

# THE CROSLEY BROADCASTER

VOLUME 14

APRIL 1, 1935

NUMBER 4



**STRIVING TO  
KEEP PACE WITH  
UNPRECEDENTED**  
*Shelvador*  
**SALES**





TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

AS WE enter into the Spring of 1935, Shelvador dealers are presented with the greatest profit-opportunity of all time. This is the season when the interest of refrigeration-minded prospects is at the highest ebb. This is the year that is destined to break all electric refrigeration sales records. And certainly, to judge from the widespread reception the 1935 Shelvador is meeting in every corner of the nation, it is proving itself to be the fastest selling refrigerator line in America.

There is every reason why this is so. Housewives are quick to appreciate the extra quality, extra usable space, extra conveniences and extra value of Shelvador.

The Shelvador lends distinction to any kitchen—whether it be in the finest home in the land or a modest bungalow. It adds a certain charm that brings a sense of pride to every woman. For its outward quality is instantly apparent.

Likewise, the inherent quality of the Shelvador refrigerator is attested to by the thousands in use throughout the country. Built with the highest standards of manufacturing practice, demanding precision-accuracy of all moving parts to within one ten-thousandth of an inch, the Shelvador is noted for its long period of trouble-free service.

The attractive price of Shelvador is also a distinction. No matter what the need or the pocketbook, there is a model that exactly suits.

Those are reasons why the Shelvador is breaking sales records everywhere and why Crosley dealers are winning unprecedented profits—those are reasons why there is such a golden opportunity now, the Spring of 1935! Now is the time to act—to push Shelvador for all you are worth. Then you will be more convinced than ever before that, "No Dealer Can Afford Not To Handle Crosley."

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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Breaking Production Records . . .

If you were to visit the Crosley factory, you would find a seething whirl of production activity that would literally amaze you. In every department—from where the outer shell of the Shelvador takes form, to where the compressor parts are machined, to final assemblies, to packing and shipping—workers and machinery and equipment are "busy as bees".

This year has seen greater shipments of Shelvador electric refrigerators than ever before in history. Refrigeration-minded people have caught the meaning of the phrase, "This Much More In A Shelvador" Distributors, dealers and salesmen have learned that Shelvador offers a greater appeal and is easier to sell than any other electric refrigerator. The marked sales gains in all territories is convincing proof of Shelvador's leadership.

Housewives are clamoring for Shelvador. Dealers are clamoring for Shelvador. And the busy Crosley factory, employing over 4,000 workers, is striving to keep pace with this unprecedented Shelvador demand.

Big Magazine Push . . .

Following closely on the footsteps of full-color Shelvador pages in Time and The Saturday Evening Post, comes a full-color page in American Weekly on April 7th. Other advertisements are appearing in Good Housekeeping, McCall's, Cosmopolitan, Delineator, American Magazine, Ladies' Home Journal, Woman's Home Companion, Collier's, Liberty and other magazines of great, national circulation. Approximately 50,000,000 sales messages are going into the homes of America each month to keep prospects everywhere Shelvador-conscious—to urge everyone who is thinking of refrigeration

to see the new Shelvador models. And when these prospects—yes, prospects in your community—see this advertising, make sure that they are directed to your store by engaging in every conceivable type of local promotional activity.

New Shelvador Model . . .

In response to the many requests from the field, Crosley announces a new Shelvador—Model FA-35. This new model has all the features, conveniences and value of the other Shelvador models.

It is of particular appeal to those people who require a refrigerator with greater capacity than the Table Shelvador models, yet feel that they cannot afford the higher price of the FA-40 Shelvador. Its introduction increases your scope of sales possibilities and provides, more than ever before, a Crosley electric refrigerator for every need and every pocket-book.

Play Ball . . .

In but a few days, the great American sport will get under way and baseball fans everywhere will have a revived interest in their favorite game.

Broadcasting stations throughout the country will send out play-by-play announcements to the delight of all fans who are unable to personally witness a game. To these fans, radio receivers will become all the more important. If they own obsolete radios, or if they are without radios, they will start shopping for a new, up-to-date set.

And that is your opportunity to cash in. Certainly in the wide range of Crosley radio models, you can supply each prospect with the modern receiver that exactly fits his needs and purse.

Tell the baseball fans in your community in every possible way that when the umpire calls "Play Ball"—"You're There With A Crosley."

National Optimism Ahead . . .

To analyze recent Department of Commerce reports is to learn of most encouraging factors in regard to business in general. Industrial production for January and February of 1935 was reported to be the highest for this period in five years. Employment and payrolls are reported 19 per cent greater in January than a year ago. In fact, the United States Department of Commerce estimates that approximately 700,000 workers will have found employment between January 1 and March 31.

Lithographed Catalog . . .

Just off the press is an extremely attractive, 28-page, full-color, lithographed catalog that should prove of immeasurable value in your local promotion activities for Shelvador. Every Table Shelvador, Shelvador and Tri-Shelvador model is illustrated and fully described.

This catalog will be tremendously helpful to every Shelvador salesman—a copy should be kept available for ready reference at all times, whether talking to prospects in the home or at the store. Moreover, it is just the thing to hand out to interested prospects as an impressive and effective Shelvador promotional piece. Order a quantity for your needs from your Crosley distributor now.

New Icyball Circular . . .

To help Crosley dealers merchandise the new Crosley Icyball—the refrigerator for rural homes, dairies, roadside stands, summer camps or any other place without electricity—an attractive circular has been prepared and is now ready for use. Printed in green and black. Well illustrated. Contains selling copy and detailed description. Order a quantity from your Crosley distributor and go after the business to be had on Icyball now.





### Teague Hardware Meeting Outstanding Success . . .

The most outstanding meeting of Crosley dealers ever held by the Teague Hardware Company was the one recently held at the Gay-Teague Hotel, Montgomery, Ala. From every standpoint it was spectacular both as to business and entertainment. With 75 dealers present, it combined sales and service in one of the most enthusiastic meetings ever conducted by Teague Hardware, A. C. Rankin, general manager states.

The opening remarks were made by A. C. Rankin, who presented W. M. Teague, Sr., president, Teague Hardware, who in turn welcomed the dealers. R. L. Keating and G. H. Lasley, Crosley district managers, made the presentations of the 1935 Crosley radios and Shelvador refrigerators. A special stage equipped with curtains, lighting effects, etc., was provided for the occasion. A large revolving door made it possible to change the models quickly. Every detail of the meeting, together with the display features, combined to make it a success from the time it started until it closed.

During the entire morning and part of the afternoon, a service school supplied with refrigerator equipment and repair parts for all makes of radios, was conducted by John Dunn, Crosley field service representative. This school had a large attendance of dealers and service men, everyone of whom clamored for Mr. Dunn to stay over another day. The general sales meeting took place at three o'clock in the afternoon. One of the striking fea-

tures in the sales presentation was the introduction of the new Centurion Lowboy. Previously tuned in not loud enough to be heard, the curtain was suddenly thrown back and the beautiful set revealed just as WSFA simultaneously announced greetings to the assembled dealers. At seven o'clock a 30-minute recess was taken and more than a carload of refrigerators were sold to the dealers in that short time. Mr. Rankin reports that their sales are 200 percent ahead of those of last year.

A banquet followed immediately at the Gay-Teague Hotel Night Club which had been especially decorated for the occasion with smilax and revolving lights surrounded by icicles. During the banquet the dealers were entertained by Montgomery's best orchestra and at eight o'clock the seven-feature floor show and other specialties arranged by W. M. Teague, Jr., were broadcast for thirty minutes over WSFA of Montgomery.

### Dealer Uses Newspapers To Advertise WLW Program . . .

Hecht's Reliable Store of Baltimore, is using advertisements in the radio pages of Baltimore newspapers to call attention to Crosley Follies each Tuesday evening at WLW. The Reliable Store is one of the most alert merchandisers in this territory, states C. Howard Buchwald, president, Lincoln Sales Corporation, Crosley distributor in that city.

### Apollo Places Million-Dollar Order For Shelvador . . .

An order calling for 125 carloads of Crosley Shelvador electric refrigerators, with a retail value of \$1,000,000.00, was recently received from the Apollo Distributing Company, Crosley distributor, Newark, N. J. It is believed that this is the largest single order for electric refrigerators ever placed with any manufacturer. It was given to H. E. Richardson, assistant to the president, Crosley Radio Corporation, by Dave Slobodien, president and Fred Goldberg, secretary-treasurer, of the Apollo company, and calls for shipment as fast as possible.

### Marcum Observes Tenth Year As Crosley Dealer . . .

N. E. Marcum, jeweler of Easley, S. C., has been a Crosley dealer for ten years, and ranks among the oldest. Although Easley is a very small town, E. C. White of Carolinas Auto Supply House, Crosley distributor at Charlotte, N. C., reports that Mr. Marcum has done a consistently good selling job, year in and year out. "He is one of the best dealers we have," Mr. White stated. Mr. Marcum is, to say the least, one of the very first jewelers to discover that radio was a most suitable and profitable line for them to carry. Since then many jewelers have found that radios and also refrigerators have been profitable for them to carry.

### Business Flourishing In South . . .

Business is flourishing all through the South, is the word Howard E. Richardson, assistant to Powel Crosley, Jr., president, Crosley Radio Corporation, brings back on his return from an eight weeks tour attending Crosley dealer meetings south of the Mason and Dixon line from Florida to Texas.

"Everywhere I found business unusually good, Crosley business in particular," said Mr. Richardson. "Where distributors last year were slow to make commitments and to take shipment on orders, they are placing orders in excess of their expectancy this season. Dealers are buying and the best part of all, dealers are selling to consumers. In other words, consumers have started buying. Yes, business is good throughout this entire section, surprisingly good for us."

### Baseball Schedule Offered As Novel Advertisement . . .

A timely novelty advertisement, in the form of a baseball schedule, is now available for every Crosley dealer. Designed on a similar principle to that of a slide rule, it shows, at a glance, the games scheduled for any day of the baseball season. The games of the National and American leagues are shown on all schedules while the third league shown is optional. For example, a Texas dealer might prefer the Texas league, while a dealer in the East might prefer the Mid-Atlantic.

These baseball schedules can be supplied to you at a cost of two-cents each, regardless of quantity. In other words, the price per hundred is \$2.00—per thousand \$20.00, etc., with an additional charge of 25c for dealer imprint, regardless of quantity.

One side of the schedule carries the line, "Hear the baseball broadcasts with a Crosley Radio." The reverse side has a Shelvador advertisement.

Now is the time to order a quantity of these baseball schedules and distribute them to ball fans prior to the opening of the big league season. Order the number you need from your Crosley distributor.

### Meet At Rock Island . . .

The John Bengston organization of Rock Island, Ill., recently gave a banquet at the Fort Armstrong Hotel for a general Crosley get-together, reports L. C. Wheeler, vice president, Hardware Products Company, Crosley distributor, Sterling, Ill.

The meeting was addressed by Howard Souther, Crosley district manager, and the Crosley talking film, "A Glorious Fourth," was shown. Talks were also made by John Bengston, Fred Bengston, Grant Peterson in charge of service for Hardware Products, Burt Wagle, Sterling territorial representative, and A. W. Wheeler, president, Hardware Products Company. Thirty-three members and their wives attended.

Business is excellent, states L. C. Wheeler, vice president, Hardware Products. "You may ship our refrigerator order at once, is a frequent message in the mail we receive," he said. "There is no argument this year about shipping merchandise on order. The work we did last year



### Effective Window Of Boston Dealer . . .

With the central theme, "Don't be without an electric refrigerator—Actually cheaper than buying ice," this window display effectively tells passers-by that the Shelvador is the one to buy. This display was recently arranged in the window of the Rosen Talking Machine Company of Boston, Mass.

Organized many years ago for the purpose of selling talking machines, this firm became one of the most successful in this business in all of New England. When the phonograph lost its popularity, this aggressive firm

in establishing agencies is having fruit in franchise rewards which need only be completed now in some small towns. It is a 'Glorious Fourth'.

### Impatient Customer Breaks Show Window To Get A Crosley Radio . . .

So great is the public demand in Kalamazoo, Michigan, for Crosley radios, the Frank H. Clay Co., Crosley distributor in this city, reports that an impatient customer who couldn't wait for the store to open, broke in one of the show windows of the Peoples Outfitting Company in that city and took a Crosley radio from the exhibit. The Clay Company states that the Peoples Outfitting Company carry a fine display of Crosley radios in their windows, and it is believed that the work of the window display manager was so irresistible that the party seeing it obeyed the impulse to have a Crosley radio immediately.

quickly changed to radio and became one of the largest radio dealers in Boston. Success has continued with them throughout the years and they are accomplishing excellent results in Crosley sales.

Ever since Crosley refrigerators were introduced, this firm has promoted them. Every year has seen a steady increase in their refrigerator sales and with the fine start they have made this year, 1935 will undoubtedly prove to be a banner year.

Ben Sugarman, the proprietor of this alert Crosley dealer-firm, is one of Crosley's greatest boosters. George Snyder is sales manager.

### Crosley District Managers Exceed Quotas; Win Diamonds . . .

All territories have exceeded their quotas for Crosley Shelvador electric refrigerators and the eight Crosley district managers have each been awarded an additional diamond for their 100 Per Center pins which were given them at the time the 100 Per Centers Club was organized early in January, Howard E. Richardson, assistant to Powel Crosley, Jr., president, Crosley Radio Corporation, announces. Those receiving the diamond awards are: J. L. Allen, C. H. Carey, W. W. Carroll, Don Crosby, G. H. Lasley, H. L. Roper, P. W. Bialkowsky, and J. H. Souther.

### Factory Visitor . . .

W. A. Beffel, of Racine Refrigerator Sales Company, Crosley dealer at Racine, Wis., was recently a visitor at the Crosley factory.





### Vim Organization Holds Meeting . . .

About 200 members of the Vim organization, large retailers of Brooklyn and Greater New York trading area, recently gathered at the Hotel St. George for a Crosley meeting.

Fielding Robinson, assisted by Grant Layng, The Crosley Distributing Corporation, New York, presented the 1935 Crosley line to the assembled representatives of the Vim

Company. The entire details of Crosley plans for 1935 were outlined.

Last year, Vim's was one of the largest Crosley dealers in the United States and they are confidently anticipating a 100% increase in Shelvador sales volume for this year. Having handled Crosley since the first year in the field, every man in the Vim organization is enthusiastically behind the new 1935 line.

### Louisville Sales Gain 501% . . .

A gain of 501 per cent in actual sales and deliveries of Crosley Shelvador electric refrigerators in February, 1935, over February, 1934, is announced by J. E. Johnson, president the Cooper-Louisville Co., Crosley distributor of Louisville. Mr. Johnson states that the increase in sales is due to more dealers selling Crosley Shelvadors and to greater sales by the dealers. The popularity of Shelvadors, he states, is resulting in the leading stores rapidly becoming Crosley dealers.

### Praises Centurion . . .

C. S. Tay, manager of the Crosley Distributing Corporation, Chicago, has received this letter of praise for the Crosley Centurion from L. V. Clarke of that city:

"Your late model world wave, 10 tube radio is simply a wonderful musical instrument. The 36 to 1 ratio on the dial simplifies fine tuning to an appreciable degree.

"The clarity and fineness of tone is really gratifying."

## 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 Follies — 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).

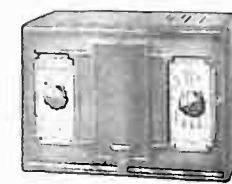
In addition to these programs, many spot announcements boosting Crosley products are broadcast each day.

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

# CROSLY PRESENTS NEW BEAUTY AND WORLD-WIDE RECEPTION IN THE NEW 1935 CROSLY 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.



\*Fortecore

**\$19.99**

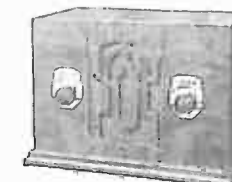
Complete With Tubes and Fabric Carrying Case

Dimensions:  
6 $\frac{3}{4}$ " high,  
9 $\frac{5}{8}$ " wide,  
4 $\frac{1}{2}$ " 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.



\*Fortecoulux

**\$22.50**

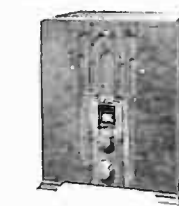
Complete With Tubes

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

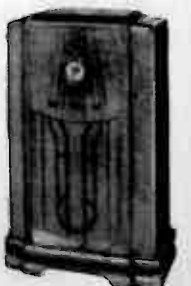
**5 TUBES . American-Foreign  
SUPERHETERODYNE**

● 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 $\frac{1}{4}$ " wide,  
11 $\frac{3}{4}$ " deep.



\*Fithrefolo

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

April 1, 1935

The Crosley Broadcaster



**SIXTY-ONE A. F.**



\*Sixteone

**\$39.95**

Complete With Tubes

Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" deep.

**6 TUBES . American-Foreign SUPERHETERODYNE**

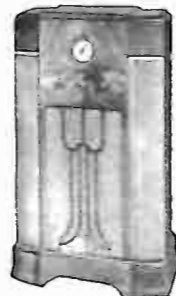
● AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts 5,800 to 15,300 Kc.—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

**SIXTY-FOUR MD LOWBOY**

**\$54.50**

Complete With Tubes

Dimensions: 36" high, 22 1/4" high, 11 3/4" deep.



\*Sixteonlo

**614EH THREE BAND ALL-WAVE**



\*Sixfoteen

**\$49.95**

Complete With Tubes

Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" deep.

**6 TUBES . Three Band All-Wave Superheterodyne**

● AMERICAN broadcasts — (540-1650 Kc.)—Police, amateur, aviation broadcasts (1650-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

**614PG THREE BAND ALL-WAVE LOWBOY**

**\$65.00**

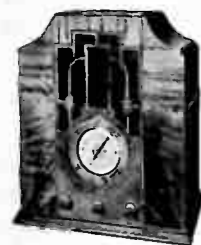
Complete With Tubes

Dimensions: 36 1/2" high, 22 5/8" wide, 12 1/16" deep.



\*Sixfortelo

**714GA THREE BAND ALL-WAVE**



\*Sevofeteen

**\$65.00**

Complete With Tubes

Dimensions: 18 5/8" high, 16 1/4" wide, 10 1/4" deep.

**7 TUBES . Three Band All-Wave Superheterodyne**

● AMERICAN broadcasts (540-1700 Kc.)—Police, amateur, aviation broadcasts (1700-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Dual Ratio Tuning Control—Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

**714NA THREE BAND ALL-WAVE LOWBOY**

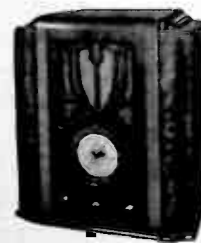
**\$85.00**

Complete With Tubes

Dimensions: 38" high, 23" wide, 11 1/4" deep.



\*Sevfortelo



\*Tenfoteen

**\$79.50**

Complete With Tubes

Dimensions: 19 1/4" high, 16 1/2" wide, 10" deep.

**CENTURION 10 TUBES . All-Wave SUPERHETERODYNE**

● Five Tuning Bands, 150 to 22,000 Kc.—Two Double Purpose Tubes—New Illuminated Airplane Type Dial—Band Spread Pointer—Automatic Volume Control—Dual Ratio Tuning Control—Continuous Tone Control—Push-Pull Output—Full Floating Moving Coil Electro-Dynamic Speaker.



\*Tenfotelo

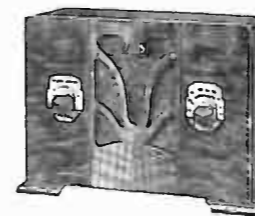
**\$100.00**

Complete With Tubes

Dimensions: 40 1/2" high, 25 1/4" wide, 12 1/2" deep.

**CENTURION LOWBOY 10 TUBES . All-Wave SUPERHETERODYNE**

● Five Tuning Bands, 150 to 22,000 Kc.—Two Double Purpose Tubes—New Illuminated Airplane Type Dial—Band Spread Pointer—Automatic Volume Control—Dual Ratio Tuning Control—Continuous Tone Control—Push-Pull Output—Full Floating Moving Coil Electro-Dynamic Speaker.



\*Battfo

**\$19.99**

Complete Less Batteries

Dimensions: 8" high, 10 1/2" wide, 5" deep.

**BATTERY FORTY 4 TUBES . Superheterodyne BATTERY RECEIVER**

● SUPERHETERODYNE chassis. Designed for use with the 2-volt air

cell "A" battery or regular 6-volt battery connected for 2 volts. Low battery drain. Two Double Purpose Tubes increase the efficiency to that of an ordinary six tube set. Pentode Output. Permanent Magnet Speaker.

**BATTERY FIVER**



\*Battfivo

**\$29.95**

Complete Less Batteries

Dimensions: 13 1/8" high, 10" wide, 8 1/2" deep.

**5 TUBES . Superheterodyne BATTERY RECEIVER**

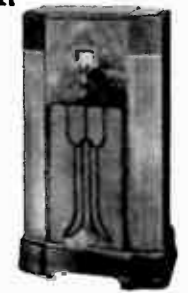
● GENUINE superheterodyne chassis. Designed for use with 2 volt air-cell "A" battery. Has Pentode Output, Airplane Type Dial, Permanent Magnet Speaker.

**BATTERY FIVER LOWBOY**

**\$49.95**

Complete Less Batteries

Dimensions: 36" high, 22 1/4" wide, 11 3/4" deep.



\*Battfivo



\*Battsix

**\$69.50**

Complete Less 6-Volt Battery

Dimensions: 19" high, 15 3/4" wide, 9 7/8" deep.

**BATTERY SIX**

**6 TUBES . Three-Band All-Wave Battery Receiver**

● SIX-TUBE Superheterodyne—Operates from 6-Volt Storage Battery—

No "B" Batteries Required—Three Tuning Bands (Standard Broadcasts 540-1700 Kc.—Police, Amateur, Aviation Broadcasts 1700-5000Kc.—Foreign Broadcasts 5800-15,350 Kc.)—Automatic Volume Control—Airplane Type Dial—Continuous Tone Control—Moving Coil Permanent Magnet Speaker.



\*Battsix

**\$84.50**

Complete Less 6-Volt Battery

Dimensions: 38" high, 23" wide, 11 1/4" deep.

**BATTERY SIX LOWBOY**

**6 TUBES . Three-Band All-Wave Battery Receiver**

● SIX-TUBE Superheterodyne—Operates from 6-Volt Storage Battery—

No "B" Batteries Required—Three Tuning Bands (Standard Broadcasts 540-1700 Kc.—Police, Amateur, Aviation Broadcasts 1700-5000Kc.—Foreign Broadcasts 5800-15,350 Kc.)—Automatic Volume Control—Airplane Type Dial—Continuous Tone Control—Moving Coil Permanent Magnet Speaker.

**BATTERY EIGHT A. F.**



\*Battate

**\$59.95**

Complete Less Batteries

Dimensions: 18 5/8" high, 16 1/4" wide, 10 1/4" deep.

**8 TUBES . American-Foreign BATTERY RECEIVER**

● SUPERHETERODYNE. Standard broadcasts—550 to 1700 Kc. and Foreign broadcast—5,800 to 15,300 Kc.—Airplane Type Dial—Automatic Volume Control—Continuous Tone and Static Control—Permanent Magnet Speaker.

**BATTERY EIGHT A. F. LOWBOY**

**\$74.50**

Complete Less Batteries

Dimensions: 37" high, 23" wide, 11 3/4" deep.



\*Battate

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

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





### Awarded Gold Merit Pin . . .

In recognition of an outstanding sales record achieved during the past year, Edgar Ewton of Storage Battery and Electric Co., Springfield, Tenn., was recently awarded a gold merit pin. The presentation of the pin was made at the recent Crosley dealer meeting held by Gambill Distributing Company, Nashville, distributor. H. E. Richardson, Crosley executive, congratulated Mr. Ewton on his efforts in behalf of the Crosley line and also because he has concentrated on the Crosley line exclusively. This dealer has been ex-

### Hardware Products Company Reports Crosley Activity . . .

A very active season on Crosley Shelvador electric refrigerators is reported by A. W. Wheeler, president, Hardware Products Company, Crosley distributor, Sterling, Ill.

"Adams & Adams, pioneer refrigerator dealers of Davenport, Iowa, have just moved to a new corner location where all models are always on display," states Mr. Wheeler. "A feature of the Adams & Adams advertising program is two daily Crosley broadcasts over a local radio station.

"Ficken Furniture & Rug Co., of Muscatine, Iowa, has just redecorated its store and redesigned the display windows preparatory to a special showing of Crosley Shelvadors. The Ficken organization serves a fifty-mile territory and is one of the

clusively handling Crosley products for eight years.

Wheless Gambill, Jr., also presented this dealer with a good-will award for the meritorious job he has performed.

In the picture (left to right) are: J. V. Rogers of E. H. F. A., a division of TVA; C. A. Cooper, Crosley district manager; Edgar Ewton, Springfield, Tenn.; H. E. Richardson, Crosley executive; Wheless Gambill, Jr., President of Gambill Distributing Company; and Charles Reddick, Storage Battery and Electric Co., Springfield, Tenn.

old but aggressive institutions of Iowa in the 'pearl button capital' of the United States on the Mississippi.

"Block & Kuhl, department store, Rockford, Ill., has just participated in a cooking school held at the Midway Theatre. Besides a complete showing of samples, a demonstration was conducted by Mr. Parlee and other staff representatives of Block & Kuhl, together with a representative of Hardware Products Co. This is Block & Kuhl's fourth year with Crosley refrigerators."

### More Than 300 Stations . . .

The Signal Radio Company, Crosley dealer at Gibson City, Illinois, has received the following interesting letter from an enthusiastic customer: "I have been able to get more than three hundred stations on my Sixty-Four MD Lowboy".

### Beck & Gregg Report Gain In Crosley Radio Sales . . .

A substantial gain in radio sales for February, 1935, over those for February, 1934, is reported by Herndon Thomas, manager, electric appliance department, Beck & Gregg Hardware Co., Crosley distributor, Atlanta. Moreover, Mr. Thomas reports that their February sales of Crosley radios showed a considerable increase over January sales. "This," Mr. Thomas says, "is contrary to our usual experience as we customarily expect February business on radios to be lighter than January.

"We are especially pleased over the 10 per cent increase in our February business on Shelvador refrigerators as we are keeping up with the quota we have set for ourselves of 100 per cent increase in Crosley Shelvador business for 1935."



### Exposed To Fire With Surprisingly Little Damage . . .

Here is seen the Crosley Tri-Shelvador that recently went through a fire in the store of the Pyle Hardware Company, Hugo, Oklahoma. Although porcelain enamel ranges and washing machines were ruined in this quite destructive fire, the Crosley Tri-Shelvador was but slightly damaged. In fact, the rubber gaskets around the lid and the door were all that were damaged and when the refrigerator was cleaned, it looked almost as good as new again.

Mr. Snodgrass of the Pyle Hardware Company is shown standing beside the refrigerator. W. E. Titus, Radio Corporation of Oklahoma City, is the local Crosley distributor.

### Wouldn't Part With It . . .

The Booth Furniture and Carpet Company, Crosley dealer at Shreveport, Louisiana, has received an enthusiastic letter from a devoted Crosley radio owner. This letter is from R. B. Roscoe of that city:

"Three years ago today I purchased a Crosley radio from you, and to this date we haven't had any expenses to pay on the radio, and it is still giving us fine service, after being used from three to eight hours per day for three years.

"If it ever fails to give good service I sure will buy us another Crosley.

"We wouldn't sell it now for the price we paid for it, unless we could get another to take its place. We sure appreciate good programs on the air."



### Compact Full Line Display . . .

Reader's, Crosley distributor at Houston, Texas, has devised this compact display to show all the Crosley radio models. Arranged in tiers, this display, in the show room of Reader's, permits anyone to readily view the entire line.

### Fan Writes Slogan . . .

In a local ad writing contest at Akron, Ohio, Don McCulley, who signs his letters as "one of Crosley's ardent fans" has written the following:

Crosley  
Radio  
Obtains  
Skeptical  
Listeners  
Every  
Year".



### Lining Them Up In Tulsa . . .

Crosley dealer, Mason Electric Company, is showing the Shelvador line to the people of their city, Tulsa, Oklahoma. Posing for the picture is the office and sales force of this firm, the leading Crosley dealer of Tulsa, according to Ben DeKaifetz, representative of W. E. Titus Radio Corporation, distributor for the state of Oklahoma.

### Novel Features Mark Salt Lake Dealer Campaign . . .

A merchandising campaign to sell Crosley Shelvador electric refrigerators that has a number of original features is being conducted by the Felt Radio Company, Crosley dealer at Salt Lake City. This store is in a very good location, one of the best in the city, with large numbers of people passing daily. This is taken full advantage of in the campaign.

Describing it in detail, H. W. Eskuche, president, Western Supply Co., Crosley distributor, Salt Lake City, says:

"This campaign starts from the display at the store and carries through to the woman in the home. Something different in an outdoor display is a Model F55 Crosley Shelvador placed on a stand over the front door of the store. It is filled and lighted and covered with glass so the food display won't blow out or get dirty. The door swings backward and forward all day and until they shut it off at night. It is operated by a fan motor connected on the inside of the store. It gets the attention of the crowds of people

passing the store.

"A striking Crosley window display is installed with a sign announcing prizes to persons who come closest to guessing how many times the door will open and close until the contest ends sometime in April.

"In addition the Felt Radio Co. has two women working the city from door to door interviewing housewives and checking prospects called upon and making a notation on a card that lists half a dozen of the major electric kitchen appliances and whether the prospect has any or not. Other sales information is provided for giving occupation, home owner, cash, times, etc. Space to indicate items sold, allowance, if any, call back, business address, and such useful information, is provided for. These girls work on a salary and the prospect cards are sorted and assigned to various salesmen to follow up. Although it is winter and the plan has been in operation but a very short period, a few weeks, more than 100 excellent prospects have been secured and many probably will have been closed before this story appears. It is, we think, a very complete selling plan."

### Old-Timer Gets Good Reception . . .

"I have in my possession a radio which I believe is one of your first makes," writes Charles Gantz, Jr., of Polk, Ohio. "It is a Crosley two-tube battery receiving set. It is still in good working order. I have received stations within a radius of 2500 miles.





### Dealers Enthused At Mobile . . .

McGowin-Lyons Hardware & Supply Company, Crosley Distributors of Mobile, Ala., were hosts to the Crosley Dealers in their territory at a dinner and sales meeting which was recently held at the Cawthon Hotel in Mobile.

This was a very enthusiastic meeting, attended by more than seventy five Crosley dealers, their sales representatives and service men, from southeast Mississippi, south Alabama and west Florida. R. L. Bidez, Vice President of McGowin-Lyons, presided at the meeting and immediately following the dinner, introduced Messrs. H. E. Richardson, General Sales Manager, and George Lasley, District Sales Manager, of the Crosley Radio Corporation who presented the 1935 series of Crosley Receivers and Refrigerators, all of which were on display in the meeting room.

### Turtles Sell Shelvadors . . .

V. J. Coughenour, of the Radio Electric Store of Springfield, Ohio, noted merchandiser of electric refrigerators, has done the new and novel again in selling Crosley Shelvador electric refrigerators. This time he utilizes turtles to get his sales message to prospective buyers, according to H. W. Linard, general manager, The Burns Radio Company, Crosley distributor, Dayton.

"In his window," says Mr. Linard, "Coughenour has placed a shallow pan of water, about five feet long and one foot wide. In it he has placed five small turtles. On the

Sound pictures outlining the manufacture of Crosley Refrigerators and Receivers were shown, after which Mr. Richardson also outlined the advertising and merchandising program planned by Crosley for 1935.

M. R. Jarvis of the Commercial Investment Trust Corporation was also present at the meeting to explain the finance plan arranged by Crosley Radio Corporation for the benefit of their dealers.

This was regarded by those in attendance as the most successful Crosley sales meeting ever held in the Mobile District, and the enthusiasm with which the 1935 Crosley models were received by the dealers and their sales representatives will no doubt be reflected in the sales records of the coming months, as this distributor has already experienced a very material increase in orders from the dealers.

backs of each of the turtles he places a number so that when, and if, the turtles line up in the proper order the figures will give the price of a Crosley Shelvador, as for example, \$149.50 for an FA-60.

"On the back of the pan he has a board covered with sand, and the turtles come out on it to sun themselves. Anyone who finds the turtles on the bank in a position where the price of \$149.50 can be read from the window can come into the store and collect immediately a cash prize of fifty dollars. It certainly does draw the crowds and get the

### Cultivate Shelvador Owners For Shelvador Prospects . . .

Certainly one of the greatest assets of any dealer is satisfied customers. And it is an equally established fact that Shelvador owners are Shelvador boosters. The pride of possession that comes with owning a Crosley Shelvador Electric Refrigerator is, as you know, universal. Shelvador owners ARE satisfied customers. They are proud of the extra usable capacity, the extra advantage, extra conveniences, extra quality, extra value, economical and trouble-free operation.

Now here is a tried and proven idea that will further the satisfaction of Shelvador owners, while at the same time serving as a "stepping stone" to new prospects and additional sales. The idea is simply this:

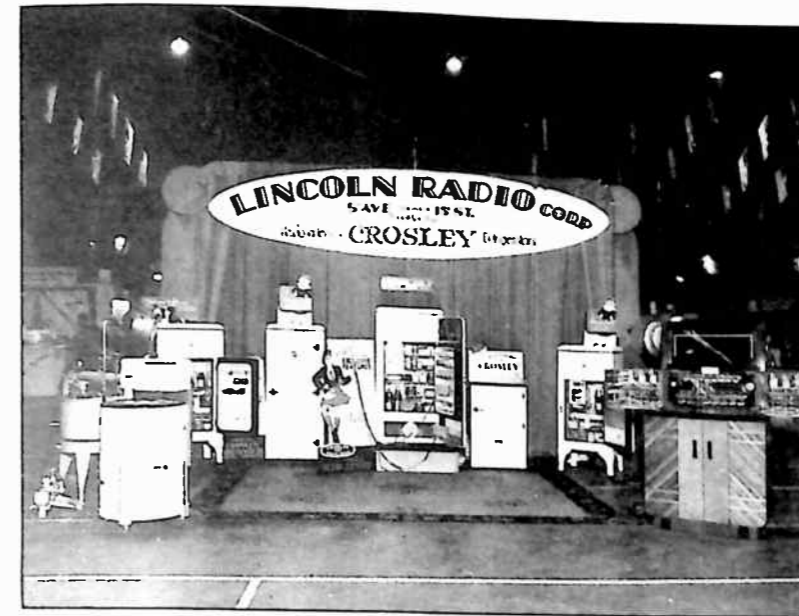
Make a service call on every Shelvador owner, on or about the expiration time of the one year free service period. "Go out of the way" to impress the owner that your interest in his refrigerator did not stop when you made the sale. Inquire about the service and the satisfaction experienced. Oil and check the refrigerating unit. Do whatever may be necessary to completely satisfy the owner.

By this little "extra" service, you will be creating good will that will be an invaluable asset. Furthermore, you will have renewed a contact that, properly handled, should be the source of at least several new Shelvador prospects.

While making the service call you can ask if any neighbor, friend or relative, who saw the Shelvador in this owner's kitchen, expressed interest in it. The reply will undoubtedly be several names of prospective purchasers for you. Remember that the Shelvador advantages are seen at a glance by anyone who visits a home where it is on duty. And with the recommendation of a friend, who is a proud owner, the sale to these prospects will be well paved.

We are certain that every Crosley dealer, who follows such a plan to cultivate Shelvador owners for Shelvador prospects, will find it decidedly profitable.

attention that Mr. Coughenour intended it should. So far his turtles have not lined up in the proper order for anyone to get the reward."



### At Long Island Food Fair . . .

The Lincoln Radio Corporation, outstanding Crosley dealer at Brooklyn, N. Y., had this attractive Shelvador display at the recent Food Fair held in the 14th Regiment Armory at Brooklyn.

### New York Notes . . .

Everywhere, throughout metropolitan New York, leading stores are featuring Shelvador with an enthusiasm that bespeaks unprecedented sales activity, according to reports from Grant Layng, sales manager, Crosley Distributing Corporation, New York.

"We have recently added one of the outstanding Long Island dealers to the Shelvador family," states Mr. Layng. "This is the furniture organization of D. Baumann and Company, operating stores in Freeport and Hempstead, Long Island, as well as in New Jersey. They are going exclusively Crosley this year and look forward to outstanding sales.

"George J. Schwarz, largest furniture outlet in Ridgewood, Brooklyn, has recently added Crosley Shelvador. This organization has been an outstanding one in Brooklyn territory for a great many years and is looking forward to an active Crosley season.

"Michaels Brothers, operating a half dozen stores throughout the Brooklyn area, placed a representative Crosley display on the sales floors of their outlets. Doing an outstanding refrigeration business last season, they are more sold than ever on refrigeration in general and Cros-

ley in particular, and believe that 1935 will be their banner year.

"Elm Radio of White Plains, N. Y., has opened a Shelvador department in Weiss' Department Store in Portchester. This venture gives the Shelvador one of the outstanding outlets in Westchester County.

"Jamaica Stove Supply Company, Jamaica, L. I., have taken on Shelvador for their three outlets. They are strategically located throughout the Brooklyn area and have done an excellent major appliance business in the past several years. They are concentrating their efforts on Crosley for 1935.

"Sachs Furniture Store, operating five stores in Manhattan and Bronx, have placed eight Shelvadors on the floors of each of their stores. They are featuring several of the models in porcelain, and their sales staff has organized a school to develop additional Crosley sales. They believe that with the price range and the outstanding value offered that Shelvador will be the leading line for 1935.

"Thirty-five salesmen of the Le Winter organization recently gathered at the Little Oriental Restaurant for the presentation of the Crosley line. The result of this get-together is a greatly increased enthusiasm on the part of the Le Winter organization to get behind the Shelvador and we believe this will be one of the major accounts in the Brooklyn market.

"Baim and Blank, operating two stores in Brooklyn, have placed orders for Crosley products in both

### Bob Brown Sets Sales Record . . .

Bob Brown's Radio Store of Anderson, Indiana, is one of the most outstanding radio and refrigerator businesses in any city of its size in the country.

With a population of about 40,000 Bob Brown's Radio Store sold more than 300 Crosley Shelvador electric refrigerators and nearly 500 Crosley radios during the two years of 1933 and 1934.

As to how Bob sells radios and refrigerators, he tells it best in his own words:

"We use newspaper advertising principally, although we use our local broadcasting station for announcements twice a day. These two things constitute our principal forms of advertising.

"We attribute a good portion of our business to our central location. We have a rather psychological position right next to the best theater in town—on the corner so we have both a side and a front window.

"The principal things we bear in mind in selling radios and refrigerators are just two. One is that you must carry the complete line because if you don't have a certain model on the floor the customer invariably wants to see that one, and not having all models on the floor creates resistance even in the salesman's mind. It is a resistance in a salesman's mind because if he doesn't have the model on the floor, he thinks the customer will want to see that particular refrigerator or radio and it weakens his story. We feel that it is very necessary to carry a complete stock at all times. The other requirement is to display the merchandise prominently and as well as it is possible to do. We always keep our windows well trimmed.

"We are thoroughly sold on the idea of handling only one line of merchandise. It cuts down your inventory and gives you a stronger story on what you are selling. We decided on what we believed was the best line on the market for the money, and it is on that conviction we sell our merchandise."

outlets. They have been a dealer of long standing and feel they will do an outstanding job on Crosley for 1935".





### Display Of Aggressive Iowan . . .

Crosley radios and Shelvador refrigerators are effectively displayed in the window of The White Furniture Company, Clinton, Iowa, as shown above. According to Hard-

### Crosley Products Leading Prizes In Big Grocery Store Contest . . .

The prestige of Crosley Shelvador electric refrigerators and Crosley radios is again being manifested in a spectacular way. At Houston, Texas, home of Reader's, Crosley distributor, the Henke & Pillot grocery stores, the largest in that section of the state, are conducting a two-months' contest in which a Crosley Shelvador is being awarded as first prize and a Crosley radio as second prize.

The great sale and contest was announced by a 10-page section in the Houston Press, entirely devoted to advertisements and publicity about the event. It is one of the greatest pieces of publicity for Crosley Shelvadors and Crosley radios ever staged in the Houston territory, and energetic Hyman Reader is the one who arranged it. A new distributor in Houston, but an "old" dealer who made an outstanding success selling Shelvadors in California, Mr. Reader is making sensational progress in his territory.

He has already held a very successful sales meeting for dealers and more recently he conducted a service school. Mr. Reader is as strong on the need of good service as he is on the need of good salesmanship.

### February Sales "Wonderful," Reports Western Supply Co. . . .

February sales are wonderful is the report of H. W. Eskuche, president, Western Supply Co., Crosley distributor, Salt Lake City, Utah. "Crosley dealers are enjoying the best business in their history," he states. "The South East Furniture Co., of Salt Lake City, started a radio advertising program the first of March on Crosley Shelvador electric refrigerators. The Wilson Bates Furniture Co., Ely, Nevada, the largest furniture store in that state, has taken on Crosley Shelvadors and will conduct an aggressive merchandising program. The outlook is for a record year."

### Visits Crosley Plant . . .

Marshall Bond, Manager, Bond-Rider-Jackson Co., Crosley distributor, Charleston, W. Va., recently paid a visit to the Crosley plant in Cincinnati. Mr. Bond reports business exceptionally good.

ware Products Company, Crosley distributor at Sterling, Illinois, this firm is one of the liveliest and most aggressive furniture dealers in eastern Iowa.

## What Are You Using In The Way Of Sales Stimulators?



Here is an effective sales stimulator—Shelvador toy balloons. With your advertisement printed in large letters on one side and a Shelvador advertisement on the other, these balloons will help create prospects and good will for you.

Ideal to distribute at parties, banquets, luncheons, picnics, fairs and other events.

Fill out and mail the order blank below for your balloons. You'll be surprised at the results.

P R I C E S			
	250	500	1000 or more
8 inch round shape with valve.....	\$5.75	\$8.75	\$14.25 per M
26 inch airship shape with valve.....	5.25	8.25	13.75 per M

THESE PRICES NET, DELIVERED TO YOUR STORE

USE THIS ORDER BLANK

---

THE MAPLE CITY RUBBER CO. Date.....  
 Norwalk, Ohio

Attached is (Check) (P. O. Money Order) for \$....., for which please ship the following Shelvador Balloons:

.....8 inch round shape. Print our Advertisement as follows:  
 .....26 inch airship shape. (Limit imprint to 3 lines)

Ship to .....

Street .....

City ..... State.....

# CROSLLEY SERVICE SUPPLEMENT

## MODEL 6B1

Type	Where Used	TUBE VOLTAGES—MODEL 6B1					
		Ef	Epl	Ep2	Esg	Ag2	Ek
15	R. F. Amp.	1.98	175		80		
6A7	Osc.-Mod.	5.95	175	145	80	6 to 12	2.5
15	I. F. Amp.	1.98	175		80		4.0
30	Det. & A. V. C.	2.0	0				2.5
15	A. F. Amp.	1.98	90		50	V. C. Full	0
38	Output	5.95	158		175		18

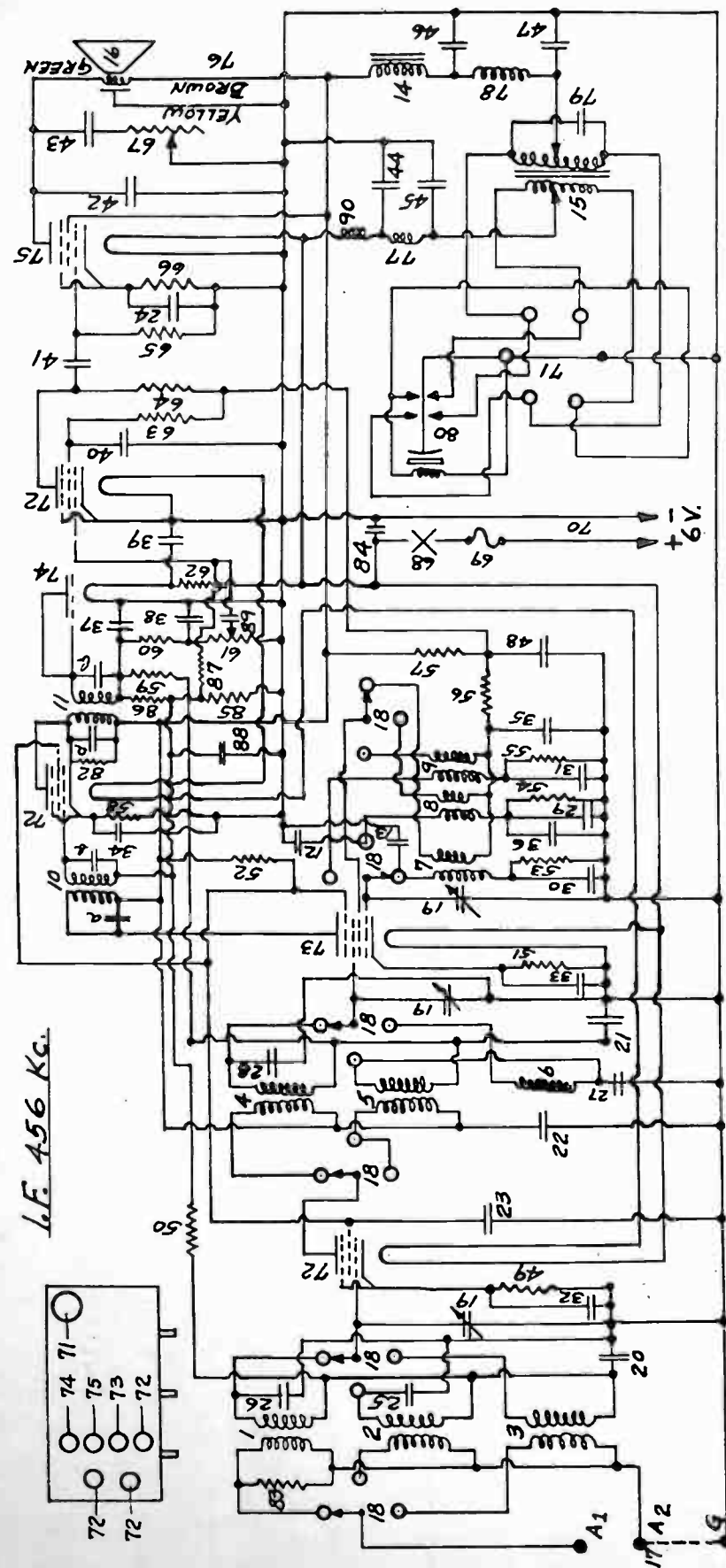
ALL VOLTAGES GIVEN ARE PLUS OR MINUS 10% AND ARE MEASURED WITH A 250 VOLT (1000 OHMS PER VOLT) VOLTMETER WITH A 6 VOLT BATTERY. A LOW RANGE VOLTMETER USED FOR MEASURING FILAMENTS.  
 POWER DEMAND 11 WATTS.

## PARTS LIST—MODEL 6B1

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1	G20-32000	Low Freq. Ant. Coil	44	W-33299	0.5 Mfd. 160 Volt Condenser
	G5-31267	Coil Shield Assm.	45	W-33299	0.5 Mfd. 160 Volt Condenser
	W-30026A	Retaining Ring	46	W-34898	8. Mfd. 300 Volt Condenser
2	G28-32000	High Freq. Ant. Coil	47	W-33301	0.25 Mfd. 300 Volt Condenser
	G4-31267	Coil Shield Assm.	48	W-34899	8. Mfd. 250 Volt Condenser
	W-30026A	Retaining Ring	49	W-30127	450 Ohm Flex. Resistor
3	G31-32000	Police Band Ant. Coil	50	W-23785	500,000 Ohm Resistor
	G6-31267	Coil Shield Assm.	51	W-28589	350 Ohm Flex. Resistor
	W-20891	Insulating Washer	52	W-23616	15,000 Ohm Resistor
	W-21541C	Retaining Ring	53	W-21237A	60,000 Ohm Resistor
4	G2-32001	L. F. R. F. Coil	54	W-21453	40,000 Ohm Resistor
	W-25024B	Coil Shield	55	W-33390	30,000 Ohm Resistor
	W-25200	Coil Socket	56	W-31094	4,500 Ohm Resistor
	W-26891	Insulating Washer	57	W-31094	4,500 Ohm Resistor
	W-21541C	Retaining Ring	58	W-29585	600 Ohm Flex. Resistor
5	G18-32001	H. F. R. F. Coil	59	W-26577	3 Megohm Resistor
	W-30802A	Coil Shield	60	W-21455	300,000 Ohm Resistor
	W-25200	Coil Socket	61	W-32062	Level Control
	W-30026A	Retaining Ring	62	W-24537	60 Ohm Flex. Resistor
6	G19-32001	Pol. Band R. F. Sec. Coil (on No. 18 Switch)	63	W-21454	1 Megohm Resistor
	G2-32002	L. F. Osc. Coil	64	W-23403	150,000 Ohm Resistor
	G6-31267	Coil Shield Assm.	65	W-21454	1 Megohm Resistor
	W-26891	Insulating Washer	66	W-21452	1,100 Ohm Flex. Resistor
	W-21541C	Retaining Ring	67	W-32063	Tone Control
8	G1-32002	H. F. Osc. Coil	68	W-7983A	S. P. S. T. Line Switch
	W-30802A	Coil Shield	69	W-33339	3 Amp. Fuse
	W-25200	Coil Socket		W-33310A	Fuse Panel Assm.
	W-30026A	Retaining Ring		W-34223	Fuse Panel Cover
9	G24-32002	Pol. Band Osc. Coil		W-4072	Insulator
	G6-31267	Coil Shield Assm.		W-34902	Thumb Screw
	W-26891	Insulating Washer	70	B-34902	Battery Cable
	W-21541C	Retaining Ring	71	G1-33314	Syncretube Socket
10	G34-32004	1st I. F. Trans. Assm.		W-33313B	Rubber Cushion
11	G35-32004	2nd I. F. Trans. Assm.		See 80	
12	W-26891	L. F. Osc. Trimmer		W-33312	Rubber Sleeve
13	G14-33009	L. F. Osc. Trimmer		B-33349A	Syncretube Cover
14	G12-28069	L. F. Choke	72	G88-28807	Socket (15)
15	G3-31618	Power Transformer		W-27981A	Tube Shield Base
	W-33592A	Transformer Spring		W-28632A	Tube Shield
16	W-426PT	Speaker	73	G47-28807	Socket (6A7)
17	G24-26719	Ant. Gnd. Terminal		W-27981A	Tube Shield Base
18	B-34443B	6 P. 3 T. Switch		W-28632A	Tube Shield
	W-32162C	Shield (metal)		G9-28807	Socket (30)
19	C-33075B	Tuning Condenser Gang		G15-28807	Socket (38)
	G25-32086	Dial Assembly		W-35111	Speaker Cable, 3 wire
	W-34657A	Dial Hand only		W-24067	Syncretube "A" Choke
	W-34655B	Dial Pointer only		G1-24234	Syncretube R. F. "B" Choke
	W-34603	Dial Cap Nut	79	W-32762	0.005 Mfd. 1,000 Volt Condenser
20	W-32379	0.02 Mfd. 200 Volt Condenser		B-33317C	Syncretube Cover
21	W-32379	0.02 Mfd. 200 Volt Condenser	80	L-33345	Syncretube (6 SA4)
22	W-34896	0.02 Mfd. 250 Volt Condenser	81	See 84	
23		8. Mfd. 250 Volt Condenser	82	W-23785	500,000 Ohm Resistor
24		8. Mfd. 25 Volt Condenser	83	W-31094	4,500 Ohm Resistor
25	G1-33008	H. F. Ant. Trimmer Condenser	84	G4-34005	0.002 Mfd. Condenser
26		L. F. Ant. Trimmer Condenser	85	W-26577	3 Megohm Resistor
27	G9-33009	H. F. R. F. Trimmer Condenser	86	W-26577	5 Megohm Resistor
28		L. F. R. F. Trimmer Condenser	87	W-26577	3 Megohm Resistor
29		H. F. Osc. Series Trimmer Condenser	88	W-28621	0.02 Mfd. 200 Volt Condenser
30	G7-33006	L. F. Osc. Series Trimmer Condenser	89	W-28621	0.02 Mfd. 200 Volt Condenser
31	G6-34000	1350 Mmf. Condenser	90	G2-32977	R. F. Choke
32	W-28621	0.02 Mfd. 200 Volt Condenser		C-33347A	Bottom
33	W-28621	0.02 Mfd. 200 Volt Condenser		W-35060	Band Change Plate
34	W-28621	0.02 Mfd. 200 Volt Condenser		W-31585B	Knob—Plain
35	W-32378	0.01 Mfd. 400 Volt Condenser		W-33995A	Knob—Vernier
36	G11-34000	1400 Mmf. Condenser		W-7600	Knob Set Screw
37	W-26152A	0.00015 Mfd. 400 Volt Condenser		W-33994A	Knob—Tuning
38		0.0001 Mfd. 400 Volt Condenser		W-7908	Knob Set Screw
39	W-34897	100 Mmf. 2 Volt Condenser		W-34678B	Knob—Band Change
40	W-28621	0.02 Mfd. 200 Volt Condenser		W-33708	Escutcheon and Lens
41	W-28621	0.02 Mfd. 200 Volt Condenser		W-34307	Lens only
42		0.004 Mfd. 400 Volt Condenser			
43	W-31052	0.05 Mfd. 400 Volt Condenser			





WIRING DIAGRAM OF  
MODEL 6B1

### Buffalo Newspaper Campaign Wins Shelvador Prospects . . .

A very highly successful newspaper advertising campaign was recently conducted by the Ontario Electric Corporation, Crosley distributor, Buffalo, on Crosley Shelvador electric refrigerators, in cooperation with local Crosley dealers.

Liberal newspaper space was used featuring the new 1935 Crosley Shelvadors. Different dealers ran their advertisements adjoining the big advertisement displaying the Shelvador advantages and conveniences. An attractive ice pick worth a dollar in payment on a Crosley Shelvador was offered without any obligation to all persons requesting it. A blank was printed in the ad-

vertisement for the individual to fill in with name and address and give to a Crosley dealer in return for the ice pick. Then at any time in the future when the prospect was ready to replace his ice box with an electric refrigerator, he would be given one dollar credit by returning the old ice pick.

"The idea," explained J. L. Block, president, Ontario Electric Corporation, "was, of course, to get prospects for our dealers and the best ones are those that still own an ice box. Over 500 picks were given away in the first three days and the dealers who tied in with the ad obtained excellent results and sold some Crosley refrigerators.

"After the ad was run we took tear sheets and printed in red over the news adjoining the advertisements

which occupied about three-quarters of a page this message and mailed them to dealers in our territory:

"The first gun in the 1935 Crosley Shelvador promotion campaign in Buffalo Evening News. (Circulation over 100,000). Ontario Electric Corp., Buffalo, N. Y. R U With Us?"

The result is that great interest in the advertising campaign has been aroused in all the dealers in our district.

### New Crosley Distributor . . .

The Graybar Electric Company, 1401 North Hackberry Street, San Antonio, Texas, has been appointed Southwest Texas distributor for Crosley radios and Shelvador electric refrigerators. J. E. Lowrey is the local manager.



## MAKE PROFITS NOW WITH THIS AMAZING REFRIGERATOR FOR RURAL HOMES

Every Crosley dealer can have extra profits by pushing the amazingly new Crosley Icyball refrigerator now. Ideal for rural or small town homes, summer camps, roadside stands, dairies, or any place without electricity. Provides the advantages and conveniences of mechanical refrigeration, without using gas or electricity. Has no moving parts, requires no oiling, has no odor and is absolutely noiseless. Upkeep cost is only a few cents a day.

Gross capacity is 4.3 cubic feet. Freezing tray makes 14 ice cubes. Interior of 24-gauge galvanized iron. Gleaming white lacquer exterior with black trimmings.

**\$59.95** (including hardware), 41½" wide (including ball), 24 5/16" deep.

F. O. B. Factory Price includes Cabinet, Stove, Icyball Unit, Stabilizer and Tub

The new **CROSLEY ICYBALL**  
REFRIGERATOR



# Now FOREIGN RECEPTION FOR Everyone!

Now everyone can tour the world by twisting the dial and enjoying the thrill of distant, foreign reception. Here are new Crosley American-Foreign radio receivers that are priced within the reach of everyone!



**\$32.50**

Complete  
With  
Tubes

## CROSLEY 534 C C AMERICAN-FOREIGN

One glance at this beautiful radio, one minute of listening to its marvelous tone and performance and you will agree that here is truly an outstanding value. Brings in thrilling foreign broadcasts in addition to standard American programs. The beautiful cabinet has a front

panel of striped walnut veneer. Overlays of California Claro walnut veneer cap the reeded pilasters and decorate the speaker grille.

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

**FEATURES:** Five-tube Superheterodyne . . . Standard Broadcasts 535-1730 Kilocycles and Foreign Broadcasts 5300-15,700 Kilocycles . . . Automatic Volume Control . . . Two Double Purpose Tubes . . . Two Position Tone Control . . . Full Floating Moving Coil Electro-Dynamic Speaker.



**\$47.50**

Complete  
With  
Tubes

## CROSLEY 534 QE American -Foreign Lowboy

Marvelous in tone, performance, beauty and value! Receives both standard and foreign broadcasts. The distinctive console cabinet blends aptly into the most beautiful surroundings. Center matched California Claro walnut veneer front panel with top of striped walnut veneer. Pilasters and sides are finished in Adam brown.

Dimensions: 36" high, 22 1/4" wide, 11 3/4" deep.

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

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