

# THE CROSLEY BROADCASTER

VOLUME 14

JULY 1, 1935

NUMBER 8

*At home in the Finest  
Kitchens in the Land*





TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

THE final test of any product is in its use. That, after all, is the test that counts. Laboratory tests are of course essential to the design and manufacture of any product, but—it is the degree of satisfaction that comes from actually using that product day in and day out that indicates its true worth and real quality and puts the final seal of approval upon it.

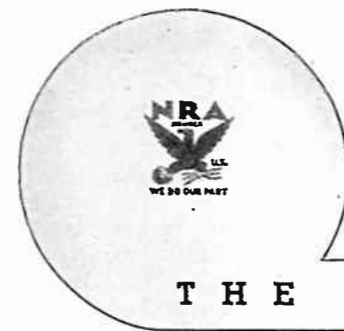
The Crosley Shelvador Electric Refrigerator has been receiving that final test in the kitchens of America. As every Shelvador dealer well knows, the Shelvador has passed that test with flying colors. The thousands of satisfied Shelvador owners are laudatory in their praise. The Crosley Shelvador is praised because it measures up to every requirement any refrigerator user could have. The Shelvador is praised for its extra space, greater conveniences,

beauty, high quality and outstanding value. But that isn't all. Equal enthusiasm is expressed everywhere for the low cost of operation, fast freezing, food savings, quietness of operation and long trouble-free service.

These high recommendations come from Shelvador owners all over the country—from people who have tried and proven the Shelvador under ordinary conditions as well as in rare climates where the temperature rises to 120 degrees or better.

That's why Shelvador owners are Shelvador boosters. That's why the proud owners tell others about Shelvador. That's why the Shelvador keeps growing in popular demand and why Shelvador has become the fastest selling electric refrigerator in history.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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#### A Source of Pride . . .

A much-deserved tribute is in order for the Crosley Shelvador and the salesmen who sell it all over the country from coast to coast. Proud of the product they sell, of the service it gives its owners and of the public acceptance it enjoys, these salesmen of the Crosley dealer-family have helped to earn for their product the distinction of being the most sought-after electric refrigerator in history.

In paying a tribute to Shelvador salesmen everywhere, P. W. Bialkowsky, Crosley District Manager on the Pacific Coast, says, "Shelvador salesmen have a good word for every competitor's product—they never stoop to knocking or unethical methods for they know the Shelvador speaks for itself and that every owner is a satisfied booster.

"Such men and such a product cannot fail but will continue to climb to the top. They will continue to build a reputation that is satisfying to the men who build Shelvador, the men who sell Shelvador, and the people who buy Shelvador—a lifetime of satisfaction to all."

Suffice it to say that here is an unbeatable combination—the unsurpassed Shelvador and the unsurpassed Shelvador sales organization—a source of real, justifiable pride to us all.

#### Ice Signs Are Prospect Signs . . .

Now that summer with its hot days is here, every ice user is more acutely in need of electric refrigeration than at any other time of the year. And every ice sign hung up by these users of old fashioned ice boxes is a prospect sign for you. Remember, out of the approximately twenty million wired homes in the

United States, over fifteen million of them need electric refrigeration.

A good plan that has been proven successful in picking out the homes without electric refrigeration is to spot the homes in your community that hang out ice signs. A follow through on this plan should develop a large number of Shelvador prospects for every dealer who uses it.

#### Big Market Awaits Sale of Roamio . . .

It is an undeniable fact that the interest in the demand for automobile radio sets has grown to tremendous proportions and an almost unlimited opportunity awaits the aggressive dealer who energetically wages an intensive campaign for this business.

Certainly in the two Crosley Roamio models, Crosley dealers have the opportunity to meet every motorist's needs and pocketbook. Here are automobile radios that are ideal in every way—that provide a standard of tone and performance that is exactly what every car owner is waiting for.

Some Crosley dealers have found that it is an effective plan to equip everyone of their salesmen's cars with a Roamio. This enables the salesman to always have a Roamio ready for demonstration to a prospect under actual working conditions and leads the way to profitable sales.

Another idea that is an excellent prospect-getting plan is to secure a list of licensed cars in your community and wage a direct-by-mail campaign.

Every Crosley dealer is urged to go after Roamio sales in every conceivable way now—the sales and profits that await such effort will be more than gratifying.

#### New Radio Service Manual Available . . .

Now available to every Crosley dealer is a new radio service manual containing reprints of all radio service bulletins covering Crosley sets from the Model 40-S series to date. This complete manual with binder is available at \$1.00 net and without the binder the price is 75c net. However, either of these prices include a one year subscription to subsequent service bulletins. In other words, if you order a service manual your name will be carried on the mailing list for one year to receive copies of all service bulletins published within that year. Orders for the service bulletins, must be sent direct to The Crosley Radio Corporation, Cincinnati, accompanied by cash.

Of course in those cases where a dealer wants a service bulletin on just one or two sets, the bulletins will be sent to him no charge, as long as the bulletins are available. In that case write direct to Crosley headquarters, specifying the model numbers of the sets on which service bulletins are desired.

#### New Shelvador Ads . . .

Recently prepared for every dealer's use in the promotion of Shelvador sales is an effective series of five newspaper advertisements. Attractively designed and well illustrated, each of these ads contains copy stressing the popularity and sweeping success of Shelvador. They are also so arranged that the name of the local town is to be inserted, adding local emphasis to their effectiveness. Available in two, three and four-column sizes. Ask your Crosley distributor for this series of ads and then use the "power of the press" to increase your Shelvador sales.



### Brooklyn Edison Organization Holds Shelvador Sales Meeting . . .

Sixty members of the Brooklyn Edison Company's sales organization recently attended a dinner-meeting in behalf of the Crosley Shelvador and Tri-Shelvador Electric Refrigerators at the Hotel St. George, Brooklyn, N. Y.

Mr. Edward Holmburg, sales manager of this organization, and Mr. Collins, his assistant, called together their entire organization for the first time this year to present the story of the Crosley Shelvador.

The Visomatic talking film, "The Glorious Fourth", was shown in its entirety and Mr. Robinson, general manager of the New York office of The Crosley Distributing Corporation, outlined the policies of the Crosley company.

Grant Layng, sales manager for the New York dealer division, explained in detail the sales helps and plans which have been incorporated to make 1935 Crosley's biggest year.

"The Brooklyn Edison organization as a whole is solidly behind the Crosley picture," says Grant Layng. "The direct benefits of this get-together will be felt by over one hundred of their independent dealers in the Brooklyn area.

"This organization consists of a group of outside salesmen and floor demonstrators who operate out of over 150 independent dealer accounts as well as from six centrally located showrooms in the Brooklyn area.

"Crosley refrigerators are displayed on all of their showroom floors and prospective customer leads are turned over to the nearest local dealer who handles Crosley.

"The outside salesmen furnished by the Edison Company contact and close sales which are put through the local authorized Brooklyn Edison Dealer.

### The Best of All . . .

So enthused is C. R. Smith of Cleveland, Ohio, over his Crosley Shelvador that he praises it as "the best of all". He writes:

"About a year ago we purchased from the Bing Company one of your small model Shelvadors—we were so well pleased with it that in a few weeks we had convinced a neighbor who was interested that the Crosley was the buy and she bought, also at Bing's.

"As time went on we found that we could always have ice cubes in our unit in an hour's time, and although I have talked to a great many owners of other makes I find them skeptical on this point—so I've decided that not only is the Crosley the best but our Crosley is THE best of all of them.

"With the exception of a new belt, we've never had one bit of trouble in over a year. Our family is large and the income relatively small—but we have no loss from spoiled food, and that is a great item in our life."

"By cooperating with the local dealer they have set up a smooth operating selling plan which gives them maximum coverage and they are still building up the power load.

"This organization in the first three months of this year accounted for a total sale of 3,000 electric refrigerators."



### Shelvador Exhibit At Scranton . . .

Quite attractive is the display of Gleason Brothers, Crosley dealer of Scranton, Penn. It was arranged for the recent Economy Stores Food Show, Cooking School and Household Exposition held in the Colonel Watres Armory at Scranton.

### McRae Names More Shelvador Dealers . . .

"Rudy" Browd, vice president and general sales manager, H. A. McRae & Co., Inc., Crosley distributor, Troy, N. Y., reports tremendous activity in sales of Crosley Shelvador electric refrigerators. Dealers, he says, are showing an avidity for the line and

within the past two weeks he has added 18 more dealers, including Mohawk Electric Co. and Guile & Zink, both of Schenectady; Albert Applebee, Dormansville; Kilman Electric Co., Central Bridge; Frank A. Garrett, Greenwich; Newell Battery Shop, Watervliet; J. E. Girard, Peru; A. K. Wolfe, Troy; A. M. Corcoran, Stillwater; Geo. H. Eastmen, Westport; W. M. Marvin's Sons, Elizabethtown; Roscoe Stone, Warrensburg; James K. Whittaker, Rhinebeck; John Perrin, Dover Plains; Hyde Park Motor Co., Hyde Park; Earl Rifenburg, Cropseyville; Grafton Department Store, Grafton, and Obies Garage, Schuylerville.

### Large Store Appointed Dealer . . .

Woodward & Lothrop, large and well-known department store of Washington, D. C., has been appointed a dealer for Crosley Shelvador electric refrigerators by the Lincoln Sales Corporation, C. Howard Buchwald, president of Lincoln, announces. C. Camp, Washington representative for Lincoln Sales, through whom the appointment was made, states that Woodward & Lothrop is carrying the complete Shelvador line of 16 models, and that Mr. Humes, merchandising manager, predicts an outstanding selling job this season.

### Incomparable . . .

"In May, 1927, I bought a Crosley eight-tube set," writes Ivo Hogan of Toledo, Ohio. "I am happy to say that I still have the same set and like it very much. All the time I have had it I only used two sets of tubes. I have heard lots of radios but none can compare with mine when it comes to tone."



### Display Truck Helps Sell Shelvadors During Southern Minnesota Show . . .

When the city of Austin, Minnesota recently held a three-day Industrial Show, this attractive display truck of Southern Minnesota Supply Co., Crosley distributor at Mankato, Minn., was on hand to assist the local Crosley dealer in selling the Shelvador.

Although this is the first year of refrigeration activity for this dealer, The Donovan Furniture Company, a

sales record has been attained. In this city of 12,000 population, this dealer has sold 42 Shelvadors in two months.

According to Mr. Donovan, proprietor of the local firm, they have never before had in their store any piece of merchandise with so many outstanding features to show their customers as the Crosley Shelvador and Tri-Shelvador. He also makes the statement that they will sell close to the one hundred mark before the season is over.

The cooperation that the Southern Minnesota Supply Company has been able to give this dealer through the display truck has been quite a helpful contribution to their success. This service is available to all the dealers in this distributor's territory. The display truck carries the complete Crosley refrigeration line and is accompanied by Claude Saxon, distributor representative, who is well versed in refrigeration and radio and a very capable man for dealer assistance. Mr. Lytle, manager of Southern Minnesota Supply Company, highly recommends this kind of cooperative service for their dealers.

In the picture, reading from left to right, are: Claude Saxon, Southern Minnesota Supply Company; H. F. Jaax, Crosley representative; T. W. Donovan, proprietor of Donovan Furniture Company; and Jay Fairbanks of Donovan Furniture.



### 15c Cake of Ice A Day Sells Shelvadors for Wurlitzer's . . .

"Believe It Or Not," the Rudolph Wurlitzer Company's store at Rochester, N. Y., uses a 15c cake of ice every day to sell Crosley Shelvador electric refrigerators. In a striking window display of Shelvadors an ice box is placed at the left and in it each morning is placed a large cake of ice. Just at the right of the ice box is a sign in big letters reading, "This 15c goes back to lake each day." On the other side of the window is a sign between the two Shelvadors stating, "15c a day pays for your refrigerator and continues to

save after the refrigerator is paid for." Other Crosley display signs emphasize extra Shelvador features, extra usable space, etc. It is one of the sales promotion features that are selling electric refrigerators for Wurlitzer's.

### Bensinger-Crosley Catcher Joins Bensinger Store . . .

Ralph McCullough, crack catcher for the Bensinger-Crosley baseball team that is leading its league again

this year, has become an employee of the Clifford Bensinger Furniture Company, Crosley dealer in New Albany, Ind. With the acquisition of McCullough, the store now has in its employ two of its team stars. Bob Tindall, one of the outstanding pitchers in this part of the state, is the other.



### Most Successful Booth at Corpus Christi Exposition . . .

The Nelson Electric Company of Corpus Christi, Texas, sponsored this attractive and effective Shelvador display at the recent exposition held there. Judging from all reports, this display attracted twice as much of the crowd as any other booth in the show. "It had people constantly coming and going," says Crosley Representative H. L. Roper. "Many prospects were secured and I understand that some business was closed."

Having only joined the Crosley dealer-family a short time before the exposition took place, Mr. Nelson has

sold quite a few Shelvadors and is making rapid progress towards a banner year in refrigeration.

### Performs Well After Going Through Fire . . .

N. C. Davis, of the O.K. Barber Shop of South Pittsburg, Tenn., is particularly gratified over the performance of his Crosley Fiver which passed through a recent fire without damaging the quality of reception. His letter follows:

"Recently my shop burned out and the building and most of the fixtures

### Tennessee Appliance Association Elects W. W. Gambill Head . . .

W. W. Gambill, of the Gambill Distributing Co., of Nashville, Tenn., was elected president of the Electrical Appliance Association of Tennessee at a meeting of representative retail and wholesale dealers held at the Noel Hotel here. Other officers named were: Wayne Spinks, of Memphis, vice-president; Paul Fuqua, Knoxville, vice-president; L. M. Rowe, Nashville, treasurer; R. S. Ruckingham, Nashville, secretary. Directors, W. C. Leach, Paris; E. H. Frakes, Columbia; K. H. Sollman, Nashville; J. H. Houts, Chattanooga, and H. J. D. Delwig, of Nashville.

were a total loss. About two months before this I had bought a Crosley Fiver which also went through the fire and I thought it was ruined. But a radio service man happened to come in and looked at the radio and we carried it to his shop. After pouring the water out of it, we connected it and turned it on and got WLW. It is still going good and I am certainly sold on Crosley radio now."

## 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—Cheerio (Shelvador Refrigerators).  
8:15—Music by Divano (Crosley Radios).  
11:30—Morning Housewarmers (Shelvador Refrigerators).

P. M.

3:30—Crosley Business News (Crosley Radios for office use).  
6:15—Bob Nolan (Shelvador Refrigerators).  
7:00—Virginio Marucci Orchestra (Shelvador Refrigerators).

#### TUESDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Cheerio (Shelvador Refrigerators).  
11:00—Chandler Chats, with Organ (Crosley Radios).

P. M.

3:30—Crosley Business News (Crosley Radios for office use).  
5:00—Mary Alcott, blues singer (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—Cheerio (Shelvador Refrigerators).  
8:15—Music by Divano (Shelvador Refrigerators).

P. M.

3:30—Crosley Business News (Crosley Radios for office use).  
3:45—Dorothea Ponce, blues singer (Shelvador Refrigerators).  
6:15—Bob Nolan (Crosley Radios).

#### THURSDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Cheerio (Shelvador Refrigerators).  
8:15—Rhythm Jesters (Crosley Radios).

P. M.

3:30—Crosley Business News (Crosley Radios for office use).  
11:05—Zoo Hour (Shelvador Refrigerators).

#### FRIDAY

A. M.

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

7:30—Cheerio (Shelvador Refrigerators).  
8:15—Divano Trio (Crosley Radios).

P. M.

3:30—Crosley Business News (Crosley Radios for office use).  
7:00—Virginio Marucci and Orchestra (Shelvador Refrigerators).

#### SATURDAY

A. M.

6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).  
7:30—Cheerio (Shelvador Refrigerators).  
8:15—Rhythm Jesters (Crosley Radios).  
10:30—Rex Griffith, vocalist (Shelvador Refrigerators).  
11:15—Nora Beck Thuman, soprano (Crosley Radios).

P. M.

1:30—Crosley Business News (Crosley Radios for office use).  
5:30—E. 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.



\*WRCIK

**\$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.



\*WRCIH

**\$22.50**

Complete With Tubes

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



\*SLAMI

**\$19.99**

Complete With Tubes

Dimensions:  
11 $\frac{5}{8}$ " 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.



\*SLAMB

**\$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



\*SLMLL

**\$47.50**

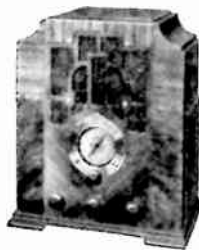
Complete With Tubes

Dimensions:  
36" high,  
22 $\frac{1}{4}$ " wide,  
11 $\frac{3}{4}$ " deep.

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

JULY 1, 1935

**SIXTY-ONE A.F.**



\*SXHWL

**\$39.95**

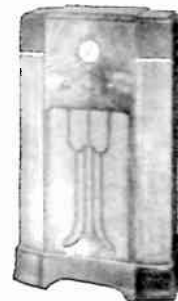
Complete With Tubes

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**



\*SXHWL

**\$54.50**

Complete With Tubes

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

**614EH THREE BAND ALL-WAVE**



\*SXIRM

**\$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 to 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**



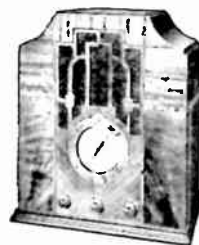
\*SXIRL

**\$65.00**

Complete With Tubes

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

**714GA THREE BAND ALL-WAVE**



\*SBIRM

**\$65.00**

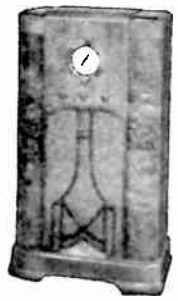
Complete With Tubes

Dimensions:  
18 5/8" high,  
16 3/4" 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**



\*SBIRL

**\$85.00**

Complete With Tubes

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



\*SQIRM

**\$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.



\*SQIRL

**\$100.00**

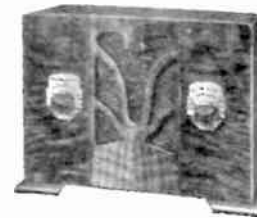
Complete With Tubes

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.



\*BBBI

**\$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.



\*RLBMM

**\$29.95**

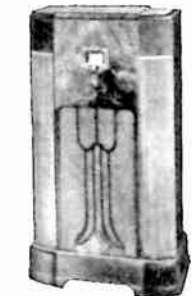
Complete Less Batteries

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

**BATTERY FIVER**

**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.



\*RLBML

**\$49.95**

Complete Less Batteries

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

**BATTERY FIVER LOWBOY**

**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.



\*RXIRM

**\$69.50**

Complete Less 6-Volt Battery

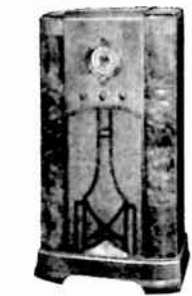
Dimensions:  
19" high,  
15 3/4" wide,  
9 5/8" deep.

**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 1700-5000 Kc.—Foreign Broadcasts 5800-15,350 Kc.)—Automatic Volume Control—Airplane Type Dial—Continuous Tone Control—Moving Coil Permanent Magnet Speaker.



\*RXBIL

**\$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 1700-5000 Kc.—Foreign Broadcasts 5800-15,350 Kc.)—Automatic Volume Control—Airplane Type Dial—Continuous Tone Control—Moving Coil Permanent Magnet Speaker.

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

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

ONLY



CROSLEY DEALERS

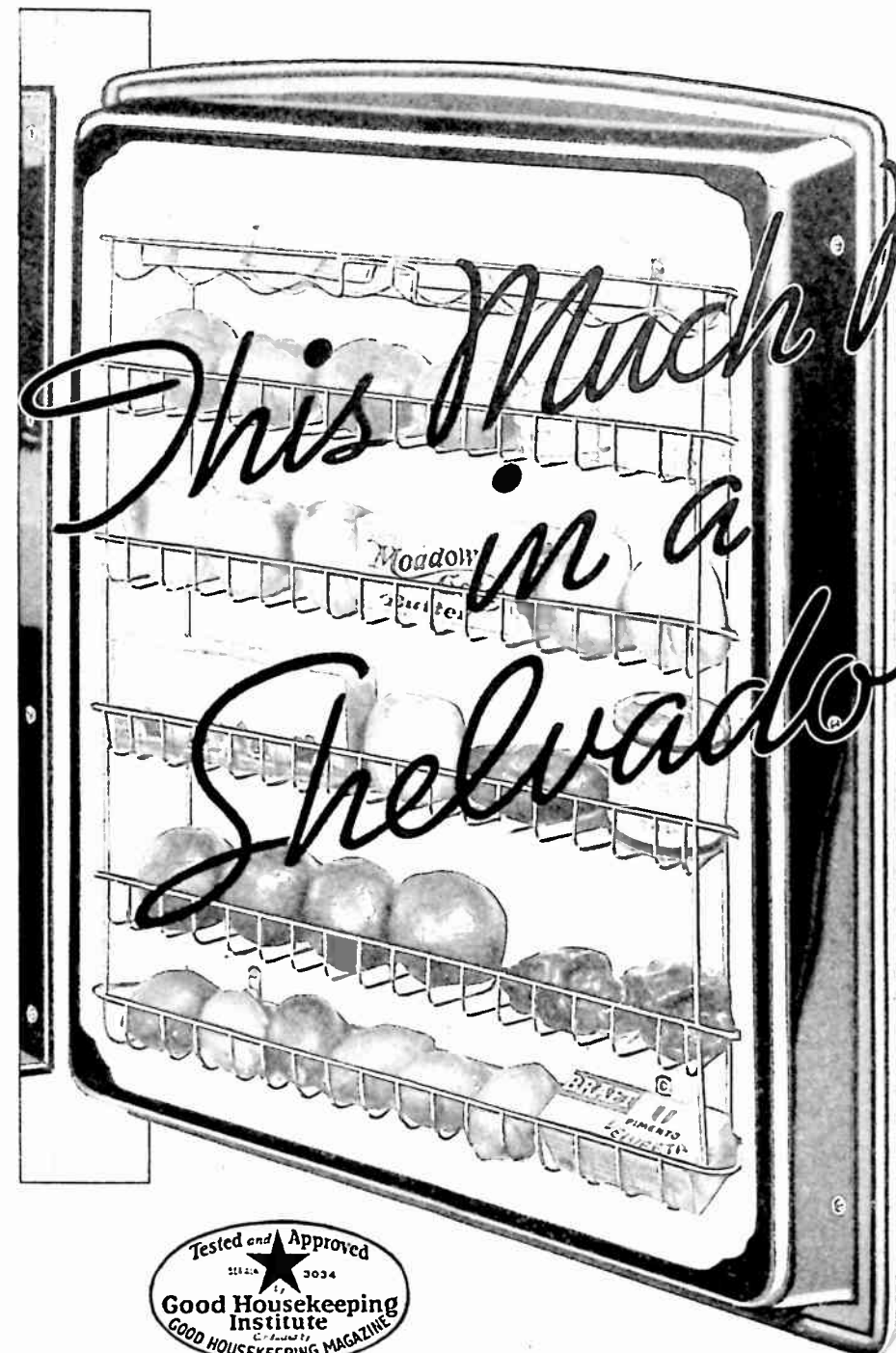
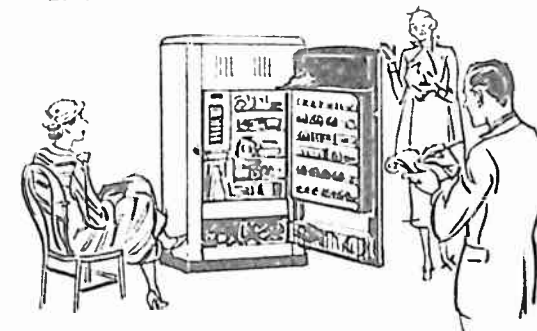


CAN TAKE PART

IN THE SWEEPING



SHELVADOR SALES



*This Much More in a Shelvador*

With exclusive features that carry with them an irresistible sales appeal, the Crosley Shelvador has become the fastest selling line of refrigerators in history! Greatly increased usable space; extra conveniences and advantages, extra value, dependability, high quality, trouble-free and economical operation—these are a part of every Crosley Shelvador electric refrigerator.

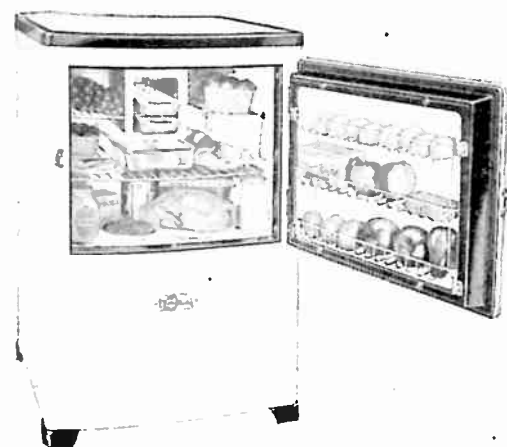
That is why Shelvador brings such tremendous pride and complete satisfaction to every Shelvador owner—and why Crosley dealers are breaking all sales records and winning more and more profits!

**TABLE SHELVADOR**

Compact and yet surprisingly roomy. 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. Two ice trays; uses Rotary compressor. Dimensions: 36" high, 23 1/2" wide, 27" deep. .... \$79.50

Model FR-30 (Illustrated). 3.1 cubic feet NET capacity; 7 square feet shelf space. 2 ice trays. Uses Rotary Compressor. Dimensions: 36" high, 23 1/2" wide, 27" deep. .... \$94.50



**SHELVADOR**

Characterized by the sensational Shelvador feature.

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

Model FA-40 4.00 cubic feet NET capacity; 8.6 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 52 3/4" high, 23 1/2" wide, 21 1/2" deep. .... \$112.50

Model FA-50 (Illustrated). 5 cu. ft. NET capacity; 11.3 square feet shelf space. Dimensions: 56 1/4" high, 25 3/4" wide, 21 1/2" deep. .... \$129.50  
Porcelain Exterior (PPA-50) .....\$152.00

Model FA-60 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 59 1/4" high, 30 3/8" wide, 25 3/8" deep. .... \$149.50  
Porcelain Exterior (PPA-60) .....\$174.50

Model FA-70 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 57 1/2" high, 32 3/8" wide, 25 3/8" deep. .... \$169.50  
Porcelain Exterior (PPA-70) .....\$191.50



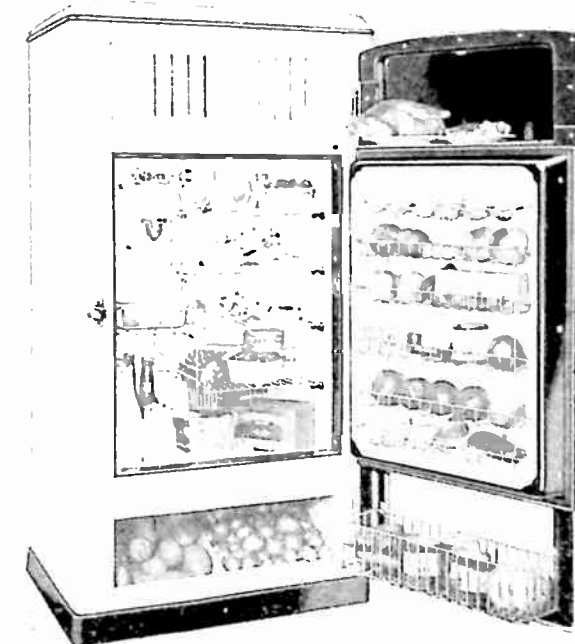
**TRI-SHELVADOR**

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

Model F-43 4.3 cu. ft. NET capacity; 9.15 sq. ft. shelf space. Two ice trays and one double-depth tray. Dimensions: 56 9/16" high, 23 1/2" wide, 23 1/2" deep. .... \$139.50  
Porcelain Exterior (PF-43) ....\$159.50

Model F-55 (Illustrated). 5.51 cu. ft. NET capacity; 11.6 sq. ft. shelf space. Three ice trays and one double-depth tray. Dimensions: 57 1/2" high, 29" wide, 21 1/2" deep. .... \$164.50  
Porcelain Exterior (PP-55) ....\$187.00

Model F-70 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Four ice trays and one double-depth tray. Dimensions: 58 3/4" high, 32 3/8" wide, 25 3/8" deep. .... \$189.50  
Porcelain Exterior (PF-70) ....\$219.50



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



This window display, arranged by W. E. Titus Radio Corporation of Oklahoma City, shows the 15,000

entries received in response to their recent "Count-The-Ice-Cubes" contest.

## "Count The Ice Cubes" Contest Brings Huge Response . . .

Awake to every opportunity to keep the Crosley Shelvador before everyone in their respective territories as well as to utilize every conceivable means of securing prospective buyers for their dealers, four Crosley distributors in Oklahoma and Texas recently conducted an amazingly successful contest. Although each of these distributors operated separate contests, the essentials were fundamentally the same for each contest. Known as "Count-The-Ice-Cubes" Contest, this plan was originated and copyrighted by the Stevens Advertising Agency of Indianapolis, Indiana, who created it expressly for Shelvador promotion.

The four Crosley distributors who used this contest plan were: W. E. Titus Radio Corporation of Oklahoma City, Oklahoma; Graybar Electric Company of San Antonio, Texas; Reader's of Houston, Texas; and Dallas Electric Supply Company of Dallas, Texas.

The contests were announced in each of the respective territories by large newspaper advertisements. In each contest, five thousand dollars worth of prizes, including four Crosley Shelvador electric refrigerators and merchandise certificates ranging from ten to fifty dollars, were awarded. To win the prizes, contestants counted the ice cubes shown pouring out of a Shelvador in the newspaper advertisement. Prizes were awarded

on the basis of correctness, neatness and originality of entries submitted.

In case of ties duplicate prizes were awarded. Winners of the four Crosley Shelvadors had them delivered, installed and they will be serviced for one year by the nearest Crosley dealer. The merchandise certificates are to be applied on the purchase of any new Shelvador or Tri-Shelvador electric refrigerator. No stories were required to be written, thus giving everyone a chance at the prizes whether experts or not.

In the case of the contest conducted by the W. E. Titus Radio Corporation, 15,000 entries were received. These provided a vast host of prospects for the participating Crosley dealers who cover the entire state of Oklahoma with the exception of seven counties. The judges were representatives of Oklahoma newspapers. The first prize winner, who received a Crosley Tri-Shelvador model F-70, was Evelyn R. Peak of Stroud, Oklahoma. She submitted a beautiful placard with an illustration of the Shelvador and the caption, "It's worth a pot of gold to you". Smart verse on the placard portrayed the advantages in having ample ice cubes from the Shelvador. Much of the credit for the success of this contest goes to W. E. Titus, head of the Oklahoma distributor firm.

According to F. B. Bearden, merchandising manager of Graybar Elec-

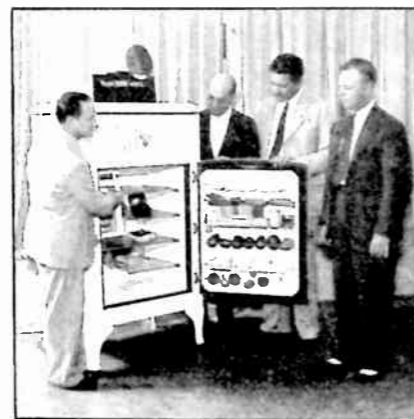
tric Company, the contest conducted in the San Antonio district was highly successful. The Crosley dealers in the San Antonio Territory participated.

The contest sponsored by Reader's of Houston, Texas covered 32 counties embracing this territory. The Houston lighting and power company cooperated by giving a section of their downtown show window to a display of Shelvadors at the same time the Houston Post was staging a display of all electric refrigerators jobbed in Houston in the lobby of Loew's State Theater. Contest blanks were passed out to theater patrons by an attractive young lady. Mr. Reader reports that the contest was of great value in promoting sales of Crosley Shelvadors in the Houston territory. He further states that the volume of Shelvador sales is approximately ten times what it was a year ago in their territory.

Arranged cooperatively between the Dallas Electric Supply Company and the Crosley dealers of Northeast Texas, another "Count-The-Ice-Cubes" contest was conducted in the Dallas territory. Newspaper ads were placed in the papers of Dallas and eight key towns throughout the territory. In addition, 1000 or more ad reprints were sent to each Shelvador dealer for distribution.

In commenting on the success of the contest, J. C. Merritt, Jr., sales manager for Dallas Electric, says, "We found that the Crosley dealers throughout our entire territory co-

(Continued on Page 13)



The judges in the recent contest held in Houston, Texas are being shown the advantages of the Crosley Shelvador by Hymen Reader, distributor for this territory, left to right: Hymen Reader, with a Shelvador that was given as a prize; G. J. Palmer, Jr., Houston Chronicle; Jeff Barnette, Houston Chamber of Commerce; and Don Gaskins, Houston Post.

## New Dealer In Washington, D. C. . . .

The Arthur Jordan Piano Company, one of the largest music houses in the nation's capitol, has been appointed a dealer for Crosley Shelvador electric refrigerators, C. Camp, Washington representative of the Lincoln Sales Corporation, Crosley distributor at Baltimore, announces. Mr. Camp states that Jordan's first order has been delivered and that the complete Shelvador line is being featured by that company. This store, which does a large volume of business, will hold a meeting of their salesmen to be instructed in selling Crosley Shelvadors, C. Howard Buchwald, president, Lincoln Sales Corporation, reports.

## Low Cost of Operation . . .

Mrs. J. R. Miller of Baltimore, Maryland, writes:

"We have been using the Crosley Shelvador since the first of February, 1934 and it has surely been a source of pleasure and joy. It costs us approximately two dollars a month and my ice bill used to be almost that much weekly."



Taken during the presentation of two Shelvadors as the result of the contest held in Dallas, Texas. Left to right: H. B. Green, President of Dallas Electric Supply Company; Henry A. Shull, win-

ner of a Shelvador; Mrs. Eugene C. Hammel, another of the Shelvador winners; J. C. Merritt, Jr., Sales Manager, Dallas Electric Supply Company; H. L. Roper, Crosley District Manager.

(Continued from Page 12)

operated wholeheartedly on this contest and as a result we had over 12,000 entries. We believe that this contest will result in a tremendous increase in Shelvador sales. Considering the 12,000 entries and con-



## Mechanical Man Draws Huge Crowds . . .

A window display promotional stunt that has proven very successful was recently employed by J. E. Fitzgerald, Inc., Crosley dealer at Union City, N. J. A sample of the sidewalk-blocking crowds attracted by a mechanical man who appeared in their window is shown in the accompanying photograph. This mechanical man put on a performance to stress the appealing features of Shelvador.

The large sign on the window

reads, "A Refrigerator Free! See the Fitzgerald Mechanical Man direct from the World's Fair—Make him laugh and you will receive a Crosley Free!" At the time of writing, however, no one has been successful in making him laugh, as he kept a stern face throughout his performance.

Fred Goldberg of Apollo Distributing Company, Crosley distributor at Newark, N. J. comments on this stunt, "From the report received from this dealer, this has proven to be quite an attraction and a number of prospects were obtained."

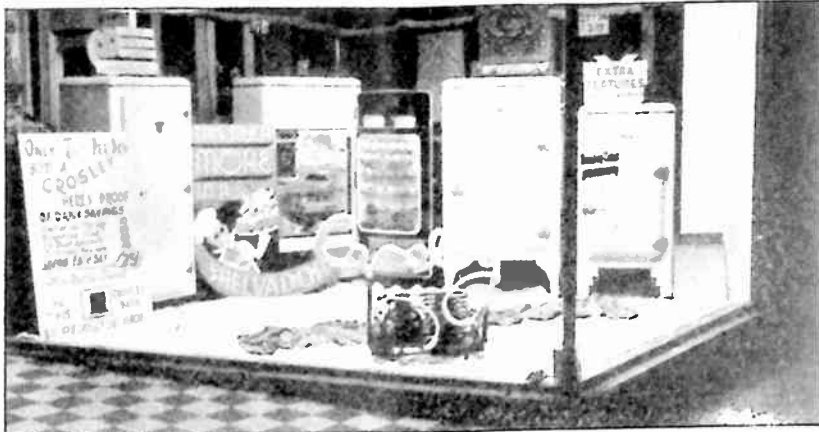
## Home Economics Writer Praises Shelvador . . .

Mrs. Blanche Mason Tellis, social registrite and household economics writer, of Chicago is highly enthused over her Crosley Shelvador, according to this interesting letter recently received from her:

"I like my Crosley better than any electric refrigerator I have ever owned. The Shelvador feature is a constant joy. It holds everything required for breakfast—grapefruit, oranges, butter and eggs—as well as most of the necessities for cocktails and canapes, and offers them in full view and easy reach as soon as the door is opened. I consider the Shelvador the most convenient innovation ever introduced into refrigerator construction; having enjoyed it I should feel lost without it.

"As for the motor, after two years of continuous service ours remains perfectly silent and in all that time it has never required the slightest repair.

Everyone who enters our kitchen admires our handsome Crosley and exclaims over the clever Shelvador. I enthusiastically recommend it to all my friends."



### Novel Window Display Sells Shelvadors For Schultz . . .

This novel window display is one of the sales promotion features that have enabled A. G. Schultz, Crosley dealer at Newark, N. Y., to beat his 1934 sales record and to predict a big year for Crosley Shelvador electric refrigerators. In the foreground is a frosted Crosley sign made by bending 5/16 in. copper tubing. The name Crosley was worked out on a board and was outlined by means of nails around which the tubing was bent. Ray F. Healy, Erskine-Healy, Inc., Crosley distributor, Rochester says, "We made the first job with 1/4 in. tubing but found on the second that 5/16 in. makes a much better job. No doubt even larger tubing could be used where you have the facilities for bending it. The tubing is attached to the two outside spring arms of the unit, the evaporator being removed. The capillary

### Shield Company Opens El Paso Branch . . .

The Shield Company, Inc., Crosley distributor, with headquarters in Fort Worth, Texas, has opened a branch in El Paso with A. S. Douglas in charge. The new branch will distribute Crosley Shelvador electric refrigerators and Crosley radios in the El Paso territory.

One of Mr. Douglas' first official acts was the appointment of the Colonial Furniture Company as retail dealer for the line. Announcement was made that Colonial will advertise Crosley products by an amateur radio broadcast whereby amateur talent will have an opportunity of broadcasting over station KTSM daily during the noon hour. Daily winners will be selected from votes cast by the audience and these winners will compete in a week-end contest to determine winners for the week.

tube feeds directly into the tubing in the sign. C. C. Terry, sales manager for A. G. Schultz, will be in charge of operations while Mr. Schultz, a past president of the Newark Rotary Club, and Mrs. Schultz attend the International Rotary convention in Mexico this year. The sign at the left reads: Only 7 1/2c per day buys a Crosley. Here's proof of daily savings; Cost of ice per day .10; unspoiled food .05; on meat specials .05; on grocery specials .05; SAVINGS EACH DAY 25c."



### Schroeder System Equipping Hotels With Crosley Radios

The modern hotel endeavors to provide its guests with as many homelike features as possible. Today every room is provided with bath and now radio is being added. In keeping with this modern trend, the Schroeder Hotel System, one of the largest in Wisconsin, is equipping the rooms of its hotels with Crosley

### Visits Factory . . .

Stanley Graham, salesman for Hardware Products Co., Crosley distributor, Sterling, Ill., and Mrs. Graham were recent visitors at the Crosley factory. Mr. Graham reported business conditions in their territory as being very good and that sales of Crosley Shelvador electric refrigerators are ahead of those of a year ago by a wide margin. Mr. and Mrs. Graham also made a trip to Mason to see the 500,000-watt WLW transmitter.

### Exclusive Inn Praises Shelvador . . .

The exclusive Fox and Crow Inn, owned by the Fleischman estate at Montgomery, Ohio, has purchased an FA60 Shelvador from Herbert Mayer, Crosley dealer at Madisonville, Ohio. It is used to refrigerate food, lemons and various ingredients required for plain and fancy drinks. William Gould, manager, and John Gourlay, maitre, are both very much pleased with it and state that it is giving excellent service and satisfaction.

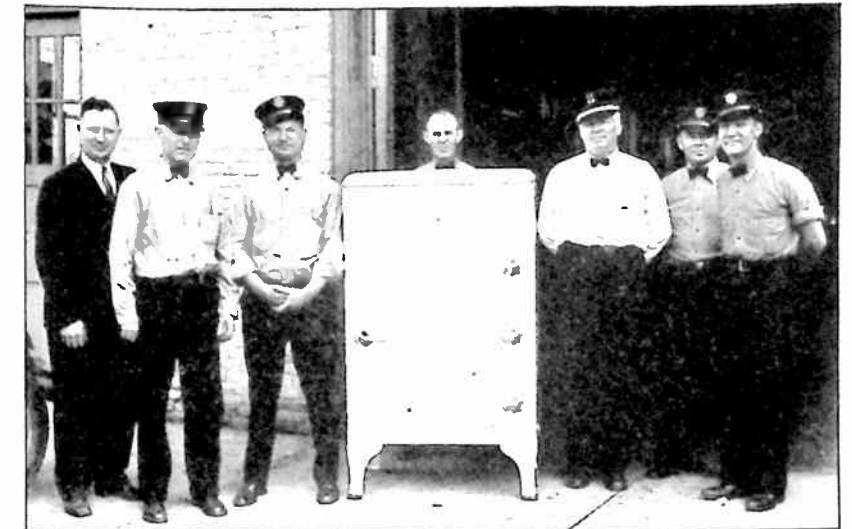
### Weekly Payment Plan Brings Trade To Foster & Company . . .

Featuring a small weekly payment plan that is within the reach of almost every Oklahoma City family, M. L. Foster & Co., Crosley Shelvador dealers, have risen to the top ranks in sales of electric refrigerators in Oklahoma City this year, says a recent news story in the Oklahoma City News.

The story continues, "Each month this year has shown an increase in sales of Crosley Shelvadors over the preceding month," according to M. L. Foster, president of the company. Particularly, are the larger size Crosley Shelvadors selling well this year, he says.

"Foster & Co., has long featured the 'pay only \$1.25 per week' plan of owning and enjoying the advantages of a famous Crosley electric refrigerator. Their long list of customers proves the popularity of the plan.

"A capable service department, manned by experts, is another feature of this popular store, and prompt delivery and installation are keynotes. In addition to Crosley Shelvadors Foster & Co. carries a complete line of Crosley radios. The small weekly payment plan is available on all these products at M. L. Foster & Co."



### Keeping Cool Between Fires . . .

When the smoke eaters of Station No. 1, Rockford, Illinois want to cool off in between fires, they become actively engaged in the business of making frozen desserts with their new Crosley Shelvador. Praise goes to C. E. Anderson of Anderson Electric Company of Rockford for negotiating this sale.

A news item carried in the Rockford Shopping Guide about this new acquisition for the firemen says, "The fire laddies report that they are more than pleased with their new refrigerator."

Hardware Products Company, ag-

gressive Crosley distributor at Sterling, Illinois says, "The Anderson Electric Company is one of the liveliest outfits in Northern Illinois. They cover the east side of Rockford like a blanket."

C. E. Anderson is shown at the extreme left of the picture.

### James & Hawkins Opens Crosley Sales Campaign . . .

A concentrated sales drive on the modern Crosley Shelvador Electric Refrigerators has been started by James & Hawkins, Inc., Long Island, New York, dealers for the product. Thirteen Queens, Nassau and Suffolk retailers of the Shelvador are sharing in the sales effort, full details of which are being carried in advertisements in the local newspapers. Crosley dealers participating are located in Bay Shore, Patchogue, Huntington, Williston Park, Manhasset, Northport, Cedarhurst, Bayside, Queens Village, Rockville Centre, Hemstead, Glen Cove and Port Washington.

### Anchor-Lite 66% Ahead On Average Monthly Quotas . . .

Harold W. Goldstein, president, Anchor-Lite Appliance Co., Crosley distributor, Pittsburgh, was a recent visitor at the Crosley factory. Mr. Goldstein stated that their sales of Crosley Shelvador electric refrigerators for the first five months of 1935 were 66 per cent above the average monthly quota for the corresponding months in 1934. Mr. Goldstein points out that this record has been made in spite of the cool spring this year.



### Outstanding Display by Feinberg's . . .

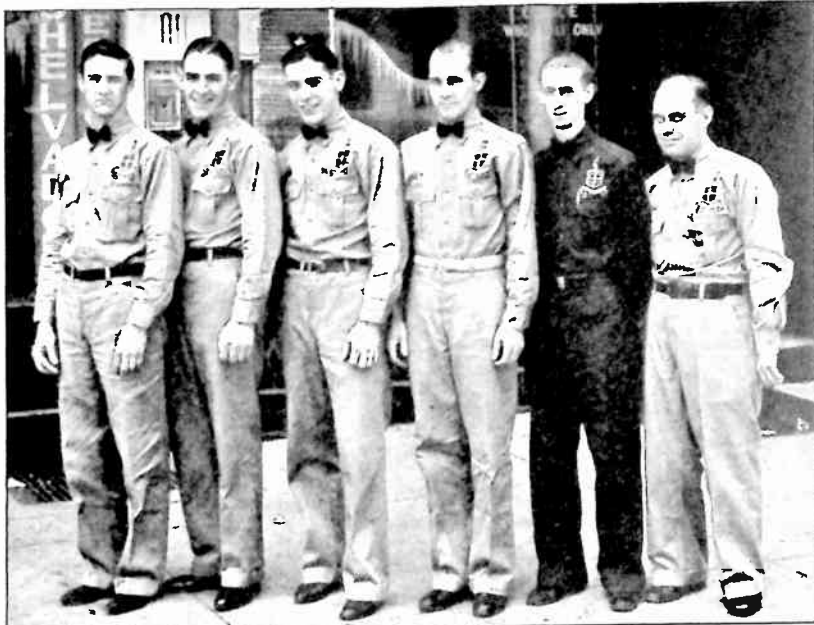
One of the reasons why Feinberg's of Chester, Pennsylvania is doing an outstanding job on Shelvador is shown in this attractive window display.

This display featured the Shelvador plan which they are using with

a great deal of success. Feinberg's also operate a store in Wilmington, Delaware where the Shelvador is also featured.

Graybar Electric Company of Philadelphia, is the Crosley distributor serving this territory.





Servicemen Who Back Up The Salesmen  
For The Cooper-Louisville Company . . .

It is this group of service men who make it possible for the sales organization of the Cooper-Louisville Company, Crosley distributor at Louisville, Ky., to set sales records for Crosley Shelvadors month after month, with sales for the year more than double those of 1934. J. E. Johnson, president, Cooper-Louisville Co., is proud of these men. "It goes without saying," he says, "that the fine cooperation of these men goes a long way toward assisting us in setting monthly sales records on Shelvadors. We are constantly receiving the most flattering reports from both dealers and consumers about the

**Shelvador Praised  
For Restaurant Use . . .**

Having used a Shelvador in his cafe for almost two years, Fred Mershon of Tipton, Oklahoma is qualified to write about its service: "I bought my Crosley in Tipton, Okla. from W. E. Johnson, dealer, in July, 1933. It has been in continuous service ever since. The only time it was stopped was when I defrosted it. "The motor runs like new. I wouldn't trade it for a brand new make of any other kind right today. My Crosley has been in service 22 months, and 22 months in a cafe is equal to 20 years in the average home. "There are lots of boxes, but only one refrigerator—so it must be a Crosley. Ask the man who owns one."

highly efficient and courteous service rendered by them. We are proud of this department which in a sense is really high class selling. We want our friends and dealers to know the boys who have made this department possible. Walter Harris is Service Manager, and to him belongs the credit for this organization." In the photo are shown from left to right: Billy Harris, shipping clerk; Eddie Mooney and Bud Briscoe, installation men; Eddie Thalmueller, radio service man; Walter Harris, service manager; and Johnnie McDonald, refrigerator service man.

**Large Boston Store  
Sells Shelvador . . .**

The R. H. White Co., one of the largest department stores in New England, has been named a dealer for Crosley Shelvador electric refrigerators by the George Collins Co., Crosley distributor, Boston, H. D. Schumacher, Crosley district manager for New England, announces. This store is regarded as having the largest volume of refrigerator business in New England. "Crosley Shelvadors will be featured in a special department of their own," Mr. Schumacher states, "which will be operated separately from their other refrigerator lines. The department is under the management of 'Tiny' Thompson and was created because of the popularity, outstanding features and general reputation of Shelvadors."

**Round and About  
Metropolitan New York . . .**

Things are humming in the way of Shelvador activity in New York, according to recent word from Grant Layng, of The Crosley Distributing Corporation located there.

Although G. L. Baumann, operating four stores in the New York area, have not handled refrigeration prior to this year, they are now carrying Shelvador throughout their chain. One of the oldest furniture chains in this territory, this company is setting up a splendid organization to actively push refrigeration in general and Shelvador in particular.

The Shelvador has also been added to the refrigeration department of Frederick Loeser and Company, one of Brooklyn's bigger department stores. This firm has, in the past, performed one of the largest refrigeration selling jobs in the department store field in the entire United States. Mr. Blaidell, who has recently taken over their refrigeration department, is confident that their 1935 figures will equal previous records. Mr. Blaidell recently called a meeting of his fourteen salesmen at which time Grant Layng, Crosley local sales manager, presented the Shelvador sales points.

In last year's refrigeration season, Bloomingdale's basement department moved over 500 Crosley refrigerators. This represents the most successful basement promotion of any department store in the United States on a single make of refrigerator. In view of this success, they are this year adding Crosley to their fifth floor department, and in addition are putting special Crosley displays at their downstairs' entrances where main floor traffic will produce extra Shelvador leads. Mr. Adelmeuth who merchandises both up and downstairs organizations, recently arranged a meeting of his sales group where a talk was given by Grant Layng on the Crosley Shelvador. Bloomingdale's are out to beat last year's Crosley figures, and from all present indications, they will far exceed their previous record.

Tom Boyne who represents the Crosley Distributing Corporation in the Westchester area has recently opened up the New Rochelle Coal & Lumber Co. as a Shelvador dealer. This organization is one of the oldest supply houses in the Westchester area, and under Mr. Wertheime operates six specialty salesmen in their outside departments.

(Continued on Page 19)

**PEAKING PROCEDURE**

All the circuits in this receiver are very accurately adjusted at the factory and will not need readjustment unless some coil or condenser has been replaced. Do not change the setting of any trimmer condenser unless it is definitely known that the adjustment is necessary. If realignment is found necessary, the circuits can be properly adjusted only with the use of a modulated test oscillator and an output meter.

**CONNECTING OUTPUT METER**

Connect one terminal of the output meter to the plate of the Type 42 tube and the other terminal to the screen grid of the Type 42 tube. Looking at the bottom of the tube with the filament prongs toward you the plate prong will be the first to the left of the filament prongs and the screen grid prong will be next to the plate prong. Be sure that the meter is protected from D.C. by connecting a condenser (.1 mfd. or larger) in series with one of the leads.

**PEAKING I.F. STAGES AT 456 Kc.**

NOTE: Be sure speaker is connected before turning on receiver.

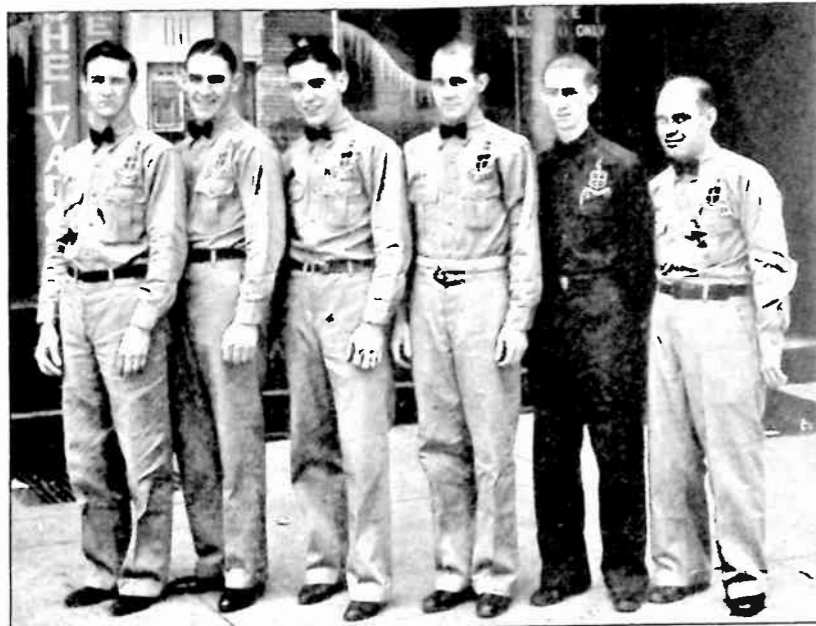
- I. Connect the ground lead of the test oscillator to the chassis frame. Connect a .1 mfd., or larger, condenser in series with the other lead and connect this lead to the grid cap of the Type 6A7 tube, leaving the tube's grid clip in place. The .1 mfd. condenser is necessary to prevent a short circuit which would remove the bias voltage.
- II. Set the test oscillator at 456 kilocycles.
- III. Turn the volume control of the receiver on full. Turn the tuning condenser until the plates are completely meshed and turn the band selector switch to the right. Turn the tone control to the left.
- IV. (a) Peak both I.F. tuning condensers located on top of the 2nd I.F. transformer (Fig. 2). NOTE: Be sure to use the lowest oscillator output that will give a reasonable scale deflection on the output meter. 20 to 60 volts output is satisfactory. (b) Peak both I.F. tuning condensers located on top of the 1st I.F. transformer (Fig. 2).
- V. Repeat operation IV to insure accurate adjustment of the I.F. tuning condensers.

**PEAKING R.F. CIRCUITS**

Connecting test oscillator to receiver: It is necessary to connect a dummy antenna in series with the test oscillator and the antenna terminal of the receiver. On the Broadcast Band this consists of a .0002 mfd. mica condenser and on the Short Wave Band it consists of a carbon resistor of approximately 400 ohms. With the tuning condenser plates completely meshed make certain that the dial point-

er is exactly horizontal.

- I. To Peak The Broadcast Band: See NOTE in IV (a) under peaking I.F. Stages, also Fig. 3 for location of parallel trimmer condensers and Fig. 2 for location of oscillator series trimmer (or padding) condenser. (a) Set test oscillator at 1400 kilocycles. Tune the station selector until the dial pointer points to 140 on the dial. Then adjust the oscillator parallel trimmer condenser (Broadcast Band) for maximum output. (b) With the same dial setting peak the antenna parallel trimmer condenser for the Broadcast Band. (c) Set the test oscillator at 600 kilocycles. (d) Tune in the 600 kilocycle signal with the station selector in the region of 60 on the dial, for maximum reading on the output meter. (e) Close the oscillator series padding condenser (Broadcast Band), Fig. 2, 1/8 turn and re-tune the station selector to the 600 kilocycle signal for maximum output, noting the reading on the output meter. (f) If the meter reads higher after operation (e) repeat the operation again and again until no further improvement in the reading of the output meter can be obtained. If the meter reads lower after operation (e) open the oscillator series trimmer condenser 1/8 turn and re-tune the station selector to the 600 kilocycle signal, noting the reading on the output meter as above and repeat as many times as necessary to obtain the highest meter reading. Do not reset the parallel trimmer condensers at this frequency. (g) Repeat operations (a) and (b) for more accurate adjustments.
- II. To Peak The Short Wave Band: (a) Be sure to change the dummy antenna as described above. (b) Close the oscillator parallel trimmer condenser (Short Wave Band) and then open three turns. (c) Close the antenna parallel trimmer condenser (Short Wave Band) and then open 1/2 turn. (d) Tune the station selector to 15 megacycles (15 on the dial). (e) Peak the oscillator parallel trimmer condenser on the first signal heard when closing the condenser. NOTE: To check on the adjustment of the oscillator parallel trimmer condenser: (1) Increase the test oscillator output not more than ten times. (2) Try to tune in the 15 megacycle signal with the station selector tuned to approximately 14 on the dial. (3) If the 15 megacycle signal is heard at approximately 14 on the dial in addition to 15 on the dial



### Servicemen Who Back Up The Salesmen For The Cooper-Louisville Company . . .

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### Shelvador Praised For Restaurant Use . . .

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"I bought my Crosley in Tipton, Okla. from W. E. Johnson, dealer, in July, 1933. It has been in continuous service ever since. The only time it was stopped was when I defrosted it.

"The motor runs like new. I wouldn't trade it for a brand new make of any other kind right today. My Crosley has been in service 22 months, and 22 months in a cafe is equal to 20 years in the average home.

"There are lots of boxes, but only one refrigerator—so it must be a Crosley. Ask the man who owns one."

highly efficient and courteous service rendered by them. We are proud of this department which in a sense is really high class selling. We want our friends and dealers to know the boys who have made this department possible. Walter Harris is Service Manager, and to him belongs the credit for this organization."

In the photo are shown from left to right: Billy Harris, shipping clerk; Eddie Mooney and Bud Briscoe, installation men; Eddie Thalmueller, radio service man; Walter Harris, service manager; and Johnnie McDonald, refrigerator service man.

### Large Boston Store Sells Shelvador . . .

The R. H. White Co., one of the largest department stores in New England, has been named a dealer for Crosley Shelvador electric refrigerators by the George Collins Co., Crosley distributor, Boston, H. D. Schumacher, Crosley district manager for New England, announces. This store is regarded as having the largest volume of refrigerator business in New England.

"Crosley Shelvadors will be featured in a special department of their own," Mr. Schumacher states, "which will be operated separately from their other refrigerator lines. The department is under the management of 'Tiny' Thompson and was created because of the popularity, outstanding features and general reputation of Shelvadors."

### Round and About Metropolitan New York . . .

Things are humming in the way of Shelvador activity in New York, according to recent word from Grant Layng, of The Crosley Distributing Corporation located there.

Although G. L. Baumann, operating four stores in the New York area, have not handled refrigeration prior to this year, they are now carrying Shelvador throughout their chain. One of the oldest furniture chains in this territory, this company is setting up a splendid organization to actively push refrigeration in general and Shelvador in particular.

The Shelvador has also been added to the refrigeration department of Frederick Loeser and Company, one of Brooklyn's bigger department stores. This firm has, in the past, performed one of the largest refrigeration selling jobs in the department store field in the entire United States. Mr. Blaidell, who has recently taken over their refrigeration department, is confident that their 1935 figures will equal previous records. Mr. Blaidell recently called a meeting of his fourteen salesmen at which time Grant Layng, Crosley local sales manager, presented the Shelvador sales points.

In last year's refrigeration season, Bloomingdale's basement department moved over 500 Crosley refrigerators. This represents the most successful basement promotion of any department store in the United States on a single make of refrigerator. In view of this success, they are this year adding Crosley to their fifth floor department, and in addition are putting special Crosley displays at their downstairs' entrances where main floor traffic will produce extra Shelvador leads. Mr. Adelmeuth who merchandises both up and downstairs organizations, recently arranged a meeting of his sales group where a talk was given by Grant Layng on the Crosley Shelvador. Bloomingdale's are out to beat last year's Crosley figures, and from all present indications, they will far exceed their previous record.

Tom Boyne who represents the Crosley Distributing Corporation in the Westchester area has recently opened up the New Rochelle Coal & Lumber Co. as a Shelvador dealer. This organization is one of the oldest supply houses in the Westchester area, and under Mr. Wertheime operates six specialty salesmen in their outside departments.

(Continued on Page 19)

## CROSLY SERVICE SUPPLEMENT

MODEL 534

### PEAKING PROCEDURE

All the circuits in this receiver are very accurately adjusted at the factory and will not need readjustment unless some coil or condenser has been replaced. Do not change the setting of any trimmer condenser unless it is definitely known that the adjustment is necessary. If realignment is found necessary, the circuits can be properly adjusted only with the use of a modulated test oscillator and an output meter.

### CONNECTING OUTPUT METER

Connect one terminal of the output meter to the plate of the Type 42 tube and the other terminal to the screen grid of the Type 42 tube. Looking at the bottom of the tube with the filament prongs toward you the plate prong will be the first to the left of the filament prongs and the screen grid prong will be next to the plate prong. Be sure that the meter is protected from D.C. by connecting a condenser (.1 mfd. or larger) in series with one of the leads.

### PEAKING I.F. STAGES AT 456 Kc.

NOTE: Be sure speaker is connected before turning on receiver.

- I. Connect the ground lead of the test oscillator to the chassis frame. Connect a .1 mfd., or larger, condenser in series with the other lead and connect this lead to the grid cap of the Type 6A7 tube, leaving the tube's grid clip in place. The .1 mfd. condenser is necessary to prevent a short circuit which would remove the bias voltage.
- II. Set the test oscillator at 456 kilocycles.
- III. Turn the volume control of the receiver on full. Turn the tuning condenser until the plates are completely meshed and turn the band selector switch to the right. Turn the tone control to the left.
- IV. (a) Peak both I.F. tuning condensers located on top of the 2nd I.F. transformer (Fig. 2). NOTE: Be sure to use the lowest oscillator output that will give a reasonable scale deflection on the output meter. 20 to 60 volts output is satisfactory.  
(b) Peak both I.F. tuning condensers located on top of the 1st I.F. transformer (Fig. 2).
- V. Repeat operation IV to insure accurate adjustment of the I.F. tuning condensers.

### PEAKING R.F. CIRCUITS

Connecting test oscillator to receiver: It is necessary to connect a dummy antenna in series with the test oscillator and the antenna terminal of the receiver. On the Broadcast Band this consists of a .0002 mfd. mica condenser and on the Short Wave Band it consists of a carbon resistor of approximately 400 ohms. With the tuning condenser plates completely meshed make certain that the dial point-

er is exactly horizontal.

- I. To Peak The Broadcast Band: See NOTE in IV (a) under peaking I.F. Stages, also Fig. 3 for location of parallel trimmer condensers and Fig. 2 for location of oscillator series trimmer (or padding) condenser.
    - (a) Set test oscillator at 1400 kilocycles. Tune the station selector until the dial pointer points to 140 on the dial. Then adjust the oscillator parallel trimmer condenser (Broadcast Band) for maximum output.
    - (b) With the same dial setting peak the antenna parallel trimmer condenser for the Broadcast Band.
    - (c) Set the test oscillator at 600 kilocycles.
    - (d) Tune in the 600 kilocycle signal with the station selector in the region of 60 on the dial, for maximum reading on the output meter.
    - (e) Close the oscillator series padding condenser (Broadcast Band), Fig. 2, 1/8 turn and re-tune the station selector to the 600 kilocycle signal for maximum output, noting the reading on the output meter.
    - (f) If the meter reads higher after operation (e) repeat the operation again and again until no further improvement in the reading of the output meter can be obtained. If the meter reads lower after operation (e) open the oscillator series trimmer condenser 1/8 turn and re-tune the station selector to the 600 kilocycle signal, noting the reading on the output meter as above and repeat as many times as necessary to obtain the highest meter reading. Do not reset the parallel trimmer condensers at this frequency.
    - (g) Repeat operations (a) and (b) for more accurate adjustments.
  - II. To Peak The Short Wave Band:
    - (a) Be sure to change the dummy antenna as described above.
    - (b) Close the oscillator parallel trimmer condenser (Short Wave Band) and then open three turns.
    - (c) Close the antenna parallel trimmer condenser (Short Wave Band) and then open 1/2 turn.
    - (d) Tune the station selector to 15 megacycles (15 on the dial).
    - (e) Peak the oscillator parallel trimmer condenser on the first signal heard when closing the condenser.
- NOTE: To check on the adjustment of the oscillator parallel trimmer condenser:
- (1) Increase the test oscillator output not more than ten times.
  - (2) Try to tune in the 15 megacycle signal with the station selector tuned to approximately 14 on the dial.
  - (3) If the 15 megacycle signal is heard at approximately 14 on the dial in addition to 15 on the dial

the oscillator parallel trimmer condenser has been aligned on the correct frequency.

(g) Reduce the output from the test oscillator to the previous output and re-tune the station selector to 15 megacycles at 15 on the dial.

(h) Peak the antenna parallel trimmer condenser

for the Short Wave Band for maximum output, then re-tune the station selector again for maximum output.

(i) Repeat the two operations in (h) as many times as necessary to obtain the highest reading on the output meter.

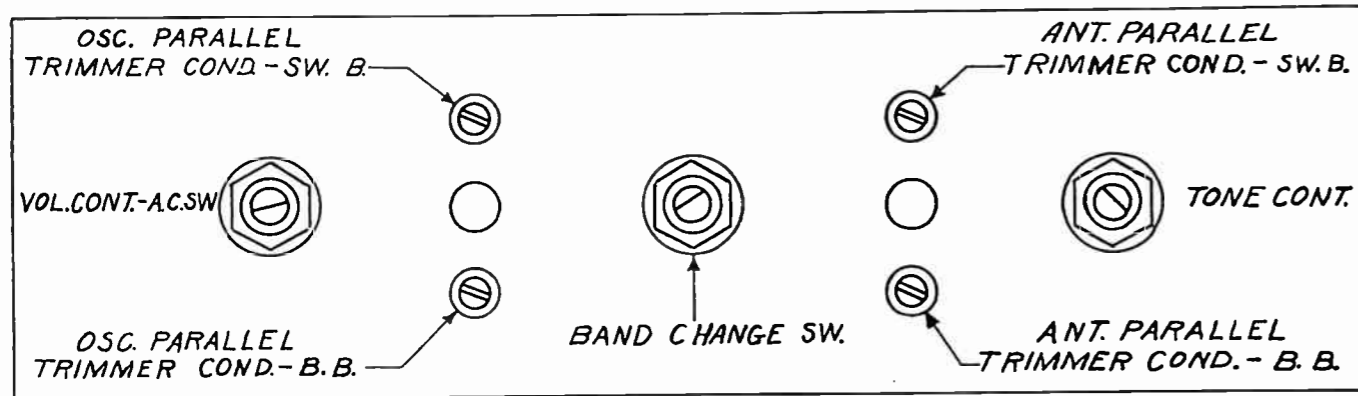
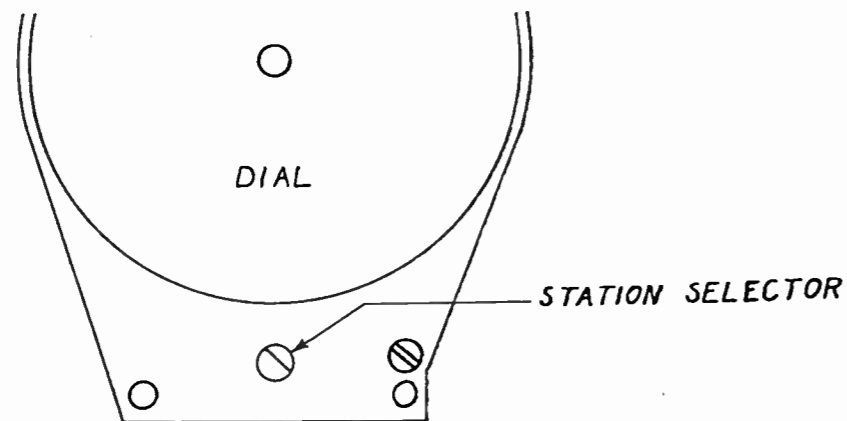


Fig. 3—Front View

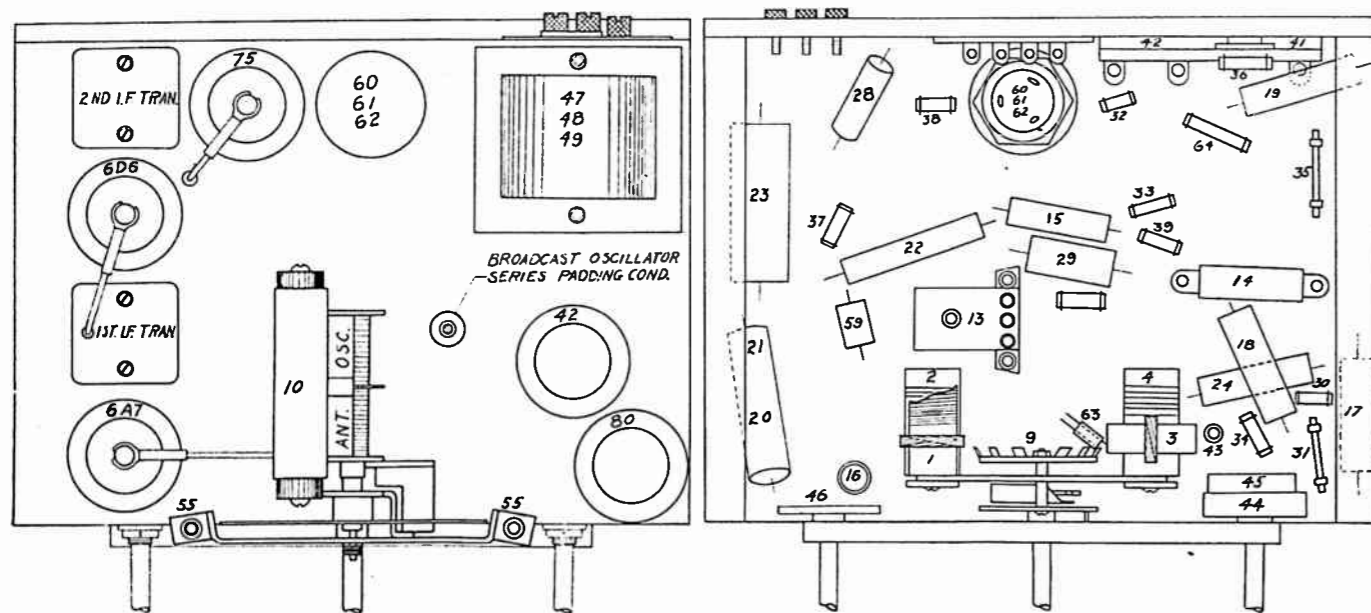


Fig. 2—Top View

Fig. 4—Bottom View

### Apollo Holds Dealer Meeting . . .

A sales meeting for Crosley dealers in Monmouth and Ocean counties was recently held at the Shark River Grill, Newark, N. J. The meeting was under the auspices of the Apollo Distributing Company, Crosley distributor, Newark. Harold M. Bergman, Apollo sales manager, conducted the meeting, assisted by Joseph Hecht, sales representative, and Harry Epstein, service manager. The moving picture film, "A Glorious Fourth," was shown and a sales talk given by Mr. Bergman.

Department managers and salesmen of the following dealers attended; Keyport Radio, Acme Furniture, Reisman Inc., Scotts Music, Bryan Radio, Manner Furniture, E. W. Russel Radio and Quinn's Radio. Mr. Bergman reports that the dealers present were enthusiastic about the outlook for refrigerator business during the summer months.

(Continued from Page 16)

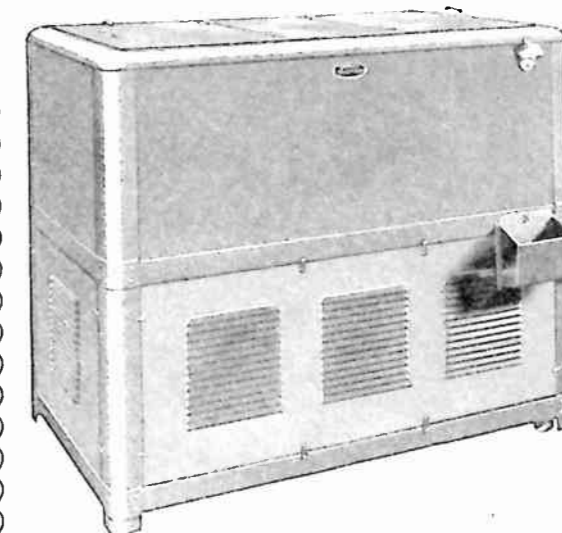
The Electric Servant Co., of White Plains have recently taken on Crosley Shelvador; Mr. Boyne feels that their outside sales setup will give them an outstanding position in the Westchester field.

Westchester's outstanding home exposition was recently held. The large Crosley booth was attended by over 50,000 visitors and three local White Plains dealers, Jack Cooper, Hunt's Leading Music Shop, and Davega's participated in the display. Several prospects were closed at the show and a great many leads were obtained by these accounts which they are working on at the present time. This show was by far the most successful show of its kind ever run in the Westchester territory and the Community Center at which it took place saw a steadily increasing attendance every day that it was open.

Eddie Lehrer, Crosley active representative in the Brooklyn territory recently added the five stores of J. Kurtz & Sons to his growing list of active Shelvador dealers. With beautiful stores throughout strategic points in Brooklyn the Kurtz organization is exclusively going after Shelvador sales.

Wilson's Department store has recently put in their own refrigeration department and featured Crosley Shelvador in an ad of the Brooklyn section of the "News". The Wilson organization in the past rented their

## Your Opportunity for Extra Profits



**\$99.50**

DELIVERED,  
INSTALLED,  
ONE YEAR  
FREE SERVICE

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

**M**ANY stores and other places in your neighborhood are in need of efficient, dependable economical beverage dispensing equipment. Crosley dealers everywhere are finding the road to extra profits by supplying this need with the new Crosley Koldrink Electric Bottle Cooler. It is ideal in every way for restaurants, druggists, hotels, roadside stands, summer camps, grocers and other retailers of bottled beverages. Also of particular value to the small dairyman. Get behind the Koldrink now—you will be surprised at the extra profits awaiting you.

The new Koldrink uses the Crosley Shelvador refrigeration unit with 1/4 H. P. motor—60 cycles A. C. It is ample in size—holds about 125 12-oz. bottles or 152 6-oz. bottles. It is also sufficiently high to hold 24- to 32-oz. bottles upright. Equipped with cold control

—is easily cleaned. Cabinet is finished in an attractive dark green. Outside dimensions: 44 1/2" long, 25 1/2" wide, 37" high. Shipping weight 350 pounds. Ample insulation throughout. Sides 2", bottom 2 1/2".

## CROSLY KOLDRINK Electric Bottle Cooler

refrigeration concession out. They feel that their new policy will give greater impetus to refrigeration business in their territory. They are featuring the Crosley Shelvabank, as an easy method of saving money for their monthly payments.

The Staten Island Edison Company have recently inaugurated a plan of assisting the local Crosley dealer in Staten Island in handling of his time paper so that four year terms can be given by Shelvador dealers in Staten Island.

# WHEN YOUR CUSTOMERS RIDE WITH INCREASED *Pleasure* YOU RIDE THE ROAD TO INCREASED *Profits...*

There's increased pleasure for every motorist who adds smiles to his car travels with a Crosley Roamio Automobile Radio. And there are increased profits for every Crosley Dealer who demonstrates the outstanding performance of the Roamio models to the car owners of his territory! Get behind these fast-selling automobile radios now—and you will experience a real thrill in the resulting sales and profits.

## CROSLEY ROAMIO 4A1



**\$36.95**  
COMPLETE

Superheterodyne Circuit  
... Automatic Volume Control ... Syncrotube Power Supply ... Six-Inch Full Floating Moving Coil Electro-Dynamic Speaker ... Airplane Type Dial ... Single Housing.

### Exclusive Syncrotube Power Supply

Developed, patented, and exclusively used by Crosley. Accomplishes the following: Lessens drain on "A" battery, eliminates use of a separate rectifier tube or motor generator, eliminates need for "B" batteries, gives better performance more economically.

### Powerful Speaker

Incorporates a six-inch full floating moving coil electro-dynamic speaker. Provides a realistic tone reproduction.

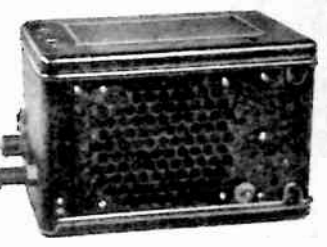
### Greatly Increased Tube Efficiency

Two of the vacuum tubes are double purpose—two tubes in one "bottle"! These with the Crosley Syncrotube make the Roamio "4A1" the equivalent in performance of sets having seven single purpose tubes including rectifier.

### One Housing

Chassis, speaker and Syncrotube power supply are all housed in one compact case on the outside of which is mounted the airplane type dial.

## CROSLEY ROAMIO 5A3



**\$47.50**  
COMPLETE

Superheterodyne Circuit  
... Automatic Volume Control ... Syncronode Power Supply Unit ... Six-Inch Full Floating Moving Coil Electro-Dynamic Speaker ... Tone Control ... Remote-Control Airplane Type Dial.

Contrary to the circuits of ordinary automobile radio receivers, the Crosley Roamio "5A3" has no "drones". Every tube works. Two are double purpose tubes. That is, each does the work of two, giving this remarkable radio receiver an efficiency and volume equivalent to that of an eight tube set—with a saving in battery consumption of three tubes.

The Syncronode "B" Eliminator is exclusive with Crosley. It does away with "B" batteries, greatly improves the performance of the set and eliminates the rectifier tube.

PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY

MOUNTAIN STATES AND WEST

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

# CROSLEY ROAMIO