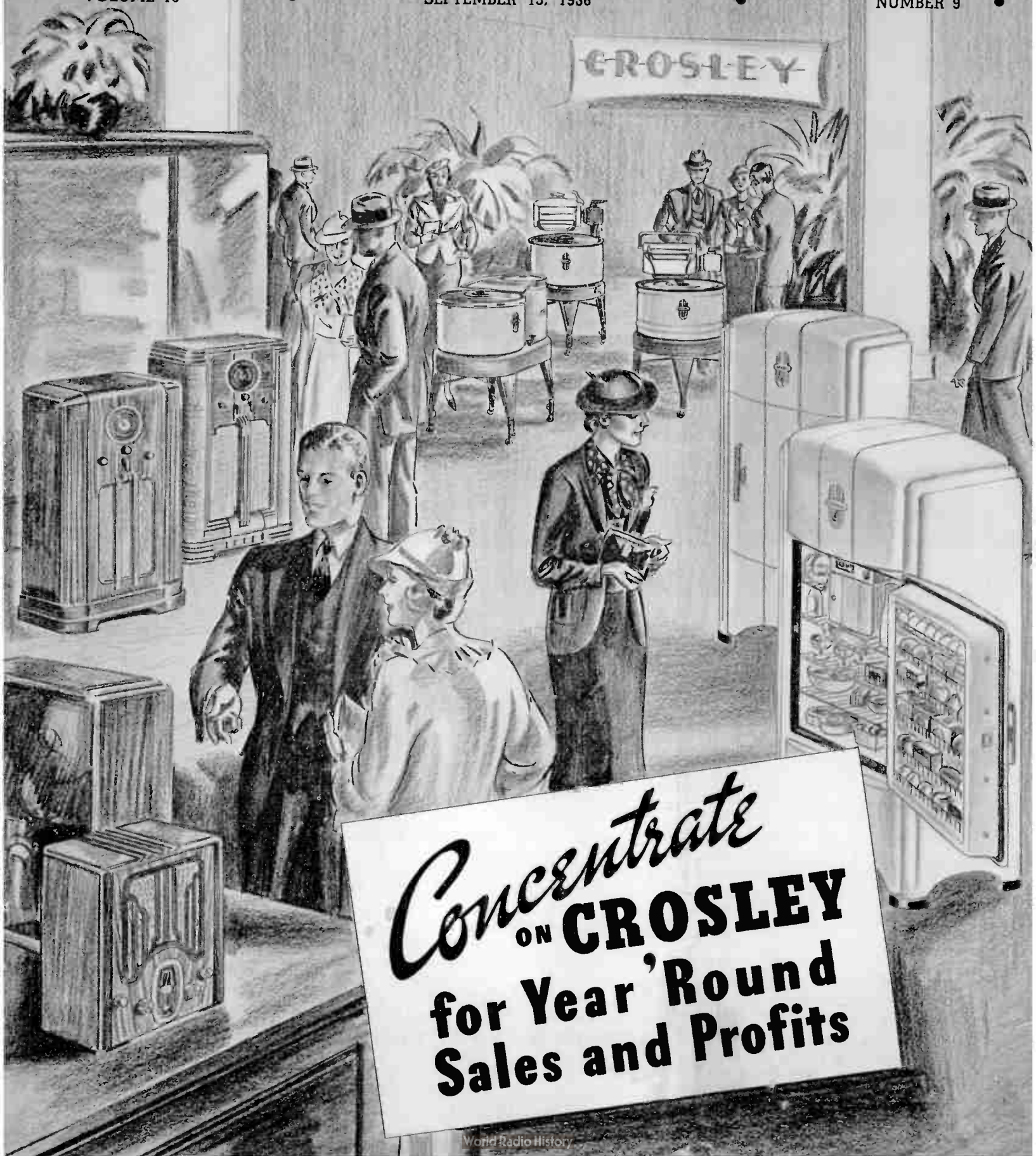


THE CROSLEY BROADCASTER

VOLUME 15

SEPTEMBER 15, 1936

NUMBER 9



Concentrate
ON CROSLEY
for Year 'Round
Sales and Profits

TALKS TO THE TRADE



POWEL CROSLLEY, JR. SAYS...

THE Crosley dealer is in a most advantageous position for steady, consistent year round sales and profits.

Many years of serving the nation with products of the highest possible quality at the lowest possible prices have endowed the name Crosley with an inimitable public acceptance. Moreover, the powerful broadcasts that go on the air over world-leading WLW have added international recognition to the name Crosley.

Every product in the Crosley line enjoys this sweeping public acceptance and is unquestionably the leader in its respective field.

The new 1937 Crosley radios skyrocket all previous conceptions of radio value. They have hitherto unheard of features that revolutionize performance, reception and ease of tuning. There are models for every need and pocketbook and each one is of incomparable value.

Only Crosley has the Shelvador and it takes only a glance to prove how much more food a Shelvador refrigerator holds than any other refrigerator of comparable size. Yet Crosley electric refrigerators have

many other attractive features providing scores of conveniences and advantages in addition to long, trouble-free, economical service.

Crosley Savanoid washers and ironers are equally noteworthy. They have everything with which to appeal to washer prospects. Particularly outstanding is the Velvetouch wringer which is proven more efficient than any other type wringer ever developed.

Other Crosley products, such as the Koldrink electric bottle cooler, the Coolrest air-conditioned bed canopy, the Icyball refrigerator for unwired homes and the Temperator circulating hot air heater help round out the Crosley line to provide Crosley dealers with more profit possibilities than ever before in history.

Each of the Crosley products has achieved enviable sales success. Dealers everywhere are reaching unprecedented sales records and are acclaiming the profit advantages of concentrating on all Crosley products. Here is merchandise of one popular trade name that brings sales and profits the whole year through. That's why "No Dealer Can Afford NOT to Concentrate on Crosley."

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY

THE CROSLY BROADCASTER. EARL
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WITHOUT NOTICE.

THE CROSLY BROADCASTER

Six Step Fidelity Control Proven Valuable Selling Feature . . .

Here is an entirely new feature of the DeLuxe 1937 Crosley receivers that carries a big sales punch. With six positions, it enables the listener to select the type of audio response desired: (1) Off; (2) Normal; (3) High Fidelity; (4) Mellow; (5) Bass; (6) Voice Noise Reducer. Since the frequency response of the ears of various listeners differs considerably, proper adjustment of the Fidelity Control will match the receiver to any particular preference. In addition, the Fidelity Control may be adjusted to eliminate much static or other noise encountered in DX or foreign reception. Demonstrate the Fidelity Control and the many other new revolutionary features of the new Crosley Radios to your prospects and customers and sales will be well on the way.

Why People Buy Radios . . .

The results of a recent survey conducted by *Radio Retailing* disclosed the following reasons why people buy radios:

41% Become convinced that their old set is obsolete.

39% Have trouble which involves heavy repair expense.

37% Want to tune in on foreign shortwave programs.

18% Can't break through strong local stations.

12% Get tired of poor cabinets and small table models.

11% Crave more natural and realistic quality.

10% Need more sensitivity to reach distant chains.

2% Get married and buy a radio for the new home.

2% Recognize the convenience of a second receiver.

The moral is this: Every one of

these needs and desires can be fulfilled as never before in radio history with the new, revolutionary Crosley Radios. They have everything with which to appeal to every type of radio prospect. When you show and demonstrate a new Crosley Radio, the signature is ready for the dotted line.

An Extra Market . . .

Those homes and other places without electricity want and need efficient refrigeration just as intensely as those who enjoy electric refrigeration. And with the Crosley Icyball, every Crosley dealer is in a position to make such dependable refrigeration possible for them. The Icyball provides dependable, economical, practical refrigeration without using either gas or electricity. The initial cost is astonishingly low and the operating cost is only a few cents a day.

Rural homes, automobile trailer homes, summer camps, roadside stands, small dairies, boats, and other places without electricity—these are your potential prospects for the Icyball. Take advantage of this big plus market by demonstrating the Icyball to every possible prospect now.

The Power Of The Press . . .

All advertising experts agree that one of the most powerful weapons for attracting prospects and sales is local newspaper advertising. This is a mighty merchandising weapon that can be made to work hard for you. It will help to tell the people of your community about the products you sell. It will help to bring people to your store so that you can turn them into sales. But the force of newspaper advertising is not worth anything to you, if you do not use it. To help you take full advantage of this powerful medium for

attracting sales, Crosley has prepared a wide array of extremely effective newspaper ad mats, complete with illustration and copy. New Ad mats are available on Crosley Radios, Shelvador Refrigerators, and Savamaid Washers. Ask your Crosley distributor to fulfill your ad mat requirements. Then use them religiously. Let the "Power of the Press" bring prospects to you.

New Style Delivery Covers For Radios, Refrigerators, Washers . . .

Many requests for information regarding delivery covers for refrigerators, radios and washing machines, have been received from distributors and dealers. On page 16 is an advertisement for covers made by the Biltmore Mfg. Co., Cincinnati.

These new Kom-Pakt covers have been designed to fill the need for surface protection with a minimum addition of shipping bulk.

The material from which they are made, therefore, is a compact layer of soft felt fused to an unbroken sheet of heavy burlap, covered on the inside with brown drill, and on the outside with green drill. The soft felt-lined surface, of course, rests against and protects the finish, while the strong durable burlap side faces outward.

Kom-Pakt covers are tailored in wrap-around style, adjustable to all models of radios, refrigerators, and washers. According to the manufacturers, they have twice the strength and protection of ordinary covers, with but one-third the customary bulk.

In combining appearance with durability as they do, these new Kom-Pakt delivery covers should be a welcome addition to the shipping rooms of all Crosley distributors and dealers.



Aitken Radio Corporation Moves Into New Quarters . . .

This picture shows the new quarters of the Aitken Radio Corporation, 5840 Woodward Ave., Crosley distributor, Detroit. Because of the rapidly growing business of this company, it was necessary to move from the old location at 1325 E. Congress Street. The building into which the Aitken Radio Corporation moved and officially opened recently was completely remodeled along modern lines in keeping with modern merchandise and modern merchandising methods. It is located in one of the best locations on the principal thoroughfare of Detroit

and has 2,000 square feet of floor space. In addition to the Detroit distributing company, the Aitken Radio Corporation also operates distributing headquarters for Crosley radios, Shelvador electric refrigerators, Savamaid electric washers and ironers at Toledo and Lima, Ohio. James E. Aitken is president of the company. With the automobile business and other industries in Detroit setting new records, Mr. Aitken reports business good and the outlook very favorable for the biggest radio business this fall in the history of the industry.



Winners Of New York Sales Contest . . .

At the completion of the Crosley Contest held by the Crosley Distributing Corporation of New York, a "Crosley Closers Luncheon" was held at the Hotel Commodore. The group attending this luncheon shown in the accompanying photograph, consisted of the winners in the various territories and represented those

dealers who had gone over their quotas to the greatest extent. They are: George Brown, Brown's Storage Warehouse; Blair Finnigan, Blair's Radio; John Ellis, Ellis Music; Leo Raffer, Raffer's Radio; Bill Edwards, Electric Servant; Mr. Baron of Vim Electric; John Rubabbo, Rubabbo Radio; Jules Smith and

Mr. Moore of Davego City Radio; Ed. Lowe, Lowe Electric; Mr. Bearman, John Mullins; and Max Richling.

At the conclusion of the luncheon, Fielding Robinson, general manager of the Crosley Distributing Corporation at New York, expressed his appreciation of the splendid work that these outstanding dealers had done in the sale of the Crosley Shelvadors, Washers, Ironers, and Kol-drinks. At the same time he announced the \$60,000 Crosley National Contest.

Then Kurt Wessel of Radio Weekly drew the stubs which were the results of the New York Contest, and the first winner of the Chevrolet was J. Schoenfeld, 2578 Pitkin Avenue, Brooklyn, N. Y. After that the second prize stubs were drawn by Glad Henderson of Radio Journal. Two trips to Bermuda were won by Al. Oliver of Lincoln Radio; one trip to Bermuda was won by E. Y. Perlman, Perlman Piano; one trip to Bermuda was won by James Healy of Lowe Electric; and one trip to Bermuda to J. B. Finnigan of Blair's Radio.

Various dealers then drew prizes which included three Shelvador refrigerators, six Crosley Console radios, and twenty-six Fivers. In addition over one hundred baseball tickets were won by dealers' salesmen.

At New Jersey National Home Show . . .



This is a section of the attractive Shelvador booth at the recent New Jersey National Home Show, held in the Newark, N. J. Armory. An interested prospect is shown being given pointers on the Shelvador by S. S. Mittler of Apollo Distributing Company of Newark, N. J.



Dallas Electric Awards First Prize In Dealer Contest . . .

Above is shown the formal presentation of a Crosley Shelvador as first prize in a dealer contest recently conducted by Dallas Electric Supply Company, Crosley distributor at Dallas, Texas. L. E. Ladd, prize winner and sales manager of Oak Cliff Electric of Dallas is seen receiving the guarantee certificate on the Shelvador from H. B. Green, president, Dallas Electric. A. A. Ackenhausen, manager of Oak Cliff Electric, looks on. Two Crosley ra-

dios were also awarded as second and third prizes. These prizes were given to the salesmen having the largest dollar volume of sales of

Again Crosley Proven "Pioneer in Radio" . . .

Rex O. Parsons of Adair, Iowa, writes: "In a recent issue of a nationally known magazine, you had an advertisement which read—'Crosley—Pioneer in Radio.' That certainly emphasizes the superiority of Crosley Radios.

"I have a one-tube Crosley set which was undoubtedly one of the first made by Crosley. It is still in working order and in good condition. I also have an old tube with a brass base which I suppose is the one that was originally with the radio. I have added a two-stage audio amplifier and it has the output of many five tube sets. More than that it tunes the broadcast band and both short and long wave police bands. That seems to me real proof of Crosley Pioneering."



Successful Sales Meeting Held At Jersey City . . .

A group of fifty salesmen and women attended a very successful Crosley sales meeting recently held at Sherwin's Furniture Company, Jersey City, N. J. The meeting, which was devoted to Crosley products, was conducted by Harold Bergman of Apollo Distributing Company, Crosley distributor at Newark, N. J.

Immediately after the business

Kokomo Dealer Takes Part in Local Contest . . .

One of the trade-marks of nationally advertised merchandise shown in a contest recently sponsored by the Kokomo Tribune, Kokomo, Indiana, was that of the Crosley Shelvador. The contest was in the form of showing a number of trade-marks with the contestants told to answer the question "Who's The Dealer"? The name, address and phone number of the local firm handling the merchandise represented by the trade-mark had to be given as well as the name and address of the manufacturer. To help the contestants, the local merchants ran advertisements, with the trade-mark of their featured merchandise prominently displayed.

George's Radio and Auto Service, Crosley dealer at Kokomo, ran a large and attractive advertisement on the Shelvador.

A total of \$250 cash awards were presented the winners of the contest, which accomplished real results in identifying the local merchants with the lines they handled.

Shelvadors, Koldrink bottle coolers and Savamaid washers.

**THE
NEW
1937**

CROSLEY RADIOS

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

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

**Model C-526
5 TUBES
5-Inch Speaker**

1 Band . . . 1.8 Watts Output



\$25.00

Dimensions:
7 $\frac{3}{4}$ " high,
10 $\frac{3}{4}$ " wide,
5 $\frac{1}{2}$ " deep.

CROSLEY AC-DC MODELS

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

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

**Model C-629
6 TUBES
6-Inch Speaker
American-Foreign
3 Watts Output**

\$34.95

Dimensions:
9 $\frac{1}{2}$ " high,
12 $\frac{1}{2}$ " wide,
6 $\frac{1}{2}$ " deep.



**FIVER
5-Inch Speaker
3 $\frac{1}{4}$ Watts Output**



\$19.99

Dimensions:
11 $\frac{1}{8}$ " high,
11" wide,
7 $\frac{1}{2}$ " deep.

5 TUBES . . . 2 BANDS

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

**Model 525
5-Inch Speaker
3 $\frac{1}{4}$ Watts Output**

\$25.00

Dimensions:
13 $\frac{1}{4}$ " high,
11 $\frac{1}{4}$ " wide,
7 $\frac{3}{8}$ " deep.



**Model 529
5-Inch Speaker
3 $\frac{1}{4}$ Watts Output**



\$29.95

Dimensions:
10 $\frac{1}{2}$ " high,
14 $\frac{1}{8}$ " wide,
7 $\frac{3}{4}$ " deep.

5 TUBES . . . 2 BANDS

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

**Model 537 Console
8-Inch Speaker
3 $\frac{1}{4}$ Watts Output**

\$39.95

Dimensions:
39 $\frac{1}{4}$ " high,
24" wide,
10 $\frac{1}{2}$ " deep.



**Model 629
6-Inch Speaker
4 Watts Output**



\$34.95

Dimensions:
13 $\frac{1}{2}$ " high,
12" wide,
7 $\frac{1}{2}$ " deep.

6 TUBES American-Foreign

● Receives American, foreign, police, amateur and aviation broadcasts . . . 540-1710 Kc., and 2350-7000 Kc. . . Magna-Ceramic Dial . . . Automatic Volume Control . . . Tone Control . . . Triple-Twin Output . . . Full Floating Moving Coil Electro-Dynamic Speaker.

**Model 644 Console
12-Inch Speaker
4 Watts Output**

\$49.95

Dimensions:
39 $\frac{1}{4}$ " high,
23 $\frac{3}{8}$ " wide,
10 $\frac{1}{8}$ " deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

Model 634

6-Inch Speaker
5½ Watts Output



\$39.95

Dimensions:
17¼" high,
12½" wide,
8" deep.

6 TUBES American-Foreign

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

Model 649 Console

12-Inch Speaker
5½ Watts Output



\$59.95

Dimensions:
39¼" high,
23¾" wide,
10¾" deep.



Model 744
6-Inch Speaker
6 Watts Output

\$49.95

Dimensions:
15½" high, 14"
wide, 9" deep.

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

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

Model 745
6-Inch Speaker
6 Watts Output



\$49.95

Dimensions: 20" high, 14¼"
wide, 9" deep.



\$67.50

Dimensions:
40¾" high,
24¾" wide,
11¼" deep.

MODEL 759 CONSOLE 7 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

6 Watts Output

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



\$79.95

Dimensions:
41¾" high,
26" wide,
10" deep.

MODEL 769 CONSOLE 7 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

6 Watts Output

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



\$99.50

Dimensions:
41¾" high,
26" wide,
14¾" deep.

MODEL 989 CONSOLE 9 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

12 Watts Output

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



\$109.50

Dimensions:
42¾" high,
27¼" wide,
15¼" deep.

MODEL 1199 CONSOLE 11 TUBES

12-Inch Speaker

CONTINUOUS COVERAGE — 540-18,000 Kc.

20 Watts Output

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

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$129.50

Dimensions:
42 1/16" high,
20 1/4" wide,
14" deep.

**MODEL 1211 CONSOLE
12 TUBES**

12-Inch Speaker

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

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



\$149.50

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

**MODEL 1313 CONSOLE
13 TUBES**

15-Inch Speaker

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

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



\$174.50

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

**MODEL 1516 CONSOLE
15 TUBES**

15-Inch Speaker

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

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

BATTERY FORTY-SIX



\$34.50

COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

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

**4 TUBES 6-VOLT BATTERY
RECEIVER**

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

Model B-375

\$37.50
COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

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



Model B-445



\$44.50

COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

17 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. . . Op-
erates from 6-volt storage battery . . . Syn-
chronous Vibrator . . . Illuminated, Full vision,
Magna-Ceramic Dial . . . Tone Control . . .
Permanent Magnet Dynamic Speaker.

Model B-675

**Console
\$67.50**

COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

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



Model B-695



\$69.95

COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

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

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

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

Model B-899

**Console
\$89.95**

COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:

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



BATTERY FIVER



\$19.99

COMPLETE LESS
BATTERIES

DIMENSIONS:

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

**5 TUBES BATTERY
RECEIVER**

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

Model B-250

\$25.00

COMPLETE LESS
BATTERIES

DIMENSIONS:

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



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



Model B-345

\$34.50

**COMPLETE
LESS BATTERIES**

DIMENSIONS:
13¾" high,
11½" wide,
7½" 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:
37¾" high,
23" wide,
11¼" deep.



\$42.50

**COMPLETE
LESS BATTERIES**

DIMENSIONS:
22¾" high,
18¼" wide,
11¼" 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:
21¾" high,
17" wide,
9¾" 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:
41½" high,
25¾" wide,
12¼" deep.



\$59.95

**COMPLETE
LESS BATTERIES**

DIMENSIONS:
25¾" 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:
19¾" high,
15¾" wide,
10¾" deep.

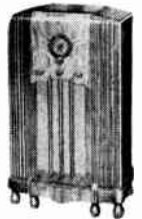
**8 TUBES . 2 Bands
BATTERY RECEIVER**

● 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:
36¾" high,
21" wide,
11¼" deep.



32 D. C. SIX

\$47.50

**COMPLETE
WITH TUBES**

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

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

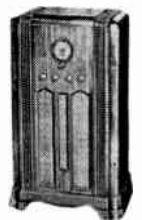
● Designed for use with 32-volt DC supply.
Receives standard, police, amateur, aviation
broadcasts. Automatic volume control. Tone
Control. Full floating moving coil electro-
dynamic speaker.

32 D. C. SIX

**CONSOLE
\$64.50**

**COMPLETE
WITH TUBES**

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



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

PUT *THIS* FOOD
FROM *HERE*

SEE I
This m



The greatest
"This Much M
standable fea
For Shelvador
quickly see ho
any other refr

TO *HERE*

CROSLEY SHELVADOR

PRICES ON ALL MODELS INCLUDE
FIVE YEAR PROTECTION PLAN

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

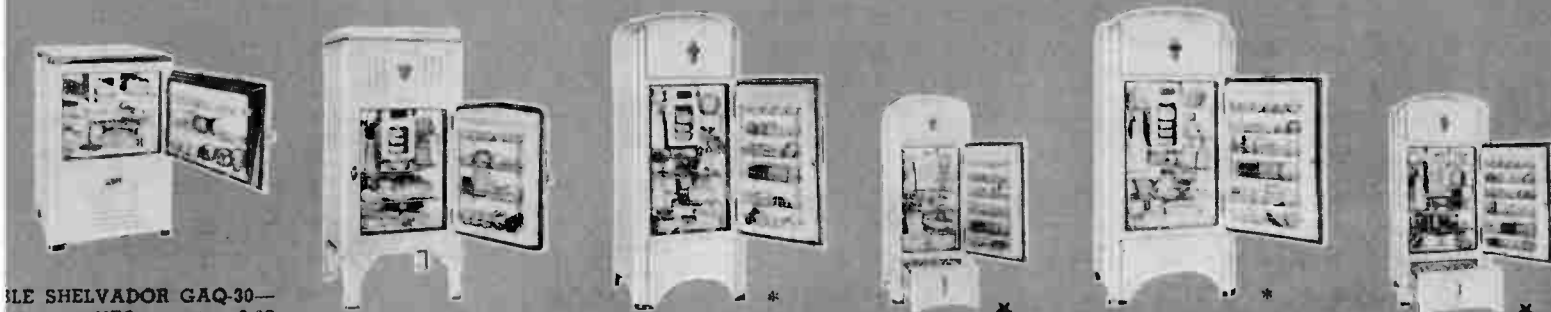


... is BELIEVING...

much more in a Shelvador

household success of the generation . . .
 "More In A Shelvador." A seeable, under-
 structure that tells its own story at a glance.
 It has persistent eye-appeal. Anyone can
 see how much more food Shelvador holds than
 a refrigerator of comparable size. Count the

food in the Shelvador. Notice how nearly this same
 food fills the cabinet shelves when it is transferred into
 the only space supplied for food storage in the "ordi-
 nary" refrigerator. That's eye-proof of "This Much
 More In A Shelvador." And that's why no dealer can
 afford NOT to handle Shelvador.



SMALL SHELVADOR GAQ-30—
 1.6 cubic feet NET capacity; 6.92
 square feet shelf space. 2 ice
 trays. Porcelain top makes it
 useful as a table. Dimensions:
 50 3/8" high, 23 3/8" wide, 25" deep.
\$99.50

SHELVADOR GAQ-35—3.5
 cubic feet NET capacity;
 7.44 sq. ft. shelf space. 3
 ice trays each holding 21
 cubes. Dimensions:
 50 3/8" high, 23 3/8"
 wide, 25 1/2" deep.
\$104.50

***SHELVADOR GAQ-43** (Standard) 4.33
 cu. ft. 9.07 sq. ft. Standard double
 Belt Unit. Dimensions: 56 3/8" high,
 29 7/8" wide, 24 5/16" deep.**\$124.95**

***SHELVADOR GAT-43** (Standard) Has
 new Hermetic Compressor.**\$134.95**

***SHELVADOR GRQ-43** De Luxe cabi-
 net, including Storadrawer and Crisper.
\$134.95

***SHELVADOR GKT-43** (De Luxe) Has
 new Hermetic Compressor.**\$149.95**

***SHELVADOR GAQ-50** (Standard) 5.07
 cu. ft. 12.34 sq. ft. Standard Double
 Belt Unit. Dimensions: 56 7/16" high,
 27 1/2" wide, 24 3/8" deep.**\$142.95**

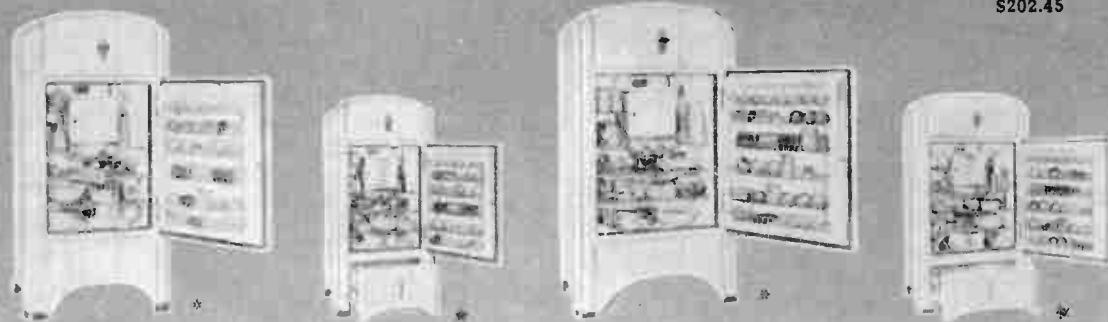
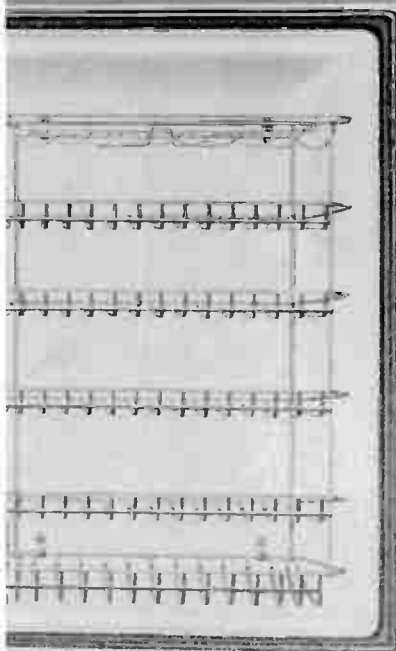
***SHELVADOR GAT-50** (Standard) Has
 new Hermetic Compressor.**\$159.95**

***SHELVADOR GKQ-50** De Luxe cabi-
 net, 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) 6.07
 cu. ft. 13.34 sq. ft. Standard Double
 Belt Unit. Dimensions: 56 7/16" high,
 27 1/2" wide, 24 3/8" deep.**\$154.95**

***SHELVADOR GAT-60** Has new 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 Com-
 pressor.**\$194.95**

MODEL PGKT-60 Porcelain exterior.**\$219.95**

***SHELVADOR GAQ-70** (Standard) 7.07
 cu. ft. 15.34 sq. ft. Standard Double
 Belt Unit. Dimensions: 56 7/16" high,
 27 1/2" wide, 24 3/8" deep.**\$174.95**

***SHELVADOR GAT-70** (Standard) Has new Her-
 metic Compressor.**\$194.95**

***SHELVADOR GKQ-70** De Luxe cabinet with
 Storadrawer and Crisper.**\$194.95**

MODEL PGKQ-70 Porcelain exterior.**\$224.95**

***SHELVADOR GKT-70** (De Luxe) Has new Her-
 metic Compressor.**\$214.95**

MODEL PGKT-70 Porcelain exterior.**\$244.95**

COUNT IT!

Ott-Heiskell Celebrates 100th Anniversary with Unique "Important Events" Contest . . .

Celebrating one hundred years of distinctive, meritorious service to the communities served by Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va., is in itself a rare occasion. But to combine that centennial with an unusual, result-producing promotion contest is to display real merchandising skill. In celebration of their 100th birthday, Ott-Heiskell Company staged a very effective contest, the theme of which was centered about the happenings of the last one hundred years.

In commenting on their anniversary and the contest that celebrated it, Henry G. Roth of this firm, remarked, "It's a far step from the days of 1836 in the wilds of Western Virginia when wagon train, stage coach and boat were the only means of travel, to our present day of automobiles, airplanes, radios, electric refrigerators and other modern wonders — Otto-Heiskell has passed through all these changes and now celebrates one hundred years of service.

"What a story our shelves could tell from year to year! It would be a brief story of the advancement of the country itself. First catering to the needs of the pioneers of Conestoga days; then carrying on through the dark hours of the Civil War; through the nationwide development in the coal, steel and glass industries; on during the rapid expansion of the last half century in electricity; now it's radio, refrigeration and similar developments. Who can say what it will be the next one hundred years?"

"Our birthday was celebrated with a very unusual contest which we called Important Events Contest. Awards totalled 137 with a value of over \$1150.00. A 10-page newspaper supplement gave full details. This was distributed through a local paper having a circulation of 53,000 copies. 20,000 more copies were passed out by dealers. This was supplemented by other advertising and also radio announcements instructing those wishing to enter the contest to get their free copy of the contest edition from their nearest dealer. This gave a direct tie-up with the dealer's store. The contest consisted of answering the question, 'What im-

portant event or happening occurred in each of the specified years of the past century?' The answers were found in the advertising which filled most of the 10-page supplement. It was necessary to read through the ads to find the answers. A double-page spread featured the Shelvador, while Crosley radios and washers came in for their share of display.

"More than 1000 entries were received and it was estimated that at least 10,000 persons started to work on it. Many of the entries displayed much skill and originality and included beautiful drawings, booklets, etc. A number of contestants includ-



Shelvador Display At Gloversville Appliance Show . . .

When an Appliance Show was recently held at Gloversville, New York, A. C. Kingsbury Company, Inc., Crosley dealer there, arranged an attractive display of the Crosley Shelvador. In the accompanying photograph, is seen an admiring young lady standing beside a Shelvador. This effort on the part of this alert dealer undoubtedly resulted in many worthwhile returns.

Praises Reception . . .

M. G. Wilson of Lawton, Oklahoma, writes:

"Just a line regarding the reception of my new Crosley seven-tube receiver. It is by far the best I have ever heard and I have been a radio bug since 1917. I am sure sold on my Crosley."

ed a letter with their entry expressing pleasure in working the contest. It was most unusual and created widespread interest and we believe it will prove the most effective advertising we have ever attempted."

NOW You Can Take Advantage of The Complete Market for Automobile Radio Sales

CUSTOM-BUILT CONTROLS FOR ANY CAR

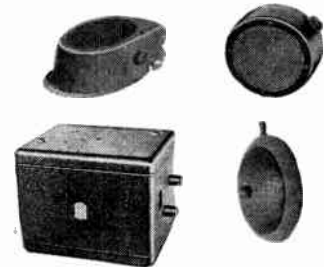
Roamio A-266



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

CROSLY ROAMIO

Georgia Dealer Initiates Unique Promotion Stunt . . .

Injecting a flair of modern dramatic showmanship into the never-ending appeal of the old proverb, "and a little child shall lead them," Augusta Radio Company of Augusta, Georgia recently devised a most unique stunt that proved to be a merchandising scoop. The basic promotional idea of this alert firm, of which Robert W. Wilson is proprietor, was to attract children in such an appealing way that they in turn would take their parents into the store where they might be converted into Crosley prospects and Crosley owners.

The adopted method for accomplishing this objective was as follows: First, a fleet of midget automobiles was rented. These resembled stream-line racers, were powered by one cylinder gas engines, and each was large enough to accommodate only one person at a time. Across the hood of each was placed a sign reading, "Free Rides—Augusta Radio Company—Crosley Radios and Refrigerators."

From morning until 3 P. M. every day, these cars, followed by a sound truck, were paraded through every part of Augusta. To attract attention, the drivers of the midget cars did stunt driving up and down drive ways, on sidewalks and through traffic. The sound truck, following behind, would play music, interspersed with announcements about the new Shelvador. At recess times, the parade stopped at all schools.

The large gathering of children that crowded about the cars on the streets and at the schools were handed imprinted folders advertising Crosley products. Incidentally, several thousand of these folders were passed out. The children were then instructed to take the folders to their parents. If a child, accompanied by one of his parents, brought the folder to this dealer's store any afternoon from 3 to 6 P. M., he was given a pass for a free ride. Since a parent had to go along and since the child had his heart set on a free ride, many people were brought into the store and many prospects were thus obtained.

In commenting on the success of the venture, Mr. Wilson said, "Altogether, we think the idea was some stunt, because it brought more people into our store than ever before in any single week."

With such aggressive merchandis-



Left to right: Eitel Meyer, Manager Electric Appliance Department of H. C. Prange Company, Sheboygan, Wisconsin; Elmer Stocker, Manager Retail Sales Department, The Milwaukee Electric Railway

and Light Company, Milwaukee, and Crosley Distributor Frank W. Greusel, President, Wisconsin Radio, Refrigeration and Appliance Association.

Sheboygan Dealers In Cooperative Campaign . . .

The electric refrigerator dealers of Sheboygan, launched a cooperative advertising and selling campaign for electric refrigerators at a meeting held recently when some forty members of the Sheboygan Electric Refrigeration Bureau and their salesmen held their first meeting which was an outdoor affair staged at Evergreen Park in that city.

The group was addressed by Gustav Marx, president. Gustav Marx Advertising Agency of Milwaukee, advertising counsel for the Milwaukee Electric Refrigeration Bureau. The officers of the Sheboygan bureau are L. L. Perry, manager; Eitel Meyer, treasurer, with F. W. Greusel, G. W. Fedler and L. L. Perry members of the board of directors.

ing methods, this dealer, in the territory of Beck and Gregg Hardware Company, Atlanta distributor, is destined to reach unprecedented heights in 1936.

Rogers & Baldwin Stage Novel Crosley Radio Demonstration . . .

A novel demonstration was staged recently by Rogers & Baldwin Hard-

The campaign consists of a series of newspaper advertisements, direct advertising, printed sales helps and bill boards. Prizes are offered as additional stimulation to dealers and salesmen to push the sales of electric refrigerators.

Frank W. Greusel, president, Maurer-Greusel Co., Crosley distributor, Milwaukee, and one of the leaders in the movement, reports that all indications are that the success achieved by the Milwaukee plan, which he headed, will be duplicated in Sheboygan.

Included among the members of the Sheboygan Electrical Refrigeration Bureau are the Rickmeier-Fedler Electric Company, Sheboygan Dry Goods Co., and South Side Electric Company, Crosley dealers.

ware Company, Crosley distributor, Springfield, Missouri, during a dealer meeting in its territory. W. T. Noss of this company arranged for a broadcast over station KWTO during the meeting and secured the services of two pianists who had played together enough to follow each other very well. A 1937 Crosley radio with the Auto-Expressionator was installed so that it could be tuned in
(Continued On Page 14)

(Continued From Page 13)

on the broadcast and the dealers hear the playing of the piano over the radio. The other pianist was at a piano near the radio, and alternately the radio was turned off and the pianist in the room took up the playing. This was done repeatedly during the broadcast and it was impossible to tell whether it was the piano in the room that was playing or the radio that was bringing in the music from the studio, W. M. Baldwin, vice president of the Rogers & Baldwin Hardware Company, stated. The demonstration, he reported, was more convincing than any amount of description possibly could be. "The dealers saw and heard for themselves," he said. "All were most enthusiastic over the remark-

able performance of the Auto-Expressionator."

Technical Explanation Of the Auto Expressionator

By F. E. JOHNSTON,
Chief Engineer,

The Crosley Radio Corporation

Music has been referred to as a Universal Language. This means that through the realm of music it is possible to convey the ideas and instill the same thought to all lovers of music regardless of their native-speaking tongue. The writer, or interpreter, of music has three fundamental methods by which he is capable of stirring the musically responsive to the point where they can visualize the scene he is attempting to picture for them.

First, he has many different musi-

cal instruments, each of which covers its particular range of notes, of the musical spectrum. Also, each of these instruments have their own particular quality which they lend to the music. By the proper choice of instruments, therefore, he is able to give the correct definition to his story.

Next, he has tempo by which he regulates the speed and sequence of the different notes. In this manner he obtains the rhythm, or cadence, to which his story is best suited.

Finally, the proper expression is added by the loudness, or softness, with which each note, or passage of notes, are played. Probably the greatest difference between the ama-

(Continued On Page 15)

Powerful WLW Broadcasts Feature Crosley Products

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

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

MONDAY

A. M.

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

P. M.

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

TUESDAY

A. M.

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

P. M.

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

WEDNESDAY

A. M.

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

P. M.

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

THURSDAY

A. M.

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

P. M.

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

FRIDAY

A. M.

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

P. M.

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

SATURDAY

A. M.

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

P. M.

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

SUNDAY

P. M.

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

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

THE GREATEST SALES HELP YOU HAVE EVER HAD!

(Continued From Page 14)

teur and the finished artist is that the former is not able to convey the proper expression in his renditions.

With the present limitations imposed upon the transmission of radio programs it is impossible to transmit the full volume range, from the softest to the loudest passages, of many musical programs. This is due to the fact that when the volume level of the program gets down so low the ever present hum and extraneous noise of the system becomes as loud as the music, and in the other extreme, the heavy crescendos and fortissimos, or heavy loud passages, overload the apparatus and produce distortion of tone. Therefore, it is necessary that "monitoring" operators be stationed at various points of the transmission system whose duty is to keep the volume level within the limits of their equipment. This is done by increasing the volume manually on very low passages and decreasing it on the loud passages. This, of course, reduces the amount of expression that the original program contained and makes it impossible for the radio listener to hear the true, finished, interpretation of the artist at the studio. But, now from the laboratories of the Crosley Radio Corporation comes the new Crosley Radio equipped with the Crosley Auto Expressionator which restores the original expression to the music received. Simple, yet very effective in operation, this new feature automatically increases the volume level of the loud passages and decreases that of the low passages, which counteracts the negative of these operations performed by the monitoring operators.

Thus, when one listens to the new Crosley Radio, equipped with the Auto Expressionator, he hears the true life-like music of the studio—brimful of all the expression that the artists portray in their interpretations of this age-old language of beauty, called music.

Crosley Fiver Performs Well After Passing Through Flood . . .

Stephen Burik, radio service specialist of McKee's Rocks, Penn., recently wrote, "Well the flood is over and after many weeks of hard work, I want to give you credit for building a good radio and most of all for the quality parts you use. We have



Bensinger-Crosley Baseball Team . . .

What it takes to make champions they have over there in New Albany and Jeffersonville, Indiana. Clifford Bensinger, President of the furniture company bearing his name in those cities, has proven himself to be a champion merchandiser. He has gained national recognition for the effective promotions he has initiated. In the accompanying photograph, Mr. Bensinger (at the extreme left) is shown with the champion Bensinger-Crosley Baseball Team, one of the most noteworthy promotional ventures he has entered into.

At the time of writing, this champion ball team has won sixteen straight games with no losses so far this season. The games are played

with the best semi-pro teams within one hundred miles of New Albany.

Attendance at these games runs from 2,000 to 4,000. At New Albany, Mr. Bensinger maintains the Bensinger-Crosley baseball park, which is said to be one of the finest of its kind in this section of the country. Thousands of dollars were spent in its construction. There are 2,000 bleacher seats and 500 grandstand seats. This park is really a giant Crosley sales room. An attractive display of Crosley radios, Shelvadors and other Crosley products is maintained during the ball season. Moreover, the public interest in this champion ball club, keeps the people of these communities ever Crosley-conscious with resulting Crosley sales.



This attractive window display was the way May-Stern of Cincinnati recently showed the new 1937 Crosley Radios to many people passing by their store.

checked many flood radios and the Crosley Fiver was the only one which came through in first class

The background consisted of photographs of the Cincinnati Reds ball players with the theme, "You're THERE With a Crosley."

condition. I have called Crosley the submarine set and thank you for the wonderful radios you build."



Service School At Salt Lake City . . .

These men recently attended a service school held by Lee Bird, Crosley service representative for Western Supply Co., Crosley distributor at Salt Lake City, Utah. According to P. W. Bialkowsky, Cros-

ley district manager, the west is deeply appreciative of the help Mr. Bird has given in the way of service instruction. Mr. Bialkowsky says: "Entering the western territory some six weeks ago through Arizona, after having spent some time in a Texas Hospital, Mr. Bird agrees that the climate he encountered in the far west has fully regained his health and that he can hit as hard as ever."

"He has held some fifteen service schools and has talked to over 1,000 service men and a good many dealers, giving them valuable information and making their service problems a little easier. The entire trip has been one of instruction and the building of good will. Mr. Bird, the west thanks you for the help you have given us and we bid you pleasant journeys until next time. Good luck to you."

Anchor Lite President Predicts Crosley Boom . . .

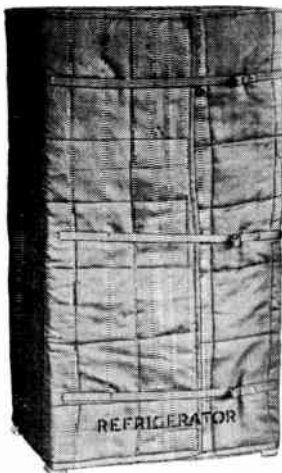
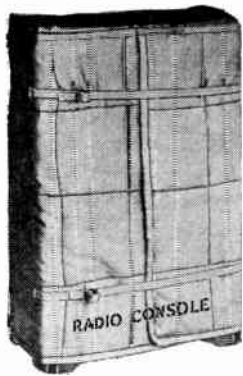
During a recent visit to the Crosley factory in Cincinnati, Harold W. Goldstein, president Anchor Lite Appliance Co., Crosley distributor in Pittsburgh, expressed his views of the industrial world, stating that business conditions in the Pittsburgh area have risen considerably above the level of past years and give every indication of becoming even more favorable as this year rolls on.

The summer slump that yearly affects the radio industry is absent in Pittsburgh, Pa., leaving room for an unusually active "dull" season for Crosley dealers. This radio activity together with the tremendous volume of Crosley refrigerator sales is expected to be overlapped by an avalanche of orders for the new 1937 Crosley radios which should keep Anchor Lite's Crosley dealers going at top speed indefinitely.

Increased employment in practically every industry operating in Anchor Lite's territory plus the veterans' bonus and the political campaigns will undoubtedly create a greater demand for Crosley products than has ever been made before.

According to Mr. Goldstein, Anchor Lite Appliance Company has established a new high record for Crosley Shelvador refrigerator sales and has already built a coveted public acceptance for the new Crosley Washers and Ironers that have only been introduced to the trade this year.

NEW!



No. 16 Console Radio, adjustable to all sizes \$2.50
 No. 17 Refrigerator, for boxes not over 52" high 3.35
 No. 18, Refrigerator, for boxes not over 63" high 4.50
 No. 23 Washer, for all wringer types 2.25
 No. 24 Washer, for all spinner types 2.80



Adjustable, Wrap-Around Style

KOM-PAKT DELIVERY COVERS

FOUR PLY, BURLAP-FELT, REINFORCED

THE beautiful finish of Crosley radios, refrigerators and washers deserve the absolute protection now afforded by the new Kom-Pakt Delivery Cover — the cover that gives twice the protection with only one-third the bulk.

Neat, tailored-to-fit in appearance, this new wrap-around style cover is adjustable so that it actually FITS all sizes of radios, refrigerators and washers. Reinforced construction; a compact layer of felt is fused to an unbroken sheet of heavy burlap, covered with brown (inside) and green (outside) drill. This makes an ideal cover; a soft surface inside — the strongest surface outside.

Here is a delivery cover that really stands abuse, takes up far less space than ordinary covers, and looks many times its price in appearance.

BILTMORE MANUFACTURING CO.
 1501 FREEMAN AVE. . . . CINCINNATI, OHIO

WHY BUY A HEADACHE?

Take the small price advantage out of bootleg radio parts and what do you have left? A headache, nothing more. A headache caused by dissatisfied customers.

And you cannot build a business on headaches. Your business is no better, no more profitable than your service. Good will — satisfied customers — repeat business — prompt collections — all are tied up with efficient, reliable, quality service.

We say do not buy bootleg parts not only because you cannot expect a part picked up at random to perform as reliably as a part specifically designed and carefully manufactured for

a selected function — BUT BECAUSE YOU CAN PURCHASE LEGITIMATE CROSLLEY RADIO PARTS JUST AS CHEAPLY AS YOU CAN PURCHASE BOOTLEG PARTS. The Crosley Radio Corporation thru its new service policy has removed the only seeming advantage in buying bootleg. And in doing this it has provided a cure for your service headaches.

CROSLLEY RADIO PARTS MAY BE PURCHASED FROM YOUR CROSLLEY DISTRIBUTOR AT THESE NEW LOW PRICES OR, IF YOUR CROSLLEY DISTRIBUTOR DOES NOT CARRY WHAT YOU

NEED YOU MAY PURCHASE DIRECTLY FROM THE CROSLLEY RADIO CORPORATION, CINCINNATI, OHIO, BY SENDING CASH WITH ORDER.

We urge every dealer—every service man—to give particular thought to the real value which comes from the use of legitimate Crosley radio parts.

We urge your particular attention to the special parts values shown on the price list on this and the next page. Notice that the list is drawn up so that the parts can be readily selected. Remove the list and keep it in your files. Watch for additional lists in subsequent issues of the Broadcaster.

GENUINE ~~CROSLLEY~~ REPLACEMENT PARTS

If you are unable to secure the parts from your distributor send cash with order direct to the factory for immediate shipment. It is not because we think you are unworthy of Credit, but to avoid the expense and loss of opening thousands of small accounts, that

we ask our customers to send money with orders.

Prices shown are list, F. O. B., Cincinnati, Ohio, and subject to regular discounts.

Prices are subject to change without notice.

TUBULAR CONDENSERS

STANDARD TUBULAR CONDENSERS

Single Section Type
For General Replacement Use.

Mfd. Cap.	Opr. Voltage	Part No.	List Ea.
.0001	200	W-27932	.13
.0005	200	W-26571	.13
.0005	400	W-27540	.15
.001	400	W-30270	.15
.0014	200	W-41461	.13
.0015	200	W-25437	.13
.0015	400	W-38484	.15
.003	200	W-27652	.13
.003	400	W-25435	.15
.00325	200	W-25434	.15
.004	400	W-35139	.15
.006	200	W-28619	.13
.006	400	W-23635	.15
.006	600	W-26575	.20
.008	400	W-35758	.15
.01	200	W-30323	.13
.01	400	W-23191	.15
.015	400	W-30251	.18
.02	200	W-28621	.13
.02	400	W-23142	.15
.02	800	W-30984	.28
.03	400	W-38466	.18
.05	200	W-27216	.13
.05	400	W-23615	.15
.1	200	W-24049	.15
.1	400	W-22688	.20
.1	600	W-26816	.28
.25	200	W-29910	.20
.25	300	W-31935	.30
.3	160	W-37732	.20
.5	300	W-31404	.45
1.0	160	W-30321	.35

OIL TYPE TUBULAR CONDENSERS

Mfd. Cap.	Volts AC	Part No.	List Ea.
.001	1000	W-37214	.50
.005	1000	W-32762	.65
.01	1000	W-31632	.65
.02	1000	W-31768	.70

STANDARD TUBULAR CONDENSERS

Dual Section Type
For General Replacement Use.

Mfd. Cap.	Opr. Voltage	Part No.	List Ea.
.0005-.0005	400	W-25572	.25
.0015-.0015	400	W-25538	.30
.006-.006	200	W-28771	.25
.006-.006	400	W-31158	.30
.02-.02	200	W-28623	.25
.02-.02	400	W-29271	.30
.02-.02	600	W-26576	.35
.1-.1	200	W-28622	.25
.1-.1	400	W-25474	.40
.25-.25	200	W-25516	.40
.006-.00017	200	W-30322	.30
.05-.008	200	W-29265	.25
.05-.008	400	W-25517	.30
.03-.001	400	W-25537	.30
.05-.016	200	W-30038	.30
.0001-.00015	400	W-26152	.25
.15-.008	400	W-28860	.35
.02-.016	400	W-29089	.30
.03-.00017	400	W-29266	.25
.05-.004	400	W-31052	.30
.02-.01	400	W-31551	.30
.03-.006	400	W-35011	.30
.006-.0001	200	W-29445	.30

SPECIAL TUBULAR CONDENSERS

H. T.—Adapted to high temperature conditions.

H. F.—Adapted to high frequency circuits.

M. S.—Has mounting strap.

Mfd. Cap.	Opr. Volt.	Special Feature	Part No.	List Ea.
.003	200	H.T.,M.S.	W-30325	.20
.003	400	H.T.	W-29592	.20
.006	400	H.F.	W-34647	.15
.01	200	H.T.	W-30125	.15
.01	400	LineBypass	W-30805	.20
.01	400	H.F.	W-32378	.15
.01	400	Small	W-32782	.15
.015	400	M.S.	W-37047	.18
.017	200		W-37988	.15
.02	200	H.F.	W-32379	.15
.02	200	Small	W-32779	.15
.02	400	H.T.	W-30488	.18
.023	200		W-31219	.15
.036	400		W-41445	.20
.048	200		W-41209	.20
.05	200	H.F.	W-32380	.15
.05	200	Small H.F.	W-35936	.20
.05	400	Small	W-32780	.15
.05	400	M.S.	W-38492	.20
.1	200	Small	W-32781	.18
.25	160	Metal Case	W-30367	.38
.5	160	Metal Case	W-30366	.40

GENUINE ~~CROSLEY~~ REPLACEMENT PARTS

FLEXIBLE & CARBON RESISTORS

FLEXIBLE RESISTORS			
Ohms	Watts	Part No.	List Each
1	1	W-37933	.10
1	2 1/2	W-41193	.15
3.5	1	W-40378	.10
5	1 1/2	W-23407	.10
9	1 1/2	W-41786	.10
12.75	1 1/2	W-37189	.10
15	1	W-41202	.10
15	3	W-31264	.15
21	1 1/2	W-37630	.10
26.7	2 1/2	W-30539	.15
32	1 1/2	W-37631	.10
40	3/4	W-23012A	.12
60	1 1/2	W-24537	.10
68	3/4	W-34900	.10
75	3/4	W-25357	.10
100	1 1/2	W-27504	.10
100	3	W-32961	.15
110	1	W-21171	.20
140	1 1/2	W-41759	.15
165	1 1/2	W-21964	.10
220	1 1/2	W-35467	.10
220	1 1/2	W-22172A	.12
220	2 1/2	W-22873	.15
275	1 1/2	W-25937	.10
350	1 1/2	W-28589	.10
350	1 1/4	W-21097	.10
375	1	W-21965	.10
450	1 1/2	W-30127	.10
450	1	W-22532	.12
450	1 1/2	W-25521	.15
450	3	W-26049	.20
500	1 1/2	W-28106	.10
500	1 1/2	W-25291	.12
600	1 1/2	W-29585	.10
750	1 1/2	W-22514	.10
750	1 1/2	W-23907	.12
750	3	W-27082	.15
1000	4	W-35581	.10
1000	4	W-26422	.15
1100	3/4	W-21452	.10
1400	3/4	W-27503	.10
1650	1 1/4	W-22180	.15
2000	1 1/4	W-23013	.15
2400	1 1/2	W-27418	.15
2600	1 1/2	W-30960	.15
2600	4	W-24536	.20
2850	3	W-24535	.20
3200	1	W-25945	.20
3500	2 1/2	W-25198	.20
3500	3	W-25817	.20
4400	3	W-23869	.20
4400	1 1/2	W-26493	.20
7000	1 1/2	W-25292	.20

CARBON RESISTORS (Non-Insulated)			
1/4 Watt Type		1/2 Watt Type	
.10 Each List		.15 Each List	
Ohms	Part No.	Ohms	Part No.
150	29780	7000	37484
2700	31093	15000	37485
3500	30137	45000	33443
4500	31094	55000	32331
5000	27121	65000	37768
6100	27086		
6500	23868		
7000	21811	1 Watt Type	
8000	27021		
10,000	21876	.20 Each List	
15,000	22831		
20,000	22196	Ohms	Part No.
24,000	37473	440	7335
25,000	21990	6500	5794A
30,000	33390	10,000	4921C
40,000	21453	15,000	23616
50,000	37472	20,000	5370A
60,000	21237A	25,000	6706
75,000	34019	30,000	31180
100,000	21875	55,000	5753
120,000	33474	60,000	4923C
150,000	23403	100,000	5469A
200,000	34018	150,000	5735
250,000	34020	500,000	21123
300,000	21455	1 meg	20464
350,000	35140		
400,000	33344	2 Watt Type	
500,000	23785		
750,000	37590	.25 Each List	
1 meg	21454		
1.5 meg	37245	Ohms	Part No.
2 meg	34883	6000	W6703
2.5 meg	26577	11,000	W7381
5 meg	26578		
10 meg	33140		

INSULATED CARBON RESISTORS			
1/4 Watt Type		1 Watt Type	
.10 Each List		.20 Each List	
Ohm	Part No.	Ohm	Part No.
2700	36316	20,000	37377
4500	38428	30,000	36952
6500	35934	55,000	38624
8000	37905		
10,000	36317		
15,000	36318		
20,000	36760		
40,000	36761		
50,000	40757		
60,000	35928		
75,000	36319		
100,000	35600		
120,000	36320		
150,000	35929		
200,000	35930		
300,000	35601		
400,000	36321		
500,000	36322		
750,000	38623		
1 meg.	35602		
1.3 Meg.	36176		
2 Meg.	35927		
3 Meg.	36688		

KEEP THIS PAGE ON FILE FOR REFERENCE. WATCH FOR FUTURE LISTINGS IN THE CROSLEY BROADCASTER.

Special Service Bulletin To Service Men On Replacing Vibrators Or Syncrotubes

If a vibrator goes "wrong", it is certain that something has caused it. Vibrator points will stand only a small amount of arcing due to overload. This arcing will burn and pit the points in a very short time and render the vibrator unfit for use. If the fuse used is of too high rating, serious injury may result to the whole power unit.

We know of too many instances where several vibrators were burned up needlessly because a check of the receiver chassis, tubes, and power unit was neglected. Do not take it for granted that if the vibrator is replaced and the set plays your job is done. Save your customer expense and disgust, your own temper and reputation, and the manufacturer's reputation by making the following check:

1. Test for one or more leaky electrolytic condensers.
2. Test all tubes for shorts.
3. Test all by-pass condensers for leaks or intermittent shorts under load.
4. Test buffer or synchronizing condenser for an "open."
5. Test all cables and wiring for breaks in the insulation causing shorts.
6. If no faults are found by the above tests, put an ammeter in the "A" lead and if the current drain is more than prescribed, the trouble still exists and must be found.
7. After correcting the trouble and you find a new vibrator must be used, test by number 6 and if all shows clear the set may go to the customer.

After a vibrator has been in use for some time and it fails to

start without thumping the set, either the "A" leads are not clean and tight or the contact points in the vibrator have become worn. Try to get a higher voltage to the vibrator by going over all terminals before replacing the vibrator. Your customer will appreciate this savings in his pocketbook.

Never attempt to re-adjust a vibrator unless you have the elaborate equipment and a thorough knowledge of vibrators essential to doing a very good job. Vibrators must be adjusted 100% right or not at all. Furthermore, when you break the seal you void your guarantee.

When a replacement is necessary, always replace with a vibrator designed and made by the original manufacturer. You will find them far more satisfactory.

Anchor Lite Appliance Company Sponsors Educational Program for Retail Dealers' Salesmen . . .

Realizing that there is no limit to sales possibilities when special effort is made to educate retail salesmen in the details of their product, Mr. Harold W. Goldstein, president, Anchor Lite Appliance Co., Crosley distributor in Pittsburgh, made a personal tour out into the territory sponsoring a series of educational meetings where it was easy for the dealers' salesmen to attend.

Mr. Goldstein gave no thought to the trouble and expense when planning this extensive program. All thought was devoted to one objective and that was to point out clearly to the salesmen the many advantages of modern refrigeration, its safety, its many conveniences and unlimited possibilities, and the brilliant future for the refrigeration industry in general.

In making demonstrations at these meetings, Crosley Shelvador refrigerators were completely disassembled and the functions and value of each feature were clearly shown. These demonstrations made it possible for the salesmen to become intimately familiar with their products even to the finest detail and armed them with plenty of ammunition to overcome practically all sales resistance.

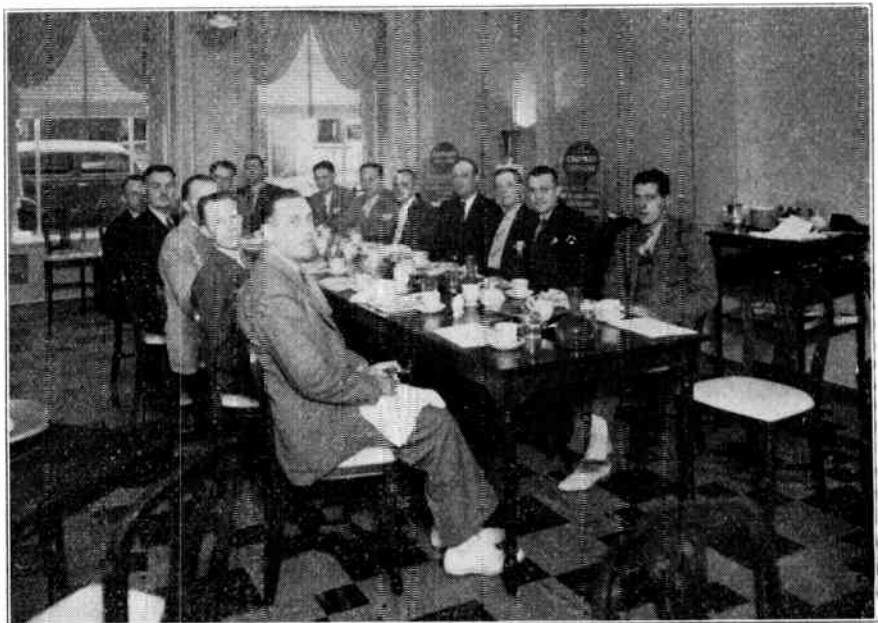
Meetings were scheduled in every center in Anchor Lite territory. At each showing was a maximum attendance which ended with salesmen expressing their gratitude for the helpful instructions they received.

Crosley Dealer Gives Boat Ride To 1,000 . . .

More than 1,000 people of New Albany, Jeffersonville, Charlestown and other places in Southern Indiana were guests of Clifford Bensinger of the Bensinger Furniture Stores of New Albany, Charlestown and Jeffersonville, on a moonlight excursion on the Steamer Idlewild, recently.

There was dancing the entire evening with music furnished by the regular Idlewild orchestra. A new 1937 Crosley Radio was given away by the Bensinger Stores and other merchants of those cities also awarded prizes.

The players of the champion Crosley-Bensinger ball team, that has gone through more than a dozen



Sales Breakfast Inaugurates Toledo Sales Contest . . .

A novel opening for a concentrated sales contest was that recently instituted by the United Music Co., of Toledo, Ohio. In the form of a sales breakfast at 7:30 A. M., the day was started right and a thirty-day sales contest was started right in the way of "hitting the ball" for Shelvador sales. The day prior to the sales breakfast, a full page, two-color ad appeared in the Toledo Sunday newspaper to prepare the housewives of that city for the deluge of Shelvador activity that was to follow.

In commenting on this activity, D. O. Browning, general manager of

games this season without a single defeat, were also guests on the trip. So successful was the event that Mr. Bensinger stated that the event would be an annual affair. He was given an ovation of appreciation by the merry-makers.

Crosley Radio Still Performs Well After Being In Muddy Water . . .

An example of how a Crosley radio survived most harsh treatment is given in a recent letter from Mrs. D. J. Reed of Steubenville, Ohio. She writes:

"I have in my possession a small table size Crosley radio. This radio has been in muddy water as it was found in a creek near my home in the country.

"Probably no radio on the market has stood in water and been in such good condition afterward."

the Aitken Radio Corporation, Crosley distributor at Toledo, said: "This early morning meeting started off a sales contest which will last for thirty days. Mr. Wasserman, the dealer, has pledged himself to 75 Shelvadors during the next thirty days. He has a very fine sales force consisting of eleven men and we consider him the leading Shelvador dealer in Northwestern Ohio. Incidentally, Mr. Wasserman is never seen without his pipe. This may be the secret to his success."

The meeting was in charge of Ted Olnhausen, sales manager of Aitken Radio.

Crosley Business Good In Chicago, Says Tay . . .

On a trip to the Crosley factory in Cincinnati recently, C. S. Tay, manager, Crosley Distributing Corporation, Chicago, reported sales of Crosley Shelvador electric refrigerators in the Chicago territory 40 per cent ahead of a year ago.

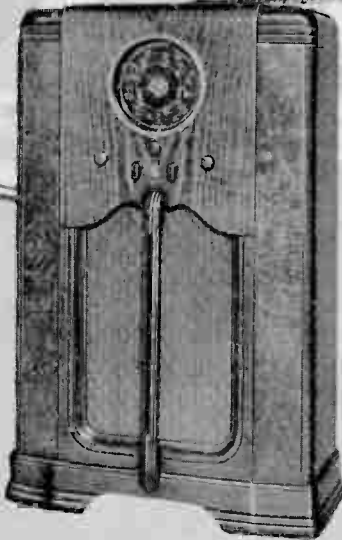
"The radio outlook, too, is excellent," Mr. Tay said. "Small sets are selling ahead of consoles at this time; but we look for the console business to get under way very substantially very shortly.

"Business conditions in Chicago are excellent, which reflects a good condition nationally inasmuch as Chicago is the hub city of the entire Middle West. The recent hot spell had the effect of tremendously increasing the sales of Shelvadors."

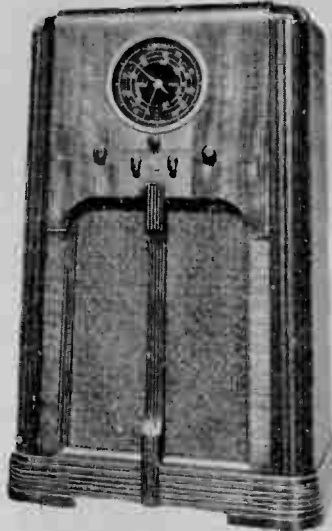
LET THE

Mystic Hand

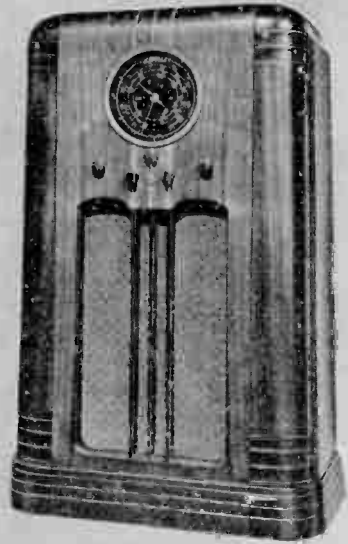
PULL THEM IN!



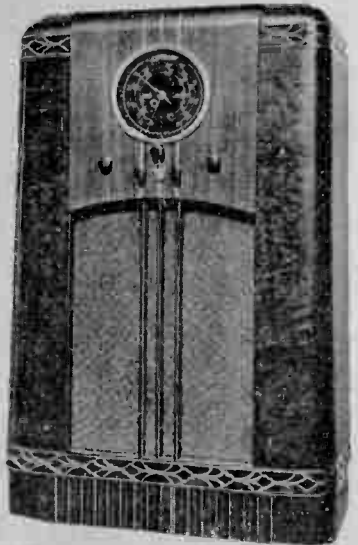
← **11 TUBES**
 Model 1199 Console, 12-Inch Curvilinear Speaker . . . 540-18,000 Kc.
 Continuous Coverage . . . 20 Watts Output . . . Auto-Expressionator . . . Mystic Hand . . . Six Step Fidelity Control . . . and many others. **\$109.50**



↑ **12 TUBES** Model 1211 Console — 12-inch Curvilinear Speaker . . . 540-18,000-Kc. . . . 20 Watts Output . . . Auto-Expressionator . . . Mystic Hand . . . Six Step Fidelity Control and many others. **\$129.50**



→ **13 TUBES** Model 1313 Console — 15-inch Curvilinear Speaker . . . 540-18,000 Kc. Continuous Coverage . . . 25 Watts Output . . . Auto-Expressionator . . . Mystic Hand . . . Six Step Fidelity Control and many others. **\$149.50**



→ **15 TUBES** Model 1516 Console — 15-inch Curvilinear Speaker . . . 540-18,000 Kc. . . . 25 Watts Output . . . Auto-Expressionator . . . Mystic Hand . . . Six Step Fidelity Control and many others. **\$174.50**

Orders . . . Sales . . . Profits! Watch them roll in with unprecedented magnitude when you show and demonstrate this unbelievable, mystifying feature. It is as if an unseen hand did the tuning — and that is really what it amounts to, for the Mystic Hand automatically tunes the receiver to the exact frequency. With this feature, the operator of the receiver turns the dial to within 20 kilocycles on either side of the station setting and the Mystic Hand completes the tuning with absolute precision. The Mystic Hand is one of the new Crosley features with irresistible sales appeal. Let it pull in sales and profits for you!

All Prices Slightly Higher In Florida, Rocky Mountain States and West

Whatever Happens . . . You're There With A Crosley
CROSLEY RADIO