

THE CROSLEY BROADCASTER

VOLUME 14

NOVEMBER 1, 1935

NUMBER 13



*An Unbeatable
Combination*

**The Crosley Dealer and the
Unsurpassed Crosley Radios**

TALKS TO THE TRADE



POWEL CROSLLEY, JR. SAYS:

AFTER analyzing the line of 1936 Crosley Radios, everyone will admit that by any comparison every model is a real leader for its particular price class. And in this line of leaders is a new model that is such a completely outstanding leader for its price class, that it is certain to win the admiration of everyone interested in radio. This model is the new Crosley A. (American) F. (Foreign) M. (Metal Tubes).

Stop to consider for a moment just what a truly remarkable radio this is. Look at the cabinet from every angle—everyone will readily agree that it is a beauty with its pleasing design and rich coloring of choice woods.

Then examine the features step by step. Here is a radio that has five metal tubes, two of which are double-purpose, thereby providing seven-tube effectiveness. It has two bands—540-1710 Kc. for standard and police broadcasts and 2350-7500 Kc. for foreign and police broadcasts. It incorporates illuminated full vision airplane type dial, tone control, automatic volume control, full floating moving coil electro-dynamic speaker and other new devel-

opments. When you listen to it, you have a real treat in store for you—for its life-like reception—tone, sensitivity, selectivity and all-around performance are amazing.

But that isn't all! Look at the price tag—only \$29.95 (slightly higher in Florida, Rocky Mountain States and West) tells everyone that here is a whale of a radio for the money! The A. F. M. chassis is also available in a console model using the Fiver Console cabinet at only \$47.50 (Eastern Price.)

Think of it! Now practically every home can enjoy foreign reception and can have a radio with metal tubes and latest refinements.

The Crosley A. F. M. is deserving of your most energetic support. Display it in your window and on your sales floor—advertise it in your local newspaper—tell the people of your territory about it in every possible way. The A. F. M. will undoubtedly win a surprising score of sales and profits in its own behalf as well as being a leader that will help you to trade up customers to higher priced sets. I urge you to get behind the A. F. M. now with all the force at your command.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY

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

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THE CROSLLEY BROADCASTER

Hitch Your Wagon To A Star...

Across the radio firmament is a galaxy of merchandising stars that is carrying wide-awake dealers high into the realms of unprecedented sales and profits. Crosley dealers who have hitched their sales wagon to the new 1936 Crosley Radios are finding that these models are veritably shining stars as they soar to brilliant new heights in a world of radio profits. For the new Crosley Radios have everything with which to completely satisfy every radio prospect as never before. There is a wide choice of models to meet every need, including metal tube sets as well as glass tube sets. The cabinets are acknowledged leaders of distinctive beauty. The many new features and engineering refinements bring a new standard of performance to every Crosley owner, and a comparison of any Crosley with any other make in the same price class reveals that here is the highest possible quality at the most attractive price for everyone.

Yes, here is an unbeatable combination! The Crosley dealer and the unsurpassed Crosley Radios!

FHA Proves Boon To Sales...

The Federal Housing Act has proven to be of material assistance to encourage the buying of electric refrigerators and other appliances, particularly since the ruling was passed to make any responsible person eligible for a loan, regardless of whether or not he is a home owner. The monthly loans through FHA in Los Angeles, for instance, have increased from \$35,200 in January to \$146,000 in April and 70 to 80 percent of these amounts went for

appliances.

This is an opportunity that can be taken advantage of by practically every Crosley dealer. The degree of success in encouraging the buying of refrigerators under the FHA plan is naturally dependent upon the local promotion and local interest created for it.

As an example of a case of material accomplishments in this line is the results of the efforts of Reader's Wholesale Distributors, Houston, Texas. In his first year of operations, Hymen Reader, president of this firm, has sold 31 carloads of Shelvador refrigerators and a substantial part of these sales has been made because he utilizes to the full the opportunities offered by FHA. All advertising in that territory stresses the FHA plan to show prospects how easily and conveniently they can own a Shelvador through the FHA.

Under the Federal Housing Act, any responsible person who is a wage earner of good character and reputation may purchase an electric refrigerator on the installment plan with no down payment. Small payments, including low interest charges, are made at stated intervals over a period of three years. This makes the payments so small that practically everyone can buy a Shelvador and never miss the amount of each payment. Besides, with the savings of ice, food and other economies of a Shelvador, the refrigerator should more than pay its own way.

If you are not already taking advantage of every opportunity of FHA, you are urged to get full details now from your local FHA headquarters or from your Crosley distributor. Use this plan to encourage Shelvador sales and you will be surprised with the results.

Cultivate The Farm Market...

According to a recent public announcement of the Farm Journal, one of America's biggest farm publications, it is estimated that the spendable farm income will increase a billion dollars this year. This means that the farmer will buy the things he needs and wants in a greater volume than for years. Let a word to the wise be sufficient.

In the Crosley radio line will be found a complete array of battery models to appeal to every type of prospect. But recently added to the line is a new five-tube superheterodyne, designed for use with 2 volt air-cell "A" battery and with late features, available in three models. Also a six-tube three-band superheterodyne to operate from a six-volt storage battery is now available in table and console models.

A new circular describing and illustrating the complete line of Crosley battery radios and 32 volt DC radios is available.

It's All Yours...

Packed from front to back with live news about the doings of Crosley dealers and distributors everywhere and with helpful information about the fast-moving, profit-making Crosley merchandise—the *Crosley Broadcaster* is YOUR magazine.

Make the most of this publication that is issued for you. Read it, study it, apply the ideas and suggestions it contains to your own particular needs. Then continue your good work in helping to spread live, vital ideas that will help other dealers. Whenever you arrange an attractive display, execute a successful sales promotion plan or stunt, or win an unusual sales record—write about it to the *Crosley Broadcaster*.



Successful Dealer's Show At Jackson . . .

When the C. E. Hamlin Sales Company of Jackson, Michigan, recently held their annual radio dealers' show, only two from their entire dealer list were not present. This showing of new 1936 Crosley Radios was held in the Crystal Ballroom of the Hotel Hayes of Jackson.

William W. Carroll, Crosley district manager, attended the meeting and explained the Crosley radio line in detail to the various dealers in attendance. More and more dealers stocked more consoles and less table models, as the market trend is un-

Trade News Items From Chicago . . .

The Roseland Music Co., Crosley dealer, 11146 South Michigan Ave., is making extensive alterations. The store is being remodeled both inside and out, and it appears that this store will have one of the most attractive radio stores in Roseland when the alterations are completed.

A great deal of attention was attracted by the World's Smallest Broadcasting Station "Wee", operated by the Crosley Distributing Corporation, Chicago, in the radio show held by Marshall Field & Co. This station is only 53 inches long and weighs but 175 pounds. Its total power is .04 of one watt. John R. Boyle, builder of the tiny station, which is complete with tiny studio and miniature stand microphone, operated the station.

doubtedly towards the higher-price brackets.

W. E. Hamlin of this distributing firm considered the meeting highly successful and was pleased with the orders placed by the dealers who were present.



"The Store That Shelvador Helped To Build" . . .

That is the way Abe Tudoroff describes this new attractive store recently opened in the uptown section of Kingston, N. Y. by Crosley dealer Tudoroff Brothers. In commenting on this dealer and his success, "Rudy" Browd of H. A. McRae and Company, Troy, N. Y., distributor, says, "Tudoroff goes 100% for

Dealer Scores With AC-DC Models . . .

Located in a community which has direct current, A. F. Biale, manager of the Eureka Cash Store of Eureka, Nevada, is highly enthused over the new Crosley AC-DC Radios. In a recent letter to Western Supply Company, Crosley distributor of Salt Lake City, Utah, Mr. Biale says, "I am certainly pleased with the performance of the Crosley Cruiser and it makes an ideal set for this community where we have direct current. Two nights after we set it up in the store we brought in Zeesen, Germany, besides stations that were not so distant. The five tube Crosley Privateer AC-DC set should also prove popular here on account of the low price."

Highly Pleased . . .

"My friend bought a Crosley refrigerator and praised it so highly that I purchased one in July, 1934", writes Mrs. Kempf of Chicago, Ill. "It is running perfectly and doesn't cost much to operate. We find that it maintains an even cold temperature for the preservation of foods at all times. We are indeed pleased with our purchase."

Chicago Star Plays With Bensinger Ball Club . . .

The Bensinger-Crosley baseball team, sponsored by Clifford Bensinger of New Albany, Indiana, had the assistance of Billy Herman, Chicago Cub's outstanding star, in a recent game played at the Bensinger Baseball Park. This is another example of the outstanding manner in which Mr. Bensinger conducts his ball club as an attraction to the people of that vicinity and incidentally as a major publicity measure in behalf of Crosley radios and Shelvadors, which he handles.

Wheless Gambill Reports Big Gain In Radio Sales . . .

On a recent visit to the Crosley factory, Wheless Gambill, Jr., Gambill Distributing Co., Crosley distributor, Nashville, Tenn., reported a tremendous gain in their sales of Crosley radios.

"Our business on radios is going to be three or four times that of last year," he said. "Counting the orders we placed today we have already bought over half of our year's quota. We have a tremendous demand for battery sets in the farm market."



Clever Display At Newark . . .

A massive checker-board background with the theme "Make the right move—buy a Shelvador" characterized this highly attractive and effective Shelvador display. It recently appeared in a window of L.

Banberger and Company, Newark, N. J., acclaimed one of America's greatest stores. Apollo Distributing Company is the local Crosley distributor.

300 Attend Detroit Meeting . . .

More than 300 Crosley dealers attended the two-day showing of the complete line of Crosley radios and Shelvador electric refrigerators at the Detroit-Leland Hotel, given by the Aitken Radio Corporation, Crosley distributor, Detroit.

William W. Carroll, Crosley district manager, and Sam Kehoe, special representative, Crosley Radio Corporation, assisted James E. Aitken, president, Aitken Radio Corporation, in presenting the new 1936 Crosley Radios and the refrigerator line.

"This is the first time we have had a showing on Sunday," Mr. Aitken stated. "It appeared very successful, due to the fact, that many dealers and the dealers' salesmen are not able to get away from their stores through the week. Sunday we had about 300 come in and look over the lines. With a two-day showing, such as we had, it gave us a good opportunity to talk to the dealers and their salesmen individually, and we were successful in booking a great many orders as well as being able to go over the line very minutely with them."



At National Electrical And Radio Exposition . . .

This highly attractive exhibit of Crosley Radios and Shelvador electric refrigerators recently appeared at the National Electrical and Radio Exposition.

It was arranged by the Crosley Distributing Corporation of New York City and was viewed by a vast multitude of people who attended the exposition.

The New 1936

CROSLEY RADIOS

● The new 1936 Crosley Radios presented on this and the three following pages have reached new heights in beauty, performance and value. Incorporating the very latest engineering developments, the new Crosley Radios put increased emphasis on that well-known assurance of quality performance—"You're THERE with a Crosley."

No matter what the needs or the purse, there is a new Crosley that is exactly right. Crosley models meet the radio needs of the home, the farm, the camper, the traveler, the business man, the motorist,—in fact everyone.

Here is radio that invites ANY comparison—such comparison will prove that here is the highest possible quality at the most attractive price for everyone.



\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
5 3/4" high,
10 1/4" wide,
7 1/2" deep.

NEW TRAVO
Model 425-II

4 TUBES . AC-DC SUPERHETERODYNE

● Operates on any 110 volt circuit. Has two double purpose tubes. Pilot Light. Attached antenna. No ground required. Attached handle. Full floating moving coil electro-dynamic speaker.

FIVER
Model 515-AC

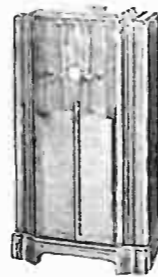


\$19.99
COMPLETE WITH TUBES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

5 TUBES . Two Band SUPERHETERODYNE

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Illuminated, full vision, airplane type dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

FIVER CONSOLE
Model 515-MH
\$37.50
COMPLETE WITH TUBES
DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



\$25.00
COMPLETE WITH TUBES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

PRIVATEER
Model 545-AD

5 TUBES . AC-DC SUPERHETERODYNE

● Operates on any 110 volt circuit. Attached antenna. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

A. F. M.
(American) (Foreign) (Metal Tubes)
Model 555-AG



\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

5 Metal Tubes . 2 Band SUPERHETERODYNE

● All metal tubes. Standard and police broadcasts 540-1710 Kc. Foreign and police broadcasts 2350-7500 Kc. Illuminated full vision airplane type dial. Tone control. Automatic volume control. Two double purpose tubes. Full floating moving coil electro-dynamic speaker.

A. F. M. CONSOLE
(American) (Foreign) (Metal Tubes)
Model 555-MK

\$47.50
COMPLETE WITH TUBES
DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

CRUISER
Model 615-C



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

6 TUBES . 3 Band 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
Model 615-M
\$59.50
COMPLETE WITH TUBES
DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



BUCCANEER
Model 635-C

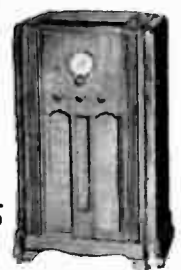


\$39.95
COMPLETE WITH TUBES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

6 TUBES . 3 Band 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
Model 635-M
\$54.50
COMPLETE WITH TUBES
DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



OLYMPIA \$45.00
Model 655-C
Same as Buccaneer except employs 6 metal tubes.

Olympia Console \$59.95
Model 655-M
Same as Buccaneer Console except employs 6 metal tubes

CORSAIR
Model 715-D

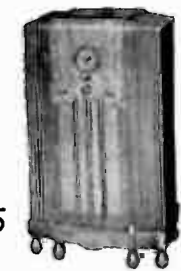


\$55.00
COMPLETE WITH TUBES
DIMENSIONS:
17" high,
13 3/4" wide,
9 1/2" deep.

7 TUBES . 3 Band 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.

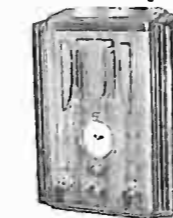
CORSAIR CONSOLE
Model 715-N
\$69.95
COMPLETE WITH TUBES
DIMENSIONS:
36 3/4" high,
21" wide,
11 1/4" deep.



MERRIMAC \$65.00
Model 855-D
Same as Corsair except employs 8 metal tubes.

Merrimac Console \$79.95
Model 855-N
Same as Corsair Console except employs 8 metal tubes.

VIKING
Model 725-F



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

7 TUBES . 5 Band ALL WAVE PLUS WEATHER BAND 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.

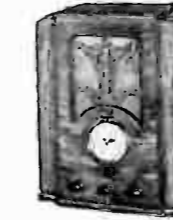
VIKING CONSOLE
Model 725-P
\$85.00
COMPLETE WITH TUBES
DIMENSIONS:
38" high,
22 1/2" wide,
11 1/4" deep.



MONITOR \$77.50
Model 865-F
Same as Viking except employs 8 metal tubes.

Monitor Console \$97.50
Model 865-P
Same as Viking Console except employs 8 metal tubes

CLIPPER
Model 915-EK



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

9 TUBES . 5 Band ALL WAVE PLUS WEATHER BAND 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
Model 915-BA
\$100.00
COMPLETE WITH TUBES
DIMENSIONS:
41 1/2" high,
25" wide,
12 1/2" deep.



CONSTITUTION \$99.95
Model 1055-EK
Same as Clipper except employs 10 metal tubes.

Constitution Console \$115.00
Model 1055-BA
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,
10½" wide,
5" deep.

BATTERY FOUR
Model 415-AA
4 TUBES SUPERHETERODYNE
BATTERY RECEIVER

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

BATTERY FIFTY-TWO
Model 535-AF

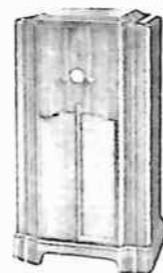


\$29.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
11½" high,
10½" wide,
7½" deep.

5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker.

BATTERY FIFTY-TWO CONSOLE
Model 535-MF
\$49.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
36" high,
21½" wide,
11½" deep.



\$34.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
21¼" high,
18¾" wide,
11½" deep.

BATTERY FIFTY-TWO "A"
Model 535-BH
5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker. Cabinet will accommodate all batteries.

BATTERY SIXTY-TWO
Model 605-OC



\$39.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
16½" high,
12¼" wide,
8¾" deep.

6 TUBES . 2 Band
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in battery cable. Permanent magnet speaker.

BATTERY SIXTY-TWO CONSOLE
Model 605-MG
\$54.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
36¾" high,
20¾" wide,
11¼" deep.



\$42.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
21¼" high,
18¾" wide,
11½" deep.

BATTERY SIXTY-TWO "A"
Model 605-BG
6 TUBES . 2 Band
BATTERY RECEIVER

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in type battery cable. Permanent magnet speaker.

BATTERY EIGHT
Model 815-EC



\$59.95
COMPLETE
LESS BATTERIES
DIMENSIONS:
19¾" high,
15¾" wide,
10¾" deep.

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
Model 815-NC
\$74.50
COMPLETE
LESS BATTERIES
DIMENSIONS:
36¾" high,
21" wide,
11¼" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

BATTERY FORTY-SIX



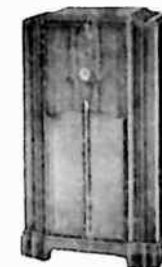
Model 435-AF
\$34.50
COMPLETE LESS
6-VOLT BATTERY

DIMENSIONS:
11½" high,
10½" wide,
7½" deep.

4 TUBES SUPERHETERODYNE
6-VOLT BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Synchronous vibrator. Illuminated full vision airplane type dial. Rubber mounted tuning condenser. Hi Q Litz wound coils. Permanent magnet speaker.

BATTERY FORTY-SIX CONSOLE
Model 435-MF
\$49.50
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
36" high,
21½" wide,
11½" deep.



BATTERY SIX
Model 625-E



\$69.50
COMPLETE LESS
6-VOLT BATTERY

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

6 TUBES . 3 Band
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
Model 625-NB
\$84.50
COMPLETE LESS
6-VOLT BATTERY
DIMENSIONS:
36¾" high,
21" wide,
11¼" deep.



32 D. C. SIX
Model 645-CB

\$47.50
COMPLETE
WITH TUBES

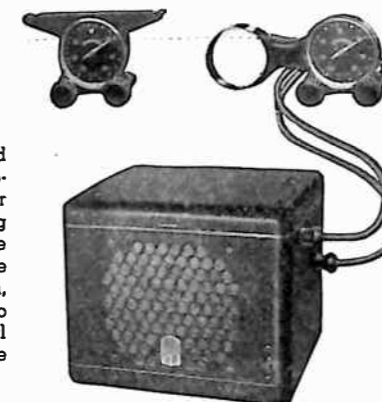
DIMENSIONS:
16½" high,
12¼" wide,
8¾" deep.

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. Full floating moving coil electrodynamic speaker.

32 D. C. SIX CONSOLE
Model 645-NB

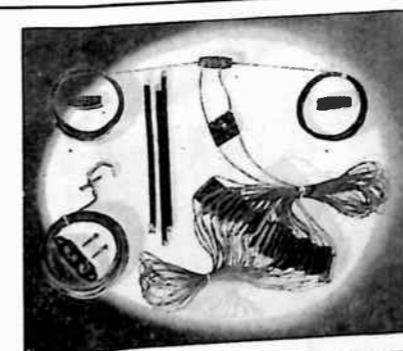
\$64.50
COMPLETE
WITH TUBES
DIMENSIONS:
36¾" high,
20¾" wide,
11¼" deep.



ROAMIO A-156
\$39.95
COMPLETE

● This model is equipped with two remote control adapter panels, so that the user has the choice of mounting the control either under the instrument panel or on the steering wheel. In addition, a special adapter panel to fit in the glove box of several new model cars is available at slight additional cost.

Superheterodyne automobile receiver with seven-tube effectiveness. High gain antenna system. Hi Q Pre-selector circuit with three-gang tuning condenser. Primary vibrator with tube rectification. Tone control. Automatic volume control. Single housing. Full floating moving coil electrodynamic speaker. Remote control illuminated airplane type dial. Remote control adapter.



CROSLY COMPLETELY ASSEMBLED ALL-WAVE DUPLEX ANTENNA
Model 015

For short wave reception, a conventional antenna will give satisfactory results if it is in good condition and the neighborhood in which the set is used is quiet electrically. However, it is especially important that the best antenna obtainable be used.

Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

To get the very best performance possible from any short-wave re-

ceiver, the new Crosley all-wave antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses.

\$5.00

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

THE OPEN DOOR TO BIG PROFITS!



More

This Much More

in a

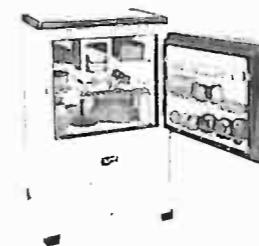
Shelvador

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.



FA-20 Table Shelvador has two cubic feet NET capacity; 5.2 square feet shelf space. Two ice trays; uses Rotary compressor. Dimensions: 36" high, 23 1/2" wide, 25" deep. **\$73.50**



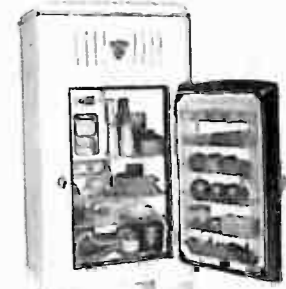
FR-30 Table Shelvador, 3.1 cubic feet NET capacity; 7 square feet shelf space; 2 ice trays. Uses Rotary Compressor. Dimensions: 36" high, 23 1/2" wide, 25" deep. **\$94.50**



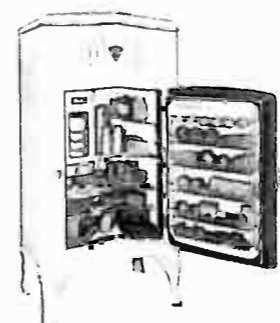
FA-35 Shelvador, 3.5 cubic feet NET capacity; 7.5 square feet shelf space. One ice tray and one double-depth tray. Dimensions: 49 11/16" high, 23 1/2" wide, 21 3/16" deep. **\$99.50**



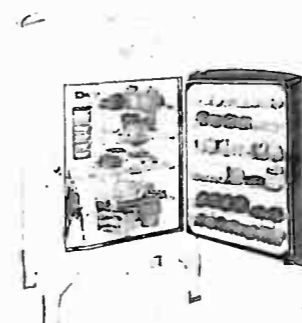
FA-40 Shelvador, 4.09 cubic feet NET capacity; 8.6 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 52 1/2" high, 23 1/2" wide, 25 1/2" deep. **\$112.50**



FA-50 Shelvador, 5 cu. ft. NET capacity; 11.3 square feet shelf space. Dimensions: 58 1/2" high, 25 1/2" wide, 24 1/2" deep. **\$129.50**
Porcelain Exterior (PFA-50) **\$152.00**



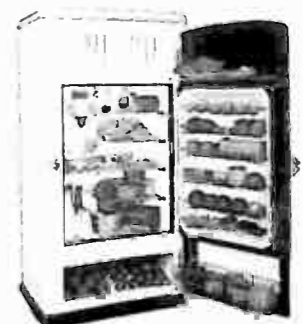
FA-60 Shelvador, 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 56 1/2" high, 20 3/4" wide, 25 1/2" deep. **\$149.50**
Porcelain Exterior (PFA-60) **\$174.50**



FA-70 Shelvador, 7.08 cu. ft. NET capacity; 14.0 sq. ft. shelf space. Dimensions: 57 1/2" high, 32 1/2" 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: 56 9/16" high, 23 1/2" wide, 23 1/2" deep. **\$139.50**
Porcelain Exterior (PFA-43) **\$139.50**



F-55 Tri-Shelvador, 5.51 cu. ft. NET capacity; 11.0 sq. ft. shelf space. Dimensions: 57 1/2" high, 29" wide, 23 1/2" deep. **\$164.50**
Porcelain Exterior (PFA-55) **\$187.00**



F-70 Tri-Shelvador, 7.08 cu. ft. NET capacity; 14.0 sq. ft. shelf space. Dimensions: 58 1/2" high, 32 1/2" wide, 25 1/2" deep. **\$189.50**
Porcelain Exterior (PFA-70) **\$219.50**



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

Awarded Gold Merit Pin . . .

Because of his unusual sales record recently attained on Crosley Shelvadors, Charles Jermane of Jermane Music House, Seneca, Kansas, was awarded a gold merit pin and made a member of the Crosley 100% Club.

According to H. Borchardt, Jr. of American Electric Company, distributor at St. Joseph, Mo., "Mr. Charles Jermane is one of the best Crosley salesmen we have in our entire territory. The competition in his town is very bad so far as price cutting and similar tactics are concerned. However, Mr. Jermane sells his customers on the quality and extra conveniences of Crosley refrigerators and has frequently whipped a competitor who offered a lower price.

"In addition to being an outstanding salesman, Mr. Jermane is an accomplished musician. For a time

he conducted an orchestra and he still blows a mean "B" flat bass sousaphone in the Seneca band. He also plays the piano, saxophone, piccolo, trombone, bassoon and ocarina and is noted for his remarkable musical versatility."

Assisting Mr. Jermane is Peter Waller who specializes on the Icyball.

This aggressive dealer has not only achieved quite an enviable Shelvador record but has also sold quite a few Crosley Koldrink electric bottle coolers.

Enthusied With Coolrest . . .

R. R. Rollins, Assistant Cashier of the Bankers Trust Company, Des Moines, Iowa, writes enthusiastically about his Crosley Coolrest Air Conditioned Bed Canopy:

"This is the second year in which I have been using the Crosley Coolrest Air Conditioned Bed Canopy,

and I feel that I should write and express the comfort and satisfaction which I have received from this marvelous product. The quiet sound of the motor makes it entirely unnoticeable, and the arrangement of the whole unit is most convenient. I no longer dread the thought of hot weather sleeping and I am looking forward to many years of comfort in the summer time."

Indians Buy Crosley Icyballs . . .

According to recent word from Western Supply Company, Crosley distributor at Salt Lake City, Utah, the Crosley Icyball refrigerator has been selling exceptionally well to the Indians on the Uintah Indian Reservation. The Crosley dealer deserving praise for these sales is Laris Brothers Company of Roosevelt, Utah.



Leaders of the dealer meeting recently held by Reader's Wholesale Distributors at Houston, Texas, were left to right: Hymen Reader, head of this distributing firm; and Neil Bauer, Crosley field sales manager.

Reader Is Host To 200 Crosley Dealers . . .

Two hundred Crosley dealers in Houston and the Houston territory were given a first-hand demonstration of the new 1936 Crosley radio line, featuring both glass tubes and metal tubes, at the recent meeting held by Reader's Wholesale Distributors, Crosley distributor in the Houston territory, at the Rice hotel.

Among the visitors on hand for the meeting, and the banquet were Neil Bauer, Crosley field sales manager, and Harry Roper, Crosley district manager.

Others who had a prominent part on the program were four representatives of Reader's Wholesale Distributors, including Hymen Reader, Charles A. Green, territorial representative, and Paul LaBow, city sales representative.

A feature of the meeting was a display of the new 1936 Crosley models and demonstrations of each. The speakers pointed out that the new Crosley radios are objects of beauty, performance and value, incorporating such exceptional features as metal tubes, five tuning bands, shadow tuning, three-gang tuning condensers, triple-tuned transformers and other features. They said that the new Crosley models meet the radio needs of the home, the farm, the camp, the traveler, the business man and the motorist.

In addition to showing the complete line of Crosley radios including automobile receivers, the newly introduced Crosley Super-Freezer,

the Crosley Coolrest and the Crosley Koldrink bottle cooler were shown.

Mr. Reader, head of Reader's Wholesale Distributors, not only took an active part in the meeting, but presided at the banquet held in the evening.

He said that business conditions are better in Houston and the immediate territory than they have been for several years, and with the new Crosley line more appealing than ever, there is every reason to look forward to an unusual volume of Crosley business in this territory within the next two or three months, he declared.

Reports Active Business On Crosley Shelvadors . . .

Fred Goldberg, general manager, Apollo Distributing Co., Crosley distributor, Newark, N. J., announces that since his recent return from a tour of Europe, Apollo has appointed 20 new dealers for Crosley Shelvador electric refrigerators.

"We have also signed up about 150 new radio dealers who are rushing us for deliveries to supply the big demand they are having," said Mr. Goldberg. "We are confident that we will do an outstanding job on the 1936 line of Crosley radios."



—Through Courtesy of The L. & N. Employees' Magazine.

Alabama Dealers Visit Mammoth Cave Enroute From Trip To Crosley Factory

When J. W. Clary, manager Radio and Refrigerator Department of the Perfection Mattress and Spring Co., Birmingham, recently conducted a sales contest, the winning dealers were entertained in a high and royal fashion. Boarding a special Pullman car, they traveled over the Louisville and Nashville railroad to Cincinnati. Here they saw the "hows" and "whys" of making Crosley radios and Shelvador refrigerators as well as inspecting the WLW studios and the 500,000 watt transmitter at Mason, Ohio. In the afternoon and evening, the dealers were guests at a Cincinnati Reds ball game and a banquet.

Enroute to their homes, the dealers stopped at Cave City, Ky., visiting the famous Mammoth Cave.

Those in the party were: S. M. Lance, Sheffield Radio Shoppe, Shef-

field, Ala.; H. H. Hunter, Hunter Furniture Co., Decatur, Ala.; Bob Nichols, Athens Furniture Co., Athens, Ala.; Dick Whaley, Whaley Furniture Co., Montevallo, Ala.; Max Sokol and Hiram Davis, Sokol Bros., Birmingham, Ala.; Morris Sokol, Sokol Brothers, Tuscaloosa, Ala.; Brooks Duke and W. H. Duke, Duke Bros., Birmingham, Ala.; Larry Parker, Howard-Parker Furniture Co., Sylacauga, Ala.; Walter Sowell, Dr. Pepper Co., Birmingham, Ala.; Shorty Smithson, E. L. Huey Furniture Co., Bessemer, Ala.; Marvin Tucker and Lawton Coates, McKelvey Coates Furniture Co., Birmingham, Ala.; Marvin McEachin, Ed. Gandy, Rip Riggan, McEachin Furniture Co., North Birmingham, Ala.; Louis Herrin, sales representative, and Harry Douce, publicity agent of the Perfection Mattress & Spring Co.

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 and refrigerators, 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)

SUNDAY

P. M.

2:00—Crosley Sunday Concert, Instrumental Trio. (Crosley Radios).
3:30—Antonio & His Continentals. (Crosley Shelvadors).

MONDAY

A. M.

6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

P. M.

4:15—News and Financial Notes. (Crosley Radios).
4:45—Questions and Answers. (Crosley Radios).
6:15—Sundown Varieties. Crosley Radios).
11:00—WLW News Room (Crosley Radios)
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

TUESDAY

A. M.

6:30—Top O' the Morning (Battery Radios).
10:30—The Virginians Male Quartet (Crosley Shelvadors).
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

P. M.

4:15—News and Financial Notes. (Crosley Radios).
4:45—Questions and Answers (Crosley Radios).
6:15—Sundown Varieties. Crosley Radios)

11:00—WLW News Room (Crosley Shelvadors).

11:35—Los Amigos, Virginio Marucl and His South American Orchestra. (Crosley Radios).

1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

WEDNESDAY

A. M.

6:30—Top O' the Morning. (Crosley Radios).
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

P. M.

4:15—News and Financial Notes. (Crosley Radios).
4:45—Questions and Answers (Crosley Radios).
6:15—Sundown Varieties. Crosley Radios).
11:15—Salute to Cities (Crosley Radios).
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

THURSDAY

A. M.

6:30—Top O' the Morning. (Crosley Radios).
10:30—The Virginians (Crosley Shelvadors)
11:30—Arthur Chandler, Jr., Organist (Crosley Radios).

P. M.

4:15—News and Financial Notes. (Crosley Radios).
4:45—Questions and Answers (Crosley Radios).
6:15—Sundown Varieties. Crosley Radios).
11:00—WLW News Room (Crosley Radios)
11:15—Dark-Town Meetin' Time (Crosley

Shelvadors).
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

FRIDAY

A. M.

6:30—Top O' the Morning. (Crosley Radios).
10:30—Crosley Follies, Wm. Stoess orchestra, Chorus, Soloists (Crosley Radios).
11:30—Arthur Chandler, Jr., Organist. (Crosley Radios).

P. M.

3:00—Dorothea Ponce, Blues Singer. (Crosley Radios).
4:15—News and Financial Notes. (Crosley Radios).
4:45—Questions and Answers (Crosley Radios).
6:15—Sundown Varieties. Crosley Radios).
11:00—WLW News Room (Crosley Radios)
1:30—Moon River, Organ & Poems. (Crosley Shelvadors).

SATURDAY

A. M.

6:30—Top O' the Morning. (Crosley Radios).

P. M.

7:15—R. F. D. Hour. (Battery Radios).
11:00—News Flashes (Crosley Radios).
1:45—Moon River (Crosley Shelvadors).

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

THE GREATEST SALES HELP YOU HAVE EVER HAD!



DEALERS CONVENE AT SPOKANE, WASHINGTON FOR CROSLLEY RADIO SHOW

This interesting group of dealers in the territory of Marshall Wells Company, Spokane, Washington, recently met in that city to view the

new 1936 Crosley Radios and to learn how and why this sensational line is going to carry them to unprecedented sales and profit victories.

Newspaper Campaign Waged By Yakima, Washington Dealer . . .

With the theme, "It's no secret—there is more radio value for your dollar in Crosley", Triangle Music, Inc., of Yakima, Washington, is waging a newspaper campaign for Crosley radio sales.

Although this live dealer has been acclaimed as selling more Crosley radios than any other in their territory, they are leaving no stone unturned in their aggressive efforts for more and more Crosley business.

An interesting letter from Ruth E. Preisz of this firm expresses their keen enthusiasm: "Folks, we're sold on Crosley! Some time ago when we attended a sales meeting in Portland, Oregon, our distributor—the Marshall Wells Company—introduced us as their largest radio account. Are we proud? Not particularly—for even that largest volume doesn't satisfy us yet and we're plugging along toward a goal we had in 1928. Our territory has been hard hit—we sell BIG red apples out here and enough produce to feed many people. We are in a garden spot all our own and should see the end of depression and a return of prosperity long before other places. But it's been slow and we're all working with our eyes on the bright spot ahead and are not looking back to the things that used to be. Crosley is a "swell" line and we're mighty proud to be tied to the northwest end of your representatives. We are striving to make our mark which is more Crosley radios this year than ever before and assure you of our cooperation in every Crosley kink for more business."

Clear Foreign Reception . . .

Frank H. Perry of Wilson Dam, Alabama, is a proud owner of a new Crosley radio. He writes:

"About a week ago I purchased one of your seven tube table model radios. This is just to let you know that I am well satisfied with it. The very next morning I picked up Sidney, Australia, and have since received Madrid, Spain, together with numerous South American, amateurs, airplanes, etc. The reception was plenty loud and clear. You certainly don't exaggerate when you tell the

According to P. W. Bialkowsky, Crosley district manager, this was the largest dealer meeting ever held in the inland empire.

world "You're THERE with a Crosley".

Perfect Satisfaction . . .

Two years of Shelvador satisfaction is the experience of Mrs. George D. Buck of Evanston, Ill. She writes:

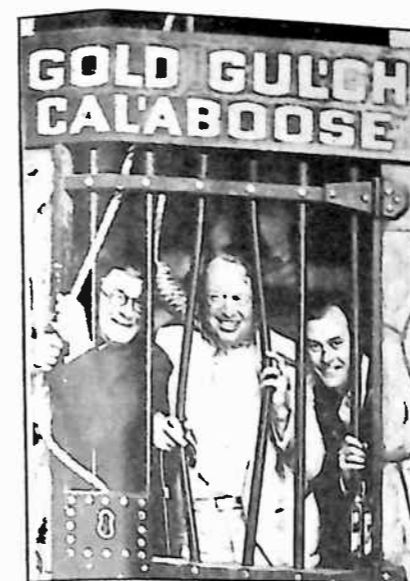
"We have had our Crosley refrigerator for about two years and have never had any trouble with it. It gives us perfect satisfaction and best of all freezes our ice cubes very quickly. It is also very reasonable to operate and costs only \$2.00 per month."



Attractive Display At Spokane Meeting . . .

When the Crosley dealers in the territory of Marshall Wells Company, Spokane, Washington recently

convened they were greeted with this exceedingly attractive display of new 1936 Crosley Radios.



Left to right: Bill Hocking, the Wild Man of the Pampas, with Chanslor and Lyon; U. S. Grant, Crosley dealer of San Diego who showed Gold Gulch citizens what a super-man can do; and Charles Rolph, the man that handles the cash for Chanslor and Lyon.

Show Gold Gulch City What Real Men Are Made Of . . .

"G-r-r-r," snarled Crosley dealer U. S. Grant as he exhibited his super-strength by bending the two-inch iron rods of the Gold Gulch Calaboose that imprisoned him and Bill Hocking and Charles Rolph of Chanslor and Lyon, California distributors.

It all happened when these three Crosley go-getters recently visited the San Diego International Exposition at San Diego, California.

There is a village constructed at the Fair that is called Gold Gulch City as it depicts the days of '49. There the rough and hardy miners of the days of '49 relive those days and recite their stories about the great gold rush. People visiting this mining camp who are unacquainted with the rough tactics of that past-day era frequently become involved in trouble.

So when Mr. U. S. Grant, Crosley dealer at San Diego, visited Gold Gulch with Mr. Rolph and Mr. Hocking they did the inevitable and got into trouble. They made the mistake of telling the tough miners of Gold Gulch that they were better men than they were in '49. The result—our Crosley friends found themselves in the Gold Gulch Calaboose. For a while it looked bad for them, but when the big man from San Diego showed his power by bending the cell bars, the local Gulch citizens decid-

ed that a big man had arrived. For this man had also demonstrated such power that he was almost without competition in showing the people of Southern California just what electric refrigerator to buy—the Crosley Shelvador.

After demonstrating that all three of them were such citizens as Gold Gulch should welcome, Gold Gulch spent a night to make these strangers welcome in a way that will be long remembered.

New Dealers . . .

J. W. Dyer, Fairmont, Ga., has been appointed a dealer for Crosley radios and Shelvador electric refrigerators by Beck & Gregg Hardware Co., Crosley distributor, Atlanta, Ga.

At Baltimore, Hecht's Reliable, 519 Broadway, S., has taken on Crosley radios, Lincoln Sales Corporation, Crosley distributor in that city, announces.

The Graybar Electric Co., Crosley distributor, Philadelphia, has appointed the South Jersey Furniture Co., dealer for Crosley radios at Woodbury, N. J.

The Carolinas Auto Supply Co., Crosley distributor, Charlotte, N. C., has appointed W. L. Thomas, Winston Salem, N. C., a dealer for Crosley radios.

Orlen Radio & Electric, Inc.,

Holyoke, Mass., has been named dealer for Crosley radios by Tarbell Watters, Crosley distributor, Springfield, Mass.

Hardware Products Co., Crosley distributor, Sterling, Ill., has named Roy A. Fude, a dealer for Crosley radios at Moline, Ill.

The Monarch Home Appliance Co., 7421 Michigan Ave., Detroit, has been appointed dealer for Crosley radios and Shelvador electric refrigerators by the Aitken Radio Corporation, Crosley distributor, Detroit. This is one of the largest appliance stores in the city and employs thirty salesmen.

The Anthracite Radio Sales Co., Crosley distributors, Scranton, Pa., announce the appointment of N. & J. Greenberger as dealers for Crosley radios at Lansford, Pa.

C. C. C. Buys Merrimac . . .

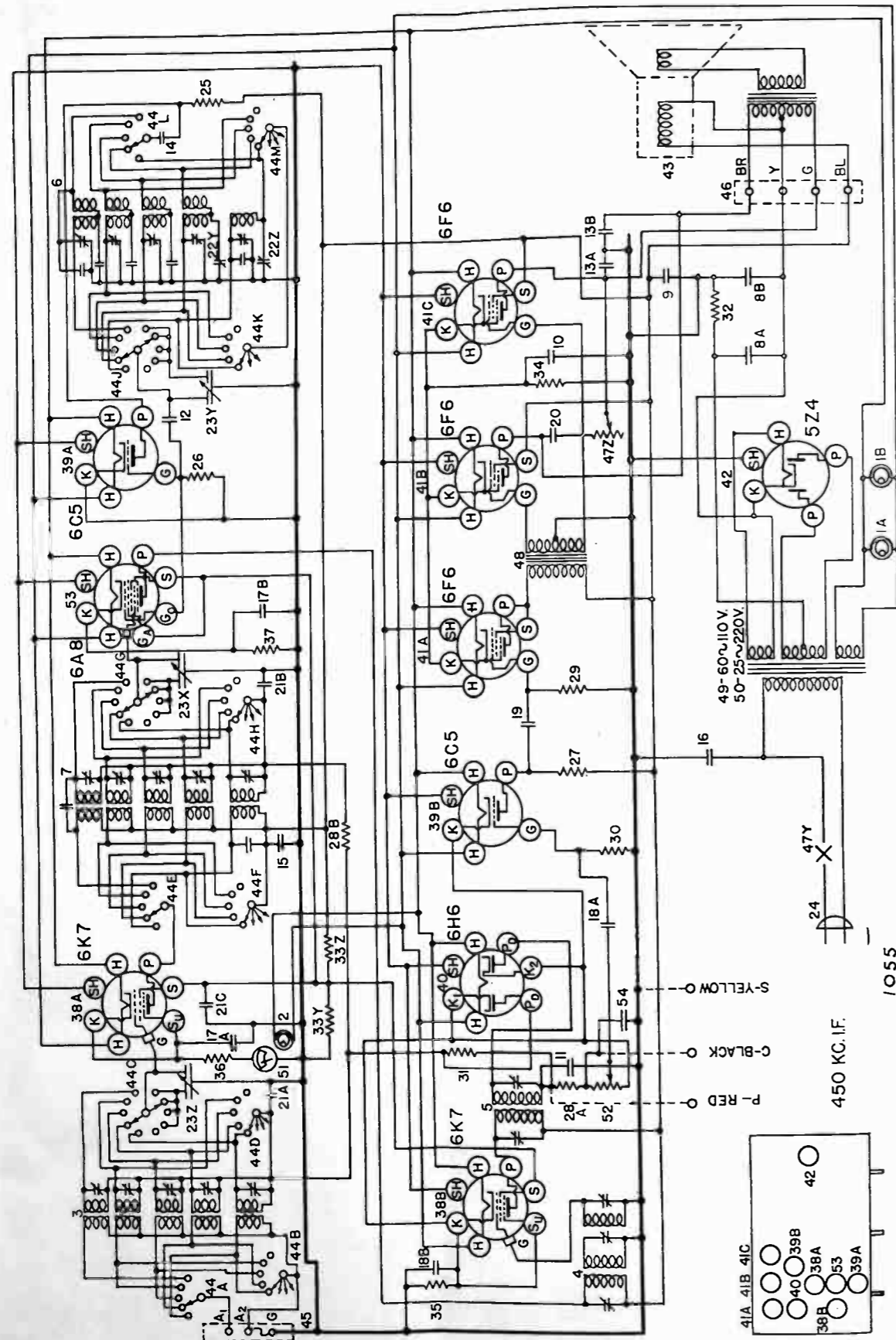
An order for 10 Crosley Merrimac console radios equipped with metal tubes has been placed by the District Quartermaster of The Fort Thomas District, Civilian Conservation Corps, with the Crosley Distributing Corporation, Cincinnati. Matt Williams of that company stated today. "This is the first order for metal tube sets placed by the C. C. C. in this district," said Mr. Williams.



Display By Jersey City Dealer . . .

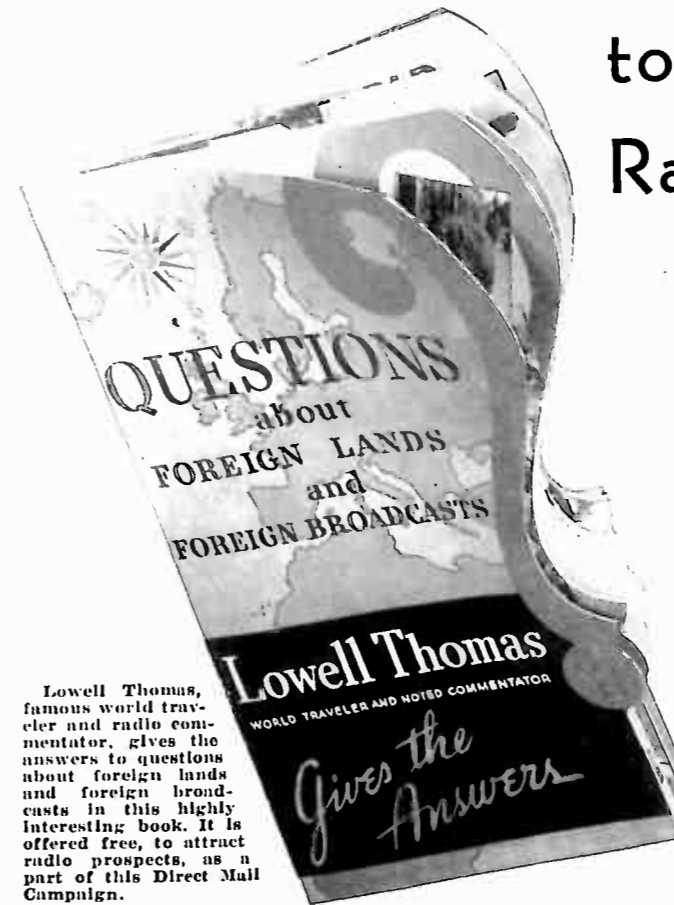
This effective window display, emphasizing the ease of becoming a Shelvador owner was recently arranged by the Gray Furniture Company of Jersey City, N. J. Accord-

ing to Apollo Distributing Company, local Crosley distributor, this dealer is making an excellent showing even though they have but recently taken on the Crosley line.



WIRING DIAGRAM—MODEL 1055

A Direct Mail Campaign to capture CROSLEY Radio Sales For You!



HERE is a Direct Mail Campaign that is so distinctly different that it will undoubtedly arouse interest in Crosley Radios and bring prospects to your store ready to be sold. The entire campaign is centered around the new book, "Questions About Foreign Lands and Foreign Broadcasts" by Lowell Thomas. Being offered free to radio prospects, it is certain to bring these prospects to Crosley dealers' stores for their copy. A series of three mailing pieces has been designed to urge prospects to ask for this book—to want to see and hear a new Crosley—to open the way for your sales. This Direct Mail Campaign should be used by every Crosley dealer who is interested in more sales and more prospects during this most active radio buying season. Complete details are in the hands of your Crosley distributor—get in touch with him—use this campaign to capture more Crosley Radio sales—and do it now!

MAILING No. 1 This piece is sent out immediately to the prospects in the territory of every Crosley dealer who takes advantage of this campaign. It is a novel patented folder that is certain to be read by every prospect to whom it is sent. It shows principal models of the Crosley Radio line, stresses the outstanding features, invites prospects to come to the dealer's store for a free copy of the Lowell Thomas book, and mentions liberal allowance will be made for prospects' old radios as well as that attractive terms are available.

MAILING No. 2 Timed to be mailed seven days after Mailing No. 1. This is a mailing folder that puts across in a striking way the thought that will sell radios in the replacement market—"If it hasn't 'All-Wave' reception it isn't a modern radio." Again the Lowell Thomas book is featured and the prospects told to come in for their free copy. Again the trade-in offer is made and liberal terms of purchase featured.

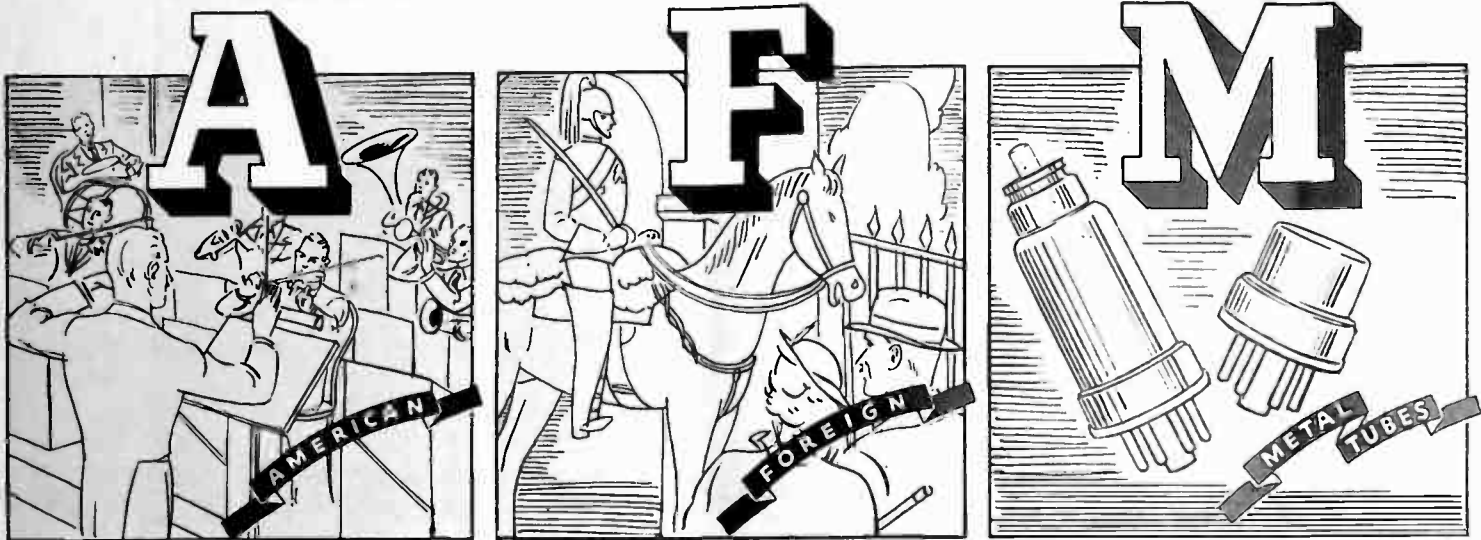
MAILING No. 3 To be sent out seven days after Mailing No. 2, this is a double postcard that is designed to reach those prospects who have not come in as the result of the first two mailings. The card offers to send the prospect the Lowell Thomas book, if they will return the half of the double postcard which is addressed to the Crosley dealer.



Newest Radio Development at a Price that attracts Radio Buyers Now!

CROSLEY

TWO BANDS FIVE METAL TUBES



WHEN you stop to consider the vast appeal of this remarkable new Crosley radio—you will realize immediately what a tremendous profit-maker it is! The A. F. M. has latest refinements including metal tubes and foreign reception. Yet it is priced low enough to attract the large volume of radio buyers now. Any comparison will prove that it is a sensational value—get behind it and push it now!

FEATURES

Five-tube two-band superheterodyne . . . All metal tubes . . . Standard and police broadcasts 540-1710 Kc.; Foreign and police broadcasts 2350-7500 Kc. . . . Illuminated full vision airplane type dial . . . Tone control . . . Automatic volume control . . . Two double purpose tubes . . . Full floating moving coil electro-dynamic speaker . . . Two high capacity regulating wet electrolytic condensers . . . Vernier drive station selector . . . Band change switch . . . Completely shielded first and second I. F. transformers.

CROSLEY A.F.M.

Here is a marvelous new Crosley Radio that places American, foreign and police broadcasts within reach of practically every home. Metal tubes used are: One type 6A8, one type 6K7, one type 6J7, one type 6FG, one type 5Z4.

CROSLEY A. F. M. CONSOLE—The A. F. M. chassis is also available in a console model using the same cabinet as the Fiver Console\$47.50



\$29.95
Complete

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

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