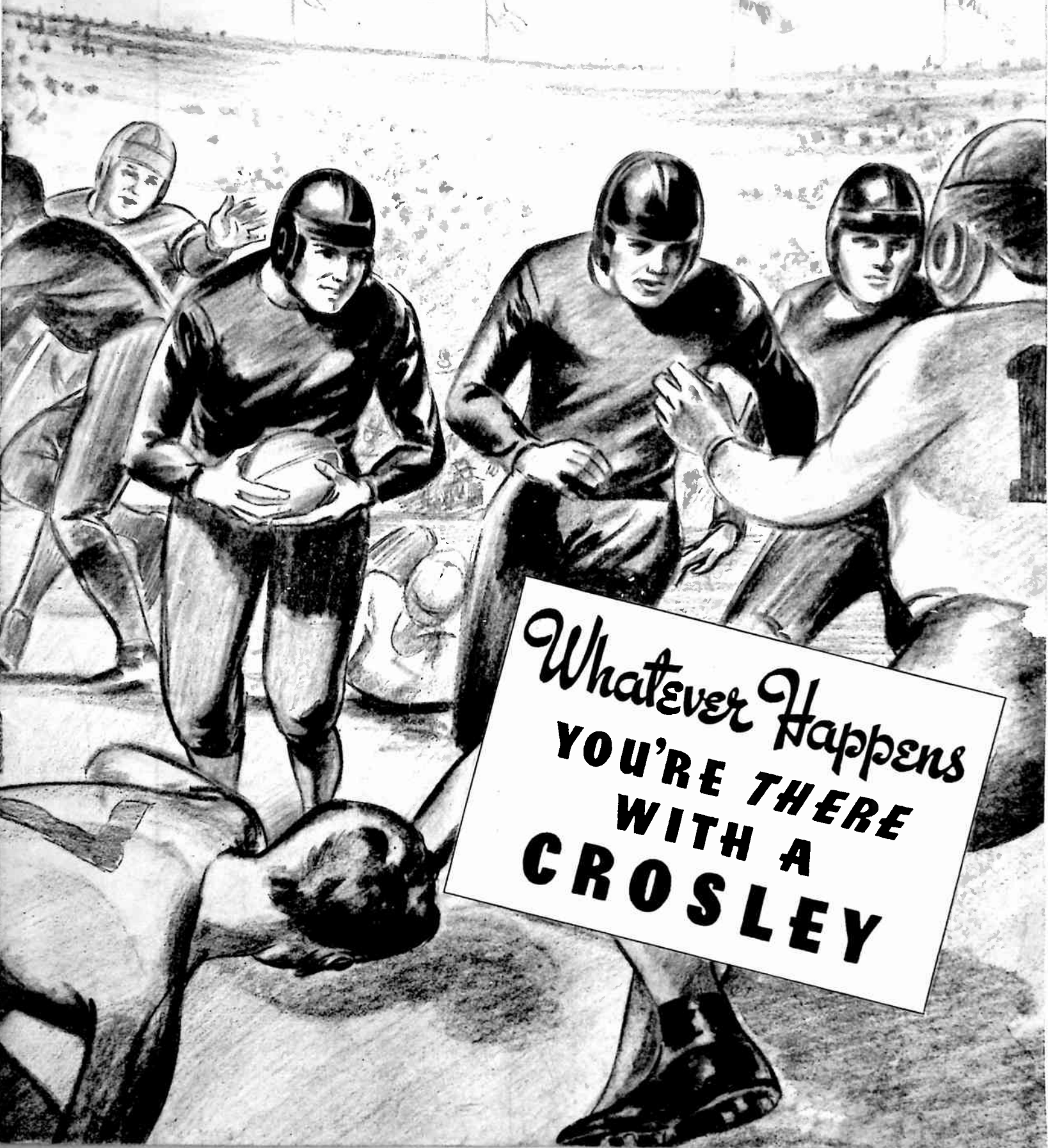


THE ~~CROSLEY~~ BROADCASTER

VOLUME 15

OCTOBER 15, 1936

NUMBER 10



Whatever Happens
YOU'RE THERE
WITH A
CROSLEY

TALKS TO THE READERS



POWEL CROSLY, JR. SAYS...

THERE is unquestionably a greater opportunity for radio sales and profits existing in the farm market now than has existed at any other time in history. Of the 6,600,000 total farms in the United States, only 2,300,000 have radios. Think of the potential magnitude of this vast market. 65% of the battery radio market is waiting to be sold. An average of approximately two out of every three farms are prospects for battery radios now.

Farm income and consequent farm buying power is higher than it has been for years. And these people in this great unwired market want all the advantages that a good radio can bring them. They want to keep abreast of government reports on crops, prices, weather, modern methods of farming. They want to enjoy broadcasts of sports, politics, entertainment, music.

Here is a market of tremendous size, consisting of people who want radio and who have the money to buy radio.

In the new 1937 Crosley Battery Radios, Crosley dealers have everything with which to completely meet the desires and demands of this rural home market. New features, beautiful cabinets, unprecedented values, and the widest selection of models in history.

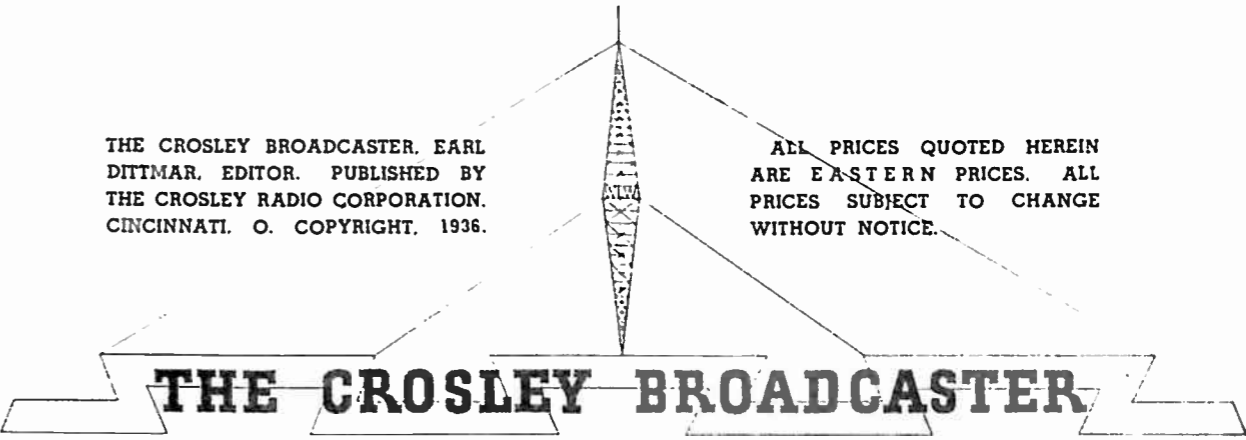
You are urged to take full advantage of the sales and profit possibilities of this enormous market now with the greatest line of profit-making battery radios in all history.

Powel Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

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

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The Kickoff...

The whistle has blown . . . from the forty yard line the ball soars down deep into the opponent's territory . . . the 1936 football season has been ushered in to the delight of millions of enthused fans. And all the color, thrills, fervor are being carried to these fans via the miracle of modern radio. Play-by-play descriptions of important games are being broadcast throughout the country. Those fans who "listen in" are sure of a front row seat when they're *there* with a Crosley. Tell the football enthusiasts of your community . . . through the power of the press, window displays and other available means . . . that a new Crosley radio will enable them to enjoy football broadcasts at their best.

Leadership...

Enthusiasm is sweeping the country wherever the new 1937 Crosley Radios have been shown. This most amazing line of radios ever to be offered has without a doubt everything that could be asked for.

If a radio buyer wants beauty—you have it in the new Crosley models. Here is beauty that will enliven the furnishings of any room and meet the wholehearted approval of lovers of fine furniture.

If a radio buyer wants life-like reception—here it is in a new Crosley. A greater fidelity of tone and naturalness of reception than ever before is made possible with the new Crosley models.

If a radio buyer wants the very latest in engineering developments and exceptional features—you have

it in a Crosley. He is given such revolutionary features as Auto-Expressionator, Mystic Hand, Bass and Treble Tone Compensation, Six-Step Fidelity Control, High Fidelity, Metal Tubes, Cardiamatic Unit, Magna-Ceramic Dial, Vibraoustic Sounding Board and Curvilinear Speaker.

If a radio buyer wants outstanding value—he has it in a new Crosley. A comparison of any new Crosley with any other radio of the same price class is convincing proof that every 1937 Crosley Radio is of the highest possible quality at the most attractive price.

Any way you look at it, here are the radio leaders of all time. As you look over the new line and analyze it point by point—you can't help but become tremendously enthused over its possibilities. The old cash register is destined to ring oftener, and faster—unprecedented sales and profits are coming your way—get behind the new Crosley radio line NOW!

Proof Of The Pudding...

Is in the eating! How true this is of any product! The final assurance of the worthiness and excellence of any merchandise is the way that it pleases its users. That's why so many letters of praise come to Crosley. Shelvador refrigerators, Crosley radios, Savamaid washers—all are noted for the complete satisfaction they give their owners. Excerpts from letters, giving users' experiences with Crosley products, are published in the *Crosley Broadcaster* regularly. These testimonials are sure-fire selling ammunition for you.

One of the ways that you can make the *Broadcaster* work for you

is to use these testimonials in your selling efforts. They will undoubtedly prove of material assistance in supplementing your local testimonials to help prove the widespread enthusiasm for Crosley products.

Four-Color Radio Circular...

A highly attractive, four-color circular, showing the new 1937 Crosley Radios, is now off the press and is available to all Crosley dealers. It illustrates and describes the radio models as well as the principal features of the new line. This new circular is ideal for use as an envelope-enclosure, to hand out to interested prospects, etc. Ask your Crosley distributor to show you a sample. Then order a quantity, bearing your imprint, and let it go to work for you.

Send In The News...

The *Crosley Broadcaster* is published in the interests of every Crosley distributor, dealer and salesman—therefore, it is naturally the "news bearer" of all happenings in the Crosley family. If you are doing anything out of the ordinary in the way of sales promotion stunts, if you have made an outstanding sales record, if you have designed an attractive window display, if you have used a successful advertising idea—whatever it is, if it is news—send it in to the *Broadcaster*. Let the rest of the dealers know of your accomplishments. And don't forget to send photographs—they will add materially to your story's effectiveness.



Crosley Presents 17 Chevrolets To Contest Winners . . .

Seventeen star salesmen of Crosley distributors and dealers in the United States were each presented with a Chevrolet automobile by the Crosley Radio Corporation, Thursday afternoon, October 1. These men made the outstanding records for sales of Crosley Shelvador electric refrigerators in their territories in a \$60,000 contest which ran during July and August. Presentation of the cars took place at the 500,000-watt WLW transmitter at Mason. The awards were made by Thomas W. Berger, general sales manager of the Crosley Radio Corporation. Other Crosley officials present included Lewis M. Crosley, vice president and general manager; Powel Crosley, III, vice president; Neil Bauer, assistant sales manager; Glenn H. Corbett, advertising manager; Leonard Kellogg, vice president, Crosley Distributing Corporation, Cincinnati; A. C. Winkler, district manager, Chevrolet Motor Car Co., Cincinnati; and Geo. L. Ten Eyck, vice president, Avondale Motor Car Co., Cincinnati.

Luncheon was served to the group and a banquet was given the salesmen at the Netherland Plaza in the evening.

In addition to the seventeen Chevrolet cars awarded to the seventeen salesmen given a trip to the factory by the Crosley Radio Corporation, 153 Bulova watches were presented to other winners in the contest, as well as 68 Crosley Shelvador electric refrigerators and 102 Crosley console radios.

The names of the winners, together with the names of the dealers and distributors under whom they work, follow: John Schaffer, Sisson Bros. Welden Co., Binghamton, N. Y., distributor Morris Distributing Co.; W. J. Probst, Auto Lec Stores, New Orleans, La., distributor, Interstate Electric Co.; Lew Block, General

Supply Co., Hackensack, N. J., distributor, Apollo Distributing Co., Newark, N. J.; Dennis L. Slayback, S & S Appliance Co., Glendale, Cal., distributor Chanslor-Lyon Stores, Inc., Los Angeles; Gerald H. Weinrich, Radio Sales & Service Co., Akron, Ohio, distributor Hardware & Supply Co., Akron; J. P. Rosauer, Parkwater Mercantile Co., Parkwater, Wash., distributor Marshall-Wells Co., Spokane; Herbert D. Frank, May-Stern Co., Cincinnati, distributor Crosley Distributing Corporation, Cincinnati; A. L. Finger,

Finger Radio & Furniture Co., Houston, Texas, distributor Readers Wholesale Distributors, Houston; D. A. Gathmann, Gathmann Sales Co., Jackson, Michigan, distributor C. E. Hamlin Sales Co., Jackson; G. J. Warbis, Palais Royal Dept. Store, Washington, D. C., distributor Lincoln Sales Corporation, Baltimore, Md.; C. B. Grimes, Grimes Radio Shop, Muncie, Ind., distributor Kiefer-Stewart Co., Indianapolis, Ind.; Si Brown, Fredman Bros., Peoria, Ill., distributor Advance Appliance Co., Peoria; Barney W. Paull, Credit Tire & Sales Co., Duluth, Minn., distributor Hanson-Duluth Co., Duluth; Joseph Hirsch, New England Furn. Store, Lewiston, Maine, distributor Talbot, Brooks & Ayer, Portland, Ore.; Sam Baskin, Rufflers, Inc., Brooklyn, N. Y., distributor Crosley Distributing Corporation, New York City; Henry Chas. Hodeck, Your Own Radio Store, Chicago, Ill., distributor Crosley Distributing Corporation, Chicago; C. F. Sohmer, C. F. Sohmer Co., Lock Haven, Pa., distributor Peirce Phelps Co., Philadelphia.

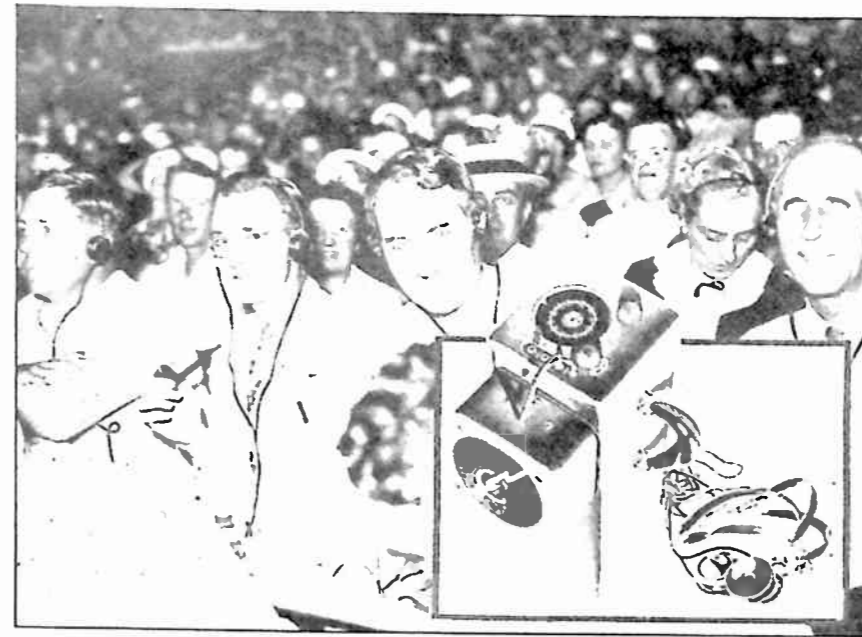


Making Demonstrations on Tour Through Country Proves Very Successful . . .

An aggressive promotional trip that brought excellent sales results was recently completed by Radio Electrica S. A., Crosley distributor of Mexico City, Mexico. Loading the truck as shown above with Crosley radios and Icyball refrigerators, this firm's traveling demonstrators covered the country from Mexico

City to the U. S. border at Laredo, Texas.

According to Valentino V. Rivero, General Manager of the firm, who is shown third from the right in the accompanying picture, "Demonstrations of the Icyball and Crosley radios were made at all places in transit and very good results were secured."



New Type Portable Radio Introduced By Crosley . . .

Something entirely new and different in portable radios has been announced by the Crosley Radio Corporation—the Crosley Carrier. Shaped like a golf bag, but less than half the size, it is carried like one. An outstanding feature of this new receiver is its extremely high sensitivity. Only one foot of antenna wire is necessary as against much greater lengths usually required. This feature, combined with its light weight of only 18 pounds with batteries, makes it a handy receiver that can be carried to ball games, football games and other sports events, outings, etc. Equipped with either loud speaker or headphones, it can be used by a number of people without disturbing those sitting nearby.

At ball games the name of each player is known as well as the play and the call, because the fan listens to the broadcast as well as seeing the game. Several husbands have remarked that when their wives listened to the game by means of headphones, they were not disturbed by questioning feminine fans. The same holds true with football and other sports events. Also, one may want to go to a ball game and listen to a fight broadcast the same evening. Such as the case with the night ball game between the Cincinnati Reds and the St. Louis Cardinals at Cincinnati, the night of August 18, when the Sharkey-Louis fight was held in New York. Several persons had these new portable Crosley re-

ceivers and listened to the fight in addition to seeing the ball game. They had a double event in a single evening.

It is also very useful on long bus, automobile or train rides. The traveler can relieve the monotony of the trip by tuning in with headphones or if other passengers care to listen the loud speaker can be used. Last spring when the Ohio river was in one of its worst flood stages, an air-



Corriere Furniture Co. Makes Crosley Sales At Show . . .

Participating in the electric show staged by the Mississippi Power Co., of Laurel, Miss., the Corriere Furniture Co., local Crosley dealer, put in an effective display of Crosley Shelvador electric refrigerators, Crosley radios and Crosley Sava- maid electric washers and ironers that drew a large daily attendance and resulted in a good number of prospects for Crosley appliances. I. Z. McClean, Crosley representative for the Milton-Brooks Co., Crosley

plane not equipped with radio was provided with one of the Crosley portable radios and the pilot received instructions from WLW which went on the air 24 hours a day broadcasting official messages.

Wherever one goes he may now have a portable radio that does not have to be plugged into a power supply, or connected with external batteries. It is entirely complete in itself, requiring neither aerial or ground connections. The receiver has six tubes, including ballast tube and uses dry cell batteries. Price with headphones is \$37.50; with loud speaker, \$39.95; with both headphones and loudspeaker, \$43.50.

Hamlin Holds Open House For Crosley Dealers . . .

In its newly opened store and display room, C. E. Hamlin Sales Co., Crosley distributor, Jackson, Mich., recently held an open house for dealers and dealers' salesmen. The complete line of Crosley radios, Shelvador electric refrigerators, Sava- maid electric washers and ironers, Crosley Koldrinks, Crosley Coolrest bed coolers and other products manufactured by the Crosley Radio Corporation were shown. A buffet lunch and refreshments were served during the afternoon and evening.

distributor, Meridian, Miss., reports.

The Crosley display was in charge of F. J. Corriere, Sam Corriere and J. M. Rooker. They were assisted by I. Z. McClean of the distributing company. The show was in charge of E. K. Bill of the Mississippi Power Co. Home economics classes were conducted by Mrs. Stella Floyd who demonstrated range cooking and Miss Polly Gade who demonstrated the use of electric refrigerators.

THE
NEW
1937

CROSLEY RADIOS

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

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

Model C-526 5 TUBES 5-Inch Speaker

1 Band . . . 1.8 Watts Output



\$25.00
Dimensions:
7 3/4" high,
10 3/4" wide,
5 3/4" deep.

CROSLEY AC-DC MODELS

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

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

Model C-629 6 TUBES 6-Inch Speaker

American-Foreign
3 Watts Output

\$34.95
Dimensions:
9 5/8" high,
12 1/2" wide,
6 1/2" deep.



FIVER 5-Inch Speaker 3/4 Watts Output



\$19.99
Dimensions:
11 1/2" high,
11" wide,
7 1/2" deep.

5 TUBES . . . 2 BANDS

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

Model 525 5-Inch Speaker 3/4 Watts Output

\$25.00
Dimensions:
13 1/2" high,
11 1/2" wide,
7 1/2" deep.



Model 529 5-Inch Speaker 3/4 Watts Output



\$29.95
Dimensions:
10 5/8" high,
11 1/2" wide,
7 3/4" deep.

5 TUBES . . . 2 BANDS

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

Model 537 Console 8-Inch Speaker 3/4 Watts Output

\$39.95
Dimensions:
20 1/4" high,
24" wide,
10 1/2" deep.



Model 629 6-Inch Speaker 4 Watts Output



\$34.95
Dimensions:
13 1/2" high,
12 1/2" wide,
7 1/2" deep.

6 TUBES American-Foreign

● Receives American, foreign, police, amateur and aviation broadcasts . . . 540-1710 Kc., and 2350-7003 Kc. . . Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-Twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.

Model 644 Console 12-Inch Speaker 4 Watts Output

\$49.95
Dimensions:
20 1/4" high,
23 1/2" wide,
10 5/8" deep.



Model 634 6-Inch Speaker 5 1/2 Watts Output



\$39.95
Dimensions:
15 1/4" high,
12 1/2" wide,
10" deep.

6 TUBES American-Foreign

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

Model 649 Console 12-Inch Speaker 5 1/2 Watts Output

\$59.95
Dimensions:
29 1/4" high,
23 1/2" wide,
10 5/8" deep.



Model 744
6-Inch Speaker
6 Watts Output
\$49.95

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

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

Model 745
6-Inch Speaker
6 Watts Output
\$49.95



Dimensions: 20" high, 14 1/4" wide, 9" deep.



\$67.50

Dimensions:
40 1/4" high,
24 1/2" wide,
11 1/4" deep.

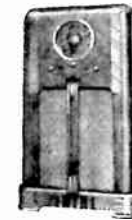
MODEL 759 CONSOLE 7 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

6 Watts Output

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



\$79.95

Dimensions:
41 1/2" high,
26" wide,
10" deep.

MODEL 769 CONSOLE 7 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

6 Watts Output

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



\$99.50

Dimensions:
41 3/4" high,
26" wide,
14 3/4" deep.

MODEL 989 CONSOLE 9 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

12 Watts Output

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



\$109.50

Dimensions:
42 1/4" high,
27 1/4" wide,
15 3/4" deep.

MODEL 1199 CONSOLE 11 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

20 Watts Output

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

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



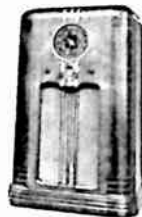
\$129.50

**MODEL 1211 CONSOLE
12 TUBES**

Dimensions:
21 1/2" high,
20 1/2" wide,
11" deep.

12-Inch Speaker
Continuous Coverage — 540-18,000 Kc.
20 Watts Output

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



\$149.50

**MODEL 1313 CONSOLE
13 TUBES**

Dimensions:
23 1/2" high,
27" wide,
11" deep.

15-Inch Speaker
Continuous Coverage — 540-18,000 Kc.
25 Watts Output

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



\$174.50

**MODEL 1516 CONSOLE
15 TUBES**

Dimensions:
24 1/2" high,
28" wide,
13 1/2" deep.

15-Inch Speaker
Continuous Coverage — 540-18,000 Kc.
25 Watts Output

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

BATTERY FORTY-SIX



\$34.50
COMPLETE LESS
6-VOLT BATTERY

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

**4 TUBES 6-VOLT BATTERY
RECEIVER**

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

Model B-375

\$37.50
COMPLETE LESS
6-VOLT BATTERY

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



Model B-445
\$44.50
COMPLETE LESS
6-VOLT BATTERY

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

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

• 540-1730 Kc., and 2300-7100 Kc. . . . Op-
erates from 6-volt storage battery . . . Syn-
chronous Vibrator . . . Illuminated, Full vision,
Magna-Ceramic Dial . . . Tone Control . . .
Permanent Magnet Dynamic Speaker.

Model B-675
Console
\$67.50
COMPLETE LESS
6-VOLT BATTERY

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



Model B-695
\$69.95
COMPLETE LESS
6-VOLT BATTERY

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

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

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

Model B-899
Console
\$89.95
COMPLETE LESS
6-VOLT BATTERY

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



BATTERY FIVER
\$19.99
COMPLETE LESS
BATTERIES

DIMENSIONS:
11 1/4" high, 11" wide, 7 1/2" deep.

**5 TUBES BATTERY
RECEIVER**

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

Model B-250
\$25.00
COMPLETE LESS
BATTERIES

DIMENSIONS:
13 1/4" high, 19" wide, 10 5/8" deep.



Model B-345



\$34.50
COMPLETE
LESS BATTERIES

DIMENSIONS:
13 3/4" high,
11 5/8" wide,
7 1/2" deep.

**5 TUBES . 2 Bands
BATTERY RECEIVER**

• 540-1500 Kc., and 1500-3500 Kc. . . .
Designed for use with 2-volt Air Cell "A"
battery . . . Illuminated, Full Vision, Magna-
Ceramic Dial . . . Plug-in Type Battery
Cable . . . Permanent Magnet Dynamic
Speaker.

Model B-499
Console
\$49.95
COMPLETE
LESS BATTERIES

DIMENSIONS:
27 1/2" high,
23" wide,
11 1/4" deep.



\$42.50
COMPLETE
LESS BATTERIES

DIMENSIONS:
22 3/4" high,
18 1/4" wide,
11 1/4" deep.

MODEL B-425

**5 TUBES . 2 Bands
BATTERY RECEIVER**

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



Model B-495
\$49.95
COMPLETE
LESS BATTERIES

DIMENSIONS:
21 3/4" high,
17" wide,
9 1/4" deep.

**6 TUBES . 3 Bands
BATTERY RECEIVER**

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

Model B-699
Console
\$69.95
COMPLETE
LESS BATTERIES

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



\$59.95
COMPLETE
LESS BATTERIES

DIMENSIONS:
25 3/4" high,
19" wide,
14" deep.

MODEL B-599

**6 TUBES . 3 Bands
BATTERY RECEIVER**

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



**BATTERY
EIGHT**
\$59.95
COMPLETE
LESS BATTERIES

DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

**8 TUBES . 2 Bands
BATTERY RECEIVER**

• Designed for use with 2-volt air cell "A"
battery. Receives standard 540 to 1750 Kc.
and foreign 5700 to 15,500 Kc. broadcasts.
Automatic volume control. Tone control.
Airplane type dial. Moving coil permanent
magnet dynamic speaker.

**BATTERY
EIGHT
CONSOLE**
\$74.50
COMPLETE
LESS BATTERIES

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



32 D. C. SIX
\$47.50
COMPLETE
WITH TUBES

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

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

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

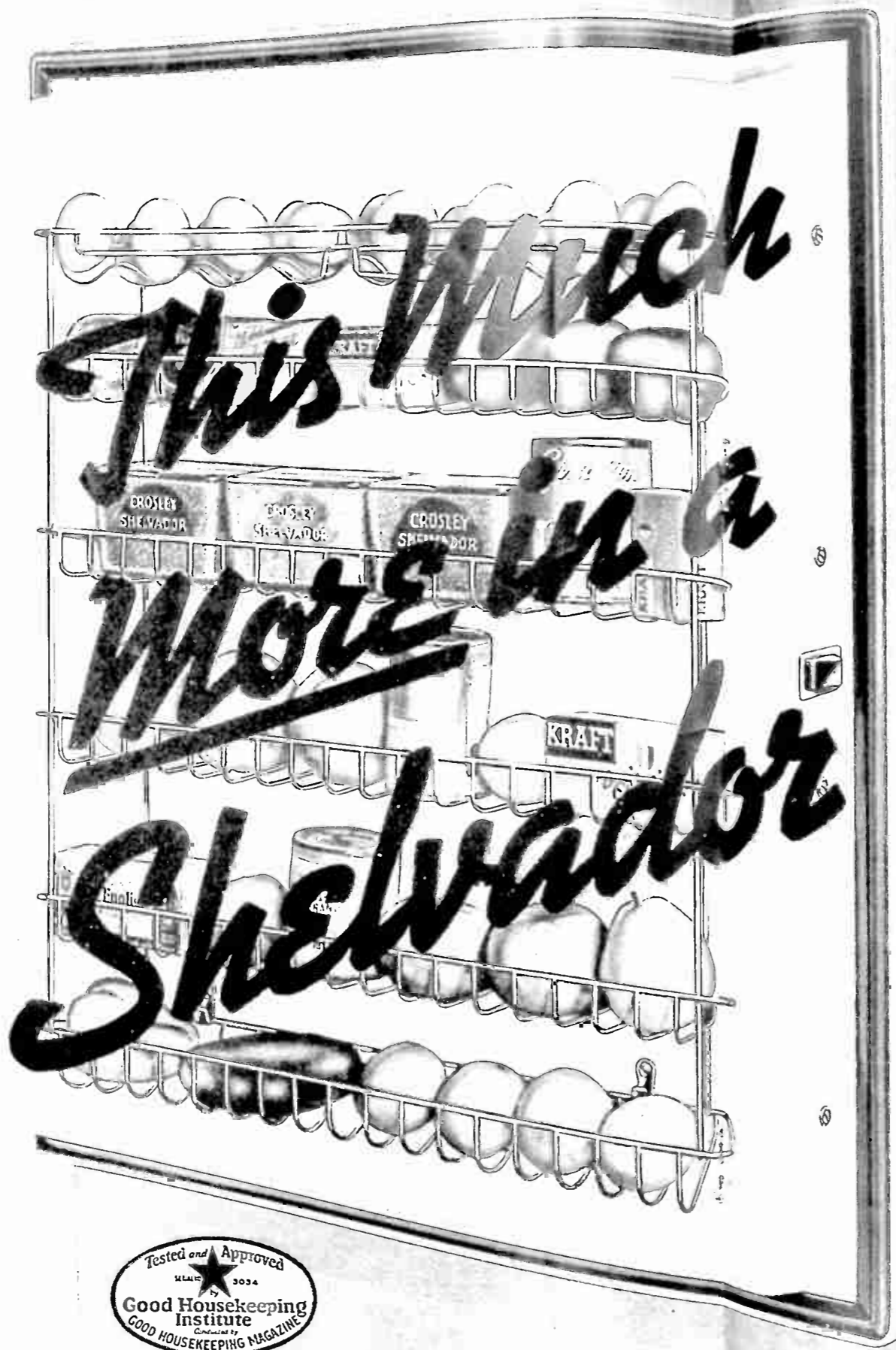
**32 D. C. SIX
CONSOLE**
\$64.50
COMPLETE
WITH TUBES
DIMENSIONS:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

the
Open
Door
to
Big
Profits



HERE IS DOMINATING sales appeal that is exclusive for Crosley dealers. "This much more in a Shelvador" tells everyone that here is greatly increased usable capacity. Anyone can quickly see how much more food Shelvador holds than any other refrigerator of comparable size. The Shelvador and the other exclusive Crosley features are extra features — in addition to the outstanding value, dependability, high quality, trouble-free and economical service that characterize every Crosley model. That is why Shelvador has become the greatest household success of the generation — and why no dealer can afford NOT to handle Shelvador.



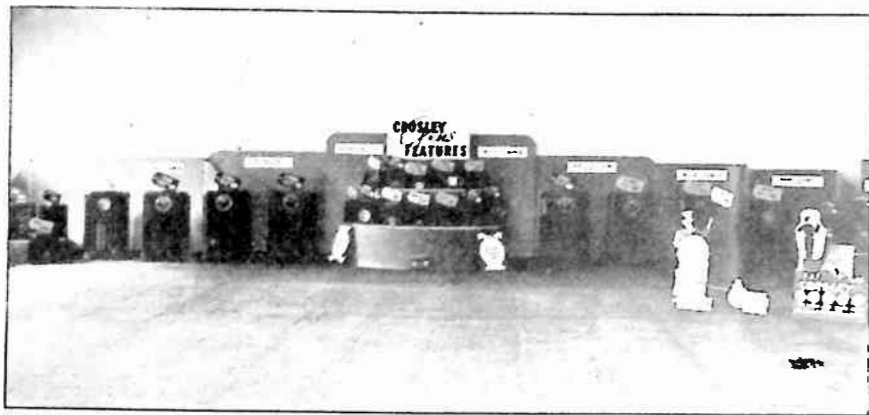
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|---|--|---|---|
| TABLE SHELVADOR
GAQ-30—3 Cubic feet
NET capacity; 6.92
square feet shelf space.
2 ice trays. Porcelain
top makes it useful as
a table. Dimensions:
35" high, 23 3/4" wide,
25" deep.\$99.50 | SHELVADOR GAQ-35
—3.5 cubic foot NET
capacity; 7.44 sq. ft.
shelf space. 3 ice trays
each holding 21 cubos.
Dimensions: 50 3/4" high,
23 1/2" wide, 25 1/2"
deep.\$104.50 | *SHELVADOR GAQ-43 (Standard) —
4.33 cu. ft. 9.07 sq. ft. Standard
double Belt Unit. Dimensions: 56 3/8"
high, 23 3/4" wide, 24 5/16" deep.
\$124.95 | *SHELVADOR GAQ-50 (Standard) —5.07
cu. ft. 12.34 sq. ft. Standard Double
Belt Unit. Dimensions: 56 7/16" high,
27 1/2" wide, 24 3/4" deep.\$142.95 |
| | | *SHELVADOR GAT-43 (Standard) —
Has new Hermetic Compressor. \$134.95 | *SHELVADOR GAT-50 (Standard) —Has
new Hermetic Compressor.\$159.55 |
| | | *SHELVADOR GKQ-43—De Luxe cabi-
net, including Storadrawer and Crisp-
er.\$134.95 | *SHELVADOR GEQ-50—De Luxe cabinet,
including Storadrawer and Crisper. \$159.95 |
| | | *SHELVADOR GKT-43 (De Luxe) —
Has new Hermetic Compressor. \$149.95 | MODEL PGKQ-50 — Porcelain exterior.
\$181.45 |
| | | | *SHELVADOR GKT-50 (De Luxe) —Has
new Hermetic Compressor.\$179.95 |
| | | | MODEL PGKT-50 — Porcelain exterior.
\$202.45 |



- | | |
|--|---|
| *SHELVADOR GAQ-60—(Standard) 6.01 cu. ft.
14.37 sq. ft. Double Belt Unit.\$154.95 | *SHELVADOR GAQ-70—(Standard) 7 cu. ft. 15.68 sq. ft.
Standard Double Belt Unit. Dimensions: 53 3/4" high,
33 1/4" wide, 26 3/4" deep.\$174.95 |
| *SHELVADOR GAT-60—Has Hermetic Com-
pressor.\$174.95 | *SHELVADOR GAT-70—(Standard) Has new Hermetic
Compressor.\$194.95 |
| *SHELVADOR GKQ-60—De Luxe cabinet with
Storadrawer and Crisper.\$174.95 | *SHELVADOR GKQ-70—De Luxe cabinet, with Stora-
drawer and Crisper.\$194.95 |
| MODEL PGKQ-60—Porcelain exterior.\$199.95 | MODEL PGKQ-70—Porcelain exterior.\$224.95 |
| *SHELVADOR GKT-60 — Has new Hermetic
Compressor.\$194.95 | *SHELVADOR GKT-70 (De Luxe) —Has new Hermetic
Compressor.\$214.95 |
| MODEL PGKT-60—Porcelain exterior.\$219.95 | MODEL PGKT-70—Porcelain exterior.\$244.95 |

CROSLEY SHELVADOR

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



Crosley Distributing Corporation

Show Fall Lines At Cincinnati . . .

The Crosley Distributing Corporation of Cincinnati recently held an open house meeting in the downtown studios of WLW, Union Central Annex, for Crosley dealers in Ohio, Kentucky and Indiana. The complete line of Crosley radios, Shelvador electric refrigerators, Savamaid electric washers and ironers, Crosley Koldrinks, Crosley Cool-rest bed coolers and other products manufactured by The Crosley Radio Corporation were shown. Part of the display of this showing is seen in the above picture.

Also the fall and winter sales and advertising program was presented to the dealers. Nearly 300 attended the showing.

Powerful WLW Broadcasts Feature Crosley Products

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

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

MONDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors).
8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).
9:30—American Family Robinson. (Crosley Shelvadors).
8:45—Rex Griffith. (Crosley Radios).
9:00—Variety. (Crosley Radios).
9:45—Mall Bag. (Crosley Radios).
10:30—Jane Emerson. (Crosley Shelvadors).

P. M.

3:00—Eugene Perazzo. (Crosley Radios).
3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Edith Karen. (Savamaid Washers).
5:00—Kay Kyser Orchestra. (Crosley Shelvadors).
5:15—Adrian O'Brien. (Crosley Shelvadors).
10:30—Crosley Follies. (Crosley Radios).
1:30—Moon River. (Crosley Shelvadors).

TUESDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Savamaid Washers).
8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).
8:30—Dance Rhythm. (Crosley Radios).
8:45—Aunt Mary. (Crosley Radios).
9:00—Variety. (Crosley Shelvadors).
9:30—On the Mall. (Crosley Shelvadors).
9:45—The Galettes. (Savamaid Washers).

P. M.

12:15—Blue Belles. (Crosley Radios).
3:00—Eugene Perazzo. (Crosley Shelvadors).
3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Alice O'Leary. (Crosley Shelvadors).
5:15—Stephen Merrell. (Savamaid Washers).
10:30—For Men Only. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).

WEDNESDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Savamaid Washers).
8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).
8:30—American Family Robinson. (Crosley Shelvadors).
8:45—Rex Griffith. (Crosley Radios).
9:00—Variety. (Crosley Shelvadors).
9:45—Jennine Macy. (Crosley Radios).
10:30—Arthur Chandler, Jr. (Crosley Shelvadors).

P. M.

3:00—Eugene Perazzo. (Crosley Shelvadors).
3:15—News and Financial Notes. (Crosley Radios).
3:45—Edith Karen. (Crosley Shelvadors).
5:00—Kay Kyser Orchestra. (Crosley Shelvadors).
5:15—Adrian O'Brien. (Crosley Radios).
1:30—Moon River. (Crosley Shelvadors).

THURSDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors).
8:15—Arthur Chandler, Jr., Organist. (Crosley Radios).
8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Aunt Mary. (Savamaid Washers).
9:00—Variety. (Crosley Shelvadors).
9:45—The Galettes. (Crosley Radios).
10:30—Alice O'Leary. (Savamaid Washers).

P. M.

12:15—Blue Belles. (Crosley Shelvadors).
3:00—Eugene Perazzo. (Crosley Radios).
3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Jane Emerson. (Crosley Shelvadors).
5:15—Stephen Merrell. (Crosley Radios).
10:30—Salute to the Cities. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).

FRIDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors).
8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).
8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Questions and Answers. (Crosley Shelvadors).
9:00—Variety. (Crosley Shelvadors).
9:45—Mall Bag. (Crosley Radios).

P. M.

3:00—Eugene Perazzo. (Crosley Radios).
3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Edith Karen. (Crosley Savamaid Washers).
5:15—Jane Emerson. (Crosley Radios).
10:30—Waterfront W a s i d e. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).

SATURDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors).
8:15—Lee Erwin. (Savamaid Washers).
8:30—Dance Rhythm. (Crosley Shelvadors).
9:00—Rex Griffith. (Crosley Radios).
10:15—Virginians. (Crosley Shelvadors).

P. M.

6:00—R. F. D. Hour. (Battery Radios).
11:00—News Room. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).

SUNDAY

P. M.

10:30—News Room. (Crosley Radios).
1:30—Moon River. (Crosley Shelvadors).

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

THE GREATEST SALES HELP YOU HAVE EVER HAD!



Dealers From 3 States Visit Crosley Factory . . .

A delegation of fifty dealers and dealer's salesmen from Wisconsin, Northern Michigan and Iowa were recent visitors at the Crosley factory in Cincinnati as a reward for having substantially increased their sales over those of 1935. They were accompanied by the Crosley distributors in their territories and Howard Souther, Crosley district manager.

The group made a tour of the factory, the broadcasting studios and the WLW transmitter at Mason. In the afternoon they were guests of the Crosley Radio Corporation at the ball game between the Cincinnati

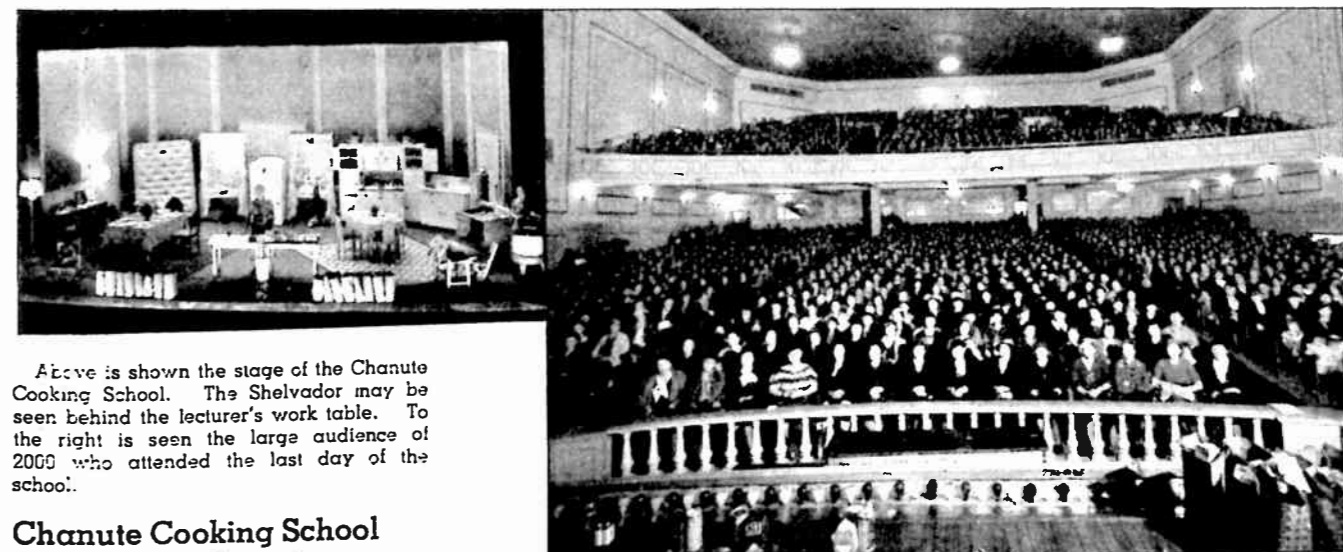
Reds and the Boston Bees. In the evening they were banqueted at the Hotel Netherland Plaza.

Despite the threat of drought in their territories all these dealers made substantial gains in their sales over a year ago. Vernon Maurer, vice president and sales manager. Maurer-Greusel Co., Crosley distributor, Milwaukee, reported the volume of Crosley sales in his territory was double those of 1935. "The many good promotion ideas that have been provided by the factory have all worked well," he stated. "Probably the drought scare was more psy-

chological than anything else. In the last ten days additional rains have further relieved that scare from the minds of the people, and the effect is already noticeable in increased sales. People now realize that food prices will not be exorbitantly high and are making purchases of radios, refrigerators, washers and other home appliances."

R. C. Dierwachter, manager of the electric appliance department of the Northern Hardware & Supply Co., Crosley distributor, Menominee, Mich., reported the business outlook in the Northern peninsula is very good. "We have doubled our sales of Shelvador electric refrigerators in 1936 over 1935. The prospects for radio sales are exceedingly bright and sales of Savamaid washers are excellent."

In spite of the concern over the prospects in Iowa due to the drought, Herbert Hieb, president, Hieb Distributing Co., Crosley distributor, Des Moines, reports a gain of approximately 25 per cent over last year's business. "Certain sections were badly burned out," said Mr. Hieb, "but speaking generally, the farmers of Iowa will have a greatly increased income over a year ago."



Above is shown the stage of the Chanute Cooking School. The Shelvador may be seen behind the lecturer's work table. To the right is seen the large audience of 2000 who attended the last day of the school.

Chanute Cooking School Draws Huge Crowds . . .

In collaboration with the *Chanute Tribune*, the merchants of Chanute, Kansas recently staged a four-day cooking school that brought a huge response, if attendance records are to be used as a measuring-stick of success. As an example of the vast crowds that turned out to learn more about modern cooking, the last day of the school saw the Municipal Au-

ditorium jammed with a capacity crowd of 2000 women.

Dorothy Ayers London, nationally-known home economist, conducted the school. A Crosley Shelvador, furnished by Bodle-Gibson Hardware, local Crosley dealer, was placed on the stage. According to this dealer, "The Shelvador was mentioned an average of eight times per day in a major way plus the

many times that the home economist used it in her lecture."

Among the prizes given away was a \$50 merchandise order on a Crosley Shelvador by Bodle-Gibson. All in all, the cooking school proved highly successful and among the large number of women who attended, certainly a large group of Shelvador prospects were obtained by this enterprising dealer.

Susie, World Famous Gorilla Gets Shelvador Refrigerator

Susie, Cincinnati Zoo's world-famous trained gorilla, was recently presented with a new Crosley Shelvador electric refrigerator by Powel Crosley, Jr., president, Crosley Radio Corporation. Susie has been using a Shelvador for four years, much to her satisfaction; but being an educated lady she liked the beauty of the new streamline models.

Twice each day -- at 12:30 and

4:30 p. m. -- Susie sits at a table and eats with her trainer, William Dressman. She uses a knife and fork. She likes her food kept nice and fresh -- as who doesn't? For these and other intelligent traits manifested by Susie, she is known throughout the world as probably the best educated and most highly trained gorilla that has ever lived.



500 dealers and salesmen attended. Factory men from all suppliers were present and gave talks on their respective lines. Dinner, refreshments and entertainment kept the dealers and salesmen in a jovial mood throughout the showing.

J. L. Block, general manager, Ontario Electric, acted as master of ceremonies and introduced the speakers. Neil Bauer, assistant sales manager, Crosley Radio Corporation, and Jack Allen, Crosley district manager, presented the Crosley lines, which included in addition to radio, Shelvador electric refrigerators, Savamaid electric washers and ironers, Koldrink bottle coolers, and the newly introduced Nervac, the hair-growing machine.

Orders were taken in large volume and financially the show was a great success. George Eckel, pro-

motion manager for Ontario Electric, reports. A series of four cartoon cards, announcing the show, was sent out to 1,000 dealers, and it produced excellent results.

Chicago Sales Ahead Of 1935 . . .

On a visit to the factory in Cincinnati recently C. S. Tay, manager, Crosley Distributing Corp., Chicago, reported that the total sales of all Crosley products in the Chicago territory at the close of August were in excess of the total year's sales in 1935. "There was a 32 per cent increase in our sales for the first eight months of the year as compared with those of the same period a year ago," said Mr. Tay. "The outlook for fall radio sales is easily the best in the history of the industry."



Anchor Light Appliance Company Selects New General Manager . . .

Mr. Harry M. Sadler, who, for more than twenty years has been affiliated in executive positions with the furniture and appliance industry, was recently engaged as General Manager by the Anchor Lite Appliance Company. Pittsburgh, wholesale distributors of Crosley Radios, Refrigerators and Washers, and other home equipment in western Pennsylvania.

Mr. Sadler for approximately eighteen years, was associated with two of Pittsburgh's largest furniture dealers, which places him in a position to give Anchor Lite Dealers very valuable assistance. Mr. Sadler, also, spent several years with a wholesale distributor of furniture and floor coverings in Pittsburgh. Every one who knows Mr. Sadler will be pleased to know that he is with Anchor Lite Appliance Company and enjoy the opportunity of dealing with him.

Mr. Sadler states that it is his ambition to help make Anchor Lite Appliance Company the finest distributing organization in the country, and also to give dealers every assistance they deserve and should have.

Ontario Crosley Showing Outstanding Success . . .

The Ontario Electric Co., Crosley distributor, Buffalo, recently held its showing of the new 1937 Crosley radios at the Buffalo Catering Company. The arrangement of the booths was similar to that in the New York show. Approximately

Reader's Bases Contest On Shelvador Feature . . .

Reader's Wholesale Distributors, Crosley distributor, Houston, Tex., has inaugurated a unique contest in cooperation with dealers in Houston and surrounding territory, in which 100 prizes ranging from a Shelvador electric refrigerator down to smaller items are being offered to the public. Large newspaper space is being used to promote the contest. In the first ten days 12 full pages of newspaper advertising appeared.

The contest is based on the Shelvador feature. In the advertisements are two pictures of a Shelvador refrigerator—one with the cabinet empty and the Shelvador filled and the other with the food transferred from the shelves in the Shelvador to the interior of the cabinet, demonstrating how much food the Shelvador holds. These pictures are to be cut out and folded per instructions in the ad and sent with a 25 word statement why the person prefers a Shelvador electric refrigerator. Contestants are not required to make purchases of any kind to be eligible to compete. Hymen Reader, president, Reader's Wholesale Distributors, reports that the contest is already resulting in a large volume of sales by the dealers.



At Albany Home Exposition . . .

When the Morris Distributing Company, Inc., Crosley distributor at Albany, N. Y., arranged this attractive booth at the Home Exposition recently held at the Armory there, they saw to it that everything in the booth was Crosley. It will be noticed that Crosley radios, Shelvador refrigerators, Savamaid washers and ironers, Koldrink bottle cooler and leyball refrigerator are all on display.

The booth was placed in charge of a different dealer each day of the

exposition, so that the various local dealers would have an opportunity to contact the prospects that visited the display. It is reported that a large number of prospects were secured and that the booth accomplished real results.

Local Crosley dealers cooperating were: Standard Furniture Company, H. S. Braun, Evenchick's Music Store, Harrington Appliance Company, John G. Myers Company, Duval Electric Company and Swire's Radio Store.



Ann Preston and Henry Hunter, co-stars of Universal's timely film drama "Parole," listen on a Crosley console radio to the radio program on which they once appeared, while awaiting a call to the studio set.

Crosley Dealer Banquets Force For Sales Record . . .

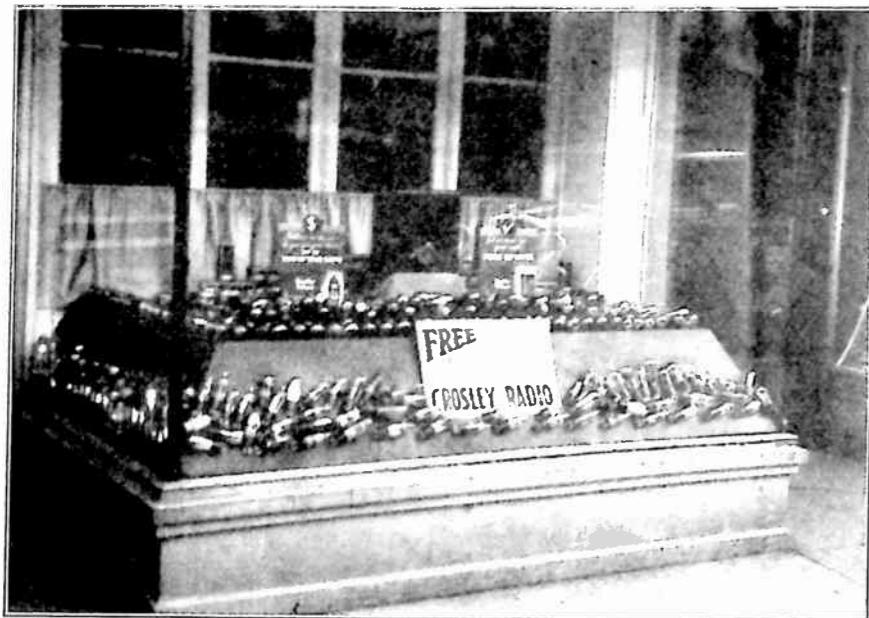
Because of the excellent record of its sales force in selling six carloads Crosley Shelvador electric refrigerators the forepart of the season, Fredman Brothers Furniture Store, Crosley dealer, Peoria, Ill., recently gave a banquet at the Queen's Pantry in that city to show its appreciation. It was also attended by representatives from the Peoria newspapers. Eighteen were present.

Those attending were H. Lehman, Advance Appliance Co., Crosley distributor, Peoria; H. Fredman, Fredman Brothers; Si Brown, store manager; Howard Souther, Crosley district manager; M. Miller, Wm. Siegel, M. Frenzel, D. Davis, A. Faulkner, A. Brewer, Sam Schneider, L. Means (Peoria Journal-Transcript), L. R. Berglin (Peoria Star), M. Brown, C. Saul and H. Chartoff.

24 Dealers In First Month Record Of Johnson Co. . . .

Twenty-four dealers, many of them key accounts, in practically that number of working days, is the first month's record of the Johnson Distributing Co., new Crosley distributor, Tampa, Fla. J. E. Johnson, president of the company, had previously made an outstanding record as a distributor while president of the Cooper-Louisville Co., Crosley distributor at Louisville, Ky., which company he also founded and of which he is still vice president.

That Florida has come back is indicated by Mr. Johnson's remarkable record. He says, "The outlook on the Florida West Coast is brighter than it has been in years, and with some good hard work, Crosley products should show a marked increase in this territory beginning immediately."



Ontario Electric Modernizes Show Rooms; Reports Sales Up . . .

Completely modernizing its show rooms, the Ontario Electric Co., Crosley distributor, Buffalo, N. Y., now occupies an entire block. There are six large show windows with permanent modernistic backgrounds. The entire front has been newly painted.

The windows and front make an ideal entrance to the newly decorated showrooms that are furnished tastefully and correctly — giving prominence to each of the products distributed by Ontario Electric.

George Eckel, promotion manager, says, "We feel that the investment has proven its worth many times over. Our dealers now bring their prospects into a restful atmosphere where with our help we have maintained a 100 per cent record for sales so far. Our dealers appreciate it and commend this improvement at every opportunity. All in all, we are justly proud of our new quarters and feel that we have the finest distributor's show rooms and windows in Western New York."

H. L. Roper, Crosley District Manager, Becomes Distributor . . .

Harry L. Roper, for seven years Crosley district manager in the state of Texas, has organized the Alamo Distributing Co., Inc., with headquarters at San Antonio, to distribute Crosley radios, Shelvador elec-

tric refrigerators, Savamaid electric washers and other Crosley products. Mr. Roper is vice president and general manager of the new company. As Crosley district manager he made an outstanding record. He is per-



Graebner Radio Gets Prospects at Builders Show

At the Builders' Show just held in Saginaw, the Graebner Radio Co., Crosley dealer, in cooperation with the Saginaw Hardware Co., Crosley distributor in Saginaw, conducted a very effective sales promotion for Crosley radios, Shelvador electric refrigerators and Savamaid electric washers and ironers.

There was a continuous demonstration of the washers that drew an unusual amount of traffic through the booth. Tickets were given out

Tube-Guessing Contest Proves Effective Promotion .

A unique window contest that won a large score of prospects was recently conducted by Ash Radio Service, Alpena, Mich.

For a ten-day period, a number of radio tubes were placed in this dealer's window, together with a Crosley Fiver to be given to the person guessing the nearest exact number of tubes. The contest brought 340 people into the store in the few days allowed.

There were 417 tubes in the window and the guess of 421 won the Crosley Fiver for Emmett Gallagher of Alpena.

sonally known by practically every dealer in the territory, and his many friends in the trade will be pleased to know that he is now in a position to serve them with his own company.

Succeeding Mr. Roper as district manager in his old territory is H. F. Clayton, for four years sales representative for the Prima Manufacturing Company in Ohio.

by the sales people who jotted notes on the reverse side indicating the prospect's possibilities. Some 3500 people signed for a chance on the Crosley Fiver radio, C. W. Steltzriede of the Saginaw Hardware Co., reports.

"Of the 3500 tickets more than 100 turned out to be 'hot,'" he said. "Many tickets signed by out-of-town visitors were turned over to Crosley dealers through the Saginaw Hardware Co. as the distributor. Several dealers were signed up for the washer line as a result of the demonstration."

INSTALLING RADIOS ON THE 1936 CARS . . .

INSTALLMENT II.

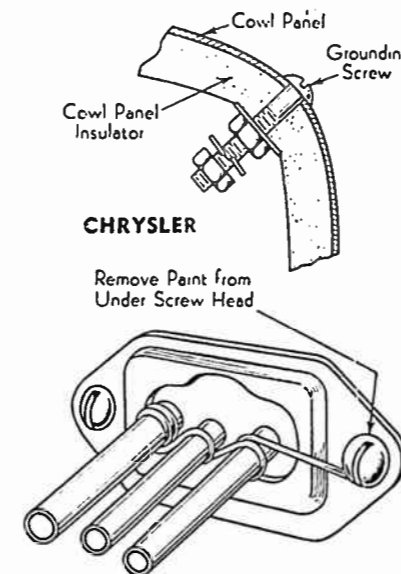
(Continued from July 15th issue of Crosley Broadcaster)

BY EDWARD H. BARRY, Service Editor of MOTOR

[Reprinted by permission of MOTOR, The Automotive Business Magazine.]

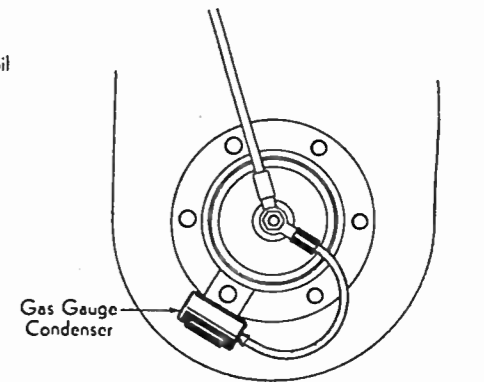
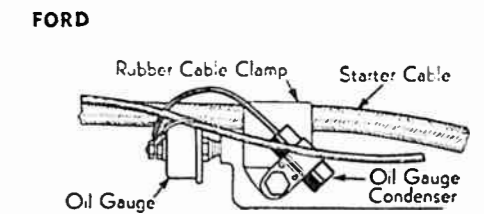
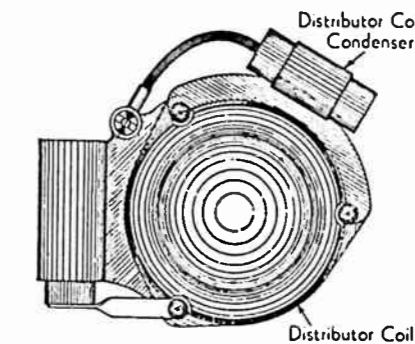
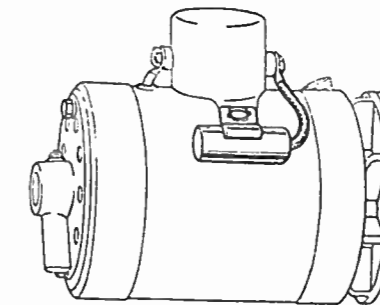
CHRYSLER AIRFLOW, DE SOTO AIRFLOW—The antenna lead-in comes down the left front pillar and is brought out through an opening in the body on a level with the top of the cowl quarter kick pad. The antenna lead shield should be pushed up into the pillar about four inches. Drill a 3/16" hole in the flange of the instrument board as far to the left as possible and ground the shield pigtail.

Condensers are connected to the generator and ammeter or ignition switch dome light wire, as described for the airstream cars. The speedometer cable, oil line and temperature indicator tube are also grounded in the same manner.



FORD—A condenser with a special coil bracket should be mounted on the ignition coil with the condenser lead connected to the terminal shown. Remove the generator cutout relay mounting screw and fasten a condenser bracket on the generator cutout mounting lug. Replace the cutout mounting screw and tighten it securely. Connect the condenser lead to the battery terminal of the cutout.

On all cars equipped with an electric oil gauge a condenser should be connected to the oil gauge



terminal. Fasten the condenser on the transmission housing underneath the starter wire clamp and connect the lead to the terminal of the gauge on the fly-wheel housing. In making this installation, care must be taken that the accelerator arm does not strike the condenser or rub the condenser lead.

Install a condenser with special bracket on the gasoline gauge, on top of the left side of the gasoline tank. In cars equipped with a trunk, access may be had by opening the top of the trunk and removing the circular covering. In cars not equipped with a trunk access may be had by pulling the rear seat back cushion forward. In coupes it will be necessary to lift the rear deck and then the rubber mat. After this remove the sheet metal screw and rectangular metal cover.

A condenser is also needed to remove interference from the dome light wire. Fasten this condenser under the lower right mounting screw and connect the lead to bullet connector on dome light wire at entrance to pillar.

A condenser is also needed behind the dash to remove interference from the "A" lead. The condenser must be mounted just to the left of the fuse block and must be connected to the left, coil resistance terminal. There is a hole in the dash for

the mounting screw but it will be necessary to pierce the padding. A No. 10-1 1/2" sheet metal screw and 1/2" washer should be used to fasten the condenser in place.

HUDSON, TERRAPLANE—Attach a condenser to the gasoline gauge tank unit with one of the unit mounting screws. Attach the condenser terminal to the gauge unit terminal.

Attach a condenser to the upper rear cap screw in the engine water manifold and attach the condenser terminal to the terminal of the water temperature gauge element. This condenser is not required on Terraplane cars.

Attach a condenser to the cap screw at the rear of the generator and connect the condenser terminal to the generator battery terminal.

Install a ground strap from the front muffler bracket to the frame. The paint must be removed from points of attachment to insure a good electrical contact.

HUPMOBILE—The Antenna lead-in shield should be pushed up the right pillar over the lead-in for a few inches. Drill a 1/8" hole in the cowl in front of the hood lacing, and, using a No. 8-32 bolt and nut,

(Continued on Page 18)

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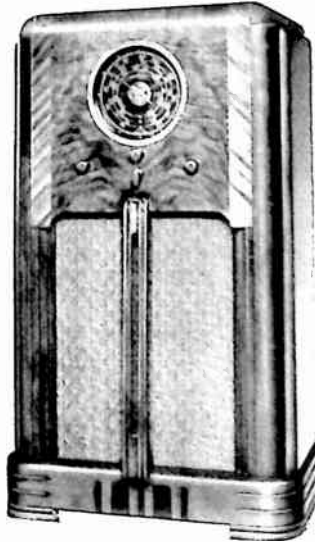
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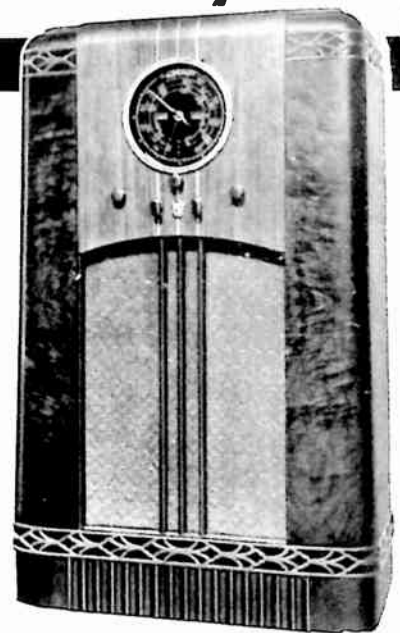
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