played right end on the football team of 1919. After leaving the University of Wisconsin, Mr. Barnes became City Manager of the City of White Bear, Minnesota. When the Motor Power Equipment Company was organized in 1925, Mr. Barnes joined this organization as credit manager. He afterwards became treasurer and in 1930 succeeded A. W. Logan as vice-president and gen-



H. G. Barnes, vice-president and general manager of Motor Power Equipment Company, Crosley distributor, Saint Paul, Minnesota.

eral manager."

The activities of this distributing firm are quite varied and the entire organization is highly enthused over the sales opportunities for 1936 presented in the new Crosley radios and Shelvador refrigerators.

The New 1936

# CROSLLEY RADIOS

● The new 1936 Crosley Radios presented on this and the three following pages have reached new heights in beauty, performance and value. Incorporating the very latest engineering developments, the new Crosley Radios put increased emphasis on that well-known assurance of quality performance—"You're THERE with a Crosley."

No matter what the needs or the purse, there is a new Crosley that is exactly right. Crosley models meet the radio needs of the home, the farm, the camper, the traveler, the business man, the motorist,—in fact everyone.

Here is radio that invites ANY comparison—such comparison will prove that here is the highest possible quality at the most attractive price for everyone.



**\$25.00**

**COMPLETE WITH TUBES**  
DIMENSIONS:  
5½" high,  
10¼" wide,  
7½" deep.

**NEW TRAVO**  
Model 425-H

**4 TUBES . AC-DC**  
**SUPERHETERODYNE**

● Operates on any 110 volt circuit. Has two double purpose tubes. Pilot Light. Attached antenna. No ground required. Attached handle. Full floating moving coil electro-dynamic speaker.



**FIVER**  
Model 515-AC

**\$19.99**  
**COMPLETE WITH TUBES**

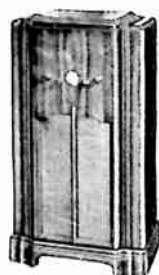
DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.

**5 TUBES . Two Band**  
**SUPERHETERODYNE**

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. New Magna-Ceramic dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

**FIVER CONSOLE**  
Model 5515-MH  
**\$37.50**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



**\$25.00**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.

**PRIVATEER**  
Model 545-AD

**5 TUBES . AC-DC**  
**SUPERHETERODYNE**

● Operates on any 110 volt circuit. Attached antenna. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

**A. F. M.**  
(American) (Foreign) (Metal Tubes)  
Model 555-AH

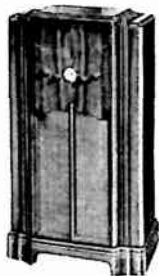
**5 Metal Tubes . 2 Band**  
**SUPERHETERODYNE**

● All metal tubes. Standard and police broadcasts 540-1710 Kc. Foreign and police broadcasts 2350-7500 Kc. New Magna-Ceramic dial. Tone control. Automatic volume control. Two double purpose tubes. Full floating moving coil electro-dynamic speaker.

**A. F. M. CONSOLE**  
(American) (Foreign) (Metal Tubes)  
Model 5555-MK

**\$47.50**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

**Buccaneer \$39.95**

Model 635-C  
Dimensions: 16½" high,  
12¼" wide, 8¾" deep.



**Olympia \$45.00**

Model 655-C  
Same as Buccaneer except  
employs 6 metal tubes.

**Cruiser \$47.50**

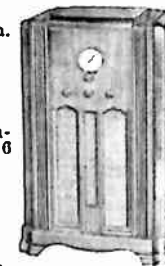
Complete With Tubes  
Model 615-C  
Same as Buccaneer except  
operates on 110 volts A.C.  
or D.C.

**6 TUBES 3 Band**  
**SUPERHETERODYNE**

● Receives Standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. New Magna-Ceramic dial. Full floating moving coil electro-dynamic speaker.

**Buccaneer Console**

Model 635-M **\$54.50**  
Dimensions: 36¾" high,  
20¾" wide, 11¼" deep.

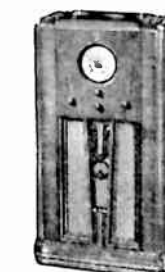


**Olympia Console**

Model 655-M **\$59.95**  
Same as Buccaneer Console  
except employs 6  
metal tubes.

**Cruiser Console**

Model 615-M **\$59.50**  
Complete With Tubes  
Same as Buccaneer Console  
except operates on 110  
volts A.C. or D.C.



**\$69.95**

**COMPLETE WITH TUBES**

DIMENSIONS:  
40" high,  
23¼" wide,  
12" deep.

**RAIDER CONSOLE**  
Model 6025-NA

**6 TUBES 3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Bass Compensator. New Magna-Ceramic Dial with Timelog Tuning. Vibracoustic Sounding Board. Automatic Volume Control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.



**CORSAIR**

Model 715-D  
**\$55.00**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
17" high,  
13¾" wide,  
9¼" deep.

**7 TUBES . 3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. New Magna-Ceramic dial. 25 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

**MERRIMAC \$65.00**

Model 855-D  
Same as Corsair except employs  
8 metal tubes.

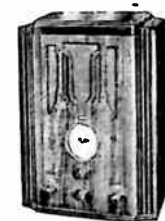
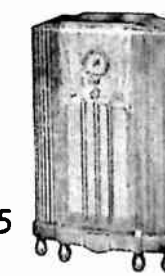
**CORSAIR CONSOLE**

Model 715-N  
**\$79.95**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
36¾" high,  
21" wide,  
11¼" deep.

**Merrimac Console \$89.95**

Model 855-N  
Same as Corsair Console except  
employs 8 metal tubes.



**VIKING**

Model 725-F  
**\$65.00**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
19¼" high,  
14¼" wide,  
9¼" deep.

**7 TUBES . 5 Band**  
**ALL WAVE PLUS WEATHER BAND**  
**SUPERHETERODYNE**

● Five tuning bands, 150 to 22,000 Kc. Receives standard, foreign, police, amateur, aviation, weather broadcasts. Shadow tuning. Automatic volume control. Full vision airplane type dial. Tone control. Two double purpose tubes. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

**MONITOR \$77.50**

Model 865-F  
Same as Viking except employs  
8 metal tubes.

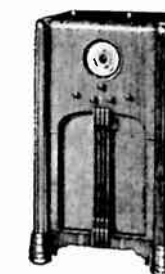
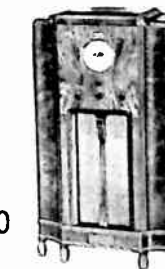
**VIKING CONSOLE**

Model 725-P  
**\$85.00**  
**COMPLETE WITH TUBES**

DIMENSIONS:  
38" high,  
22½" wide,  
11¼" deep.

**Monitor Console \$97.50**

Model 865-P  
Same as Viking Console except  
employs 8 metal tubes



**\$115.00**

**COMPLETE WITH TUBES**

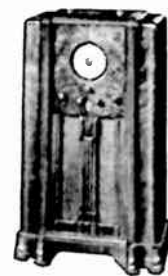
DIMENSIONS:  
41" high,  
25¾" wide,  
14½" deep.

**CHALLENGER CONSOLE**  
Model 955-RC

**9 Metal Tubes**  
**3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Cardiamatic Unit. High Fidelity. New Magna-Ceramic Dial with Timelog Tuning. Band Designator. Automatic Volume control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**BARKENTINE CONSOLE**  
Model 1155-RB  
**\$137.50**

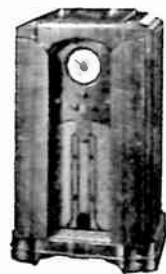
COMPLETE WITH TUBES  
DIMENSIONS:  
42" high,  
26" wide,  
13½" deep.

**11 Metal Tubes 4 Band SUPERHETERODYNE**

● Receives standard, weather, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Card-iomatic Unit. High Fidelity. New Magna-Ceramic Dial with Timelog Tuning. Verni-matic Tuning Control. Special Band Designator. Shadowgraph Tuning Monitor. Broad Automatic Volume Control. Tone Control. Vibracoustic Sounding Board. Curvilinear Speaker.

**DREADNAUGHT CONSOLE**  
Model 1155-PE  
**\$149.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
41½" high,  
26" wide,  
14¾" deep.



**BATTERY FIFTY-TWO**  
Model 535-AF  
**\$29.95**  
COMPLETE LESS BATTERIES

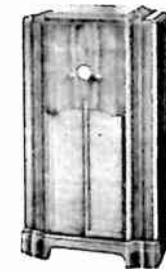
DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.

**5 TUBES SUPERHETERODYNE BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker.

**BATTERY FIFTY-TWO CONSOLE**  
Model 535-MF  
**\$49.95**  
COMPLETE LESS BATTERIES

DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



**\$34.95**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
21¼" high,  
18¾" wide,  
11½" deep.

**BATTERY FIFTY-TWO "A"**  
Model 535-BH  
**5 TUBES SUPERHETERODYNE BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker. Cabinet will accommodate all batteries.

**BATTERY SIXTY-TWO**  
Model 605-CC  
**\$39.95**  
COMPLETE LESS BATTERIES

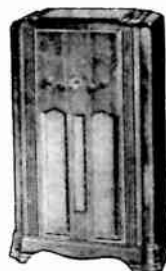
DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.

**6 TUBES 2 Band BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in battery cable. Permanent magnet speaker.

**BATTERY SIXTY-TWO CONSOLE**  
Model 605-MG  
**\$54.50**  
COMPLETE LESS BATTERIES

DIMENSIONS:  
36¾" high,  
20¾" wide,  
11¼" deep.



**\$42.50**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
21¼" high,  
18¾" wide,  
11½" deep.

**BATTERY SIXTY-TWO "A"**  
Model 605-BG  
**6 TUBES 2 Band BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in type battery cable. Permanent magnet speaker.

**BATTERY EIGHT**  
Model 815-EC  
**\$59.95**  
COMPLETE LESS BATTERIES



DIMENSIONS:  
19¾" high,  
15¾" wide,  
10¾" deep.

**8 TUBES American-Foreign 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**  
Model 815-NC  
**\$74.50**  
COMPLETE LESS BATTERIES

DIMENSIONS:  
36¾" high,  
21" wide,  
11¼" deep.



**BATTERY FORTY-SIX**  
Model 435-AF  
**\$34.50**  
COMPLETE LESS 6-VOLT BATTERY



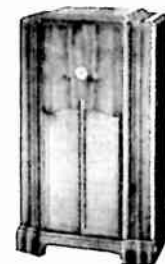
DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.

**4 TUBES SUPERHETERODYNE 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.

**BATTERY FORTY-SIX CONSOLE**  
Model 435-MF  
**\$49.50**  
COMPLETE LESS 6-VOLT BATTERY

DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



**BATTERY SIXTY-SIX**  
Model 6015-FC  
**\$59.95**  
COMPLETE LESS 6-VOLT BATTERY



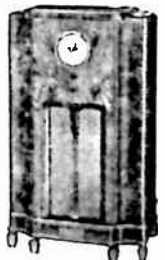
DIMENSIONS:  
19¼" high,  
14¼" wide,  
9¼" deep.

**6 TUBES 3 Band 6-VOLT BATTERY RECEIVER**

● Operates from 6-volt storage battery. No "B" batteries required. Weather broadcasts 150-400 Kc. Standard broadcasts 540-1700 Kc. Foreign and police broadcasts 2350-7500 Kc. Automatic volume control. Tone control. 25 to 1 ratio drive. Illuminated airplane type dial. Permanent magnet speaker.

**BATTERY SIXTY-SIX CONSOLE**  
Model 6015-PF  
**\$75.00**  
COMPLETE LESS 6-VOLT BATTERY

DIMENSIONS:  
38" high,  
22½" wide,  
11¼" deep.



**32 D. C. SIX**  
Model 645-CB  
**\$47.50**  
COMPLETE WITH TUBES



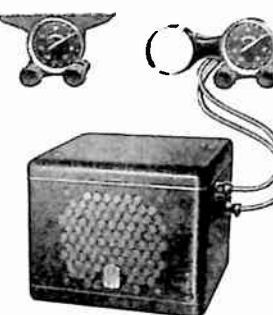
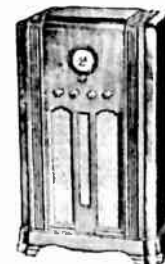
DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.

**6 TUBES 2 Band 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**  
Model 645-MB  
**\$64.50**  
COMPLETE WITH TUBES

DIMENSIONS:  
36¾" high,  
20¾" wide,  
11¼" deep.



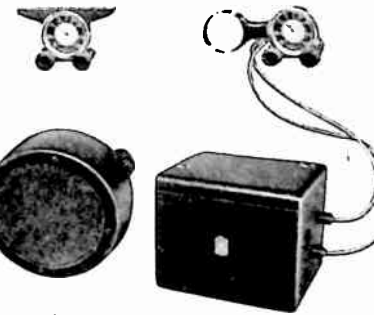
**\$39.95 Complete**

**ROAMIO A-156**

Superheterodyne automobile receiver with seven-tube effectiveness. High gain antenna system. Hi Q Pre-selector circuit with three-gang tuning condenser. Primary vibrator with tube rectification. Tone control. Automatic volume control. Single housing. Full floating moving coil electro-dynamic speaker. Remote control illuminated airplane type dial. Remote control adapters.

**ROAMIO A-166**

Six-tube two-unit superheterodyne automobile receiver. High gain antenna system. Three gang tuning condenser. Self-rectifying vibrator. Automatic volume control. 8" moving coil electro-dynamic speaker with tone control. Remote control with illuminated airplane type dial. Remote control adapters.



**\$54.50 Complete**

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

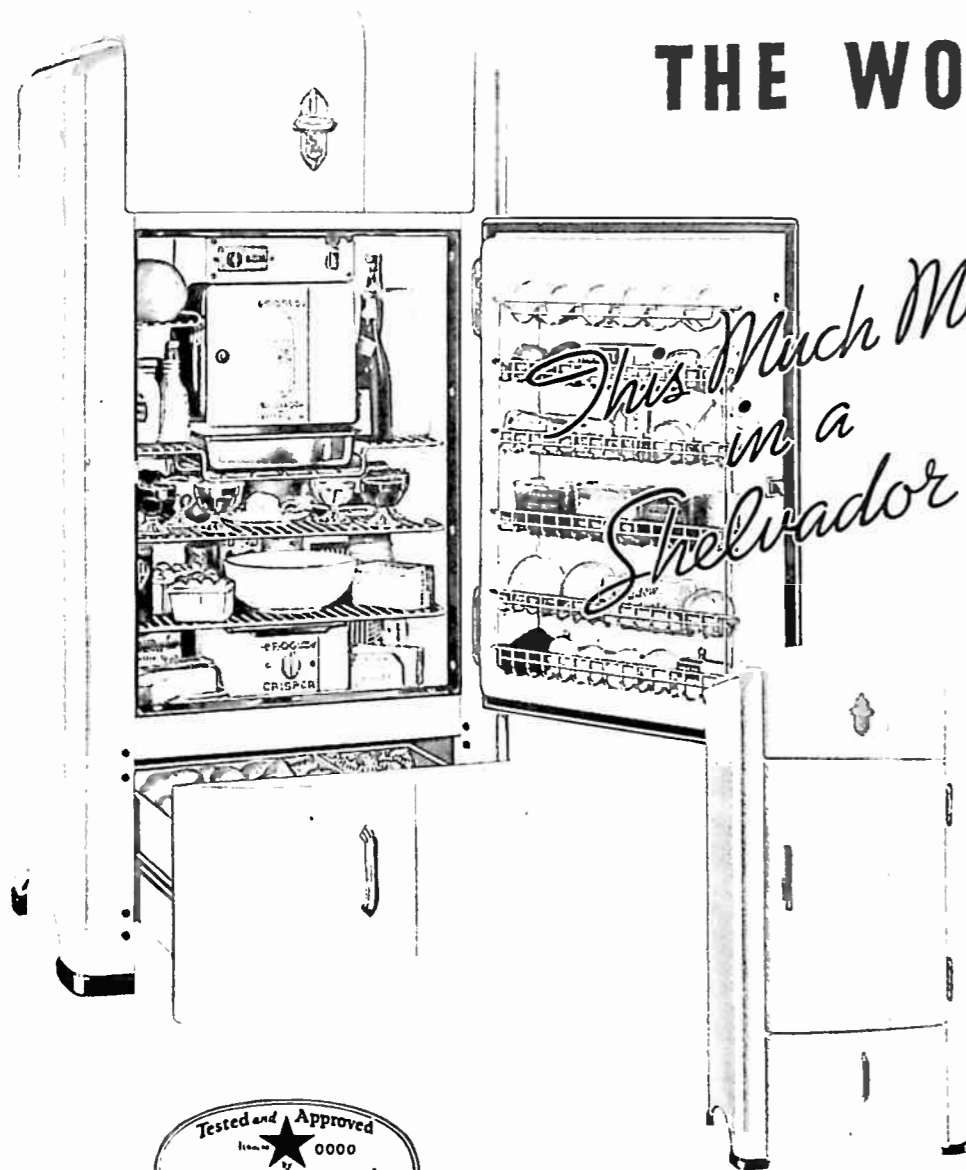
PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



# What tremendous sales appeal

## THE WORLD'S *Most Beautiful* REFRIGERATOR

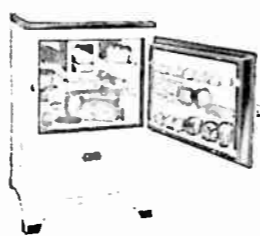
DE LUXE SHELVADORS



*This Much More in a Shelvador*



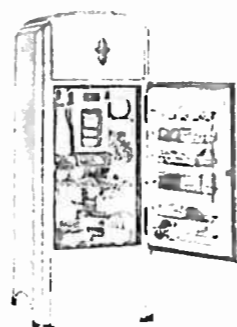
Beauty that is smart and different . . . to attract prospects everywhere! The most sensational refrigerator in history convenience, utility, value reach new heights to make them just as world-leading as this distinctive beauty. Features that appeal to housewives everywhere; including Feather Touch Free Action Door Handle, Shelvador Glass Jars, Quick Action Ice Tray Release, New Ventilated Front, Dulux Exterior, Storadrawer, Crisper, and many others. These PLUS dependable, economical operation and quality through and through—that's the new Shelvador. And that's why every Crosley dealer is on the threshold of the biggest refrigeration sales era in history!



Model GAQ-30. 3 cubic feet NET capacity; 6.02 square feet shelf space. Includes top table. Useful as table. Dimensions: 36" high, 23 1/2" wide, 21" deep. \$99.50

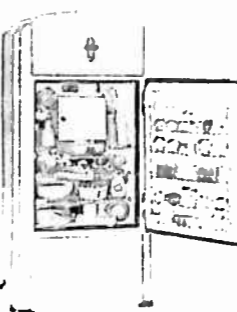


Model GAQ-35. 3.5 cubic feet NET capacity; 7.44 square feet shelf space. 3 ice trays. Dimensions: 50 1/2" high, 23 1/2" wide, 25 1/2" deep. \$104.50



Model GAQ-43. 4.33 cubic feet NET capacity; 9.07 square feet shelf space. Dimensions: 50 3/4" high, 23 1/2" wide, 25 5/16" deep. \$124.05

Model GAT-43. Same as GAQ-43 except has new Hermetic Compressor unit. \$134.95



Model GAQ-50. 5.07 cubic feet NET capacity; 12.34 square feet shelf space. Dimensions: 66 7/16" high, 27 1/2" wide, 24 3/4" deep. \$142.05

Model GAT-50. Same as GAQ-50 except has new Hermetic Compressor unit. \$159.95



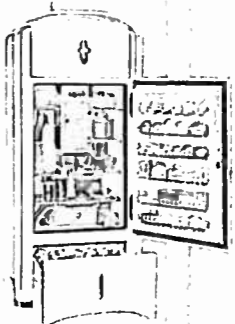
Model GAQ-55. 5.07 cubic feet NET capacity; 12.34 square feet shelf space. Dimensions: 66 7/16" high, 27 1/2" wide, 24 3/4" deep. \$142.05

Model GAT-55. Same as GAQ-55 except has new Hermetic Compressor unit. \$159.95



Model GAQ-60. 6.01 cubic feet NET capacity; 14.37 square feet shelf space. Dimensions: 68 9/16" high, 29 1/2" wide, 26 9/16" deep. \$164.05

Model GAT-60. Same as GAQ-60 except has new Hermetic Compressor unit. \$174.95



Model GAQ-65. Same as GAQ-60 except has De Luxe cabinet, including Storadrawer and Crisper. \$159.95

Model GAT-65. Same as GAQ-65 except has new Hermetic Compressor unit. \$179.95



Model GAQ-70. Same as GAQ-60 except has De Luxe cabinet, including Storadrawer and Crisper. \$174.95

Model GAT-70. Same as GAQ-70 except has new Hermetic Compressor unit. \$194.95



Model GAQ-75. Same as GAQ-70 except has De Luxe cabinet, including Storadrawer and Crisper. \$194.95

Model GAT-75. Same as GAQ-75 except has new Hermetic Compressor unit. \$214.95



# CROSLEY SHELVADOR

PRICES ON ALL MODELS INCLUDE FIVE YEAR PROTECTION PLAN • PRICES LIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST

## Big Times Ahead Evidenced In Nationwide Dealer Meetings...

Such intense enthusiasm is being manifested in the dealer meetings held from one end of the country to the other that the new 1936 Crosley lines are destined to sky-rocket all previous sales records. Judging from these dealer meetings, (reports of a few of them are shown below), the new Crosley Radios, Shelvador Refrigerators, Savamaid Washers and Ironers and other Crosley products will reach a new all-time sales high in 1936.

### Big Year Predicted At Indianapolis

Various Crosley products were introduced to more than 270 dealers and salesmen from sixty Indiana counties by the Kiefer-Stewart Co., Indianapolis, Indiana at a recent banquet meeting.

G. Moxley, president of Kiefer-Stewart, speaking at the banquet, predicted a "great electrical year for 1936." His optimism, he said, was based "not only on substantial economic improvements in farming and industry, but on the fact that electric equipment is becoming a necessity in every home."

Assisting Mr. Moxley with the program were O. C. Maurer, vice president of Kiefer-Stewart; Howard Brewer and Al Tribbett, out-of-the-city sales representatives of the company, and Hugh Green, city salesman.

### Large Volume Of Orders Placed At Providence

Some 176 dealers and salesmen were present at the recent showing of the new Crosley lines held in Providence, R. I., by the Providence Electric Company. A large volume of orders was placed for immediate delivery including Shelvador electric refrigerators, the new Crosley washers and Crosley radios, H. D. Schumacher, Crosley district manager, reported.

### Dealers Brave Downpour At Boston Showing

Braving a torrential downpour of rain, 500 dealers and salesmen attended the recent meeting of George Collins Company, Boston, Mass.

Following the meeting, Herman D. Schumacher, Crosley district manager, stated that the "meeting will go down as one of the most successful ever held by the George Collins Co. Seldom do dealers respond with the enthusiasm that they displayed on seeing the new showing of the 'most beautiful refrigerator,' the new Savamaid line of Crosley laundry equipment and four new remarkable radio consoles."

### Tarbell-Watters Meeting Attended By 200

With an attendance of approximately 200 dealers from western Massachusetts and the state of Ver-

mont, the Tarbell-Watters Co., Crosley distributor, Springfield, Mass., recently held an enthusiastic meeting.

L. H. Tarbell, president of Tarbell-Watters, was highly pleased with the fine dealer response. A prize of a Crosley Fiver was awarded to Fred S. Dyke, Crosley dealer of Barton, Vt., who traveled the greatest distance to attend. His trip was 234 miles one way.

### Great Enthusiasm At Charlotte, N. C., Meeting

The Carolinas Auto Supply House, Charlotte, N. C., recently held a highly enthusiastic meeting with approximately 200 dealers in attendance. E. C. White of this firm reports that a large volume of orders was placed.

### Heavy Attendance At Wichita

The Stimpson Sales and Investment Corporation, Wichita, Kansas, recently held a dealer meeting that was marked by a very heavy attendance. Great enthusiasm was shown for the new lines of Crosley merchandise.

E. L. Stimpson, president of the local Crosley distributing organization, has expressed himself as being highly pleased with the results of the meeting and is very optimistic for the coming year.

### Go Wild With Applause At Sterling, Illinois

A highly enthusiastic dealer meeting was recently held in Sterling, Ill., by Hardware Products Company, local Crosley distributor. Both the new Crosley Radios and Shelvador refrigerators were shown. Burt Wagle, diamond pin winner and this distributor's high quota man, unveiled the first Shelvador model. After wild applause and an enthusiastic expression of approval from all present, L. C. Wheeler, vice-president of Hardware Products, who was in charge of the meeting proceeded to display the other models. A. W. Wheeler, president, commented, "The early start is placing the company a few laps ahead of competition and is much appreciated by the aggressive dealers in this territory."

### 100 Cars Ordered For Far West

P. W. Bialkowsky, Crosley district manager for the Pacific Coast, has reported that due to the intense enthusiasm over the new Shelvador, 100 carloads have been ordered and are on the way to satisfy the sweeping demand out in the far west. Mr. Bialkowsky reports that the Chans-

lor and Lyon Stores, of California, have just completed a series of dealer meetings. Record attendances were reported and the greatest acceptance of the new lines ever accorded by the dealers.

### Milwaukee Anticipates Big Sales Increase

The open house meeting recently held at Milwaukee by the Maurer Greusel Company was attended by the largest number of dealers in that territory in many years. Vernon Maurer, vice-president, stated they were highly gratified by the acceptance from the dealers and that he expected an increase of several hundred percent over their sales for 1935. This company ordered for January and February shipment more than 50 percent of their volume of business last year.

### Unprecedented Enthusiasm At Des Moines

The Hieb Distributing Co., Des Moines, Iowa, recently held open house to 150 dealers in their new display showroom, said to be one of the most beautiful in the Northwest.

Herbert Hieb, president, stated on the second day of the meeting that his company would double last year's sales. He also reported that he had never before received so much favorable comment from his dealers as he received on the new Crosley 1936 lines. Orders were booked for all Crosley products.

### 500 Dealers Attend Houston Meeting

With an attendance of 500 dealers, Reader's Wholesale Distributors, Houston, Texas, started the 1936 sea-



Happy is this group of dealers attending the banquet following the showing of new Crosley products by Reader's Wholesale Distributors, Houston, Texas. The event was attended by 500 at the Rice

Hotel there and was cause of double celebration. Not only was it the annual dealer convention but also the first birthday party of Reader's.

son with every evidence of far surpassing the remarkable record made by this Crosley distributor in 1935.

Hymen Reader, head of the wholesale firm, presided at the meeting. The meeting combined two events. One was the annual convention of dealers in this territory—the other was the first birthday of the Reader Company.

### Bright Year Ahead, Reports Birmingham Distributor

Following a meeting of 150 Crosley dealers held by the Perfection Mattress & Spring Co., Birmingham, Alabama, James W. Clary, manager of the radio and refrigerator department, predicted a bright year for radios and refrigerators as well as the

new line of Crosley electric washers. He reported the dealers all confident of a good year in 1936 and a substantial volume of orders were placed for immediate shipment.

### 100 Brave Blizzard At Omaha Meet

Undaunted by the cold and snow, 100 dealers attended the recent meeting held by the Pollard-Hasselbalch Co., Omaha. V. H. Pollard of this firm, reports that the dealers attending were very enthusiastic and are already clamoring for new Crosley merchandise.

### Atlanta Has Enthusiastic Meeting

A most successful Crosley dealer meeting is reported by Herndon Thomas, manager, Electric Appliance Department, Beck & Gregg Hardware Co., Crosley distributor at Atlanta.

"The new models were received with great acclaim by all of the dealers," Mr. Thomas reported following the meeting, "and they expressed their conviction that with these new models they could double their 1935 quotas in 1936."

### Record-Breaking Meeting At Cleveland

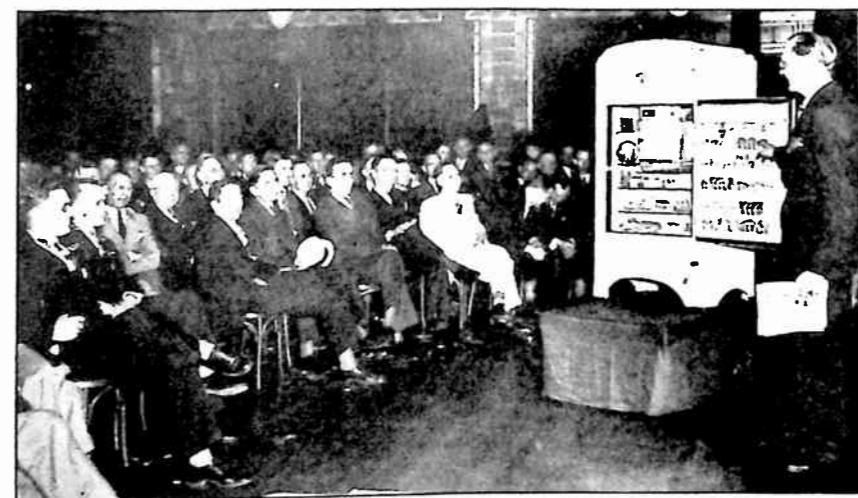
The Frankelite Company, Cleveland, reports a most successful dealer meeting. E. J. Rueth, of Frankelite, says: "The attendance was by far the greatest we have ever had, and was far beyond what we had anticipated. Then, of course, the most

(Continued on Page 14)



This display of "The World's Most Beautiful Refrigerators" showed the new Shelvadors to the dealers of Buffalo, N. Y. ter-

ritory during the recent open house held there by the Ontario Electric Corporation, Crosley distributor.



Enthusiasm reigned when the new Shelvador was shown to dealers at the Beck and Gregg Hardware Company meeting, Atlanta, Georgia. The various Shelvador

models were placed on a small float, one at a time, and pushed through the curtain, for the close inspection of the assemblage.

(Continued from Page 13)

gratifying part is the fact that the dealers bought earlier and more freely than they have for several years. We wrote more business at this meeting than we have ever written at any previous meeting."

#### Minneapolis Dealers Brave Record Cold Wave

More than 200 dealers from central Minnesota and the Twin Cities braved the all-time cold record of 33.5 below zero for Minneapolis to attend a two-day showing of the new Crosley Shelvador electric refrigerators, Crosley radios and Crosley washers, given by the Motor Power Equipment Co., Crosley distributor, St. Paul, Minn., in the Nicollet Hotel, Minneapolis.

#### 200 Attend At San Antonio

Approximately 200 guests were present at the recent showing of Crosley Shelvador electric refrigerators and radios given by the Graybar Electric Co., San Antonio, Tex.

C. R. Hull, merchandise manager for Graybar, was master of ceremonies, and Harry Roper, Crosley district manager, presented the new models. Mr. Hull reports a most enthusiastic reception was accorded all lines.

#### Good Year Started At Salt Lake City

The new 1936 Crosley Shelvador electric refrigerators, radios with the new Auto-Expressionator, and the new Crosley washers and ironer were shown to almost a hundred dealers who attended the recent showing given by the Western Supply Co., Crosley distributor, Salt Lake City.

"The dealers were all thrilled at the new models and we booked more orders than ever before," H. W. Eskuhe, president of the distributing



This enthusiastic group of 276 dealers attended a meeting and showing of new Crosley lines. It was held in San Francisco, California, by Chansler and Lyons Stores.

#### Open House At Buffalo Brings Unprecedented Orders

A two-day open house in the display rooms of Ontario Electric Corporation, Buffalo, N. Y., was recently held to announce the new 1936 Crosley lines. According to George G. Eckel of Ontario, the meeting was highly successful and resulted in unprecedented "signatures on the dotted line."

#### "Apollo For Service" Builds Good Will, Says Harry Epstein . . .

A recent visitor at the Crosley factory, Harry Epstein, service manager, Apollo Distributing Corporation, Newark, N. J., spent several days becoming acquainted with the new Crosley lines and renewing acquaintances he had made when he attended the first Crosley refrigerator school held in 1932.

"With the new Crosley Shelvador and our efficient service organization, Apollo is second to none and our

cisco, California, by Chansler and Lyons Stores.

slogan 'Apollo For Service' means exactly that and has brought much good will in our territory," stated Mr. Epstein. "Our service organization is in itself unique. Responsible service men are appointed in strategic locations throughout the territory. They are properly trained and provided with the names of customers to call on. Every Shelvador customer is called on sometime within the first three months after the sale and again about eight or nine months after the sale. Practically all of these calls are good will calls and names of many prospects are secured in this way. In fact, of all the calls we make only about 2 or 3% are actually calls for work on the refrigerator."

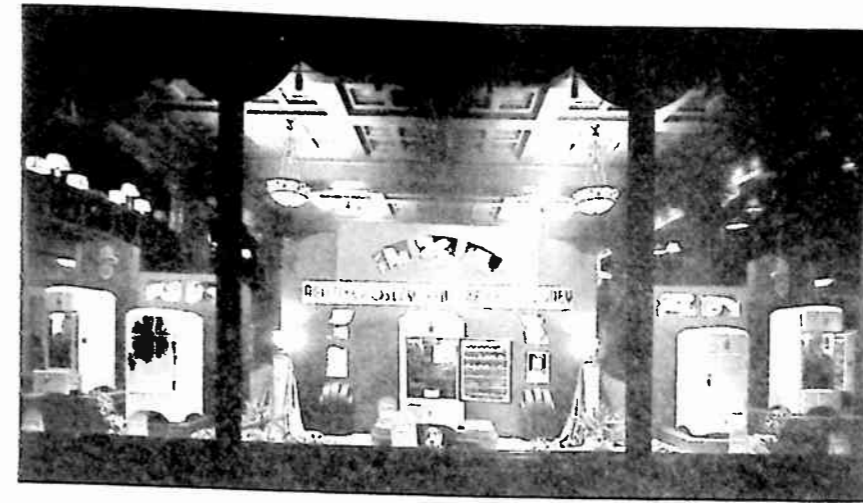
#### Hitchcock Joins Frankelite . . .

H. I. Hitchcock has joined the Frankelite Company, Crosley distributor, Cleveland, and will serve as a merchandising adviser and assistant to Frankelite dealers. Mr. Hitchcock comes to Frankelite with a background of 14 years' experience in electric refrigeration. His work will be to contact dealers and assist them in their sales and sales promotion activities. By giving this assistance to dealers who do not have such service, Frankelite believes that it will be possible to double its sales in 1936. Mr. Hitchcock was a recent visitor at the Crosley factory in Cincinnati, familiarizing himself with the new Shelvador electric refrigerators, the new Crosley radios and the Crosley Auto-Expressionator and the new line of Crosley washers and ironer.



This group of 329 dealers were in attendance at the dealer meeting recently held in Los Angeles, California, by Chans-

ler and Lyons Stores to see the new Crosley Radios, Shelvadors and Savamald Washers and Ironers.



#### Gorgeous Display Of "World's Most Beautiful" . . .

This window display shows how the Union Gas and Electric Company of Cincinnati featured the new 1936 Crosley Shelvador electric refrigerators. In a modernistic setting in harmony with the stream-line design

of the new Shelvadors, this display was beautifully illuminated at night. It proclaimed "The World's Most Beautiful Refrigerator" in a way that resulted in a greatly increased volume of sales.

#### New Crosley Washers Going Big At Chicago . . .

The new Crosley electric washers and ironer, are going big with the trade in the Chicago area, Clarence S. Tay, manager, Crosley Distributing Corporation, Chicago, stated on a recent visit to the factory in Cincinnati. "The entire line is being received with great enthusiasm," Mr. Tay said. "Especially is the washer of the wringerless type going good. Likewise, the new 1936 Crosley Shelvador electric refrigerators are being hailed as the most beautiful line on the market. In radio, the Auto-Expressionator is creating a real sensation and meeting with the hearty approval of all who hear the new Crosley radios equipped with it."

#### WLW Tower Shown In "Believe It Or Not" Ripley Column . . .

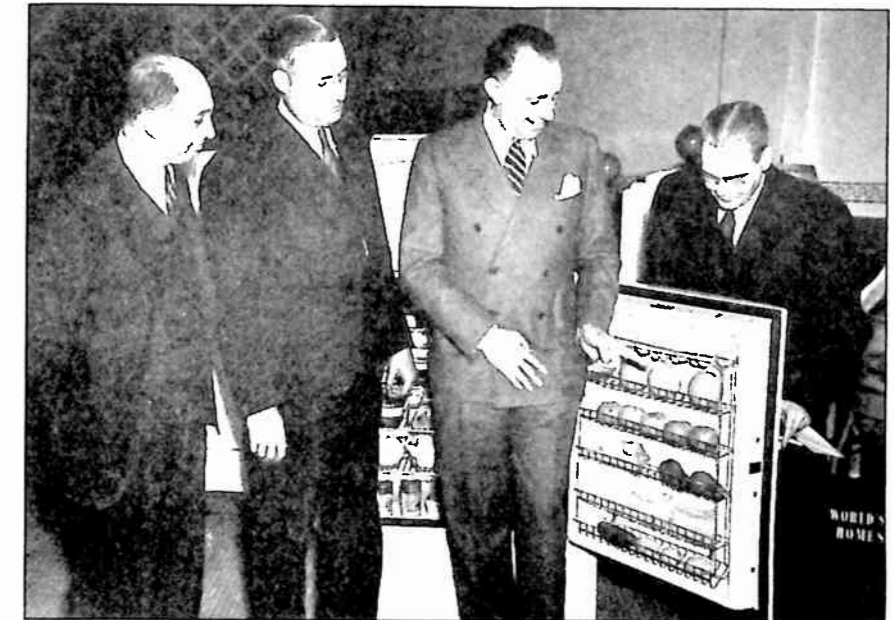
Everyone, of course, is acquainted with the famous "Believe It or Not" daily strip by Robert E. Ripley that appears in newspapers throughout the country. Illustrated recently in this column of oddities and almost unbelievable facts was the WLW antenna tower with the statement, "The Crosley Radio Tower—831 ft. high, rests on a base 6½ inches in diameter. When in action it causes electric lights to burn in nearby homes."

#### Unique Valentine Mailed By Apollo . . .

With the heading, "A Valentine To You" and an illustration of a gentleman of the gay nineties proposing to a Shelvador, Apollo Distributing Company of Newark, N. J. recently mailed a unique piece to dealers of that territory. The text read:

"C is for Coldness, that is even-ly cold  
R is for Roomy, the food it will hold  
O is for Order, each thing has its place  
S is for Shelvador, giving more space  
L is for Low Cost, of upkeep a day  
E is for Easy installments to pay  
Y is for You, and we hope that you see you'll profit with CROSLY and prosperous be.

SUCCESSFUL STORES SELL SHELVADORS."



#### Crosley Goes Hunting In Tennessee . . .

Powel Crosley, Jr., was a recent visitor in Nashville, having flown there in his own airplane from Cincinnati.

While there, Mr. Crosley went quail hunting for a day on the Maddox preserve in Lincoln County with Damon Headden, State Director of Game and Fish Conservation, and Col. James Hammond, publisher of the Memphis Commercial Appeal.

Also, while in Nashville. Mr.

Crosley visited the Gambill Distributing Company, distributors of Crosley products in the TVA area.

The above picture was taken in the Gambill store. Standing in front of one of the new 1936 Crosley Shelvador refrigerators are, left to right: W. W. Gambill, Jr., President of the Gambill Distributing Company; Mr. Headden; Mr. Crosley; and Walter Evans, president of Castner Knott Company, Nashville Department Store and Crosley dealer.



## Denver Distributor Builds On Sound Policies . . .

In 1919, an accountant named J. C. Moore and a mining engineer, H. Bird, formed a partnership and opened a retail and wholesale store in Denver, Colorado for the sale of phonographs and records. A year later, this firm was incorporated and operated on an exclusive wholesale basis.

"In 1923," states H. Bird, "we added a brand of household appliances to the phonograph and record lines. By carrying sample lines in trunks throughout the territory, we did an outstanding job. Also in 1923, we manufactured in a small way a T. R. F. radio with a 'spider web' loop, known as the 'Alta.' At about this same time we became radio distributors. We discontinued all small appliances in 1929 and since

then have put all our effort in the distribution of major appliances—radios, refrigerators and washers. At the present time we are distributors for Crosley products for Colorado, Wyoming and New Mexico.

"Practically all of our organization is intact so far as employees are concerned, since the day we started.

"We attribute whatever success we have had to:

"Conservative credit and business management. Going to expense of taking actual samples into our dealers' stores throughout the territory.

"Rendering prompt and high grade service on all products sold by us.

"Having some definite sales plans for our dealers on all salesmen's calls.

"Sending out regularly both sales and service bulletins."

## Bensinger Leads Crosley Dealers In Louisville Area . . .

Not only does Clifford Bensinger, of the Clifford Bensinger Furniture Co., of New Albany and Jeffersonville, Ind., lead his Southern Indiana baseball league; but he leads all Crosley dealers in the Louisville territory, reports J. E. Johnson, president of the Cooper-Louisville Co., Crosley distributor in that city.

"Mr. Bensinger's purchases this January are 101 per cent over those of last year," Mr. Johnson stated. "This is some record, for he placed the record order in our territory a year ago. His order covers the entire Crosley line of products, Shelvador electric refrigerators, Crosley radios, Crosley Koldrinks, washers and ironers."

## 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 and refrigerators, into the homes of America to keep the nation ever conscious of Crosley products and to win prospects and sales for Crosley dealers.

(Tune in to 700 Kc.—Eastern Standard Time Listed)

### MONDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
7:45—News Room (Crosley Radios).  
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).  
8:15—Music by Divano. (Crosley Shelvadors).  
9:10—Mail Bag (Crosley Radios).  
10:30—The Johnsons. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).  
11:00—Louise Raymond—(Crosley Shelvadors).

#### P. M.

4:45—News and Financial Notes. (Crosley Radios).  
5:00—Toy Band. (Crosley Shelvadors).  
10:30—Los Amigos. (Crosley Radios and Shelvadors).  
11:00—WLW News Room. (Crosley Shelvadors).  
11:15—Darktown Meeting. (Crosley Radios).  
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### TUESDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).  
8:15—Music by Divano. (Crosley Shelvadors).  
10:30—The Johnsons. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).

#### P. M.

12:15—True To Life. (Crosley Shelvadors).  
4:45—News and Financial Notes. (Crosley Radios).  
5:00—Toy Band. (Crosley Shelvadors).  
6:15—Rio Burke. (Crosley Radios).  
8:15—Rio Burke. (Crosley Radios).

11:30—WLW News Room. (Crosley Shelvadors).  
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### WEDNESDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
7:45—News Room. (Crosley Radios).  
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).  
8:15—Music by Divano. (Crosley Shelvadors).  
10:30—The Johnsons. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).  
11:00—Mary Alcott. (Crosley Shelvadors).

#### P. M.

4:45—News and Financial Notes. (Crosley Radios).  
5:00—Toy Band. (Crosley Shelvadors).  
10:30—Grand Opera. (Crosley Shelvadors).  
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### THURSDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).  
8:15—Music by Divano. (Crosley Shelvadors).  
9:15—Aunt Mary. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).

#### P. M.

12:15—True to Life. (Crosley Shelvadors).  
4:45—News and Financial Notes. (Crosley Radios).  
5:00—Toy Band. (Crosley Shelvadors).  
6:15—Rio Burke. (Crosley Radios).  
11:00—WLW News Room. (Crosley Shelvadors).

11:15—Salute to the Cities. (Crosley Radios).  
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### FRIDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
7:45—News Room. (Crosley Radios).  
8:00—Arthur Chandler, Jr., Organist (Crosley Radios).  
8:15—Music by Divano. (Crosley Shelvadors).  
10:30—The Johnsons. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).

#### P. M.

4:45—News and Financial Notes. (Crosley Radios).  
12:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### SATURDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
8:00—Divanos. (Crosley Shelvadors).  
9:30—Rhythm Jesters. (Crosley Radios).  
10:00—Virginians. (Crosley Shelvadors).  
10:55—News Flashes. (Crosley Radios).

#### P. M.

12:15—News & Financial Notes. (Crosley Shelvadors).  
7:15—R. P. D. Hour. (Battery Radios).  
MIDNIGHT—WLW News Room. (Crosley Shelvadors).  
12:30—Moon River. (Crosley Shelvadors).

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

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

# CROSLEY SERVICE SUPPLEMENT

## MODELS 515 AND 5515

### SPECIFICATIONS

The Crosley models 515 and 5515 employ the same chassis. The 515 is a table model with speaker attached and the 5515 is a console model with speaker mounted in the cabinet. It is available or adaptable for operation on A-C lines as follows: 110 V.-60 cycles, 110 V.-25 cycles and 220 V.-25 cycles. It is a two band receiver tuning from approximately 540 to 1570 kilocycles in the broadcast band and from 1570 to 4000 kilocycles in the police and amateur band.

The tubes used are 6D6 Oscillator-Modulator, 6D6 I. F. Amplifier, 76 Detector, 6B5 Output and type 80 Rectifier.

### SOCKET VOLTAGES

The tube socket voltages are measured from the socket contacts to the chassis with a 1000 ohm per volt, 250 volt voltmeter (except filaments) with receiver in operating condition and no signal input. Readings may vary plus or minus 10% of values given. Filament readings are taken with a low range A. C. voltmeter.

### TUBE SOCKET VOLTAGE READINGS

Tube	Function	H	P	S	Su	G	P2	K
6D6	Osc-Mod	6.3	210	120	0	28	—	31
6D6	I. F. Amp	6.3	210	120	3	0	—	3
76	Detector	6.3	86	—	—	0	—	8.5
6B5	Output	6.3	200	—	—	0	210	0
80	Rectifier	4.9	280	—	—	—	—	—

Measured on 117.5 Volt—60 Cycle Line.

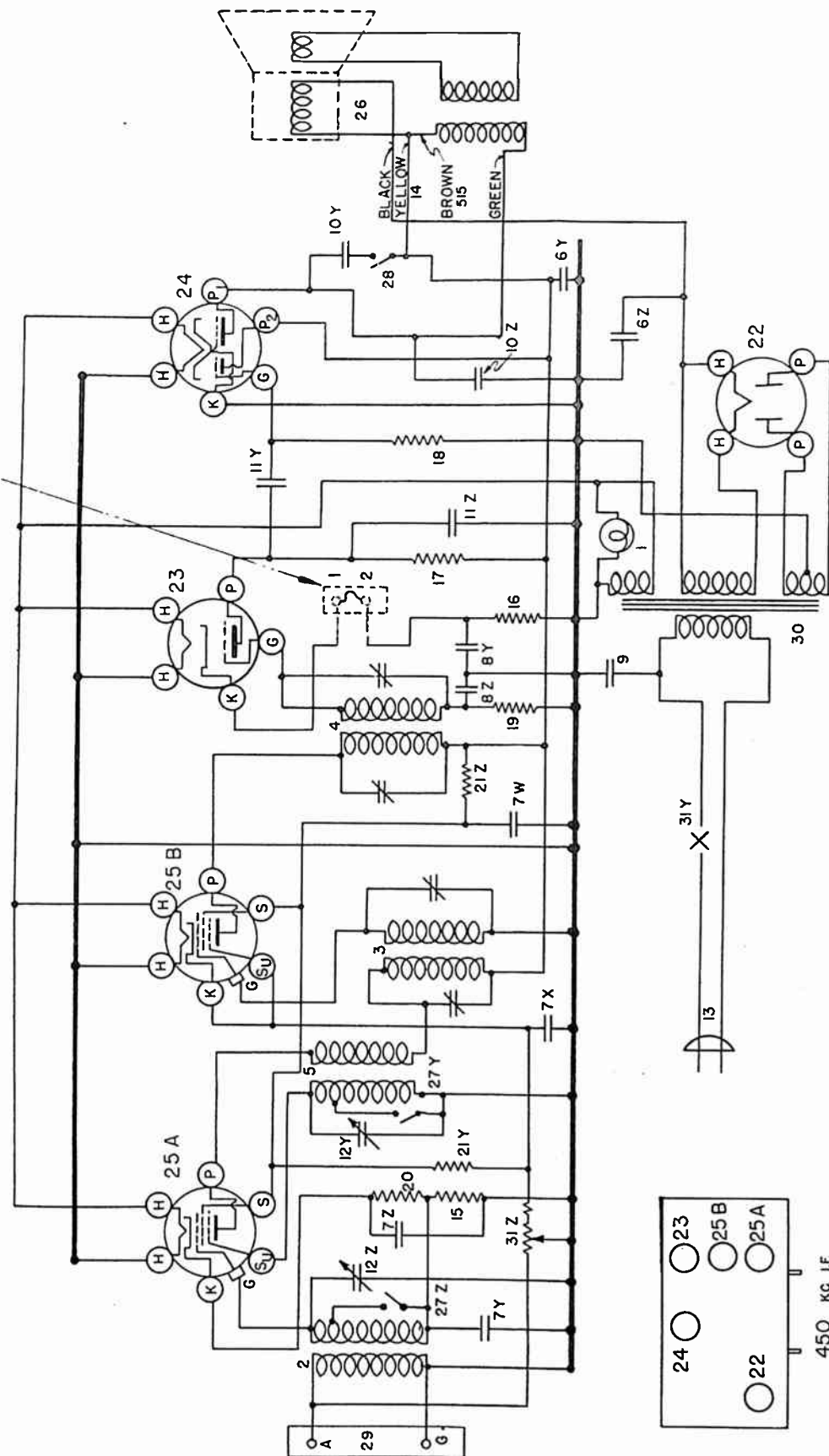
Power Consumption Approximately 50 Watts.

### PARTS LIST—MODELS 515 AND 5515

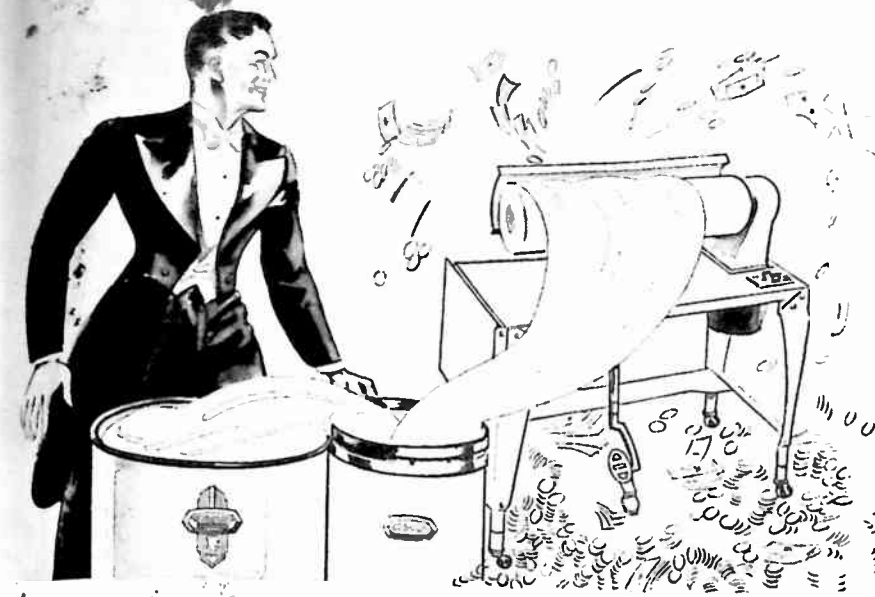
Figures in first column refer to parts in Diagram on page 18.

Item No.	Part No.	Description	Item No.	Part No.	Description
1	G4—27134	Dial Light Socket Assembly.	23	G80—28807	Socket, 76.
2	G42—32000	Coil Ant.	24	G90—28807	Socket, 6B5.
3	G48—32004	1st. I. F. Trans.	25A	G75—28807	Socket, 6D6.
4	G49—32004	2nd. I. F. Trans.	25B	G75—28807	Socket, 6D6.
5	G47—32002	Osc. Coil.	W	—35772	Tube Shield, Half.
6Z	W—36719	Condenser, 8 Mfd., 450 Volts.	W	—35773	Tube Shield Cap.
6Y	W—36719	Condenser, 6 Mfd., 450 Volt.	W	—35774	Tube Shield Base.
7Z	W—28623	Condenser, 0.02 Mfd. 200 Volt.	26	—219-BL9	Speaker.
7Y	W—28623	Condenser, 0.02 Mfd. 200 Volt.	27Z	W—35753A	Band Change Switch.
7X	W—28623	Condenser, 0.02 Mfd. 200 Volt.	28	W—36184A	Tone Control Switch.
7W	W—28623	Condenser, 0.1 Mfd. 200 Volt.	29	G1—26719	Ant. Gnd. Terminal.
8Z	W—28622	Condenser, 0.1 Mfd. 200 Volt.	30	G5—28500	Power Transformer, 60 Cy., 110 V.
8Y	W—30805	Condenser, 0.1 Mfd. 200 Volt.		G6—28500	Power Transformer 25 Cy., 110 V.
9	W—30805	Condenser, 0.01 Mfd. 400 Volt.		G7—28500	Power Transformer, 25 Cy., 220 V.
10Z	W—35011	Condenser, 0.006 Mfd. 400 Volt.	31Z	—37343	Volume Control.
10Y	W—35011	Condenser, 0.03 Mfd. 400 Volt.	31Y	—37343	On-Off Switch.
11Z	W—25537A	Condenser, 0.001 Mfd. 400 Volt.	B	—35917	Escutcheon.
11Y	W—25537A	Condenser, 0.03 Mfd. 400 Volt.		—37158	Dial Glass.
12Z	G14—33001	Variable Tuning Condenser Gang.		—37156	Dial Pointer.
12Y	—36148	Dial Assembly complete.		—37157	Pointer Screw.
13	B—33906A	Cord—Power Supply.	W	—31585B	Knob (2) large.
14	G3—35696	Speaker Cable (5515 only).	W	—36355	Knob (2) small.—Tone control.
15	—31094	Resistor, 4,500 Ohms.		—4099	Dial Bulb.
16	—21237A	Resistor, 60,000 Ohms.		—37514	Name Plate or Emblem.
17	—21455	Resistor, 300,000 Ohms.		—35253	Spring for 36355—Knob.
18	—23785	Resistor, 500,000 Ohms.		—35863	Grille Cloth.
19	—21454	Resistor, 1 Megohm.			
20	W—25937	Resistor, 275 Ohms Flex.			
21Z	W—35963	Resistor, 8,500 Ohms.		—40625	New Magna—Ceramic Dial
21Y	W—35963	Resistor, 25,000 Ohms.		—40626	Dial Drive Assembly.
22	G6—28807	Socket, 80.			Dial face.

NOTE: TERMINALS 1 & 2 TO BE STRAPPED TOGETHER WHEN PHONO ADAPTER IS NOT IN USE.



WIRING DIAGRAM OF MODELS 515 AND 5515



**NEW Value** NEW FEATURE WASHERS AND IRONERS to Earn New Profits

Now every Crosley dealer can take full advantage of the profit opportunities existing in the tremendous electric washer market. For here are the new Crosley Savamaid Electric Washers and Ironers—they have features that place them far ahead of competition . . . they are beautifully styled . . . they are value leaders.

With three distinct types of Savamaid Washers being offered, you are given models for every type of prospect . . . for every purse. And with the great public acceptance of the name Crosley, you can't help profiting in this vast market as soon as you start pushing these newest Crosley money-makers.



CROSLY SAVAMAID SPE-DRY MODEL 64

Using the Spe-Dry method of removing water from the clothes, this model is the ultimate in electric washing machines. In addition to its complete safety and superior drying qualities, the Spe-Dry brings a new simplified routine to washday. With the Spe-Dry Washer, you can fill, wash, blue, rinse, dry and empty without actually handling any water . . . it does everything within itself! And no laundry or rinse tubs are necessary! **\$99.95**



CROSLY SAVAMAID IRONER MODEL 60

Handles everything from laciest frills to heaviest garments. A great time and labor saver. Easy to operate. Complete and easily operated foot control enables you to use arms to simply guide garments through ironer. Many attractive features. Lowest price ever placed on such an ironer. **\$49.95**

CROSLY SAVAMAID MODEL 61

With its smart two-tone green color, this model for modest purses makes a most pleasing appearance. Uses latest type Lovell wringer with semi-balloon rolls: Tub is lined inside and out with vitreous porcelain enamel. Metal is heavy 18-gauge Arnico. Holds 18 gallons of water with six-shoot capacity. Mid-zone agitation. Highly efficient mechanical design. Many other features. **\$49.95**



CROSLY SAVAMAID MODEL 62

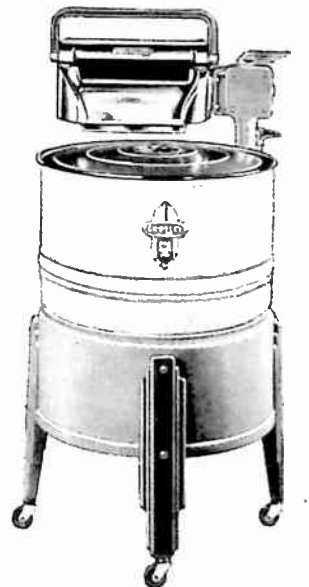
Sensational Velvetouch Wringer makes this model an outstanding attraction. This wringer includes an indestructible soft roller that "rides" over the buttons and other obstructions without loss of wringing effect. Since the dirt isn't out of the clothes until they have passed through the wringer and the Velvetouch extracts more dirty water than any other type of wringer, this makes a powerful appeal to every housewife. It saves time, leaves no wet spots and cannot break buttons. **\$69.95**



Models 61, 62, and 63 equipped with pump for \$10.00 extra. These same models also available with Briggs and Stratton Gas Engine Assembly; at additional cost.

CROSLY SAVAMAID MODEL 63

This deluxe version of Model 62 has all the features of that model with additional refinements such as full mirror polish on wringer frame, automatic drain board, etc. **\$79.95**

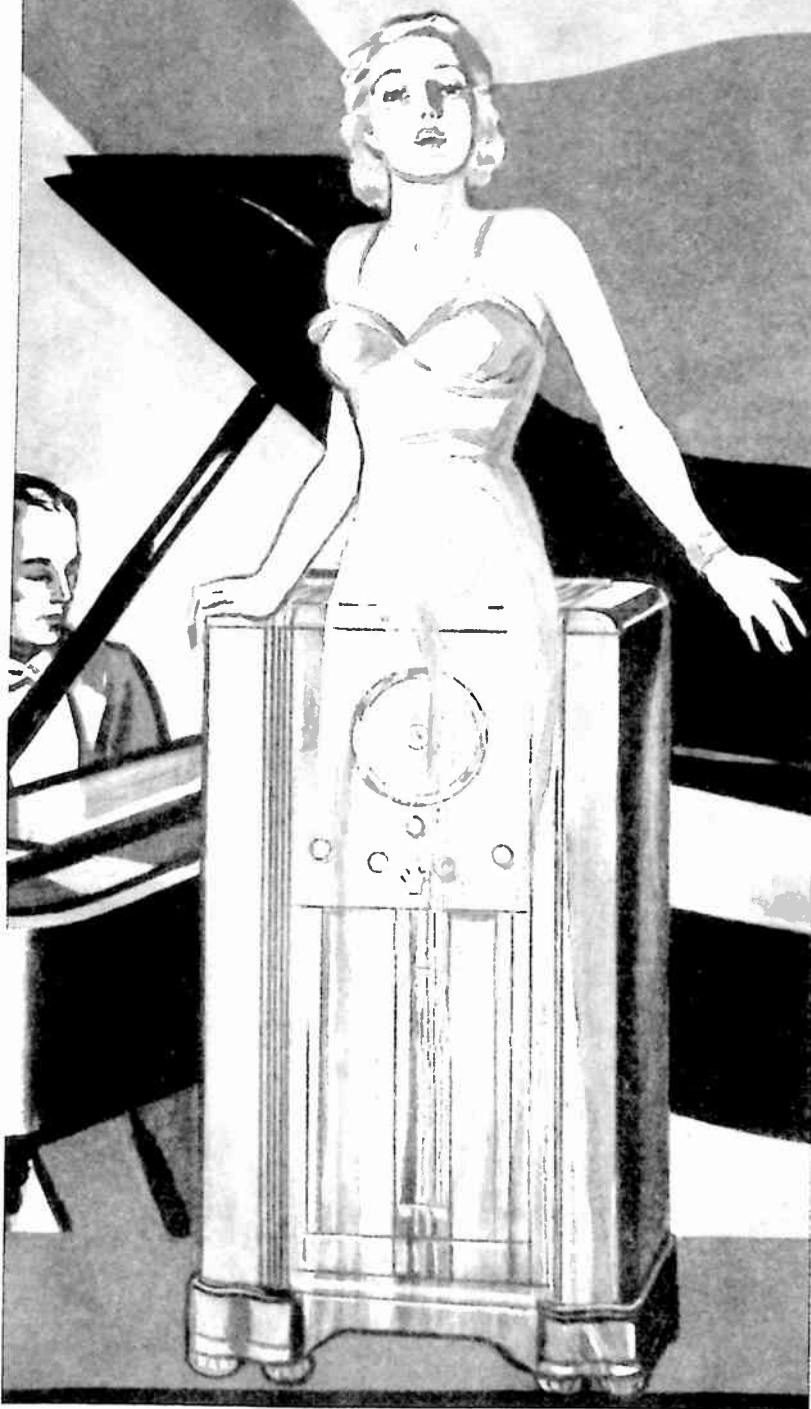


PRICES SLIGHTLY HIGHER IN SOUTH AND WEST

**CROSLY SAVAMAID**  
ELECTRIC WASHERS & IRONERS

**A MIRACLE OF LIVING SOUND**

★ **NOW THE FINEST FINDS EXPRESSION**  
**and BRINGS NEW SALES**  
**and PROFITS TO YOU.**



**BARKENTINE  
 CONSOLE**

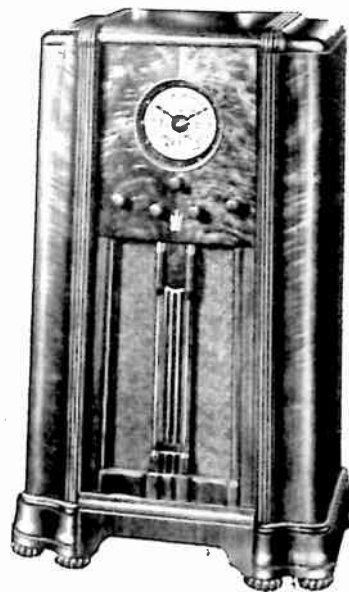
**ELEVEN METAL  
 TUBES . . .**

**FOUR BANDS**

Featuring the Auto-Expressionator and Automatic Bass Compensator, this marvelous radio gives an altogether new kind of radio reception that must be heard to be appreciated. Receives standard, foreign, police, amateur, aviation and weather broadcasts. Beautiful cabinet of stump walnut veneer front panel. Dimensions: 42" high, 26" wide, 13½" deep.

**\$137.50**

Slightly Higher In  
 Florida, Rocky Mountain  
 States And West.



**DREADNAUGHT  
 CONSOLE**

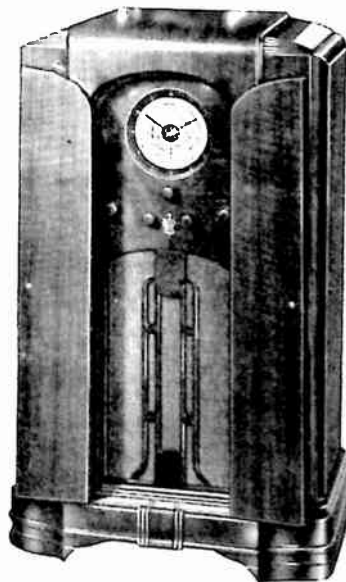
**ELEVEN METAL  
 TUBES . . .**

**FOUR BANDS**

Listen to this radio marvel. Hear, for the first time over the radio, the orchestra as it actually sounds, with all its magnificent crescendos, its whispering pianissimos. Same chassis as Crosley Barkentine. The cabinet is truly a work of art with the outside of matched stump walnut veneer. Dimensions: 41½" high, 26" wide, 14½" deep.

**\$149.50**

Slightly Higher In  
 Florida, Rocky Mountain  
 States And West.



**These new features bring a new high to radio reception**

Auto-Expressionator . . . Automatic Bass Compensator  
 . . . Cardiomatic Unit . . . High Fidelity . . . Vibracoustic  
 Sounding Board . . . Curvilinear Speaker . . . New

Magna-Ceramic Dial . . . Timelog Tuning . . . Vernimatic  
 Tuning Control . . . Shadowgraph Tuning Monitor . . .  
 and many others.

**Whatever Happens . . . You're There With A Crosley**  
**CROSLLEY RADIO**