

THE ~~CROSLLEY~~ BROADCASTER

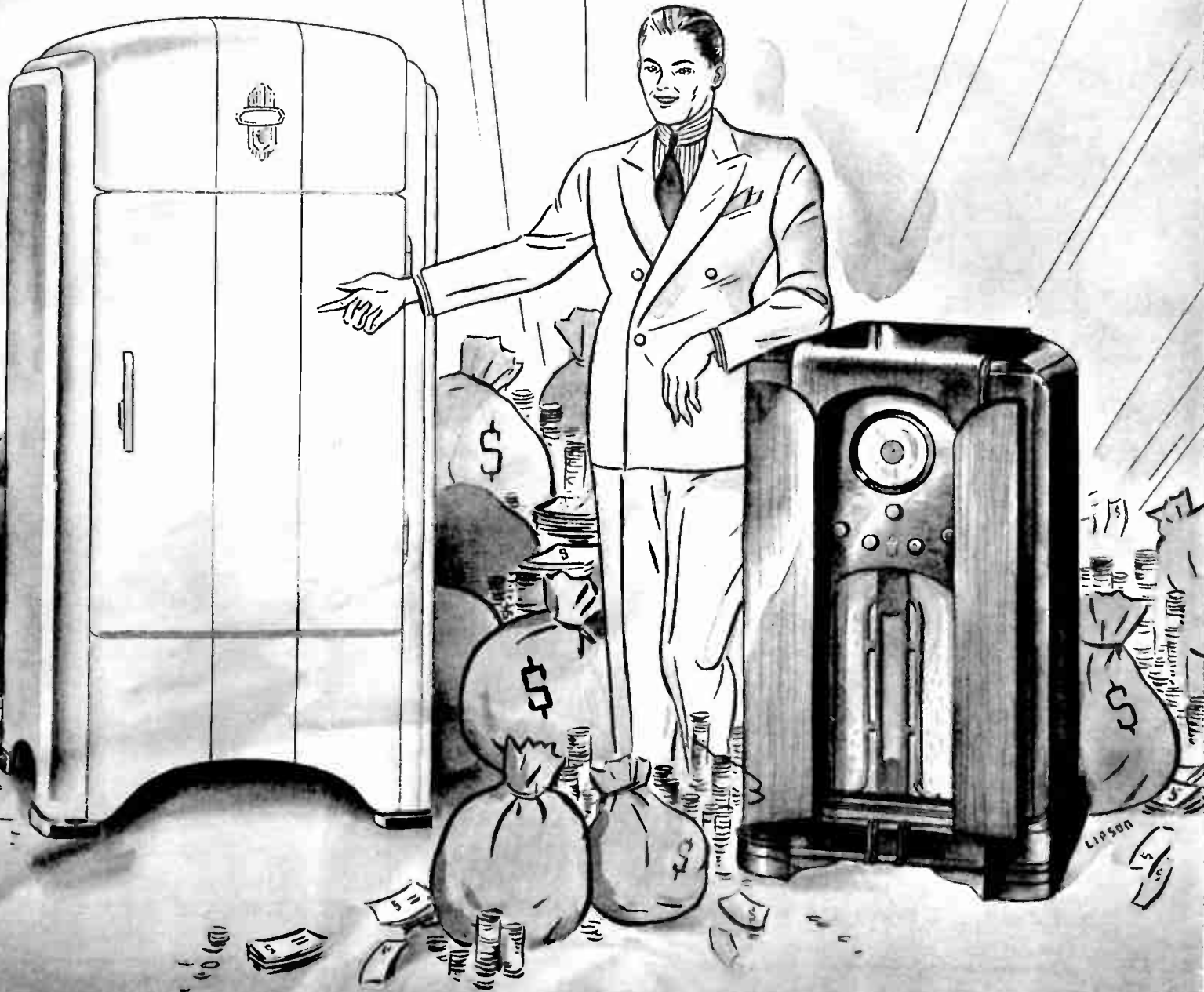
VOLUME 15

FEBRUARY 1, 1936

NUMBER 1

Introducing

PROSPERITY FOR 1936



TALKS TO THE LEADER



POWEL CROSLEY, JR. SAYS...

THIS new year brings Crosley distributors, dealers and salesmen the opportunity to make more money than ever before in history. Rich with sales and profit possibilities, the new 1936 Crosley lines have been acclaimed wherever shown as the greatest of all times in their respective fields.

New features, that are both startling and revolutionary, will stimulate greatly radio sales throughout the coming months. Such new features as Auto Expressionator, Automatic Bass Compensator, Cardiamatic Unit, High Fidelity, Magnum Dial with Timelogg Tuning, Vibracoustic Sounding Board, Curvilinear Speaker and others will attract many prospects and sales. Think what sales these new Crosley Radios will attract in your community!

"The World's Most Beautiful Refrigerator" aptly tells why the new Crosley Shelvador is being re-

NO DEALER CAN AFFORD NOT TO HANDLE CROSLEY

ceived so enthusiastically everywhere. Included among the new features are: Shelvador Glass Jars, Feather Touch Knee Action Door Handle, Dulux Exterior, Quick Action Ice Tray Release and many others. The DeLuxe Shelvador models include the Storadrawer and Crisper. All GAT and GKT series models are equipped with the new Hermetic Compressor Unit. All GAQ and GKQ series models have the new double-belt reciprocating compressor unit. The outstanding success of the Shelvador in the past will be carried to new heights in 1936.

Yes, 1936 is going to be a big year for you. It is destined to be filled to the brim with Crosley sales and profits.

Powel Crosley Jr.

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

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THE CROSLEY BROADCASTER

The World's Most Beautiful Refrigerator...

It's no wonder the new Shelvador has been acclaimed the world's most beautiful. One glance and people everywhere stop and exclaim over its startling, breath-taking beauty... its distinctive, gorgeously pleasing design. Nowhere else in all the world can such refrigerator beauty be found.

But that isn't all! The inimitable Shelvador feature continues to be the outstanding attraction that it has been in the past. As you know, nowhere else can anyone find such a completely different feature that means so much in increased usable space and added convenience.

Other features are included to appeal to every prospective refrigerator user. Feather Touch Knee Action Door Handle... Shelvador Glass Jars... New Ventilated Front... Dulux Exterior... Quick Action Ice Tray Release... Porcelain Interior with Acid Resistance Bottom... Automatic Interior Light... Temperature Control... and many, many others! DeLuxe models include Storadrawer and Crisper. GAQ and GKQ Series models have standard compressor unit with double belt. GAT and GKT Series models have new Hermetic Compressor unit.

The World's Most Beautiful Refrigerator... features that provide everything and more... quality through and through... dependable, economical operation... world-leading value—that's the new Shelvador.

With such tremendous appeal—with models that completely suit every purse and purpose—every Crosley dealer is at the threshold of

the greatest refrigeration sales and profit period in history. Now is the time to build momentum for the big selling months ahead. Now is the time to display Shelvador... advertise Shelvador... talk Shelvador... sell Shelvador. Let's get going NOW!

Revolutionary Features Add Impetus To Radio Sales...

Like a galaxy of stars, the new and startling features of the new Crosley Radios are certain to sky-rocket radio sales for the coming months. Auto Expressionator! Automatic Bass Compensator! Cardiamatic Unit! High Fidelity! Vibracoustic Sounding Board! Curvilinear Speaker! Magnum Dial with Timelogg Tuning! And many others! What an array of features to demonstrate to radio prospects... to appeal to lovers of fine music reproduction... to win sales for you!

These features are a part of the new Dreadnaught Console, Barkentine Console, Challenger Console and Raider Console, except that the last mentioned does not have the Auto Expressionator.

All of these revolutionary features can be found only in these new Crosley Radios. They bring a new high to radio performance, beauty and value. To listen to a broadcast with one of these new Crosley models is to know that, at last, Crosley has brought out all the tone, expression, quality just as rendered by the artist before the microphone. And to advertise and demonstrate these new models is to know that here is a spectacular magnet for radio sales and profits!

New Crosley Invention Restores Full Expression Of Radio Broadcasts...

The goal of radio engineers has long been to make possible the broadcasting and reception of the full range of expression of radio programs, from the greatest volume of the crescendos to the softest passages, just as they are played by the orchestra, or sung or spoken.

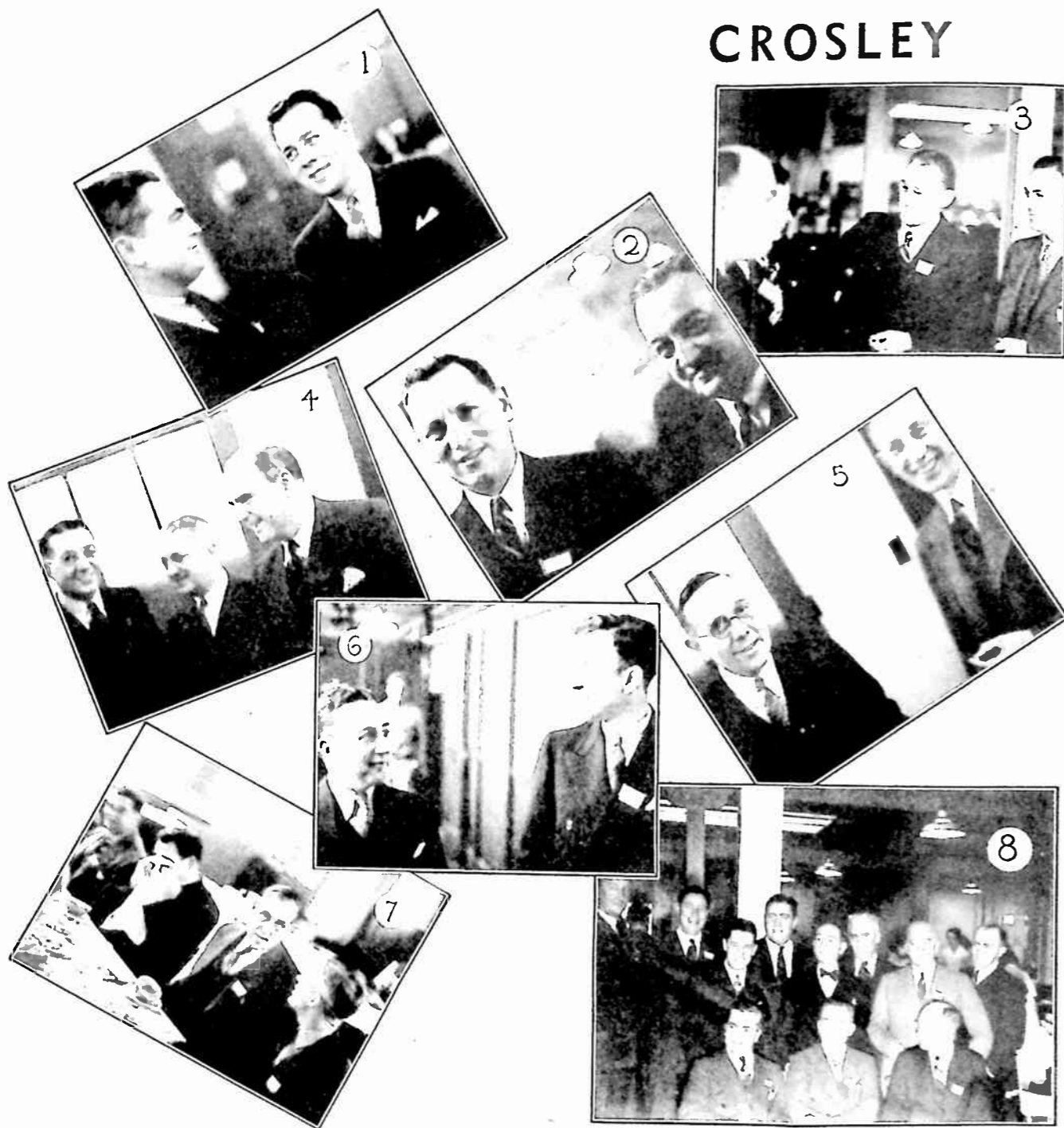
Without in any way changing equipment or methods used in broadcasting—as has been commonly considered necessary—this result has been achieved for the first time by Crosley engineers. This entirely new and radically different device has been incorporated in several of the new 1936 Crosley Radios. Termed the Auto-Expressionator, it restores the full expression range of radio programs just as they are played in the studio—before they have been monitored by the engineer-musician at the control panel in the studio to meet the limitations of the transmitting equipment.

The Auto-Expressionator is one of the many new Crosley revolutionary features that is certain to attract prospects and sales as soon as it is advertised, shown and demonstrated to the people in your community.

Temperator Sales Time...

From now until summer, most sections of the country have lots of cold weather coming. This will be followed by that damp, penetrating, changeable weather. It is during this time that the Temperator is most in demand. The Temperator circulates warm air where it is wanted, when it is wanted and how it is wanted. Display and push the thermostatically controlled Temperator now.

CANDID CAMERA CATCHES CROSLEY



1. Fielding Robinson, Crosley Distributing Corporation, New York City; Howard Souther, Crosley District Manager.

2. W. E. Titus, W. E. Titus Radio Corporation, Oklahoma City, Oklahoma; A. G. Lindsay, Crosley Export Manager.

3. Al Haire, H. T. Wilson, Ed Cook, all of H. T. Wilson, Inc., Memphis, Tenn.; Wade Montgomery, Carolinas Auto Supply, Charlotte, N. C.

4. G. L. Eden, Marshall Wells Company, Spokane, Washington; J. Etienne, Chanslor and Lyons Company, Los Angeles, Calif.; Don Crosby, Crosley District Manager.

5. Jimmie Johnson and S. J. Rapier, Cooper-Louisville Company, Louisville, Ky.

6. Sam Cohen, Providence Electric Company, Providence, R. I.; Bob Perkins,

Distribution Manager, Crosley Radio Corporation.

7. Lee Bird, Crosley Radio Corporation; Douglass Wallace, Graybar Electric Co., N. Y.; Charles Hull, Graybar Electric Co., San Antonio, Texas; H. L. Roper, Crosley District Manager.

8. Crosley Distributing Corporation Group, Cincinnati, New York, Chicago.

9. Harold Kaltenheuser, Hyman Reader,

DISTRIBUTORS AT CONVENTION



9. Mr. Green, all of Reader's Wholesale, Houston, Texas.

10. Grant Layng, Crosley Distributing Corporation, New York City; Clarence Tui, Crosley Distributing Corporation, Chicago; Ray Conway, Crosley Distributing Corporation, Cincinnati; Al Braun, Crosley Radio Corporation Purchasing Agent.

11. Mr. Betts and C. J. Kauffman, Anchor

Lite Appliance Company Pittsburgh, Pa.

12. Frank Hogan, Crosley District Manager; J. W. Peirce, Peirce Phelps Company, Philadelphia.

13. Jack Rogers, Crosley Vice President and General Manager; Al Braun, Crosley Purchasing Agent.

14. Fred Goldberg, Apollo Radio Co., New

ark, N. J., and Charles Peters, Crosley Traffic Manager.

15. Lewis M. Crosley, Vice President, Crosley Radio Corporation; Wm. Slaughter, Shield Co., Ft. Worth, Texas; Powel Crosley, Jr., President, Crosley Radio Corporation.

16. A. L. Tribbett, H. C. Green, H. L. Brewer, Klefer-Stewart Company, Indianapolis, Ind.

The New 1936

CROSLLEY 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 3/8" 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

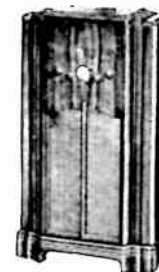
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

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 515-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 535-AII



\$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 535-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

Buccaneer \$39.95

Model 635-C
Dimensions: 16 1/2" high,
12 1/4" wide, 8 3/4" deep.



Olympia \$45.00

Model 635-C
Same as Buccaneer except employs 6 metal tubes.

Cruiser \$47.50

Complete With Tubes
Model 615-C
Same as Buccaneer except operates on 110 volts A.C. or D.C.

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**

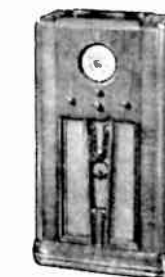
Dimensions: 36 3/4" high,
20 3/4" wide, 11 1/4" deep.

Olympia Console
Model 635-M **\$59.95**

Same as Buccaneer Console except employs 6 metal tubes.

Cruiser Console
Model 615-M **\$59.50**

Complete With Tubes
Same as Buccaneer Console except operates on 110 volts A.C. or D.C.



\$69.95

COMPLETE WITH TUBES

DIMENSIONS:
40" high,
23 1/4" wide,
12" deep.

RAIDER CONSOLE
Model 6625-NA

6 TUBES 3 Band
SUPERHETERODYNE

● Receives standard, foreign, police, amateur, aviation broadcasts. Bass Compensator. Magnum Dial with Timelag Tuning. Vibracoustic Sounding Board. Automatic Volume Control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.



CORSAIR
Model 715-D

\$55.00

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

MERRIMAC \$65.00

Model 855-D
Same as Corsair except employs 8 metal tubes.

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

\$79.95

COMPLETE WITH TUBES

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

Merrimac Console \$89.95

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.

MONITOR \$77.50

Model 865-F
Same as Viking except employs 8 metal tubes.

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

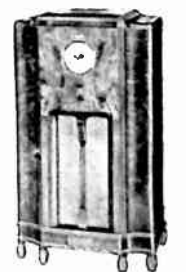
\$85.00

COMPLETE WITH TUBES

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

Monitor Console \$97.50

Model 865-P
Same as Viking Console except employs 8 metal tubes.



\$115.00

COMPLETE WITH TUBES

DIMENSIONS:
41" high,
25 3/8" wide,
14 1/2" deep.

CHALLENGER CONSOLE
Model 935-RC

9 Metal Tubes
3 Band
SUPERHETERODYNE

● Receives standard, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Cardiamatic Unit. High Fidelity. Magnum Dial with Timelag Tuning. Band Designator. Automatic Volume Control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

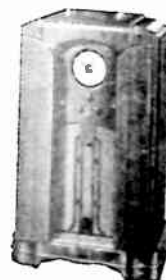


BARKENTINE CONSOLE
Model 1155-10B
\$137.50
COMPLETE WITH TUBES
DIMENSIONS:
42" high,
26" wide,
13 1/2" deep.

11 Metal Tubes 4 Band SUPERHETERODYNE

● Receives standard, weather, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Card-i-omatic Unit. High Fidelity. Magnum Dial with Timeleg Tuning. Vernimatic Tuning Control. Special Band Designator. Shadowgraph Tuning Monitor. Broad Automatic Volume Control. Tone Control. Vibracoustic Sounding Board. Curvilinear Speaker.

DREADNAUGHT CONSOLE
Model 1155-PE
\$149.50
COMPLETE WITH TUBES
DIMENSIONS:
41 5/8" high,
26" wide,
14 5/8" deep.

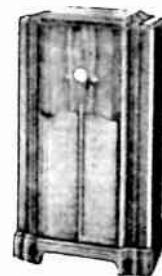


BATTERY FIFTY-TWO
Model 535-AF
\$29.95
COMPLETE LESS BATTERIES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

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,
21 1/2" wide,
11 1/2" deep.



\$34.95
COMPLETE LESS BATTERIES
DIMENSIONS:
21 1/4" high,
18 3/8" wide,
11 1/8" deep.

BATTERY FIFTY-TWO "A" 5 TUBES SUPERHETERODYNE BATTERY RECEIVER

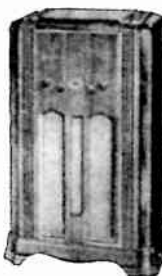
● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker. Cabinet will accommodate all batteries.

BATTERY SIXTY-TWO
Model 605-CC
\$39.95
COMPLETE LESS BATTERIES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" 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:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.



\$42.50
COMPLETE LESS BATTERIES
DIMENSIONS:
21 1/4" high,
18 3/8" wide,
11 1/8" deep.

BATTERY SIXTY-TWO "A" 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.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

BATTERY EIGHT
Model 815-EC
\$59.95
COMPLETE LESS BATTERIES
DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

8 TUBES American-Foreign BATTERY RECEIVER

● Designed for use with 2-volt air cell "A" battery. Receives standard 540 to 1750 Kc. and foreign 5700 to 15,500 Kc. broadcasts. Automatic volume control. Tone control. Airplane type dial. Moving coil permanent magnet dynamic speaker.

BATTERY EIGHT CONSOLE
Model 815-NC
\$74.50
COMPLETE LESS BATTERIES
DIMENSIONS:
36 3/4" high,
21" wide,
11 1/4" deep.

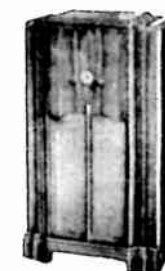


BATTERY FORTY-SIX
Model 435-AF
\$34.50
COMPLETE LESS 6-VOLT BATTERY
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

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,
21 1/2" wide,
11 1/2" deep.



BATTERY SIXTY-SIX
Model 6015-FC
\$59.95
COMPLETE LESS 6-VOLT BATTERY
DIMENSIONS:
19 1/4" high,
14 1/4" wide,
9 1/4" deep.

6 TUBES 3 Band 6-VOLT BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Weather broadcasts 150-400 Kc. Standard broadcasts 540-1700 Kc. Foreign and police broadcasts 2350-7500 Kc. Automatic volume control. Tone control. 25 to 1 ratio drive. Illuminated airplane type dial. Permanent magnet speaker.

BATTERY SIXTY-SIX CONSOLE
Model 6015-1F
\$75.00
COMPLETE LESS 6-VOLT BATTERY
DIMENSIONS:
38" high,
22 1/2" wide,
11 1/4" deep.

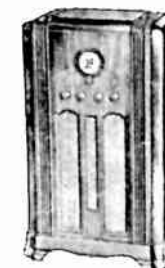


32 D. C. SIX
Model 645-CB
\$47.50
COMPLETE WITH TUBES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

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 electro-dynamic speaker.

32 D. C. SIX CONSOLE
Model 645-MB
\$64.50
COMPLETE WITH TUBES
DIMENSIONS:
36 3/8" high,
20 3/4" wide,
11 1/4" deep.



ROAMIO A-156
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 electro-dynamic speaker. Remote control illuminated airplane type dial. Remote control adapters.

\$39.95 Complete

ROAMIO A-166
Six-tube two-unit superheterodyne automobile receiver. High gain antenna system. Three gang tuning condenser. Self-rectifying vibrator. Automatic volume control. 8" moving coil electro-dynamic speaker with tone control. Remote control with illuminated airplane type dial. Remote control adapters.

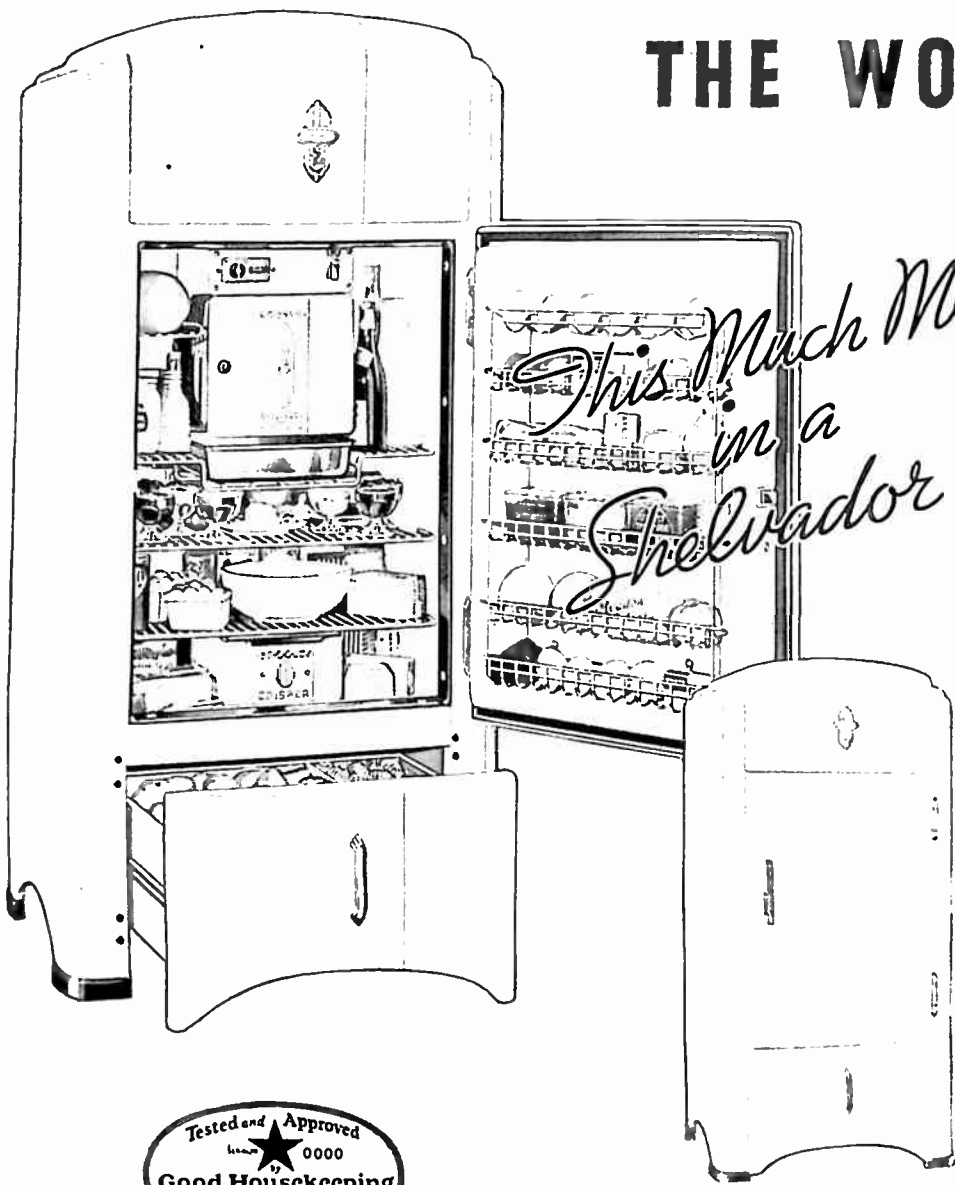
\$54.50 Complete

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



What tremendous sales appeal

THE WORLD'S *Most Beautiful* REFRIGERATOR

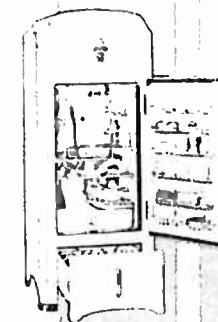


*This Much More
in a
Shelvador*

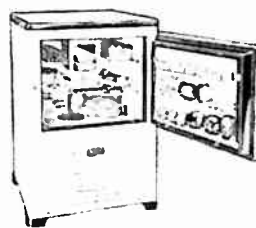


Beauty that is smart and different . . . to attract prospects everywhere! The most sensational refrigerator in history . . . convenience, utility, value reach new heights to make them just as world-leading as this distinctive beauty. Features that appeal to housewives everywhere; including Feather Touch Knee Action Door Handle, Shelvador Glass Jars, Quick Action Ice Tray Release, New Ventilated Front, Dulux Exterior, Storadrawer, Crisper, and many others. These PLUS dependable, economical operation and quality through and through—that's the new Shelvador. And that's why every Crosley dealer is on the threshold of the biggest refrigeration sales era in history!

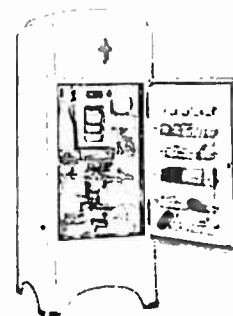
DE LUXE SHELVADORS



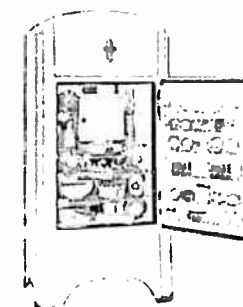
Model GKQ-43. Same as GAQ-43 except has De Luxe cabinet, including Storadrawer and Crisper. \$129.95
Model GKT-43. Same as GKQ-43 except has new Hermetic Compressor unit. \$144.95



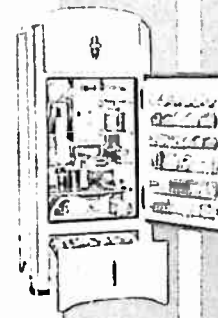
Model GAQ-30. 3 cubic feet NET capacity; 6.92 square feet shelf space. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 1/2" wide, 25" deep. \$94.50



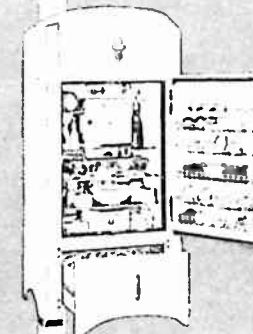
Model GAT-43. Same as GAQ-33 except has new Hermetic Compressor unit. \$134.95



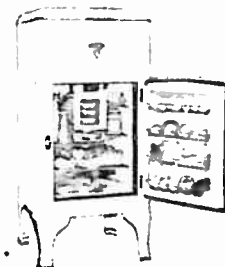
Model GAQ-43. 4.33 cubic feet NET capacity; 9.07 square feet shelf space. Dimensions: 56 1/2" high, 23 1/2" wide, 24 5/16" deep. \$110.95



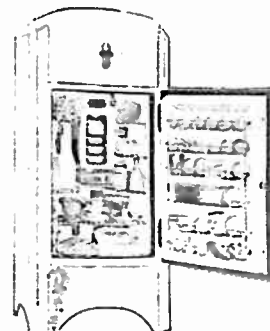
Model GKQ-50. Same as GAQ-50 except has De Luxe cabinet, including Storadrawer and Crisper. \$154.95
Model GKT-50. Same as GKQ-50 except has new Hermetic Compressor unit. \$174.95



Model GKQ-60. Same as GAQ-60 except has De Luxe cabinet, including Storadrawer and Crisper. \$169.95
Model GKT-60. Same as GKQ-60 except has new Hermetic Compressor unit. \$189.95

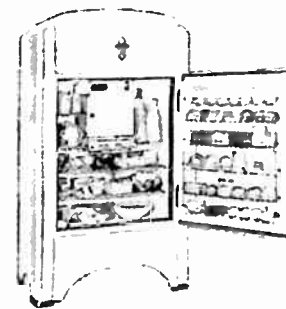


Model GAQ-35. 3.5 cubic feet NET capacity; 7.44 square feet shelf space. 3 ice trays. Dimensions: 50 1/2" high, 23 1/2" wide, 25 1/2" deep. \$99.50



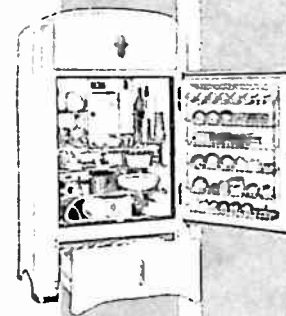
Model GAQ-50. 5.07 cubic feet NET capacity; 12.34 square feet shelf space. Dimensions: 56 7/16" high, 27 1/2" wide, 24 1/2" deep. \$137.95

Model GAT-50. Same as GAQ-50 except has new Hermetic Compressor unit. \$154.95



Model GAQ-70. 7 cubic feet NET capacity; 15.08 square feet shelf space. Dimensions: 58 1/2" high, 33 1/4" wide, 29 1/2" deep. \$169.95

Model GAT-70. Same as GAQ-70 except has new Hermetic Compressor unit. \$189.95



Model GKQ-70. Same as GAQ-70 except has De Luxe cabinet, including Storadrawer and Crisper. \$189.95
Model GKT-70. Same as GKQ-70 except has new Hermetic Compressor unit. \$209.95



CROSLEY SHELVADOR

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

New Crosley Downtown Studios Are Opened . . .

The new downtown studios of WLW, WSAI and WEXAL are now completed and regular broadcasting is being done from them.

Construction of the new studios, which are owned and operated by the Crosley Radio Corporation, was announced some months ago by Powell Crosley, Jr., president of the corporation. Their purpose, as stated at the time by Mr. Crosley, is to concentrate in one place most of the outside broadcasts that could not be accommodated for lack of sufficient room in the studios at the Crosley factory on Arlington street. Studios, which had been situated in different downtown locations, have been combined in the new studios. Broadcasting of programs is still continued from the studios at the

factory because the facilities of both are required.

The new studios offer a number of important features, unexcelled by those of any other broadcasting station. The music department is arranged in a manner for the greatest convenience. All the duties of the library, the music arrangers, copyists, conductors, vocal directors and clerical help adjoin one another. Arrangers are assigned individual miniature studios of their own, sound-proof and conducive to accurate musical writing.

The new studios contain one of the largest musical libraries in any broadcasting station so as to provide 1800 numbers a month which have to be arranged for the special purposes required.

In a similar manner studios are arranged for the continuity department which includes a staff of fourteen writers.

The extreme modernity of the studio layout and arrangements also extends to the broadcasting equipment used. As an example, the latest crystal-type of microphones is being used throughout the studios.

Four studios are now in operation in the Union Central Annex, with a fifth to be completed. The first one is large enough to seat an audience of 175 people, who are admitted free, and accommodate such large programs as the Armco Band of forty pieces, or the cast of the SSS Musical Show which includes over fifty people, broadcasting through as many as four different microphones.

The sales offices of the broadcasting division of the Crosley Radio Corporation are also located in the downtown studios. The new studios occupy 16,000 square feet of floor space and practically double the previous broadcasting space.



In front of the building of Maurer-Greusel Company, Milwaukee, Wis., is seen the merchandise trailer which is carrying the

new Crosley products to the doors of the dealers of this territory.

Maurer-Greusel—A Name That Means A Lot In Wisconsin

There are times when the appliance retailer must call on his jobber for special advice as to stock and merchandising methods—for publicity material and trade forecasts—perhaps, in a pinch, for special accommodations; but ever and always the qualified retailer expects high grade satisfactory products and speedy delivery. These are the daily requirements—the essential foundation on which is based the elaborate structure of a mutually friendly and profitable understanding.

What's in a name? Much, when it happens to be "M-G" or, in full, Maurer-Greusel Company, new Crosley distributor at Milwaukee, Wis. It embodies those fundamentals of specialty merchandising on which, as has been said, all distributor functions are founded—experience, integrity, ability, and a desire to be human and friendly. It is a standard of service that is ever before the eyes and in the minds of the company's officers and salesmen.

The present organization, formed in January of 1934 is an infant in corporate years, but in capability it has in its three executive officers 59 years of accumulated merchandising experience in the Milwaukee and Wisconsin territory.

The President, Frank W. Greusel, started in business originally in 1903 when he founded the Central Electric Company of Battle Creek, Michigan, which business has carried on continuously and the G-Q Electric Company of Milwaukee, which recently was sold by him to an organization operating a national chain of wholesale electrical supply houses. His third and present venture, the Maur-

er-Greusel Company, in his expressed opinion, holds greater promise and satisfaction than his earlier commercial activities. His practical and personal knowledge of retailers' problems is reflected in his sympathetic understanding of the company's relations to dealers and the pride of accomplishment and the satisfaction and enjoyment secured in daily contacts is as great a consideration as is the momentary gain.

Vernon H. Maurer, who is Vice President and General Manager, knows every angle of the business and every retailer in the Milwaukee area, and he backs up this knowledge with an executive ability that never misses a trade opportunity. He has a rare faculty of keeping salesmen "pepped up," ambitious, and happy in tackling the hardest job of selling. His associates, dealers, and competitors rate him as Number 1 "salesman" in the entire Northwest.

Mr. Maurer entered business in Milwaukee in 1919 after returning from overseas service with the A. E. F., and his efforts resulted in his being the chief executive of a firm whose performance in sales volume and intensive distribution established an all time record which has never been equalled up to the present. He has a personality that attracts patronage and the loyalty of his hundreds of dealers, which has been built up during the past 16 years, is one of the greatest and most satisfactory accomplishments that he possesses.

Hubert Northrup, Secretary and Treasurer of Maurer-Greusel, brings many years of administrative experience to the company. In 1911 he associated himself with the prede-

cessor company which Mr. Greusel purchased in 1916, and since that date he has been continuously identified with him. A relationship comparable to Damon and Pythias exists between Messrs. Northrup and Greusel and this is recognized by the firm's customers who accept his word as being gilt-edged and as good as a bond. He is admirably equipped for the management of the company's detail and financial affairs.

Past progress and the remarkable strength of the Maurer-Greusel Company are largely attributable to the close co-operation of these three executives, to the continuous attention which they bestow on their respective duties, and to the personal contact which they maintain with their own organization and with every outside transaction in which the company is interested.

They believe it a distinct advantage to themselves and to their trade to retain employees who have proved their loyalty, rather than to per-



Frank W. Greusel, President of Maurer-Greusel Company, new Crosley distributor, Milwaukee, Wis.

mit a rapid turnover of new representatives. The present sales organization is comprised of devoted and efficient men associated with the executive group in predecessor companies for years previously with enviable reputations and wide experience and acquaintanceships. A spirit of loyalty prevails among all of the company's employees, which is bound

(Continued On Page 14)

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)

MONDAY	WEDNESDAY	FRIDAY
A. M. 6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios). 8:00—Arthur Chandler, Jr., Organist (Crosley Radios). 8:15—Music by Divano. (Crosley Shelvadors). 10:30—Housewarmers. (Crosley Radios).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:00—Arthur Chandler, Jr., Organist (Crosley Radios). 8:15—Music by Divano. (Crosley Shelvadors). 10:30—Housewarmers. (Crosley Radios).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:00—Arthur Chandler, Jr., Organist (Crosley Radios). 8:15—Music by Divano. (Crosley Shelvadors). 10:30—Housewarmers. (Crosley Radios).
P. M. 4:30—Sundown Varieties. (Crosley Radios). 4:45—News and Financial Notes. (Crosley Radios). 11:15—Darktown Meeting. (Crosley Radios). 12:30—Moon River, Organ & Poems. (Crosley Shelvadors).	P. M. 4:30—Sundown Varieties. (Crosley Radios). 4:45—News and Financial Notes. (Crosley Radios). 11:15—Los Amigos, Virginia Marcell and His South American Orchestra. (Crosley Radios). 12:30—Moon River, Organ & Poems. (Crosley Shelvadors).	P. M. 4:30—Sundown Varieties. (Crosley Radios). 4:45—News and Financial Notes. (Crosley Radios). 12:30—Moon River, Organ & Poems. (Crosley Shelvadors).
TUESDAY	THURSDAY	SATURDAY
A. M. 6:30—Top O' the Morning (Battery Radios). 8:00—Arthur Chandler, Jr., Organist (Crosley Radios). 8:15—Music by Divano. (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:00—Arthur Chandler, Jr., Organist (Crosley Radios). 8:15—Music by Divano. (Crosley Shelvadors). 10:30—Virginians. (Crosley Radios).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 7:15—R. F. D. Hour. (Battery Radios). 12:30—Moon River. (Crosley Shelvadors).
P. M. 4:30—Sundown Varieties. (Crosley Radios). 4:45—News and Financial Notes. (Crosley Radios). 10:30—Crosley Follies. (Crosley Radios). 12:30—Moon River, Organ & Poems. (Crosley Shelvadors).	P. M. 4:30—Sundown Varieties. (Crosley Radios). 4:45—News and Financial Notes. (Crosley Radios).	P. M.

THE GREATEST SALES HELP YOU HAVE EVER HAD!

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



Vernon H. Maurer, Vice-President and General Manager of Maurer-Gruesel Company, Milwaukee.

(Continued From Page 13)

to result in the kind of teamwork that secures the returns that all workers are interested in.

Maurer-Gruesel Company has no retail department or outlets and does not cater either directly or indirectly to consumer sales. It operates from a wholesale district with a policy of "100% Wholesale—We do not compete with our dealers." and it strives earnestly to create good-will and to increase prestige through the medium of service and the cultivation of as much personal acquaintanceship with

Tay Reports Crosley Orders 300 Pct. Over Any Meeting . . .

An increase of 300 percent in orders booked over any previous meeting, is reported by Clarence S. Tay, manager, Crosley Distributing Corp., Chicago, following the dealer meeting held at the Knickerbocker Hotel in that city, Friday, January 10. More than 400 dealers attended.

Mr. Tay said, "I was delighted at the reception accorded the new Shelvador models. We had never before seen as much enthusiasm on the part of the dealers.

"We also displayed the new 1936 Crosley radios and the new Crosley washing machines, including the ironer. They were enthusiastically re-

the retail trade as frequent visits by the executives will permit.

The company provides the salesmen with a merchandise trailer for use with their autos that brings the full line of appliances right to the door of the dealer, which has proven of great value.

It is quite fitting that this resourceful firm should join with Crosley to help the dealers of Wisconsin take advantage of the widespread demand for Crosley radios and Shelvador refrigerators.



H. M. Northrup, Secretary and Treasurer of Maurer-Gruesel Company, Milwaukee.

ceived, and a large number of dealers signed up for the complete line of washers and the ironer.

"Altogether," Mr. Tay stated, "it was by far the most successful meeting we have ever had. It presages a great year for Crosley in 1936."

Ontario Electric Serves Summons On Crosley Dealers . . .

When the Ontario Electric Corporation, Crosley distributor, Buffalo, N. Y., puts on a merchandising campaign, it means business.

It devised a novel means of getting its dealers to attend its open house meeting for dealers in that city on January 9 and 10. A series of four clever cartoon cards called attention to the meeting at which the

new 1936 Crosley Shelvadors were shown. The fifth and final piece in the campaign was sent in a plain, blank envelope. In it was a summons from the Crosley Court of Appeal by the Ontario Electric Corp., vs. the name of the dealer to whom sent.

George Eckel, advertising department of Ontario Electric, states that the new Shelvadors will be followed through with a merchandising plan similar to the one with which it introduced the new Crosley radios after the radio show in the fall.

Aggressive Dealer Gave Turkey To Every Shelvador Buyer . . .

Brimming over with ideas that are new and different, it seems that U. S. Grant, Crosley dealer at San Diego, California, is always injecting the unusual into his promotion plans to win prospects and sales. One of his latest promotional concoctions, which went over with a big success, was the offer of a big, live turkey to every purchaser of a Crosley Shelvador. Since he established last November as Turkey Month, this past Thanksgiving saw many San Diego homes grateful not only because of their new Shelvador but also because they had Turkey for dinner.

In commenting on this venture, P. W. Bialkowsky, Crosley district man-



ager, remarked, "November was turkey month with U. S. Grant, star dealer in the extreme southwest. So every purchaser of a Shelvador received a turkey. 58 Shelvadors were (Continued On Page 15)

(Continued From Page 14)

sold in November and 58 turkeys delivered. Mr. Grant is that type of dealer that always has something new and keeps his sales crew of 12 men on the jump."

Broken Window Climaxes Apollo's Display Contest . . .

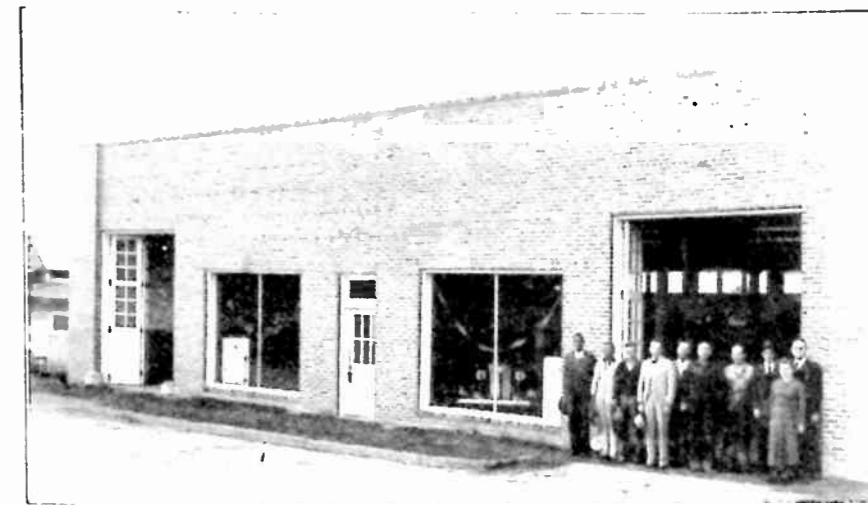
The Apollo Distributing Company, Crosley distributors, Newark, N. J., have a reputation for being up-and-at-'em. But now we see how it is. They have their dealers on their toes as well as themselves. In their window trimming contest recently concluded, they received no less than 87 photographs, any one of them worthy of a prize.

So appealing was the one of Joe's Inc., 199 S. Broad St., Trenton, N. J., in which two lovely, luscious and luring turkeys were displayed with Crosley merchandise, that a dog passing by window shopping saw the two turkeys and made an unethical leap for them. One of the turkeys must have been Tom Sharkey, for instead of trying to escape from the dog, he leaped so hard towards him that he broke a fifty-dollar plate glass show window. The crashing glass and the pugnacious turkey



This window display of Joe's Inc., Trenton, N. J., won first prize in the contest conducted by Apollo Distributing Company.

scared the dog so badly that he retreated in panic before a patrolman could reach the scene. In spite of his heroic effort, Tom did not escape and when a new glass was installed he was again put back in the window. But Joe's display got first prize, a Model FA-50 Crosley Shelvador electric refrigerator, plus a



This shows a group of the sales force standing in front of the building of the R. M. Ware Motor Company of Hogansville, Georgia. Right to left: Robert S. Ware, Re-

bocca Brasch, Goss Mattox, Tom Amis, L. Weaver, Pryor Hipp, Marvin Sewall, N. E. Womack, Jr., Enoch Marshall (colored), Nathan Jennings, (colored).

Outstanding Record In Small Town . . .

In a town of only 2300 people, this dealer achieved a brilliant record in the merchandising of Crosley Shelvadors. During the last six weeks of 1935, the R. M. Ware Motor Company of Hogansville, Georgia, sold 50 Crosley Shelvador refrigerators.

Herndon Thomas, Beck and Gregg Hardware Company, Atlanta, Ga., comments, "R. M. Ware Motor Company, one of the most outstanding refrigerator dealers in the South, sold fifty Crosley Shelvador electric refrigerators between June and December, 1935. We think that this is a most outstanding record."

story in the Trenton State Gazette.

Second prize, a Crosley Constitution with ten metal tubes, went to McManus Bros., 1152 E. Jersey St., Elizabeth, N. J. In addition to these prizes, ten more Crosley Fivers went to those from third to twelfth place.

S. S. Mittler, of the Apollo advertising department, reports that the contest inspired a great deal of enthusiasm and was given hearty cooperation by practically all the dealers, and resulted in a greatly increased number of dealers and even greater volume of sales for Crosley Shelvador electric refrigerators and Crosley radios, as of other products distributed by Apollo.

10,000 Prospects From One Appliance Show . . .

Here is an entirely new thing in the way of making exhibits at fairs, exhibitions, etc., pay. It is not unusual, however, when we know that the name of the dealer who did it is U. S. Grant of San Diego, Calif.

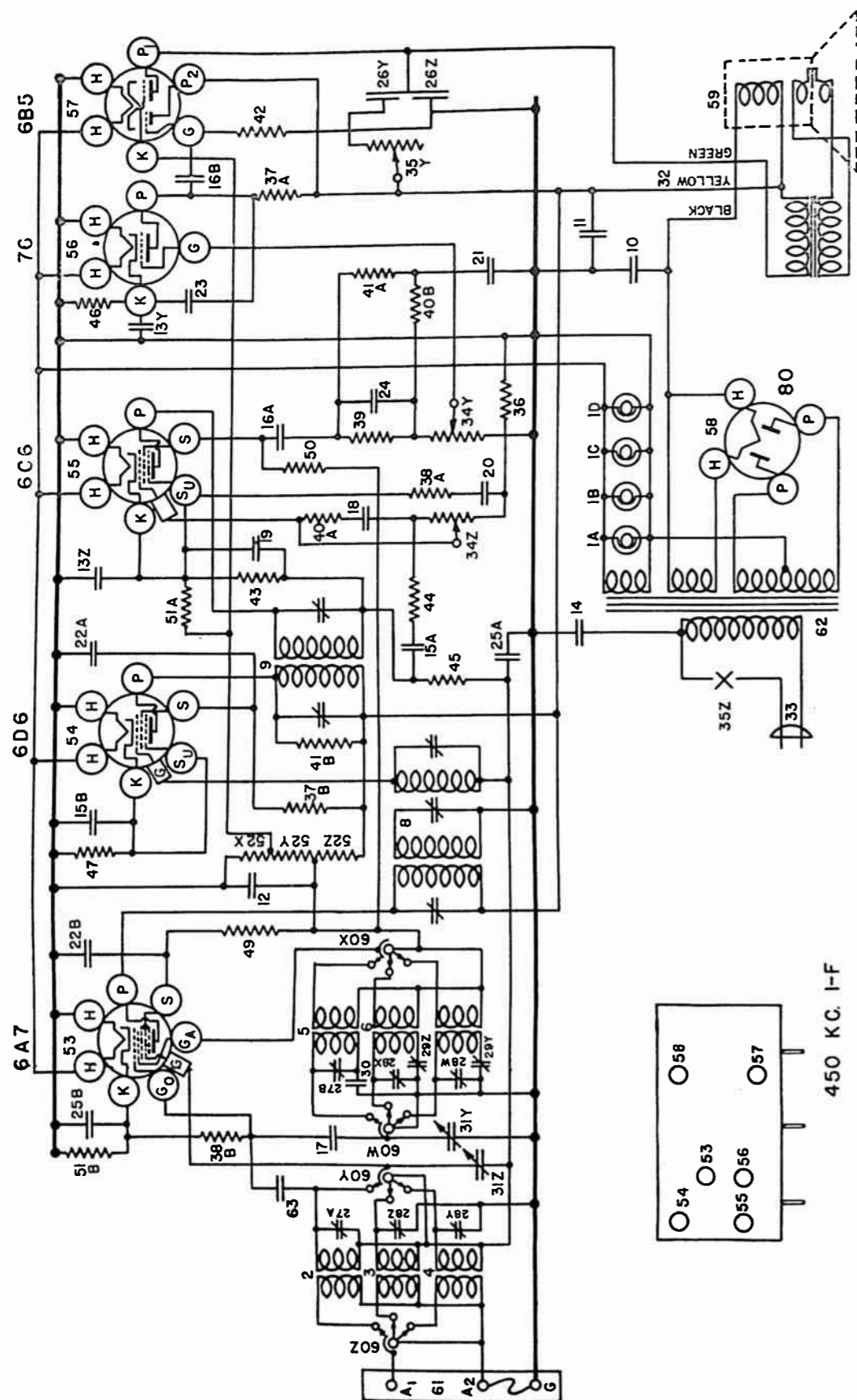
After the manner of his name's sake he used strategy—this time applied to sales of Crosley refrigerators and Crosley radios. Early in December San Diego held an appliance

show. Dealer Grant had a booth in which he displayed Crosley radios and refrigerators along with other appliances he sells.

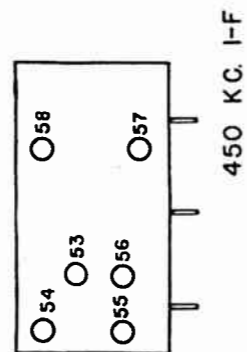
His plan was to sell all appliances in the booth to the highest bidder when the show was over. Of course, all these visitors could not be present for an auction. Here is how Mr. Grant used his strategy to get around holding one. "Every person attending the show and visiting the booth," says Paul W. Bialkowsky, Crosley district manager, "was given a slip and on this slip persons wrote their names and addresses and the amount they would bid for the appliances they wanted.

"The bid was dropped in a box and on the last day, the highest bidder for any appliance got it.

"In this way Mr. Grant not only got many to bid, but in doing so he secured their names and addresses. The bids also revealed what the bidder was in the market for. The Grant booth was attended by large crowds of people throughout the show, and he estimates that he obtained in the neighborhood of 10,000 good prospects to work on."



WIRING DIAGRAM—MODEL 6625



Display At Chillicothe Household Appliance Show . . .

This attractive display of Crosley Radios and Shelvador Electric Refrigerators was recently arranged by Wilson's Cottage Radio Shop at the Chillicothe, Ohio, Automobile and Household Appliance Show. This display was considered the most attractive at the affair.



American Minister Visits Crosley Display In Brussels . . .

The Honorable David Hennen Morris, United States Ambassador to Belgium, was a distinguished visitor at the display of Crosley Shelvador electric refrigerators and Crosley radios in the Salon de l'Alimentation held in Brussels this past fall.

Mr. Morris is the gentleman with the top hat at the left. Jacques Maus, president, La Distribution Crosley,

Brussels, reports that the Ambassador was kind enough to compliment them on their display.

Mr. Maus also stated that it was well placed, just in front of the entrance. The exhibit created a great deal of favorable attention and the attendance around the booth was always large, Mr. Maus reports.

Crosley Radios Prove Excellence On U. S. Battleship . . .

James H. Quinn, Electrician's Mate of U. S. S. Chicago, stationed at Mare Island, California, writes:

"I am sure you will be pleased to hear of the test under which your radios have stood up here on our ship.

"When the Chicago went into commission in 1931, she was presented a number of Crosley radios by the city of Chicago. At present these sets are in fine working order. They have stood the test of vibration at high speed and above all the sudden jolts of gun firing. Besides this they have been constantly exposed to salt air and fog.

"Any radio that can stand up under such a test certainly deserves anyone's consideration. As soon as I can afford it I will have a new AC-DC for my shop."

Crosley Export Manager Goes On World Tour . . .

A. G. Lindsay, manager, Export Department, Crosley Radio Corporation, recently departed on what practically amounts to a world tour. To keep in closer personal touch with Crosley worldwide markets for radios and Shelvador electric refrigerators. He will be gone several months. Mr. Lindsay returned but a few months ago from an extended trip through most of the countries of Europe.

Mr. Lindsay's first objective will be the Union of South Africa, where Crosley products occupy a dominant position. He will visit the Cape Province, the Orange Free State, Natal and Transvaal. From there he will cross the South Atlantic to Rio de Janeiro to visit the principal centers of the South American Continent.

While in Africa and South America, Mr. Lindsay will take field tests of the signal strength of 500,000 watt WLW and 10,000 W8XAL, both owned and operated by the Crosley Radio Corporation. Mr. Lindsay stated that reports received by the Crosley Radio Corporation show that WLW's programs are received with satisfaction in such distant locations as Patagonia and Magellanes with greater power and perfection than the strongest local broadcasting stations in their own countries.

NEW CROSLEY RADIOS

to set a New Sales Pace

Introducing The Revolutionary

- AUTO EXPRESSIONATOR
 - AUTOMATIC BASS COMPENSATOR
 - CARDIAMATIC UNIT
 - HIGH FIDELITY
 - VIBRACOUSTIC SOUNDING BOARD
 - CURVILINEAR SPEAKER
 - MAGNUM DIAL WITH TIMELOG TUNING
- AND MANY OTHER STARTLING FEATURES

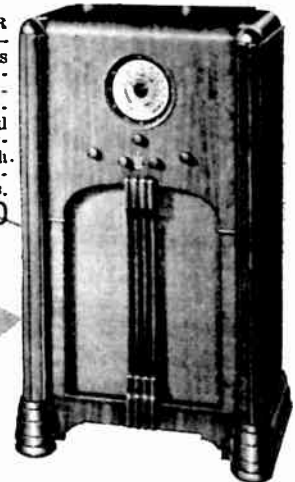
All of these revolutionary features can be found only in these new Crosley Radios. They bring a new high to radio performance, beauty and value. To listen to a broadcast with one of these new Crosley models is to know that, at last, Crosley has reached the highest pinnacle

of fine music reproduction. All the tone, inflections, expressions are received just as rendered by the artists at the microphone. And to display, advertise and demonstrate these new models is to know that here is a spectacular magnet for radio sales and profits!

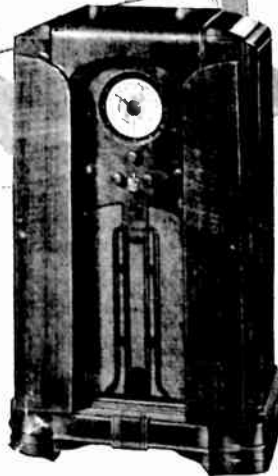
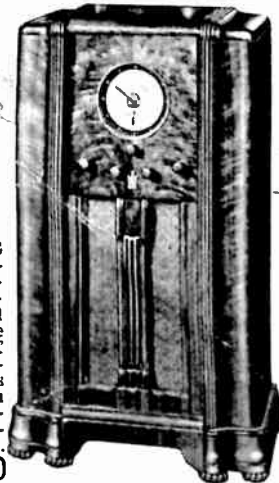
(NOTE: This Receiver does not have Auto Expressionator.)

(Left) **CROSLEY RAIDER CONSOLE**—Six Tubes—Three Bands. Standard broadcasts 540-1800kc.; police, amateur, aviation broadcasts 1800-6500 kc.; foreign broadcasts 6000-19,000 kc. Has Bass Compensator, new Magnum Dial with Time-log Tuning, Vibracoustic Sounding Board and many other new features. Dimensions: 40" high, 23½" wide, 12" deep. **\$69.95**

(Right) **CROSLEY CHALLENGER CONSOLE**—Nine Metal Tubes—Three Bands. Standard broadcasts 540-1800 kc.; police, amateur, aviation broadcasts 1800-6500 kc.; foreign broadcasts 5900-19,000 kc. Featuring the Auto Expressionator and Automatic Bass Compensator, New-type 6-inch Magnum Dial with Time-log Tuning and band designator. Many other advanced features. Dimensions: 41" high, 23½" wide, 14½" deep. **\$115.00**



(Right) **CROSLEY BARKENTINE CONSOLE**—Eleven Metal Tubes—Four Bands. The only way to describe the tone of this beautiful radio receiver is to call it "personal appearance" reception. Nothing like it has ever been heard. Due, of course, to the Crosley Auto Expressionator and Automatic Bass Compensator. Magnum Dial with Time-log Tuning and band designator, and shadowgraph tuning indicator. Many other new features. Dimensions: 42" high, 26" wide, 13½" deep. **\$137.50**



(Left) **CROSLEY DREADNAUGHT CONSOLE**—Eleven Metal Tubes—Four Bands. Weather broadcasts 150-400 kc.; standard broadcasts 540-1900 kc.; police, amateur, aviation broadcasts 1800-6500 kc.; foreign broadcasts 5900-19,000 kc. The chassis of this model is the same as that in the Crosley Barkentine, but the cabinet has been designed for those who want the imperial beauty which is here apparent. Dimensions: 41½" high, 28" wide, 14½" deep. **\$149.50**

(ALL PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST)

WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO