

# THE CROSLLEY BROADCASTER

VOLUME 35

DECEMBER 1, 1936

NUMBER 12



MAKE EVERY  
DAY COUNT  
*Concentrate*  
ON  
**CROSLLEY**

# TALKS TO THE TRADE



## POWEL CROSLLEY, JR. SAYS...

**W**E are on the threshold of one of the greatest selling years for electrical merchandise, and Crosley dealers stand in an enviable position, one of the most favorable in many years.

The good feeling, the joy and happiness that is in evidence everywhere among the thousands of Crosley dealers, is largely due to the fact that every Crosley product is characterized by an irresistible sales appeal.

The PLUS features of the 1937 Crosley Radios are points of superiority Crosley dealers are now showing to profitable advantage during this unprecedented gift-buying period. The most comprehensive line of modern Crosley radios satisfies every need and desire.

Simply a display of Crosley Shelvadors is convincing, even to the passer by. The well filled, open doors present a vivid picture, telling the story at a glance. It is those exclusive advantages that enable Crosley dealers to make sales with the mini-

num of sales effort. No other display of refrigerators has the inviting appeal of the beautiful Shelvador with its extra usable space so advantageously demonstrated. It convincingly emphasizes the additional fact that buyers of Shelvadors get more beauty, more convenience, more real service, more honest value in Shelvador than in any other refrigerator.

The Crosley Savamaid Electric Washers and Ironers are likewise noticeable by their marked excellence, as well as the other featured Crosley products.

Your profits will mount with amazing celerity in direct proportion to the increased sales effort exerted by every member of your organization.

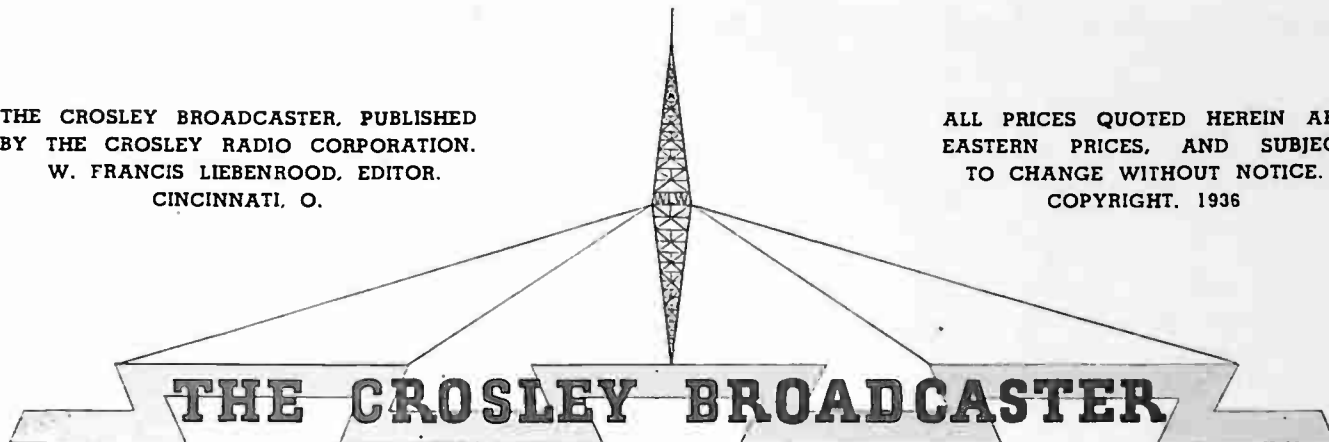
Make every day count.

*Powel Crosley Jr.*

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

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

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### The New Model . . .

A full sized photo of the new five-tube AC-DC Crosley Receiver is shown in natural colors on the center spread of this issue of the *Broadcaster*.

Here is a highly developed REAL superheterodyne receiver of remarkable beauty and performance to sell at the startling new price of \$16.95.

While visiting the factory, a number of Crosley distributors were given the opportunity to see this set in the engineering department and their unbounded enthusiasm can be used as a criterion. The more you examine this excellent model the more enthusiastic you will become. It's a winner from the very start, and the profit possibilities are really unlimited.

The attractive cabinet is made of solid mahogany throughout and is beautifully finished. It is without a doubt one of the most attractive sets you have ever seen. Two dual purpose tubes are incorporated in this set, with automatic volume control. The fully illuminated airplane type dial is calibrated in kilocycles and meters. It has a range from 540 to 1570 kilocycles. A Litz wound antenna coil and other exclusive Crosley features are embodied in this 5 tube AC-DC set.

But a word of caution! To avoid a delay in delivery, do not wait to send in your orders. DO IT NOW! The avalanche of orders even now has reached overwhelming proportions — so first come — first served.

Here is a wonderful opportunity for Crosley dealers to offer their customers a real SUPERHETERODYNE receiver combining features that make it the most outstanding value at the price, especially in comparison with the "doubtful name" tuned radio frequency receivers sold

at even higher prices.

Your determination to overcome all obstacles in the achievement of greater sales volume will be accomplished through demonstrations of this superb new radio. You will prove to yourself that the public wants such radios of great utility which every Crosley dealer who is alert will convert in to his opportunity and profit largely thereby.

Remember . . . the sales volume reflects the potency of the attack.

*The modern radio is  
"Ear Conditioned."*

### Now Is The Time . . .

It does not matter whether people are making purchases to the fullest extent of their capacity motivated through fear of the future purchasing power of the dollar. Some have explicit confidence that present day problems will be calmly solved. THE FACT THAT THEY ARE BUYING NOW is of immediate importance to every Crosley dealer and salesman. We are certain that more money is being spent during this Christmas selling season than was spent during the period last year. Now it behooves us all to get up on our toes — and campaign with all the enthusiasm and energy we possess. The extra intensive effort will bring amazing results.

*Cultivate the follow-up habit.*

*Organize yourself for speed.*

### Lest Ye Forget . . .

In the hurry and bustle of holiday selling, do not overlook these two important opportunities for extra sales and profits. Crosley Temperature: the only fan type electrical heat-

er with a thermostat. When properly presented, this automatic feature offers advantages you can turn into profits. An excellent gift item, for thousands of homes need this handy portable heater. Crosley Super-Sensitive Doublet Antenna: Insures high response on all waves. A good aerial is so necessary to good reception practically every radio owner is a prospect.

### Christmas Cheer . . .

These notes were gleaned from the Federal Reserve Board's Monthly Bulletin:

"Industrial activity has reached its highest level since 1930; corporate earnings in the first six months were 60% over the 1935 period; cash farm income \$7,850 millions, an increase of \$750 millions over a year ago and nearly double that for 1932."

Spurred by increased employment, higher wages and fatter dividends from securities, a soaring shopping trade may make the coming yuletide the best for Crosley Dealers since 1929. Sales during the period for the country as a whole are likely to show a 15 to 30 per cent increase over last year.

### Send Your Stories To The Broadcaster . . .

Good selling ideas are flexible. If you have tried a new idea or used a recent adaptation of an old and tested method with good results, send it in, and perhaps someone else may also benefit from your experience. Of course, the big news is SALES . . . sales to the prominent . . . sales to the customer who wasn't even thought of as a prospect.

It is our aim to present as many possible suggestions in each issue that will help you meet your merchandising and selling problems successfully.

## TECHNICAL EXPLANATION OF THE MYSTIC HAND . . .

BY F. E. JOHNSTON,  
Chief Engineer,  
The Crosley Radio Corporation.

One of the most outstanding features developed during the last couple of years in the radio march of progress is the Mystic Hand — or technically speaking — Automatic Frequency Control. This device automatically corrects for small misadjustments in tuning.

The device as a unit has two basic components: one is the "discriminator circuit" which performs the thinking and commanding and thus, in so doing, develops a positive or negative voltage depending on whether the receiver is tuned to a lower or higher frequency than that

of the desired signal; the other component is the "control circuit" which obeys the commands of the discriminator and retunes the receiver by wholly electrical means.

The discriminator circuit is made up of a complex I. F. transformer and a double diode detector. The transformer has a double peaked response, one peak at 445 KC and the other peak at 455 KC. It is so designed that when an incoming signal is near 445 KC it actuates one of the diodes and the latter develops a positive voltage. When the signal is near 455 KC the other diode develops a negative voltage. These diode voltages are combined in series so that when the incoming signal

is of the same frequency as that to which the set is manually tuned (450 KC) and thus falls on a point midway between the two transformer peaks, equal positive and negative diode voltages are developed and the combination cancels, thus providing zero voltage.

The control circuit consists of a vacuum tube of the R. F. pentode type which is connected across the oscillator circuit in such a way that it can control its frequency. Technically, the control tube looks like an inductance to the oscillator circuit. The value of this inductance is altered in magnitude by changing the amplification of the control tube. The voltage developed by the discriminator is applied to the control tube and thus changes its gain. Altering the inductance of an oscillator changes its frequency just as much as changing the setting of the variable condenser.

The Mystic Hand is incorporated within the Crosley 11, 12, 13, 15, and 37 tube receivers. Other advantages it possesses in addition to tuning correction are the following: rejection of "image" and spurious responses, which mean that a certain station can appear at only one place on the dial; compensation for tuning drift while the set is warming up; and ability to automatically tune the set from one station to another of a narrow group such as the different airplane frequency groups.

This last advantage allows one to initially tune the receiver to the center of a group of police or airplane signals and then permit the Mystic hand to tune from one station to another as they start and stop transmission.



### Presents Crosley To Orchestra Leader . . .

Harry Feldman, advertising manager for Peirce Phelps, Inc., Crosley distributors, Philadelphia, is doing an exceptionally fine lot of publicity work for Crosley radios. On the occasion of the recent radio and Electrical Show, Mr. Feldman capitalized on the event through the presentation of a Crosley radio to Mr. Jess Altmiller, the popular mus-

ical director of the Radio Show Orchestra.

Mr. Altmiller, who is widely known in Philadelphia, selected the Crosley for its marvelous tone. Later, at the banquet given in his honor at Palumbos, one of the leading night life spots in Philadelphia, the radio was more formally presented. Altogether fine publicity and effectively done.



Mr. Harry Feldman is shown presenting Mr. Jess Altmiller, musical director of the Philadelphia Radio and Electrical Show, with a Crosley radio at the banquet given in his honor at the Palumbos night club.

*The new AC-DC 5-tube Crosley is out. Here is a NATURAL—one of those kind that makes salesmen want to stand up and cheer.*

### Crosley Dealer Has Dancing Display . . .

A very unique window display is being used by Crosley dealers in Buffalo, through the Ontario Electric Corp., Crosley distributor in this city. Each Crosley dealer is given the moving dancing display for a short period of time.

Eighteen couples in miniature turn and glide on a polished dance floor in the graceful motions of a waltz. Every couple is in constant motion. The dancers are dressed in varicolored silk dresses. The display is five feet long, three feet high and two feet deep. Attachments are provided on which is placed advertising for Crosley radios. George Eckel, promotion manager, Ontario Electric Co., states that the display arouses great interest in crowds passing by the stores.

Mr. Eckel also reports that Herman Elpert, Inc., Niagara Falls, N. Y., and Dev's Battery Service, Buffalo, are both conducting active selling campaigns on the complete line of Crosley radios.



### Apollo Distributing Company Celebrates 13th Birthday . . .

Just as popular with the trade as with their co-workers, the management of the Apollo Distributing Corporation was given a demonstration of sincere affection on behalf of their employees by the presentation of handsome leather suitcases to both David Slobodien, president and Fred

Goldberg, general manager. The presentation was made by Harold Bergman, sales manager.

Celebrating their thirteenth successful year, the best in many good ones, the Apollo Distributing Corporation is one of those enterprising concerns whose business has progressed steadily since its beginning. And Crosley radios and Shelvador refrigerators have both played important parts in the wonderful success of this splendid organization.



### Happy Occasion For Apollo Distributing Co. Sales Group . .

The staff of the Apollo Distributing Company, Crosley distributor, Newark, N. J., celebrated the thirteenth birthday of the company on Thursday, Nov. 12th, climaxing the

festivities with a banquet at the French Casino in New York. The photograph shows the happy group assembled in the beautiful Apollo showrooms in Newark.

### American Electric Co. Had Three Winners . . .

Three salesmen in the territory of American Electric Company, Crosley distributors, St. Joseph, Missouri, won capital prizes in the recent \$60,000 Shelvador Contest. George Huffman of Scanlan's Hardware, South St. Joseph, Mo., has the distinction of ranking highest among all the salesmen in their territory. T. J. Ebner, Troy, Kansas, is located in the smallest town in that district. Fifteen of his sales during the contest were Koldrinks. George Grunwald, Glidewell's Pharmacy, St. Joseph, was the other winner. All were presented with handsome Bulova watches in recognition of their splendid performance.

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 C-526 5 TUBES 5-Inch Speaker

1 Band . . . 1.8 Watts Output



**\$25.00**

Dimensions:  
7 $\frac{1}{2}$ " high,  
10 $\frac{1}{2}$ " wide,  
5 $\frac{1}{8}$ " deep.

## CROSLEY AC-DC MODELS

● Receives American broadcasts and some police calls . . . 540-1725 Kc. . . . Operates on any 110-volt AC or DC circuit . . . Attached Antenna . . . No Ground Required . . . Illuminated, Full Vision Magna-Ceramic Dial . . . Automatic Volume Control . . . Pentode Output . . . Improved Electro-Dynamic Speaker.

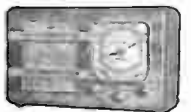
● Receives American and foreign broadcasts . . . 540-1710 Kc., and 6000-18,000 Kc. . . . Operates on any 110-Volt A. C. or D. C. circuit . . . Voltage Doubler . . . No Ground Required . . . Gold Finish, Metal Effect Dial . . . Timelag Tuning with Illuminated Indicator on Dial . . . Illuminated Band Indicator on Dial . . . Ballast Tube.

## Model C-629 6 TUBES 6-Inch Speaker

American-Foreign  
3 Watts Output

**\$34.95**

Dimensions:  
9 $\frac{1}{2}$ " high,  
12 $\frac{1}{2}$ " wide,  
6 $\frac{1}{2}$ " deep.



## FIVER 5-Inch Speaker 3 $\frac{1}{4}$ Watts Output



**\$19.99**

Dimensions:  
11 $\frac{1}{2}$ " high,  
11" wide,  
7 $\frac{1}{2}$ " deep.

## 5 TUBES . . . 2 BANDS

● Receives American, police, amateur and aviation broadcasts . . . 540-1570 Kc., and 1570-4000 Kc. . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Tone Control . . . Triple-Twin Output Tube . . . Full Floating Moving Coil Electro-Dynamic Speaker.

## Model 525 5-Inch Speaker 3 $\frac{1}{4}$ Watts Output

**\$25.00**

Dimensions:  
13 $\frac{1}{2}$ " high,  
11 $\frac{1}{2}$ " wide,  
7 $\frac{3}{4}$ " deep.



## Model 529 5-Inch Speaker 3 $\frac{1}{4}$ Watts Output



**\$29.95**

Dimensions:  
10 $\frac{1}{2}$ " high,  
16 $\frac{1}{2}$ " wide,  
7 $\frac{1}{2}$ " deep.

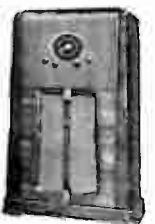
## 5 TUBES . . . 2 BANDS

● Receives American, police, amateur and aviation broadcasts . . . 540-1570 Kc., and 1570-4000 Kc. . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Tone Control . . . Triple-Twin Output Tubes . . . Full Floating Moving Coil Electro-Dynamic Speaker.

## Model 537 Console 8-Inch Speaker 3 $\frac{1}{4}$ Watts Output

**\$39.95**

Dimensions:  
39 $\frac{1}{2}$ " high,  
24" wide,  
10 $\frac{1}{2}$ " deep.



## Model 629 6-Inch Speaker 4 Watts Output



**\$34.95**

Dimensions:  
13 $\frac{1}{2}$ " high,  
12" wide,  
7 $\frac{1}{2}$ " deep.

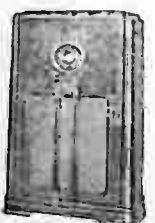
## 6 TUBES American-Foreign

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

## Model 644 Console 12-Inch Speaker 4 Watts Output

**\$49.95**

Dimensions:  
39 $\frac{1}{2}$ " high,  
23 $\frac{1}{2}$ " wide,  
10 $\frac{1}{2}$ " deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

**Model 634**

6-Inch Speaker  
5½ Watts Output



**\$39.95**

Dimensions:  
15¼" high,  
12¾" wide,  
8" deep.

**6 TUBES** American-Foreign

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

**Model 649 Console**

12-Inch Speaker  
5½ Watts Output



**\$59.95**

Dimensions:  
30¼" high,  
23¾" wide,  
10¾" deep.



**Model 744**  
6-Inch Speaker  
6 Watts Output

**\$49.95**

Dimensions: 15½" high, 14" wide, 9" deep.

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

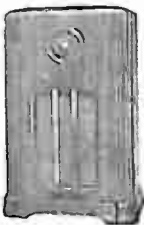
● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-Twin Output . . . Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 745**  
6-Inch Speaker  
6 Watts Output



**\$49.95**

Dimensions: 20" high, 14¼" wide, 9" deep.



**\$67.50**

Dimensions:  
40¾" high,  
24¾" wide,  
11¾" deep.

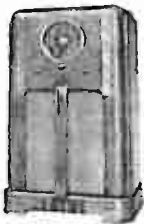
**MODEL 759 CONSOLE**  
**7 TUBES**

**12-Inch Speaker**

**CONTINUOUS COVERAGE — 540-18,000 Kc.**

**6 Watts Output**

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



**\$79.95**

Dimensions:  
41½" high,  
26" wide,  
10" deep.

**MODEL 769 CONSOLE**  
**7 TUBES**

**12-Inch Speaker**

**CONTINUOUS COVERAGE — 540-18,000 Kc.**

**6 Watts Output**

● Receives American, foreign, police, amateur, aviation and ships at sea broadcasts . . . Metal Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Timelag Tuning . . . Band Indicator on Dial . . . Bass and Treble Tone Compensation . . . Six Step Fidelity Control with Illuminated Dial Indicators . . . Illuminated Volume Control Indicator on Dial . . . Power Supply Noise Filter . . . Broad Automatic Volume Control . . . Triple-Twin Output . . . Three Gang Tuning Condenser.



**\$99.50**

Dimensions:  
41¾" high,  
26" wide,  
14¾" deep.

**MODEL 989 CONSOLE**  
**9 TUBES**

**12-Inch Speaker**

**CONTINUOUS COVERAGE — 540-18,000 Kc.**

**12 Watts Output**

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



**\$109.50**

Dimensions:  
42¼" high,  
27½" wide,  
15¼" deep.

**MODEL 1199 CONSOLE**  
**11 TUBES**

**12-Inch Speaker**

**CONTINUOUS COVERAGE — 540-18,000 Kc.**

**20 Watts Output**

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

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**\$129.50**

Dimensions:  
42 1/16" high,  
26 1/4" wide,  
14" deep.

**MODEL 1211 CONSOLE  
12 TUBES**

12-Inch Speaker

Continuous Coverage — 540-18,000 Kc.

20 Watts Output

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



**\$149.50**

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

**MODEL 1313 CONSOLE  
13 TUBES**

15-Inch Speaker

Continuous Coverage — 540-18,000 Kc.

25 Watts Output

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



**\$174.50**

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

**MODEL 1516 CONSOLE  
15 TUBES**

15-Inch Speaker

Continuous Coverage — 540-18,000 Kc.

25 Watts Output

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

**BATTERY FORTY-SIX**



**\$34.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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

**4 TUBES 6-VOLT BATTERY  
RECEIVER**

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

**Model B-375**

**\$37.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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



**Model B-445**



**\$44.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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

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

● 540-1730 Kc., and 2300-7100 Kc. . . Operates from 6-volt storage battery . . . Synchronous Vibrator . . . Illuminated, Full vision Magna-Ceramic Dial . . . Tone Control . . . Permanent Magnet Dynamic Speaker.

**Model B-675**

**Console  
\$67.50**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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



**Model B-695**



**\$69.95**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

23 9/16" high,  
16 3/4" wide,  
9 1/2" deep.

**6 TUBES . 3 Bands  
6-VOLT BATTERY RECEIVER**

● 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . Operates from 6-volt storage battery . . . Synchronous Vibrator . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Permanent Magnet Dynamic Speaker.

**Model B-899**

**Console  
\$89.95**

COMPLETE LESS  
6-VOLT BATTERY

DIMENSIONS:

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



**BATTERY FIVER**



**\$19.99**

COMPLETE LESS  
BATTERIES

DIMENSIONS:

11 1/8" high, 11" wide, 7 1/2" deep.

**5 TUBES BATTERY  
RECEIVER**

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

**Model B-250**

**\$25.00**

COMPLETE LESS  
BATTERIES

DIMENSIONS:

13 1/4" high, 19" wide, 10 3/8" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST





Model B-345

**\$34.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
13<sup>3</sup>/<sub>4</sub>" high,  
11<sup>5</sup>/<sub>8</sub>" wide,  
7<sup>1</sup>/<sub>2</sub>" 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<sup>3</sup>/<sub>8</sub>" high,  
23" wide,  
11<sup>1</sup>/<sub>4</sub>" deep.



**\$42.50**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
22<sup>3</sup>/<sub>4</sub>" high,  
18<sup>1</sup>/<sub>4</sub>" wide,  
11<sup>1</sup>/<sub>4</sub>" deep.

MODEL B-425

## 5 TUBES . 2 Bands BATTERY RECEIVER

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



Model B-495

**\$49.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
21<sup>3</sup>/<sub>4</sub>" high,  
17" wide,  
9<sup>3</sup>/<sub>4</sub>" deep.

## 6 TUBES . 3 Bands BATTERY RECEIVER

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

Model B-699

Console  
**\$69.95**

COMPLETE  
LESS BATTERIES

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



**\$59.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
25<sup>3</sup>/<sub>4</sub>" high,  
19" wide,  
14" deep.

MODEL B-599

## 6 TUBES . 3 Bands BATTERY RECEIVER

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



BATTERY  
EIGHT

**\$59.95**

COMPLETE  
LESS BATTERIES

DIMENSIONS:  
19<sup>3</sup>/<sub>4</sub>" high,  
15<sup>3</sup>/<sub>4</sub>" wide,  
10<sup>3</sup>/<sub>4</sub>" 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<sup>3</sup>/<sub>4</sub>" high,  
21" wide,  
11<sup>1</sup>/<sub>4</sub>" deep.



32 D. C. SIX

**\$47.50**

COMPLETE  
WITH TUBES

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

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

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

32 D. C. SIX

CONSOLE  
**\$64.50**

COMPLETE  
WITH TUBES

DIMENSIONS:  
36<sup>3</sup>/<sub>4</sub>" high,  
20<sup>3</sup>/<sub>4</sub>" wide,  
11<sup>1</sup>/<sub>4</sub>" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

## Uses Woman's Reasons; Wins Sales Contest . . .

Mrs. Louise Rodgers of W. E. Ries & Co., Crosley dealer, Meadville, Pa., was the winner of the Shelvador Sales Contest recently conducted by the Ontario Electric Co., Crosley distributor, Buffalo.



Telling how she won the contest, Mrs. Rodgers said, "I do not push my customer with 'high pressure' methods. I am sold and convinced of the merits of the Crosley Shelvador, and in a position to be able to tell others and profit thereby."

Mrs. Rodgers' selling methods are simple, indeed; but too few people realize that power lies in *simplicity*.

"I cannot say how I sold refrigerators," she says, "unless it was merely by stressing the outstanding

points of the Crosley which the Crosley Sales Manual and advertising material showed me. The Shelvador, itself, is a great selling point. I would tell each customer about the service and use I have received from my own 7-foot Crosley in which every feature has been tried and proven to me in my own home.

I point out each feature such as extra door space, glass covered jars, automatic light, the fine finish inside and out, modernistic contour of the refrigerator and hardware, the large ice cube compartment, tray releases, the flat shelves, the easy way to defrost, also the hermetically sealed units, the economy and quietness of the motor, and a good many more."

"True facts plus a little work—another Crosley sale."

And there you have it, the real thing that makes sales—telling the customer about the product in the terms of the customer's use, benefit and interest. That's all there is to selling, but how difficult it is for

many people to realize that simple fact.

*Millions of radios in use today do not function properly. How many obsolete radio sets have you replaced this week?*

## How Is Your Average? . . .

Profits are in direct proportion to the effort. It is not the best salesman who makes the most money at selling, but the hardest worker. The greatest number of contacts, together with enthusiastic follow-ups guarantees the best results. The law of averages still applies.

## New Tampa Dealer . . .

J. C. Lamb and Bryan Griffin, owners of New Enterprise Hardware Company, Tampa, Florida, are Crosley dealers recently appointed by the Johnson Distributing Company, Crosley distributor, Tampa, Florida.

# Powerful WLW Broadcasts Feature Crosley Products

500,000-watt WLW—the world's most powerful broadcasting station is carrying these programs, devoted to Crosley radios, refrigerators and washers, into the homes of America to keep the nation ever conscious of Crosley products and to win prospects and sales for Crosley dealers.

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

### MONDAY

#### A. M.

6:30—Top O' the Morning (Battery Radios).  
7:30—Concert in Brass (Crosley Radios).  
8:00—Arthur Chandler, Jr., (Savamaid Washers).  
9:15—Art Gillham (Crosley Shelvador).  
10:30—Mail Bag (Crosley Radios).

#### P. M.

6:15—Sweethearts (Crosley Shelvador).  
MID—Moon River (Crosley Shelvador).

### TUESDAY

#### A. M.

7:30—Swing Time (Crosley Radios).  
7:45—News (Crosley Shelvador).  
8:00—Arthur Chandler, Jr., (Savamaid Washers).  
9:15—Art Gillham (Crosley Shelvador).  
9:45—Larry & Sue (Savamaid Washers).

#### P. M.

6:15—Dinner Music (Crosley Radios).  
10:00—Crosley Polles (Crosley Radios).  
MID—Moon River (Crosley Shelvador).

### WEDNESDAY

#### A. M.

6:30—Top O' the Morning (Battery Radios).  
7:30—Concert in Brass (Crosley Radios).  
9:15—Art Gillham (Crosley Shelvador).  
10:30—Mail Bag (Savamaid Washers).

### P. M.

6:15—Sweethearts (Crosley Shelvador).  
MID—Moon River (Crosley Shelvador).

### THURSDAY

#### A. M.

7:30—Swing Time (Crosley Radios).  
7:45—News (Crosley Shelvador).  
8:00—Arthur Chandler, Jr., (Savamaid Washers).  
9:15—Art Gillham (Crosley Shelvador).  
9:30—Aunt Mary (Crosley Radios).  
9:45—Larry & Sue (Crosley Shelvador).  
10:30—Wildcats (Crosley Radios).

#### P. M.

6:15—Viekl Chase (Crosley Shelvador).  
MID—Moon River (Crosley Shelvador).

### FRIDAY

#### A. M.

6:30—Top O' the Morning (Battery Radios).  
7:30—Concert in Brass (Crosley Radios).  
8:00—Arthur Chandler, Jr., (Savamaid Washers).  
9:15—Art Gillham (Crosley Shelvador).  
9:45—Aunt Mary (Crosley Savamaid Washers).

#### P. M.

6:15—Ellis Frakes (Crosley Shelvador).  
9:30—For Men Only (Crosley Radios).  
11:30—Salute to the Cities (Crosley Radios).  
MID—Moon River (Crosley Shelvador).

### SATURDAY

#### A. M.

7:30—Swing Time (Crosley Radios).  
7:45—News (Savamaid Washers).  
8:00—Lee Erwin (Crosley Shelvador).

#### P. M.

6:00—R F D Hour (Battery Radios).  
12:05—News (Crosley Radios).  
12:15—Moon River (Crosley Shelvador).

### SUNDAY

#### P. M.

3:15—Choral Echoes (Savamaid Washers).  
3:30—Interlude (Crosley Radios).  
11:00—News (Crosley Radios).  
MID—Moon River (Crosley Shelvador).

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

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

## 50 Xervacs Sold In Houston By Reader's . . .

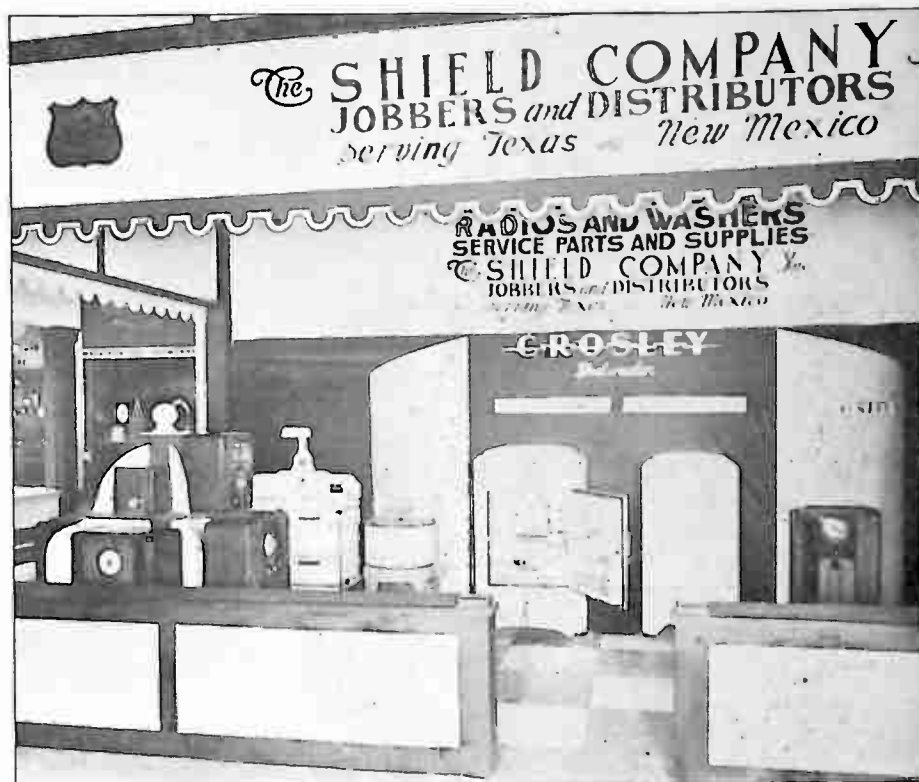
Reader's Wholesale Distributors, Crosley Distributors, Houston, Tex., report that fifty barber and beauty shops are now using the Crosley Xervacs with great success in Houston. The Barbers receive \$2.00 per treatment of thirty minutes, and all are enthusiastic over these hair-growing machines as a valuable business getter.

## Radio Service Man Likes Crosley Fiver . . .

Mr. C. B. Hill, 766 Kerr St., Columbus, Ohio, writes:

"I have just purchased my Fiver radio and I sincerely think it is the finest receiver that Crosley has ever built. Its tone quality cannot be beat. I have tried several other makes but none has appealed to me as the new Crosley.

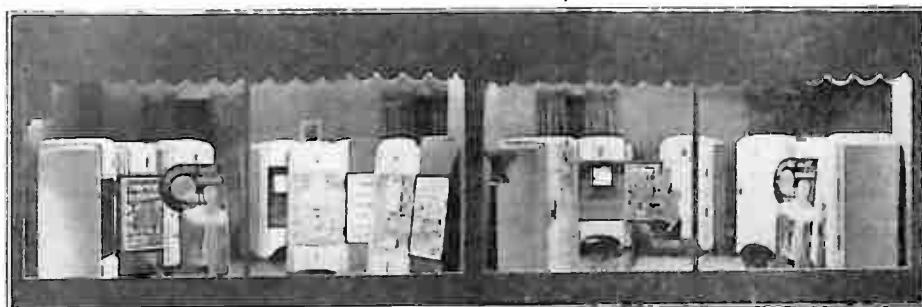
"May I state here that I am a radio service man and I have less work on Crosleys than any other nationally known leader in the field. I am writing this to express my sincere thanks to the manufacturer of such wonderful and dependable receivers. You are truthfully right when you say "YOU'RE THERE with a Crosley!"



## At Southwestern Exposition And Fat Stock Show . . .

Attractive booth arranged by The Shield Company of Fort Worth, Texas, at the recent Southwestern Exposition and Fat Stock Show. Shelvador refrigerators, Crosley radios

and Savamaid washers were on display. The attendance at this exposition was greater than it has been for years and this Crosley booth attracted a large audience.



## Dealer In Hot Country Acclaims Shelvador

### For Lack of Service Problems . . .

McKenley-Glans, large furniture store of San Jose, California is wholeheartedly promoting the Crosley Shelvador, as is attested to by the large double window display shown above. According to P. W. Bialkowsky, Crosley district manager, this dealer has handled Shelvador for three years and is solidly behind it because it brings no service problems even in that unusually hot section of the country.

Mr. Bialkowsky says: "Three years ago, after considering many refrigerator lines, this dealer decided that the Crosley Shelvador was

the best line to handle. Three years of Crosley sales have more than ever convinced him that the profit line and no service line is the Crosley Shelvador.

"Located in the beautiful Santa Clara Valley, the heart of the prune country, this dealer is in a territory that requires the very finest refrigerators to be able to stand the heat test. This is a spot that makes a refrigerator prove how good it is. Crosley Shelvador stands this test easily and has given every user in this territory every satisfaction."

## Million Farms Electrified . . .

According to the Edison Electric Institute, more farms were connected to electric lines during the first six months of 1936 than in any twelve month period since 1929.

Rural electrification has been going on at a record breaking pace and it is reported that there will be 1,000,000 highline-electrified farms by the beginning of 1937.

The farm market for Shelvador refrigerators, Crosley Radios and Savamaid washers and ironers is rapidly becoming a golden opportunity for tremendous profits to alert dealers who really exert an earnest effort to get their share of this business.

Last year over 6 million radio sets were sold and it is estimated over eight million sets will be sold before the close of this year.

*In the battle for more radio sales — get "Replacements."*

## Bohannon Praises Splendid Work Of Special Field Men . . .

We quote part of a letter from R. C. Bohannon, of Columbus, Ohio, Crosley Distributor which is typical of the favorable reports we are receiving from our distributors in all parts of the country on the splendid results of the special promotional work being done by specialty field salesmen:

"We believe that Messrs. Frank and Guy Holliday started some very fine work here along the line of promotion of Crosley sales. They gave our dealers a kind of help that our dealers not only need but are eager for it. Their methods of working with the dealers (1) arouses their enthusiasm; (2) educates them about the quality of parts used in Crosley merchandise; and (3) teaches them how to sell by going into prospects homes with them.

"We would like to give one concrete example of the work done with Cutlip Auto Supply, London, Ohio. Mr. Cutlip took a booth at the Madison County Fair and under

Mr. Holliday's direction we printed up cards announcing the giving away of a set of double laundry tubs. It was designed to get a prospect list not only for washers but for radio and refrigerators as well. Mr. Cutlip claims that this scheme provided him with enough "hot" prospects to keep one man busy for at least six weeks. Mr. Holliday also obtained a list of Cutlip's choice accounts to whom we sent a letter identifying this dealer with Crosley products.

Mr. Cutlip himself was so well pleased with these activities that he has agreed to drop all other lines he carries and go 100% EXCLUSIVE CROSLEY.

"This is just one example—similar work was done with a number of other dealers.

"May we express our appreciation to the Crosley Radio Corporation for this assistance and hope that we may see it expanded to include radio and refrigeration in due time."



## Crosley Steals The Show . . .

In the recent radio show held in the Lowe's State Theatre at Houston, Texas, the magnificent 37-tube WLW super model receiver was the center attraction. Immediately upon entering the show, the crowds headed for the Crosley Radio display, neglecting the other competitive models. The display proved a great success for Readers Wholesale Distributors, Houston, Texas, in cooperation with the dealers in their territory. The sensational radio naturally creates a furore everywhere it is shown and it concentrates attention on the Crosley radios. The broadcast describing the show at Houston aptly stated that "one of the outstanding features of the Radio Show was the showing of a 37-tube Crosley Radio that sells for \$1500.00."

The eighth Annual Houston Post-Loew's State Radio Show was one of the most successful shows from a sales standpoint, ever conducted in Houston.

An arrangement was made with KPRC to broadcast a 15 minute sustaining program each day from the foyer of the theatre. Wide newspaper publicity and posters were used to good effect. Arrangements were made with a local coffee company and coffee was served the patrons throughout the show period. It was another successful promotion dominated by Crosley radios.

*Face the facts—the ear knows  
Crosley Radio is best.*

Crosley Radios are built according to a tradition of quality and thus represent that finer beauty which is always inherent in true craftsmanship.



## Singapore Distributors Use Motor Van With Sliding Roof . . .

The interesting photograph of the attractive showrooms of Lee & Fletcher, Crosley Distributors, Singapore, Straits Settlements, shows the "Motor Van" displaying Shelvador most advantageously. The entire roof of the specially constructed van slides back when the space is needed for delivery of the larger Shelvador models. On occasions the van is appropriately decorated for the

special parades in Singapore and Crosley Shelvador is given much favorable publicity throughout "the Liverpool of the East."

Complementing the newspaper advertisements, large display posters have been added to the entrance pillars of the showrooms which very effectively advertise the Shelvador, the Crosley Koldrink and Crosley leyball.

*Do not just hope for good prospects—go out and scare them up.*

### Jean Abbey Window In New Orleans . . .



Jean Abbey, Woman's Home Companion Shopper, arranged a clever promotion of the Shelvador down in New Orleans as shown in this window display of Krauss Company there. The promotion offered 30 full size packages of Libby McNeil & Libby products with every Crosley Shelvador purchased.



### Hardware Products Co. New Trailer . . .

The promotional value of the trailer has been recognized and Hardware Products Company, Crosley distributor, Sterling, Ill., are using this modern means to display and demonstrate Crosley products throughout the territory.

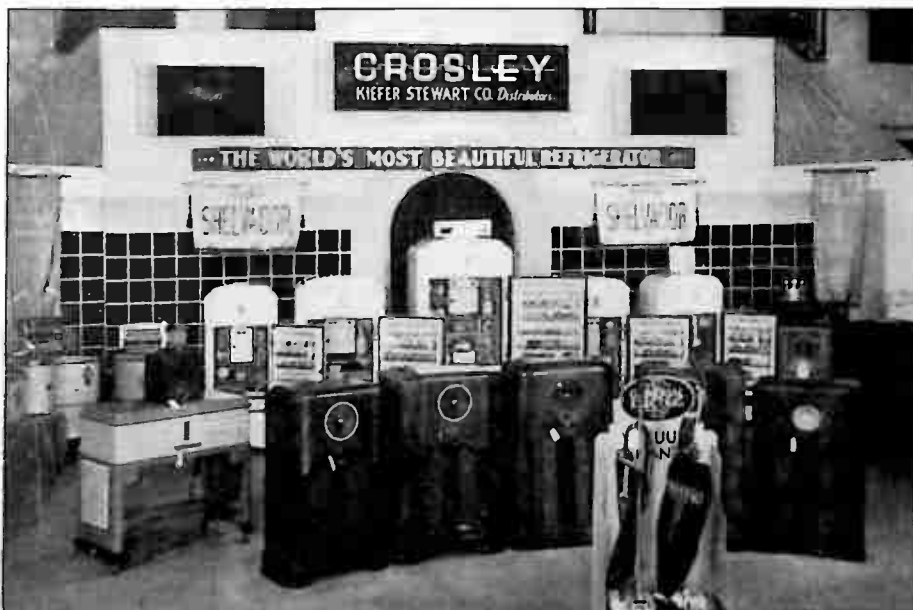
Pictured above is the trailer and car of Arthur Holman, Hardware Products Company, representative for Davenport, Iowa, parked in front of the salesrooms of Witt Hardware Company, who are doing such a remarkable business in Shelvadors.

Nine console models and three table models are exhibited in the

trailer and all are hooked up ready for demonstration. A convenient outlet plug and extension cord makes an easy connection to dealers' current.

In discussing trailers as a means of selling Crosley Radios, Shelvadors and Savamaid Washers Mr. L. C. Wheeler, Vice President of Hardware Products, stated that the advantages are numerous.

Aside from the general publicity, the trailer is of specific benefit to the dealer while parked in front of his store. The dealer is also able to see new models demonstrated which he would not have otherwise been able to witness.



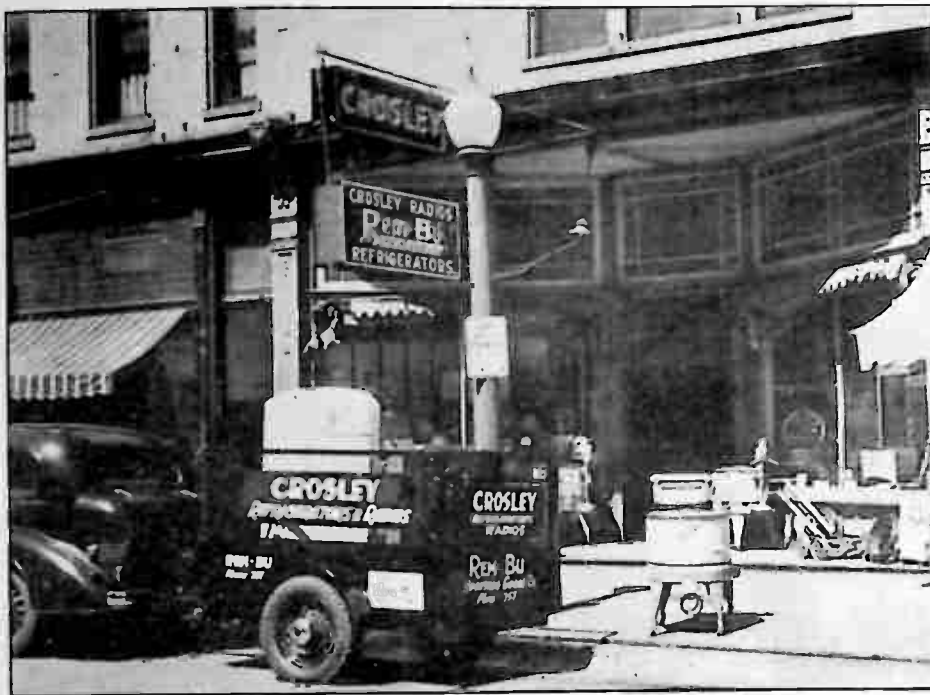
### Kiefer-Stewart Exhibit At Indiana State Fair . . .

This photograph from Mr. O. C. Maurer, of the Kiefer-Stewart Company, Crosley Distributors, Indianapolis, shows a part of their very

effective display at the Indiana State Fair. The well attended exhibit attracted much favorable attention and increased sales.

### Indianapolis Dealers Visit Crosley Factory . . .

Oscar Maurer, vice president, and Hugh C. Green, appliance department, Kiefer-Stewart Co., Crosley distributor, Indianapolis; E. M. Lawrence, Manager, Wm. H. Block department store; and Leon Kemppler, Kemppler Radio, Indianapolis, were recent visitors at the Crosley factory. They were accompanied by C. H. Carey, Crosley district manager. Mr. Green reported that the fall business on Crosley radios has been very good and that a tremendous volume of business will be done during the Christmas season. He also stated that Crosley Savamaid electric washers and ironers have proven highly satisfactory in their territory and that the sales outlook for them is exceptionally good. He looks forward to a big refrigerator year in 1937 and expects to greatly increase their sales of Crosley Shelvador electric refrigerators.



### Connersville Dealer Enthusiastic Over Crosley Products . . .

An aggressive Crosley dealer who is going forward with great strides with the Crosley lines is the Rem-Bu Sporting Goods Company of Connersville, Indiana. Crosley radios, Shelvador refrigerators and Savamaid washers are kept on display and are being pushed with intensive enthusiasm. Shown before this dealer's store, which incidentally displays "Crosley" in prominent

signs, is a trailer loaded with a Shelvador and Crosley Radio. On the sidewalk is seen a Savamaid washer. This trailer has been found of particular value in not only making deliveries but also in making home demonstrations possible. This is one of the successful methods used by this dealer in promoting the sale of Crosley products.



### One Of Louisville's New Billboards . . .

The Cooper-Louisville Company, Crosley distributor at Louisville, Kentucky, has erected five large steel billboards, like the one shown above, to help keep that territory Shelvador-conscious. Each billboard is

thirty feet long and ten feet high. In rich colors, they are very attractive and flag the attention of passers-by to the Shelvador in a very effective way.

### Youngstown Dealer Does Effective Advertising Job . . .

Believing that the power of advertising is one of the keystones of sales success, Frank Masotte of Masotte Service Station, Youngstown, Ohio, has been doing a real merchandising job on the Shelvador through the aid of forceful advertising. As an example of his advertising efforts, an exceedingly attractive advertisement recently appeared in the rotogravure section of a Youngstown paper. The headline read, Frank Says, "Stay Young and Beautiful with the World's Most Beautiful Refrigerator — the Crosley Shelvador." A picture of Mr. Masotte appeared alongside the headline and another striking picture of three beautiful girls admiring the Shelvador occupied the ad. In commenting on Mr. Masotte's aggressive activities, E. J. Rueth of The Frankelite Company, Crosley distributor at Cleveland, said, "Mr. Masotte is a real go-getter and does a lot of exceptional advertising on Shelvadors."

### Takes Radio To College . . .

Here is an unsolicited testimonial which is typical of many received, reflecting sincere appreciation for the pleasure and service Crosley radios daily give their owners throughout of the world.

Miss Evalyn Clarke, Lawrenceville, Va., writes: "I would like to congratulate you and your makers for the wonderful Crosley Radio you put out. I have a small Crosley that I have had for three years and I have gotten more pleasure out of it than anything I have ever owned. I took it with me to college and business school and it is still as good as the first day I bought it. It was even dropped on the floor but it wasn't damaged by the fall. My father is thinking of buying a radio and I am trying to persuade him to buy a Crosley.

I thank the Crosley people for the pleasure my radio has given me."

Make use of the expressions of the satisfactory performance of Crosley products that are regularly printed in the *Broadcaster*. They help prove the widespread enthusiasm for Crosley products.

## Made Office Manager Of Anchor Lite Appliance Co.

Mr. Harold W. Goldstein, president of Anchor Lite Appliance Company in Pittsburgh, Pa., wholesale distributors of Crosley products and other famous home equipment has announced that Mr. Harry M. Swartz has been selected as Anchor Lite's new Office Manager.



Mr. Swartz has become very popular among most of the dealers in the tri-state area because of his associations with them for almost 20 years. For a long time he was Treasurer of the Esenbe Company who were Atwater-Kent distributors.

Mr. Swartz's ability and years of experience in the wholesale distributing business well equips him for his new connection. He should be a great asset to the Anchor Lite Appliance Company and their dealers.

*You wouldn't try to read with improperly fitted glasses — How are you treating your ears? Thousands of obsolete radios in use today do not function properly.*

## Crosley Shelvadors Being Used Throughout the Congo . . .

Throughout the Congo, the enormous Belgian Colony in central Africa, Crosley Shelvador electric refrigerators are finding widespread sale, says A. G. Lindsay, manager, export department, Crosley Radio Corporation.

"Our distributor there reports that among the more important customers, the Governor General of the colony owns a Shelvador No. 70 as does the next highest ranking official, the "Commissaire de Province," the Count de Beaufort," Mr. Lindsay says. "Both of these officials are located in Leopoldville.

"We are also informed that all the leading hotels in the principal cities in this territory, especially Leopoldville and Matadi, are using large-size Shelvadors and the assertion is made that soon there will be no ho-



## Wedding Takes Place in Shelvador Booth at Ottawa Exposition . . .

Taking advantage of every possible opportunity to have the public see the new Shelvadors, Morey Roberts, Crosley dealer of Ottawa, Illinois, arranged for a public wedding to take place in his Shelvador booth at the Ottawa Merchant's Exposition held there. Before a huge crowd of onlookers, Miss Freda Crafton of Ottawa and C. Mitchell of

Marseilles, Ill., were married in the booth of this alert Shelvador dealer. Many gifts were presented to them by the various local merchants.

The thousands present, whose attention was called to the Shelvadors on display during the wedding, resulted in many sales for this live dealer.

"Mr. Roberts is one of the most aggressive dealers in America in electric refrigeration and his business is exclusively Shelvador," commented L. C. Wheeler, of Hardware Products Company, Sterling, Illinois, Crosley distributor, serving this territory.



The S. S. Denise, one of the fleet of passenger steamers which trade up and down the Congo river and which are equipped with Shelvadors.

tel in the entire Congo without its Shelvador.

"In addition our distributor tells us that a fleet of river steamers which trade up and down the Congo river are equipped with Shelvadors. The S. S. 'Denise', 'Battela,' and 'Jacqueline,' which are the flagships of this passenger fleet, have become famous for the excellent quality and condition of the food and drinks they serve, all made possible by Crosley Shelvador electric refrigerators."

## Enthusiastic Owner Shows His Friends . . .

F. Stanley Leverich, Optometric Eye Specialist, Keystone Building, Aurora, Illinois, writes: "I received my fifteen tube Crosley last Saturday and I want to thank you for getting one to me so promptly.

I also wish to tell you how pleased I am with it. To begin with, the cabinet is beautiful, the more I see it the more I appreciate its attractiveness.

The tone is far better than I would have imagined. I have had friends in every night listening to it who really appreciate good music, and they are just as enthusiastic. We all marvel at the ability to reproduce the high and low notes equally well, the expression especially with symphonies is marvelous, and everything reproduced is so natural.

I appreciate and will enjoy having this fine instrument more than I can tell you."

# GENUINE CROSLEY REPLACEMENT PARTS INSURE GOOD SERVICE BUT COST NO MORE

Successful businesses are built on the firm foundation of reliable service to all customers. And when you consider the new low prices on the genuine Crosley Replacement Parts there is really no worthwhile advantage in jeopardizing your customer's good will with "bootleg parts". You simply cannot afford to take chances with parts picked up at random. Rely on the performance of genuine Crosley parts, specifically designed and carefully manufactured for a selected function.

Order them from your distributor, and if he has no stock of the parts you want, send cash with order direct to the factory for immediate shipment. We ask our customers to send money with orders merely to save the expense and loss of opening thousands of small accounts. This saving is passed on to you in the form of lower prices.

Every dealer and every service man giving thought to the use of Crosley radio parts will find these lists most helpful and we urge you to file them for future reference. Watch the Broadcaster for additional lists. Prices shown are list, F. O. B. Cincinnati, O., and subject to regular discounts. Prices are subject to change without notice.

## TEMPERATURE CONTROL CHART AND REVISED PRICE LIST

The Temperature Control is the "brain" of an electric refrigerator. When the temperature in the food compartment rises above a pre-selected point, the control permits the unit to function and provide additional refrigeration. This operation must be accurate, positive and prompt. It is therefore necessary that the temperature control be designed and made with utmost care to

secure the maximum efficiency and usefulness from the refrigerator. To be sure of these features, demand and use only the selected control that is factory tested and approved by Crosley for replacement use in Crosley Refrigerators. The chart below is a guide for selecting the proper control for any particular model. Please note the new low prices, which make it uneconomical, as well as unwise, to use "bootleg" controls.

### TAGLIABUE CONTROLS

Part No.	Overload Coil Amps.	Tube Length	List, Each	Usage
13595G	4	12 <sup>3</sup> / <sub>8</sub> "	\$6.90	D35, D45, D60, EA35, EA43, EA55, E43, E55, FA35, FA40, FA50, FA60, F43, F55, GAQ35, GAQ43, GKQ43, GAT43, GKT43, GAQ50, GKQ50, GAT50, GAQ60, GKQ60, GAT60, GKT50, GKT60
14423A	5	12 <sup>3</sup> / <sub>8</sub> "	6.90	E70, F70, FA70, GAQ70, GKQ70, GAT70, GKT70
16459A	4	56 <sup>3</sup> / <sub>4</sub> "	7.00	FA20, FA30, GAQ30
16674A	2.5	56 <sup>3</sup> / <sub>4</sub> "	7.00	FR20, FR30, FR35, FR40, GR30, GR35
B15286A	4	56 <sup>3</sup> / <sub>4</sub> "	7.00	EA20
18223A	5	84"	7.00	G8G, G8R
B15113	5	56 <sup>3</sup> / <sub>4</sub> "	7.00	E8, F8, 803, 8010

### CUTLER-HAMMER CONTROLS

16626A	4	13 <sup>1</sup> / <sub>8</sub> "	6.90 See Note 1	Late series FA35, FA40, FA50, FA60 GAQ60, GKQ60, GAT60, GKT60
16872A	5	13 <sup>1</sup> / <sub>8</sub> "	6.90 See Note 1	Late series FA70, F70 GAQ70, GKQ70, GAT70, GKT70
12068	4	11 <sup>1</sup> / <sub>4</sub> "	6.90 See Note 2	C35, C45, C55

### RANCO CONTROLS

16903B	4	13 <sup>1</sup> / <sub>8</sub> "	6.90	GAQ80, GKQ80, GAT80, GKT80 Also used for export only on GAQ35 GAQ43, GKQ43, GAQ50, GKQ50
18135	5	13 <sup>1</sup> / <sub>8</sub> "	6.90	GAQ70, GKQ70, GAT70, GKT70
18659A	—	12 <sup>3</sup> / <sub>4</sub> "	6.00	GAT60, GKT60, GAT70, GKT70
12068	4	11 <sup>1</sup> / <sub>4</sub> "	6.90 See Note 2	C35, C45, C55 Early D35, D45, D60
B13772	5	60"	7.00 See Note 3	D8, D1

### G. E. CONTROLS

12068	4	11 <sup>1</sup> / <sub>4</sub> "	6.90 See Note 2	C35, C45, C55
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NOTE 1—Cutler-Hammer Controls 16626A and 16872A are not being used in production at the present time. As substitutes for service purposes, use corresponding Tagliabue Controls. They are exactly interchangeable, except where the Cutler-Hammer Control has a "plug-on" lamp socket. For such cases, substitute a Tagliabue Control and Tagliabue lamp socket, part 17737.

NOTE 2—Controls 12068 Cutler-Hammer, 12068 Ranco and 12068 G. E. are obsolete and no longer supplied. Substitute 13595G Tagliabue and specify the following additional parts, which are necessary for making this change: 1-13596 Connection Plug, 1-18276 Escutcheon Plate, 2-14454 Mounting Screws.

NOTE 3—B13772 Ranco Control is obsolete and no longer supplied. Substitute B-15113 Tagliabue and specify the same additional parts as mentioned under Note 2. Be sure that motor is in proper position when making this change. If motor has been shifted to compensate for stretching in belt, replace belt and re-position motor correctly.

All of above controls are for 110 volt, 60 cycle units.

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



# CROSLY SERVICE SUPPLEMENT

"FIVER"

MODELS 516, 5516 AND 6516

## SPECIFICATIONS

The Crosley Models 516, 5516 and 6516 employ practically the same chassis—the differences being as follows:

Model 516—Table Type Cabinet—Small Oval Dial.

Model 5516—Console Cabinet—5" Round Dial—Speaker Mounted to Cabinet.

Model 6516—Table Type Cabinet—5" Round Dial.

It is a two band receiver, tuning from approximately 540 to 1570 kilocycles in the American 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 48 Watts.

Power Output Approximately 2.5 Watts.

## PARTS LIST — MODELS 516, 5516, AND 6516

Figures in first column refer to parts in Diagrams.

Item No.	Part No.	Name	Description	Item No.	Part No.	Name	Description
1	W —37922	Bulb	Dial Light	29	G1 —26719	Terminal Board	Ant. & Grd.
	G3 —37965	Socket	Dial Light	30	G5 —28500	Transformer	Power—110V. 60 Cy.
2	G42—32000	Coil	Antenna		G6 —28500	Transformer	Power—110V. 25 Cy.
3	G48—32004	Coil	1st I-F (Complete)		G7 —28500	Transformer	Power—220V. 25 Cy.
4	G49—32004	Coil	2nd I-F (Complete)				Volume Control
5	G47—32002	Coil	Osc.	31 Z)			On-Off Switch
6	W —41080	Condenser	12 Mfd. 300V.	31 Y)			Used on 5516 Only
7 Z)			.02 Mfd. 200V.	32	219BJ3	Speaker	16 Mfd. 250V.
7 Y)			.02 Mfd. 200V.	33	W —41081	Condenser	Used on 516 only
7 X)	W —28623	Condenser	.02 Mfd. 200V.	34	241BL9	Speaker	Speaker (5516 only)
7 W)			.02 Mfd. 200V.	35	G3 —35696	Cable	
8 Z)			.1 Mfd. 200V.				
8 Y)	W —28622	Condenser	.1 Mfd. 200V.		W —31585B	Knob	
9	W —30805	Condenser	.01 Mfd. 400V.		W —36355	Knob	
10 Z)			.006 Mfd. 400V.		W —35772	Shield	Tube (Half)
10 Y)	W —35011	Condenser	.03 Mfd. 400V.		W —35773	Cap	Tube Shield
11 Z)			.001 Mfd. 400V.		W —35774	Base	Tube Shield
11 Y)	W —25537A	Condenser	.03 Mfd. 400V.		C —40822	Dial	Calibrated Glass
12 Z)					W —40815	Bracket	DialGlassMtg.RH
12 Y)	G14—33001	Condenser	2 section Var. Tuning.		W —40816	Bracket	DialGlassMtg.LH
13	B —33906A	Cord & Plug	Power Supply		W —40804	Cushion	Dial Glass
15	—31094	Resistor	4500 Ohm.		W —40806	Drive Unit	Dial
16	—21237A	Resistor	60000 Ohm. 1/4 W.	MG16—40819	Bracket	Drive Mtg. Assy.	516 Only
17	—21455	Resistor	300,000 Ohm.	B —40590	Escutcheon	Dial	
18	—23785	Resistor	500,000 Ohm.	D —28	Screw	Escutcheon Mtg.	
19	—21454	Resistor	1 Megohm	C —41059	Dial	Calibrated Glass	
20	W —25937	Resistor	275 Ohm Flex	W —40797	Bracket	Dial Glass Mtg.	
21 Z)			8500 Ohm	W —40798	Bracket	Dial Support L. H.	
21 Y)	W —35963	Resistor	25000 Ohm } Candohm	W —40799	Bracket	Dial Support R. H.	
22	G6 —28807	Socket	Type 80	W —40793	Drive Unit	Dial	5516
23	G80—28807	Socket	Type 76	MG16—40765	Bracket	Drive Mtg. Assy.	6516
24	G90—28807	Socket	Type 6B5	MG33—40765	Drive Bearing	Assy.	Only
25A	G75—28807	Socket	Type 6D6	B —40839	Escutcheon	Ring	
25B	G75—28807	Socket	Type 6D6	D —30	Escutcheon	Screw	
26	219BL9	Speaker	Used on 6516 Only	B —40818B	Pointer Disc.		
27 Z)	W —35753A	Switch	Band Selector	W —40486	Pointer Screw		
27 Y)				B —40802	Bracket	Speaker Mtg.	6516
28	W —36181A	Switch	Tone Control	W —41001A	Clamp	Speaker	Only

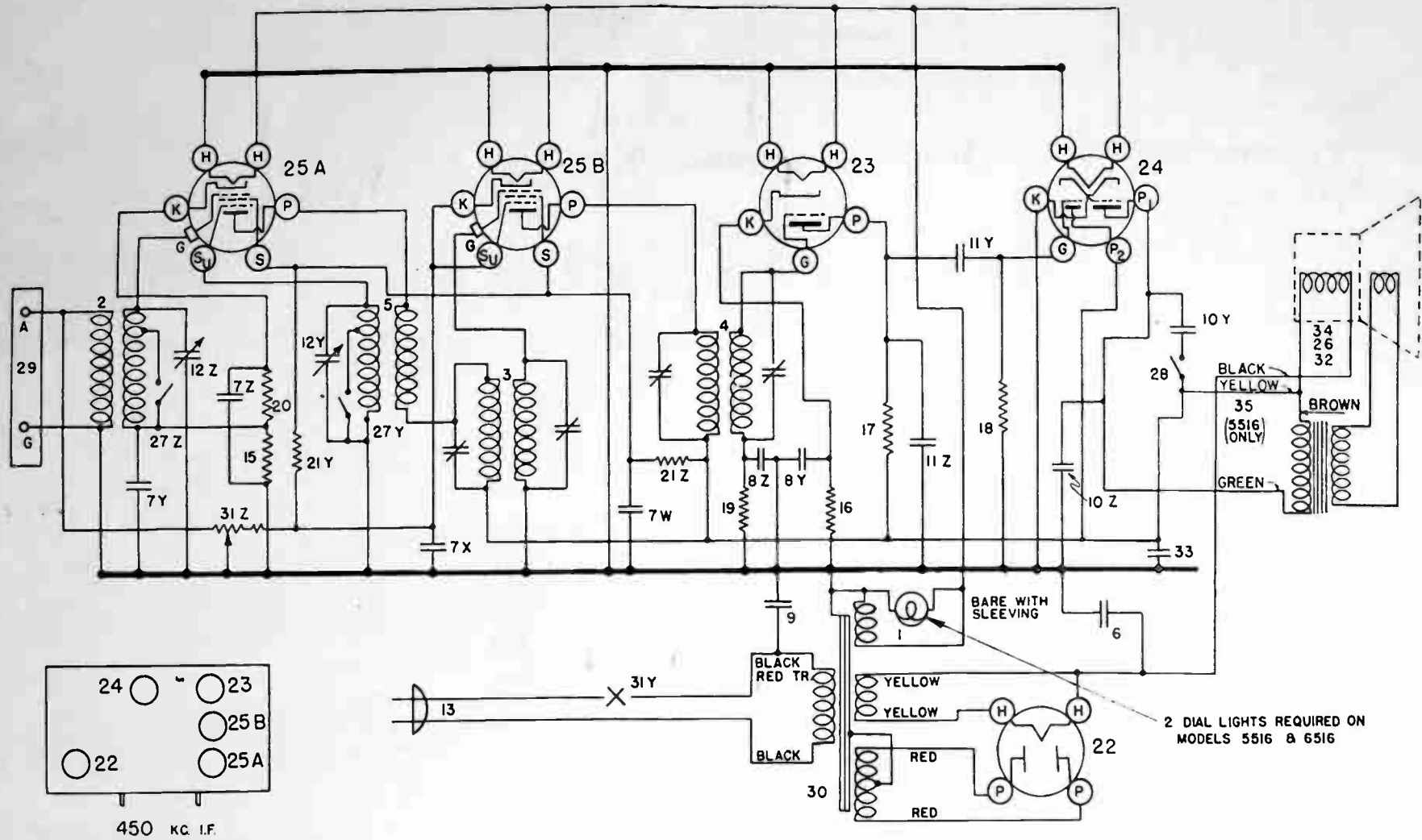


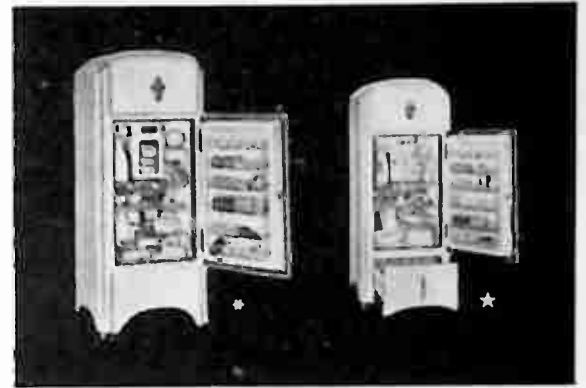
FIG. 1. WIRING DIAGRAM OF MODELS 516, 5516 AND 6516

# CROSLEY SHELVADOR

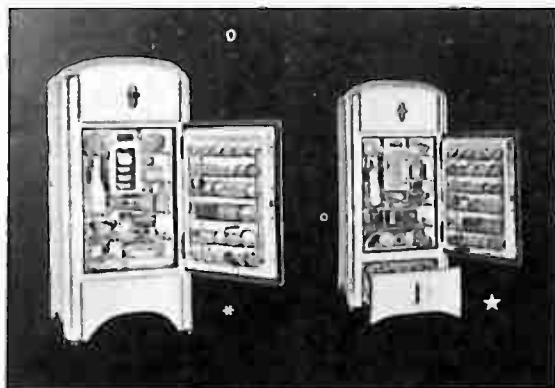


**TABLE SHELVADOR SHELVADOR GAQ-35—**  
**GAQ-30** 3 cubic feet NET capacity; 6.92 square feet shelf space, 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 3/8" wide, 25" deep. ....\$99.50  
 3.5 cubic feet NET capacity; 7.44 sq. ft. shelf space. 3 ice trays each holding 21 cubes. Dimensions: 50 3/8" high, 23 1/2" wide, 25 1/2" deep. ....\$104.50

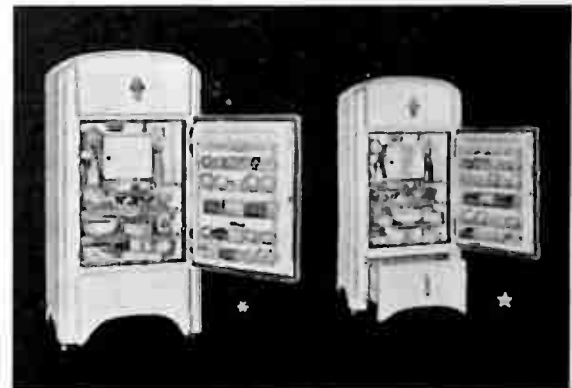
People are more practical in their gift buying—so do not overlook the tremendous opportunities for dramatic, forceful showings and displays of Crosley Shelvadors during the Christmas season. Feature the gift idea, "From all of us—to all of us." Place it in a setting like a gleaming jewel of overwhelming beauty. Attractive displays are most effective in cooperation with your other intensive sales promotions.



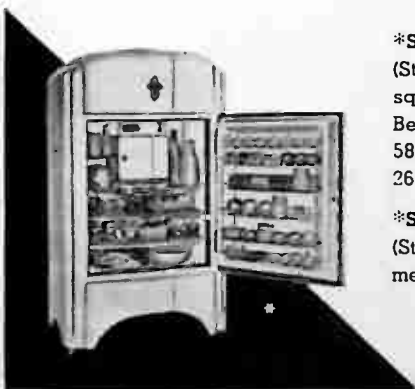
\***SHELVADOR GAQ-43—** (Standard)—4.33 cu. ft. 9.07 sq. ft. Standard double Belt Unit. Dimensions: 56 3/8" high, 23 3/8" wide, 24 5/16" deep. ....\$124.95  
 \***SHELVADOR GAT-43** (Standard)—Has new Hermetic Compressor. ....\$134.95  
 ★**SHELVADOR GKQ-43—**De Luxe cabinet, including Storadrawer and Crisper. ....\$134.95  
 ★**SHELVADOR GKT-43** (De Luxe)—Has new Hermetic Compressor. ....\$149.95



\***SHELVADOR GAQ-50** (Standard)—5.07 cu. ft. 12.34 sq. ft. Standard double Belt Unit. Dimensions: 56 7/16" high, 27 1/2" wide, 24 3/8" 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 cu. ft. 15.68 sq. ft. Standard Double Belt Unit. Dimensions: 58 7/8" high, 33 1/4" wide, 26 7/8" 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



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