

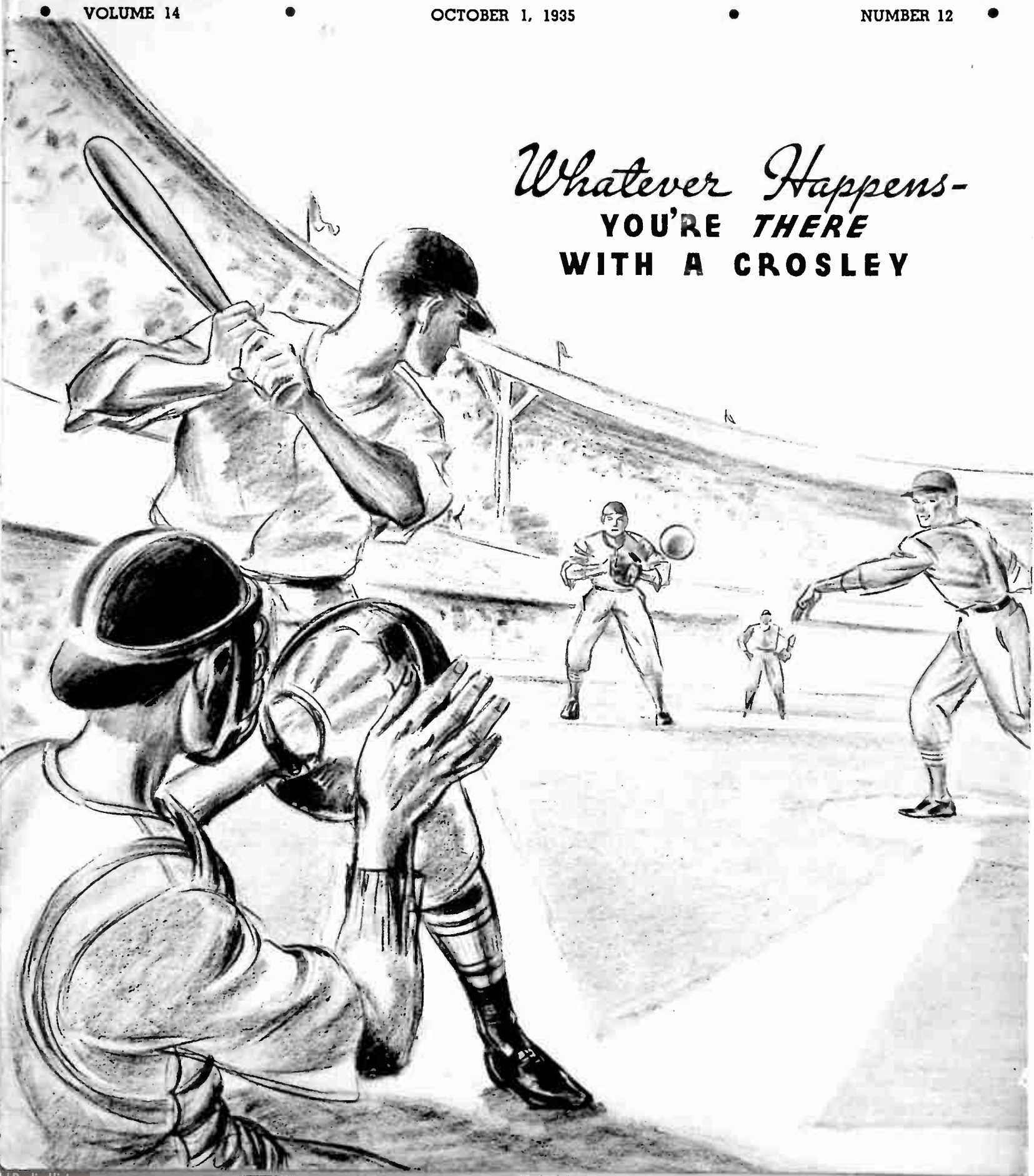
# THE ~~CROSLEY~~ BROADCASTER

VOLUME 14

OCTOBER 1, 1935

NUMBER 12

*Whatever Happens-*  
**YOU'RE THERE**  
**WITH A CROSLEY**







**POWEL CROSLY, JR. SAYS:**

**A**NYONE who is in the market for a radio will find the end of his search in a new Crosley. For Crosley has looked on the other side of the counter and has devoted untiring attention to the study and analysis of the needs, wishes and demands of every conceivable type of radio buyer. Each model in the new 1936 Crosley Radio Line has been designed, engineered and built with an eye to the present-day demands of the entire consuming public.

After looking at any other make on the market and then comparing it with a Crosley of the same price class, anyone can quickly see the truth of the foregoing statements. Every new Crosley model is a leader—a leader for its price class in beauty, performance, value—the three essentials that govern the intrinsic worth of any radio.

Never before in the history of radio have so many features been incorporated. Fourteen years of Cros-

ley engineering achievements are built into every model. Features such as five tuning bands with world-wide reception, full vision illuminated airplane type dials, shadow tuning, choice of metal tube sets or glass tube sets, irresistible cabinet beauty are among the visible, concrete features that have an immediate appeal to every radio prospect. Yet there are many inbuilt features such as three gang tuning condensers, triple tuned I. F. transformers, Hi Q Litz broadcast band coils, heavy-duty metal to metal contact tone controls, chassis and speaker rubber suspension that bring a new standard of performance to Crosley radio owners.

In the new Crosley Radio line, you have models to appeal to every possible need and purse of any prospect.

These are reasons why Crosley dealers are finding that this line of 1936 radio leaders is leading them to a history-making era of profitable sales.

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

THE CROSLY BROADCASTER, EARL DITMAR, EDITOR. PUBLISHED BY THE CROSLY RADIO CORPORATION, CINCINNATI, O. COPYRIGHT, 1935.

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**THE CROSLY BROADCASTER**

**Play Ball...**

When the umpire shouts, "Play Ball," and the 1935 world series gets under way, followers of this great national sport are going to turn to radio as the medium of bringing the play-by-play descriptions to them. And these very same ball fans are going to insist on having modern radio reception that can be obtained only with up-to-date receivers such as those in the new Crosley line.

Every Crosley dealer is urged not to overlook the existing sales opportunities in the promotion of Crosley Radios to world series fans. Tell them to be "THERE with a Crosley."

**Give Them What They Want...**

What a great merchandising scoop it is for Crosley dealers that Crosley offers parallel lines of metal tube sets and glass tube sets! Never before has it been so true that no matter what type of radio a prospect may want, he can be fully satisfied with a new Crosley. If a radio prospect wants a metal tube set or a glass tube set, you as a Crosley dealer, can give him exactly what he wants. And you have the assurance that each of the metal tube sets has been specifically designed and engineered for metal tubes, just as the glass tube sets have been specifically designed and engineered for glass tubes.

This is another convincing example of why Crosley dealers know it pays to concentrate on Crosley. In the Crosley line, you have everything to give them what they want. To help you tell your community that they can have their choice of metal tube sets or glass tube sets, an effective series of newspaper ads has been prepared and is available through your Crosley distributor.

**Farm Market Offers Big Opportunity...**

There is unquestionably a greater sales opportunity existing in the farm market now than has existed at any other time for the past several years. Increased revenue from sales of farm produce besides the government benefit payments have put more money in the farmer's pocket with an increased buying power as the result.

According to estimates made by the Bureau of Agricultural Economics, marked increases are seen for the first six months of this year. Cash income from sales of farm products during this period are estimated at \$2,670,000,000 as compared with \$2,166,000,000 in the first six months of 1934. Rental and benefit payments from January 1 to June 30, this year totaled \$305,000,000 compared with \$150,000,000 in the same period last year. A tentative estimate by the bureau puts the total income from marketings and government payments at about \$6,700,000,000 for 1935, as compared with \$6,387,000,000 in 1934.

To help Crosley dealers take full advantage of every possible opportunity to cash in on the increased purchasing power of the farm market, Crosley announces several new battery radios.

One of these, available in both table and console models, is the Crosley Battery Forty-Six. It is a four-tube superheterodyne, requiring no "B" batteries and operating from a six-volt storage battery. In connection with this announcement, Crosley also announces a cooperative purchase plan for the Ace Government Wind Charger. This product

utilizes the wind to charge six-volt storage batteries, thereby making the operating power cost practically nothing. With each six-volt Crosley battery radio is now included a coupon entitling the purchaser to an Ace Government Wind Charger, for the extremely low price of only \$10.00 (F. O. B., Cincinnati.)

The Crosley Battery Sixty-Two, available in three models, is a six-tube superheterodyne designed for use with the air-cell "A" battery.

With these new battery receivers, Crosley dealers have a well-rounded battery line with which to appeal to every unwired home. You are urged to take full advantage of the sales and profit possibilities existing in this market. Go after the unwired home sales now with every force at your command.

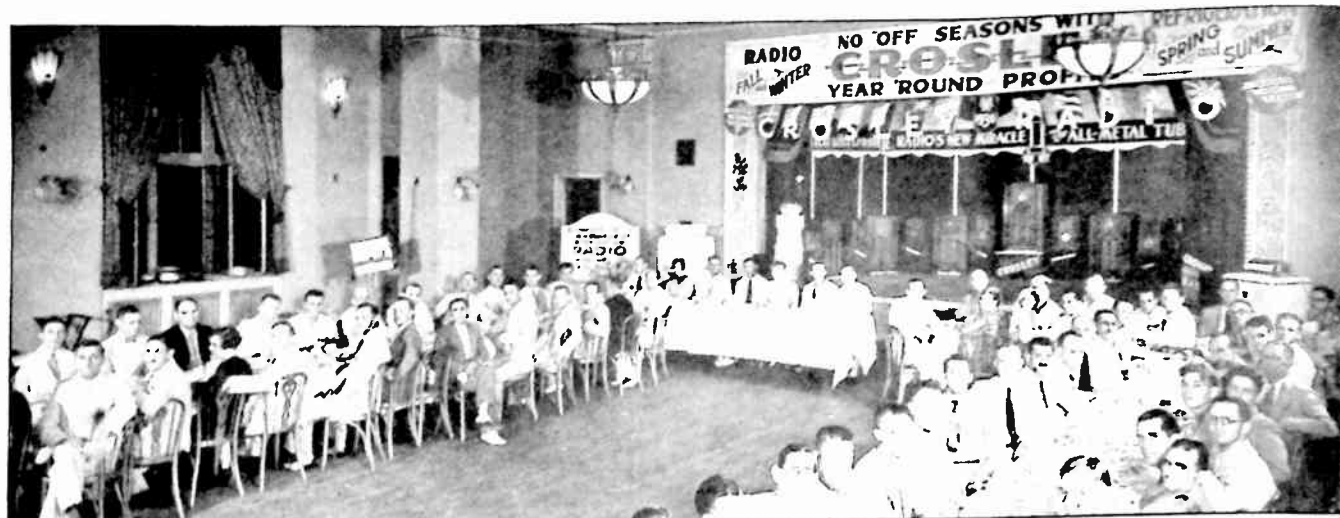
**They Do Prefer Shelvador...**

Of course, you know from experience that that is a well-accepted fact—that the irresistible appeal of Shelvador has brought Crosley electric refrigerators popularity honors. But the results of a recent survey make that fact doubly certain.

Radio Dial, a radio fan weekly, published in Cincinnati, recently conducted an interesting survey. A market questionnaire was sent to 20,000 persons, inquiring about refrigerators among other household articles. Fifteen percent of the list responded.

Of the number of persons who stated that they were going to buy a refrigerator, 40.3 percent said they preferred the Crosley Shelvador. Which is more proof that Shelvador ranks first in popularity!





The two hundred dealers that gathered at the Monteleone Hotel of New Orleans,

La., to see the new Crosley Radios were entertained with a banquet following the

convention held by the Interstate Electric Company, Crosley distributor there.

## Widespread Enthusiasm Greet New Crosley Radios At Dealer Meetings Throughout Nation

Wherever the new 1936 Crosley Radios are shown, they meet such wholehearted approval and widespread enthusiasm that they are being acclaimed everywhere as the greatest radios in history. Throughout the nation, from coast to coast, dealer meetings have been held and the reports from everyone indicate that Crosley dealers are really "going to town" with this new line of sensational profit-makers. Reports from a few of these meetings follow:

### Akron Meeting Like Good Old "Boom Days"

Wednesday afternoon and evening, September 11th, The Hardware & Supply Company held their Fall Dealers Meeting and Merchandise Display at the Mayflower Hotel, Akron, Ohio.

Merchandise was very effectively displayed in the Banquet Room adjoining the Main Ball Room of Hotel Mayflower.

The complete line of Crosley 1936 radios were on display with current advertising displays and Shelvador and Tri-Shelvador refrigerators.

The Meeting was opened by a brief address by Hoyt O. Smith, who has charge of the Electrical Department.

Howard E. Richardson, General Sales Manager of The Crosley Radio Corporation was next introduced to present the complete line of Crosley radios and Shelvador refrigerators. It was the consensus of opinion that Mr. Richardson's address was the most outstanding that any-

one had ever heard.

The afternoon meeting was adjourned at 6:30 P. M., for dinner which was served in the Ball Room, adjoining the Display.

Before the Meeting closed the dealers present were given an opportunity to place orders for the various items on display and a very gratifying report was the fact that a large portion of dealers present placed their orders for Crosley radios for immediate delivery.

This meeting was the largest the Company has ever held and compared favorably with the real "Boom Days" when Dealer Meetings were held semi-annually.

### 100 Attend Hartford Meeting

More than 100 radio dealers from all parts of Connecticut were the guests of Thomas J. O'Brien, president of the Hartford Electric Supply Co., Crosley distributor, Hartford, Conn., at a showing of the new 1936 Crosley radio models at the Rockledge Country Club, Thursday, September 5.

Mr. O'Brien was assisted by Dwight A. Pease, vice president of the distributing firm, and H. D. Schumacher, New England sales manager for Crosley. Commenting on the new line, Mr. O'Brien said:

"I believe this to be the finest achievement of the Crosley factory. The line is unusual in that it provides the radio purchaser with a choice of either metal or glass tubes in the leading models. Prices have been held within the reach of all, and judging from the enthusiastic

reception of the dealers, I anticipate one of the most successful selling seasons in our history.

### Atlanta Enthusiastic

One of the most enthusiastic meetings of Crosley radio dealers in this section was recently held at the Ansley Hotel, Atlanta, when approximately 300 dealers attended the preview showing, banquet and entertainment staged by Beck & Gregg Hardware Company, Crosley distributors.

The meeting was presided over by Herndon Thomas, manager of the radio and refrigerator department of Beck & Gregg. W. A. Parker, president of the local distributing company, welcomed the dealers in Atlanta.

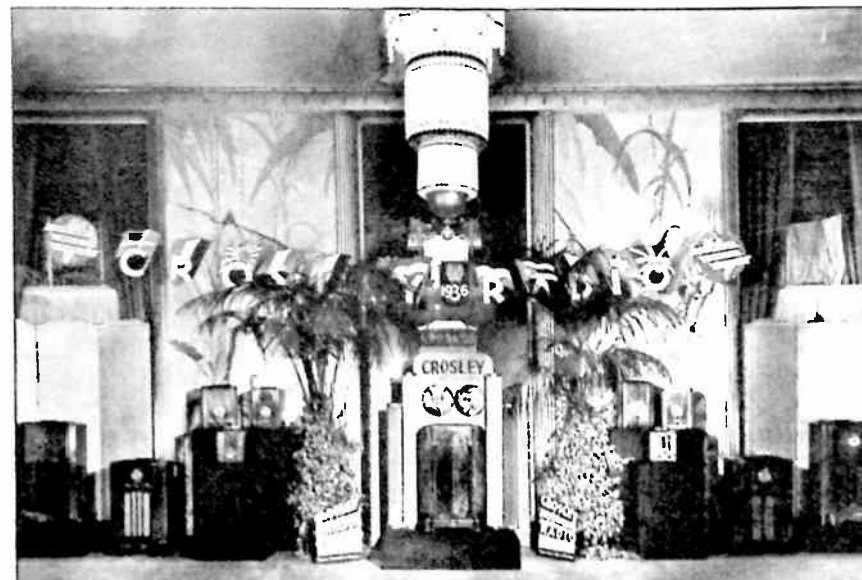
Prominent among other executives were Ralph Keating, Crosley district manager, and H. E. Richardson, assistant to the president of the Crosley Radio Corporation, in charge of sales.

### Seattle Makes Sales Record

Western Washington radio dealers recently viewed a showing of the Crosley radio sets for this fall in the New Washington hotel, Seattle. The sets, incorporating a complete line with metal tubes and a complete line with glass tubes, were presented by the Marshall Wells Company, Crosley distributor, Seattle. The presentations were made by Roy Hallabaugh, manager of the firm's electrical division, and M. C. Crosby, Crosley district representative.

"During our preview showings, we have received more orders for Cros-

(Continued on Page 5)



This attractive display of new Crosley Radios was recently on exhibit during the formal announcement of the new Crosley

line to the Metropolitan New York market by The Crosley Distributing Corporation of New York City.

(Continued From Page 4)

ley sets from dealers than at any similar showing since 1928," said Paul W. Bialkowsky, western division manager of the Crosley Radio Corporation.

### New Radios Applauded At New Orleans

Approximately 200 dealers of the Interstate Electric Company, New Orleans, Southern distributors of Crosley products, recently gathered in New Orleans to become familiar with the 1936 Crosley radios.

The convention opened at 2:30 P. M., at the Monteleone Hotel. During the afternoon session the new 1936 Crosley radios were exhibited and explained. The convention dealt primarily with radios, but some refrigerator models also were shown. H. E. Richardson, sales manager, Crosley Radio Corporation, introduced the sets and gave an educational discussion on the new models. O. G. H. Rasch, secretary-treasurer of Interstate Electric Co., chairman of the convention, discussed credit and club-pay plans. Percival Stern, president of Interstate, gave a brief history of the company. George H. Lasley, southern District Manager, Crosley Radio Corporation, also addressed the dealers.

The headquarters of the Interstate Electric Company is in New Orleans. Dealers attending the convention were from Louisiana and southern Mississippi. In the evening a banquet was held followed by an entertainment.

### Wilkes-Barre Meet Attended By 150 Dealers

The Anthracite Radio Sales Company of Scranton, Pa., newly appointed Crosley distributor, was host to 150 dealers and salesmen of Luzerne, Lackawanna and 12 adjoining counties at an outing at Irem Temple Country Club, Wilkes-Barre. William Schlanger is president of the company and LeRoy Winters, sales manager.

Dealers gathered at the club in the morning and had dinner at noon. In the afternoon a program of athletic events among them golf, softball, volleyball and swimming was enjoyed. A clambake and chicken dinner were concluding events. Prizes



At this general sales meeting held by Crosley distributor, Chanslor and Lyon Stores, Inc., at San Francisco, Calif., great

enthusiasm was evidenced over the new Crosley Radios.

### Optimism Prevails At Fort Worth Meeting

Approximately 125 dealers attended the showing of the new 1936 line of Crosley radios by the Shield Co. Inc., at the Hotel Texas, Ft. Worth.

W. W. Slaughter, vice president and general manager, of the company, presided. Neil Bauer, field sales manager, Crosley Radio Corporation, presented the new Crosley radios. He stated that the prospects for the radio business this fall are very good. He cited the general upturn in business and the new metal tubes which are arousing great interest, as two reasons for the optimism prevailing in the radio industry. He reminded the dealers that the Crosley line is available with either metal or glass tubes.

Other speakers were H. L. Roper, San Antonio, district manager, Crosley radio corporation, and E. R. Fitzpatrick, Dallas, General manager of the district for the First Bancredit Corporation.

The attractive display of products was viewed with interest by the visitors. A banquet in the Crystal Ballroom was given in the evening, with Mr. Slaughter as toastmaster.

(Continued On Page 13)





### Challenges Any Crosley Dealer Team ...

The Grimes Radio Shop of Muncie, Indiana, is sponsoring this hard-hitting baseball team which boasts

of a crack southpaw pitcher. "A good bunch of sales pushers and go getters," says C. B. Grimes

of this aggressive firm. He adds, "We challenge any 'all-Crosley' sales organization." Which Crosley dealer baseball team will be the first to accept this challenge?

### Friend's Satisfaction Sells Crosley ...

Mrs. Leonard Conner of Richmond, Indiana, writes:

"Several months ago I visited a friend's home. In the parlor was very sweet music. I asked if she had a radio or where in the world was such clear sweet music coming from.

"She smiled and in return said, 'I'm THERE with a Crosley. Why don't you buy one? They're a lot of company when you're alone.'

"So I went to our Crosley dealer and got a Crosley five-tube table model and now I wouldn't take twice what I paid for it and do without it. Only a Crosley for me."

## 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)

### SUNDAY

#### P. M.

2:00—Crosley Sunday Concert, Instrumental Trio. (Crosley Radios).  
3:30—Antonio & His Continentals. (Crosley Shelvadors).

### MONDAY

#### A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).  
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

#### P. M.

4:15—News and Financial Notes. (Crosley Radios).  
4:45—Questions and Answers. (Crosley Radios).  
6:15—Sundown Varieties. Crosley Radios).  
11:00—WLW News Room (Crosley Radios)  
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### TUESDAY

#### A. M.

6:30—Top O' the Morning (Battery Radios).  
10:30—The Virginians Male Quartet (Crosley Shelvadors).  
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

#### P. M.

4:15—News and Financial Notes. (Crosley Radios).  
4:45—Questions and Answers (Crosley Radios).  
6:15—Sundown Varieties. Crosley Radios).

### WEDNESDAY

#### A. M.

6:30—Top O' the Morning. (Crosley Radios).  
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

#### P. M.

4:15—News and Financial Notes. (Crosley Radios).  
4:45—Questions and Answers (Crosley Radios).  
6:15—Sundown Varieties. Crosley Radios).  
11:15—Salute to Cities (Crosley Radios).  
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### THURSDAY

#### A. M.

6:30—Top O' the Morning. (Crosley Radios).  
10:30—The Virginians (Crosley Shelvadors)  
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

#### P. M.

4:15—News and Financial Notes. (Crosley Radios).  
4:45—Questions and Answers (Crosley Radios).  
6:15—Sundown Varieties. Crosley Radios).  
11:00 WLW News Room (Crosley Radios)  
11:15—Dark-Town Meetin' Time (Crosley

### FRIDAY

#### A. M.

6:30—Top O' the Morning. (Crosley Radios).  
10:30—Crosley Folies, Wm. Stoess orchestra, Chorus, Soloists (Crosley Radios).  
11:30—Arthur Chandler, Jr., Organist. (Crosley Radios).

#### P. M.

3:00—Dorothea Ponce, Blues Singer. (Crosley Radios).  
4:15—News and Financial Notes. (Crosley Radios).  
4:45—Questions and Answers (Crosley Radios).  
6:15—Sundown Varieties. Crosley Radios).  
11:00 WLW News Room (Crosley Radios)  
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

### SATURDAY

#### A. M.

6:30—Top O' the Morning. (Crosley Radios).

#### P. M.

7:15—H. F. D. Hour. (Battery Radios).  
11:00—News Flashes (Crosley Radios).  
1:45—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!**

## The New 1936

The new 1936 Crosley Radios presented on this and the two 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:  
5 3/8" high,  
10 1/4" wide,  
7 1/2" deep.

### NEW TRAVO

Model 425-11

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

**5 TUBES . Two Band**  
SUPERHETERODYNE

Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Illuminated, full vision, airplane type dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

### FIVER CONSOLE

Model 515-M11

**\$37.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
36" high,  
21 1/2" wide,  
11 1/2" deep.



**\$25.00**

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

### PRIVATEER

Model 515-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.



### GALLEON

Model 525-B

**\$29.95**

COMPLETE WITH TUBES  
DIMENSIONS:  
12 3/8" high,  
10 3/4" wide,  
7 1/2" deep.

**5 TUBES . Two Band**  
SUPERHETERODYNE

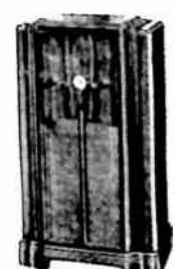
Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Automatic volume control. Tone control. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

### GALLEON CONSOLE

Model 505-MK

**\$44.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
36" high,  
21 1/2" wide,  
11 1/2" deep.





**CRUISER**  
Model 615-C



**\$47.50**

COMPLETE WITH TUBES

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

**6 TUBES . 3 Band  
AC-DC SUPERHETERODYNE**

● Operates on any 110 volt circuit. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Two double purpose tubes. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro dynamic speaker.

**CRUISER  
CONSOLE**  
Model 615-M

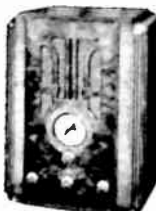
**\$59.50**

COMPLETE WITH TUBES

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



**BUCCANEER**  
Model 635-C



**\$39.95**

COMPLETE WITH TUBES

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

**6 TUBES . 3 Band  
SUPERHETERODYNE**

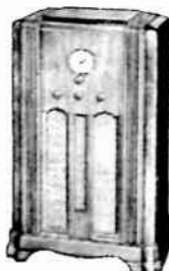
● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision illuminated airplane type dial. Full floating moving coil electro-dynamic speaker.

**BUCCANEER CONSOLE**  
Model 635-M

**\$54.50**

COMPLETE WITH TUBES

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



**OLYMPIA \$45.00**  
Model 655-C

Same as Buccaneer except employs 6 metal tubes.

**Olympia Console \$59.95**  
Model 655-M

Same as Buccaneer Console except employs 6 metal tubes

**CORSAIR**  
Model 715-D



**\$55.00**

COMPLETE WITH TUBES

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

**7 TUBES . 3 Band  
SUPERHETERODYNE**

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

**CORSAIR CONSOLE**  
Model 715-N

**\$69.95**

COMPLETE WITH TUBES

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



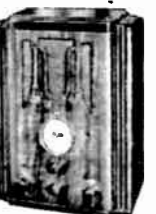
**MERRIMAC \$65.00**  
Model 855-D

Same as Corsair except employs 8 metal tubes.

**Merrimac Console \$79.95**  
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**

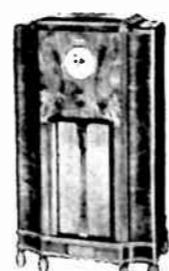
● Five tuning bands, 150 to 22,000 Kc. Receives standard, foreign, police, amateur, aviation, weather broadcasts. Shadow tuning. Automatic volume control. Full vision airplane type dial. Tone control. Two double purpose tubes. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

**VIKING CONSOLE**  
Model 725-P

**\$85.00**

COMPLETE WITH TUBES

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



**MONITOR \$77.50**  
Model 865-F

Same as Viking except employs 8 metal tubes.

**Monitor Console \$97.50**  
Model 865-P

Same as Viking Console except employs 8 metal tubes

**CLIPPER**  
Model 915-EK



**\$85.00**

COMPLETE WITH TUBES

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

**9 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 illuminated airplane type dial. Tone control. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

**CLIPPER CONSOLE**  
Model 915-EA

**\$100.00**

COMPLETE WITH TUBES

DIMENSIONS:  
41½" high,  
25" wide,  
12½" deep.



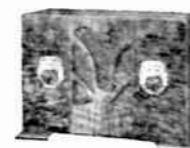
**CONSTITUTION \$99.95**  
Model 1035-EK

Same as Clipper except employs 10 metal tubes.

**Constitution Console \$115.00**  
Model 1035-EA

Same as Clipper Console except employs 10 metal tubes.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**\$19.99**

COMPLETE LESS BATTERIES

DIMENSIONS:  
8" high,  
10½" wide,  
5" deep.

**BATTERY FOUR**  
Model 415-AA

**4 TUBES SUPERHETERODYNE  
BATTERY RECEIVER**

● Designed for use with 2 volt air cell "A" battery. Two double purpose tubes. Low battery drain. Pentode output. Permanent magnet speaker.

**BATTERY FIVE**  
Model 5B3-KC



**\$29.95**

COMPLETE LESS BATTERIES

DIMENSIONS:  
13¼" high,  
10" wide,  
8½" deep.

**5 TUBES SUPERHETERODYNE  
BATTERY RECEIVER**

● Designed for use with 2-volt air cell "A" battery. Low battery drain. Airplane type dial. Permanent magnet speaker.

**BATTERY FIVE  
CONSOLE**  
Model 5B3-BA

**\$49.95**

COMPLETE LESS BATTERIES

DIMENSIONS:  
36" high,  
22¾" wide,  
11¾" deep.



**BATTERY SIX**  
Model 625-E



**\$69.50**

COMPLETE LESS 6-VOLT BATTERY

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

**6 TUBES . 3 Band  
BATTERY RECEIVER**

● Operates from 6-volt storage battery. No "B" batteries required. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Dual ratio tuning control. Airplane type dial. Moving coil permanent magnet speaker.

**BATTERY SIX  
CONSOLE**  
Model 625-NB

**\$84.50**

COMPLETE LESS 6-VOLT BATTERY

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



**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 and foreign 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.



**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. Synchronode power unit. 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.



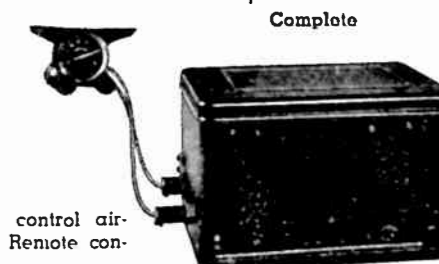
**ROAMIO A145 \$36.95**



Complete

Superheterodyne circuit . . . Automatic volume control . . . Synchronode power supply . . . 6-inch full floating moving coil electro-dynamic speaker . . . airplane type dial . . . single housing. The amazingly new Crosley Roamio "A145" is an automobile receiver of marvelous performance. It is sensitive, beautifully toned and incorporates startlingly new features.

**ROAMIO A155 \$47.50**



Complete

Superheterodyne circuit . . . Automatic volume control . . . Synchronode power supply unit . . . Six inch full floating moving coil electro-dynamic speaker. Tone control . . . Remote control airplane type dial . . . Remote control adapter.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



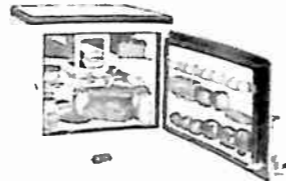
# THE ALL YEAR ROUND PROFIT MAKER



*This Much More  
in a  
Shelvador*



**FR-20**  
Table Shelvador has two cubic feet NET capacity. Dimensions: 36" high, 23" wide, 25" deep.  
**\$79.50**



**FR-30**  
Table Shelvador. 3.1 cubic feet NET capacity. Dimensions: 38" high, 23" wide, 25" deep.  
**\$94.50**



**FA-35**  
Shelvador. 3.5 cubic feet NET capacity. Dimensions: 49" high, 23" wide, 24" deep.  
**\$99.50**



**FA-40**  
Shelvador. 4.09 cubic feet NET capacity. Dimensions: 52" high, 23" wide, 25" deep.  
**\$112.50**



**FA-50**  
Shelvador. 5 cubic feet NET capacity. Dimensions: 56" high, 25" wide, 24" deep.  
**\$129.50**  
Porcelain Exterior (PFA-50).  
**\$152.00**



**FA-60**  
Shelvador. 6 cubic feet NET capacity.  
**\$149.50**  
Porcelain Exterior (PFA-60).  
**\$174.50**



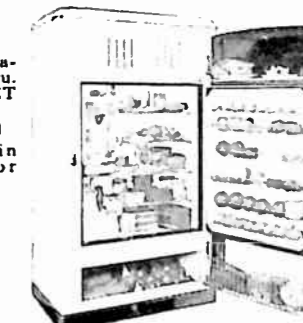
**FA-70**  
Shelvador. 7.08 cubic feet NET capacity.  
**\$169.50**  
Porcelain Exterior (PFA-70).  
**\$194.50**



**F-43**  
Tri-Shelvador. 4.3 cubic feet NET capacity.  
**\$139.50**  
Porcelain Exterior (PF-43).  
**\$159.50**



**F-55**  
Tri-Shelvador. 5.51 cubic feet NET capacity.  
**\$164.50**  
Porcelain Exterior (PF-55).  
**\$187.00**



**F-70**  
Tri-Shelvador. 7.08 cubic feet NET capacity.  
**\$189.50**  
Porcelain Exterior (PF-70).  
**\$219.50**

● "This Much More In A Shelvador" is a phrase that immediately tells everyone here is greatly increased usable capacity and with this feature things are twice as easy to find. And this irresistible sales appeal of Shelvador is exclusive with Crosley dealers.

The Shelvador and the other exclusive Crosley features are extra features—in addition to the outstanding value, dependability, high quality, trouble-free service that characterize every Crosley model—that's why they have become the fastest growing line of electric refrigerators in America.

Crosley Shelvador electric refrigerators are proven daily necessities—housewives need and want their advantages, conveniences and health protection every day of the year. Keep on displaying, advertising and pushing Shelvador throughout the fall and winter and you'll keep on making Shelvador sales and profits all year round.



ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE ● PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST





### Bill's Consolidated Of Louisville Displays Shelvador . . .

The appeal of this effective display which recently appeared in the window of Bill's Consolidated of Louisville, Ky., was based on the comparison of the old-fashioned ice box with the modern Shelvador. With headquarters in Louisville, Bill's Consolidated are now hand-

ling Shelvador in all their stores located in Frankfort, Bowling Green, Hopkinsville of Kentucky and Bedford, Vincennes, Seymour of Indiana.

According to J. E. Johnson of the Cooper Louisville Company, local Crosley distributor, here is a live, aggressive outfit that is really going places with Crosley.

### Members Of Crosley 100% Club . . .

This club of crack salesmen which was formed in October, 1934, has accepted many new members who have proven their outstanding sales ability, since its initial organization. The membership roster follows:

PRESIDENT, M. H. Marshall, Anchor Lite Appl. Co., Pittsburgh, Pa.; HONORARY PRESIDENT, Powell Crosley, Jr.; EXECUTIVE VICE PRESIDENT, J. D. Park, Crosley Radio Corp., Cincinnati, Ohio; SECRETARY-TREASURER, Joseph Hecht, Apollo Dist. Co., Newark, New Jersey; HONORARY MEMBERS, Howard Richardson, Glenn Corbett, James W. Beckman, J. L. Allen, Neil Bauer, P. W. Bialkowsky, C. H. Carey, W. W. Carroll, Don Crosby, R. L. Keating, G. H. Lasley, H. L. Roper, J. H. Souther.

REGULAR MEMBERS: J. E. Arnette, Consolidated Automotive, West Palm Beach, Fla.; Henry Howe, Tarbell Watters Co., Springfield, Mass.; G. F. Jackson, Bond Rider Jackson Co., Charleston, West Va.; A. A. Levy, Interstate Elec. Co., New Orleans, La.; M. Lindeman, Glasco Elec. Co., St. Louis, Mo.

C. H. Mauck, Crosley Distributing Co., Chicago, Ill.; Guy Morehouse, H. A. McRae & Co., Troy, N. Y.;

A. C. Ogle, W. E. Titus Radio Corp., Oklahoma City, Okla.; Sam Rabuchin, Lappin Elec. Co., Milwaukee, Wis.; F. R. Reynolds, Graybar Co., San Antonio, Tex.; C. W. Steltzriede, Saginaw Hdwe. Co., Saginaw, Mich.; Ben S. Wood, Wood & Richardson Co., Russell, Kans.; V. E. Newman, Shields Co., Ft. Worth, Texas; Geo. Givin, Aggie Hdwe. & Elec. Co., Manhattan, Kans.; Otto Lippold, Louisville, Ky.; J. M. Richardson, Dallas Elec. Co., Dallas, Tex.; E. T. Hamer, Hamer Sales Co., Dallas, Tex.; J. M. Forester, Gen. Radio & Ref. Co., Dallas, Tex.

G. Thompson, Jr., Gen. Radio & Ref. Co., Dallas, Tex.; Geo. S. McGhee, Gen. Radio & Ref. Co., Dallas, Tex.; Charles Rick, Louis Rick Furn. Co., Dallas, Tex.; A. L. Stoddard, Stoddard Sales Co., Centerville, Tex.; Wm. H. Buck, Portland, Me.; Howard Pierce, Springfield, Mass.; J. Clark, Carlisle Hdwe. Co., Springfield, Mass.; Jack Novak, Novak Elec. Co., Holyoke, Mass.; Edward Miller, Hecht's Reliable, Baltimore, Md.; J. C. Morse, O'Neill & Co., Baltimore, Md.; James Seabold, O'Neill & Co., Baltimore, Md.; Tom Nimogue, O'Neill & Co., Baltimore, Md.

Herbert Gross, Hampstead, Md.;

Morey Roberts, Ottawa, Ill.; Roy Bannon, Morris, Ill.; Eli Hurvitt, I. I. Kotzen Co., Malden, Mass.; Paul Lebow, Houston, Tex.; J. T. Lowrey, San Antonio, Tex.

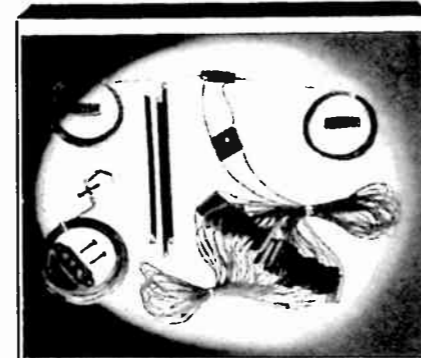
### Awards Crosley Winners . . .

Leaders in sales of Crosley Shelvador electric refrigerators were awarded prizes by A. Turner, president and general manager, Central Auto Equipment Co., Crosley distributor, Springfield, Illinois. W. B. Turner, winner of first prize was given ten dollars in cash and a Crosley diamond-set 100 Per Center pin. Jim Martin won second prize and Fred Aitchison third.

### Economical Operation . . .

Mrs. E. J. Gretzinger of Easton, Maryland, writes:

"We have used a Crosley Shelvador in our home for more than a year and have noticed that the approximate increase in our electric bills has been from one dollar seventy cents to two dollars a month. The refrigerator has given complete satisfaction and we consider the cost of operation very reasonable."



### Crosley Completely Assembled All-Wave Duplex Antenna

For short wave reception, a conventional antenna will give satisfactory results if it is in good condition and the neighborhood in which the set is used is quiet electrically. However, it is especially important that the best antenna obtainable be used.

To get the very best performance possible from any short-wave receiver, the new Crosley all-wave antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses.

Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

**\$5.00**

### (Continued From Page 5) Special Sales Meeting At San Francisco

Chanslor and Lyon Stores, Inc., recently held a meeting in San Francisco for the special sales representatives that sell Crosley products in California and western Nevada. The meeting was addressed by Mr. Lyon who spoke about the progress the department had made so far this year and predicted a bright future ahead of it.

Mr. Etienne conducted the sales meeting, outlining the plans for the radio season and plans for a continued refrigerator drive. Finances for the dealer was the topic of a talk by Mr. Tarr.

The new Crosley Radios were the subject of Crosley District Manager, P. W. Bialkowsky and much optimism was expressed over their sales-breaking possibilities.

### Dealers Praised At Nashville

Middle Tennessee Crosley radio dealers were rated among the most successful in the United States last night by H. E. Richardson of Cincinnati, general sales manager, speaking before the annual salesmen's meeting at the Andrew Jackson hotel, Nashville. The Gambill Distributing Company, wholesale distributors, were hosts to 275 dealers and salesmen.

The entire mezzanine floor of the hotel was given over to the meeting. Every Crosley radio model was exhibited in the assembly hall and described by factory representatives. At the west end of the floor, Crosley refrigerators were shown in actual use, visitors being invited to sample their contents. In the west dining room, artists from WSM and WLAC, entertained, after which a banquet was served. Dancing followed.

Wheless Gambill, Jr., opened the dealers' meeting with words of welcome. George H. Lasley of Cincinnati, southern district manager, described Crosley battery model sets, and Mr. Richardson discussed the electric sets. E. L. Winn of the Federal Housing Administration described the process by which money could be borrowed from the governments at low rates of interest. He urged the dealers present to encourage the use of the F. H. A. Plan. R. D. Pulliam of Louisville spoke on "Plug-in Batteries" and L. D. Wallace of the Southern Agriculturist talked on "America's No. 1 Oppor-



### Makes Record Selling Shelvadors . . .

One of the newest members of the Crosley 100% Club is George Givin, manager of Aggie Hdwe. & Elec. Co., Manhattan, Kansas.

"Mr. Givin has done an exceptionally good job with the Shelvador in Manhattan during the last two years," stated H. Borchardt, Jr., of American Electric Company, St. Joseph, Mo., distributor. "At our refrigerator dealer's meeting here about a year ago, Mr. Givin spoke to the dealers present telling them of his experience with the Crosley line and emphasizing the much smaller

tunity." Leslie Wood and Dan Maddox spoke on "Financing." Harry Stone, of Radio station WSM spoke on "Broadcasters."

### New York Meeting Most Successful Ever Held

August 20th, 21st and 22nd marked the formal showing of the Crosley line of 1936 radios to the Metropolitan New York market, which was productive of more business written on Crosley radios than any previous three-day period in the New York market. All of the key accounts in the New York area placed their complete orders and laid out their advertising plans for an extensive Crosley campaign.

At the Waldorf-Astoria Hotel, Le Perriquet Suite was set aside for this three-day period, and refreshments were available for all dealers who attended. Dealers came from Riverhead, the extreme East of the territory, to Peekskill, on the extreme North, and each day the attendance increased over the previous day.

In a setting that did full justice to the new Crosley radio cabinets, the sets were placed and operating, so that the dealer had an opportunity

amount of service he had been required to give on Crosley refrigerators as compared with a prominent make he formerly handled."

Being a consistent user of effective window displays, Mr. Givin arranges attractive Shelvador displays in his store windows and also occasionally secures the display window of the local utility company for this purpose. Mr. Givin believes that much of his sales success is due to the enthusiastic Shelvador owners in his territory. He says, "It really is a pleasure to sell Crosley refrigerators and a special pleasure to do business with the American Electric Company."

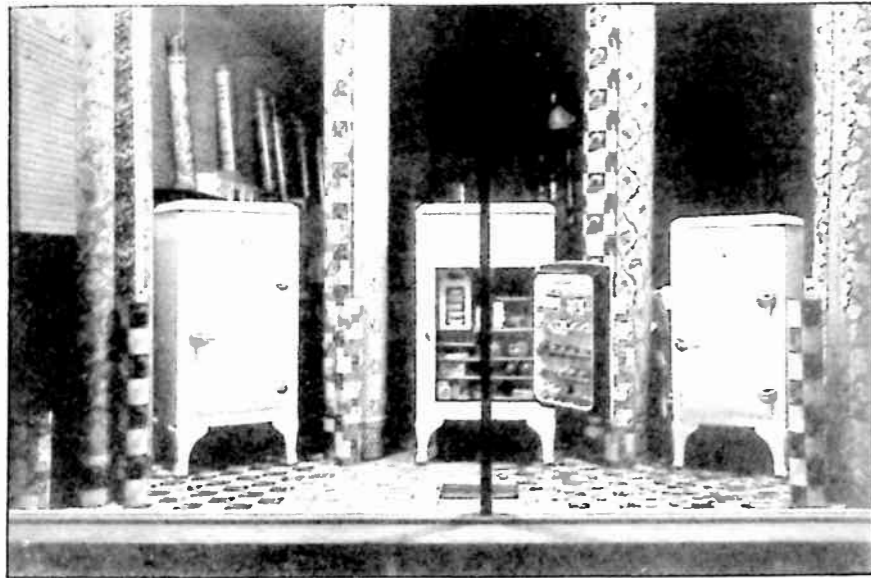
of seeing the comparative value of every number in the line and as a consequence, the average order placed was for practically every number manufactured.

Mr. Fielding Robinson, General Manager of the New York Branch, and Mr. Grant Layng, who handles dealer's sales, were in constant attendance throughout the period of time that the show was being held, which lasted from 10 A. M., to 10 P. M. Mr. Leonard Kellog, who heads up the three Crosley distributing branches, was also present during the period of the show, so that the dealers had an opportunity of talking directly to someone from the Home Office.

### Highly Satisfied . . .

"On August 1, 1933," writes Mrs. L. Hoffman of Chicago, Ill., "I purchased a Crosley refrigerator. The refrigerator has worked very nice and I judge by my previous electric light bills and my present bills, that the cost of operation is only about \$1.10 per month."





### Boosting Shelvador Sales In The Mountains Of North Carolina . . .

This attractive Shelvador display is one of the aggressive weapons used by Boyd Furniture Company of Waynesville, North Carolina to promote the sale of Crosley Shelvadors in that community.

"Despite the fact that this dealer is located in a small town in the mountains of western North Carolina, he has sold quite a few Shelvador electric refrigerators," states E. C. White of Carolinas Auto Supply House, Crosley distributor at Char-

### Icyball Enthusiast . . .

Judging from a recent letter from Will Rice of St. Joe, Arkansas, here is a fervent enthusiast for the Crosley Icyball. His letter follows:

"This is the fifth season for our Crosley Icyball and we have never had a cent of expense on it except for kerosene and heater wicks and it is still doing just as good as it did on the day it was installed.

"Another Icyball was sold here in the neighborhood this spring on our recommendation. Living in the country away from ice wagon routes and electric power lines, it is a great advantage."

### Low Cost Of Operation . . .

Mrs. Mary E. Carlson of Chicago, Illinois, writes:

"After using the Shelvador for one year I was agreeably surprised to learn that the cost of operation was surprisingly low—namely \$1.25 per month.

"It will be a pleasure for me to recommend your refrigerator."

lotte, N. C. "This dealer has handled Crosley merchandise for a number of years, handling only Crosley radios and refrigerators."

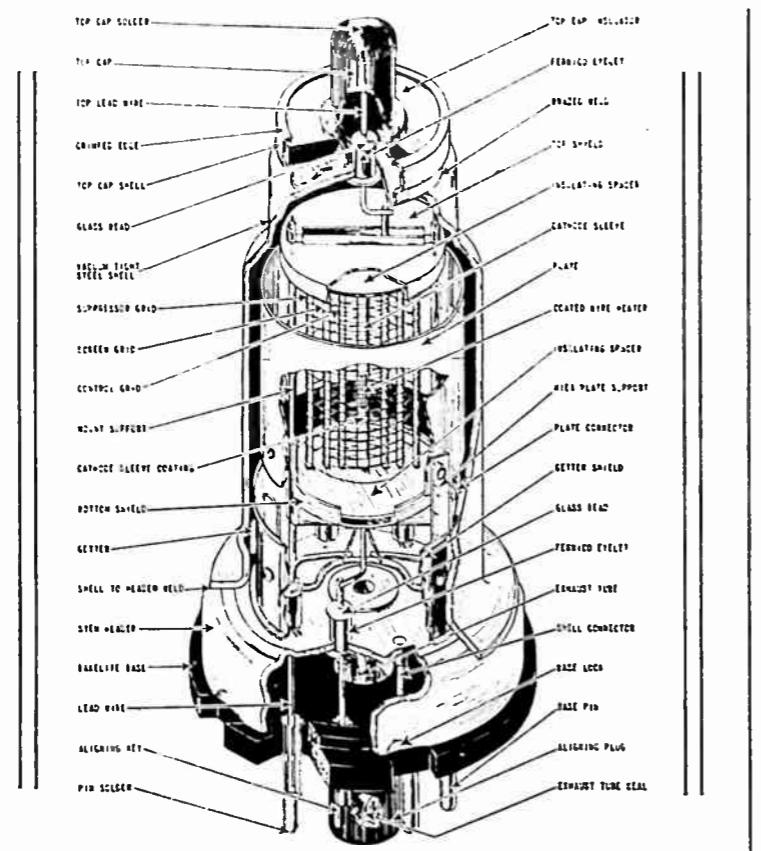
### L. L. Richard Named Manager Of Rosenfield's Crosley Department . . .

An interesting announcement from Interstate Electric Company, Crosley distributor at New Orleans, La., is that of the appointment of L. L. Richard as manager of the Crosley refrigerator department of Rosenfield's, Baton Rouge, La. Having been connected with a concern there for more than three years, Mr. Richard is well known in local refrigeration and radio circles and brings with him an enviable record in refrigeration and radio sales work.

"I am indeed happy to become affiliated with such a popular store as Rosenfield's," stated Mr. Richard, "and was especially impressed with Crosley Shelvador refrigerators and the complete stock of models on display. I am confident this department will continue to grow."

The Crosley Shelvador has enjoyed a splendid business here and it is anticipated that it will continue to grow in popularity.

### Interesting Cross Section View Of New Metal Tube



(Through Courtesy of The Ken-Rod Corporation, Owensboro, Ky.)

### Features Carload Shipments In Newspaper Campaign . . .

"Another Carload Crosley Shelvadors For Rockford Housewives" was the screaming headline of a recent advertisement in the newspaper of Rockford, Illinois. Taking advantage of the fact that they have been ordering Shelvadors in carload lots, Block and Kuhl of that city, stressed this theme which emphasized the great popularity there of Shelvador.

"The modern housewife is certainly going electric refrigerator minded this year", W. E. Parlee, Jr., refrigerator department manager of this firm remarked. "Hundreds of Rockford families are now enjoying this most necessary convenience and prices are now within the reach of most every pocketbook. Where last year we were delivering a few units at a time, the demand has now increased to the point where we are ordering in carload lots."

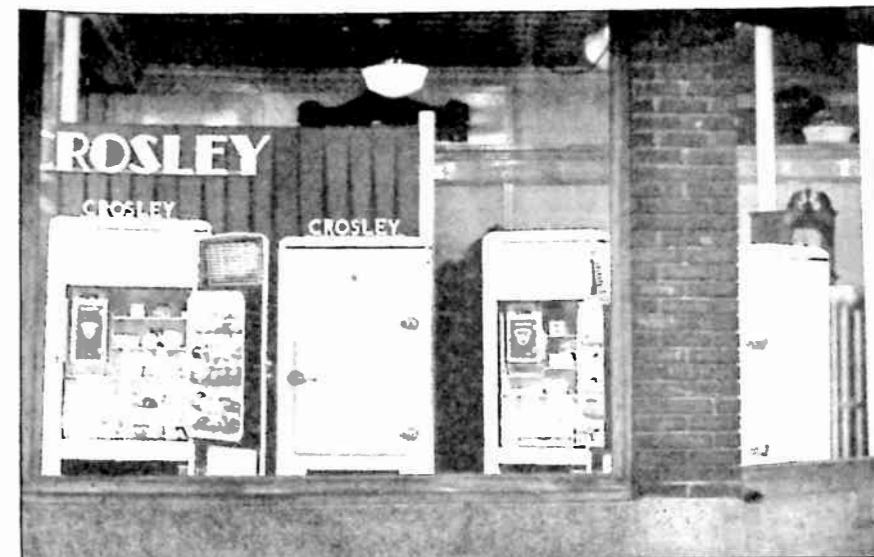
L. C. Wheeler, Vice-President, Hardware Products Company, Crosley distributor at Sterling, Illinois, says that Block and Kuhl is considered one of the most enterprising and successful dealers in the territory west of Chicago.

### Graybar Uses Success Story In Shelvador Sales Campaign

"Success stories are always worth reading", says the Graybar Flash, published by the Graybar Electric Company, Crosley distributor, Philadelphia. Then the bulletin tells the story of Rosengard & Ginsburg, a new Crosley dealer in Atlantic City with a trading population of 50,000.

With the personal cooperation of a Graybar salesman, Rosengard & Ginsburg inaugurated a campaign to sell Crosley Shelvador electric refrigerators with the aid of the Crosley Shelvabank plan. Windows were attractively trimmed, a complete stock of Shelvadors placed on the floor, and an advertisement announcing the campaign run in the local newspaper.

"It produced extraordinary results," K. L. Thielscher, Graybar merchandising manager, reports. "That day more than 50 live prospects were listed, and 11 sales made. This enthusiastic Graybar dealer anticipates a much greater volume of business and is keeping right back of the Shelvabank campaign. Frankly, I expected the results accomplished



### Scores 300% Sales Increase . . .



J. W. Black, sales manager of the G. G. Rouffa Furniture Company, Cambridge, Mass.

A neighborhood furniture store in the city of Cambridge, Mass., the G. G. Rouffa Furniture Company, has achieved one of the most outstanding refrigerator sales records in that district. As ample testimony to this fact, their sales of Crosley refrigerators over last year. An example of this dealer's effective window displays is shown above.

In charge of Crosley Shelvador sales is J. W. Black, sales manager. In the words of Crosley district manager, H. Schumacher, "Mr. Black is by this aggressive dealer. They are a confirmation of the faith we have in the tremendous sales value of Crosley Shelvador refrigerators for 1935."

very aggressive and few opportunities, if any, ever escape him to make some housewife happy with a Crosley Shelvador. During the recent June and July refrigerator sales campaign, Mr. Black more than sold his quota, thereby making himself eligible for the Crosley 100% club."

### Alabama Dealers Visit Factory . . .

Twenty-three dealers of the Perfection Mattress and Spring Co., Birmingham, Crosley distributor in Alabama, in company with officials of the Perfection company, were recent guests of the Crosley Radio Corporation. The dealers were winners in a contest for sales of Crosley Shelvador electric refrigerators.

James Clary, manager of the electric appliance department; Harry Douce, advertising manager; and L. N. Herring, sales representative of Perfection, represented the distributing company. While in Cincinnati they visited the Crosley factory, the studios of WLW and made a trip to see the 500,000-watt transmitter at Mason. In the afternoon they were entertained by the Crosley Radio Corporation at the ball game between the Cincinnati Reds and the Brooklyn Dodgers at Crosley Field. In the evening they were banqueted at the Hotel Gibson.

Speaking of business conditions, Mr. Clary said, "We will more than double our quota for Crosley radios this fall. We will also exceed our quota on Shelvador electric refrigerators. The outlook for business is very good. Things are looking up quite a bit due to the fact that the fall crops are in."



## Crosley Band Spread Pointer Brings A New Ease In Tuning And Logging Desired Stations

The band spread pointer available on several of the new 1936 Crosley Radios, is a remarkable development that has a strong appeal when properly presented to prospective radio buyers. It enables the radio fan who wants the utmost in modern refinements to enjoy a new standard of accuracy and ease in both tuning and logging desired stations. Particularly is it of immense value when tuning on the high frequency bands which have proven so popular because of the colorful foreign broadcasts they bring in. When tuning in these distant foreign stations the extreme accuracy made possible through the band spread pointer is a decided asset and materially assists in obtaining the desired results in a quicker and easier fashion.

For instance, suppose you had previously located a station at approximately 11.8 megacycles and desired to tune in that station. By means of the band spread pointer, you can locate that exact station tuning again at but a fraction of the time it would otherwise require.

### How To Use It

The Crosley band spread pointer is the red faster-moving of the two pointers as seen on the face of the dial. A separate dial is used for this band spread pointer and this dial is divided into 12 major parts, similar to the figures on a clock. Since the reading of time on a clock is so familiar to everyone, this same method can be used to advantage here. The slower moving double black pointer

can be used as the hour hand and the other pointer as the minute hand.

Since a positive gear drive is used, the band spread pointer is always in exactly the same relation to the double pointer, just as the hands of a clock are always in corresponding relation.

As an example, if you receive a station at 11.8 megacycles, and the pointers used as clock hands read 2:00 o'clock, that station could be logged at 2:00 and could always be tuned in thereafter with that simple, quick and easily understood reading.

To help you better understand the advantages of this feature you can examine figure 1. There you can easily see that the pointers indicate 12:20 o'clock, by using (as previously stated) the double pointer as the hour hand and the single pointer as the minute hand on the band spread dial reading from 1 to 12. By following the double pointer down to the high frequency readings, you will see that 12:20 o'clock would bring in a station at either 14.7 or 5.9 megacycles, depending upon the tuning band being used. In figure 2, you will read 11:10 o'clock which would be either 7.6 or 18.0 megacycles.

Through the inclusion of the band spread pointer, you have in a condensed simple form all the advantages of a tremendously large dial the size of which would be impossible to use. There are approximately 20 revolutions of the band spread pointer for each half revolution of the double black pointer. With a 2

inch diameter, the dial for the band spread pointer is about 6 inches long and the 20 revolutions make it the equivalent to a dial about 120 inches long, which would have about a 7 foot diameter if made a half circle and would be so large that it would be naturally impracticable.

For each revolution of the single red pointer, the double pointer moves only about  $\frac{1}{4}$ ", so that the 20 revolutions only move the double pointer about 5 inches as contrasted to the 120" such accuracy of tuning would otherwise require.

## Newspaper Gives Shelvador In Subscription Contest...

As an inducement for subscribers to pay up their subscriptions, The Tri-Community News of Gahanna, Ohio, offered a Crosley Shelvador electric refrigerator as the prize for the lucky winner.

Describing the contest, The Tri-Community News says, "The contest is simplicity itself, easy to enter, with everyone having an equal chance at the prize.

"There is only one requirement—to pay up your subscription. For every dollar you pay on a subscription, you will be creating for yourself an opportunity to win the new Crosley Shelvador, valued at \$129.50 which was purchased from the Spicer-Henthorne Furn. Co., Columbus, Ohio. You may pay as far in advance as you like, but you must pay up to date at least to be eligible."

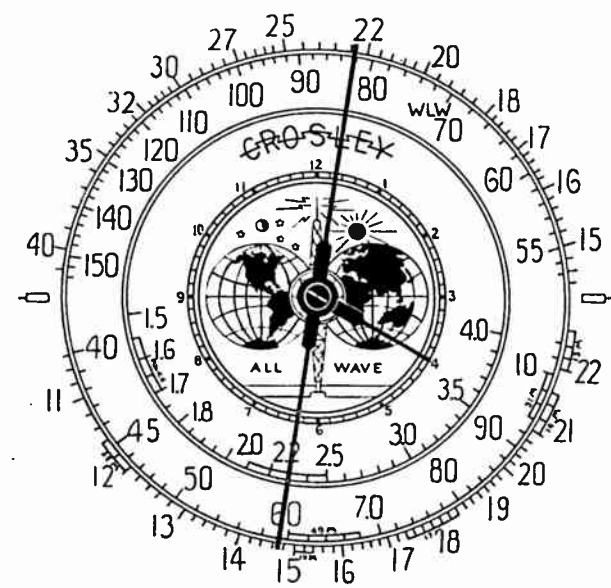


Figure 1

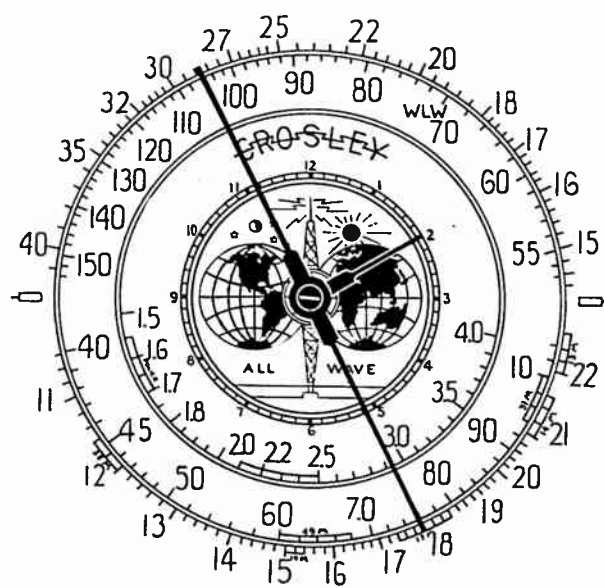


Figure 2

# CROSLEY SERVICE SUPPLEMENT

## MODEL 715

Type	Where Used	TUBE VOLTAGES—MODEL 715							
		Ef	Ep	Eg	Ek	Es	Esu	Ega	Ego
6D6	R. F.	6.3	245	—3.	0	110	0	—	—
6A7	Osc.-Mod.	6.3	245	—3.	0	110	0	175	5-to-15
6B7	I.F. and Diode	6.3	245	—3.	0	110	0	—	—
76	A. F. Diode	6.3	—	—	0	—	—	—	—
76	A. F. Amp.	6.3	35	—3.	0	—	—	—	—
42	Output	6.3	235	—16.	0	245	0	—	—
80	Rectifier	5.1	—	—	—	—	—	—	—

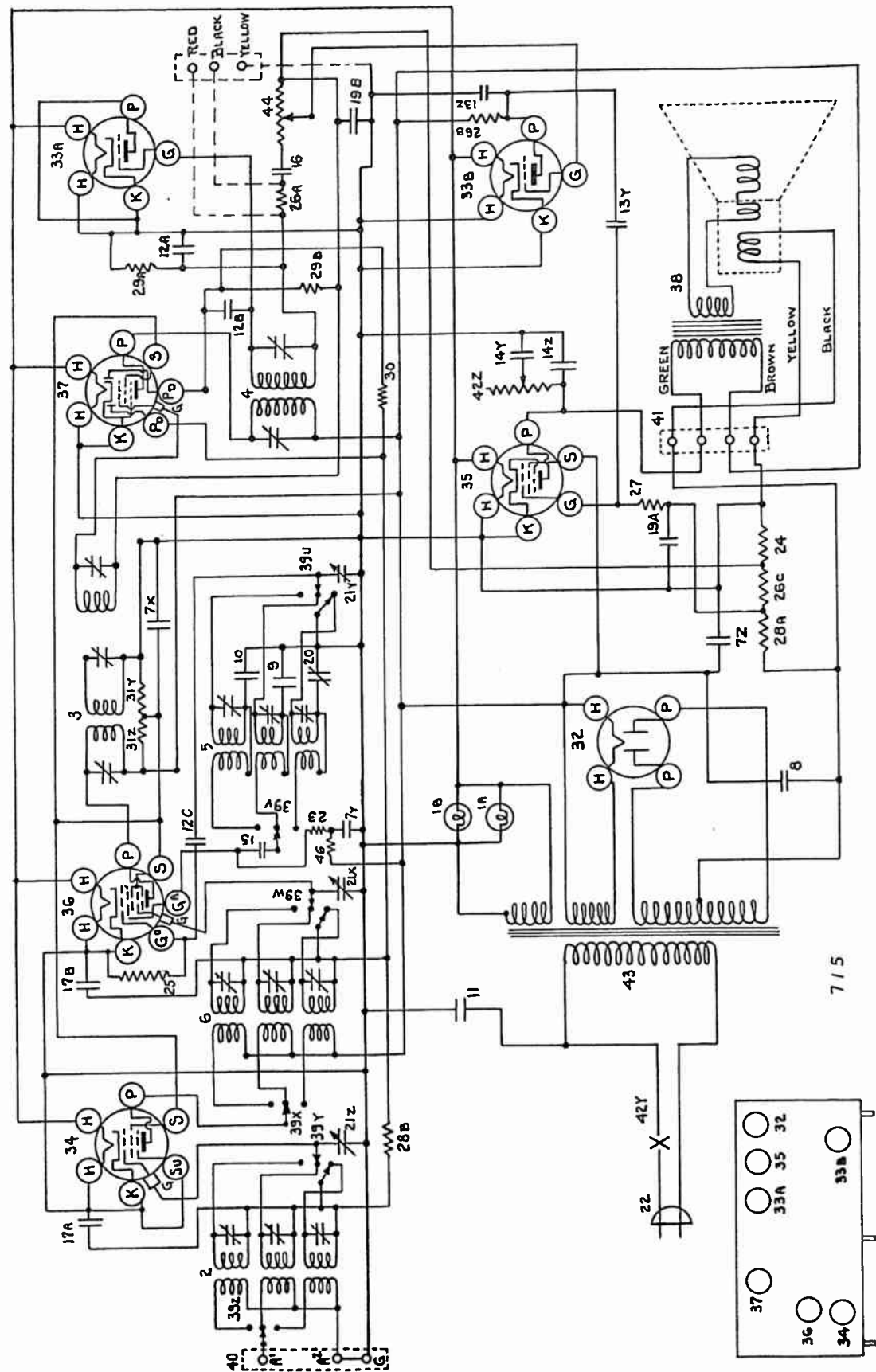
ALL D.C. VOLTAGES MEASURED TO CHASSIS WITH 250 VOLT, 1000 OHMS PER VOLT VOLTMETER. ALL VOLTAGES PLUS OR MINUS 10% AT 117.5 LINE VOLTAGE. POWER DEMAND APPROXIMATELY 70 WATTS AT 117.5 VOLTS. FILAMENT VOLTAGES MEASURED WITH A LOW READING A.C. METER.

## PARTS LIST—MODEL 715

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1A	G4—27134	Dial Light Bracket Assembly.	23	—22831	Resistor, 15,000 Ohms.
1B	G4—27134	Dial Light Bracket Assembly.	24	—22196	Resistor, 20,000 Ohms.
2	G50—32000	Ant. Coil Assembly complete.	25	W—21875	Resistor, 100,000 Ohms.
	G44—32000	Ant. Coil Broadcast Band.	26A	—23403	Resistor, 150,000 Ohms.
	G45—32000	Ant. Coil Police Band.	26B	—23403	Resistor, 150,000 Ohms.
	G46—32000	Ant. Coil S. W. Band.	26C	—23403	Resistor, 150,000 Ohms.
	W—36032	Trimmer Condenser.	27	—21455	Resistor, 300,000 Ohms.
	G6—36031	Support Base Assembly.	28A	—23785	Resistor, 500,000 Ohms.
	G4—36031	Coil Shield Assembly.	28B	—23785	Resistor, 500,000 Ohms.
3	G47—32004	1st. I. F. Trans. Assembly.	29A	—21454	Resistor, 1 Megohm.
4	G46—32004	2nd. I. F. Trans. Assembly.	29B	—21454	Resistor, 1 Megohm.
5	G42—32002	Osc. Coil Assembly complete.	30	—26577	Resistor, 3 Megohm.
	G36—30202	Osc. Coil B. C. Band.	31Z	W—35963	Resistor, 8,500 Ohm.
	G37—32002	Osc. Coil Police Band.	31Y	—	Resistor, 25,000 Ohm.
	G38—32002	Osc. Coil S. W. Band.	32	G6—28807	Socket, 80.
	W—36032	Trimmer Condenser.	33A	G80—28807	Socket, 76.
	G7—36031	Support Base Assembly.	33B	G80—28807	Socket, 76.
	G5—36031	Coil Shield Assembly.	34	G75—28807	Socket, 6D6.
6	G29—32001	R. F. Coil Assembly complete.	W—35774	—	Tube Shield Base.
	G23—32001	R. F. Coil B. C. Band.	W—35772	—	Tube Shield Half.
	G24—32001	R. F. Coil Police Band.	W—35773	—	Tube Shield Cap.
	G25—32001	R. F. Coil S. W. Band.	35	G25—28807	Socket, 42.
	W—36032	Trimmer Condenser.	36	G47—28807	Socket, 6A7.
	G6—36031	Support Base Assembly.	W—35774	—	Tube Shield Base.
	G4—36031	Coil Shield Assembly.	W—35772	—	Tube Shield Half.
7Z	—	Condenser, 8 Mfd. 450 Volt.	W—35773	—	Tube Shield Cap.
7Y	W—36056	Condenser, 4 Mfd. 350 Volt.	37	G48—28807	Socket, 6B7.
7X	—	Condenser, 4 Mfd. 250 Volt.	W—35774	—	Tube Shield Base.
8	W—36055	Condenser, 35 Mfd. 450 Volt.	W—35772	—	Tube Shield Half.
9	G7—34000	Condenser, 0.00145 Mfd.	W—35773	—	Tube Shield Cap.
10	G12—34000	Condenser, 0.004725 Mfd.	38	318-BL-18	Speaker.
11	W—30805	Condenser, 0.01 Mfd., 400 Volt.	518-CL-22	—	—
12A	G2—34002	Condenser, 100 Mmf.	UtoZ	—36058B	Band Change Switch
12B	G2—34002	Condenser, 100 Mmf.		40	G27—26719
12C	G2—34002	Condenser, 100 Mmf.	41	G5—31128	Speaker Terminal.
13Z	W—25537A	Condenser, 0.001 Mfd., 400 Volt.	W—34627	—	Terminal Board Insulator.
13Y	—	Condenser, 0.03 Mfd., 400 Volt.	W—34628	—	Terminal Board Cover.
14Z	W—31052	Condenser, 0.004 Mfd., 400 Volt.	42Z	—36062	Tone Control.
14Y	—	Condenser, 0.05 Mfd., 400 Volt.	42Y	—	On-Off Switch.
15	W—32378	Condenser, 0.01 Mfd., 400 Volt.	43	G6—30745	Power Transformer, 60 Cy., 110 V.
16	W—23191A	Condenser, 0.01 Mfd., 400 Volt.	W—30745	—	Power Transformer, 25 Cy., 110 V.
17A	W—32379	Condenser, 0.02 Mfd., 200 Volt.	W—30745	—	Power Transformer, 25 Cy., 220 V.
17B	W—32379	Condenser, 0.02 Mfd., 200 Volt.	—36060	—	Volume Control.
18	See 19B	—	44	—	—
19A	W—30321	Condenser, 1.0 Mfd., 160 Volt.	45	See 12C	—
19B	W—30321	Condenser, 1.0 Mfd., 160 Volt.	46	—21876	Resistor, 10,000 Ohms.
20	G10—33005	Trimmer Condenser, 5 plate.	W—34678B	—	Knob, Band Change.
21Z	—	—	W—31585B	—	Knob, Controls.
21Y	G33—33002	Var. Tuning Condenser, 3 Gang.	B—33528C	—	Escutcheon.
21X	—	—	W—33584	—	Escutcheon Gasket.
MG21—36045	—	Dial Drive Assembly.	W—36312	—	Band Change Switch Plate.
W—37198	—	Dial Pointer only.	W—36309	—	Band Change Indicator, Celluloid.
W—32293	—	Dial Pointer Nut (2 used).	W—36313	—	Tone Control Plate.
C—36088	—	Dial Indicator Plate.	—35422	—	Grille Cloth, 5N Cabinet.
B—30375A	—	Cord and Plug.	—35863	—	Grille Cloth, 5D Cabinet.





WIRING DIAGRAM—MODEL 715

715

# Increase your Sales Volume with these NEW CROSLEY BATTERY RADIOS

When you show these new Crosley Battery Radios to the unwired homes of your territory, their appeal will undoubtedly be so irresistible that you will reap unprecedented sales and profits. You are urged to take full advantage of the tremendous opportunity that exists in the increased purchasing power of the farm market. Get behind these new battery models now!

## FEATURES OF THE Battery Forty-Six

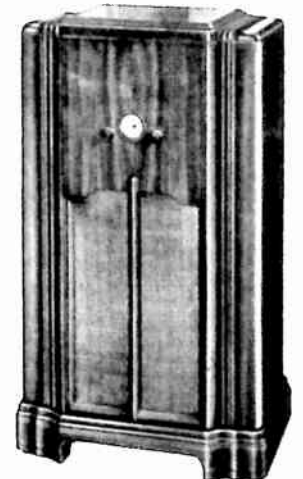
- Four-tube superheterodyne.
- Operates from 6-volt storage battery.
- No "B" batteries required.
- Synchronous vibrator.
- Illuminated, full vision airplane type dial.
- Rubber mounted tuning condenser.
- Hi Q Litz wound coils.
- Permanent magnet speaker.
- Tubes used are: One type 6A7, two type 15, one type 38.



## CROSLEY BATTERY FORTY-SIX

What a remarkable radio for the unwired home! By eliminating "B" batteries and by using the ACE Governor Wind Charger to charge the 6-volt storage battery, power operating cost is practically nothing.

Gorgeous cabinet has figured walnut veneer on the front panel. Decorative lines on the solid wood top and also on the end panels. Dimensions: 11½" high, 10½" wide, 7½" deep. **\$34.50**



## CROSLEY BATTERY FORTY-SIX Console

The front panel of this beautiful cabinet is of center matched American walnut veneer. The top is of walnut veneer. Pilasters are reeded. Speaker grille has decorative overlay. Dimensions: 36" high, 21½" wide, 11½" deep. **\$49.50**

## FEATURES OF THE Battery Sixty-Two

- Six-tube two band superheterodyne.
- 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 type battery cable.
- Permanent magnet speaker.
- Tubes used are: Two type 34, one type 1A6, one type 1B5, one type 30, one type 19.



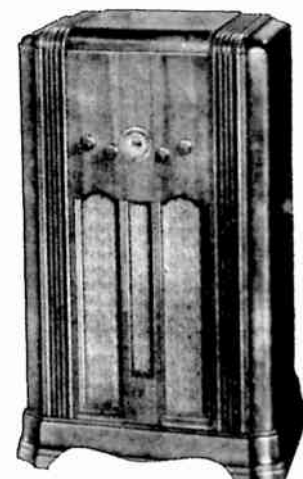
## CROSLEY BATTERY SIXTY-TWO

A beautiful and exceptionally well-performing battery radio that proves Crosley leadership in offering the most for the radio dollar. The cabinet front panel is of stump walnut veneer. Pilasters are reeded. Dimensions: 16½" high, 12¼" wide, 8¾" deep. **\$39.95**



## CROSLEY BATTERY SIXTY-TWO "A"

The cabinet of this remarkable battery radio is sufficiently large to accommodate all necessary batteries. The exquisite front panel is of American walnut veneer with reeded pilasters. Dimensions: 21¼" high, 18¾" wide, 11¼" deep. **\$42.50**



## CROSLEY BATTERY SIXTY-TWO Console

Expressive of the finest in beauty, performance, value. The beautiful cabinet has a front panel of center matched American walnut veneer. Pilasters are reeded. Dimensions: 36¾" high, 20¾" wide, 11¼" deep. **\$54.50**

• PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST.

YOU'RE THERE WITH A CROSLEY  
**CROSLEY RADIO**

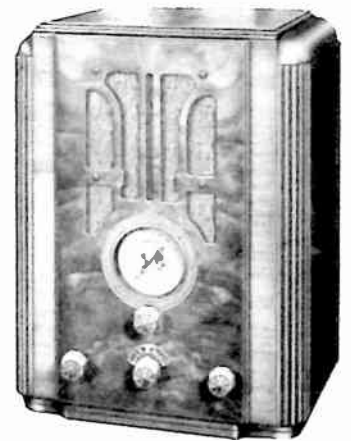




# The CROSLY *Buccaneer* steals the show

and captures untold SALES and PROFITS . . .

The Crosley Buccaneer brings new thrills in radio pleasure to your customers—and unprecedented sales and profits to you! For it is a leader of leaders—nowhere else can anyone find a three-band six-tube superheterodyne giving anywhere near the same value. Whenever the Buccaneer is seen and heard it creates a sensation. Compare the Buccaneer with any other radio of the same price and you will find that it is "away ahead of the procession."



## FEATURES

- Six-tube three-band superheterodyne.
- Standard broadcasts—540-1700 Kc. Police, amateur, aviation broadcasts—1700-5200 Kc.; Foreign broadcasts—5400-15,300 Kc.
- Automatic volume control.
- Tone control.
- Illuminated full vision airplane type dial.
- Three position band change switch.
- Vernier drive station selector.
- Completely shielded first and second I. F. transformers
- Electrolytic condenser.
- Planetary drive type full floating tuning condenser.
- Full floating moving coil electrodynamic speaker.
- Tubes used are: One type 6A7, (double purpose), two type 6D6, one type 7C, and type 42, one type 80.

## CROSLY BUCCANEER

With an exceptionally outstanding quality of tone and performance, this distinctive radio receives American, foreign, police, amateur and aviation broadcasts. The cabinet front panel is of center matched stump walnut veneer. Pilasters are of pin stripe walnut veneer with fluted corners. Top of walnut veneer.

Dimensions: 16½" high, 12¼" wide, 8¾" deep. **\$39.95**

Complete

Crosley Olympia—Employs six METAL TUBES. Other features **\$45.00** and cabinet same as Buccaneer.

Complete

## CROSLY BUCCANEER CONSOLE

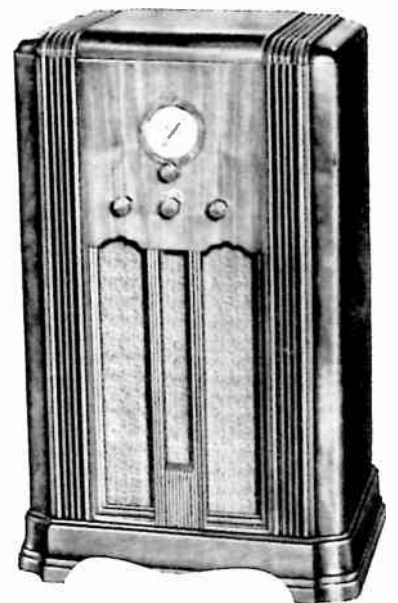
Incomparable for its price class—in beauty, performance, value. For standard, foreign, police, amateur, aviation reception. Beautiful cabinet has front panel of center matched American walnut veneer. Pilasters are reeded with walnut veneer stiles. Decorative fluting on the speaker grille.

Dimensions: 36¾" high, 20¾" wide, 11¼" deep. **\$54.50**

Complete

Crosley Olympia Console—Employs six METAL TUBES. Other features and cabinet same as **\$59.95** Buccaneer Console.

Complete



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

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