

# THE CROSLLEY BROADCASTER

VOLUME 14

MARCH 15, 1935

NUMBER 3

## SHELVADOR SPURS SPRING SALES







TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

"THIS MUCH More In A Shelvador". What an appeal to every prospective electric refrigerator buyer! It tells a whole story at a glance—it signifies that here is extra usable space, extra conveniences, extra advantages, extra value. Featured in the greatest, most far-reaching, national advertising campaign in the history of Shelvador, this powerful slogan is appealing to prospects everywhere.

"Clear Away The Mists" is an equally powerful appeal that is being featured in magazines of great national circulation in behalf of Crosley Radios. It clearly emphasizes the high quality of Crosley receivers and particularly points to the Crosley Centurion as an example of Crosley leadership in beauty, performance, quality and value.

These two sweeping magazine advertising campaigns—plus the dominant broadcasts over world's most powerful WLW—are certain to create innumerable

Crosley Radio and Shelvador prospects for Crosley dealers everywhere.

Hand in hand, Crosley Radios and Crosley Shelvador electric refrigerators will always be selling mates. The sale of one will help the other. It is an undeniable fact that one of your greatest assets is satisfied customers. And merchandise of the highest quality at the most attractive price is the sure stepping-stone to satisfied customers. When a person buys and uses either a Shelvador or a Crosley Radio, its high quality and extra value will make him so proud and completely satisfied that he will buy the other of the two when in the market.

You cannot be urged too strongly to "tie-in" with the insistent demand for both Crosley Radios and Shelvador electric refrigerators. The greatest national promotion of all time is under way. Unprecedented sales and profits are being made. Now is the time for you to "cash in".

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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### The March Of Time . . .

Time marches on . . . and Spring is almost here. Spring of 1935 . . . the year that is destined to sky-rocket Shelvador sales almost beyond belief and the season when refrigeration interest is at the highest ebb. Now is the time to act! Now is the time to wage the most intensive drive for Shelvador sales that you have ever conceived—to put your resources behind Shelvador with a push that assures you your share of the vast profits to be made everywhere by Crosley dealers.

Magazines of great national circulation are carrying Shelvador messages to the tune of about 50,000,000 a month. The vast audience of 500,000-watt WLW—the world's most powerful broadcasting station are being kept Shelvador-minded through dynamic, appealing broadcasts.

Prospects are being developed—people are flocking to Crosley dealer showrooms—sales are being made. But these prospects must be directed to the Crosley dealer. That is where your promotional work comes in—to tie-up with the sweeping popularity of Shelvador—to tell your community through forceful merchandising methods that "Here is where to see and buy Shelvador."

Window displays, store displays, show displays, newspaper and direct-by-mail advertising, promotion stunts—every activity will be striking the nail on the head . . . the nail of deep-rooted sales and profit success that is before every Crosley dealer now!

### Vast Market . . .

Anyone who analyzes available statistics on the electric refrigeration market will be surprised at the vastness of this field. With a total market of 19,843,724 wired homes, there are only 4,665,000 electric refriger-

ators in use. This means that only a little better than twenty per cent of the electric refrigeration market has been sold.

Contrast this with the figures on other electric appliances and you will have a still greater appreciation of the potential sales possibilities of refrigeration. Electric fans have reached a 97% saturation; there are 19,248,413 in use. Vacuum cleaners have covered the market to the extent of 48.5% or a total of 9,643,568. Electric toasters in use are 9,129,963 or 46% of the market. Electric washers have reached the figure of 8,725,693 or 43.9% of the total market.

These interesting figures should prove convincing to everyone that electric refrigeration has almost unlimited sales opportunities.

### New American-Foreign Models Widen Sales Market . . .

To help every Crosley dealer to "cash in" fully on the tremendous interest for radios that provide both American and foreign reception, Crosley has announced a new five-tube American-Foreign receiver. Known as the Crosley 534, this radio is available in both table and console models and the price is so low that it puts foreign reception within reach of practically everyone.

The Crosley 534 covers American broadcasts—535 to 1730 Kilocycles and foreign broadcasts—5,300 to 15,700 Kilocycles. It incorporates latest features including: automatic volume control, two double purpose tubes, two position tone control and full floating moving coil electro-dynamic speaker.

With its extremely low price, think of the added sales possibilities that exist for this remarkable new

receiver. Perhaps there are many people on your prospect list who have been postponing the buying of a new foreign reception set because of the price. Now you can tell them about the 534—its low price will certainly be appealing and when a demonstration has been made there will be additional sales well on the way.

### Six-Page Shelvador Circular . . .

Just off the press and now available to all Crosley dealers is a highly attractive full-color six-page circular on the Crosley Shelvador line.

This circular is beautifully lithographed and carries an illustration of one of the Table Shelvadors, Shelvadors and Tri-Shelvadors. All other models are listed. The use of this circular as an envelope enclosure, mailing piece or to pass out at the store should prove helpful in your local campaign. Order a quantity from your distributor. Price is only \$3.65 per thousand with an additional charge of \$1.00 per thousand for imprinting your name and address.

### Send In The News . . .

The *Crosley Broadcaster* is published in the interests of every Crosley distributor, dealer and salesman. Therefore it is naturally the "news bearer" of all happenings in the Crosley family. If you are doing anything out of the ordinary in the way of sales promotion stunts, if you have made an outstanding sales record, if you have designed an attractive window display, if you have used a successful advertising idea—whatever it is, if it is news—send it in to the *Broadcaster*. Let the rest of the dealers know of your accomplishments. And don't forget to send photographs—they will add materially to your story's effectiveness.





### Big Meeting At Nashville . . .

One of the largest Crosley dealer meetings in the South was the one held by the Gambill Distributing Company, Crosley distributor of Nashville, which was attended by 210 Crosley dealers from Kentucky and Tennessee, TVA territory. The meeting was held at the Andrew Jackson hotel and started off with a banquet which was followed by the business session.

In addressing the meeting Wheless Gambill, Jr., president of the Gambill Distributing Company, pointed out the opportunity dealers have to sell radios and refrigerators in TVA territory and also the advantages the Crosley line offers them. J. V. Rogers, of the E. H. F. A., a division of the TVA, spoke on the work of that organization and what it meant to the people and business men of the Tennessee Valley.

Howard E. Richardson, assistant to the president, Crosley Radio Corporation, introduced the 1935 Crosley radios and Shelvador electric refrigerators and commended the dealers for their large attendance. "This is one of the largest meetings I have attended in my swing around the Southern states and the enthusiasm shown here is most gratifying," Mr. Richardson said in his talk. "Your distributor, Wheless Gambill, Jr., is one of the most active in the South. In just one year's time the organization which he heads has become among a hundred Crosley wholesal-

ers the seventh in radio sales and the seventh in refrigeration. Dealers everywhere are placing larger orders and demanding immediate shipment instead of deferring delivery dates as in previous years."

Other speakers were: C. A. Cooper, Crosley District Manager; Leslie M. Wood, General Securities Company; E. H. Abernathy, C. I. T. Corporation. Following the closing of the business session, entertainment and a floor show was presented.

### Radio Enthusiast Turns Poet . . .

So greatly enthused is John W. Cooper of Scammon, Kansas, over his five-year-old Crosley radio that he was inspired to write the following poem in recognition of its true worth to him. In commenting on the service he has received during these five years, Mr. Cooper states that he has only spent two dollars for repairs in that length of time.

#### An Evening At Home

When my daily task has ended  
And the sun is sinking low,  
Then I'll tune in for the evening  
On my Crosley radio.

All the children will surround it  
They will scamper to and fro  
To the soft, and mellow music  
From my Crosley radio.

There is nothing I wish better  
When my pipe is all aglow;  
Than to settle down in comfort  
By my Crosley radio.

### Elected Head Of Refrigeration Council . . .

J. E. Davidson, of the Davidson Sales Company, was elected president of the South Bend Electric Refrigeration Council, Thursday, Feb. 7. At the meeting tentative plans were discussed for an electric refrigeration show to be held in April.

The South Bend Electric Refrigeration Council has been organized for three years and in that time has promoted three very successful electric refrigeration shows. Its membership consists of both wholesalers and retailers representing all standard makes of electric refrigerators. Meetings are held each week at which general trade practices are discussed.



### At New Orleans Home Modernization Exposition . .

Auto Lec Stores, Inc., Crosley dealer at New Orleans, La., have arranged this very effective booth in the old Pickwick Club, where everything that goes to promote the comforts and general improvement of the home is now being displayed.

Cooperating with the Government National Housing Act and sponsored by numerous city organizations for Civic Improvement, many progressive dealers are making an organized drive for greater employment and better sales by participating in this exposition.

The management of Auto Lec Stores, Inc., report many Shelvador sales and a high degree of public favor for the new models.

The exposition has remained open for four weeks running through the entire New Orleans Carnival season, during which time it was expected that over 25,000 visitors from all over the United States would be in the city.

### Pittsburgh Announces Great Increase In Business . . .

Harold W. Goldstein, President of the Anchor Lite Appliance Company, Crosley Distributor at Pittsburgh, reports very gratifying increase in business in conjunction with the showing of the new 1935 Crosley refrigerators.

Approximately three hundred and fifty dealers visited the Anchor Lite Appliance Company's show rooms during the two days showing. Substantial orders were placed for immediate delivery and the feeling among the dealers was that 1935 will be a banner year.

The Crosley dealers, who signed up to sell Crosley refrigeration this year, include the best and most aggressive merchants in Western Pennsylvania.

Mr. Goldstein, who had cut short his vacation in Miami Beach, Florida to be on hand, addressed the meetings on both days, outlining the company's policies, service, advertising, and cooperation based from the dealer's point of view. These talks were enthusiastically received by the assembled dealers.

C. H. Carey, Crosley representative, also talked to the dealers on the merits of the new models, stressing the new features, following this up with a showing of the history of the Crosley Radio Corporation in talking picture form.

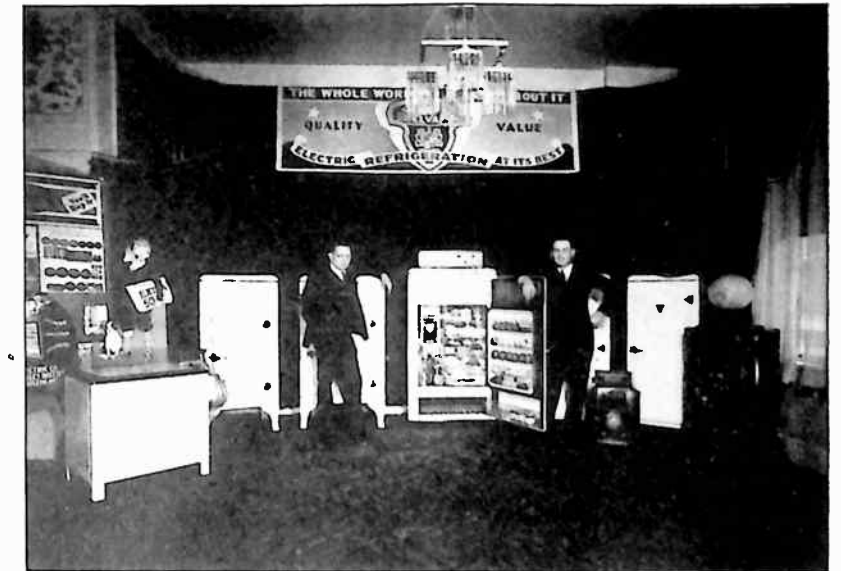
Business conditions in the Pittsburgh area have improved materially and the outlook for business in the year 1935 is exceptionally bright.

### School For Service Men . . .

H. A. McRae & Co., Inc., Crosley distributor of Troy, N. Y., is conducting a service school for dealers' service men each Monday. In addition to regular training, the school offers opportunity for any special instruction the men may desire on any Monday that is most convenient for them.

The company also announces that it plans to conduct a six weeks factory service school which will be under the direction of one of the service engineers of the Crosley factory.

"Better service makes more sales," says "Rudy" Brown, vice president and general sales manager for McRae, in urging dealers to have their service men attend the schools.



### Attractive Display At Salina, Kansas Meeting . . .

In order to present the new 1935 Crosley line to dealers of western and central Kansas who were unable to attend the St. Joseph, Mo., meeting, the American Electric Company, Crosley distributor, recently held a special meeting at the Lamar Hotel, Salina, Kansas. The fifty dealers in attendance at this meeting saw the new Shelvador refrigerators, Icyball and Crosley radios. Sales promotion material graced the walls of the assembly room and the lobby and ballroom of the hotel. Through the use of special screens and curtains and extra floodlights each Cros-

ley model was presented individually amid the applause of the dealers.

Byron Callaway (shown on the right side of the picture), representative of American Electric, acted as chairman of the meeting. Another American Electric representative is seen in the picture—W. W. Metzenthin.

During the week following the Salina meeting, these two salesmen reported excellent results in getting representative lines of the new refrigerators on their dealer's floors and also in establishing several excellent new dealers.

### New Showroom Boosts Sales . . .

A recent issue of Hardware Age carries an interesting story about the increased sales of an enterprising hardware store—Trimble and Johnson, Crosley dealer, Moundsville, W. Va. This firm—a dealer in the territory of Ott-Heiskell Company, distributor at Wheeling, W. Va.—has found that it materially pays to devote more attention to major electric appliances, including radio and refrigeration.

In fact it has paid them to the tune of a 25 per cent increase over former sales figures. According to J. G. Mayfield, manager of Trimble and Johnson, this sales increase is due chiefly to the installation of a new showroom. This showroom, in the front of the building, and alongside the regular sales floor, is devoted entirely to radio, refrigeration and other major appliances.

The idea back of this showroom is to keep the merchandise constantly before the public. Since it is located at the store front, the entire display is visible from the sidewalk. It is attractively painted to harmonize with the items on display. Moundsville folks regard the showroom as the finest in the vicinity. And Trimble and Johnson undoubtedly regard it as a vital sales stimulant.

### Named Promotion Manager . . .

William H. Baker has been appointed sales promotion manager of the Good Housekeeping Shop, Crosley dealer, 214 South High Street, Columbus, Ohio. Mr. Baker has been connected with the sales organization of the company for the past eight years.





### New Orleans Dealer Meeting . . .

With attractive stage effects, the complete 1935 line of Crosley Shelvadors and Tri-Shelvadors, including the new Icyball, was recently presented to approximately 150 dealers of Louisiana and Mississippi by the Interstate Electric Company, distributors of Crosley products, New Orleans, La.

O. G. H. Rasch, Secretary-Treasurer of the local company, presided

as Chairman of the meeting, and gave the address of welcome.

The meeting was then turned over to H. E. Richardson, Assistant to the President of the Crosley Radio Corporation, who, after a brief talk, presented the new Centurion radio, and the new Shelvador models.

After a brief intermission, the Convention floor was cleared and an elaborate dinner served to the assembled dealers, at which time Percival Stern, President of the Interstate Electric Company, thanked the deal-

ers for their attendance and the whole-hearted support they had given to the sale of radios during the holidays.

During the dinner Mr. Richardson presented several of the outstanding dealers with Crosley buttons in recognition of their services.

Salesmen reported a number of new franchises signed and a very satisfactory volume of orders obtained following the dinner.

General enthusiasm prevailed throughout the entire meeting, and the dealers as a whole were thoroughly sold on Crosley "Shelvador" possibilities for 1935.

### Makes Sales While In Hospital . . .

When J. M. Milner, Crosley dealer of Augusta, Ky., was in the hospital recently for treatment he sold a number of Crosley radios. J. M. just had to do something to keep his mind busy and so he sold Crosley radios to friends who called to see him.

## 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

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Rhythm Jesters (Shelvador Refrigerators).  
9:15—Music by Divano (Crosley Radios).  
Noon—Salt and Peanuts (Shelvador Refrigerators).

P. M.

4:00—Crosley Business News (Crosley Radios for office use).  
5:00—Ethel Ponce, blues singer (Shelvador Refrigerators).  
11:05—Crosley Roamios Concert Orchestra.

### TUESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Rhythm Jesters (Shelvador Refrigerators).  
11:15—Johanna Grosse, organist (Crosley Radios).

P. M.

4:00—Crosley Business News (Crosley Radios for office use).  
6:00—Around the World (Crosley A. F. Radios).  
8:30—Crosley Folles — orchestra — vocalists — dramatic skit — (Shelvador Refrigerators).  
11:30—Los Amigos—Spanish Music (Crosley Radios and Refrigerators).

### WEDNESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Rhythm Jesters (Shelvador Refrigerators).  
9:45—The Jacksons—comedy (Shelvador Refrigerators).

P. M.

4:00—Crosley Business News (Crosley Radios for office use).  
5:00—Ethel Ponce, blues singer (Shelvador Refrigerators).  
6:00—The Norsemen (Male Quartet) (Crosley Radios).

### THURSDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Rhythm Jesters (Shelvador Refrigerators).  
9:45—The Jacksons, comedy (Crosley Radios).

P. M.

4:00—Crosley Business News (Crosley Radios for office use).  
11:05—Zero Hour (Shelvador Refrigerators).

### FRIDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).

7:30—Rhythm Jesters (Shelvador Refrigerators).  
9:45—The Jacksons, comedy (Crosley Radios).

P. M.

4:00—Crosley Business News (Crosley Radios for office use).  
6:00—Music by Divano (Crosley Tubes).  
11:05—Around the World (Crosley A. F. Radios).

### SATURDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Rhythm Jesters (Shelvador Refrigerators).  
9:45—Antoinette West, soprano (Crosley Radios).  
10:30—Rex Griffith, vocalist (Shelvador Refrigerators).  
11:15—Bailey Axton, tenor (Crosley Radios).

P. M.

1:45—Crosley Business News (Crosley Radios for office use).  
6:00—R. F. D. Hour—Boss Johnston, McCormick Fiddlers, Larry Greuter, accordionist (Crosley Battery Radios).

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

**THE GREATEST SALES HELP YOU HAVE EVER HAD!**

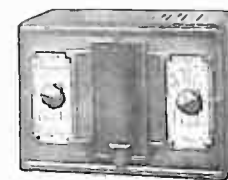
## CROSLEY PRESENTS

NEW BEAUTY AND WORLD-WIDE RECEPTION  
IN THE NEW 1935

# CROSLEY RADIOS

● THE NEW 1935 Crosley Radios presented on this and the two following pages, have reached a new pinnacle in beauty and smartness. New, rare, and costly woods, modern and pleasing design, have set a pace for the entire radio world to follow. Likewise, these Crosley models include the latest improvements and features in radio—each giving outstanding performance for its price class. The sensational values maintain Crosley's world leadership in offering "the most for the radio dollar". Several models have the Dual Range feature—providing police, amateur and aviation in addition to standard broadcasts. The new American-Foreign and All-Wave Receivers bring a new thrill to all those interested in distant, foreign reception.

\* Use code word for telegraphic orders to distributors.



\*Fortecno

**\$19.99**

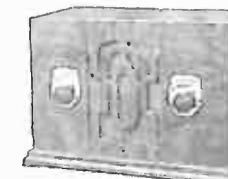
Complete With Tubes and Fabric Carrying Case

Dimensions:  
6<sup>3</sup>/<sub>4</sub>" high,  
9<sup>5</sup>/<sub>8</sub>" wide,  
4<sup>1</sup>/<sub>2</sub>" deep.

**FORTY-ONE**

**4 TUBES . AC DC  
SUPERHETERODYNE**

● OPERATES on any 110 volt circuit. Has two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. No ground required.



\*Forteonlux

**\$22.50**

Complete With Tubes

Dimensions:  
7<sup>3</sup>/<sub>4</sub>" high,  
10<sup>3</sup>/<sub>4</sub>" wide,  
5" deep.

**FORTY-ONE DELUXE**

**4 TUBES . AC DC  
SUPERHETERODYNE**

● OPERATES on any 110 volt circuit. Has two Double Purpose Tubes, Full Floating Moving Coil Electro-Dynamic Speaker, Pilot Light, Attached Antenna. No ground required.



\*Fiver

**\$19.99**

Complete With Tubes

Dimensions:  
11<sup>5</sup>/<sub>8</sub>" high,  
10" wide,  
7<sup>3</sup>/<sub>4</sub>" deep.

**FIVER**

**5 TUBES  
SUPERHETERODYNE**

● RECEIVES all standard broadcasts and some police calls. One Double Purpose Tube—Illuminated Dial—Combined Volume Control and On-Off Switch. Full Floating Moving Coil Electro-Dynamic Speaker.

**534 CC A. F.**



\*Fithrefo

**\$32.50**

Complete With Tubes

Dimensions:  
17" high,  
13<sup>1</sup>/<sub>2</sub>" wide,  
8<sup>3</sup>/<sub>4</sub>" deep.

**5 TUBES . American-Foreign  
SUPERHETERODYNE**

● AMERICAN broadcasts—535 to 1730 Kc. and Foreign broadcasts 5300 to 15,700 Kc.—Automatic Volume Control—Two Double Purpose Tubes—Two Position Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

**534 QE A. F.  
LOWBOY**

**\$47.50**

Complete With Tubes

Dimensions:  
36" high,  
22<sup>1</sup>/<sub>4</sub>" wide,  
11<sup>3</sup>/<sub>4</sub>" deep.



\*Fithrefolo

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

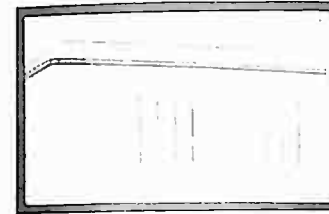


# DOMINATING SALES APPEAL THAT IS EXCLUSIVE FOR CROSLEY DEALERS

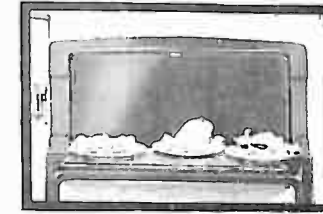
Nowhere else in all the world can anyone find such appealing features as are a part of the new 1935 Crosley Shelvador Electric Refrigerators. Here are features that provide housewives with everything they could desire—that carry with them such an irresistible sales appeal that the Crosley Shelvador has 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.

*This Much More  
in a  
Shelvador*



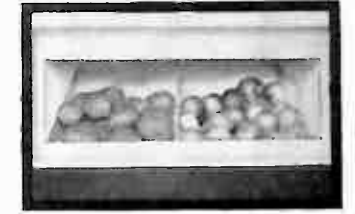
**Ventilated Front**  
Maintains proper circulation of air around the unit—no matter where refrigerator may be placed. Exclusive Crosley feature.



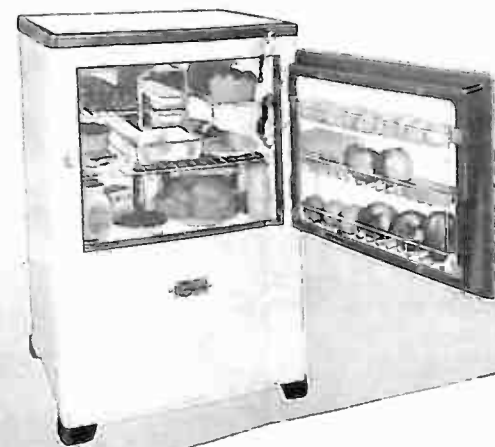
**Shelvatray**  
Convenient auxiliary shelf to facilitate rearranging refrigerator contents. Also serves as handy tray to carry items anywhere. Exclusive with Crosley Tri-Shelvador.



**Shelvabasket**  
Ideal for greens, carrots, beets, canned goods and the like. Swings with the door. Takes no room. Only Crosley Tri-Shelvador has it!



**Storabin**  
Just the place for potatoes, onions and other bulk items and reserve bottle goods. An exclusive Crosley Tri-Shelvador feature.



## TABLE SHELVADOR

Priced so amazingly low that it is within reach of every pocket-book, the Table Shelvador is especially ideal for small homes, apartments, as a second refrigerator in the home, as a beverage cooler and for summer camps or cottages. Compact and yet surprisingly roomy because of the Shelvador feature, the Table Shelvador occupies a very minimum of floor space. Also the porcelain table top makes it useful as a table as well as a refrigerator. Employs marvelous new Rotary Compressor.

Model FR-20—Two cubic feet NET capacity, 5.2 square feet shelf space. Dimensions: 36" high, 23 1/2" wide, 25" deep .....\$79.50

Model FR-30 (Illustrated)—3.1 cubic feet NET capacity, 7 square feet shelf space. Dimensions: 30" high, 23 1/2" wide, 25" deep .....\$94.50

ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE



## SHELVADOR

Characterized by the sensational Shelvador feature that has been acclaimed the greatest development since electric refrigeration.

Model FA-40—4.00 cubic feet NET capacity; 8.0 square feet of shelf space. Dimensions: 52 1/2" high, 23 1/2" wide, 25 1/2" deep .....\$112.50

Model FA-50 (Illustrated)—5 cubic feet NET capacity; 11.3 square feet of shelf space. Dimensions: 56 1/4" high, 25 1/2" wide, 24 1/2" deep .....\$129.50

Porcelain Exterior Model (PFA-50) .....\$152.00

Model FA-60—6 cubic feet NET capacity; 13.5 square feet of shelf space. Dimensions: 56 1/4" high, 30 3/8" wide, 25 1/2" deep .....\$149.50

Porcelain Exterior Model (PFA-60) .....\$174.50

Model FA-70—7.08 cubic feet NET capacity; 14.0 square feet of shelf space. Dimensions: 57 1/2" high, 32 3/4" wide, 25 1/2" deep .....\$199.50

Porcelain Exterior Model (PFA-70) .....\$194.50



## TRI-SHELVADOR

In all refrigerator history, nothing has ever approached the Crosley Tri-Shelvador Electric Refrigerator in beauty, features or convenience.

Model F-43—4.3 cubic feet NET capacity; 9.15 square feet of shelf space. Dimensions: 56 9/10" high, 23 3/4" wide, 23 1/2" deep .....\$139.50

Porcelain Exterior Model (PF-43) .....\$159.50

Model F-55 (Illustrated)—5.51 cubic feet NET capacity; 11.0 square feet of shelf space. Dimensions: 57 1/2" high, 29" wide, 24 1/2" deep .....\$164.50

Porcelain Exterior Model (PF-55) .....\$187.00

Model F-70—7.08 cubic feet NET capacity; 14.0 square feet of shelf space. Dimensions: 58 3/4" high, 32 3/4" wide, 25 1/2" deep .....\$189.50

Porcelain Exterior Model (PF-70) .....\$219.50

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



## Great Magazine Campaign Reaches 25 Million . . .

Here is shown one of a series of powerful advertisements now appearing in leading magazines of national circulation to create prospects for Crosley radios. An audience of 25 million is being reached with adver-

tisements in such magazines as the following:

The Saturday Evening Post, Colliers, Liberty, Literary Digest, American, Cosmopolitan, New Yorker and Time.

**CLEAR AWAY THE MISTS**

and  
**YOU'RE THERE WITH A CROSLLEY**

RUDY VALLEE—Star of the Famous Rudy Vallée Hour, 8 to 9 o'clock P. M. every Thursday. Also starred in Warner Bros. picture "Sweet Meats"

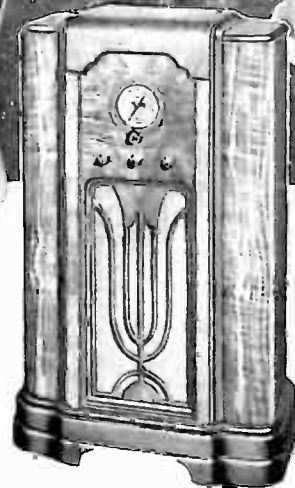
LIKE a shaft of sunlight, the Crosley cuts through the mists, clears the way. Listen—voices surge into full and vivid brilliance . . . music is enriched with exciting new depths, a multitude of subtle tones. At the turn of the dial, blurring mists vanish. You're there with a Crosley—you never suspect that distance separates you from the singer, the speaker, the musician. Yes, and there with the Crosley means hundreds of thrilling places on two hemispheres. For the engineering genius that made possible the world's most powerful broadcasting station has put world-wide radio reception clearly within reach of your ears with the Crosley. And within reach of your pocketbook, too.

**THE CROSLLEY RADIO CORPORATION, Cincinnati, Ohio**  
MAKERS OF CROSLLEY RADIOS AND CROSLLEY SHELVADORS  
Powel Crosley, Jr., President

Home of WLW—The World's Most Powerful Broadcasting Station

## ONCE UPON A TIME GOOD RADIO WAS EXPENSIVE

This advertisement appears in THE SATURDAY EVENING POST and COLLIER'S, March 9, 1935



It has everything . . . it gets everything (including the weather)

### THE NEW CENTURION

Finest radio at anywhere near the price. Ten-tube, all-wave set with 57 brilliant features, including the new Weather Band. Gets (and gets clearly!) not only American, Foreign, Police, Aviation and Amateur reception, but lets you listen to Government Weather Reports throughout the nation. Actually makes you your own weather prophet. \$100.00 (Other fine Crosley Radios from \$19.99 to \$100.00.)

## New York Features Shelvador . . .

The most active season in Crosley history is reported by Grant Layng, sales manager, Retail Division, the Crosley Distributing Corporation of New York. Leading stores throughout the Greater New York trading area are featuring Crosley Shelvador electric refrigerators, Mr. Layng states.

"A. I. Namn's, one of Brooklyn's largest department stores that has done an outstanding business in electric refrigeration, has just added Crosley Shelvadors", says Mr. Layng. "Mr. Wasser, the buyer, anticipates an excellent season ahead for Shelvadors.

"Olson's Radio Shop, of Peekskill, one of the largest refrigeration outlets in Northern Westchester County, has taken on Crosley Shelvadors. George Olson, manager, states that he expects to have a big season on refrigerators.

"At White Plains, Hunt's Music Store, for years the outstanding music account in this town, has decided to enter electric refrigeration and picked Crosley Shelvadors exclusively.

"Simpson's Radio Store, a newcomer in Rye, has chosen Shelvadors exclusively in that community.

"James & Hawkins, the largest chain on Long Island with 11 stores, is carrying Crosley Shelvadors, exclusively in two of them. Mr. Timmerman of this organization anticipates a gain of at least 100 per cent in refrigerator sales as a result of taking on Shelvadors.

"The Temple of Music Stores has recently received a shipment of 1935 Shelvadors for three of their stores in Nassau County. Herman Busloff, manager, has inaugurated an intensive advertising campaign in all of the papers in the county to put Crosley prominently before the people. Special fronts have been put in two of the stores featuring Crosley Shelvadors.

"In the Bronx, the Royal Furniture Company, one of the largest furniture stores in this territory, has decided to handle Crosley Shelvadors exclusively in 1935. It plans to circularize Shelvadors extensively in the North Bronx territory.

"At the Brooklyn Food Show that opened the week of February 18, the Lincoln Radio Corporation had an

(Continued on Page 13)

The Crosley Broadcaster

(Continued from Page 12)

exclusive Crosley booth. Julius Breckman, of that company, is devoting one-half of his entire store to a Crosley display because he believes that Crosley Shelvadors have the greatest consumer acceptance of any refrigerator in the New York market.

"In Brooklyn, Swire Brothers have completed a display which consists of a platform with a canopy having indirect lighting to illuminate seven Crosley Shelvadors. It is a complete display which will be a permanent fixture in their store this season.

"Burden's in Jamaica, who runs a refrigeration division operated by Mr. Blake, is featuring Crosley Shelvadors in the Jamaica territory. They believe they will greatly exceed the volume of business they did in 1934.

"John A. Schwarz of Ozone Park, L. I., one of the largest furniture chains in the Bronx with four large stores in this territory, is making Crosley one of the two lines to be carried by these stores in 1935. Ed Schwarz is actively behind Crosley Shelvadors because of their durability and the small amount of servicing they require.

"Abraham & Straus, one of Brooklyn's biggest department stores, has just completed the installation of a new back-ground for an exclusive Crosley department in their downstairs store. They believe that by concentrating on Crosley in this particular spot they will gain an added volume of business for their organization.

"Bloomingdale's, at 59th street and Lexington avenue, one of New York's best known department stores with the largest major appliance business of any department store in the city, has inaugurated an exclusive Crosley department in its basement. Mr. Levin, in charge of this division, stated that Bloomingdale's had moved approximately 400 Crosley Shelvadors in 1934 and believes very definitely that they will more than double this figure in 1935.

"Following its outstanding success with Crosley Shelvador electric refrigerators in 1934, Mr. Gottstein, buyer for the refrigerator department of Ludwig Bauman, one of America's largest furniture stores, will feature Shelvadors in all of their stores in the metropolitan area. He expects the company to break all records in 1935.

"H. Benjamin and Jules Smith, of the Davega organization in New



## Harris Hardware Crosley Meet Is Well Attended . . .

The meeting of Crosley dealers held by the Harris Hardware & Supply Co., Crosley distributor of Kingston, Pa., at the Hotel Redington, Wilkes-Barre, was attended by 75 dealers. Talks were made by Evan B. Harris and R. B. Harris, of the Harris Hardware & Supply Company, and Frank Hogan, Jr., Crosley district manager.

Speaking of the meeting R. B. Harris said, "The acceptance of the line was sensational and the dealers seemed unanimous in their opinion that Crosley would certainly go places in 1935. Owing to the early start on refrigerator sales we will exceed the factory quota this year."

## Unequaled . . .

"As a part of the public," writes Robert Sauer of Dayton, Ohio, "My wife and I feel that we should tell you just how well satisfied we are with the new 1935 Crosley radio. It has no equal as far as style, tone quality and the ease with which it brings in distant stations. The other evening it brought in KFI California with as much ease as it brings in WLW."

York, after making an exhaustive survey of the entire refrigerator market, picked Crosley Shelvadors for their 1935 refrigerator line.

"With the active markets of these concerns and of the many other Crosley dealers in the New York market, Crosley Shelvadors will be actively represented in every section of the metropolitan market."

## 18,000 Hours Of Service . . .

Here is a service to be proud of. J. E. Miller of Dumas, Ark., writes:

"I am not in the habit of writing testimonial letters. This is the second one I ever wrote and I am thirty-four years old. But I have a seven tube Crosley radio that has given such excellent service that I thought you would be interested in knowing about it.

"I purchased my radio from your dealer in Slaton, Texas, in November, 1928. It has been in continuous use since that time, being used an average of at least eight hours a day, or approximately 18,000 hours of service.

"18,000 hours of service! Can you beat that? And we still get better reception than lots of newer model radios give. In addition to the hours of service this radio has given, we hauled it from Texas, 750 miles, in the back seat of a Chevrolet automobile, and it has been carried on several cross-country trips since coming back to Arkansas."

## Crosley Executives Are Made Kentucky Colonels . . .

Two more Crosley executives have been appointed colonels on the staff of Governor Ruby Lafoon of Kentucky. Roland H. Money, chief refrigeration engineer, and Alfred E. Braun, manager of the materials division of the Crosley Radio Corporation recently received their commissions, it was announced.



## Trainloads Moving West In Steady Stream . . .

According to P. W. Bialkowsky, Crosley District Manager in the far west, carload after carload of Crosley Shelvador electric refrigerators are moving west in response to the tremendous enthusiasm and widespread reception accorded the Shelvador in these western territories. In fact, Mr. Bialkowsky says: "Railroad companies are fighting to get the trainloads moving over their lines as never have they had such quantities of freight on one commodity moving in such a steady stream."

The western dealers—in California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona—have given the 1935 Crosley Shelvadors the greatest reception that any refrigerator line has ever had. Never before has an electric refrigeration line met with such sweeping approval and the west is undoubtedly making a record today that will go down in history.

The various dealer meetings held

### Unique Valentine . . .

Crosley distributor Standard Electric Corporation of Harrisburg, Ill., mailed out a unique Valentine to dealers in their territory. In the form of a Valentine greeting, they proposed that each dealer push the Shelvador for all he is worth. Refrigerator models were illustrated in a heart-shaped background and the closing phrase read, "Roses are red, Violets are blue, We're headed for profits, and so are you!"

### Salt Lake City Dealers Push Crosley Shelvadors . . .

H. N. Eskuche, manager, Western Supply Co., Crosley distributor of Salt Lake City, reports that dealers in Salt Lake City are aggressively advertising and selling Crosley Shelvador electric refrigerators. The South East Furniture Co., largest in Salt Lake City, is using the radio to make announcements three times daily, and the Felt Radio Co. is making a house-to-house campaign using women to gather data from housewives on what homes need. From this survey, knowledge of what products will be purchased by housewives will be secured and live prospects for Crosley Shelvador electric refrigerators will be obtained, Mr. Eskuche states.

throughout the west started off the new Shelvador year with immediate response. Practically everyone of the more than 1000 dealers in attendance at these meetings believed that a hundred per cent increase in his sales would be a very small job. In fact, dealers have placed their orders far in advance so that they will be able to satisfy their customers. The almost universal question is will Crosley produce enough Shelvadors to go around.

The Shelvador is handled by the largest dealers in the west including the May Company, large department store of Los Angeles, the Bon Marche Department Store, Mier and Frank of Portland, Oregon, The Falk Stores in Idaho and many others who say, "This is the finest line we have ever sold."

Crosley distributor Chanslor and

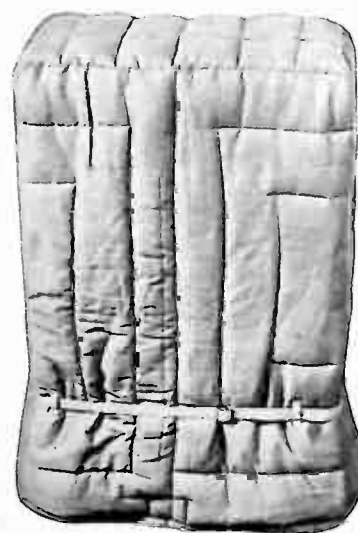
Lyon of California had more complete Shelvador window displays in dealers' stores by the last of January than any other line on the market. Every dealer that attended meetings was anxiously waiting for his stock so that he could show the complete line. Sales jumped to a new all-time record that was almost impossible to believe.

In Oregon and Washington, the same condition existed. Dealers were showing complete stocks and making sales when many lines had not yet started. In Idaho there have been more Shelvadors sold than all other lines combined.

All through the west, the news is spreading from dealer to dealer that "Shelvador is the line that has no sales resistance, the line that has talking features, the line that practically sells itself."

## PADDED DELIVERY COVERS

for  
Refrigerators  
and Radios



REFRIGERATOR  
COVER NO. 25 ..... \$5.00  
For all boxes including complete  
7 cu. ft. capacity. with strap

## They Get You There With Your Crosley

HERE is a Delivery Cover that gets you there with your Crosley deliveries without marring, scratching, or soiling. Positive protection for the finest finished cabinet.

Made of strong green drill, padded with thick layer of felted cotton, substantially quilted. A strong webbing strap with friction buckle firmly secures the cover from point of delivery to any destination.

Lightning-fast in operation—on and off in a jiffy. Adjustable to practically all sizes of console cabinets and refrigerators.

Law cost delivery protection.

Made by the MAISH BEDDING COMPANY, 1501 Freeman Ave., Cincinnati, Ohio. Makers of Delivery Covers and regular Truck Pads.

RADIO  
COVER NO. 15 ..... \$3.00  
For all console cabinets. complete  
with strap

See Your Crosley Distributor

# CROSLEY SERVICE SUPPLEMENT

MODEL 534

Type	Function	TUBE VOLTAGES—MODEL 534					
		Ef	Ep	Esg	Esup	Ek	Eg
6A7	Osc. Mod.	6.3	100	70	2.5	2.5	0
6D6	I. F. Amp.	6.3	205	100	3.0	3.0	0
75	Diode and A. F.	6.3	50	—	0	0	x
42	Output	6.3	195	205	—	0	-8
80	Rect.	4.9	—	—	—	—	—

VOLTAGE ACROSS SPEAKER FIELD 53 VOLTS.  
ALL VOLTAGES MEASURED TO GROUND WITH 500,000 OHM VOLTMETER.  
LINE VOLTAGE 117.5 VOLTS.

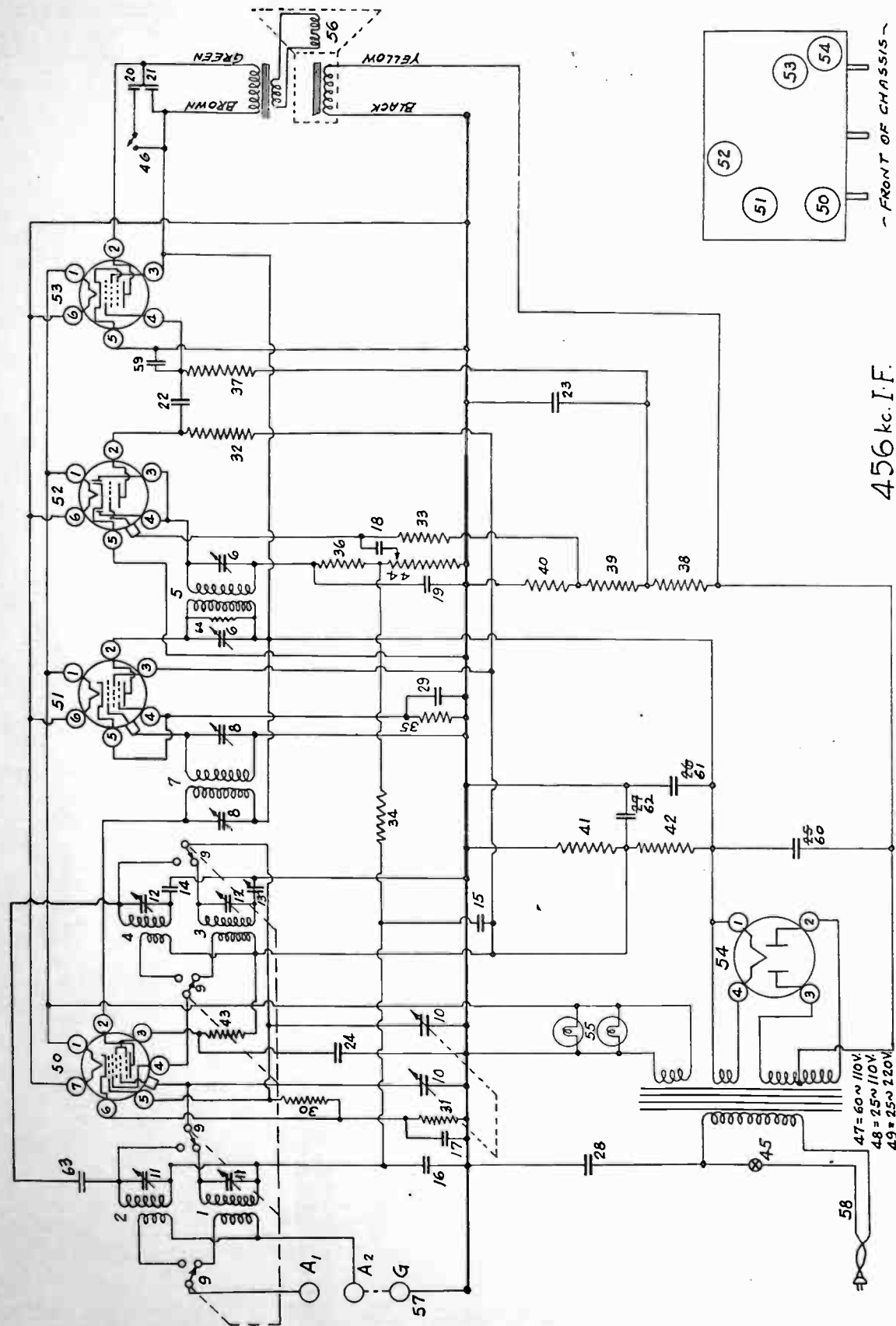
ALL Measurements Made With a 1000 Ohms Per Volt Voltmeter From Chassis.

## PARTS LIST—MODEL 534

Figures in first column refer to parts shown in diagram on Page 18

Item No.	Part No.	Description	Item No.	Part No.	Description
1	G39—32000	Low Freq. Ant. Trans.	43	—23868	6,500 Ohm Resistor
3	G40—32000	High Freq. Ant. Trans.	44	W —35013	Level Control 1 Megohm
3	G31—32002	L. F. Osc. Trans.	45	W —34191	Power Switch
4	G32—32002	H. F. Osc. Trans.	46	G8 —28500	Tone Control (S. P. S. T. Sw.)
5	G38—32004	2nd I. F. Trans.	47	G9 —28500	Power Trans. 60 Cy. 110 V.
6		I. F. Trimmer Cond.	48	G10—28500	Power Trans. 25 Cy. 110 V.
7	G39—32004	1st I. F. Trans.	49	G47—28807	Power Trans. 25 Cy. 220 V.
8		I. F. Trimmer Cond.	50	W —27981A	6A7 Socket
9	B —35031	4 Pole S. T. Sw.	51	W —28632A	Tube Shield Base
10	B —35025	Variable Cond. Gang	51	G75—28807	Tube Shield
	G26—32086	Dial Drive Assembly		W —27981A	6D6 Socket
	W —32008A	Dial Hand		B —26009D	Tube Shield Base
	W —32293	Dial Hand Nuts (2)		G41—28807	Tube Shield
11	W —35033	Ant. Trimmer Cond.	52	W —27981A	-75 Socket
12	W —35033	Osc. Trimmer Cond.		W —28632A	Tube Shield Base
13	G10—33005	Series Cond.		W —28632A	Tube Shield
14	G12—34000	4725 Mmf. Cond.	53	G25—28807	-42 Socket
15	W —32378	0.01 Mfd. 400 V. Cond.	54	G6 —28807	-80 Socket
16	W —32380	0.05 Mfd. 200 V. Cond.	55	W —4099A	6-8 V. Dial Lamp
17	W —28621	0.02 Mfd. 200 V. Cond.		G4 —27134	Light Bracket Assem. (2)
18	W —28619	0.006 Mfd. 200 V. Cond.	56	—318BL	Speaker
19	W —27932	0.0001 Mfd. 200 V. Cond.		G5 —31128	Speaker Term. Board
20	W —35011	0.03 Mfd. 400 V. Cond.		W —34627	Insulator
21		0.006 Mfd. 400 V. Cond.		W —34628	Term. Board Cover
22	W —27216	0.05 Mfd. 200 V. Cond.	57	G16—26719	Ant. Gnd. Terminal
23	W —30321A	1.0 Mfd. 160 V. Cond.	58	B —33905	Power Cable & Plug
24	W —28621	0.02 Mfd. 200 V. Cond.	59	G1 —34002	0.00025 Mfd. (Mica)
25	See 60-61-62	0.01 Mfd. 400 V. Cond.	60	B —30059C	8. Mfd. 450 V.)
26			W —21454		61
27	W —24049B	62		W —33991	8 Mfd. 250 V.)
28	W —21453	40,000 Ohm Resistor	63	W —31585B	1.0 Mmf.
29	W —25937	275 Ohm Flex. Resistor	64	B —35034	1 Megohm Resistor
30	W —21455	300,000 Ohm Resistor		W —33984	Chassis End (2)
31	W —26577	3 Megohm Resistor		W —34306	Knob (1) Station Selector
32	W —26577	3 Megohm Resistor		W —34976	Knob (2) Band Change
33	W —25937	275 Ohm Flex. Resistor			Knob (2) (Tone Control & Volume Control)
34	W —21455	300,000 Ohm Resistor			Escutcheon
35	W —23785	500,000 Ohm Resistor			Escutcheon Gasket
36	W —23785	500,000 Ohm Resistor			Escutcheon Lens
37	W —34018	200,000 Ohm Resistor			Grille Cloth
38	W —21876	10,000 Ohm Resistor			
39	W —31883	25,000 Ohm Resistor			
40		8,500 Ohm Resistor			



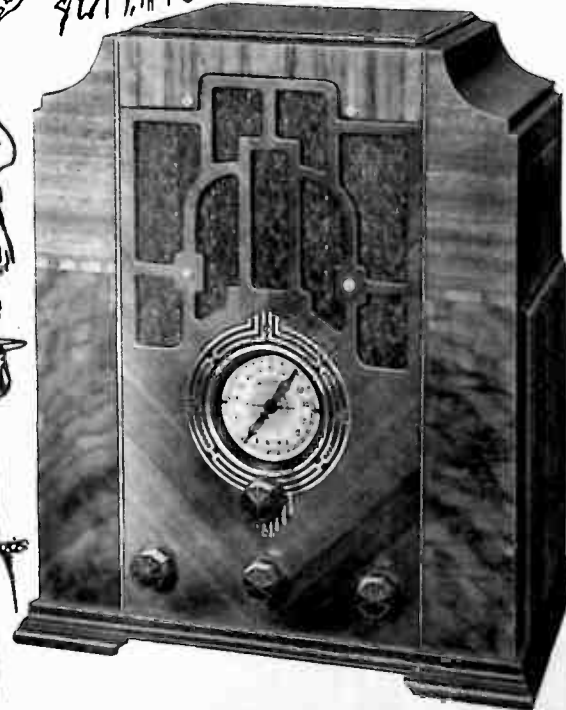


Wiring Diagram of Model 534



## AND ... PROFITS FOR YOU!

Across the seas and continents come colorful, romantic broadcasts from distant, foreign countries to bring thrills to everyone. The minute anyone sees and hears the remarkable Crosley Sixty-One A. F., he says, "There is the radio I want!" That is why it is such a tremendous sales-builder and profit-maker for Crosley dealers everywhere.



## SIXTY-ONE A. F.

Here is one of the biggest sales leaders of 1935. In the same price class as competitive five-tube sets. Receives standard broadcasts 550 to 1700 Kilocycles and foreign broadcasts 5800 to 15,300 Kilocycles. A few outstanding features: Eight-tube effectiveness, airplane type dial, automatic volume control, three-gang tuning condenser. Decidedly distinctive cabinet.

**\$39.95** COMPLETE WITH TUBES

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

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

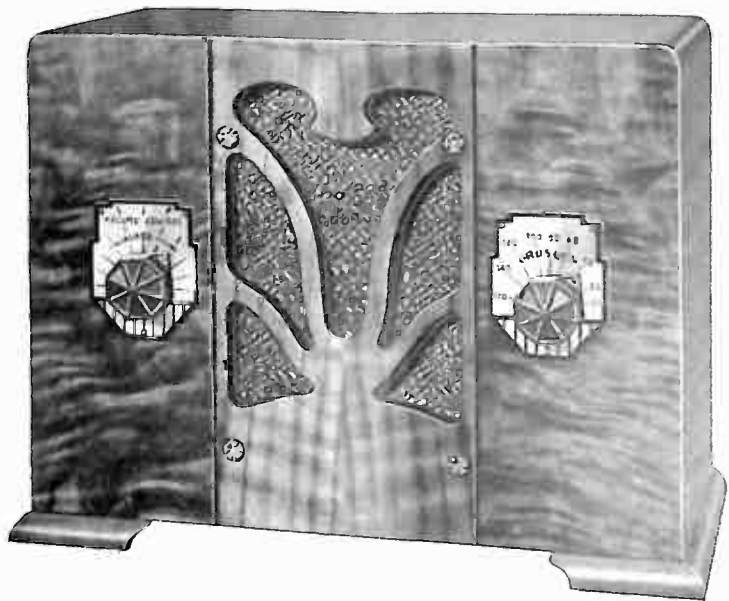
**CROSLY RADIO**



# LIKE THIS KENTUCKY MINISTER . . .

"I am more than pleased with the Crosley Battery Forty," writes Reverend Jacob C. Darnell of Creelsboro, Kentucky. "In two weeks time I have located over ninety stations on it, including many on the west coast and in Mexico. What this set lacks in size and cost, it makes up for in quality. It's the best bargain in low priced radio I've seen."

This unsolicited testimonial from this Kentucky minister is an example of the pride of ownership evoked in the many satisfied users of this marvelous Battery Forty.



*.....Every rural family  
will say "Many Thanks" for the*  
**~~CROSLEY~~ BATTERY FORTY**



The Crosley Battery Forty represents such a tremendous sales and profit opportunity that it deserves the energetic support of every Crosley dealer. It is priced so low that its fine radio reception is within reach of practically every unwired home's pocketbook. The exquisite all-wood cabinet with ornamental scroll speaker grille houses a superb four-tube superheterodyne chassis that brings a new standard of performance to unwired homes.

**\$19.99**

Complete Less Batteries  
Price In Florida, Texas, Rocky Mountain States And West, Slightly Higher

**FEATURES**—Four-tube superheterodyne . . . Designed for use with 2-volt Air Cell "A" Battery . . . Two double purpose tubes . . . Low battery drain . . . Pentode output . . . Permanent magnet speaker.

**THE RADIO THAT EVERY  
UNWIRED HOME CAN AFFORD**