

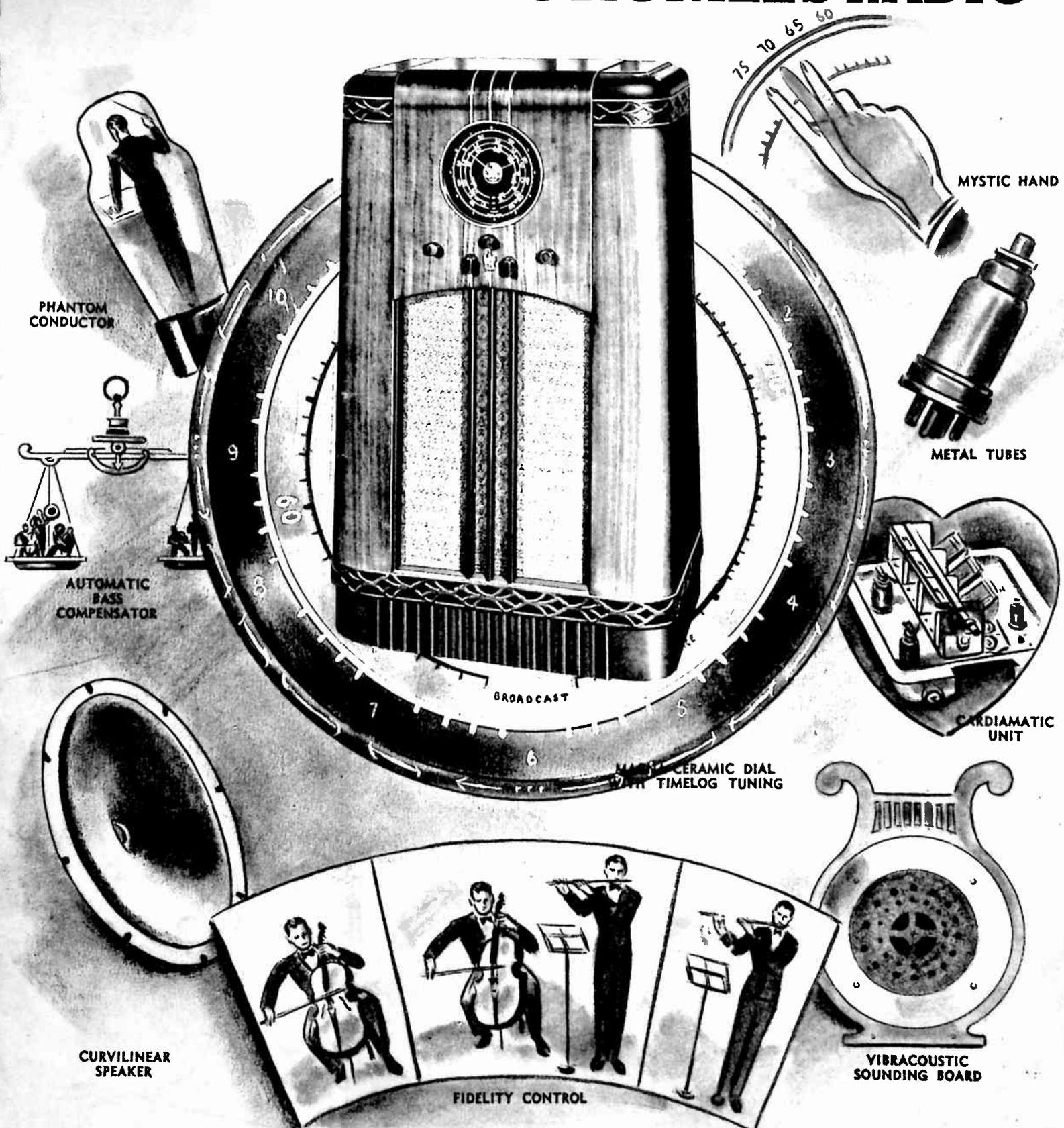
THE CROSLEY BROADCASTER

VOLUME 15

JUNE 1, 1936

NUMBER 6

CROSLEY REVOLUTIONIZES RADIO



PHANTOM CONDUCTOR

AUTOMATIC BASS COMPENSATOR

MYSTIC HAND

METAL TUBES

CARDIOMATIC UNIT

MAGNETIC CERAMIC DIAL WITH TIMELOG TUNING

CURVILINEAR SPEAKER

FIDELITY CONTROL

VIBROACOUSTIC SOUNDING BOARD



POWEL CROSLY, JR. SAYS...

A REAL TREAT is in store for everyone interested in radio. Never before in history have such revolutionary radios been offered. For the past fifteen years Crosley Radios have been noted for their high quality performance. But now — the new 1937 Crosley Radios bring a new conception of performance, reception and tuning ease.

Upon examining and listening to a new Crosley Radio, everyone will exclaim over the many new startling features. Phantom conductor . . . Mystic Hand . . . Automatic Bass Compensator . . . Multivox Control . . . Cardiamatic Unit . . . High Fidelity . . . Magna-Ceramic Dial . . . these and more are the latest engineering contributions that make Crosley Radios almost beyond belief in their reception of broadcasts. And only Crosley has them all!

Just as outstanding as the phenomenal performance of these new Crosley Radios is the beauty of their cabinets. Expressive of the highest degree of furniture craftsmanship, each new Crosley Radio is a distinctive beauty.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

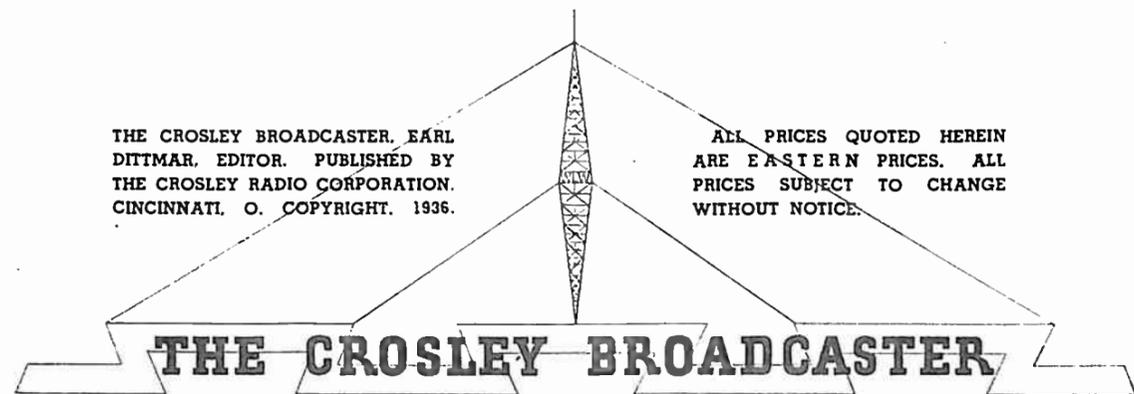
In the wide choice of new Crosley Radios, there are models for every purse and every need. There are models for fine American reception and many all wave models that bring in foreign broadcasts. There are portable models for the camper, traveler, business man. Battery models for unwired homes, summer camps, boats, etc. Automobile radio models for the motorist. And each model is of world-leading value for its price class. Any comparison will prove that here is the highest possible quality at the most attractive price for everyone.

The new Crosley Radios have everything! In the three essentials of beauty, performance, value — they are unsurpassed. Undoubtedly, this is your biggest opportunity for radio profits. Take advantage of it. Get started now!

Powel Crosley Jr.

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

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Crosley Has Them All . . .

Never before in history have so many appealing features been offered to win the admiration of the radio-buying public and sales and profits for Crosley dealers. The new 1937 Crosley Radios have everything. Beauty that captivates the most discriminating lover of fine furniture. Quality and value that exceed anything ever before attempted.

And look at these new features! The *Phantom Conductor* brings the expression of the masters to radio music. Puts in the expression that the composers intended. The *MYSTIC HAND* is a miracle in securing accurate tuning. Automatically tunes the receiver accurately to the strongest station within a range of 20 kilocycles of the station selector setting. The *MULTIVOX CONTROL* enables you to hear each type of broadcast at its best. *DUAL TRIODE OUTPUT TUBES* provide clear cut reception without distortion at great volume. Included among these revolutionary features are: Automatic Bass Compensator, Cardiamatic Unit, High Fidelity, Magna-Ceramic Dial, Timelog Tuning, Vibracoustic Sounding Board, Curvilinear Speaker and others.

Show the new Crosley Radios to your prospects and customers. Demonstrate these new, startling features. You will hear exclamations of delight and amazement—and your cash register will see unprecedented profits!

This Much More In A Shelvador . . .

What an irresistible appeal to every refrigeration prospect! And it is an appeal that can be proven in a definite, tangible, practical way. Simply fill the Shelvador, leaving the food compartment in the cab-

inet empty. Then remove the food from the Shelvador, placing it into the food compartment in the cabinet. Everyone will be immediately impressed with how nearly it fills the cabinet space—the *ONLY* space supplied for food storage in the "ordinary" refrigerator. This proves "This Much More in a Shelvador." And this is an exclusive Crosley feature. No other electric refrigerator offers the space-saving, time-saving advantages and conveniences of Shelvador. Only Crosley dealers can take advantage of this sensational Shelvador feature. Show this eye-proof demonstration of "This Much More In A Shelvador" to your prospects and customers—unprecedented sales and profits will be well on their way!

Big Market Awaits New Crosley Roamio Radios . . .

Here is a market of tremendous proportions. According to *Radio Retailing*, there are 20,160,000 automobiles without radio. And car radios are growing increasingly popular. In 1935 alone, 1,100,000 were sold. This year is destined to see even greater sales volume.

The new Crosley Roamios have everything to meet every prospect's needs. They are available with controls that make them custom-built for every car. They have new features that bring a new high to car radio performance. They are priced in keeping with the Crosley policy of offering only world-leading values.

Never before has it been so easy to attract and interest and sell every car owner without radio. There are two models available—one in a single housing; the other adaptable either to header or under-dash speaker or combination of both. This is your opportunity to take advantage

of the complete market for automobile radio sales. Remember about 10 out of 11 car owners are in need of automobile radios. Go after them—and capture your share of sales and profits in this huge market now.

Coolrest De Luxe Canopy Introduced . . .

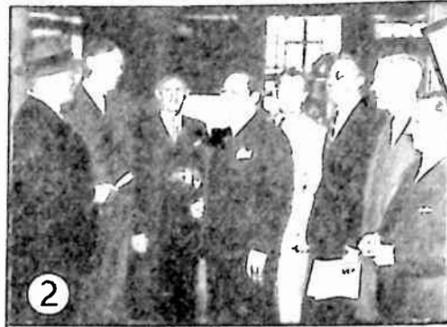
To widen your sales possibilities for the Crosley Coolrest, a new De Luxe canopy has been introduced. It has many decidedly attractive features. Extending very little above the bed level, it has an attractive appearance. It is so designed that the head may be uncovered if desired. This feature is particularly appealing to those people who dislike to have their heads covered. The De Luxe Canopy is not in the way when making the bed and is as easy to get in or out of as pushing covers aside. During the day, after the bed is made, the canopy is placed at the foot of the bed like an ordinary spread. The unit may be pushed away when desired.

The new Coolrest De Luxe Canopy enables anyone to enjoy cool, refreshing sleep on hottest nights with the conveniences of a sheet. Show it to the people of your community now and you will be surprised at the sales and profits that will result.

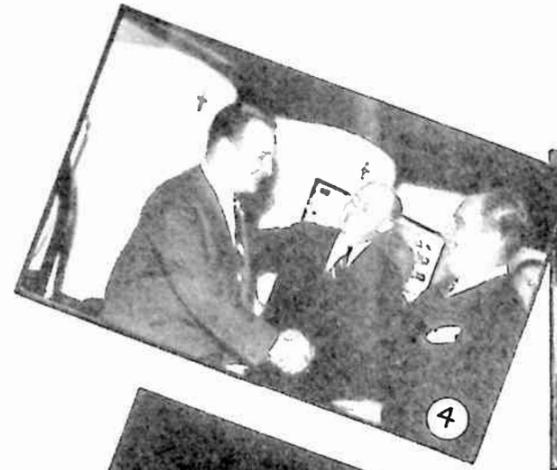
New Shelvador Ads . . .

As a help to you to tell the people of your community about Shelvador through "the power of the press," several new ad mats complete with copy are now ready. There is a series featuring the eye-proof of "This Much More In a Shelvador"; another series stressing the Five Year Protection Plan; and two more ads with a strong appeal to urge prospects to trade in old ice boxes. Ask your distributor to show these newspaper ads to you and start using the ones you desire now.

Camera Views Distributors



At Cincinnati Convention



1. Left to right—John W. Dunn, Crosley refrigerator engineer; David Frankel and E. J. Ruelh, Frankette Co., Cleveland; (Right of table) A. C. Rogers, Consolidated Automotive Co., Jacksonville, Fla.; C. A. Pound, Bird Hdw. Co., Gainesville, Fla.; E. W. Rogers, Consolidated Automotive Equip. Co., Jacksonville, Fla.

2. Left to right—Fielding Robinson and Grant Layng, Crosley Distributing Corp., New York; David Slobodien and Fred Goldberg, Apollo Distributing Corp., Newark, N. J.; John J. Hays, Jr., Crosley Credit Mgr.; T. W. Berger, Crosley Gen. Sales Mgr.; Harry Roper, Crosley Dist. Mgr., for Texas; Hyman Reader, Readers Wholesale Distributors, Houston, Texas.

3. Left to right—R. C. Bohannon, R. C. Bohannon Co., Columbus, O.; Herman Hollander and Mr. Fridley, Stanley Sales Co., St. Louis, Mo.; William Joy, Crosley District Mgr., for Missouri and Nebraska.

4. J. T. Peirce, Peirce-Phelps, Inc., Philadelphia, and Harrisburg, Pa.; Clarence Tay, Crosley Distributing Corp., Chicago; Powel Crosley, III, Crosley Vice President.

5. Left to right—Howard Buchwald, Lincoln Sales Corp., Baltimore; Fred Johnston, Crosley Chief Engineer; Jack Allen, Crosley District Mgr., for New York State; Nell Bauer, Crosley Ass't. Sales Mgr.

6. Left to right—Jules Alexandre, Pe'roc-Phelps, Inc., Harrisburg, Pa.; David Slobodien, Apollo Distributing Corp., Newark, N. J.; Frank Hogan, Jr., Crosley District Mgr., for Pennsylvania; Herman Hollander, Stanley Distributing Co., St. Louis, in background.

7. Left to right—Howard Brewer and Oscar Maurer, Kiefer-Stewart Co., Indianapolis; Wheelless Gambill, Jr., Gambill Distributing Co., Nashville, Tenn.; Hyman Reader, Readers Wholesale Distributors, Houston, Tex. Last on right of table, Hugh C. Green, Kiefer-Stewart Co., Indianapolis.

8. A group of distributors prior to the opening session of the convention in one of the WLW studios on the 8th floor of the Crosley main factory building.

9. Left to right—J. P. Rogers, Crosley Vice President; Powel Crosley III, Crosley Vice President; Thomas W. Berger, Crosley General Sales Manager; and Powel Crosley, Jr.

10. Left to right—James Clary, Perfection Mattress & Spring Co., Birmingham, Ala.; Herman Schumacher, Crosley New England District Mgr.; Paul M. Jefferys, Crosley District Mgr., Florida and Georgia.

11. Left to right—Lewis M. Crosley, Crosley Vice President and General Manager; Fred Johnston, Crosley Chief Engineer; Gene Revercomb (background), Crosley Distributing Corp., Cincinnati; J. T. Cecil, Interstate Hdw. Co., Bristol, Tenn.; J. E. Altken, Altken Radio Corp., Detroit and Toledo; Henry King, Stimpson Sales and Investment Corp., Wichita, Kansas.

12. Left to right—Paul Blakowsky, Crosley District Mgr., West Coast; Hyman Reader, Readers Wholesale Distributors, Houston, Texas.

13. Left to right—3 in center row Herbert Hieb, Hieb Distributing Co., Des Moines, Iowa; Vernon Maurer, Maurer-Greusel Co., Milwaukee, Wis.; Howard Souther, Crosley District Mgr., Illinois and Iowa.

14. These charming girls from the office of the Crosley Radio Corporation served luncheon in the Crosley lunch room to the 150 distributors attending the Crosley convention in Cincinnati, Friday, May 8, 1936.

**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 251
\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
7³/₄" high,
10³/₄" wide,
5⁵/₈" deep.

With Metal Tubes\$26.25

5 TUBES . 2 Bands
AC-DC SUPERHETERODYNE
● 540-1550 Kc. and 1500-3450 Kc. . . . Operates on any 110 volt A.C. or D.C. circuit . . . Octal-Base Glass Tubes . . . Attached Antenna . . . No Ground Required . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 299
\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
8¹/₄" high,
11⁵/₈" wide,
5³/₄" deep.



With Metal Tubes\$31.20



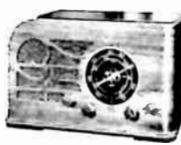
FIVER
\$19.99
COMPLETE WITH TUBES
DIMENSIONS:
11¹/₈" high,
11" wide,
7¹/₂" deep.

5 GLASS TUBES
2 Bands . SUPERHETERODYNE
● 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 250
\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
13¹/₄" high,
11¹/₄" wide,
7⁵/₈" deep.



● 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.



\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
10⁵/₈" high,
16¹/₂" wide,
7³/₄" deep.

MODEL 295
5 GLASS TUBES
2 Bands . SUPERHETERODYNE



MODEL 349
\$34.95
COMPLETE WITH TUBES
DIMENSIONS:
13³/₄" high,
11⁵/₈" wide,
7¹/₂" deep.

With Metal Tubes\$36.20

5 GLASS TUBES
2 Bands . SUPERHETERODYNE
● 540-1710 Kc. and 2350-7000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 395
\$39.95
COMPLETE WITH TUBES
DIMENSIONS:
10¹/₂" high,
16³/₄" wide,
7¹/₂" deep.



With Metal Tubes\$41.20

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$49.95
COMPLETE WITH TUBES
DIMENSIONS:
39¹/₄" high,
24" wide,
10¹/₂" deep.

With Metal Tubes, \$51.20

MODEL 499 CONSOLE
5 GLASS TUBES
2 Bands . SUPERHETERODYNE

● 540-1710 Kc. and 2350-7000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.



MODEL 449
\$44.95
COMPLETE WITH TUBES
DIMENSIONS:
20" high,
14¹/₄" wide,
9" deep.

With Metal Tubes\$46.20

6 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc. and 6000-18,000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Triple-twin Output . . . Automatic Volume Control . . . Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.

MODEL 495
\$49.95
COMPLETE WITH TUBES
DIMENSIONS:
13" high,
19³/₄" wide,
8³/₄" deep.



With Metal Tubes\$51.20



\$69.95
COMPLETE WITH TUBES
DIMENSIONS:
41¹/₂" high,
25³/₄" wide,
12¹/₄" deep.

With Metal Tubes, \$71.20

MODEL 699 CONSOLE
6 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc., and 6000-18,000 Kc. . . . Octal-Base Tubes . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Time Log Tuning . . . Band Indicator on Dial . . . High Fidelity . . . Triple-twin Output . . . Tone Control . . . Vibracoustic Sounding Board . . . Full Floating Moving Coil Electro-Dynamic Speaker



\$89.95
COMPLETE WITH TUBES
DIMENSIONS:
42" high,
27" wide,
13¹/₂" deep.

With Metal Tubes, \$91.95

MODEL 899 CONSOLE
8 GLASS TUBES
3 Bands . All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., and 6000-19,000 Kc. . . . Octal-Base Tubes . . . Phantom Conductor . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Time Log Tuning . . . Band Indicator on Dial . . . Shadowgraph Tuning Indicator . . . High Fidelity . . . Triple-twin Output . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 10" Full Floating Moving Coil Electro-Dynamic Speaker.

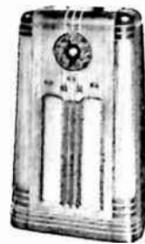


\$117.50
COMPLETE WITH TUBES
DIMENSIONS:
42 1/16" high,
26¹/₄" wide,
14" deep.

MODEL 117 CONSOLE
9 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., 6000-19,000 Kc. Octal-Base Metal Tubes . . . Cardiamatic Unit . . . Phantom Conductor . . . High Fidelity . . . Triple-twin Output . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Band Indicator on Dial . . . Shadowgraph Tuning Indicator on Dial . . . Time Log Tuning . . . Multivox Control . . . Vernimatic Dial Drive . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 12" Curvilinear Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



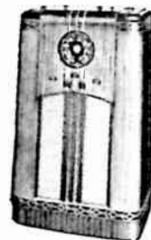
\$137.50

COMPLETE WITH TUBES

DIMENSIONS:
43 1/4" high,
27" wide,
14" deep.

MODEL 137 CONSOLE
10 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1900-6000 Kc., 6000-19,000 Kc. . . . Octal-Base Metal Tubes . . . Cardomatic Unit . . . Phantom Conductor . . . High Fidelity . . . Triple-twin Output . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Band Indicator on Dial . . . Shadow-graph Tuning Indicator . . . Time Log Tuning . . . Multivox Control . . . Vernimatic Dial Drive . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 15" Curvilinear Speaker.



\$167.50

COMPLETE WITH TUBES

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

MODEL 167 CONSOLE
13 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . . Octal-Base Metal Tubes . . . Cardomatic Unit . . . Phantom Conductor . . . Mystic Hand . . . High Fidelity . . . Triple-twin Push-Pull Output . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Band Indicator on Dial . . . Vernimatic Dial Drive . . . Time Log Tuning . . . Fidelity Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 15" Curvilinear Speaker.

BATTERY FORTY-SIX

\$34.50

COMPLETE LESS 6-VOLT BATTERY

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

4 TUBES
6-VOLT BATTERY RECEIVER

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

Model B-375

\$37.50

COMPLETE LESS 6-VOLT BATTERY

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



Model B-445

\$44.50

COMPLETE LESS 6-VOLT BATTERY

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

5 TUBES . 2 Bands
6-VOLT BATTERY RECEIVER

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

Model B-675

Console

\$67.50

COMPLETE LESS 6-VOLT BATTERY

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



Model B-695

\$69.95

COMPLETE LESS 6-VOLT BATTERY

DIMENSIONS:
20 3/4" high,
17 1/4" wide,
10" deep.

6 TUBES . 3 Bands
6-VOLT BATTERY RECEIVER

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

Model B-899

Console

\$89.95

COMPLETE LESS 6-VOLT BATTERY

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



BATTERY FIVER

\$19.99

COMPLETE LESS BATTERIES

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

5 TUBES
BATTERY RECEIVER

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

Model B-250

\$25.00

COMPLETE LESS BATTERIES

This receiver employs the same chassis as the Crosley Battery Fiver.



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.

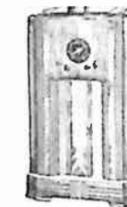
Model B-499

Console

\$49.95

COMPLETE LESS BATTERIES

DIMENSIONS:
37 1/4" 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:
20 3/4" high,
17 1/4" wide,
10" 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 Dynamic 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 . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Plug-in Type Battery Cable . . . Permanent Magnet Dynamic Speaker . . . Cabinet will Accommodate 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 electrodynamic speaker.

32 D. C. SIX CONSOLE

\$64.50

COMPLETE WITH TUBES

DIMENSIONS:
36 3/4" 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

Acclaimed THE GREATEST Household Success OF THE GENERATION



SHELVADOR GAQ-35
—3.5 cubic feet NET capacity; 7.44 sq. ft. shelf space. 3 ice trays each holding 21 cubes. Dimensions: 50 3/4" high, 23 1/2" wide, 25 1/2" deep. \$104.50

TABLE SHELVADOR GAQ-39
—3 Cubic feet NET capacity; 6.92 square feet shelf space. 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 3/4" wide, 25" deep. \$89.50

***SHELVADOR GAQ-50** (Standard)—5.07 cu. ft. 12.34 sq. ft. Standard Double Belt Unit. Dimensions: 56 7/16" high, 27 1/2" wide, 24 3/8" deep. \$142.95
***SHELVADOR GAT-50** (Standard)—Has new Hermetic Compressor. \$159.95
***SHELVADOR GKQ-50**—De Luxe cabinet, including Storadrawer and Crisper. \$159.95
MODEL PGKQ-50—Porcelain exterior. \$181.45
***SHELVADOR GKT-50** (De Luxe)—Has new Hermetic Compressor. \$179.95
MODEL PGKT-50—Porcelain exterior. \$202.45

***SHELVADOR GAQ-60** (Standard)—6.01 cu. ft. 14.37 sq. ft. Double Belt Unit. \$154.95
***SHELVADOR GAT-60**—Has Hermetic Compressor. \$174.95
***SHELVADOR GKQ-60**—De Luxe cabinet with Storadrawer and Crisper. \$174.95
MODEL PGKQ-60—Porcelain exterior. \$199.95
***SHELVADOR GKT-60**—Has new Hermetic Compressor. \$194.95
MODEL PGKT-60—Porcelain exterior. \$219.95

***SHELVADOR GAQ-70** (Standard)—7 cu. ft. 15.68 sq. ft. Standard Double Belt Unit. Dimensions: 58 3/8" high, 23 3/4" wide, 26 3/8" deep. \$174.95
***SHELVADOR GAT-70** (Standard)—Has new Hermetic Compressor. \$194.95
***SHELVADOR GKQ-70**—With Storadrawer and Crisper. \$194.95
MODEL PGKQ-70—Porcelain exterior. \$224.95
***SHELVADOR GKT-70**—Has new Hermetic Compressor. \$214.95
MODEL PGKT-70—Porcelain exterior. \$244.95

***SHELVADOR GAQ-43** (Standard)—4.33 cu. ft. 9.07 sq. ft. Standard double Belt Unit. \$124.95

***SHELVADOR GAT-43** (Standard)—Has new Hermetic Compressor. \$134.95
***SHELVADOR GKQ-43**—De Luxe cabinet, including Storadrawer and Crisper. \$134.95
***SHELVADOR GKT-43** (De Luxe)—Has new Hermetic Compressor. \$149.95

● As Shelvador wins new laurels for its beauty, new praise for its convenience, extra usable capacity, features, quality, value . . . Crosley dealers reap new sales records unheard-of in the industry. At the end of each year of Shelvador history, Crosley has announced a percentage of sales increase over previous years greater than that of any other electric refrigerator. To date in the present selling season, Crosley dollar volume sales are far ahead of the same period last year — and last year broke all previous records. That's why "No Dealer Can Afford NOT To Handle Shelvador."



PRICES ON ALL MODELS INCLUDE FIVE YEAR PROTECTION PLAN

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

THE WORLD'S Most Beautiful REFRIGERATOR





When Witt Hardware of Davenport, Iowa, recently received another carload of Shelvadors, the refrigerators were loaded into Ford trucks which paraded the streets and attracted widespread at-

ention. Mr. Witt is shown second from the left. Second from the right is seen Arthur Holman, representative, Hardware Products Company, Sterling, Ill.

Carload Of Shelvadors Paraded Over Streets As Smart Promotion Stunt . . .

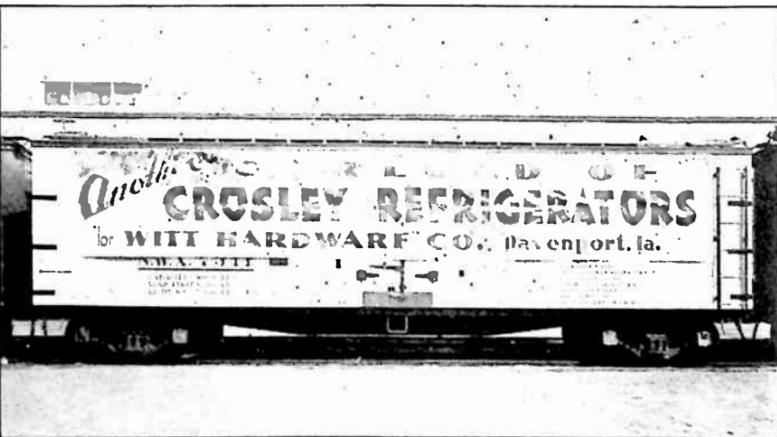
An enterprising dealer who is always forging ahead is the Witt Hardware Company of Davenport, Iowa. Taking advantage of a carload shipment that was prompted through an existing demand for Shelvador, this alert dealer used the carload for an unique promotion stunt to tell the people of their community of the ever-growing popularity for Shelvador.

A striking banner was placed across the freight car telling everyone that here was "Another Carload of Crosley Refrigerators for Witt Hardware Company."

As the Shelvador refrigerators

were unloaded out of the freight car, they were loaded onto several new Ford Trucks by the Ford dealers of Davenport. These trucks, with appropriate banners, then paraded the city streets and brought widespread attention in the Tri-Cities of Rock Island, Moline and Davenport. The local newspapers cooperated by giving generous publicity to the event. And needless to say it was a grand merchandising scoop in making that territory Shelvador-minded with resulting sales and profits for Witt Hardware.

In commenting on this venture and the man behind it, L. C. Wheel-



The banner on this car tells the story. Witt Hardware Company, alert Crosley

dealer of Davenport, Iowa has scored again with a Shelvador sales record.

er, Vice-President of Hardware Products Company, Crosley distributor at Sterling, Illinois, says, "Mr. Charles G. Witt is one of the substantial business men of Davenport; solid, conservative, substantial, he has the vision of today and tomorrow, which makes him a keen observer in the field of merchandising trends. Mr. Witt enjoys a wide clientele. His reputation for quality merchandise and progressive methods is a potent factor in expanding his undertakings. He has surrounded himself with a sales personnel of the highest grade and is really going to town with Shelvador this year."

Portable Demonstration Sink Makes Spe-Dry Washer Sales Easy . . .

There is one way that is almost certain to arouse interest and create a desire for ownership for the new Crosley Savamaid Spe-Dry washer.



That is to demonstrate the Spe-Dry and thereby convincingly disclose its many advantages right before the eyes of interested washing machine prospects.

The Spe-Dry is, of course, in itself unique because it brings such an entirely new and simplified routine to washday. But of course, without running water available it is impossible to properly demonstrate the Spe-Dry. To enable Crosley dealers to make actual demonstrations of the Spe-Dry . . . to show this new, simple washday routine to prospects in the store . . . to have running water where and when it is wanted—a portable demonstration sink has been

(Continued on page 15)

(Continued from page 14)

developed. With this demonstration sink, you can show how the Spe-Dry does practically everything within itself—how it fills, washes, blues, rinses, dries, empties in virtually one operation.

The Crosley portable demonstration sink resembles an ordinary kitchen sink in appearance and usefulness. It is equipped with a motor, pump and water tank. Easily moved anywhere in the store and connected to a convenient electric outlet. A switch sets the pump into action so that water can run out of the faucet in the same way that it would run out of a kitchen faucet. An ordinary drain in the sink permits water to run back to the water tank. In fact, this demonstration sink enables you to show the Spe-Dry in every way as though it were in actual use in the home.

In no other way can a prospect be so thoroughly sold as to be actually shown the simple washing procedure of the Spe-Dry. Now with this portable demonstration sink, you are enabled to show the Spe-Dry in a practical, convincing fashion. And after a prospect is shown how the Spe-Dry does all the washing and pre-iron drying automatically—in the shortest possible time—with the least possible effort—and with no mess or muss . . . the sale will be well on the way.

There is no doubt about it. The Spe-Dry is a great boon to washday and the demonstration sink is a big aid in making it a great boost to profits. Ask your Crosley distributor for further details about this sales-winning demonstration sink now.

WLW Feature Story Will Appear In July Number Of Major Bowes Amateur Magazine . . .

An illustrated feature story of WLW will appear in the July number of Major Bowes Amateur Magazine. As everyone knows, Major Bowes' Amateur Hour is one of the most popular programs ever put on radio, and likewise the new magazine bearing his name has made magazine history in the speed with which the first edition was cleaned up on the newsstands. Being featured on Major Bowes Program it is being called to the attention of millions of listeners.



New Sign On Cooper-Louisville's Truck . . .

In front of the Cooper-Louisville Company's place of business at Louisville, Ky., is shown their large truck with a new attractive sign. Reading "Crosley Shelvador Refrigerators—Radios—Washers," this new

truck sign is doing its part in keeping people in the Louisville territory Crosley-conscious. Standing by the truck, left to right, are: G. L. Ehringer, Auditor for Cooper-Louisville; and C. H. Carey, Crosley district manager.

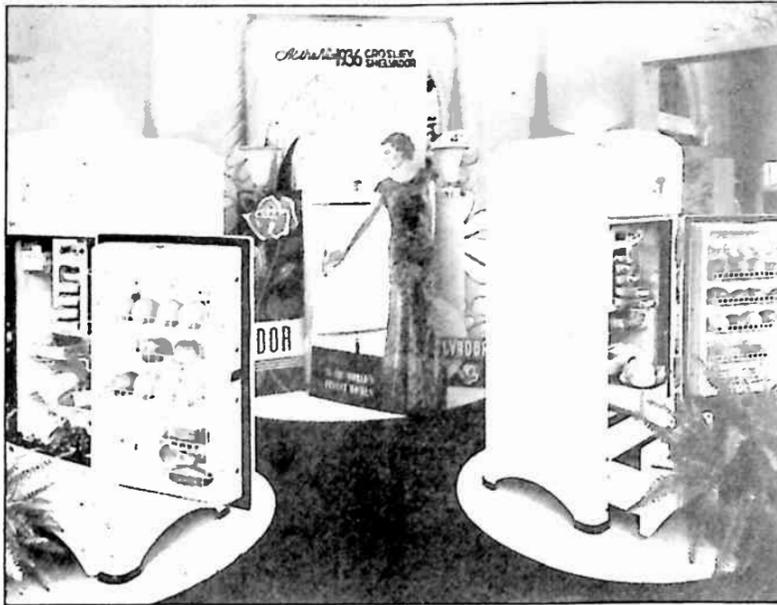


Artificial Food Proven Invaluable Sales Aid . . .

Whenever you display Shelvador—whether it be in the window, in the store, at a show, exhibit or what-not—ALWAYS KEEP IT FILLED WITH FOOD. There are several strong reasons, that experience has proven, why it is necessary to have every Shelvador on display filled with food. First of all, the food makes it look realistic and adds interest. The food in the shelves in the door also helps to show, at a glance, the use and purpose of these shelves. Moreover, it proves convincingly just how much more a Shelvador holds. It has been said.

"With the Shelvador open and full of food, a salesman can gag himself and just point and still make a sale."

Artificial food items are available through your Crosley distributor to enable you to always keep a Shelvador on display filled with food. This artificial food resembles, in a very realistic fashion, the natural food represented. They are low priced and are available in either a deluxe assortment or standard assortment. Pictured above is the deluxe assortment. Get in touch with your distributor now for your artificial food requirements.



Beautiful Display By May-Stern . . .

This is how May-Stern of Cincinnati gave the "First Peek" at the new 1936 Crosley Shelvador electric refrigerators in their corner show window. Placed on a platform, this striking display reveals many Shelvador features. The figure in the

center demonstrates the feather-touch handle on the Shelvador. The background is done in exquisite colors and pedestal lights are on each side of the refrigerator. An American beauty rose in red is one of a group of enlarged pictures of roses.

Series Of Dealer Meetings Held In New York . . .

Realizing the difficulty of conducting Dealer Meetings at the home office, in a large distributing area, the Crosley Distributing Corporation of New York City, inaugurated the policy this year of a series of dealer-meetings in the various districts in which they distribute. The meetings included not only the dealer, but the dealer's salesmen, and covered the complete selling story of the Crosley Savamaid Washers and Shelvador refrigerators.

The first of these meetings was held in the early part of April at Jack Gordon's Restaurant in White Plains. Tom Boyne, the Westchester representative, and Wally Vermilya, covering the Connecticut territory, turned out over fifty people. Grant Layng, the Retail Sales Manager of the New York office, gave the talk on the sales points of Crosley products. After the demonstration, refreshments were served to the assembled dealers.

In the middle of the month, Max

Unterberger gathered together a representative group of Staten Island dealers and their salesmen, at the Meuriot Restaurant, in St. George, L. I. Dinner was served in the main dining room, and after dinner, a salesman's talk and demonstration was conducted on the Crosley Products.

On Monday, April 27th, Al Brooke covering the Long Island territory had 68 of the dealers and their salesmen in a get-together at the Elks Club in Freeport. Miss Teasley, Home Economist of the Crosley Distributing Corporation in New York went through a demonstration of the Savamaid Washers, with the featured Velvetouch Wringer. Mr. Layng then conducted the refrigeration meeting, and after this get-together, refreshments were served to the assembled dealers.

All reports indicate that 1936 is Crosley's biggest year, and with the substantial backing of Crosley dealers, figures are showing a tremendous gain over last year's volume.

Berger Named Crosley General Sales Manager . . .

Thomas W. Berger was recently named general sales manager of The Crosley Radio Corporation by Powell Crosley, Jr., president.

Mr. Berger comes to the Crosley Radio Corporation with a number of years experience in the electrical appliance field.

He was sales manager of the Vacuum Cleaner Company of Cleveland. Following this he entered the distributing business in Philadelphia, and for seven years managed the appliance divisions of the Philadelphia Electric Company. He was also chairman of the Merchandising Bureau of the National Electric Light Association for two years. Prior to joining Crosley he was president of the Prima Manufacturing Company of Sidney, Ohio.

Well Pleased . . .

H. F. Darling, Eau Claire, Wisconsin writes: "Purchased a Crosley radio and am well pleased. Get anything we desire. Consider this one of the best, if not the best set on the market."



Effective Window Brings 9 Sales In One Week . . .

This effective display was recently arranged in the window of Price Radio and Electric Company, Aurora, Indiana, by E. V. Schilson, salesman for this Crosley dealer. That it was productive of sales is proven by the report received from this firm. During the first week that this display appeared in the window, Mr. Schilson, who is a veteran appliance salesman, sold nine Crosley Shelvadors.

CROSLEY SERVICE SUPPLEMENT

MODELS 516, 5516 AND 6516

SPECIFICATIONS

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

Model 516—Table Type Cabinet—Small Oval Dial.
Model 5516—Console Cabinet—"Round Dial"—Speaker Mounted to Cabinet.

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

It is a two band receiver, tuning from approximately 540 to 1570 kilocycles in the American Broadcast Band and from 1570 to 4000 kilocycles in the Police and

Amateur Band.

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

SOCKET VOLTAGES

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

TUBE SOCKET VOLTAGE READINGS

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

Measured on 117.5 Volt—60 Cycle Line.

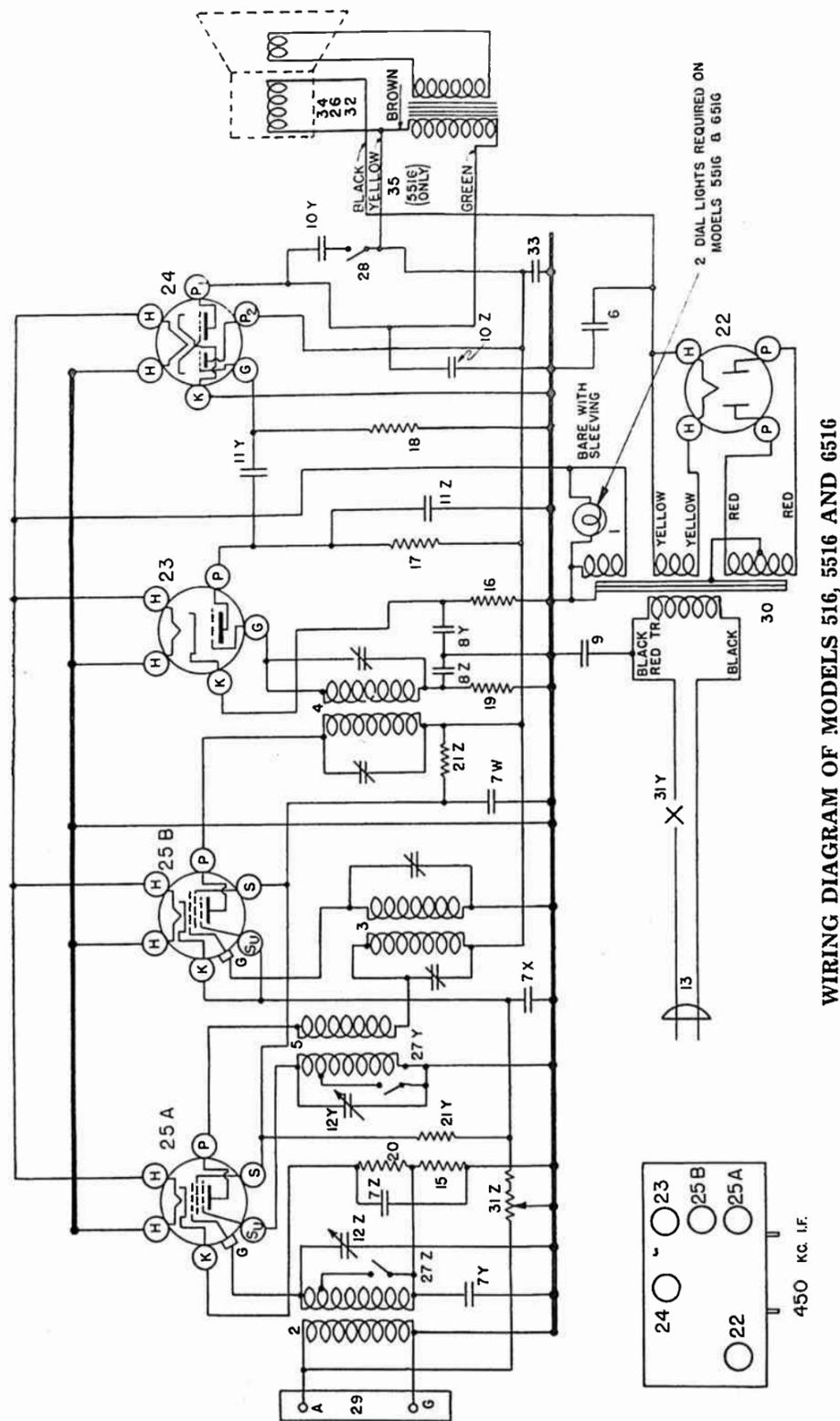
Power Consumption Approximately 48 Watts.

Power Output Approximately 2.5 Watts.

PARTS LIST—MODELS 516, 5516 AND 6516

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

ITEM No.	Part No.	Name	Description	Item No.	Part No.	Name	Description
1	W —37922	Bulb	Dial Light	29	G1 —26719	Terminal Board	Ant. & Grd.
	G3 —37965	Socket	Dial Light	30	G5 —28500	Transformer	Power—110V. 60 Cy.
2	G42—32000	Coil	Antenna		G6 —28500	Transformer	Power—110V. 25 Cy.
3	G48—32004	Coil	1st I-F (Complete)		G7 —28500	Transformer	Power—220V. 25 Cy.
4	G49—32004	Coil	2nd I-F (Complete)				Volume Control
5	G47—32002	Coil	Osc.	31 Z)			On-Off Switch
6	W —41080	Condenser	12 Mfd. 300V.	31 Y)			Used on 5516 Only
7 Z)			.02 Mfd. 200V.	32	219BJ3	Speaker	16 Mfd. 250V.
7 Y)			.02 Mfd. 200V.	33	W —41081	Condenser	Used on 516 only
7 X)	W —28623	Condenser	.02 Mfd. 200V.	34	241BL9	Speaker	Used on 516 only
7 W)			.02 Mfd. 200V.	35	G3 —35696	Cable	Speaker (5516 only)
8 Z)			.1 Mfd. 200V.				
8 Y)	W —28622	Condenser	.1 Mfd. 200V.		W —31585B	Knob	
9	W —30805	Condenser	.01 Mfd. 400V.		W —36355	Knob	
10 Z)			.006 Mfd. 400V.		W —35772	Shield	Tube (Half)
10 Y)	W —35011	Condenser	.03 Mfd. 400V.		W —35773	Cap	Tube Shield
11 Z)			.001 Mfd. 400V.		W —35774	Base	Tube Shield
11 Y)	W —25537A	Condenser	.03 Mfd. 400V.		C —40822	Dial	Calibrated Glass
12 Z)			2 section Var. Tuning.		W —40815	Bracket	DialGlassMtg.RH
12 Y)	G14—33001	Condenser			W —40816	Bracket	DialGlassMtg.LH
13	B —33906A	Cord & Plug	Power Supply		W —40801	Cushion	Dial Glass
15	—31094	Resistor	4500 Ohm.		W —40805	Drive Unit	Dial
16	—21237A	Resistor	60000 Ohm. 1/4 W.		MC16—40819	Bracket	Drive Mtg. Assy.
17	—21455	Resistor	300,000 Ohm.		B —40590	Escutcheon	Dial
18	—23785	Resistor	500,000 Ohm.		D —28	Screw	Escutcheon Mtg.
19	—21454	Resistor	1 Megohm		C —4105.)	Dial	Calibrated Glass
20	W —25937	Resistor	275 Ohm Flex		W —40797	Bracket	Dial Glass Mtg.
21 Z)			8500 Ohm } Candohm		W —40798	Bracket	Dial Support I. H.
21 Y)	W —35963	Resistor	25000 Ohm }		W —40799	Bracket	Dial Support R. H.
22	G6 —28807	Socket	Type 80		W —40793	Bracket	Dial Support I. H.
23	G80—28807	Socket	Type 76		W —40799	Drive Unit	Dial
24	G90—28807	Socket	Type 6B5		MG16—40795	Bracket	Drive Mtg. Assy.
25A	G75—28807	Socket	Type 6T6		MG33—40765	Drive Bearing	Assy.
25B	G75—28807	Socket	Type 6D6		B —40839	Escutcheon	Ring
26	219BL9	Speaker	Used on 5516 Only		W —28760	Escutcheon	Pin
27 Z)	W —35753A	Switch	Band Selector		B —40818B	Pointer	Disc.
27 Y)					W —40486	Pointer	Disc. Screw
28	W —36184A	Switch	Tone Control		B —40802	Bracket	Speaker Mtg.
					W —41001A	Clamp	Speaker } 6516 Only



WIRING DIAGRAM OF MODELS 516, 5516 AND 6516

Door Openers Helping Chicago Shelvador Sales...

The Crosley Distributing Co., of Chicago has been making such sales records that it was the subject of quite an article in a recent issue of *Electric Refrigeration News*, which said, "If there's anything doing in Chicago, it's being done by Crosley."

An example of some of the promotion work done by the Chicago company was cited by Clarence Tay, manager, on a recent trip to the factory. Said Clarence, "We have fifty door openers in use in Chicago. The automatic opening and closing of the Shelvador door attracts a large amount of attention. It calls attention to the Shelvador feature in a most striking way—it puts action in it, and nothing equals action for getting attention, and fixing an impression on people's minds. 'This much more in a Shelvador' applies to sales, too, when you use the moving door display."



New Shelvador Display...

Here is a new set of Shelvador display cards that is ideal for window, store or show display. As is instantly apparent, an extraordinary human interest appeal is made that will help to make passers-by stop, look and buy. The little girl, ad-

miringly studying the wonders of the refrigerator, will help focus attention on the many features. And the little boy dramatically emphasizes "This Much More In A Shelvador." Attractively colored. Order from your Crosley distributor.

Crosley Dealer Initiates Electric Refrigeration Exhibit Week In Ardmore, Oklahoma...

In *The Early Bird*, interesting publication of the Oklahoma Gas and Electric Company of Oklahoma City, appears a story of a noteworthy accomplishment of an exceptionally alert Crosley dealer.

Sam Stephans, known as Steve, the Radio Man, of Ardmore, Oklahoma, conceived a brilliant idea that was put into practice and brought highly commendable results. Having attended a round-up in his county, this enterprising Crosley dealer was imbued with the thought of staging an electric refrigerator round-up in Ardmore. The idea met with instant response. So an Electric Refrigeration Exhibit Week was launched. Merchandise prizes totalling \$250.00 were given to adults who personally called at the stores of the nine local electric refrigerator dealers during the week.

The local newspaper cooperated with generous allotments of publicity space and the local radio station sent out numerous broadcasts to tell the community of the week. Both of the local movie theatres gave free tickets for the prize drawing night.

Many hundreds called at the stores during the week and of these about 75% were non-owners of electric re-

frigerators. Forty-four sales were made during the week and a vast number of prospects were obtained.

Gambill Quota Makers Visit Crosley Factory...

A group of dealers from Tennessee who had made 100 per cent or more of their quotas for Crosley Shelvador electric refrigerators, were recently given a trip to the Crosley factory in Cincinnati by the Gambill Distributing Co., Crosley distributor, Nashville, Tenn. They were accompanied by J. E. Blackford, Gambill territorial manager for the Chattanooga territory; J. R. Burnett, office manager of the Gambill Distributing Co.; and J. R. Koonce, Gambill service manager.

Those in the party included Joe Susman, Lookout Furniture Co.; C. S. Green and wife, Lawrence Furniture Co.; George W. Neff, W. C. Teas Co., all of Chattanooga; Charles R. Reddick, Storage Battery & Electric Shop, Springfield, Tenn.; Arthur Davis, Smith Furniture Co., Rockwood, Tenn.; and Roy New-

som, Hoover & Newsom Co., Murfreesboro.

The Storage Battery & Electric Shop and Hoover & Newsom Co., are exclusive Crosley dealers, the former having been an exclusive Crosley dealer from the time the company made its first radio set fourteen years ago.

Cincinnati Distributing Company Sets Record...

In spite of an unseasonable April with snow, sleet and blizzards the forepart of the month, the Crosley Distributing Co., of Cincinnati, exceeded its Shelvador sales of the corresponding month a year ago by a substantial margin, and in one day delivered 63 Shelvadors to homes in Cincinnati on orders from dealers. Shelvadors were featured more prominently by the leading stores of Cincinnati than in any previous year. Many dealers frankly state they are pushing Shelvadors because they have less servicing to do on them than on any other refrigerators they handle.

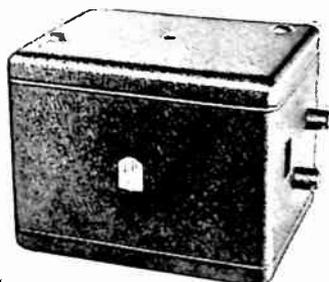
NOW YOU CAN SELL THEM ALL



WITH THE CROSLEY ROAMIO

The new Crosley Roamio Automobile radios have everything! They have custom-built controls for every car. They have new features that bring a new high to car radio performance. They are priced in keeping with the Crosley policy of offering only world-leading values. Now you can take advantage of the complete market for automobile radio sales. Never before has it been so easy to attract and interest and sell EVERY car owner without radio. Go after them now — show Roamio . . . demonstrate Roamio . . . sell Roamio — and you'll capture your share of profits in this most active market.

ROAMIO A-266
Six-tube Superheterodyne Automobile Receiver with eight-tube effectiveness . . . No Spark Plug Suppressors . . . Balanced Antenna Tuning System . . . Seven Tuned Circuits . . . Full Wave Interruptor Type Vibrator . . . Newly Developed Automatic Volume Control . . . Automatic Setting of Dial Logging . . . Three Gang Tuning Condenser . . . Single Housing . . . Full Floating Moving Coil Electro-Dynamic Speaker . . . Custom-built Remote Control with Illuminated Airplane Dial. **\$39⁹⁵**



ROAMIO A-366
Six-tube Automobile Receiver with nine-tube effectiveness . . . No Spark Plug Suppressors . . . Balanced Antenna Tuning System . . . Seven Tuned Circuits . . . Full Wave Synchronous Type Vibrator . . . Newly Developed Noise-Reducing Automatic Volume Control . . . Bass Compensation on Volume Control . . . Automatic Bass Booster . . . Push-pull Amplification in Output Stage . . . Full Variable Tone Control . . . Automatic Setting of Dial Logging . . . Full Floating Moving Coil Electro-Dynamic Speaker . . . Adaptable to either Header or Under-dash Speaker . . . Custom-built Remote Control with Illuminated Airplane Type **\$54⁹⁵**
Available with Notched Dual **\$64⁹⁵**
Speakers at

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

You're There With a Crosley Wherever You Go

CROSLEY ROAMIO