

★ THE CROSLLEY BROADCASTER

VOLUME 16

JULY 15, 1937

NUMBER 4



★ **2 LEADING STARS** IN
THE RACE FOR MORE SALES

(See Page 7)

TALKS TO THE READER



POWEL CROSLY, JR. SAYS...

THE new Crosley Roamio automobile radios provide every Crosley dealer with an unprecedented opportunity to take advantage of the complete market for automobile radio sales. And this market is of such tremendous proportions that no dealer can afford to overlook it. Of the 22,460,000 total passenger car registrations in this country, there are 20,160,000 cars without radio.

Surprising increase in the popularity of car radios has been shown in the past few years. Last year, for example, car-radio sales were 1,100,000 and this year is already showing possibilities of reaching even greater volume.

The new Crosley Roamios enable you as never before, to meet every prospect's needs. They are as modern in beauty, performance and value as the modern beauty and performance of today's cars. 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 and they are Crosley world-leading values. This is equally true of each of the two Roamio models that are available; one with single housing, the other with choice of separate speaker.

Remember that about 10 out of every 11 of the car owners in your territory are prospects for the new Roamios. Remember, too, that the new Crosley Roamios make it easy to attract and interest and sell every car owner without radio.

Go after them in every possible way and you'll reap a surprising share of profits in this big market.

Powel Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

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THE CROSLY BROADCASTER

Big Radio Year Ahead...

According to *Radio Weekly*, the current replacement market for obsolete radios is estimated at 4,000,000 sets a year. It is also believed possible that an additional 2,000,000 radios will be sold for use as extra sets in the home. In addition, conservative figures show that about 1,000,000 radios will be sold to those homes that never before enjoyed radio, making a potential total sales possibility of 7,000,000 radios for the year.

Wherever shown, seen and heard, the new 1937 Crosley Radios are winning unprecedented acceptance and sweeping sales records are already being shattered.

Certainly so many appealing features never before have been offered in history. They really have everything that provides matchless beauty, performance and value. Such revolutionary features as Auto Expressionator, Mystic Hand, Multivox Control, Magna-Ceramic Dial, Vibracoustic Sounding Board and the many others, bring instant response from radio prospects.

Show the new, startling Crosley Radios to your prospects in every possible way and you will take advantage of the existing profits in this big radio year.

Koldrink Presents Big Plus Market...

An indication of the vast improvement in resort, restaurant and refreshment stand business is indicated by the fact that sales of Crosley Koldrink electric bottle coolers are far ahead of the corresponding period of last year. Always providing the right temperature for bottled drinks and with many important features, the Crosley Koldrink makes

an instant appeal to bottled beverage dealers everywhere. It builds good will and increases sales for them. It's so low in first cost—so economical to operate... it quickly pays for itself.

That's why the Koldrink is growing so increasingly popular. That's why the Koldrink gives you such a big plus profit opportunity. Get after the bottled beverage retailers in your territory now!

Three Free Offer Promotions Provide Stimulation To Washer Sales...

Designed to produce results in immediate sales, three tried and proven promotions are being offered to help every Crosley dealer increase his electric washing machine business. Certainly no one can deny that the Crosley Savamaid washers are the last word in style, efficiency, features and value. And now with these promotions to add impetus to their sale, there is a golden opportunity for you to make unprecedented washer profits.

One promotion is the offer of a year's supply of Rinso, free to every purchaser of a Savamaid washer. Another is the offer of a free Duplex Wash Tub. The third is an offer of both the Rinso and the Duplex Tub.

These offers make an insistent appeal to everyone in need of an electric washer. They urge prospects to buy now. To use these promotions is to get the sales today that your competitor might get tomorrow. Your Crosley distributor has full details. If you are not already doing so, use these promotions now—and then watch your washer sales climb... not tomorrow, or next week, but today.

Shelvador Demonstration Folder...

An exceptionally effective folder, that has been found quite valuable as a sales assistant, is the little Shelvador Demonstration folder. The front has the caption "Seeing is Believing." The inside has a die-cut door that can be moved back and forth to show how nearly the food in the Shelvador fills the cabinet shelves when it is transferred there, thus proving "This Much More In A Shelvador."

A number of these attractively lithographed folders should be in the hands of every salesman. It is ideal to carry in the pocket, to make demonstrations, and to leave with interested prospects. Your Crosley distributor can supply you.

Coolrest Demonstrations Make Coolrest Sales...

Now, when heat waves are sweeping the country, is when the Crosley Coolrest Air Conditioned Bed Canopy is in most urgent demand. Right now, "a demonstration is a sale" is more fact than fancy. You are urged to set up a Crosley Coolrest in your store for demonstration purposes. Invite your customers to lie inside for a few minutes. When they come out, their expression of astonished surprise and gratification over the cooling comfort will tell you that the sales are just matters of detail.

Remember, the Coolrest provides air conditioning where it is needed and at a price that gives it a tremendous market. You, as a Crosley dealer, can win extra profits now by merchandising this great contribution to healthful comfort. Show Coolrest... advertise Coolrest... talk Coolrest... demonstrate Coolrest—and you will sell Coolrest.

CROSLY STARTS GREATEST SHELVADOR SALES CONTEST

\$60,000.00 To Be Given Away; 17 Chevrolets With Paid Trips To Factory First Prizes; Hundreds Of Other Valuable Awards

The greatest sales contest ever introduced in the history of the Crosley Radio Corporation, and perhaps for the electric refrigeration industry, was inaugurated July 10 and will end August 31.

A total of \$60,000.00 will be awarded to salesmen of Crosley dealers throughout the country. Seventeen Chevrolets are offered as first prizes — one for each of the 17 districts into which the country is divided for this contest—and with them will go a trip to the Crosley factory in Cincinnati for each winner, with all expenses paid by the Crosley Radio Corporation. There they will be royally entertained and given their cars to drive home.

This is only part of the number of awards which will run into the hundreds. There will be 68 Crosley Shelvadors given to other winners; 102 Crosley console radios; 153 seventeen-jewel Bulova wrist watches, as well as a Crosley Fiver radio to every salesman who sells 3 Crosley Shelvadors but does not win a capital prize.

Prizes are to be awarded on a point basis, with points ranging from 3 to 7 on each refrigerator, depending on the model.

Named the "Hot Summer for Crosley Cold Refrigeration" prize contest, it is being announced by one of the most effective campaigns ever planned. The supporting material is equally effective.

The entire campaign is organized like an army campaign with the General Sales Manager, Thomas W. Berger of the Crosley Radio Corporation, in charge. Crosley district managers are field marshalls. Crosley distributors in the entire United States are being massed for the greatest sales drive in the history of electric refrigeration to dealers and dealers' salesmen.

Distributors will hold meetings of their salesmen, and these meetings will be attended in every possible instance by the Crosley Field Manager in the distributor's territory. Every possible sales help will be given to dealers' salesmen to enable them to sell Crosley Shelvador electric refrigerators, Mr. Berger stated.

Speaking of the contest Mr. Berg-

er said, "We feel that every salesman should be reasonably assured that he will be rewarded for his efforts over and above his regular compensation, regardless of whether he wins a capital prize. For this reason each salesman who sells eight Shelvadors will receive a Crosley Fiver. This is a very worthy prize, and every salesman can make this number of sales without very great effort.

"Then with 340 capital prizes to be won, the possibility of each salesman winning a major prize is very great. The plan of the contest is to be absolutely fair to all—to reward to the fullest possible extent every salesman in proportion to his efforts. Therefore, we have made the capital prizes sufficiently large to be real incentives and have made their number sufficiently great so that every salesman will feel like putting forth the best that is in him to win.

"And as said before, so that no salesman need go unrewarded, a Crosley Fiver radio will be given to every salesman with eight Shelvador sales to his credit."



J. E. "Jimmie" Johnson (left) founder and president, Cooper-Louisville Co., Crosley distributor Louisville, Ky., resigned to start Johnson Distributing Co., which will distribute Crosley products at Tampa, Florida. Mr. Johnson will be president of the new company and will also serve as

Johnson Of Cooper-Louisville Heads New Company At Tampa . . .

Two big news items in the electric appliance trade broke when J. E. "Jimmie" Johnson, founder and president of the Cooper-Louisville Co., Crosley distributor, Louisville, Ky., resigned as president of that company to found the Johnson Distributing Company of Tampa and become president of the new company which will distribute Crosley radios, Shelvador electric refrigerators, Savamaid electric washers and ironers and other Crosley products, and S. J. "Syl" Rapier, vice president of the Cooper-Louisville Co., succeeded to the presidency of the Louisville concern.

Immediately upon Mr. Johnson's resignation as president, he was, at the request of the new officers and the stockholders of the company, unanimously elected vice president and director of the Cooper-Louisville Co., which he organized in 1922. The company became one of the largest distributing organizations in the country, with sales running up to a million dollars annually. The change was due to Mr. Johnson's desire to live in Florida, and it is anticipated that Mr. John-

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vice president and director of the old company.

S. J. "Syl" Rapier (right), vice president, Cooper-Louisville Co., became president. In center are Lewis Crosley, vice president and general manager, Crosley Radio Corporation, and J. P. Rogers, vice president, Crosley Radio Corporation.

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son's success in Louisville will be duplicated in Tampa.

S. J. Rapier, who had risen rapidly with the Cooper-Louisville Co., from salesman to supervisor and then vice president, was unanimously elected president to succeed Mr. Johnson. He is well known throughout the trade and has made many friends. His elevation to the presidency of the company was based on performance and merit. He and Mr. Johnson have been very closely associated in the management of the company for a number of years, and it is assured that the noteworthy success of the company will be continued under the new management. H. O. Thomas who has for the past several years acted in the capacity of secretary-treasurer of the Louisville concern, will continue to serve in that position.

It is also announced that the Cooper-Louisville Company have moved into new and larger quarters on July first to accommodate their rapidly increasing business.

Crosley Service Department Headed By Lester C. Stork . . .



Lester C. Stork has been appointed manager of the service department of the Crosley Radio Corporation, including both radio and refrigeration. All departments have to do with service, including parts, local and national radio and refrigerator service, will be coordinated under one head.

Mr. Stork has been with the Crosley Radio Corporation for the past three years. For a year and a half he was in the factory production department doing radio engineering work and the past eighteen months he was in the refrigerator manufacturing division supervising production. Prior to joining Crosley, he was in the engineering and production departments of the Remington Rand Co., in Cincinnati, and previous to that with the Ohmer Fare Register Co., Dayton, Ohio.

Ted Kaplan Joins Apollo Distributing Company . . .

David Slobodien, president,

Apollo Distributing Co., Crosley distributor, Newark, announces the appointment of Ted Kaplan as sales director for Crosley electric washers and ironers, Eureka and Royal vacuum cleaners and Round Oak ranges. Mr. Slobodien stated that the appointment was made to further assist Apollo dealers in their merchandising, and that all dealers are urged to call upon Mr. Kaplan for merchandising advice and assistance. It is another progressive step in the new merchandising policy of greater assistance to the dealers on the part of the distributing organization.

Technical Explanation of Automatic Bass Compensation . . .

By F. E. JOHNSTON

Chief Engineer

The Crosley Radio Corporation.

One of the outstanding performance features of the new line of Crosley console receivers is AUTOMATIC BASS COMPENSATION. In order to explain the function of this feature it will be necessary to digress for a moment and go into a short discussion of certain peculiarities of the human ear. The Bell Laboratories, during the past several years, have conducted very extensive hearing tests on thousands of people and have found that as the volume of musical sounds is decreased, the ear first begins to lose the low and high notes and then as the volume is still further decreased, the last note to be heard will be approximately 1000 cycles. This is known as the Fletcher effect, the name given from Dr. Fletcher who conducted a great many of these experiments.

Music in the home is, of course, far too loud to be pleasant if played at the level which the orchestra is producing in the broadcasting studio and when reduced to a level which is pleasant this Fletcher effect, or loss of low tones and high tones in the ear, becomes quite apparent and without compensation the program will not sound as full and round at low levels as it does at high levels. We often hear people say that the radio sounds marvelous if turned up loud but does not sound as good if the volume is reduced. From the above explanation it can be readily seen that this is not necessarily the fault of the radio set but is due to the peculiarities of the hearing.

The volume controls on the new

six, eight, nine, ten, and thirteen tube console model receivers are so constructed that as the volume is turned down, the middle range of musical notes is reduced at a more rapid rate than the bass tones so that at a pleasant room level the bass tones are held up in relation to the higher tones, compensating for the Fletcher effect in general and resulting in a much more pleasing tone at these low room levels.

This feature cannot readily be demonstrated in the dealer's store unless he has a quiet room. It can, however, be readily demonstrated in the home and is a feature which we believe should be given the emphasis it deserves especially on home demonstrations.

Blanford Is Visitor At Crosley Factory . . .

P. G. Blanford, manager, Commercial Trading Corp., Crosley dealer at Portsmouth, Va., was a recent visitor at the Crosley factory in Cincinnati. The Commercial Trading Corporation is one of the outstanding Crosley dealers in the entire South. The company recently moved into its new home at 702-704 High Street. It is one of the most modern appliance stores in the country.

Organized four years ago in a modest way, the Commercial Trading Corp., business has leaped ahead in great bounds. It moved into its new place of business in order to keep up with the growing demand for household appliances sold by the firm. A modern show room is located on the first floor of the building and the second floor is used for storage space, as it is part of the merchandising policy of this company to keep on hand at all times a generous supply of merchandise, making it simple for customers to secure household needs without waiting for orders to be sent away and merchandise to arrive.

The firm also has an up-to-date radio repair shop, whose mechanics are skilled in the various modern-day sets and capable of making repairs or any adjustments needed.

An adequate supply of stock to supply customer's needs and a capable service department to give good service on all products sold by the company as well as by others, are cardinal merchandising principles with Mr. Blanford, and they have contributed greatly to the company's leadership.

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:
7¾" high,
10¾" wide,
5½" 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:
8¼" high,
11¾" wide,
5¾" deep.
With Metal Tubes\$31.20



FIVER
\$19.99
COMPLETE WITH TUBES
DIMENSIONS:
11¼" high,
11" wide,
7½" 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:
13¼" high,
11¼" wide,
7¾" deep.



\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
10¾" high,
16½" wide,
7¾" deep.

MODEL 295
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 349
\$34.95
COMPLETE WITH TUBES
DIMENSIONS:
13¾" high,
11¾" wide,
7½" 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:
10½" high,
16¾" wide,
7½" deep.
With Metal Tubes\$41.20

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$49.95
COMPLETE WITH TUBES
DIMENSIONS:
39¼" high,
24" wide,
10½" 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,
14¼" 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,
19¾" wide,
8¾" deep.
With Metal Tubes\$51.20



\$69.95
COMPLETE WITH TUBES
DIMENSIONS:
41½" high,
25¾" wide,
12¾" 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,
13½" 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,
26¼" wide,
14" deep.

MODEL 117 CONSOLE
10 TUBES . 3 Bands
All Wave
SUPERHETERODYNE

● 540-1900 Kc., 1900-6500 Kc., 6000-19,000 Kc. Octal-Base Metal Tubes . . . Cardmatic 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

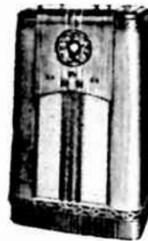
DIMENSIONS:
43 1/4" high,
27" wide,
14" deep.

MODEL 137 CONSOLE

10 TUBES . 3 Bands

**All Wave
SUPERHETERODYNE**

● 540-1900 Kc., 1900-6500 Kc., 6000-19,000 Kc. . . . Octal-Base Metal Tubes . . . Cardiac 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 . . . Verni-matic Dial Drive . . . Tone Control . . . Automatic Volume Control . . . Vibra-coustic 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 . . . Cardiac 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 Air-plane 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

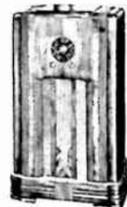
● 540-1730 Kc., and 2300-7100 Kc. . . . Operates from 6-volt storage battery . . . Synchronous Vibrator . . . Illuminated, Full vision, Magna-Ceramic Dial . . . Tone Control . . . Permanent Magnet Dynamic Speaker.

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

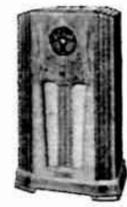
● 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . . Operates from 6-volt storage battery . . . Synchronous Vibrator . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Permanent Magnet Dynamic Speaker.

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. . . . De-signed 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

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 1/2" 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 3/8" 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 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

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-30—3 Cubic feet NET capacity; 6.92 square feet shelf space. 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 3/4" wide, 25" deep. \$99.50

***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

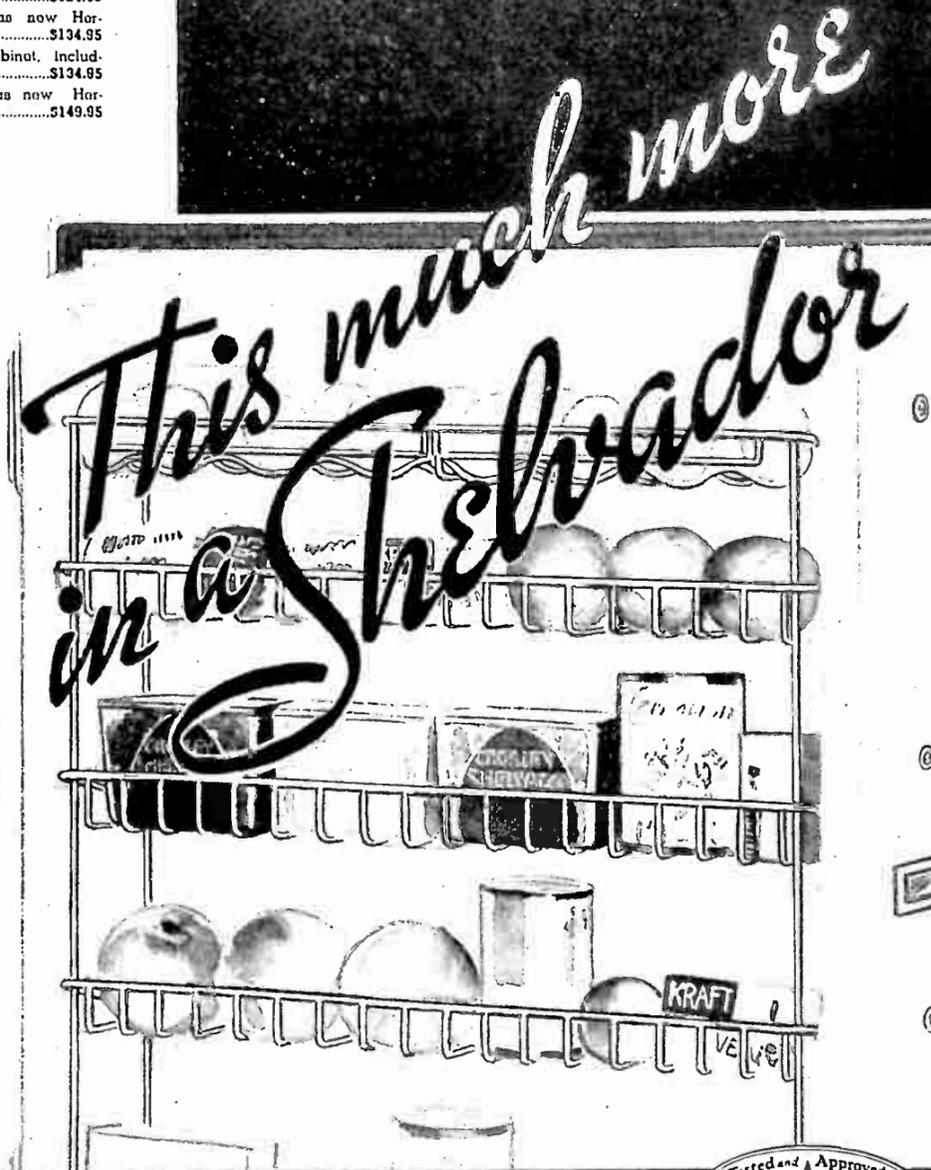
***SHELVADOR GAQ-43** (Standard)—4.33 cu. ft. 9.07 sq. ft. Standard double Belt Unit\$124.95

***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

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

***SHELVADOR GAQ-70** (Standard)—7 cu. ft. 15.68 sq. ft. Standard Double Belt Unit. Dimensions: 58 7/8" high, 33 1/4" wide, 26 7/8" deep. \$174.95
***SHELVADOR GAT-70** (Standard) Has new Hermetic Compressor. \$194.95
***SHELVADOR GKQ-70**—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

● 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





Beautiful Display By Wurlitzer . . .

"Prepare now to give summer a cool reception," says the main card of this attractive Shelvador window display recently arranged by Wurlitzer of Cincinnati. Other cards

emphasize "This Much More In A Shelvador," outstanding Shelvador features, and the ease of purchase. Artificial snow helped to create an atmosphere of coolness.

Anchor Lite Appliance Company Establishes New High Record For Crosley Shelvador Sales . . .

According to Harold W. Goldstein, president Anchor Lite Appliance Co., Crosley distributor in Pittsburgh, the truly spectacular increase in Crosley Shelvador refrigerator sales for the last week of May was well worth the special efforts put behind them. At no time in the past have Shelvador sales been catapulted so high.

More business was booked during one week in May, 1936 than was booked during all four weeks of that same month last year. Likewise, more business has been booked during the period ending with May, 1936 than has been booked during the entire season of 1935.

Members of Anchor Lite Appliance Company's sales staff see no reason why this remarkable sales record cannot be maintained throughout the season. Mr. Goldstein claims that more and more, Anchor Lite Appliance Company is making the people of Western Pennsylvania "Crosley-conscious" and as a result, public acceptance for Crosley refrigerators and radios

has been growing by leaps and bounds. Mr. Goldstein expresses much confidence in 1936 as becoming the greatest year in the history of the Anchor Lite Appliance Company.

300 Dealers Attend Kiefer-Stewart Crosley Showing . . .

The annual open house for Crosley dealers in the Indianapolis territory was held recently by Kiefer-Stewart Co., Crosley distributor.

Oscar C. Maurer, vice-president of Kiefer-Stewart, introduced the new 1937 Crosley radios. He was also in charge of the conferences on dealer sales and merchandising problems. He was assisted by Hugh Green, Howard Brewer and Al Tribbett of that company. C. H. Carey, district manager for the Crosley Radio Corporation, addressed the dealers, delivering the message of the factory.

Mr. Maurer reported the best outlook for radio in any year in his experience. "Very good business conditions, prosperous farmers and a year filled with intense political and sport interest are all contribut-

ing to an unprecedented demand for radios," said Mr. Maurer. He also reported a large volume of orders placed and that the reaction to the new Crosley radio line was excellent.

NOW You Can Take Advantage of The Complete Market for Automobile Radio Sales CUSTOM-BUILT CONTROLS FOR ANY CAR

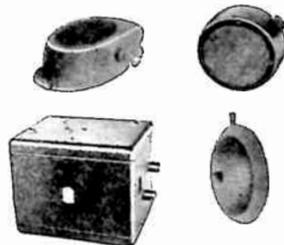
Roamio A-266



Six-tube Super-heterodyne 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 Type Dial.

\$39.95

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 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 Dial.

\$54.95

Also available with matched dual speakers at . . . \$64.95

CROSLEY ROAMIO

SMART PEOPLE THESE JAVANESE

Unlike Modern Americans, They Are Accustomed To Sleeping Under Bed Canopies Every Night. They Have To For Health's Sake, And For Comfort.

Recently, Mr. George F. Taubeneck, editor of Electric Refrigeration News, now making a World Tour, spent some time in Java, and his comments in part concerning Javanese customs, are pertinent and interesting, especially as concerns air-conditioned beds.

Within a paragraph or two, we shall quote a portion of Mr. Taubeneck's article, but before doing so, point out that the Crosley Radio Corporation is the only company recognizing the need, the market, and the advantages of flexibility and economy of equipment satisfactory for air-conditioning the bed alone.

The Crosley Coolrest Air-Conditioned Bed Canopy is an ideal device for general use. For a specific and somewhat specialized market of 8 or 9 million in this country, it is a piece of equipment of almost vital necessity. We refer to the hay fever sufferers, who definitely can obtain relief from hay fever if they will sleep in a bed air-conditioned with a Crosley Coolrest Air-Conditioned Bed Canopy.

AGGRESSIVE, SMART, WIDE-AWAKE CROSLEY DEALERS IN INCREASING NUMBERS THROUGHOUT THE COUNTRY, ARE BEGINNING TO RECOGNIZE THAT THERE IS A VERY CONSIDERABLE MARKET FOR THE CROSLEY COOLREST, AND ARE PUBLICISING IT IN MANY DIFFERENT WAYS. THE DEALER WHO REALLY WANTS TO CASH IN AND SELL A QUANTITY OF THESE COOLRESTS TO A DEFINITELY PURCHASE MINDING PUBLIC, WILL FEATURE THE COOLREST IN WINDOW DISPLAYS, IN ADVERTISING, AND IN SPECIAL LETTERS TO DOCTORS DURING THE HAY FEVER SEASON.

Here is the excerpt from Mr. Taubeneck's article:

"AIR CONDITIONED BEDS"

"On our trip through Java we traveled by automobile, train, and airplane. We stopped at hotels at Solo, Djojakarta, Bandoeng, and Batavia; and spent time in native homes as well as those of well-to-do Dutch and Chinese merchants and executives. And we were in many offices and stores.

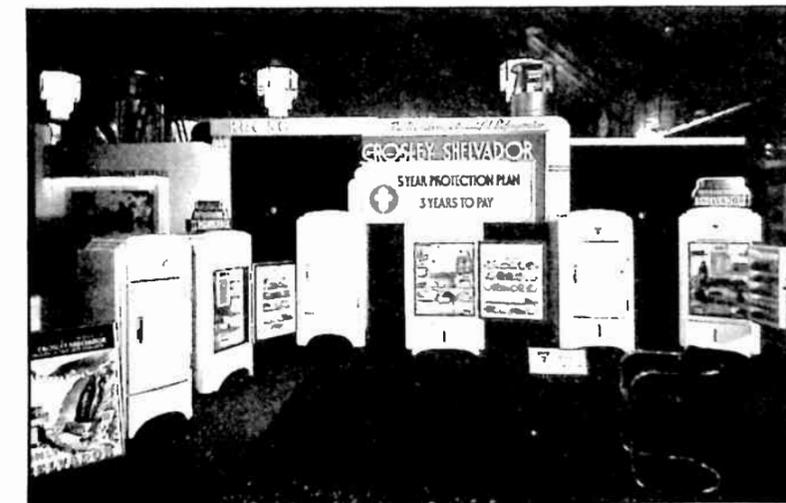
"Out of this varied and highly interesting experience, we got one pregnant idea: Java should be an excellent market for air-conditioned beds.

"Air conditioning would be difficult, to say the least, in the type of building used for dwellings and offices in Java. To woo air circulation, everything is built as open as possible. High ceilings, high windows, long doors, openings of all descriptions—what would an engineer do with and about them?

"But since it is the sleeping room which seems to be the most popular market for air conditioning, why not air-condition the relatively small space occupied by a canopy over a bed?

"In Java, everybody sleeps underneath a canopy—they have to, because of the mosquitos.

"So, instead of caking up a huge sleeping room, and making the expensive installation necessary to take care of its excess cubic content, wouldn't it be simpler—and much cheaper — to sell air-conditioned beds? POWEL CROSLEY, please note."



At The New Jersey National Home Show . . .

This attractive display of Shelvadors comprised the booth arranged by Apollo Distributing Company, Newark, N. J., at the National Home Show recently held in the Armory there.

S. S. Mittler of the Apollo Com-

Crosley Adds To Field Forces . . .

Announcement is made by the Crosley Radio Corporation, Cincinnati, of the appointment of Jack Zumwalt as district manager in the New England territory. Mr. Zumwalt was formerly sales manager for the Prima Washing Machine Co.

G. H. Kiley, formerly with RCA, has been named special representative to assist Crosley distributors and dealers in their sales promotional work.

Frank Holliday, formerly regional director for the Maytag Co., will develop a retail organization to supplement the wholesale activities of the company so that capable men may be supplied to dealers where required.

Davidson Shows 1937 Crosley Radios To South Bend Dealers . . .

An advance showing of the new 1937 Crosley radios was made recently by the Davidson Sales Co., Crosley distributor, South Bend, Ind., to 172 dealers in the South Bend territory. A substantial volume of orders was reported by J. E. Davidson, president. Crosley Shelvador electric refrigerators and Savanmaid electric washers and ironers were also presented to the dealers.

pany, commented, "We assigned the booth to Kresge Department Store for two days and they reported to us that approximately 12,000 persons attended the show the opening night."

**Peirce-Phelps In \$5,000
Crosley Sales Contest . . .**

Fourteen trips in one of the latest, fastest and most luxurious Eastern Air Lines 14-passenger twin-motored Douglas Airliner, from Philadelphia to Washington and return, with all expenses paid await the winners of a sales contest being conducted by Peirce-Phelps, Inc., Crosley distributor, Philadelphia. The contest started June 1 and closed July 11 and was open to all Crosley dealers and their retail salesmen.

In addition to the fourteen trips to the nation's capital, a complete line of merchandise prizes was offered so that every salesman who sold two Shelvador electric refrigerators had a chance to win some useful prize, with larger prizes in por-

tion to the number of Shelvadors sold.

**Shield Shows New
Crosley Products . . .**

The first showing of the new 1937 Crosley radios was given at a recent luncheon for local and Southwestern dealers at the Hotel Cortez, El Paso, by the Shield Co., Crosley distributor, El Paso, and Fort Worth.

H. L. Roper, Crosley district manager, conducted the meeting. E. L. Fehrerback, representing the Shield Co., Fort Worth, addressed the group composed of dealers in El Paso and other points in the district. A. S. Douglas, representative of the Shield Co., El Paso, also addressed the dealers.

The first showing of the new Crosley Savamaid electric washers and ironer in El Paso was made at this meeting. Other Crosley products such as the Shelvador electric refrigerators and Koldrinks were likewise shown at the meeting.

Officials of the Shield Co., reported a big gain in the sales of Crosley products.

**Doc S. G. Mullins Sells
150 Shelvadors In 3 Mos. . .**

Doc S. G. Mullins, of the City Drug Co., Thomaston, Ga., and Mrs. Mullins were recent visitors at the Crosley factory in Cincinnati. Doc is one of the outstanding retail Shelvador salesmen of the country.

(Continued on Page 15)

(Continued from Page 14)

In the last three months he has sold 150 Shelvador electric refrigerators in Thomaston which has a population of 7,983. It is said that every man, woman and child for miles around knows Doc and because of years of honest dealing with the people he has their utmost confidence. Doc's reputation and the Shelvador features have made it possible for him to do an outstanding selling job.

**Mal Marshall Of
Anchor Lite Weds . . .**

M. H. "Mal" Marshall, representative of the Anchor Lite Appliance Co., Crosley distributor, Pittsburgh, Pa., and his bride, the former Miss Katherine D. Gates of Johnstown, Pa., included a tour of the Crosley factory and the WLW studios and 500,000-watt transmitter in their honeymoon the past week. Mal is president of the Crosley 100 Per-

centers Club, composed of the leading salesmen of Crosley distributors of the country.

The young couple made an extended automobile tour through the interesting scenery of the territory adjacent to the Ohio River. They were accompanied by Mrs. Marshall's sister, Mrs. Lester W. Bard and her husband and daughter, Hazel Ruth Bard. In Cincinnati they were entertained by various officials of the Crosley Radio Corporation.



During the Kansas Lucky Star Amateur Revue recently held at Salina, Kansas, the Eagle Auto Stores, Crosley dealer there, staged a Crosley balloon dance. Shown here are a quantity of the balloons being released from a bag mounted above the dance floor.

All of the balloons carried the name Shelvador and the dealer's name:

**Salina Dealer Stages Clever Shelvador
Promotions During Amateur Revue . . .**

A smart merchandising stunt was recently held in Salina, Kansas that deserves heartiest praise. Called the Kansas Lucky Star Amateur Revue, it attracted approximately twelve hundred people. The program included thirty amateur acts from all parts of Kansas, a stage band, dancing and a refrigeration revue. Co-operating sponsors distributed tickets which entitled the holder to admission for the small fee of 25 cents. For about thirty days prior to the show, five minute spot announcements were made daily at four P. M., from radio station KFIB. Abilene, Kansas.

One of the features of the show, which was staged by Eagle Auto Stores, Crosley dealer there, was a

Crosley Shelvador balloon dance, according to H. Borchardt, Jr., of American Electric Company, St. Joseph, Missouri, Crosley distributor. He remarks, "With the aid of a bicycle pump and all of the members of a little German band, four hundred balloons were pumped up and placed in the bag mounted from the ceiling. The tire pump wore out after the first two hundred, so the horn players from the German band went into service to inflate the remainder of the balloons. The balloons bore the name Shelvador as well as that of Eagle Auto Stores.

"When the dance commenced, the balloons were released from the basket above the dance floor and there was such a fight to get them that not

more than one out of ten were saved. During the show, there was intermittent reports from time to time as several of the balloons in the basket exploded. This was due partly to some children in the audience getting the range of the balloon basket and using pin shooters. Whenever an act came on the stage that didn't go so well, the children would give the act the gong by shooting a balloon or two to the delight of the crowd.

"Another stunt staged by this aggressive dealer was, that at the proper time, a Shelvador was rolled onto the stage and the Crosley Shelvador billboard was lowered over the stage, in the same manner of a drop curtain. This billboard stayed in full view after a Shelvador entertainment act. It stood out very prominently and could not be missed by any of those who attended, which gave the Shelvador great publicity.

"All of this promotional activity was planned by E. L. Wolf of the Eagle Auto Stores and American Electric's representative, Byron Callaway."



As seen here the Shelvador predominated the background of the stage during the recent Kansas Lucky Star Amateur Revue at Salina, Kansas. Eagle Auto Stores was the sponsoring dealer.

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.	WEDNESDAY A. M.	FRIDAY A. M.
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Crosley Shelvadors)	8:00—News Flashes. (Savamaid Washers).	8:00—News Flashes. (Crosley Shelvadors)
8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).	8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:15—Arthur Chandler, Jr., Organist. (Savamaid Washers).
8:30—American Family Robinson. (Crosley Shelvadors).	8:30—American Family Robinson. (Crosley Shelvadors).	8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Rex Griffith. (Crosley Radios).	8:45—Rex Griffith. (Crosley Radios).	8:45—Questions and Answers. (Crosley Shelvadors).
9:00—Variety. (Crosley Radios).	9:00—Variety. (Crosley Shelvadors).	9:00—Variety. (Crosley Shelvadors).
9:30—On the Mall. (Crosley Shelvadors).	9:30—On the Mall. (Crosley Shelvadors).	9:45—King's Men. (Crosley Radios).
9:45—King's Men. (Crosley Shelvadors).	9:45—King's Men. (Savamaid Washers).	10:00—Mall Bag. (Crosley Shelvadors).
10:00—Mall Bag. (Crosley Radios).	10:00—Jeanine Macy. (Crosley Radios).	12:00—Virginians. (Savamaid Washers).
10:30—Jane Emerson. (Crosley Shelvadors).	10:30—Arthur Chandler, Jr. (Crosley Shelvadors).	
12:00—Virginians. (Crosley Shelvadors).	12:00—Virginians. (Crosley Radios).	
P. M.	P. M.	P. M.
3:00—Eugene Perazzo. (Crosley Radios).	3:00—Eugene Perazzo. (Crosley Shelvadors).	3:00—Eugene Perazzo. (Crosley Radios).
3:15—News and Financial Notes. (Crosley Shelvadors).	3:15—News and Financial Notes. (Crosley Radios).	3:15—News and Financial Notes. (Crosley Shelvadors).
3:45—Edith Karen. (Savamaid Washers).	3:45—Edith Karen. (Crosley Shelvadors).	3:45—Edith Karen. (Crosley Savamaid Washers).
5:00—Kay Kyser Orchestra. (Crosley Shelvadors).	5:00—Kay Kyser Orchestra. (Crosley Shelvadors).	5:15—Jane Emerson. (Crosley Radios).
5:15—Adrian O'Brien. (Crosley Shelvadors).	5:15—Adrian O'Brien. (Crosley Radios).	10:30—Waterfront W a y s i d e. (Crosley Shelvadors).
10:30—Crosley Follies. (Crosley Radios).	5:15—Adrian O'Brien. (Crosley Radios).	1:30—Moon River. (Crosley Shelvadors).
1:30—Moon River. (Crosley Shelvadors).	1:30—Moon River. (Crosley Shelvadors).	
TUESDAY A. M.	THURSDAY A. M.	SATURDAY A. M.
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—News Flashes. (Savamaid Washers).	8:00—News Flashes. (Crosley Shelvadors)	8:00—News Flashes. (Crosley Shelvadors)
8:15—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:15—Arthur Chandler, Jr., Organist. (Crosley Radios).	8:15—Lee Ervin. (Savamaid Washers).
8:30—Dance Rhythm. (Crosley Radios).	8:30—Dance Rhythm. (Crosley Shelvadors).	8:30—Dance Rhythm. (Crosley Shelvadors).
8:45—Aunt Mary. (Crosley Radios).	8:45—Aunt Mary. (Savamaid Washers).	9:00—Rex Griffith. (Crosley Radios).
9:00—Variety. (Crosley Shelvadors).	9:00—Variety. (Crosley Shelvadors).	9:15—Virginians. (Crosley Shelvadors).
9:30—On the Mall. (Crosley Shelvadors).	9:45—The Galettes. (Crosley Radios).	10:15—American Family Robinson. (Crosley Shelvadors).
9:45—The Galettes. (Savamaid Washers).	10:00—Alice O'Leary. (Savamaid Washers).	
P. M.	P. M.	P. M.
12:15—Blue Belles. (Crosley Radios).	12:15—Blue Belles. (Crosley Shelvadors).	6:00—R. F. D. Hour. (Battery Radios).
3:00—Eugene Perazzo. (Crosley Shelvadors).	3:00—Eugene Perazzo. (Crosley Radios).	11:00—News Room. (Crosley Shelvadors).
3:15—News and Financial Notes. (Crosley Shelvadors).	3:15—News and Financial Notes. (Crosley Shelvadors).	1:30—Moon River. (Crosley Shelvadors).
3:45—Alice O'Leary. (Crosley Shelvadors).	3:45—Jane Emerson. (Crosley Shelvadors).	
5:15—Stephen Merrell. (Savamaid Washers).	5:15—Stephen Merrell. (Crosley Radios).	
1:30—Moon River. (Crosley Shelvadors).	10:30—Salute to the Cities. (Crosley Shelvadors).	
	1:30—Moon River. (Crosley Shelvadors).	

THE GREATEST SALES HELP YOU HAVE EVER HAD!

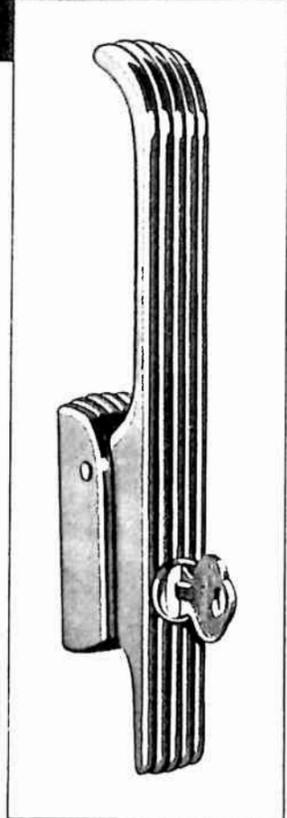
In addition to these programs, many spot announcements boosting Crosley products are broadcast each day.

Now Food "Moochers" can be locked out-



PREVENTS UNWANTED FOOD RAIDS—KEEPS CHILDREN FROM OPENING DOOR—STOPS FOOD THIEVERY

MANY requests from distributors and dealers have indicated a demand for a door lock on the Shelvador electric refrigerator. The reasons for these requests are obvious. There are a great many homes in which this double protection of food is necessary. In other homes, it is quite often a costly experience to have small children play with the refrigerator door, opening and shutting it many times a day. In more homes, the lady of the house is often confronted with the problem of keeping food for the next meal, when the youngsters (and sometimes, husbands, too!) make too many in-between-meal raids on the refrigerator.



A NEW SHELVADOR ACCESSORY WITH GREAT APPEAL TO MANY
The complete answer to all these annoyances is the new Shelvador Door Lock. It is a constant guard over the refrigerator contents. And it is a real boon to those people who need it, to help in providing the greatest economy in protection of food and in refrigeration operation. Use the Shelvador Door Lock as an added appeal to those particular prospects who need such a protection. It can add impetus to your Shelvador sales. The additional price for the Door Lock for any Shelvador model is only **\$2.00**

Shelvador DOOR LOCK

Crosley-WLW Day Staged By Cooper-Louisville Co. . . .

Saturday, June 20, was Crosley-WLW day at Fontaine Ferry Park, Louisville, Ky. It was sponsored by the Cooper-Louisville Co., Crosley distributor, Louisville, and Crosley dealers in the Louisville territory. The day was made a big public event and was attended by thousands of people.

A radio amateur contest, conducted by Alvin R. Plough, WLW, was held in the morning with the winner being awarded an audition on WLW, "The Nation's Station." Blanks permitting amateurs to enter the radio contest had to be secured from Crosley dealers. A number of WLW stars were present and gave thousands of radio fans an opportunity to hear and see them in person. Included in the list were Charlie Dameron, Helen Nugent, Chauncey Parsons, McCormick's Fiddlers, Brown County Revelers, Pa and Ma McCormick, Bert Farber, Mazie Lusk, Eldon Baker, Bronson Reynolds, Wade Baker, Floyd Baker and Charles Linville. In addition to these features, Charlie Dameron's orchestra furnished music for dance lovers in the Gypsy Village in the evening from 10 till two.

A large volume of business was reported by the dealers as a result of the event.

Milton-Ryan Display 1937 Crosley Radios . . .

Thirty dealers of the Jackson trade territory attended the showing of the new 1937 Crosley radios given by the Milton-Ryan Co., Crosley distributor, Jackson, Miss., at the Robert E. Lee Hotel. The dealers were addressed by Thad J. Ryan and N. L. Milton of the distributing company.

George H. Lasley, Crosley district manager, presented the new radios and Shelvador electric refrigerators.

"It was the opinion of those attending the meeting that the Crosley radio line for 1937 would attain wider popularity than any in its history, and remarkable enthusiasm was evidenced throughout the meeting," said Mr. Ryan.

"General discussions by dealers from various towns in the Jackson territory indicated a continuous improvement in business conditions in their localities," he said.

INSTALLING RADIOS ON THE 1936 CARS . . .

BY EDWARD H. BARRY, Service Editor of MOTOR

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

THE installation of an automobile radio set involves electrical and mechanical considerations not encountered in the household receiver. The radio set, its performance and the performance of the automobile can be seriously affected by the manner in which the installation work is done. It is therefore very important that anyone doing this work be familiar with the general theory of automobile radio installation and interference suppression.

The ignition system of an automobile is similar to a radio transmitter, sparks occurring at the distributor and spark plugs radiate a wide band of radio frequency waves or disturbances throughout the entire electrical system of the car. The generator because of small arcs occurring between the brushes and the commutator bars, adds a second source of disturbance that is fed along the wiring of the car. The reduction of ignition interference to a low value that cannot be heard in the radio is the most important as well as one of the most difficult installation problems.

Generator interference can easily be recognized. Speed up the engine and then shut off the ignition switch. Generator interference, if present, can be heard until the engine stops turning. If ignition or engine interference is present it will stop as soon as the ignition has been cut off. If after a condenser has been installed on the generator, generator interference persists it can usually be eliminated by cleaning the commutator and reseating the brushes.

To check for ignition interference, turn on the radio and start the engine. Disconnect the antenna lead from the receiver. If there is any interference coming through when the volume control is about three quarters open and the receiver is turned between stations, carefully relocate the speaker cable and the ammeter lead so that this interference is reduced to a minimum. If the relocation of these cables does not practically eliminate the ignition interference, it is advisable topeen the distributor rotor arm.

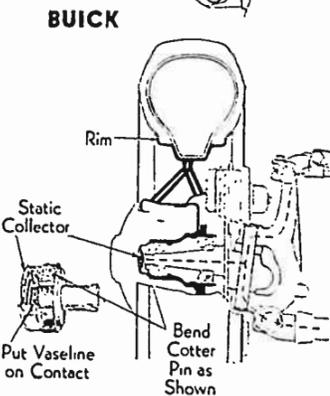
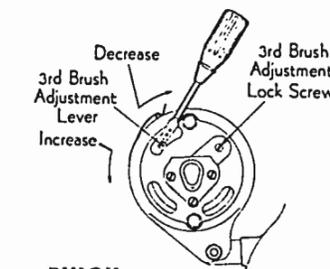
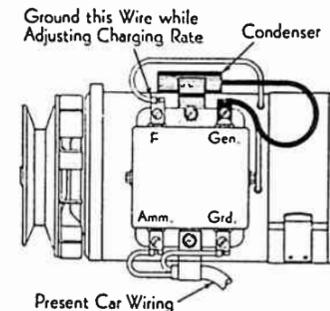
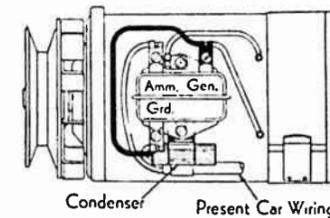
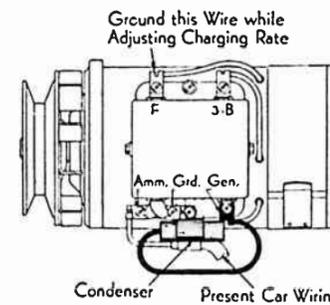
To peen the rotor arm clamp a piece of steel in a vise. Slide the rotor over this plate so that the plate is between the rotor arm and the bakelite rotor. Peen the end with a small machinists hammer,

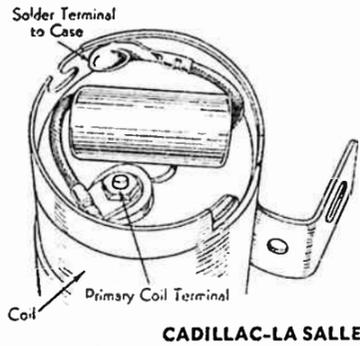
extending it about .005". Great care must be taken in performing this operation not to crack the bakelite. Likewise, make sure that the rotor arm does not strike the contacts in the distributor block. If a double rotor arm is used each end must be peened. The interference noise should now be down to a minimum. In practically all cases this will eliminate all undesirable ignition interference.

If noise is still pronounced, check all lines running through the dash such as the thermometer, windshield wiper line and oil line. Grounding these to the dash as described for Chrysler cars will prevent them from carrying interference back into the body of car.

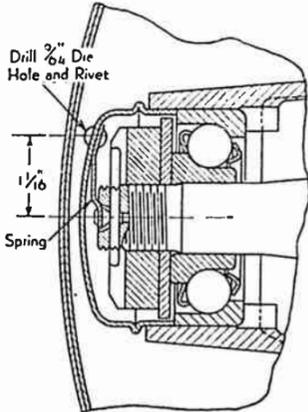
Wheel static discharge may cause objectionable interference in a radio set regardless of the station to which it is tuned. This is caused by the carbon, sulphur and other electro-chemical compounds in the tire rubbing against the wheel rim, generating a static electricity which is built up in the wheel and discharged through the grease which acts as a very good insulator to the wheel spindle. It can best be recognized by turning the radio volume control on full and turning the radio off a station. Accelerate the car to a fair rate of speed, then disengage the clutch and turn off the ignition switch. If the wheels are producing static it will be heard in the speaker as a loud continuous roar or scratching noise. It is most noticeable when driving on a concrete road, on a dry sunny day. The intensity of the noise varies according to the construction of the road. It is less noticeable on asphalt than on concrete and still less noticeable on gravel. This interference can be eliminated by the installation of static collectors which make an electrical connection between the rim of the wheel and the wheel spindle, preventing the static discharge. When the antenna is in the roof of the car the static discharges are usually only slight and can be eliminated by installing a small spring in the front dust cap, grounding it to the spindle. An under the car antenna is more susceptible to wheel static discharge due to the fact that it is closer to the wheels and road surface so that rear wheel static collectors are often necessary in addition to ones in the front wheels.

Each car manufacturer recommends the installation of resistors, (Continued on Page 18)

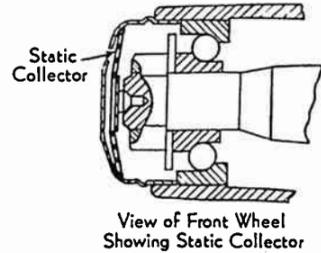




CADILLAC-LA SALLE



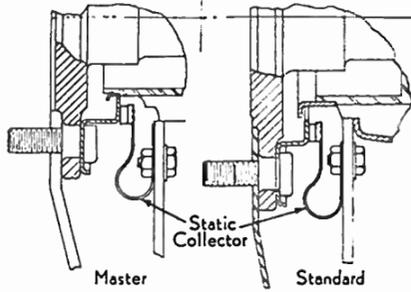
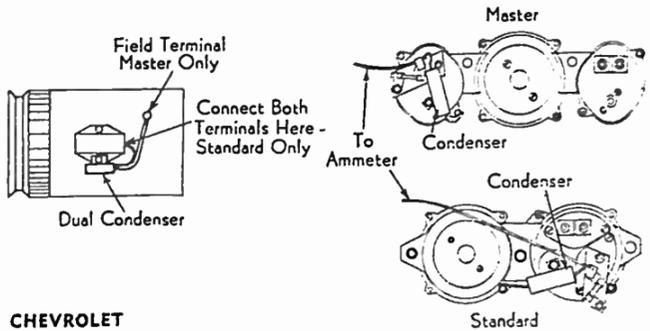
CHEVROLET



View of Front Wheel Showing Static Collector

On the Standard 6 both leads are connected to the same terminal. Connect a condenser to the spring clip at the end of the wire containing the fuse holder on the control unit on the dash by means of the self-threading screw on the side of

Ground the steering column to the dash. There is a hole for a 1/4" self-tapping screw in the steering column near the dash opening seal. Scrape off paint around the hole. Using a bare stranded wire with two eye terminals, place one term-



condensers or ground wires at certain points to eliminate interference. These recommendations are shown in the table and should be performed as described below before any other methods of interference elimination are tried.

BUICK—Remove the front wheel hub caps and dust caps and install static collectors. Before installing collectors on 60 and 80 cars straighten the tabs on the collectors so that they fit tightly in the bottom of the dust caps. Install a generator condenser.

CADILLAC, LA SALLE—By-pass condensers must be installed on the battery terminal of the generator and across the electric clock terminal. They should never be installed on the field terminal of the generator.

A condenser must be installed at the ignition coil. To install it, remove the end cover of the coil. Place the condenser in the position shown, soldering the flat tip terminal to the coil base. Replace the end cover.

CHEVROLET—Install a dual condenser on the generator cutout relay. The case should be mounted under the screw that holds the relay bracket. Connect one lead of the condenser to the generator terminal of the cutout relay. On the Master 6 cars the other lead is connected to the field stud to which the field supply wire is connected.

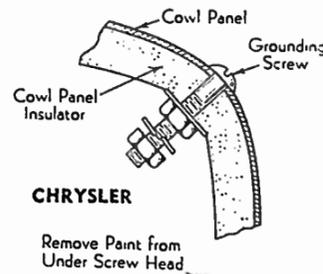
the spring clip. Attach the ammeter lead to the discharge side of the ammeter. The spring connector, when compressed, will slide on over the ammeter stud. Connect the free end of the condenser as illustrated. **CHRYSLER AIRSTREAM, DE SOTO AIRSTREAM, DODGE, PLYMOUTH**—Antenna lead shielding should be pushed up the left front pillar over the lead-in wire about six inches. The shield pigtail should be grounded to the cowl panel as shown.

Mount the generator condenser on the generator frame under the screw that holds the generator relay in place. Connect the condenser lead under screw on the battery terminal of relay.

Connect a condenser to the dome light lead as close as possible to the point where it enters the right pillar. This connection must be soldered and taped. Drill a 1/8" hole in front of the hood line close to the pillar. Fasten the condenser to the cowl with an No. 8-32 bolt and nut.

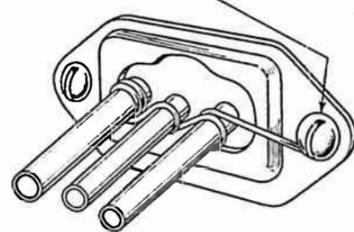
An additional condenser can be used to advantage. Mount this condenser on the bottom edge of the instrument board and connect it to one of the terminals of the ammeter or ignition switch behind the instrument board.

inal under one of the screws that holds the steering column dash seal in place. The other end must be fastened to the steering column with a No. 8 1/4" self-tapping screw. Do not use anything other than this for a longer one will bind the steering column shaft and cut a groove which will weaken the shaft. Ground (Continued on Page 19)



CHRYSLER

Remove Paint from Under Screw Head



the speedometer cable, oil line and temperature indicator tube, where they enter the dash. Use a No. 14

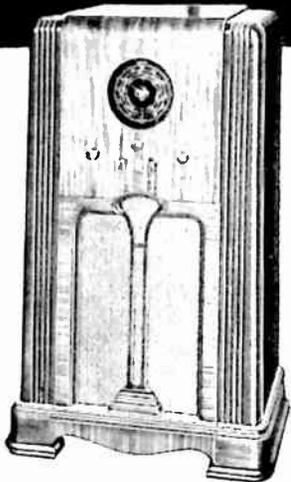
bare stranded wire and ground it under one of the grommet cap screws.

(Continued in Next Issue of CROSLY BROADCASTER).

1936 INSTALLATION CHART

Car name	Battery terminal grounded	Antenna built-in	Lead-in location	Suppressor location	By-pass condenser location	Grounds
AUBURN	P	Yes	Right	Distributor Spark plugs	Generator Ignition coil Ammeter	
BUICK	N	No		Distributor	Generator	Front wheels
CADILLAC, LA SALLE	P	No		Distributor Spark plugs	Generator Ignition coil Dome light Clock	Front wheels
CHEVROLET	N	No		Distributor	Generator Ammeter	Front wheels Rear wheels
CHRYSLER	P	Yes	Left	Distributor Spark plugs	Generator Dome light Ammeter or Ignition switch	Steering column Controls
DE SOTO	P	Yes	Left	Distributor Spark plugs	Generator Dome light Ammeter or Ignition switch	Steering column Controls
DODGE	P	Yes	Left	Distributor Spark plugs	Generator Dome light Ammeter or Ignition switch	Steering column Controls
FORD	P	Yes	Left		Generator Ignition coil Dome light Oil gauge Gasoline gauge Fuse block	
GRAHAM	P	No		Distributor Spark plugs	Generator Ignition switch	
HUDSON, TERRAPLANE	P	No		Distributor	Generator Gasoline gauge Water thermometer	Transmission Muffler
HUPMOBILE	P	Yes	Right	Distributor Spark plugs	Generator Dome light	
LA FAYETTE, NASH 400	P	No		Distributor	Generator Ammeter	
LINCOLN-ZEPHYR	P	Yes	Left		Generator Ignition coil (2) Oil gauge Gasoline gauge Water thermometer Relay	
LINCOLN V-12	N	Yes	Left	Distributor (2) Radio plugs	Generator Ignition coil	
NASH AMBASSADOR	P	Yes	Left	Distributor (2)	Generator Ignition coil Dome light	
OLDSMOBILE	P	No		Distributor	Generator	Transmission Engine Front Wheels
PACKARD 120	P	Yes	Left	Distributor	Generator Clock	
PACKARD 8	P	Yes	Right	Distributor Spark plugs	Generator Ignition switch	
PACKARD 12	P	Yes	Right	Distributor Spark plugs	Generator Ignition coil	
PIERCE-ARROW	P	Yes	Left	Distributor	Generator (2) Ammeter	
PLYMOUTH	P	Yes	Left	Distributor Spark plugs	Generator Dome light Ammeter or Ignition switch	
PONTIAC	N	No		Distributor	Generator	Front wheels Rear wheels Torque tube
REO	N	Yes	Left	Distributor Spark plugs	Generator Dome light	Controls
STUDEBAKER DICTATOR	P	No		Distributor	Generator Ammeter	
STUDEBAKER PRESIDENT	P	No		Distributor	Generator Ammeter Ignition coil	Muffler

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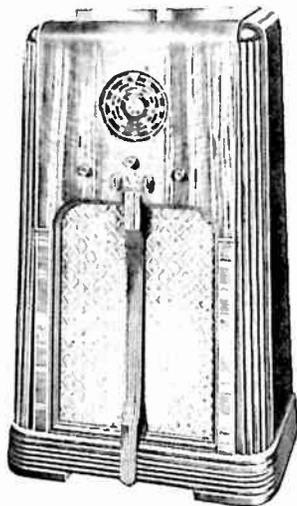


CROSLEY MODEL 899 CONSOLE

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 Octal-Base Tubes . . . 540-1900 Kc., 1900-6500 Kc., 6000-10,000 Kc.
 Auto Expressionator . . . 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. **\$89.95**

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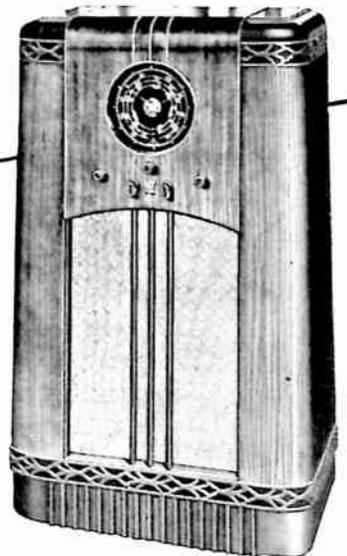
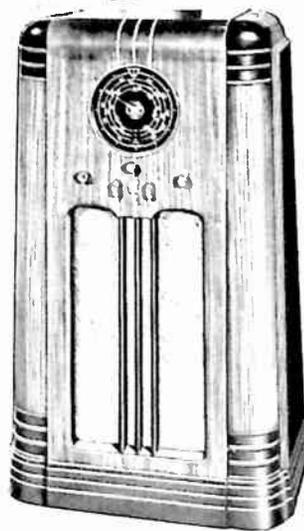


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 Octal-Base Tubes . . . 540-1900 Kc., 1900-6500 Kc., 6000-10,000 Kc. . . . Cardmatic Unit . . . Auto Expressionator . . . High Fidelity . . . Triple-Twin Output . . . Illuminated, Full Vision, Magna-Ceramic Dial . . . Band Indicator on Dial . . . Shadowgraph Tuning Indicator on Dial . . . Time Log Tuning . . . Multivox Control . . . Vernimatic Dial Drive . . . Tone Control . . . Automatic Volume Control . . . Vibracoustic Sounding Board . . . 12" Curvilinear Speaker. **\$117.50**

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CROSLEY MODEL 167 CONSOLE

Thirteen Tube (Metal), Three Bands
 Octal-Base Tubes . . . 540-1800 Kc., 1800-6000 Kc., 6000-18,000 Kc. . . . Cardmatic Unit . . . Auto Expressionator . . . Mystic Hand . . . High Fidelity . . . Triple-Twin Push-Pull Output . . . Illuminated Full Vision, Magna-Ceramic Dial . . . and many other revolutionary features. **\$167.50**

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- Mystic Hand
- Automatic Bass Compensator
- Multivox Control
- High Fidelity
- Metal Tubes
- Cardmatic Unit
- New Magna-Ceramic Dial with Timeleg Tuning
- Vibracoustic Floating Sounding Board
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