

# THE CROSLEY BROADCASTER

VOLUME 14

SEPTEMBER 1, 1935

NUMBER 10



**PRESENTING THE NEW 1936 CROSLEY RADIOS**



TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

**E**NTHUSIASM is sweeping the country wherever the new 1936 Crosley Radios have been shown. This most amazing line of models ever to be offered has without a doubt everything that could be asked for.

Incorporating the very latest engineering developments, the new Crosley Radios bring new heights of performance. Their reception is so life-like . . . so true . . . so natural that the radio listener would hardly believe distance separates him from the voice of the singer or the notes of the orchestra. Such exceptional features as metal tubes, five tuning bands, shadow tuning, three-gang tuning condensers, triple-tuned I. F. transformers and many others bring a new standard of satisfaction.

Crosley Radios also reach new heights in beauty. Expressive of the very finest in furniture craftsmanship, they have eye-appeal that is irresistible.

Whatever the needs or the purse, in the new Cros-

ley line there is a model that is exactly right. For here is the greatest array of models in history—radio buyers can find anything they want, including their choice of metal tube sets or glass tube sets. And the value leadership of each model is proven by any comparison. To compare a Crosley with any other model in the same price range proves that here is the highest possible quality at the most attractive price.

Those are the reasons why the new Crosley Radios are proving so popular—why they are destined to be the most sought-after in radio history—why Crosley dealers are going to ride the road to greater radio sales and profits than ever before and fervently renew their faith in the statement, "No dealer can afford NOT to handle Crosley."

*Powell Crosley Jr.*

**NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY**

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

ALL PRICES QUOTED HEREIN ARE EASTERN PRICES. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

## THE CROSLLEY BROADCASTER

### You're There With a Crosley . . .

Just as radio fans everywhere will find that the new 1936 Crosley Radios place increased emphasis on the truth of that powerful slogan, "You're **THERE** with a Crosley—you, as a Crosley dealer, will know that you're "**THERE**" in every way with these new remarkable receivers that give the radio buyer everything he could ask for. No matter what anyone may want or demand in radio—"You're **THERE** with a Crosley."

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

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

If the radio buyer wants the very latest in engineering developments and exceptional features—you have it in a Crosley. He has his choice of glass tube sets or metal tube sets. He is given such new features as Five tuning bands, Shadow tuning, Three gang tuning condenser, Triple Tuned I. F. transformer, Hi Q Litz broadcast band coils, Airplane type dial, Color band designation, and many others.

If a radio buyer wants value—he has it in a new Crosley. A comparison of any new Crosley with any other radio of the same price class is convincing proof of Crosley value leadership. Every 1936 Crosley Radio is the highest possible quality at the most attractive price.

Yes, everything to appeal to the needs and wants of the present-day radio market is incorporated in the

new 1936 Crosley Radios. There are models for the home, the farm, the camp, the automobile, the office, the traveler—in fact everyone.

Modern in every sense, the new Crosley models offer a wide range of selection in foreign reception receivers. There are five-band all-wave models that cover the complete range of broadcasts—including weather broadcasts.

Those homes with obsolete sets will find exactly what is wanted in a new modern Crosley.

Likewise, those homes that have no radio need deny themselves the joy of radio no longer. The wide range of models provides radios within reach of any pocketbook and the excellence of performance will prompt everyone without radio to buy now.

With 2,296,000 homes in the country now owning two or more sets, it is obvious that there is an increasing demand throughout the country for a second, third or even fourth radio. In the new Crosley line, there are sufficient models to adequately take care of every room in any family's whole house.

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

### Shelvaset Added To Shelvador . . .

As an extra inducement to continue the sweeping Shelvador sales during the balance of the year, each Crosley Shelvador is now being equipped

with a Crosley Shelvaset. This consists of five large glass jars with countersunk (flush) type top. Setting on a revolving tray, the jars are easily rotated so that the one desired can be brought to the front of the refrigerator and quickly removed. The Shelvaset fits perfectly into the Shelvador cabinet and is ideal to keep food tid-bits, left-overs, etc.

This will undoubtedly prove to be quite a stimulating business-builder and should materially aid you in spurring on your Shelvador sales. It is a convenience that every housewife will want. To help you tell the people of your community about the Shelvaset, effective newspaper ad mats complete with copy have been prepared. Your Crosley distributor can supply you.

### New All-Wave Antenna . . .

Here is an opportunity to add to your sales volume whenever you sell a new Crosley all-wave model.

As everyone undoubtedly knows, it is especially important that the best antenna obtainable be used when tuning in to short wave stations, including distant foreign broadcasts. If the neighborhood in which the set is used is quiet electrically and the antenna is in good condition, a conventional antenna will give satisfactory results.

However, in order to get the very best performance possible from any short-wave receiver, many radio fans are finding the new Crosley All-Wave Duplex Antenna to be ideal. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses. Being completely assembled and soldered, it is quickly and easily installed.

Ask your Crosley distributor for further details and get behind this product now!

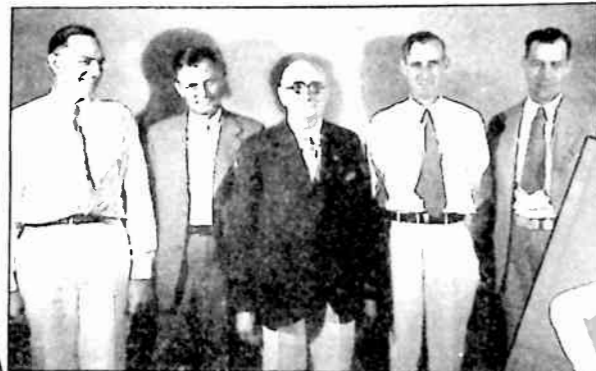
# INTIMATE VIEWS OF DISTRIBUTORS AT CINCINNATI TO SEE THE



Left to right: E. J. Rueth, Frankette Company, Cleveland, Ohio; W. W. Carroll, Crosley district manager; W. H. Hall, Baldwin-Hall Co., Syracuse, N. Y.; A. C. Cohen, Providence Electric Co., Providence, R. I.; A. C. Rankin, Teague Hardware Co., Montgomery, Ala.



Left to right: H. W. Eskuche, Western Supply Co., Salt Lake City; Ernest Kronen, Ontario Electric Supply Co., Buffalo, N. Y.; Don Crosby, Crosley district manager; Bruce Adamson, Harrisburg Standard Electric Co., Harrisburg, Ill.; W. E. Titus, W. E. Titus Radio Corporation, Oklahoma City.



Left to right: Lewis M. Crosley, Vice President and General Manager, The Crosley Radio Corporation; Jack Gridley and Frank H. Chy, Frank H. Chy Co., Kalamazoo, Mich.; Jack Rogers, Assistant General Manager, Crosley Radio Corporation; Ervin Spliese, Frank Chy Co.



S. J. Raper and Jim Johnson of Cooper Louisville Co., Louisville, Ky.



Clarence Toy, Crosley Distributing Corporation, Chicago and Fielding Robinson, Crosley Distributing Corporation, New York.



Left to right: J. Taylor, Wholesale Distributors, Harrisburg, Pa.; Don Park, Crosley Radio Corporation; J. W. Hutchinson and O. A. Browning, Aitken Radio Corporation, Toledo and Lima, Ohio; Bud Mathews, Kenrud



Left to right: P. W. Blaskowsky, Crosley district manager; C. B. Sampson, Sampson Wholesale Co., Boise, Idaho; M. H. Wallace, Valley Electric Co., Phoenix, Arizona; Roy Hallabaugh, Marshall Wells Co., Portland, Oregon; Manager Spokane Branch, Marshall Wells Co.; Dorman Israel, Crosley engineer.

# WHEN THEY RECENTLY CONVENED NEW 1936 CROSLEY RADIOS



Left to right: O. L. Griggs, Marshall Wells Co., Billings, Montana; Rudy Brovd, H. A. McRae Co., Troy, N. Y.; Ray Healy, Erskine-Healy Co., Rochester, N. Y.; Jack Allen, Crosley district manager; Mr. Noss, Rogers and Baldwin Co., Springfield, Mo.



Left to right: Doug Wallace, Graybur Elec. Co., New York; Barney Thielscher, Graybur Elec. Co., Philadelphia; Mr. Lendved, Northern Hardware and Supply Co., Menominee, Mich.; H. W. Linard, and Roy B. McGeer, Burns Radio Co., Dayton, Ohio.



Left to right: Marshall Bond, Bond Elder Jackson Co., Charleston, W. Va.; J. G. Aveni, Kentucky Mine Supply Co., Harlan, Ky.; H. B. Perkinson, Tower Binford Electric Manufacturing Co., Richmond, Va.; John Hope, Jr., Crosley Credit Manager.



Right to Left: Leo Bird, Crosley representative; J. R. Steele, Glusco Electric Co., St. Louis, Mo.; Geo. Baumann, Lew Bonn Co., St. Paul, Minn.



Left to right: O. G. H. Busch, Interstate Electric Co., New Orleans, La.; L. C. Hulizer, Lee Hardware Co., Shreveport, La.; H. Rander, Rander's, Houston, Texas; J. A. Brindley, W. A. Rosevelt Co., La Crosse, Wis.; W. B. McKenzie, Power City Radio Co., Sioux Falls, S. D.; H. F. Jaux, Crosley district manager.



Left to right: Frank L. Hogan, Crosley district manager; R. C. Bohannon, R. C. Bohannon Co., Columbus, Ohio; Wesley Dunn, Crosley representative; Don Park, Crosley sales department; Cut Carey, Crosley district manager.



Left to right: Powel Crosley, III, Crosley Distributing Corporation, Cincinnati; H. E. Richardson, Crosley sales manager; Leonard Kellogg, Vice-President, The Crosley Distributing Corporation; James E. Aitken, Aitken Radio Corporation, Seattle; C. B. Frolt; G. L. Eden, Marshall Wells Co., Boise, Idaho; Sampson, Sampson Distributing Co., Boise, Idaho.

### CRUISER



**\$47.50**  
COMPLETE WITH TUBES

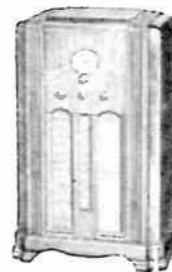
DIMENSIONS:  
16 1/2" high,  
12 3/4" wide,  
8 3/4" deep.

### 6 TUBES . 3 Band All Wave AC-DC SUPERHETERODYNE

● Operates on any 110 volt circuit. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Two double purpose tubes. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro dynamic speaker.

### CRUISER CONSOLE \$59.50 COMPLETE WITH TUBES

DIMENSIONS:  
36 3/8" high,  
20 3/4" wide,  
11 1/4" deep.



**\$39.95**  
COMPLETE WITH TUBES  
DIMENSIONS:  
16 1/2" high,  
12 3/4" wide,  
8 3/4" deep.

### 6 TUBES . 3 Band ALL WAVE SUPERHETERODYNE

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision illuminated airplane type dial. Full floating moving coil electro-dynamic speaker.

### BUCCANEER CONSOLE \$54.50 COMPLETE WITH TUBES

DIMENSIONS:  
36 3/8" high,  
20 3/4" wide,  
11 1/4" deep.



### OLYMPIA \$45.00

Same as Buccaneer except employs 6 metal tubes.

### Olympia Console \$59.95

Same as Buccaneer Console except employs 6 metal tubes



**\$55.00**  
COMPLETE WITH TUBES  
DIMENSIONS:  
17" high,  
13 3/4" wide,  
9 1/8" deep.

### 7 TUBES . 3 Band ALL WAVE SUPERHETERODYNE

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

### CORSAIR CONSOLE \$69.95 COMPLETE WITH TUBES

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



### MERRIMAC \$65.00

Same as Corsair except employs 8 metal tubes.

### Merrimac Console \$79.95

Same as Corsair Console except employs 8 metal tubes.



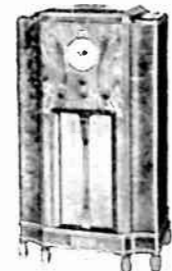
**\$65.00**  
COMPLETE WITH TUBES  
DIMENSIONS:  
19 3/4" high,  
14 1/2" wide,  
9 1/4" deep.

### 7 TUBES . 5 Band ALL WAVE SUPERHETERODYNE

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

### VIKING CONSOLE \$85.00 COMPLETE WITH TUBES

DIMENSIONS:  
38" high,  
22 1/2" wide,  
11 1/4" deep.



### MONITOR \$77.50

Same as Viking except employs 8 metal tubes.

### Monitor Console \$97.50

Same as Viking Console except employs 8 metal tubes



**\$85.00**  
COMPLETE WITH TUBES  
DIMENSIONS:  
19 3/4" high,  
15 3/4" wide,  
10 3/4" deep.

### 9 TUBES . 5 Band ALL WAVE SUPERHETERODYNE

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

### CLIPPER CONSOLE \$100.00 COMPLETE WITH TUBES

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



### CONSTITUTION \$99.95

Same as Clipper except employs 10 metal tubes.

### Constitution Console \$115.00

Same as Clipper Console except employs 10 metal tubes.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**\$19.99**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
8" high,  
10 1/2" wide,  
5" deep.

### BATTERY FOUR 4 TUBES SUPERHETERODYNE BATTERY RECEIVER

● Designed for use with 2 volt air cell "A" battery. Two double purpose tubes. Low battery drain. Portable output. Permanent magnet speaker.



**\$29.95**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
13 1/8" high,  
10" wide,  
8 1/2" deep.

### BATTERY FIVE 5 TUBES SUPERHETERODYNE BATTERY RECEIVER

● Designed for use with 2 volt air cell "A" battery. Low battery drain. Airplane type dial. Permanent magnet speaker.

### BATTERY FIVE CONSOLE \$49.95 COMPLETE LESS BATTERIES

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



**\$69.50**  
COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
19 3/4" high,  
15 3/4" wide,  
10 3/4" deep.

### BATTERY SIX 6 TUBES . 3 Band ALL WAVE BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Dual ratio tuning control. Airplane type dial. Moving coil permanent magnet speaker.

### BATTERY SIX CONSOLE \$84.50 COMPLETE LESS 6-VOLT BATTERY

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



**\$59.95**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
19 3/4" high,  
15 3/4" wide,  
10 3/4" deep.

### BATTERY EIGHT 8 TUBES . American-Foreign BATTERY RECEIVER

● Designed for use with 2-volt air cell "A" battery. Receives standard and foreign broadcasts. Automatic volume control. Tone control. Airplane type dial. Moving coil permanent magnet dynamic speaker.

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

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



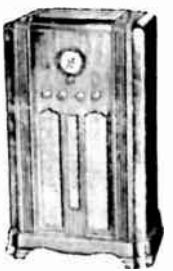
**\$47.50**  
COMPLETE WITH TUBES  
DIMENSIONS:  
16 1/2" high,  
12 3/4" wide,  
8 3/4" deep.

### 32 D. C. SIX 6 TUBES . 2 Band 32 VOLT DC RECEIVER

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

### 32 D. C. SIX CONSOLE \$64.50 COMPLETE WITH TUBES

DIMENSIONS:  
36 3/4" high,  
20 3/4" wide,  
11 1/4" deep.

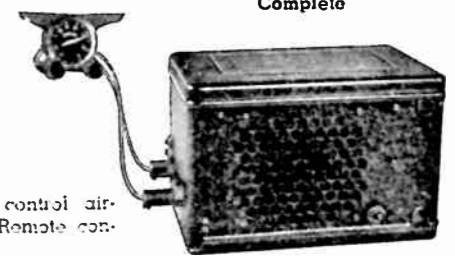


### ROAMIO A145 \$36.95 Complete



Superheterodyne circuit . . . Automatic volume control . . . Syncrotube power supply . . . 6-inch full floating moving coil electro-dynamic speaker . . . airplane type dial . . . single housing. The amazingly new Crosley Roamio "A145" is an automobile receiver of marvelous performance. It is sensitive, beautifully toned and incorporates startlingly new features.

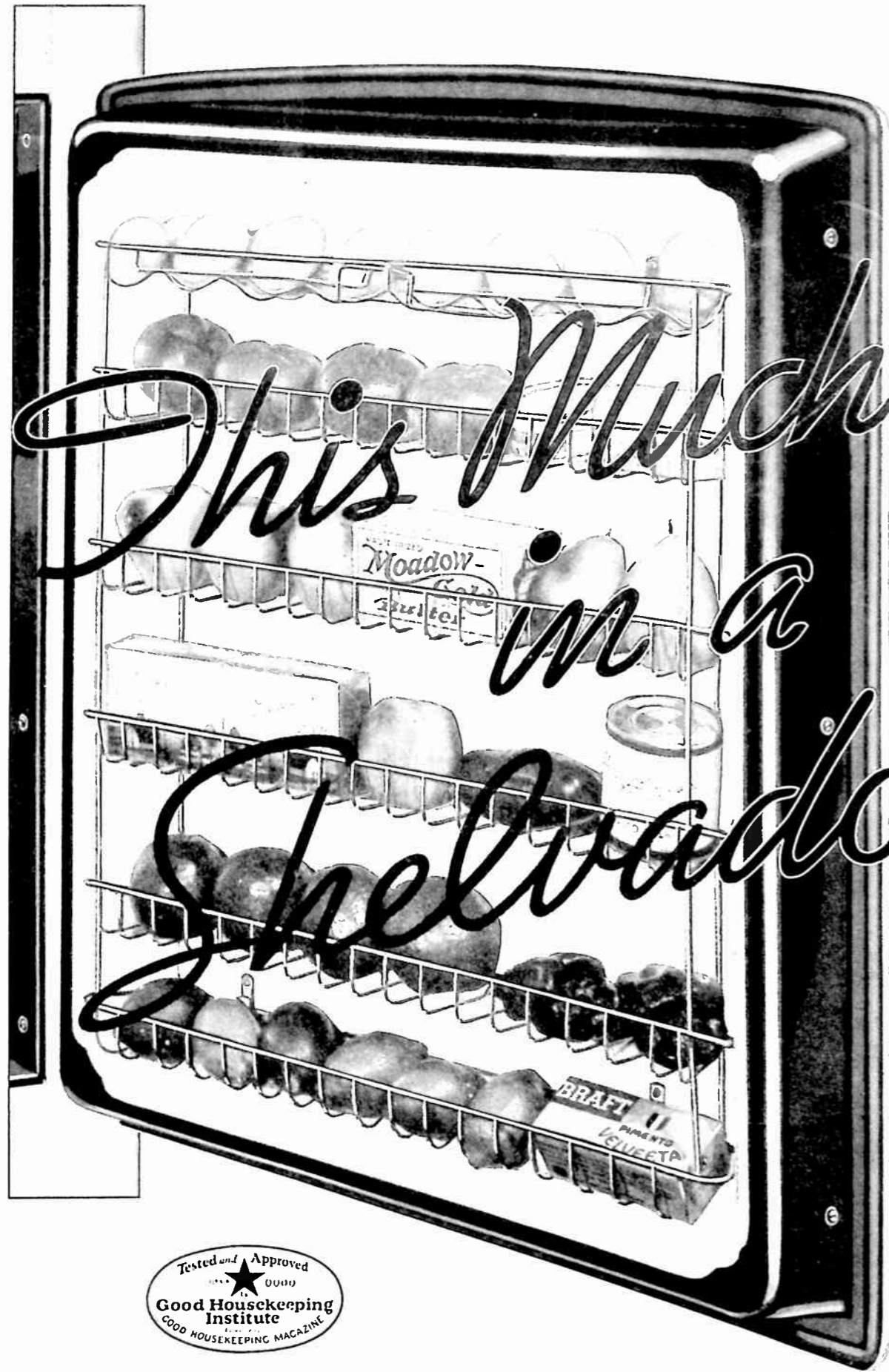
### ROAMIO A155 \$47.50 Complete



Superheterodyne circuit . . . Automatic volume control . . . Synchronode power supply unit . . . Six inch full floating moving coil electro-dynamic speaker. Tone control . . . Remote control airplane type dial . . . Remote control adapter.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

# THE OPEN DOOR TO BIG PROFITS!



*This Much More*

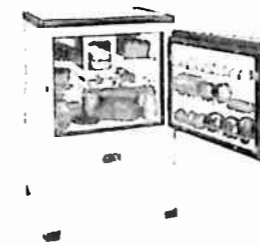
*in a Shelvador*

Nowhere else in all the world can anyone find such appealing features as are a part of the new 1935 Crosley Shelvador Electric Refrigerators. Here are features that provide housewives with everything they could desire—that carry with them such an irresistible sales appeal that the Crosley Shelvador has become the fastest growing line of electric refrigerators in America. And these features—this sales appeal is exclusive with Crosley dealers.

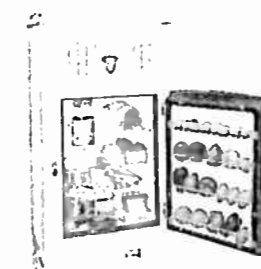
"This Much More In A Shelvador" is a phrase that immediately tells everyone here is greatly increased usable capacity and with this feature things are twice as easy to find. The Shelvador and the other exclusive Crosley features are **extra** features—in addition to the outstanding value, dependability, high quality, trouble-free service that characterize every Crosley model—that bring such tremendous pride and satisfaction to every Crosley Shelvador owner.



**FR-20** Table Shelvador has two cubic feet NET capacity; 5.2 square feet shelf space. Two ice trays; uses Rotary compressor. Dimensions: 36" high, 25" wide, 25" deep. **\$79.50**



**FR-30** Table Shelvador. 3.1 cubic feet NET capacity; 7 square feet shelf space. 2 ice trays. Uses Rotary Compressor. Dimensions: 36" high, 23" wide, 25" deep. **\$94.50**



**FA-35** Shelvador. 3.5 cubic feet NET capacity; 7.5 square feet shelf space. One ice tray and one double-depth tray. Dimensions: 49 11/16" high, 23" wide, 21 3/16" deep. **\$99.50**



**FA-40** Shelvador. 4.09 cubic feet NET capacity; 8.0 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 52 3/4" high, 23 1/2" wide, 25 1/2" deep. **\$112.50**



**FA-50** Shelvador. 5 cu. ft. NET capacity; 11.3 square feet shelf space. Dimensions: 50 1/4" high, 25 1/2" wide, 21 1/2" deep. **\$129.50**  
Porcelain Exterior (PFA-50) **\$132.00**



**FA-60** Shelvador. 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 50 1/4" high, 30 3/8" wide, 25 1/2" deep. **\$149.50**  
Porcelain Exterior (PFA-60) **\$174.50**



**FA-70** Shelvador. 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 57 1/2" high, 32 3/4" wide, 25 1/2" deep. **\$169.50**  
Porcelain Exterior (PFA-70) **\$194.50**



**F-43** Tri-Shelvador. 4.3 cu. ft. NET capacity; 9.15 sq. ft. shelf space. Dimensions: 50 9/16" high, 23 1/2" wide, 23 1/2" deep. **\$139.50**  
Porcelain Exterior (PF-43) **\$139.50**



**F-55** Tri-Shelvador. 5.51 cu. ft. NET capacity; 11.6 sq. ft. shelf space. Dimensions: 57 1/2" high, 29" wide, 23 1/2" deep. **\$164.50**  
Porcelain Exterior (PF-55) **\$187.00**



**F-70** Tri-Shelvador. 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 58 1/2" high, 32 3/4" wide, 25 1/2" deep. **\$189.50**  
Porcelain Exterior (PF-70) **\$219.50**



ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE • PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST



One of four carloads of Crosley Shelvador electric refrigerators being unloaded

for delivery to the customers of the Standard Tire Company.

### Standard Tire Builds Big Volume On Shelvadors . . .

A new phase in the merchandising of tire companies is shown in the experience of the Standard Tire Co., large tire dealer of Cedar Rapids, Iowa. Two years ago this company employed 16 people, and today it is employing 27. It has already sold nearly four carloads of Crosley Shelvador electric refrigerators this season, and expects to sell another carload before the 1935 season closes, Herb Hieb, general manager, Hieb Distributing Co., Crosley distributor, Des Moines, states.

The Standard Tire Co. has sold Crosley radios in its home appliance department since 1924 and Crosley refrigerators since they were introduced in 1932. E. H. Owen, owner of Standard Tire Company, states that it is the policy of the company to see that no customer is without either refrigeration or radio reception over night. A 24-hour service is maintained.

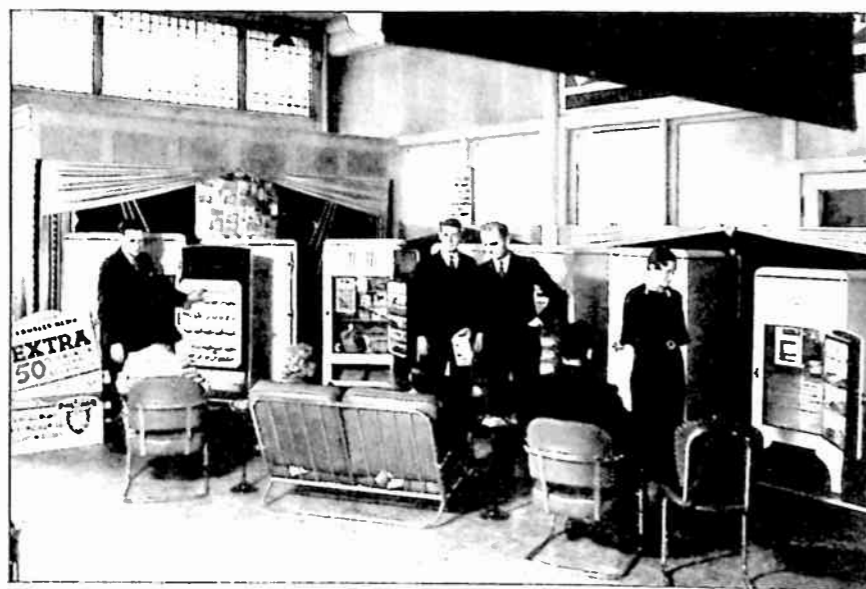
Speaking of the company's policies, Mr. Owen said: "It has never been a policy of our company to allow a salesman to solicit door to door for we have always felt that it lowers public opinion of any firm to conduct their sales organization in this manner.

"Four men are working on our sales force at the present time and it has been our policy to have salaried men rather than commission men, as we can hire a better type of salesman and get the representation that we want in our community.

"Due to our complete one-stop

service station in connection with our home appliance department and through owners of Crosleys, we are able to secure enough prospects so that our salesmen are kept busy calling on definite leads.

"After four years of constant struggling and consistent advertising, we have been able to build an acceptance for Crosley Shelvadors in our community that is making our refrigeration sales a pleasure compared with past years. We find competition has no remedy for the Shelvador. We feel that any dealer who will put a concentrated effort behind Crosley



This attractive sales room of the Standard Tire Company shows several of

their sales force demonstrating the Crosley Shelvador to interested prospects.

### Remarkable Service Record . . .

Three years of experience in selling Crosley electric refrigerators has brought excellent satisfaction to the Home Appliance Company of Elmhurst, Illinois. Charles J. Sacks, General Manager of this firm says, "After checking the service calls on 49 Crosleys which were sold in the first six months of 1933, we find that a total of five calls were made, service on each of a minor nature. All subsequent sales have been proportionately on the same basis as those mentioned.

"We feel that having distributed the Crosley Refrigerator in this territory we not only added prestige to our business, but at the same time kept our customers satisfied, which after all, is most important to business."

### Always Buys Crosley . . .

"I wish to inform you," writes Joseph Petty of Cranbury, N. J., "that I bought a one-tube Crosley radio in 1923, in 1933 I bought a five-tube Crosley and in 1935 I bought a Crosley refrigerator. I live on a farm of 116 acres."

Shelvadors will be well rewarded. Our advertising appropriation is spent principally in the local newspaper. However, we have used the local broadcasting station in some instances."

### New Manager For Marshall-Wells Portland And Seattle Branches . . .

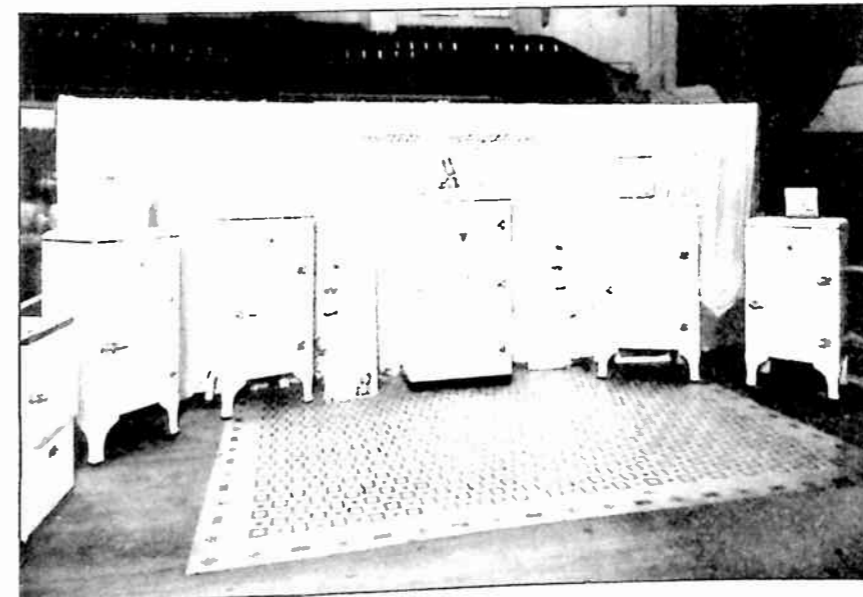
James Feir, former manager of the Marshall-Wells Company at Duluth, Minnesota, has been appointed manager of the Portland and Seattle branches of this firm. He succeeds George Young who recently resigned from that capacity to make his new home with Montgomery Ward of Chicago, as general supervisor of buying.

Having been with the company many years, Mr. Feir has had long experience in organizing specialty departments. Heartiest welcome is extended to Mr. Feir as he becomes a part of the Crosley family.

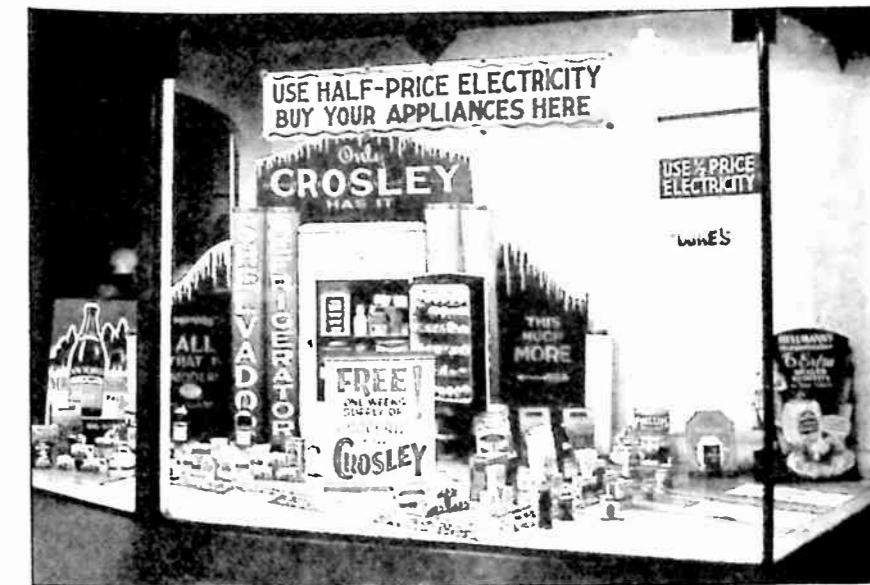
### Clever Stunt Proves Successful . . .

An advertising stunt that met with considerable success is the display recently used by Taylor County Hardware of Grafton, W. Va. By using a regular FA50 shipping case, cutting the lower front sections out, inserting a piece of glass and installing a Shelvador unit, this display was devised.

In commenting on this stunt, E. I. Headley, manager of this live wire firm, states "We have it on display in front of our store and the thermometer shows that it maintains nearly 40 degrees constantly. We have had much comment on this display."



During the time that the concentrated campaign for Shelvador was being waged in Birmingham, this attractive



As an adjunct to the recent Shelvador campaign in Birmingham, Alabama, this impressive display appeared in the win-

dow of Duke Brothers Furniture Company there. Notice the display of free groceries offered.

### Intensive Birmingham Campaign Featured Free Groceries

When the Perfection Mattress and Spring Company, Crosley distributor, of Birmingham, Alabama, recently staged a concentrated Shelvador campaign in cooperation with several local Crosley dealers, they did things up brown. The promotion stressed Shelvador and offered one week's supply of groceries free with each refrigerator to incite increased buying activity. In addition to window displays, such as the one shown above, an exhibit was held at the local Food Show being conducted at the same time.

But the biggest promotional stunt of the campaign was so tremendous that we regret space prohibits reproducing it. When the people of Birmingham read the Birmingham Post, issue of June 11, they could hardly think of anything but Shelvador. That issue of the local newspaper was virtually a house organ for Crosley Shelvador. Practically every page of the paper carried a large Shelvador ad that shouted to all Birmingham, "Shelvador is the refrigerator to buy!" This great scoop for Shelvador in Birmingham deserves highest praise and laurels are in order to Perfection Mattress and Spring Company and the cooperating dealers.

These Crosley dealers are the ones who cooperated: Smith Furniture Company of Ensley; Sakol Brothers, McKelney-Coats Furniture Company, Duke Brothers Furniture Company, E. L. Huey Furniture Company of Bessemer and McEachem Furniture Company of North Birmingham.

The results of the campaign have proven to be very good according to J. W. Clary of the Perfection Company.

### Joseph A. Mayers Joins N. Y. Crosley Sales Staff . . .

Joseph A. Mayers has joined the sales staff of the Crosley Distributing Corporation of New York. Mr. Mayers is well known in the electric refrigeration trade in New York.



### Auto Salesroom Takes Part In Cooking School . . .

This motorized salesroom, seen on the highways and in the streets in Ohio and Kentucky near Cincinnati, was recently a splendid addition to the promotion of the Cooking School held at the Cincinnati Zoo. Pictured with the trailer is Miss Laura Judd Bryant, home service director of the Union Gas and Electric Company of Cincinnati with her staff which conducted the school. From left to

right are: Mary Belle Burnett, Miss Bryant, Charlotte Ferris, Betty Moeser and Adelia M. Hanks.

The auto salesroom is ordinarily used by the Crosley Distributing Corporation of Cincinnati in cooperation with Crosley dealers in Southern Ohio and northern Kentucky. Crosley Shelvadors are taken to the door of a prospect's home and the housewife can step out and make her selection just as she would if she were to go to the dealer's store.

Frank Pater is the special salesman who accompanies the trailer. With him goes the salesman for the dealer and together they call on the dealer's prospects. This traveling salesroom has resulted in greatly increased sales of Crosley Shelvadors for the dealers who are using it.



J. Howell Johnson, Sulphur, La.

### Ice Dealer Holds Customers By Selling Shelvadors . . .

Twenty-five or thirty years ago, when the horse and buggy began to lose its popularity in favor of the automobile, wise was the carriage

dealer who had the forethought to become engaged in retailing motor cars. It was a similar case of the proverbial "handwriting on the wall" that awakened a Louisiana ice station owner to the opportunities in electric refrigeration in general and Shelvador in particular.

This ice dealer—J. Howell Johnson of Sulphur, La.—had built up quite a following of ice customers in this town of 1800 people. He sold ice from the platform of his station and also had an ice delivery route.

Realizing that he was losing customers who had recently purchased electric refrigerators, Mr. Johnson reasoned that over a period of a few years his customers would get fewer and fewer as they purchased electric

refrigerators, until finally there might not be any ice business left for him.

So, meditated Mr. Johnson, "Since I was in the refrigeration business, I figured the best way to stay in the business was to sell Shelvadors and cash in on the business to be had from my customers who were ready to buy electric refrigeration. I really have the best prospect list obtainable as all my present customers for ice are eventual prospects for electric refrigeration."

Knowing that a certain percentage of his ice customers will buy electric refrigerators which will be a loss of customers and profit forever, Mr. Johnson decided to handle the Shelvador along with his ice business. Then when his customers decided to buy electric refrigerators, he would not lose the customer, but would gain one. He would make the profit on the sale of an electric refrigerator, which would be more than the profit which he would make from his customer selling him ice for a year or more, and his profit would be a cash one, all at one time.

Furthermore, looking into the future, Mr. Johnson has reasoned that when the service period expires, he can build up a service business that will bring income in addition to his sales of refrigerators.

From these facts, anyone can readily understand why Mr. Johnson became a Shelvador dealer and decided to turn his ice customers into Shelvador customers.

So a new business was formed—the Johnson Radio and Electric Company, owned and operated by J. Howell Johnson, erstwhile exclusive ice dealer.

O. G. H. Rasch, secretary-treasurer, Interstate Electric Company, Crosley distributor at New Orleans, says, "Within a month from the time Mr. Johnson became a dealer, he sold twelve Shelvadors, two Icyballs and two Koldrinks. In addition, he decided to handle Crosley Radios and has sold three or four of these."

Which goes to show that everything comes to him who follows one of the principles of that great leader, Napoleon—"I make my own opportunities."

### Saves \$3 Per Month . . .

Mrs. R. S. Brown of Easton, Maryland, writes:

"After using our Crosley refrigerator for three years, we find we are making a saving of \$3.00 per month."



Left to right: M. C. Crosby and H. W. Ward, specialty salesmen for Marshall Wells Company of Seattle, Washington and Portland, Oregon.

### Marshall-Wells Salesmen Wage Educational Campaign . . .

Applying their many years of merchandise experience to the particular problems of the Crosley dealers in their territory, M. C. Crosby and H. W. Ward, specialty salesmen for Marshall Wells Company of Seattle and Portland, are intensifying their efforts in an educational campaign, teaching dealers how to merchandise refrigerators and radio.

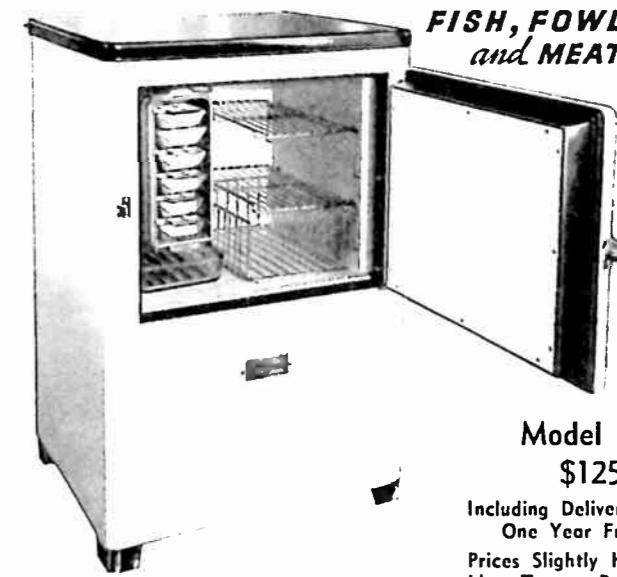
Mr. Crosby has been associated with Marshall Wells for thirty years, making a specialty of helping dealers learn how to attain better sales records. As a typical example of Mr. Crosby's attainments, P. W. Bialkowsky, Crosley district manager, tells an interesting story: "During the San Francisco Fire of 1906, Mr. Crosby represented his company in California and at that time made the record of putting more hardware concerns back on their feet after the fire than any other firm. In a short time of 60 days, he sold over 100 hardware stores their complete new stock and supervised the delivery and installation of it."

Mr. Ward has been with Marshall Wells for twenty-five years. Having been in the field for a number of years training salesmen and helping dealers, Mr. Ward was placed in the field to train refrigeration and radio dealers when the firm took on Crosley two years ago.

## WIDEN YOUR MARKET WITH THIS NEW MODEL

- For The Home
- For The Office
- For Summer Camps, Hunting Lodges, etc.

*Now!*  
**Plenty of Ice Cubes for Cooling Drinks**  
**AND THE IDEAL WAY TO PRESERVE FISH, FOWL and MEATS!**



**Model FA-27**  
**\$125.00**

Including Delivery, Installation, One Year Free Service.

Prices Slightly Higher In Florida, Texas, Rocky Mountain States and West.

Now every Crosley dealer can take advantage of the profit possibilities offered in the new Crosley Super-Freezer. It is ideal for anyone who wants an abundant supply of ice cubes for cooling drinks.

Moreover it is just the refrigerator to preserve properly fish, fowl and meats. When the temperature control is set at the warmest point everything in the refrigerator will be refrigerated but not frozen. When set at the coldest point, everything will be frozen—the ideal way to preserve fish and meat.

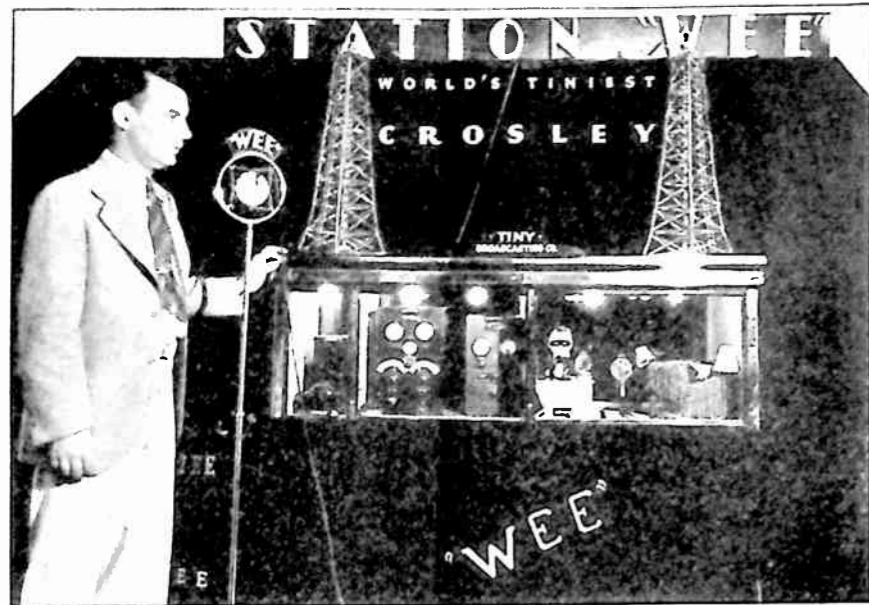
It has ample capacity to accommodate bottled goods as well as any foods that might be desired for in-between-meal snacks in the entertain-

ment room or business office.

Because of its compactness, the Crosley Super-Freezer occupies but a minimum space. The porcelain table top makes it useful as a table, too. It has 27 cubic feet NET capacity; 5.3 square feet shelf space. Six ice trays with a total capacity of 125 ice cubes, weighing about 104 pounds. Well insulated throughout; 2" at top, 2 9/16" at sides, 2 3/4" at bottom, 2 3/4" at back, 3 1/4" at door. Hardware of stamped brass chromium plated Porcelain interior, white lacquer exterior with black trimmings. Temperature control. Self-contained removable unit.

Dimensions: 33" high, 23 5/8" wide, 25" deep

**CROSLY SUPER-FREEZER**  
ELECTRIC REFRIGERATOR



### World's Tiniest Station Broadcasts For Crosley . . .

The world's smallest broadcasting station is in operation for Crosley dealers in Ohio, adding its mite to the might of the great 500,000-watt WLW, world's most powerful broadcasting station. It is expected that it will also be utilized by Crosley dealers in other states, also. Very appropriately it is called Station "WEE" and operates on but four one-hundredths of a watt—less than the amount of electricity used by an automobile tail-light. It is only 5 1/4 inches long, 22 inches deep and 20 inches high.

Its power is less than the 12-millionth part of WLW's 500,000 watts. It has a range of 200 feet as compared with the world-wide range of WLW. Its transmitting towers are 24 inches high as compared with 831 feet of WLW's vertical antenna. Its instrument panel is 9 inches wide as compared with 54 feet for that of WLW. It weighs but 175 pounds—studio, transmitting equipment and towers complete—whereas the WLW antenna tower alone has a structural and stress weight of 900,000 pounds.

Small, though Station "WEE" is, it is not a toy, but a fully complete broadcasting station, with studios, microphones and everything that a big broadcasting station has. It broadcasts both direct and from electric transcriptions on the regular broadcasting channel from 550 to 1500 kilocycles, or 200 to 600 meters.

It took ten months of painstaking work to build this tiny station. The 24-inch towers are made of nickel-plated brass. There are 1024 sold-

ered joints in their construction and 112 steps in the little ladders that ascend them.

In the miniature studio is a real single button hand microphone, a six-inch replica of a full-length stand microphone. This tiny microphone is put into operation by throwing a switch on the speech input panel. The microphone input transformers and inductance coils were all hand wound, owing to their extremely small size.

### Crosley Radios Used As Prizes To Promote Dr. West's Tooth Paste . . .

Among the prizes featured in a consumer contest by the Western Company, Chicago, to promote Dr. West's tooth paste are Crosley radios. The contest which began June 15 and will continue until September 15 offers \$60,850 of merchandise prizes. Going a step further to recognize dealers in consumer contests, this contest is planned for dealers also.

Eighteen Chevrolet coaches will be major prizes. The 9,700 other prizes will be 500 Crosley radios or Elgin strap watches, 1,200 junior size vacuum cleaners or zipper sport bags, 3,000 bathroom scales or aluminum cocktail sets, and 5,000 casserole sets or novelty boudoir lamps.

To equalize the chances, druggists will be given points for each tube sold in accordance with the size of their business. The contest is being promoted in trade papers, according to a story by Lawrence M. Hughes in the New York Sun.

### Bills New Appliance Department Sells Crosley Shelvadors . . .

Bills, Incorporated, which operates six stores in Louisville, Kentucky, has opened an electric appliance department in three stores, in which various home appliances will be sold. J. E. Johnson, president, Cooper-Louisville Co., Crosley distributor, states that the different models of Shelvadors will be carried by these departments which are under the direction of Mr. Slack. Mr. Hoover, president of Bills, is regarded as one of the best merchants in Louisville.

Mr. Johnson points to the fact that this is another example of well-known mercantile institutions recognizing the opportunity presented by electric refrigeration and other electric appliances.



### New Jersey Dealer Receives Trophy . . .

It paid Crosley dealer Frank Hoff in more ways than one to spur on his Shelvador sales during the month of May. For in addition to the profitable business he is enjoying, he also received a handsome trophy in recognition of his outstanding work on Shelvador sales for that month.

The above picture shows Eddie Adams, sales representative of Apollo Distributing Company, Newark, N. J., presenting the trophy to Mr. Hoff.

Two stores of Lakeview Appliance, located at Passaic and Paterson, N. J., are operated by Mr. Hoff.

# CROSLY SERVICE SUPPLEMENT

## MODEL 525

Type	Where Used	TUBE VOLTAGES—MODEL 525							
		Ef	Ep	Eg	Ek	Esg	Esup	Epo	Ego
6A7	Osc-Mod	6.3	215	0	3	105	0	105	—4
6D6	I. F. Amp	6.3	215	0	3	105	3	—	—
75	Det.	6.3	80	0	—	—	—	—	—
41	Output	6.3	205	0	—	215	—	—	—
80	Rectifier	4.9	280	—	—	—	—	—	—

ALL VOLTAGES ARE PLUS OR MINUS 10%. ALL DC VOLTAGES ARE MEASURED TO CHASSIS WITH 1000 OHMS PER VOLT 250-VOLT VOLTMETER, EXCEPT FILAMENTS. USE A LOW READING A.C. VOLTMETER TO MEASURE E.F. POWER DEMAND IS 50 WATTS AT 117.5 VOLTS.

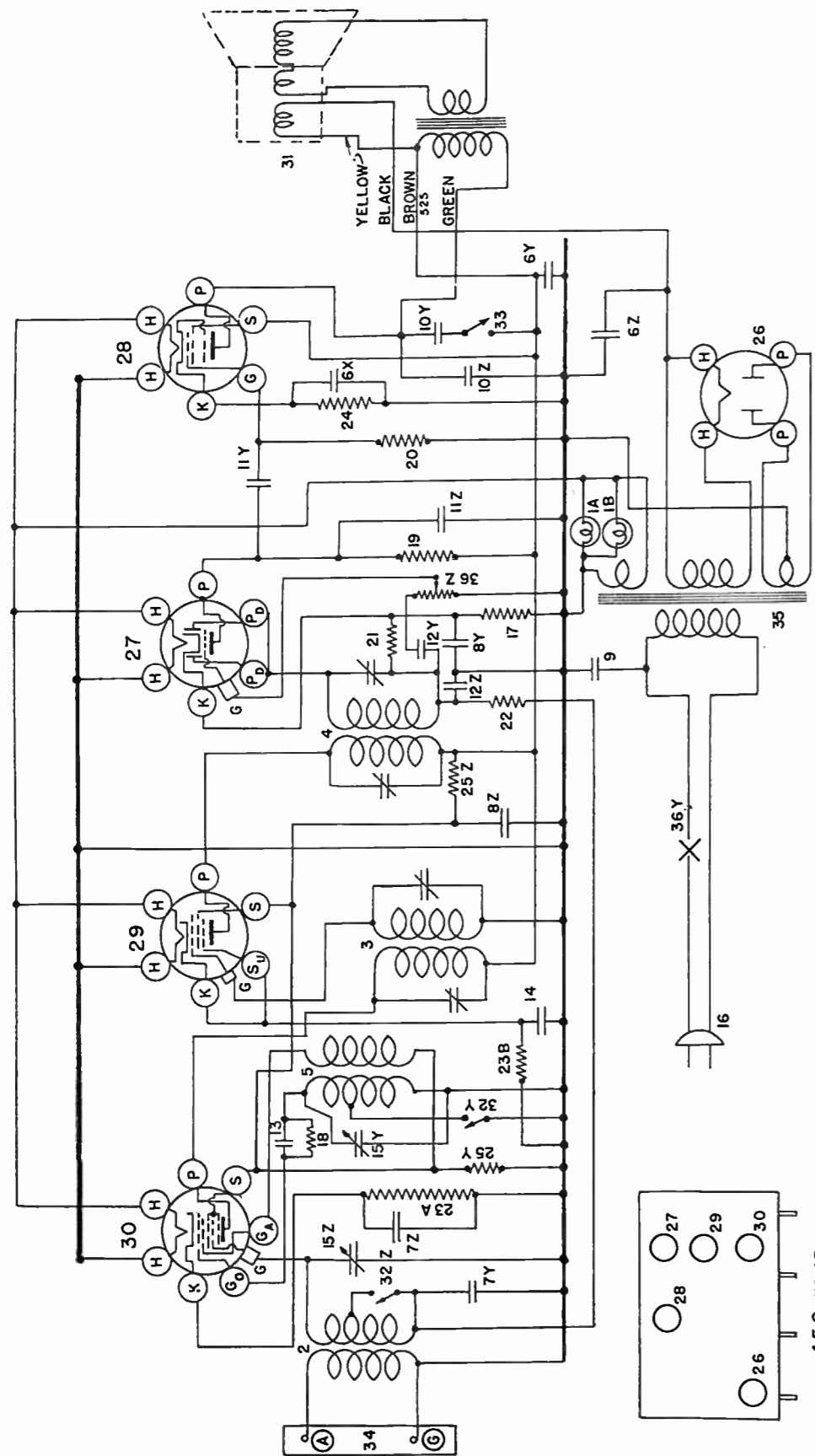
## PARTS LIST—MODEL 525

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1A	G4—27134	Dial Light Bracket Assembly	16	B—33906A	Cord, Power Supply
1B	G4—27134	Dial Light Bracket Assembly	17	—21876	Resistor, 10,000 Ohms
2	G42—32000	Coil, Ant. Trans.	18	—21453	Resistor, 40,000 Ohms
	W—30802A	Coil Shield	19	—21455	Resistor, 300,000 Ohms
	W—30026A	Coil Retaining Ring	20	—23785	Resistor, 500,000 Ohms
	W—36178	Coil Insulator	21	—21454	Resistor, 1 Megohm
3	G50—32004	Coil, 1st. I. F.	22	—26577	Resistor, 3 Megohm
	G3—31927	Coil, Shield	23A	—25937	Resistor, 275 Ohms, 1 1/2 Watt Flex.
	W—35037A	Coil, Insulator	23B	—25937	Resistor, 275 Ohms, 1 1/2 Watt Flex.
4	G49—32004	Coil, 2nd. I. F.	24	W—23907	Resistor, 750 Ohms, 1 1/2 Watt Flex.
	G3—31927	Coil, Shield	25Z	W—35963	Resistor, 8,500 Ohms, 3 Watt
	W—35037A	Coil, Insulator	25Y		Resistor, 25,000 Ohms, 3 Watt
5	G43—32002	Coil, Oscillator	26	G6—28807	Socket 80
	W—25025B	Coil, Shield	27	G41—28807	Socket 75
	W—21541C	Coil, Retaining Ring		W—35774	Tube Shield Base
	W—26891	Coil, Insulator		W—35772	Tube Shield Half (2 used)
6Z		Condenser, 8 Mfd. 450 Volt		W—35773	Tube Shield Cap
6Y	W—35750	Condenser, 6 Mfd. 450 Volt	28	G22—28807	Socket 41
6X		Condenser, 12 Mfd. 25 Volt	29	G75—28807	Socket 6D6
7Z	W—28623	Condenser, .02 Mfd. 200 Volt		W—35774	Tube Shield Base
7Y		Condenser, .02 Mfd. 200 Volt		W—35772	Tube Shield half (2 used)
8Z	W—28622	Condenser, .01 Mfd. 200 Volt		W—35773	Tube Shield Cap
8Y		Condenser, .01 Mfd. 200 Volt	30	G47—28807	Socket 6A7
9	W—30805	Condenser, .01 Mfd. 400 Volt		W—35774	Tube Shield Base
10Z	W—35011	Condenser, .006 Mfd. 400 Volt		W—35772	Tube Shield half (2 used)
10Y		Condenser, .03 Mfd. 400 Volt		W—35773	Tube Shield Cap
11Z	W—25537A	Condenser, .001 Mfd. 400 Volt	31	—36278	Speaker, 318 BL9
11Y		Condenser, .03 Mfd. 400 Volt	32Z	W—35753A	Switch, Ant.
12Z	W—30322A	Condenser, .00017 Mfd.	32Y		Switch, Osc.
12Y		Condenser, .006 Mfd.	33	W—36184A	Switch, Tone Control
13	G1—34002	Condenser, .00025 Mfd.	34	G10—26719	Terminal, Ant. Gnd.
14	W—28621	Condenser, .02 Mfd.	35	G5—28500	Transformer, Power, 60 Cy., 110 Volt
15Z	—35751A	Condenser, 2 Gang Var. R.F. 360		G6—28500	Transformer, Power, 25 Cy., 110 Volt
15Y		Condenser, 2 Gang Var. 450		G7—28500	Transformer, Power, 25 Cy., 220 Volt
	—36148	Dial Drive Unit, complete	36Z	W—36227	Volume Control, 4,800 Ohm, 160 Ohm fixed.
	—36156	Dial Pointer		W—31585B	On-Off Switch
	—36157	Dial Pointer Screw	36Y	B—35917	Knobs
	—36158	Dial Lens			Escutcheon
	G16—35757	Dial Drive Mounting Bracket Assem.			

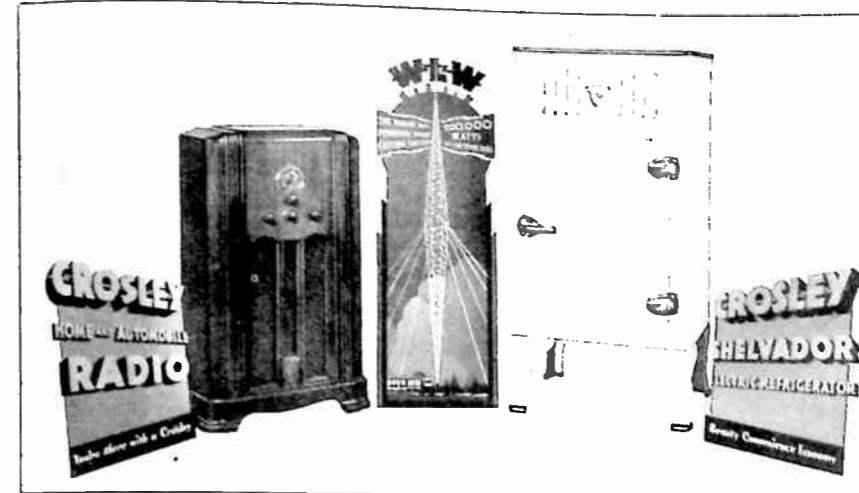
NOTE:—Part numbers with A, B, etc., following, mean duplicate parts. Part numbers with Z, Y, X, etc., following, mean parts having multiple sections.





WIRING DIAGRAM—MODEL 525

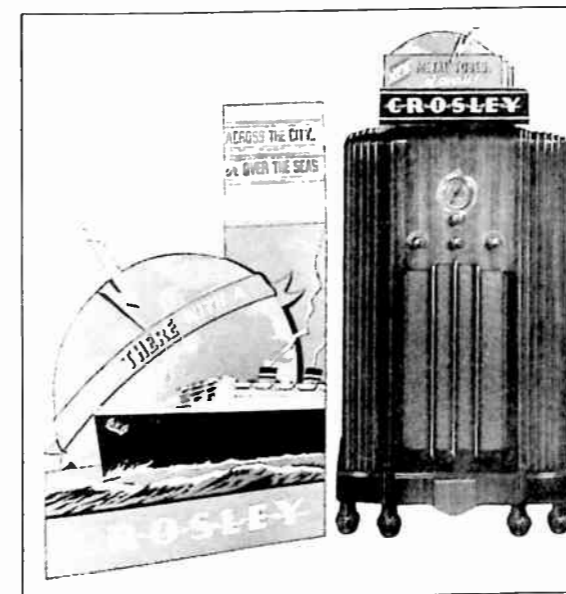
## NEW RADIO MERCHANDISING HELPS



Window Display No. 160 ...



Display No. 162 ...



Window Display No. 161 ...

A colorful two-piece display set that is built around the all-wave radios and also emphasizes metal tubes. Your Crosley distributor can supply you.

### New Radio Times ...

Just off the press and ready for every Crosley dealer to distribute from house to house, at shows, exhibits, from the store, etc., is a new issue of The Radio Times. Made up to resemble a newspaper with eye-catching and interesting articles, it is almost certain to gain the attention of anyone who picks it up on his doorstep. The inside and back pages illustrate and describe the entire Crosley Radio line while there is generous space for dealer imprint on the back page. Your Crosley distributor can supply you.

Here is an effective display to emphasize the tie-in between 500,000-watt WLW, Crosley Radios and Crosley Shelvadors. It is the sort of display that you will want to keep set up inside the store for a long time after you have used it in the window. Three cards to the series. Order from your Crosley distributor.

### Newspaper Advertising ...

A new series of attention-compelling newspaper ad mats complete with copy is ready to help you tell your territory through the power of the press the various appeals of the new Crosley Radios. These are available in 1-column, 2-column, 3-column and 4-column sizes. Also ready are separate mats of each new Crosley model in 1/2-column, 1-column, and 2-column sizes.

Quite a novel display to use on the wall inside the store and at shows, exhibits, etc. The whole series of cards spelling out "Crosley Radio" is mounted on cards ready to hang. This display is flexible enough that it can be arranged to fit any size store or booth. Ask your Crosley distributor to supply you.

### New Radio Circulars ...

A very attractive, colorful 20-page circular is now ready to help every Crosley dealer push the new 1936 Crosley Radios. It contains effective selling copy as well as illustrations and descriptions of all the standard and all-wave Crosley models.

Also just off the press is an effective circular describing and illustrating the new Crosley Battery and 32 Volt DC receivers.

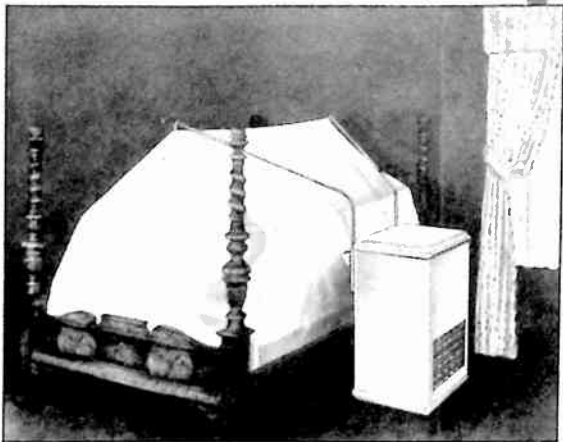
A circular on the new Roamio automobile radios is also ready.

Order these new circulars from your Crosley distributor.

# SELL

# Cool Healthful

# SLEEP



**MODEL F-2.** This Coolrest model is priced within reach of practically every homo. It embodies all the Coolrest features. The cabinet is of metal, finished in ivory, with chromium trim.

**\$99.50** Including Delivery, Installation, One Year Free Service. Western Price Slightly Higher.

## FEATURES

Uses famous Crosley Shelvador refrigerating unit to provide scientific air-conditioning for compartment over bed.

Compressor is of smooth, flawless, amazingly quiet operation.

Motor is designed so that it will not interfere with radio. Mounted on rubber to dampen vibration.

Condenser is of maximum capacity. Ingeniously cooled by forced air; also by water taken from the air.

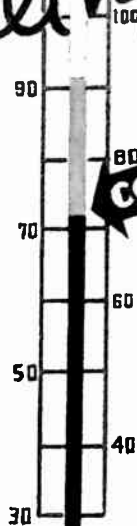
Cooling Unit is of rust-proof steel. Air entering sleeping compartment must pass between closely-spaced "fins" cooled to about 40° F.

Circulating Fan forces the air through cooling "fins" and also withdraws air from the sleeping compartment.

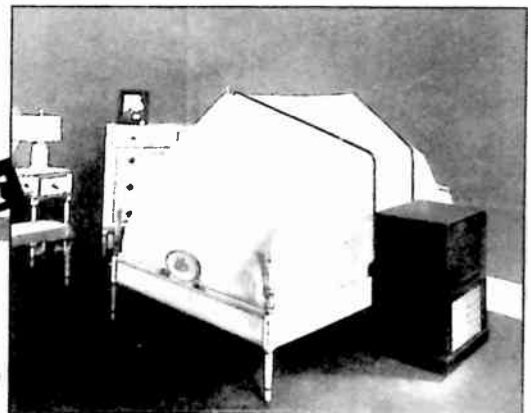
Spring Suspension . . . unit mounted on one base suspended by coil springs.

Ventilating Attachment draws a small amount of air into the canopy compartment. However, there is ample ventilation filtering through the canopy to supply sufficient fresh air.

Heating Unit is optional at slight additional cost. Being thermostatically-controlled, it is of especial value during cool nights so that the temperature will not be lowered too greatly.

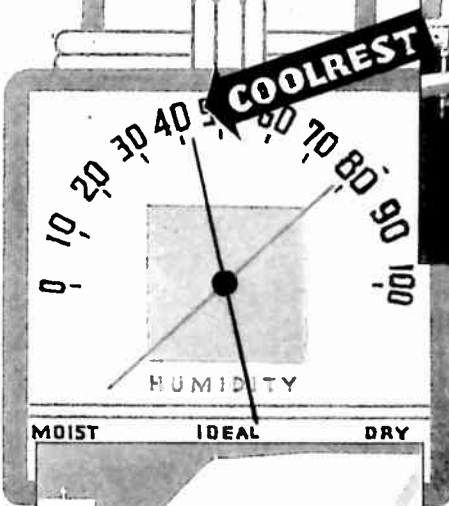


What an opportunity exists for every Crosley dealer in selling the new Crosley Coolrest! This electrically air conditioned compartment that fits over the bed to bring cool, invigorating sleep on the hottest, stuffiest nights should win extra sales and profits for every dealer who displays and demonstrates it! You are urged to get behind Coolrest with an aggressive campaign now! Available in 2 models.



**MODEL E-2.** An especially attractive cabinet of rare, choice woods distinguishes this Coolrest model. Incorporates all Coolrest features.

Including Delivery, Installation, One Year Free Service. **\$125.00** Western Price Slightly Higher.



The canopy can be pushed away as easily as you would push a blanket aside.



When making the bed, simply roll the Coolrest away and proceed as usual.

Electrically air conditioning the sleeping compartment over the bed, the Coolrest provides an atmosphere as cool, fresh, comfortable, healthful and invigorating as that of the north woods. It not only cools, but also removes excess moisture from the atmosphere, and purifies and recirculates the air under the canopy.

The initial cost is so amazingly low that it is within reach of practically every home. And the upkeep cost, too, is remarkably low—only a few cents a night.

With the Crosley Coolrest Air Conditioned Bed Canopy, there is no installation problem. Not only homes, but hotels and hospitals, too, represent a live field of prospects and sales. Every Crosley dealer can win extra profits by taking part in the merchandising of this great boon to mankind. Get in touch with your distributor now!

# CROSLEY

# COOLREST

AIR CONDITIONED BED CANOPY