

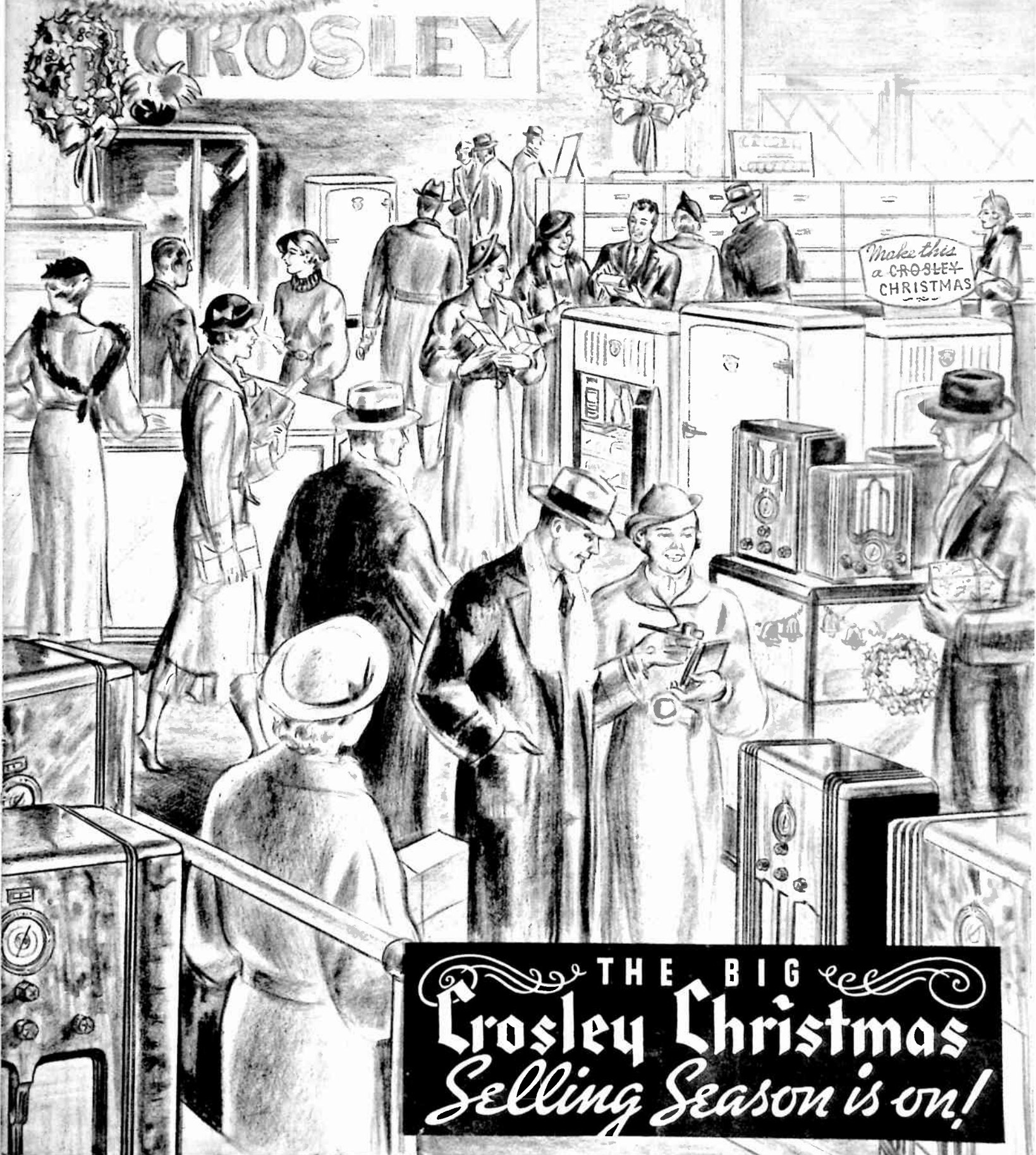
THE CROSLLEY BROADCASTER

VOLUME 14

DECEMBER 1, 1935

NUMBER 15

CROSLLEY



THE BIG
Crosley Christmas
Selling Season is on!

TALKS TO THE TRADE



POWEL CROSLY, JR. SAYS:

ONCE again we are in the midst of that great selling season that comes before Christmas. Everywhere throughout the country indications point to the fact that activity is more pronounced than for years. Many homes will be brightened on Christmas morning when the family is greeted with a new Crosley Radio or Shelvador Electric Refrigerator. And Crosley dealers will undoubtedly enjoy unprecedented Christmas profits. The sales achievements already attained will carry on through the Christmas season.

The new 1936 line of Crosley Radios has proven to be a world leader in popularity. This is substantiated by the fact that October was the greatest production and sales month in our history. Shipments of Crosley Radios during October showed an increase of 25 per cent over the banner month of all previous time, which was October, 1928. This is

glowing evidence of the public's acknowledgment of Crosley leadership in the three essential radio appeals—beauty, performance and value.

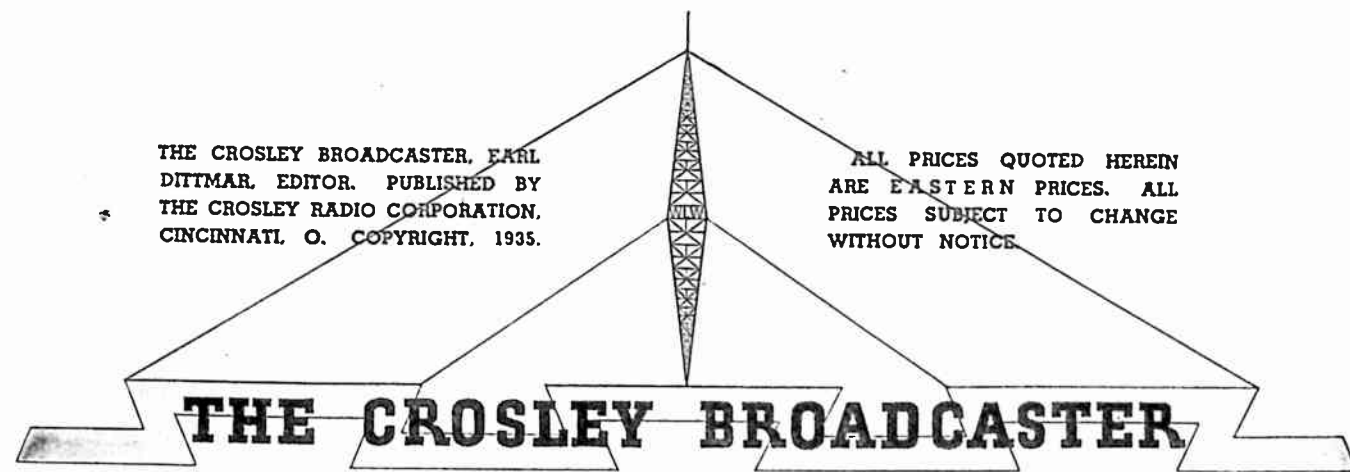
Then, too, the Crosley Shelvador Electric Refrigerators offer untold possibilities for Christmas profits. They have become the fastest growing line of electric refrigerators in public popularity in history. They have everything—beauty, more usable space, greater convenience, distinctive features, trouble-free and economical operation, and outstanding value.

Yes, there will be many Crosley Radios and Shelvadors bought for Christmas. You are urged to avail yourself of every conceivable means of getting your share of this business. Then this big Crosley Christmas selling season will bring you the merriest Christmas you have ever had.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

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

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Another Splendid Christmas Gift . . .

A Christmas gift that will be appreciated by many this year is the Crosley Temperator with thermostatic control. Bringing added comfort and warmth when it is wanted and where it is wanted, this amazing product is virtually an auxiliary heating plant that is needed by every home. Yes, two, three or more are needed by most homes. The thermostat feature places the Crosley Temperator in a distinctive class all by itself, considering its low price. It is practically without competition.

Here is a Crosley product that will bring you much PLUS business during this most active selling season. Promote the Temperator as a Christmas gift in every possible way.

FHA—An Opportunity . . .

Through the Federal Housing Act, the government has provided an opportunity that should be adequately utilized by every Crosley dealer. This cooperative movement to encourage better housing includes electric refrigerators. Through this plan, anyone who has a sufficient regular income and a good credit standing in his community may borrow enough money to accommodate his electric refrigerator purchase.

Many Crosley dealers throughout the country have found that the FHA plan has been a substantial aid in the promotion of Shelvador sales. The low monthly payments that can be extended over a period of as much as three years has proven especially attractive to those people whose limited incomes would otherwise prohibit them from making such a pur-

chase. But extreme care must be exercised in selling Shelvadors under this plan only to those people who do have sufficient finances to take care of the monthly payments. Of course, it would be completely foolhardy for any distributor, dealer or salesman to use high pressure selling methods with those people whose financial means in no way justify purchasing an electric refrigerator. The ones to suffer would be not only those who indulge in such tactics but everyone engaged in electric refrigeration sales activity.

As conditions are now, the FHA offers every Crosley dealer an opportunity for added sales and profits. But if the government were to be confronted with a large volume of repossessions resulting from bad selling methods, electric refrigerators would undoubtedly be dropped from the list of items to be sold on the FHA plan. And the opportunity it now presents would be lost.

So let's take full advantage of the possibilities of FHA—and let's keep those opportunities it affords by refraining from selling to anyone who is not a good credit risk.

Short Wave Listening Posts . . .

There is undoubtedly tremendous interest in the reception of short wave broadcasts throughout the entire country. Many distributors, dealers and users of Crosley Radios have been experiencing unusual results in the logging of distant, foreign stations. Reports of such logs would no doubt be of great interest to every reader of the Crosley Broadcaster.

With the object of increasing the intense enthusiasm in the reception

of foreign broadcasts with a Crosley, it is our desire to inaugurate a "Crosley Short Wave Listening Posts" column in this magazine. Such a column would be substantial evidence of the many foreign stations that are actually heard.

Every section of the country should be represented. If you, or anyone in your vicinity, are enjoying excellent short wave reception, join the ranks of official Crosley listening posts. Send to your editor your log of foreign stations. Include such information as, time of day, call letters, location of station, what Crosley radio is used, the dial reading, and quality of reception. This contemplated column can be of value to every dealer in his sales promotion work. Let's make it worth-while. Send in your short wave log.

Car Radios In Great Demand . . .

According to *Retailing*, exhibitors at the National Automobile Show have reported that "fully fifty per cent of the people buying cars today want radios installed."

What a tremendous market this represents! To help Crosley dealers get their share of this business, Crosley has announced two new Roamio automobile radios. Model A-156, a single unit with remote control, is a five-tube superheterodyne and incorporates latest features. Model A-166, a two unit receiver, has six tubes and many new features. Both are exceptional in quality of performance and are outstanding values.

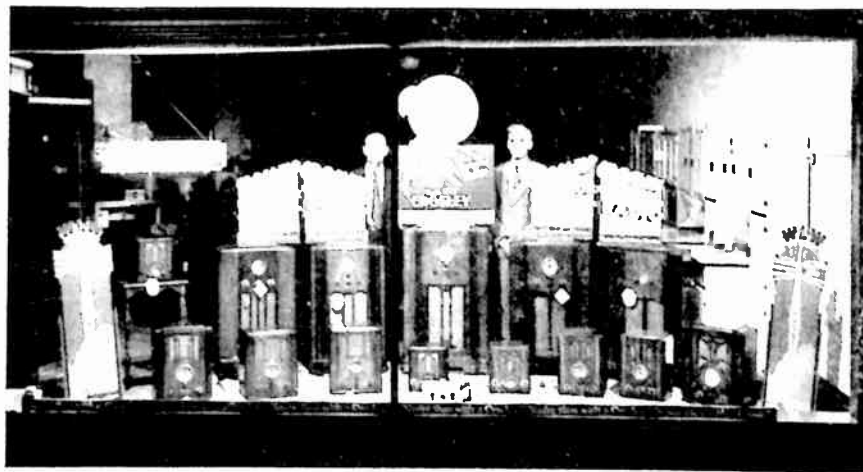
Start showing and demonstrating these new Roamio models now—you will undoubtedly capture a surprising amount of sales and profits.



At Mark Twain Centennial Celebration . . .

This attractive display of 1936 Crosley Radios appeared at the recent Mark Twain Centennial celebration. It was sponsored by Hedges Auto Supply Company, Hannibal, Missouri, who is recognized as the

star Crosley dealer by Tenk Hardware Company, distributors at Quincy, Illinois. This display was visited by thousands of people who were attracted to the celebration from all parts of the country.



Effective Display Taken From Town To Town . . .

Crosley dealers in the territory of American Electric Company, St. Joseph, Missouri, were recently rendered quite an unusual and effective promotional service by this aggressive distributor. H. C. Troyer, special representative for that company, traveled through the territory in a new Ford panel body truck. This truck was loaded with an assortment of new Crosley Radios, which, with the assistance of the regular distributor salesmen, were taken out and

displayed in the various towns.

An example of how this plan worked is shown in the above illustration. This shows one of the Crosley radio displays which was installed in the window of the Clifton Furniture Company, Crosley dealer at Rockport, Missouri. The two men shown in the picture are left to right: F. B. Enterline, American Electric representative and O. W. Clifton, owner of this store.

In commenting on this venture and

Lindeman, Crosley 100 Percenter, Gives Rules For Sales Success . . .

M. Lindeman, member of the Crosley 100 Percenters Club with Lindeman-Hoffer, Crosley dealer, St. Louis, Mo., gives five rules to which he attributes his success as a salesman. They are:

Be sold on your product.

Never knock a competitor, nor his merchandise.

Represent your line honestly.

Sell the dealer merchandise most fitting to his following.

Win and keep the confidence of the dealer's organization.

"If these policies are followed," says Mr. Lindeman, "you cannot help from being 100 percent."

Mr. Lindeman began his course of sprouts as a salesman at the age of 16. He had a concession in one of the local 5 and 10 cent stores, printing calling cards. This experience and the knowledge he gained from meeting the general public, Mr. Lindeman says, became his greatest asset.

"Human nature is queer, isn't it?" he philosophizes. "You meet all walks of life. Combatting and promoting these humans was my greatest ambition. I attribute my success in the selling field to the training I received in that 5 and 10 cent store, and the determination to ride only winners, follow the trend and sell the products that serve the masses."

The most recent accomplishment that Mr. Lindeman recalls is the sale of 162 Crosley Shelvador electric refrigerators in one day.

Factory Visitor . . .

Frank Crites, Crosley dealer, Amanda, O., was a recent visitor at the factory in Cincinnati. Mr. Crites reports sales on Crosley radios are excellent and that he anticipates a record season.

its success, H. Borchardt, Jr., of American Electric, said: "Dealers were sent advance notice that this display of radios was coming and they invited their radio prospects to see the complete showing. This work has been productive as it helped our salesmen to assist the dealers in selling their prospects, especially prospects for the better console models."

Bensinger-Crosley Baseball Team Again Finishes First . . .

Clifford Bensinger's famous baseball team, the Bensinger-Crosley club, of New Albany, Ind., has again finished in first place in its league with a percentage above .750. The team played 36 games, winning 28 and losing 8, during the season. They played the best teams in Southern Indiana, it being Mr. Bensinger's idea to give the people the best available in baseball, rather than pick teams they could beat. Mr. Bensinger reports that the season's attendance was around 37,500. Co-operating with Mr. Bensinger in the operation of the Bensinger-Crosley baseball team is the Cooper-Louisville Corp., Crosley distributor of Louisville.

Group Forms "Crosley Girls" Club . . .

In Newark, N. J., a Dinner-Dance was recently sponsored by a group of forty-nine girls who have formed an organization under the name of the "Crosley Girls".

According to Fred Goldberg, general manager of Apollo Distributing Company, Newark, "The reason they named their group Crosley Girls was due to the fact that twenty-eight of these girls' families are owners of Crosley Shelvador refrigerators and are so well pleased with the refrigerator that they could not think of a better name."

Radio Theft Reported . . .

According to a recent South Bend, Indiana newspaper item, police there are on the search for a man who took a radio from the Davidson Sales Co., Crosley distributor, and later left it on the rear porch of a home 10 blocks away.

"Martin Seriss, sales manager of the store, told police the man took the radio while he was in the rear part of the store with a customer," reads the newspaper account. "The customer gave chase until the thief entered a car a short distance from the store. The radio was later found on the rear porch of a home about 10 blocks away."

This attractive interior shows the store displays of H. Klinger, Inc., Rutherford, N. J. Being an exclusive dealer of lines handled by Apollo Distributing Company, Newark, N. J., this dealer is, of course, an enthusiastic Crosley Radio and Shelvador refrigerator merchandiser.



Cincinnati Inaugurates Hallowe'en Celebration Rivaling New Orleans Mardi Gras And St. Louis Veiled Prophet . . .

Hallowe'en, always a big event in Cincinnati, was elevated to the position of an annual civic event this year with a colorful pageant of floats and a carnival with many outdoor gymnastic feats and other features, followed by one of the most brilliant displays of fireworks ever given in the city, at Crosley Field with its million, two hundred thousand watt lighting system. All records for crowds in Cincinnati were broken

with a jam of 150,000 people in the downtown section. For hours traffic was practically at a standstill. Although hilarity prevailed the crowd was in a good-natured holiday spirit and there was less work for the police than in many previous Hallowe'ens. Cincinnati business houses entered floats, and the one entered by the Crosley Radio Corporation and WLW, shown in the picture, won second prize.



Attractive Store Interior . . .

The New 1936

CROSLY RADIOS

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

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

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



\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
5½" high,
10¼" wide,
7½" deep.

NEW TRAVO
Model 425-H

**4 TUBES . AC-DC
SUPERHETERODYNE**

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

FIVER
Model 515-AC



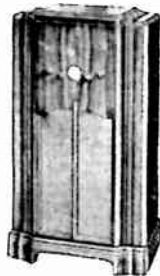
\$19.99
COMPLETE WITH TUBES

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

**5 TUBES . Two Band
SUPERHETERODYNE**

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

FIVER CONSOLE
Model 515-MH



\$37.50
COMPLETE WITH TUBES
DIMENSIONS:
36" high,
21½" wide,
11½" deep.



\$25.00
COMPLETE WITH TUBES

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

PRIVATEER
Model 545-AD

**5 TUBES . AC-DC
SUPERHETERODYNE**

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

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



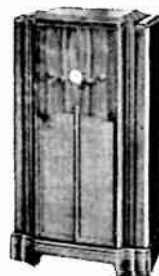
\$29.95

COMPLETE WITH TUBES
DIMENSIONS:
11½" high,
10½" wide,
7½" deep.

**5 Metal Tubes . 2 Band
SUPERHETERODYNE**

● All metal tubes. Standard and police broadcasts 540-1710 Kc. Foreign and police broadcasts 2350-7500 Kc. Illuminated full vision airplane type dial. Tone control. Automatic volume control. Two double purpose tubes. Full floating moving coil electro-dynamic speaker.

A. F. M. CONSOLE
(American) (Foreign) (Metal Tubes)
Model 555-MK



\$47.50
COMPLETE WITH TUBES

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

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

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.

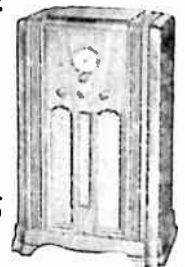
**6 TUBES . 3 Band
SUPERHETERODYNE**

● 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,
9½" 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

\$79.95

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 \$89.95
Model 855-N

Same as Corsair Console except employs 8 metal tubes.

VIKING
Model 725-F



\$65.00

COMPLETE WITH TUBES

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

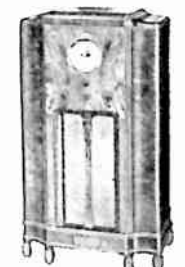
**7 TUBES . 5 Band
ALL WAVE PLUS WEATHER BAND
SUPERHETERODYNE**

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

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.

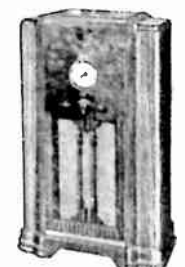
**9 TUBES . 5 Band
ALL WAVE PLUS WEATHER BAND
SUPERHETERODYNE**

● 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-RA

\$100.00

COMPLETE WITH TUBES
DIMENSIONS:
41½" high,
25" wide,
12½" deep.



CONSTITUTION \$99.95
Model 1055-EK

Same as Clipper except employs 10 metal tubes.

Constitution Console
Model 1055-RA

\$125.00

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 FIFTY-TWO

Model 535-AF



\$29.95
COMPLETE
LESS BATTERIES

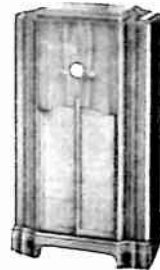
DIMENSIONS:
11½" high,
10½" wide,
7½" deep.

5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

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

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

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



\$34.95
COMPLETE
LESS BATTERIES

DIMENSIONS:
21¼" high,
18¾" wide,
11¼" deep.

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

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

BATTERY SIXTY-TWO

Model 605-CC



\$39.95
COMPLETE
LESS BATTERIES

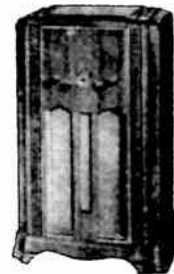
DIMENSIONS:
16½" high,
12¼" wide,
8¾" deep.

6 TUBES . 2 Band
BATTERY RECEIVER

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

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

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



\$42.50
COMPLETE
LESS BATTERIES

DIMENSIONS:
21¼" high,
18¾" wide,
11¼" deep.

BATTERY SIXTY-TWO "A"
Model 605-BG

6 TUBES . 2 Band
BATTERY RECEIVER

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

BATTERY EIGHT
Model 815-EC



\$59.95
COMPLETE
LESS BATTERIES

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

8 TUBES . American-Foreign
BATTERY RECEIVER

● Designed for use with 2-volt air cell "A" battery. Receives standard 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.



BATTERY FORTY-SIX

Model 435-AF



\$34.50
COMPLETE LESS
6-VOLT BATTERY

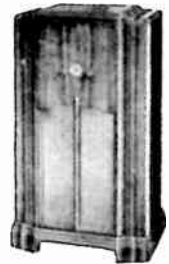
DIMENSIONS:
11½" high,
10½" wide,
7½" deep.

4 TUBES SUPERHETERODYNE
6-VOLT BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Synchronous vibrator. Illuminated full vision airplane type dial. Rubber mounted tuning condenser. Hi Q Litz wound coils. Permanent magnet speaker.

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

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



BATTERY SIXTY-SIX

Model 6615-D



\$59.95
COMPLETE LESS
6-VOLT BATTERY

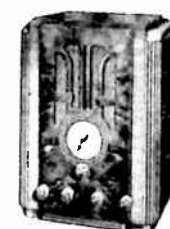
DIMENSIONS:
17" high,
13¾" wide,
9¾" deep.

6 TUBES . 3 Band
6-VOLT BATTERY RECEIVER

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

BATTERY SIXTY-SIX CONSOLE
Model 6615-ND
\$75.00
COMPLETE LESS
6-VOLT BATTERY

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



32 D. C. SIX
Model 646-CB

\$47.50
COMPLETE
WITH TUBES

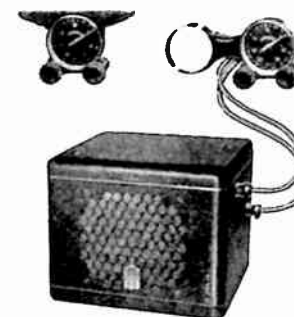
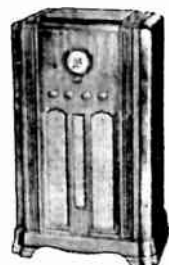
DIMENSIONS:
16½" high,
12¼" wide,
8¾" deep.

6 TUBES . 2 Band
32 VOLT DC RECEIVER

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

32 D. C. SIX CONSOLE
Model 646-MB

\$64.50
COMPLETE
WITH TUBES
DIMENSIONS:
36¾" high,
20¾" wide,
11¼" deep.



\$39.95 Complete

ROAMIO A-156

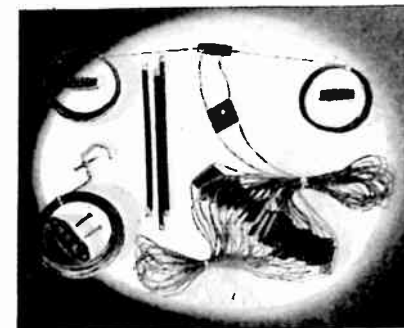
Superheterodyne automobile receiver with seven-tube effectiveness. High gain antenna system. Hi Q Pre-selector circuit with three-gang tuning condenser. Primary vibrator with tube rectification. Tone control. Automatic volume control. Single housing. Full floating moving coil electro-dynamic speaker.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

ROAMIO A-166

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



\$54.50 Complete



CROSLY COMPLETELY ASSEMBLED ALL-WAVE DUPLEX ANTENNA

Model 015

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 re-

ceiver, 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

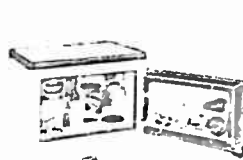
PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

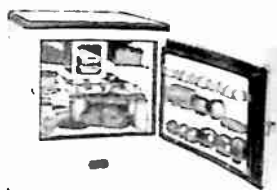
THE ALL YEAR ROUND PROFIT MAKER



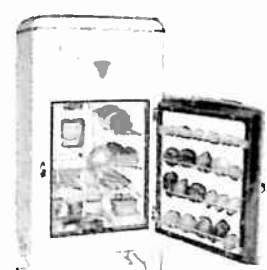
*This Much More
in a
Shelvador*



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



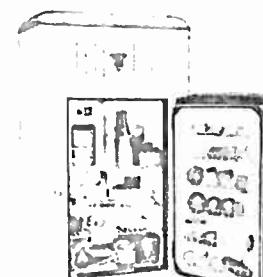
FB-30
Table Shelvador. 3.1 cubic feet NET capacity. Dimensions: 36" high, 23" wide, 25" deep. **\$94.50**



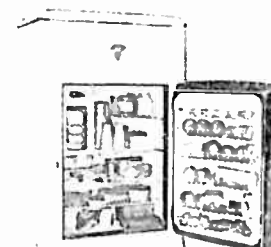
FA-35
Shelvador. 3.5 cubic feet NET capacity. Dimensions: 49" high, 23" wide, 24" deep. **\$99.50**



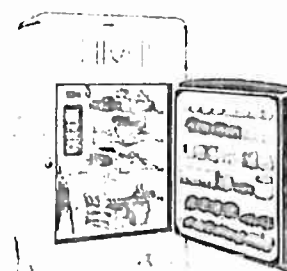
FA-40
Shelvador. 4.09 cubic feet NET capacity. Dimensions: 52" high, 23" wide, 25" deep. **\$112.50**



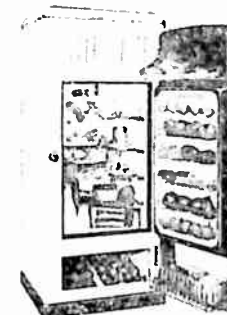
FA-50
Shelvador. 5 cubic feet NET capacity. Dimensions: 56" high, 25" wide, 24" deep. **\$129.50**
Porcelain Exterior (PFA-50). **\$152.00**



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



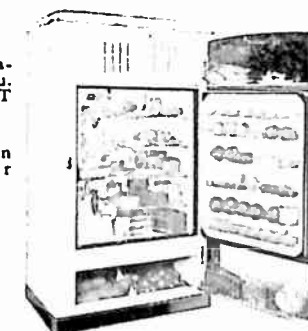
FA-70
Shelvador. 7.08 cubic feet NET capacity. **\$169.50**
Porcelain Exterior (PFA-70). **\$194.50**



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



Relieves Monotony Of Plowing Corn With Crosley Radio . . .

If you have ever sat behind a team of horses plowing row after row in the corn field, you can readily appreciate the reason why this young farmer applied his ingenuity to the relieving of the all day long monot-

ony. This youth—Robert Todhunter, son of Mr. and Mrs. Charles Todhunter, Concord Township, Illinois—has added music via an old Crosley battery radio set to take the drudgery out of his rides up and down the rows on his one-row corn plow.

Young Todhunter took this Crosley, which is incidentally one of the first radios made at the Crosley plant, and attached it to the tongue of the plow in front of the driver's seat. He then set up two poles on the tongue for the antenna and stretched 65 feet of aerial. The batteries were placed under the plow seat and Todhunter uses earphones for reception.

"It's been a great thing during the time that I have had it," remarked Todhunter. "As far as I know, it is the only radio that ever played on a plow," he added.

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	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
P. M. 2:00—Crosley Sunday Concert, Instrumental Trio. (Crosley Radios). 3:30—Antonio & His Continentals. (Crosley Shelvadors).	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).	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).	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).	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 Shelvadors).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 10:30—Crosley Folles, 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).	A. M. 6:30—Top O' the Morning. (Crosley Radios). P. M. 7:15—R. F. D. Hour. (Battery Radios). 11:00—News Flashes (Crosley Radios). 1:45—Moon River (Crosley Shelvadors).

THE GREATEST SALES HELP YOU HAVE EVER HAD!

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

Distributor Praises Crosley Radios . . .

An interesting letter from American Electric Company, Crosley distributor of St. Joseph, Missouri, is an example of the intense enthusiasm manifested throughout the country for the 1936 line of Crosley Radios. This letter follows:

"It is a real pleasure that at this time we wish to express our appreciation of the fine line of sets available this year.

"The response in our territory has been exceptionally good. The merchandise has been priced right, and from a service standpoint it has been hard to beat. Out of approximately 1000 sets put out, we have only had 12 returned for service.

"The line of sets as a whole is quite free from service trouble. We really appreciate this situation and want to let you know that our cooperation and that of our dealers will be very much stimulated by a continuance of this experience.

"On the whole it is an outstanding line and the Crosley Radio Corporation deserves to be congratulated on the workmanship, style appeal and all-around inherent goodness, in the line of merchandise this season."

Crosley Dealer Ties In With Local Theater . . .

Cooperating with local merchants in Greensboro and Ridgely, Maryland, Wm. E. Kerns, Crosley dealer in those cities, is conducting an advertising campaign through the Ridgely Theater in which a Crosley Shelvador electric refrigerator is to be awarded to the lucky winner, the night of December 23.

"The merchants are each paying a portion of the cost of the refrigerator which is on display at the lobby of the Ridgely Theater," says Mr. Kerns. "We have had signs printed and placed in front of each place giving away tickets. Small handbills announcing the event are distributed. Advertising is run on the screens of the theater and both advertising and publicity are being run weekly in both newspapers."

Mr. Kerns states that he feels many people will have seen this Crosley Shelvador and will want one when the selling season opens, says C. Howard Buchwald, president, Lincoln Sales Co., Crosley distributor, Baltimore. Should the winner prefer a Crosley Icyball or a Crosley radio, he can have it in place of the Shelvador. The campaign is reported to be going over very well.

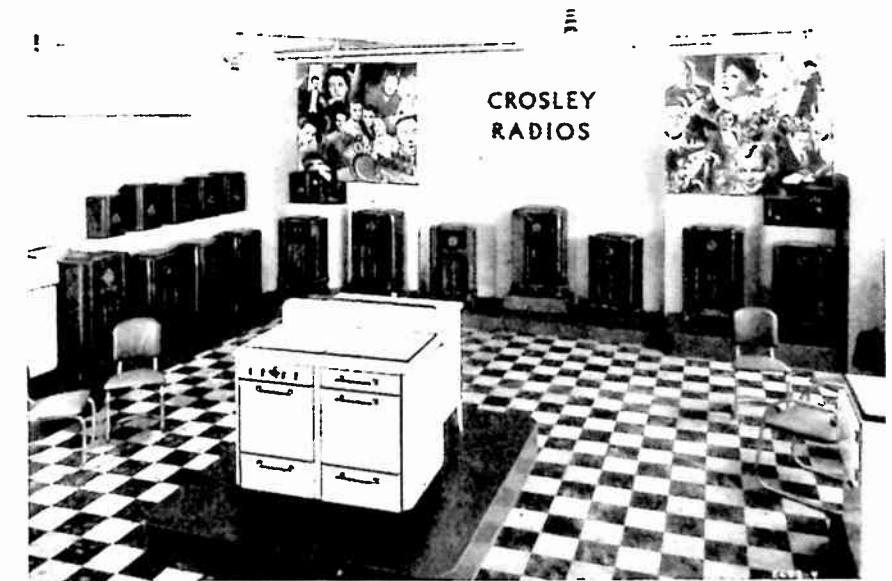


Outstanding Sales Success In San Diego . . .

In San Diego, California, is a Crosley dealer who has attained an enviable sales record with the Crosley Shelvador. In front of the store of this dealer, namely U. S. Grant, is seen, in the above picture, a recent shipment of Shelvadors that had arrived to take care of the following days' sales. A portrait of Mr. Grant can be seen on the poster in the upper left-hand corner while the men standing in the doorway are his sales crew.

This sales force was recently rewarded for a spectacular achievement. During the month of September, this live-wire dealer sold 94 Shelvadors. In appreciation of this effort put forth by his men, Mr. Grant awarded each man a prize of a suit of clothes.

In commenting on this dealer and his accomplishments, P. W. Bialkowsky, Crosley district manager, remarks, "Mr. Grant has done the most outstanding job of any dealer in San Diego. Besides handling Shelvadors he is a Crosley Radio dealer and is very enthused over the new radio line."



Apollo's New Showroom . . .

Here is shown a corner of the new and beautiful showroom of Apollo Distributing Company, Newark, N. J. Appropriate illustrations of noted radio entertainers furnish a fitting

background for the Crosley Radios on display.

This room is considered by many to be the most attractive display room in the East.



Attractive Interior Display . .

The minute any prospect or customer enters the store of Brown's Storage and Warehouse, Islip, L. I., he is greeted by this attractive Shelvador display. It was created by Mr. Brown and erected just inside the door of his store.

Having started as a small second-hand furniture dealer from his home, there is a real success story centered about this dealer. "His aggressive efforts caused his business to grow until he converted his barn into a first class showroom where he han-

Logs Variety Of Stations . . .

Rudy Lauckner of Rudy's Radio Shop, Port Angeles, Washington, tells of a customer's success in logging distant stations with a Crosley six-tube radio. He writes, "This radio was sold to a gentleman who lives at Neah Bay, an Indian Reservation at the extreme northwest corner of the United States. We feel that this following list of stations he logged is exceptional as reception in this locality is very difficult." The list of stations follows:

COC—Havana, Cuba; W8XAL—Cincinnati, Ohio; W3XAL—Boundbrook, N. J.; W8XK—Pittsburgh, Penn.; CJRO—Winnipeg, Canada; W2XAF—Schenectady, N. Y.; PSK—Rio de Janeiro, Brazil; CNR—Rabat, Morocco; GSC—Daventry, England; EAQ—Madrid, Spain; LSN—Hurlingham, Argentina; 12RO—Rome, Italy.

Missing Flag In Advertising Display Reveals It Is Against Federal Laws . . .

That the American flag cannot be used in any way in the advertising or sale of any product or service was brought to the attention of many persons by an interesting incident that happened in Shrewsbury, Mass.

In the town of Shrewsbury an advertising display for Crosley radios was hung in the municipal building. In this display many flags of the various nations of the world were suspended from a horizontal streamer. With its many colors, it was regarded as a very good display by the town officials, when they were surprised by a call from a committee of foreign-born citizens who protested that in the collection of flags the American flag was missing.

Much perturbed by the apparent oversight, E. A. Logan, manager of the Municipal Light Department, reported the matter to the Crosley Radio Corporation of Cincinnati.

A reply from Glenn H. Corbett, Crosley advertising manager disclosed the fact that it is against Federal Laws, as well as the laws of most states, to use the flag in any way in connection with advertising or sales displays. In addition to citing company attorneys, he also quoted Robert E. Marshall, assistant United States District Attorney, situated in Cincinnati.

"Both the national government and the respective states have ample legislation prohibiting the use of the American flag in any way in the advertising or the sale of any service or commodity," said Mr. Marshall, who stated that both the national government and the states provide fine or imprisonment or both for violations. Most states also have regulations regarding state emblems similar to those governing the national emblem.

"The Crosley Radio Corporation", Mr. Corbett stated, "is very much pleased with the interest shown as a manifestation of the fact that unquestionably the vast majority of our foreign-born citizens are among our most patriotic and appreciative citizens."

are so kept, giving him a 20 per cent margin for supplying refrigeration for the game. He says the result is that he always has plenty of game and that it is the best investment he ever made."

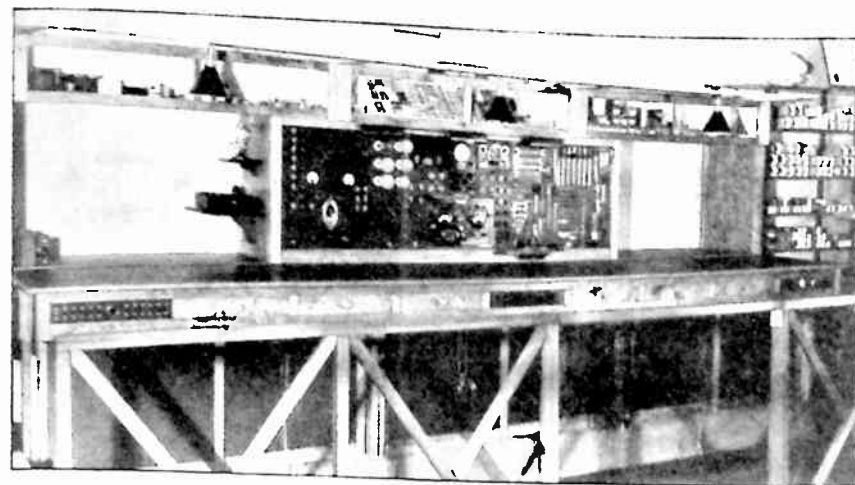
dles the newest in furniture as well as the latest in refrigeration," remarked Grant Layng of The Crosley Distributing Corporation, New York City. "In a small size community and handling Crosley Shelvadors exclusively, Mr. Brown has had remarkable success with the Shelvador."

New Refrigeration Story . . .

Refrigeration on a score and percentage basis is an entirely new story told by John Dunn, Crosley field service representative. This is not a Lowell Thomas tall story but a Robert E. Ripley "Believe It Or Not" story.

On a recent trip south, John met a salesman who when he was introduced to him, laughed and said, "So you are with Crosley". Then he told his story.

"About six or seven years ago," the salesman said, "I bought one of those Crosley Icyball refrigerators for my father who lives near the Louisiana and Texas boundary in a region not reached by electric lines. Outside of wells there is no refrigeration in the community. So my father fixed up a box and then entered the refrigeration business. It's a great hunting country and my father let all the neighbors know that they could store their game in his refrigerator—for a percentage of the game stored. He made a score board on which he entered the number of quail, partridge, rabbits and other game stored and checks them off as they are taken out. He keeps two out of each ten that



Elaborate Service Equipment Proves Asset In Attracting Prospects . . .

In Sabetha, Kansas, is a Crosley dealer who utilizes to the utmost the possibilities of attracting radio sales through providing first-class radio service. Being an expert electrical and radio man who has completed a number of engineering courses on these two subjects, Mr. Walton, owner of the Walton Radio and Electric Co., at Sabetha, has devoted unlimited time and energy to the accomplishment of this purpose.

This energetic dealer has gone to considerable expense in designing and building a radio service bench and testing equipment as shown in the above photograph. A brief description of this equipment follows. The small panel on the left end is for battery radios, the small center panel is for AC or DC radios and the small right end panel is for 32 volt DC radios. The large center panel is driven from one end of bench to the other, at will, by a reversible motor. Glass panels enclose the upper shelves, while sliding panels cover the lower shelves which are for service manuals and data. The bench is 15 feet and 7 inches long, while the panel is six feet in length.

In the words of H. Borchardt, Jr., American Electric Company, distributors at St. Joseph, Missouri, "Mr.

Sells Crosley Radios To CCC

C. Howard Buchwald, president, Lincoln Sales Corporation, Crosley distributor, Baltimore, reports the sales of forty-two Crosley Corsair Console radios at the Third Army Corps Area for use in the CCC camps in that district. Additional Crosley radios will be supplied by Lincoln Sales under the terms of the contract.

Success Story Of 100 Percenter . . .

"On April 20, I sold my first electric refrigerator. Yes, it was a Shelvador and the sale marked my beginning in retail selling as a business, as I have heretofore advertised only for radio service." Thus Herbert L. Gross, Crosley 100 Percenter at Hampstead, Md., tells his story as a salesman for Crosley Shelvadors.

Mr. Gross is located in a town with a population of 900. About 300 feet from his store is an active competitor who for the past two years has employed two full-time and four part-time salesmen in addition to himself. Until recently this competitor had been the exclusive dealer in the county for a very much advertised electric refrigerator. This dealer had some 250 refrigerators installed throughout the county as against only three Crosley Shelvadors when Mr. Gross started in business this spring.

Mr. Gross made an outstanding record of sales that qualified him for membership in the Crosley 100 Percenter Club. Not only did he sell the refrigerators, but he secured them from the Lincoln Sales Co., Crosley distributor at Baltimore, a distance of 30 miles, and installed them personally. He has combined service with sales and built up user satisfaction and good will. Thus in a single season he has established himself as one of the leading refrigerator dealers in his county.



68 Shelvadors In African Apartment House . . .

"The City of Poets" is the name of this rather palatial apartment house located in Tunis, Africa.

According to word received from

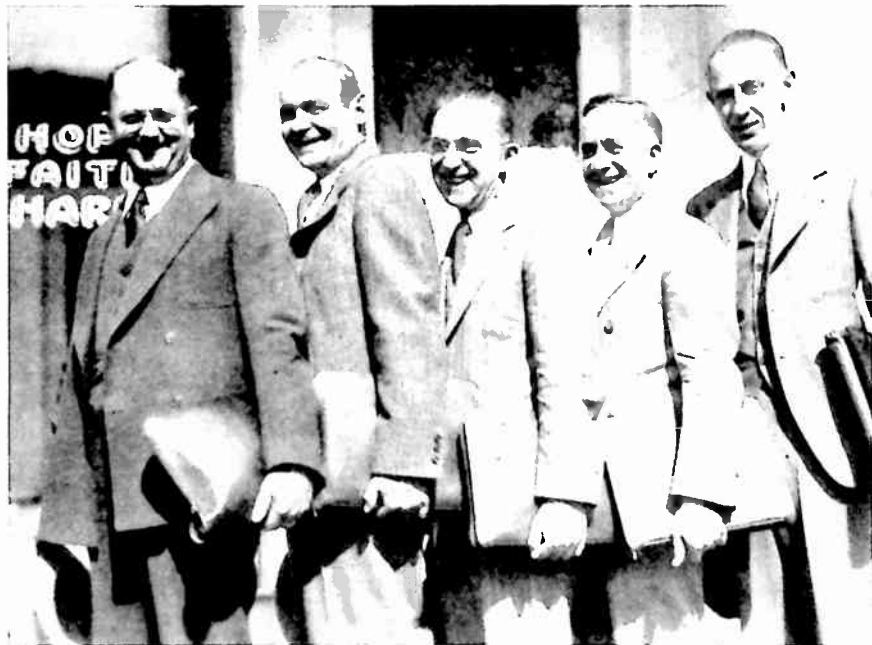
the Crosley distributor in North Africa, Maison Pulighe of Tunis, every one of the 68 apartments is Shelvador equipped.



Effective Display At Newark . . .

E. A. Kirch and Company recently staged this attractive window display as a part of their effective promotion plans in behalf of Crosley Shelvador and Tri-Shelvador Electric Refrigerators.

In the left foreground is a silver trophy awarded this aggressive dealer by Apollo Distributing Company, Crosley distributor at Newark, for having reached their sales quota during a recent month.



On A Sales — Not A Rescue — Mission . . .

The happy look on the faces of these "Five Horsemen," crack salesmen for the Cooper-Louisville Co., Crosley distributor, Louisville, is not because they have had their sins washed away and their souls saved by the rescue mission whose sign, "Faith, Hope and Charity", looms in the background. It is because this group of go-getting salesmen have exceeded their year's quota on Cros-

ley Shelvador electric refrigerators by 122 per cent, with several weeks to go. "And now that the radio season is here," says J. E. Johnson, president, Cooper-Louisville Co., "competition knows this gang is around. They are cleancut, honest, hard-working, and I might add, hard-hitting salesmen," says Mr. Johnson, adding with justifiable enthusiasm, "We are proud

So Proud Of Shelvador, Takes It To Brazil And Back . . .

Here is an experience told by Manhattan Furniture Company, Crosley dealer at Staten Island, N. Y., that relates a story of a Shelvador owner who is so proud of this refrigerator that it was moved to Brazil and back. John J. Jacobson of this firm writes:

"In May 1934, we sold a Shelvador to a Mr. Maseli. About a month after receiving the refrigerator they decided to move to Brazil, S. A. They asked us to secure for them a packing box, which we did, and without letting us, or anyone else know anything further, this man packed the refrigerator into the box, took it along with him to South America.

"When he arrived there with his goods in due time, he himself plugged it into the current line, which luckily happened to be the same as ours, AC 110 volt, and in less than an hour's time they had ice cubes in the refrigerator. They lived there about eleven months when they decided the climate was too hot for them and they packed up and moved back to Staten Island. As this woman expressed herself, 'we sold everything we had, but I would not part with my Crosley Shelvador.' So they simply packed that up again, moved it back to Staten Island, plugged it into the electric line, and as before, the box responded immediately and in a short time had refrigeration.

"It had been working again for about two months when this lady stepped into the store, and told me the above story. The most remarkable part, it seems to me, is that when we asked her if she had any service man, either here or down in Brazil, she told me nobody had been near the refrigerator, ever since it was originally installed. When we asked her if the valves had been shut off before moving it back, she said nobody did anything to it."

of them, and take our hats off to 'em. This gang has no peers, regardless." They are (left to right) H. O. Thomas, Southern Indiana; J. S. Ditty, Western Kentucky and Southern Indiana; H. M. Weber, Central Kentucky; J. J. Crider, Blue Grass Section; and S. J. Rapier, City of Louisville.

MODEL 865

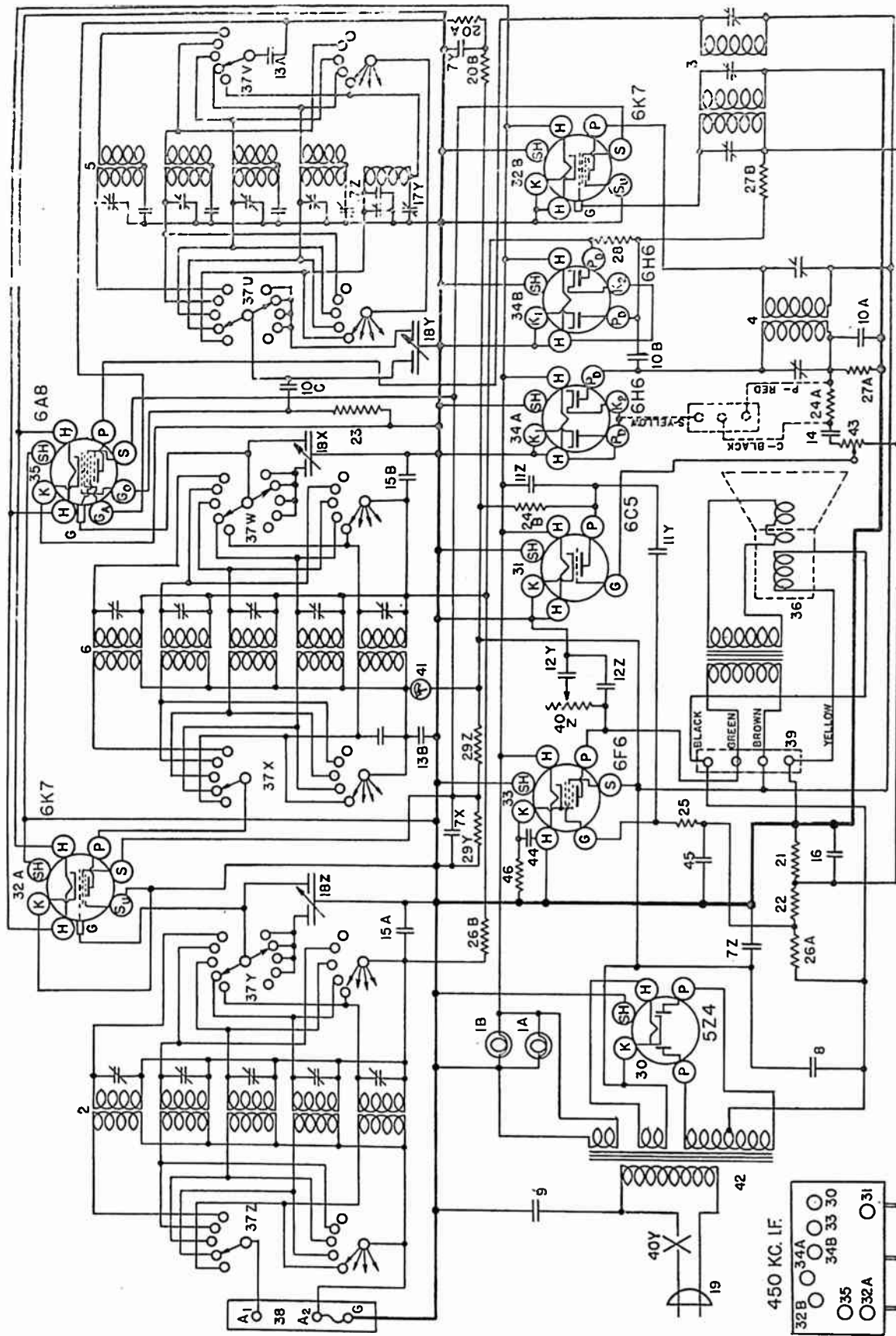
Type	Where Used	H	TUBE VOLTAGES—MODEL 865						Go	Ga
			P	S	Su	G	K			
6K7	R. F. Amp.	6.3	245	110	0	- 3.	0	—	—	
6A8	Osc-Mod.	6.3	245	110	—	- 3.	0	-5 to -15	175	
6K7	I. F. Amp.	6.3	245	110	—	- 3.	0	—	—	
6H6	A. F. Diode	6.3	—	—	—	—	0	—	—	
6H6	A.V.C. Diode	6.3	—	—	—	—	0	—	—	
6C5	A. F. Amp.	6.3	—	—	—	—	0	—	—	
6F6	Output	6.3	35	—	—	- 3.	0	—	—	
5Z4	Rectifier	5.	235	245	0	-16.	0	—	—	
			250	—	—	—	0	—	—	

ALL D.C. VOLTAGES MEASURED TO CHASSIS WITH A 1000 OHMS PER VOLT 250 VOLT METER. FILAMENT VOLTAGES MEASURED WITH A LOW READING A.C. VOLTMETER. ALL VOLTAGES ARE PLUS OR MINUS 10%. READINGS TAKEN AT 117.5 VOLTS LINE. POWER DEMAND APPROXIMATELY 80 WATTS AT 117.5 VOLTS LINE.

PARTS LIST—MODEL 865

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1A	—36504	Dial Light Socket Assm.		—36528	Dial Face only.
1B				—37551	Dial Hand only
2	G72 —32000	Ant. Coil Assm. Complete.		—37553	Second Hand only
	G48 —32000	Ant. Coil only, 150-400 Kc.		—37484	Dial Hand Screw
	G70 —32000	Ant. Coil only, 540-1500 Kc.		—37543	Dial Hand Washer
	G49 —32000	Ant. Coil only, 1500-4000 Kc.	19	B —33905A	A. C. Cord & Plug
	G71 —32000	Ant. Coil only, 4-10 Mc.	20A	—21876	Resistor, 10,000 Ohms
	G52 —32000	Ant. Coil only, 10-22 Mc.	20B	—21876	Resistor, 10,000 Ohms
	W —36028	5 Section Trimmer Condenser	21	—22196	Resistor, 20,000 Ohms
	MG19—36168	Coil Support Base	22	—34019	Resistor, 75,000 Ohms
	MG9 —36168	Coil Shield	23	—21875	Resistor, 100,000 Ohms
3	G64 —32004	1st I. F. Transformer Assm.	24A	—23403	Resistor, 150,000 Ohms
4	G65 —32004	2nd I. F. Transformer Assm.	24B	—23403	Resistor, 150,000 Ohms
5	G46 —32002	Osc. Coil Assm. Complete	25	—21455	Resistor, 300,000 Ohms
	G39 —32002	Osc. Coil only, 150-400 Kc.	26A	—23785	Resistor, 500,000 Ohms
	G40 —32002	Osc. Coil only, 540-1500 Kc.	26B	—23785	Resistor, 500,000 Ohms
	G41 —32002	Osc. Coil only, 1500-4000 Kc.	27A	—21454	Resistor, 1.0 Megohm
	G45 —32002	Osc. Coil only, 4-10 Mc.	27B	—21454	Resistor, 1.0 Megohm
	G44 —32002	Osc. Coil only, 10-22 Mc.	28	—26577	Resistor, 3.0 Megohm
	W —36028	5 Section Trimmer Condenser	29Z		Resistor, 17,500 Ohms
	MG20—36168	Coil Support Base	29Y	W —36442	Resistor, 15,000 Ohms
	MG10—36168	Shield	30	G154—36400	Socket, 5Z4
	G4 —34007	Condenser, 1136 Mmf.	31	G152—36400	Socket, 6C5
	G6 —34007	Condenser, 1707 Mmf.	32A	G151—36400	Socket, 6K7
	G5 —34007	Condenser, 2757 Mmf.	32B	G151—36400	Socket, 6K7
	G6 —34002	Condenser, 25 Mmf.	33	G153—36400	Socket, 6F6
6	G49 —32001	R. F. Coil Assm. Complete	34A	G155—36400	Socket, 6H6
	G27 —32001	R. F. Coil only, 150-400 Kc.	34B	G155—36400	Socket, 6H6
	G47 —32001	R. F. Coil only, 540-1500 Kc.	35	G156—36400	Socket, 6A8
	G28 —32001	R. F. Coil only, 1500-4000 Kc.	36	330—CL—22	Speaker, (Table Model)
	G48 —32001	R. F. Coil only, 4-10 Mc.		630—CL—27	Speaker, (Console Model)
	G30 —32001	R. F. Coil only, 10-22 Mc.	37U		
	W —36028	5 Section Trimmer Condenser	To		
	MG19—36168	Coil Support Base	37Z	—36271E	Band Change Switch
	MG9 —36168	Shield	38	G16 —26719	Ant. Terminal Board
7Z			39	G5 —31128	Speaker Terminal Board
7Y	W —36056	Condenser, 8 Mfd., 450 Volts		W —34628	Speaker Terminal Cover
7X		Condenser, 4 Mfd., 350 V.		W —34627	Speaker Term. Cover Insulator
8	W —36055	Condenser, 4 Mfd., 250 V.	40A	W —36539A	Tone Control
9	W —30805	Condenser, 35 Mfd., 400 V.	40B		On & Off Switch
10A		Condenser, 0.01 Mfd., 400 V.	41	W —36500	Tuning Meter Complete
10B		Condenser, 100 Mmf.	42	G10 —30745	Power Transformer, 60 Cy., 110 V.
10C	G2 —34002	Condenser, 100 Mmf.		G11 —30745	Power Transformer, 25 Cy., 110 V.
11Z		Condenser, 100 Mmf.		G12 —30745	Power Transformer, 25 Cy., 220 V.
11Y	W —25537A	Condenser, 0.001 Mfd., 400 V.	43	—36066	Volume Control
12Y		Condenser, 0.03 Mfd., 400 V.	44	W —36931	Condenser, 17 Mfd., 25 Volt
12 Z	W —31052	Condenser, 0.004 Mfd.	45	W —29910A	Condenser, 0.25 Mfd., 200 Volt
13A	W —32378	Condenser, 0.05 Mfd.	46	W —25291	Resistor, 500 Ohm (Flex)
13B	W —32378	Condenser, 0.01 Mfd., 400 V.	B	—36515	Escutcheon & Lens Assm.
14	W —23191A	Condenser, 0.01 Mfd., 400 V.	D	—28	Escutcheon Screws (3)
15A	W —32379	Condenser, 0.02 Mfd., 200 V.	W	—36313	Tone Control Plate
15B	W —32379	Condenser, 0.02 Mfd., 200 V.	W	—36311	Band Change Plate
16	W —30321A	Condenser, 1.0 Mfd., 160 V.	W	—36310	Band Chge. Ind., (Celluloid)
17Z		Condenser, B. C. Band Osc. Series	W	—28760B	Escutcheon Pins
17Y	G15 —33006	Condenser, L. F. Band Osc. Series	W	—36519	Knob, Tuning
18Z			W	—36520	Knob, Vernier
18Y	G34 —33002	3 Section Tuning Cond. Gang	W	—36521	Knob, Vol. Control
18X	—36499	Dial Drive Assm.	W	—36518	Knob, Band Chge. & Tone Con.

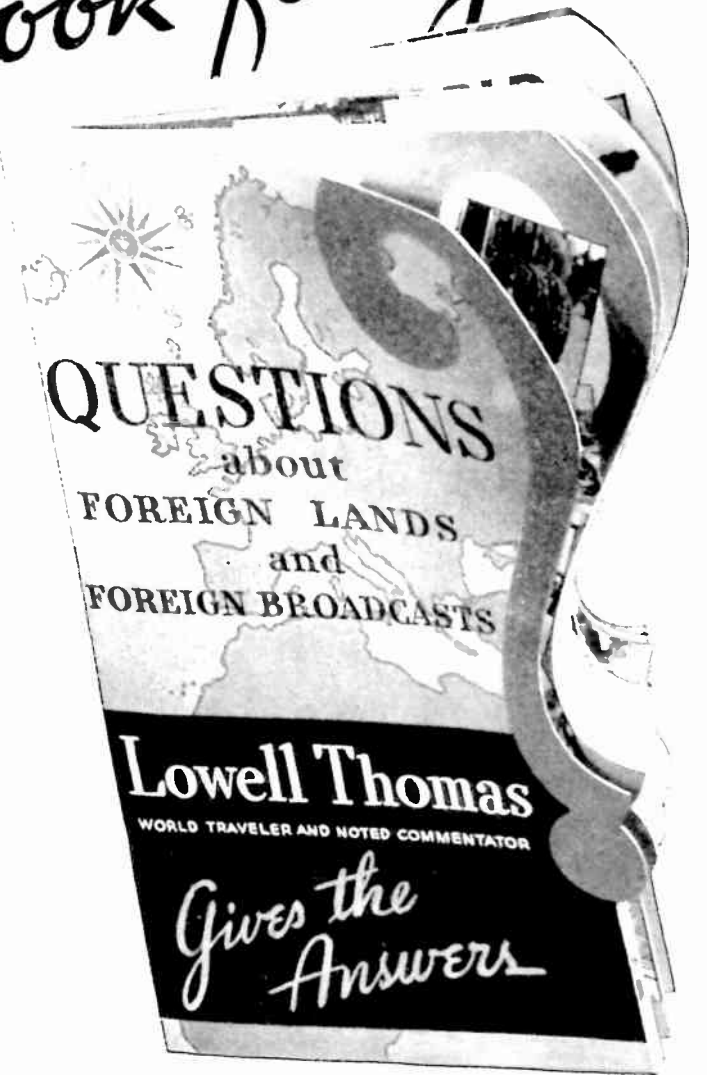


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Lowell Thomas, the most popular radio commentator on the air—whose following runs into the millions—will sell Crosley radios for you if you will let him. The tremendous popularity of this commentator, as well as the great interest in world-wide radio reception, is combined to attract interested prospects into your store, or to ask you to call on them.

The outstanding radio direct mail campaign of all time has been developed by Crosley this season. Three mailing pieces and the cleverly designed book on world-wide radio broadcasting stations, and how to find them, written as only Lowell Thomas can write, is at your command to bring interested radio buyers into your store.



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**What a Big
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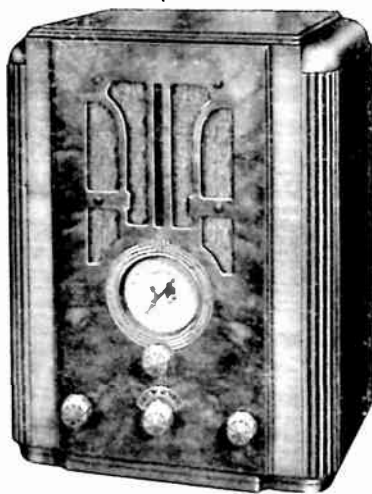
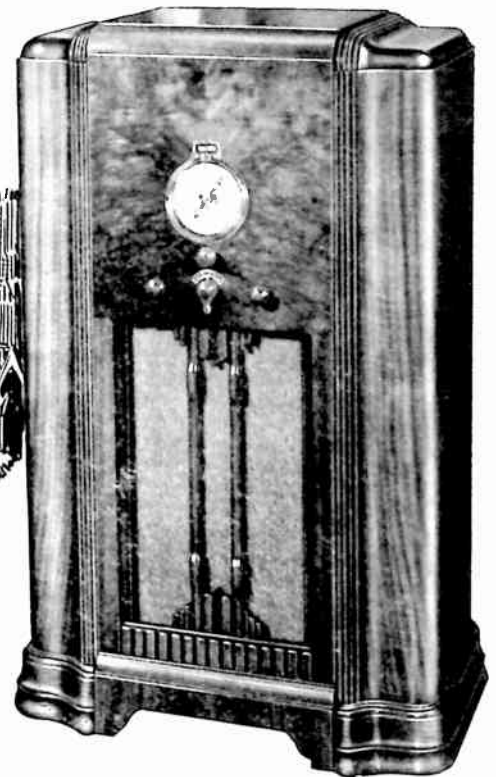
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A. F. M.

(American) (Foreign) (Metal Tubes)
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Receives American, foreign, police, amateur, aviation broadcasts. Automatic volume control. Full vision, illuminated airplane type dial. Full floating moving coil electro-dynamic speaker. **\$39.95**

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Receives American, foreign, police, amateur, aviation and weather broadcasts. Shadow tuning. Automatic volume control. Full vision illuminated airplane type dial. Tone control. Full floating moving coil electro-dynamic speaker. **\$100.00**

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