

THE CROSLEY BROADCASTER

VOLUME 14

JUNE 1, 1935

NUMBER 7



They STOP! They LOOK! They BUY!
When they see **SHELVADOR**



TRADE

P O W E L C R O S L E Y , J R . S A Y S :

IT IS, without a doubt, a privilege to be a Shelvador dealer. Everyone engaged in the sale of the Shelvador should regard his accomplishments with a sense of pride.

The Shelvador sales records have been phenomenal. The Shelvador is recognized everywhere as the fastest selling refrigeration line in America. The following facts prove that statement. In the first year that Crosley entered the electric refrigeration business we sold 15,000; in the second year, with the advent of the Shelvador feature, sales increased to 60,000; and during our third year, sales jumped to 132,000.

This year, in spite of the tremendous production calling for 2,000 a day, we have been unable to fill orders as rapidly as they have been received. Sales since April first have been more than 50% ahead of last year.

There is a reason for this spectacular sales achievement. And that reason is thoroughly known by Shelvador owners and Shelvador dealers everywhere—highest quality merchandise at the most attractive price for everyone. The Crosley Shelvador electric refrigerator provides more usable space, more conveniences, more advantages, more value and it is noted for its long, trouble-free, economical operation.

That's why Shelvador is so tremendously popular and why Crosley distributors, dealers and salesmen have attained such unprecedented sales records. Every member of the Crosley sales-family is to be congratulated on the important part he has played in this sweeping Shelvador sales and profit victory.

Powell Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY



THE CROSLY BROADCASTER

THE CROSLY BROADCASTER. EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLY RADIO CORPORATION, CINCINNATI, OHIO. COPYRIGHT 1935. ALL PRICES QUOTED HEREIN ARE EASTERN PRICES. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

The Talk Of The Town . . .

Everywhere you go you hear Shelvador. Across bridge tables, over tea cups, across back yard fences, in fact wherever people stop to talk—it's Shelvador. Popularity for Shelvador is sweeping the country because of the greatly increased usable capacity; the extra advantages and conveniences; the extra value; the long, economical, trouble-free service.

When you stop to consider that Shelvador orders are pouring into the factory in a steady stream . . . that sales records are being smashed everywhere . . . that trainload after trainload is being ordered by distributors . . . that a record single order for 125 carloads has been received . . . that as many as 2000 Shelvadors are leaving the factory daily—then you know that Shelvador is popular—that it is literally "the talk of the town." Yes, it's Shelvador, here, there and everywhere.

Hot Selling Days . . .

When the temperature rises, people everywhere just naturally think of refrigeration. The time of year is fast approaching when butter begins to soften in the ice box—when the sultry weather calls for iced drinks and appetizing frozen dishes—when the iceman starts putting in a bigger lump of ice in the ice box. This is the season when housewives are more acutely in need of electric refrigeration than at any other time.

That is why this is the time when your Shelvador sales efforts are most productive. And that is why it behooves every Crosley dealer to push Shelvador to the utmost now. A suggestion that has been found highly resultful in actual experience is to keep your store open every evening during this most productive selling season.

Keep waging an intensive local campaign to the prospects of your

community. Circularizing, newspaper advertisements, window displays, house-to-house calls and every other means at your disposal should be utilized to the fullest now. Remember, hot days mean hot selling days for Shelvador.

Shelvador Selling Suggestions . . .

As a Crosley Shelvador dealer, you are of course interested in prospect-getting plans that have been tried and proven highly effective. Consequently, we are listing below a few timely tips that will be productive of real results when applied to your own specific requirements:

One idea is to look through your local newspaper for announcements of births and marriages. In the case of births, the parents can be called on and sold on the importance of preserving the baby's milk with electric refrigeration. In the case of newlyweds, the fact that they are interested in completely furnishing their new homes makes them ideal prospects for electric refrigeration.

Another plan that has been found very productive of results is to round up boys in the neighborhood, properly train them and start them out to get prospects. As an incentive, the dealer can offer to send the boys, who bring in a prospect that is sold, to a summer camp.

Of course, an idea that is always good is to watch the ice signs. This tells you definitely who is without electric refrigeration and provides an ideal list to whom you can make cold canvass calls.

One of the best plans is to contact Shelvador owners and, through some special inducement, secure their cooperation in recommending the Shelvador to friends and giving you their names as prospects. Remember, Shelvador owners are always Shelvador boosters.

Vacation Time . . .

Many people are planning their vacations now and when they go for their annual summer treat, they will want to carry along a small portable radio so they can enjoy radio entertainment wherever they may be. In the line of Crosley radios, you will find two models ideal for this purpose—the Forty-One and Forty-One DeLuxe. Both of these are AC-DC superheterodynes, require no ground and have an attached antenna. They are easy to carry and easy to connect. Push these radios for the vacation market now and you should be highly gratified with the sales and profits that will follow.

Shelvador Accessories . . .

Extra profits can now be had by every Shelvador dealer through the sale of the new Shelvador accessories, which increase the utility and add to the beauty of the standard Shelvador models. These accessories are the Crosley Tray-Set, Crosley Water Cooler and Crosley Flexible Rubber Ice Tray.

The Tray-Set includes the Shelva-Crisper . . . to keep vegetables garden-fresh and crisp, and the Stora-Tray . . . to conserve refrigerator space by storing large fruits therein. The Tray-Set is especially designed for Shelvador models FA-40, FA-50 and FA-60.

The Crosley Water Cooler affords an abundant supply of water that is kept cold, taste-free and always ready. It is available in two models—one with the push button type faucet and one with a new type tilt faucet.

The Flexible Rubber Ice Tray makes it easy to quickly remove ice cubes.

Shelvador owners and purchasers are prospects for these accessories. Take full advantage of them. Your distributor can give you complete details.



Record-Breaking Salesmen Grow Whiskers . . .

If the growth of whiskers seen on the genial faces of the sales staff of Triangle Music Company, Crosley dealer at Yakima, Washington, is to be taken as an indication of their aggressiveness, they are really "going places" with Shelvador this year.

Extremely enthused about selling Crosley Shelvadors, every single salesman is showing that he is out after more than his share of business by growing a superior set of whiskers. Hoping that their whiskers will be second to none at the Yakima Frontier Celebration, these salesmen are striving for whiskers that will be as outstanding as the Shelvador refrigerators they sell.

Each year, a Frontier celebration is held at Yakima to remind the present generation of the old west frontier days. In keeping with this, every man has to let his whiskers grow for a number of weeks before the celebration.

Service Man Visits Factory . . .

W. J. Hutchinson, service manager for the Slab Fork Coal Company, Crosley dealer at Slab Fork, W. Va., spent a day at the Crosley factory recently, seeing how Crosley radios and Shelvador electric refrigerators are made. Like all mechanically-minded men, he was very much impressed with the precision workmanship and the check-ups made at all stages of manufacture and assembly to insure trouble-free service when products are in use. Mr. Hutchinson will return to attend the factory service school as soon as the season's rush of business permits him to do so.

The picture shows "Whirlwind John" Valiska, seated at the organ and left to right, the following members of the Triangle Music Company: William J. Hotchkiss; Elmer F. Preizz, proprietor; Ben Goebel; Ned Baker; J. F. Smith; and George S. Gray.

Loyal Crosley Dealer . . .

Having been a Crosley dealer for many years, Clayton Kinyoun of Kinyoun Electric Shop, Penn Yan, N. Y., is extremely loyal to the Crosley line. Literally, since Crosley was a "Pup", Mr. Kinyoun has handled this line, and what is more has had both Crosley radios and refrigerators exclusively.

On Mr. Kinyoun's wall, in Penn Yan, are nine Crosley dealer franchises tacked one over the other, starting from the Crosley "Pup" of 1926 and including franchises up to the present.

Tony Scheible, who covers this territory for Erskine-Healy, Inc., Rochester, N. Y., salutes this dealer:

"Here's one dealer who won't accept a substitute!

"Here's one dealer who has done a good job!

"Here's one dealer that Penn Yan and the rest of the New York state can be proud of!

"Here's one dealer who has a list of Crosley sets and Shelvadors sold that the whole industry can be proud of!"

Incidentally, Mr. Kinyoun states that it pays to be loyal, for he has consistently made money on Crosley.

Glasco Dines 200 Retail Shelvador Sales People . . .

What is said to be the largest gathering of refrigeration retail salesmen ever held in Kansas City was the meeting and dinner recently given by the Glasco Electric Co., Crosley distributor, Kansas City, to more than 200 retail sales people of dealers handling Crosley Shelvador electric refrigerators. The dinner was held at the Sni-A-Bar Gardens, one of the exclusive clubs of Kansas City, and admission was by tickets only, given though the dealers by Glasco.

The nature of the affair was kept secret, and everyone attending wondered just what was going on. When the guests arrived they were presented with favors and a private bar was placed at their disposal prior to dinner. A very elaborate dinner was served and then everyone adjourned to a large meeting room.

There they were informed by George Hayden, Glasco sales manager, that the celebration was in honor of the fact that sales of Shelvador electric refrigerators in Kansas City at the end of April this year were greater than the total sales for the entire year of 1934. The occasion also offered an opportunity for the sales people to secure further ammunition to go on to even greater success in the coming months. "Needless to say," Mr. Hayden said, "Kansas City is very much Crosley-minded."

Other speakers were Lee Bird, Crosley field service manager, and Don Crosby, Crosley district manager.

Credit Man Turns Ad Writer . . .

Sam Hill, credit manager of the Crosley Distributing Corporation, New York, has given the slogan writing business a whirl by composing the following:

- Craftsmanship, blended with
- Rigid construction specifications
- Originality of design in the
- Shelvador—with "This much more"
- Labels a product with
- Enchanting beauty, performance and quality,
- Yours—when the Finest finds Expression.

Factory Visitors . . .

J. G. Avent and C. F. Smith, of the Kentucky Mine Supply Co., Crosley distributor, Harlan, Ky., Howard Ellison, Mahan-Ellison Coal Corp., Liggett, Ky., and N. J. Newman, Benedict Coal Corp., St. Charles, W. Va., Crosley dealers, visited the Crosley factory recently. All report business conditions improving in their territories and sales of Shelvador electric refrigerators making large gains. Mr. Avent and Mr. Smith, of the Kentucky Mine Supply Co., stated that their Shelvador sales this year are 200 per cent ahead of those a year ago.

Devises Shelvador Promotion Plan . . .

L. E. Nantkes, Manager Community Natural Gas Co., Crosley dealer at Nokomis, Ill., with a population of 2400, has evolved a plan to build up store traffic and automatically develop contacts and a mailing list of prospective purchasers of electric refrigerators, says A. Turner, president and general manager, Central Auto Equipment Co., Crosley distributor, Springfield, Ill.

"Mr. Nantkes sold eight Crosley Shelvadors in 1934", states Mr. Turner, "and so far this year has sold ten Crosley radios and five Shelvadors. He maintains a very attractive store, in which a very representative line of the 1935 Shelvador models are on display, featured by a complete lay-out of Crosley advertising material. Mr. Nantkes expects to sell 25 or 30 Shelvadors this year.

"Mr. Nantkes' plan is described in a small leaflet which was distributed to the people in the trading area of Nokomis." It reads:

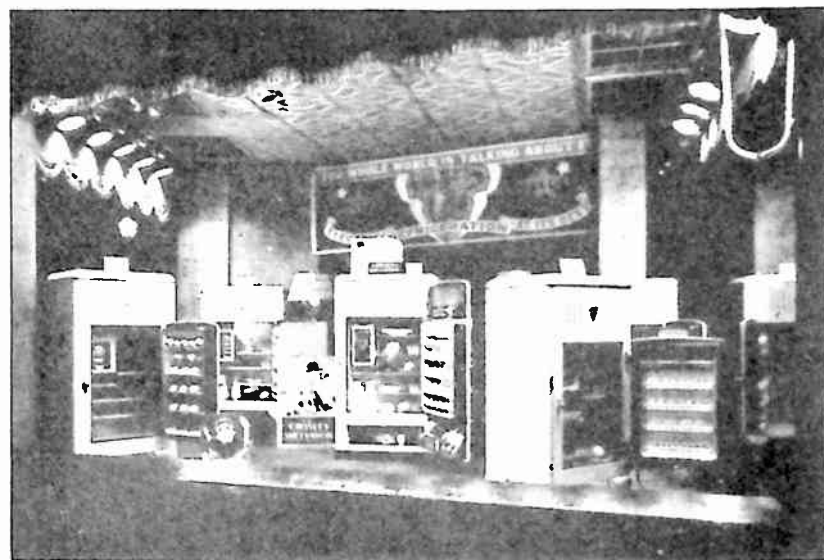
\$10.00 In Trade FREE

Sometimes we wonder how many people read advertisements, so we are making this test to find out. All you need to do is fill in your name on the coupon below, tear it out and deposit it in a container in our store on or before 8:00 o'clock Saturday, April 27, at which time a drawing will be held to determine the winner. You need not buy anything to enter. Only one chance to a customer.

I desire my chance to apply on
 Refrigerator
 Washer
 Gas Range
 Radio
 Farm Light Plant
 Electric Cleaner

Name

Address



Shelvador Going Strong For Hadley . . .

An example of the outstanding promotional work being executed by the chain of stores of the Hadley Furniture Company is evidenced in this effective display in their Waterbury, Connecticut, store.

That this recently appointed Crosley dealer is doing an exceptional job is seen in the fact that the third carload of Shelvadors was on the way, at the time of writing.

Crosley representative H. Schumacher says, "Mr. R. Aronheim, the general manager of this chain, is

Erskine-Healy Bowling Team Makes Good Showing . . .

The Crosley Bowling Team, sponsored by Erskine-Healy, Inc., Crosley distributor at Rochester, N. Y., finished the season well up near the top in the Commercial League. Members of the team included:

Samuel W. Guggenheim, Captain; Louis Gordon, Samuel Sigel, Theodore Gordon and Frank Eckert.

The Captain—credit manager of Garson and Wood, Crosley dealer, Rochester—is author of the well known book "How To Collect Installment Accounts". Mr. Guggenheim was equally successful in telling his men how to collect strikes and spares as he was telling retail dealers how to collect dollars and cents. Incidentally, there are still a few copies of this book available to any Crosley dealer interested in collecting installment accounts. A copy can be had for \$2.10 postpaid by writing to the Credit Press, 901 Harvard Street, Rochester, N. Y.

well known for his aggressiveness and merchandising ability. He gives refrigeration and radio the most prominent space on his floor and we can count on this organization to do an excellent Crosley selling job."

Order For 1500 Shelvadors Placed By Beck & Gregg . . .

Placing of an order for \$225,000 worth of Crosley Shelvador electric refrigerators, representing 25 carloads of 1500 units for immediate delivery, was announced by Herndon Thomas, manager of the electric refrigerator department of Beck & Gregg Hardware Company, Crosley radio and refrigerator distributor for Georgia.

The order was described as the largest ever placed at one time for electric refrigerators in Atlanta, and R. L. Keating, Southeastern district manager for Crosley, said it was one of the largest ever placed by a distributor in the Southern States.

The 25 carloads are to fill orders from 150 retail dealers in Georgia served through Beck & Gregg. It reflects an increase of 250 per cent in retail orders for Shelvadors in this territory during the first quarter of 1935 as compared with the same period last year, said Mr. Thomas.

"The tremendous increase in electric refrigerator sales in this territory is attributable not only to lower electric rates and better general conditions," he said, "but in the case of Crosley is traced also to growing popularity of the Shelvador and other exclusive conveniences in the refrigerator itself."



They Burn Court Houses Down In Shelbyville, Tenn. . . .

They also burn down competition in this town of 960 native white families. Here's proof—Another carload of Crosley Shelvadors for the Shelbyville Harness Company, live-wire Crosley dealers under the management of Frank O. Harper.

A total of 130 Shelvadors have been sold by this active organization

prior to April 30, 1935, according to Mr. Rosson, field representative of the Gambill Distributing Company, exclusive Crosley wholesalers in the T. V. A. territory.

On the ground, in front of the car of Shelvadors are: F. O. Harper, A. M. Poplin, A. J. Fuston, E. L. Foster, A. C. Adams, Rufus Nelson, J.

Erskine-Healy Open Crosley Campaign With Socker Coe . . .

A 10-weeks' sales campaign on Crosley Shelvador electric refrigerators was recently started by Erskine-Healy, Inc., Crosley distributor, Rochester, Ray F. Healy announces.

Socker Coe, one of the outstanding sales and inspirational speakers of the United States, was the principal speaker at the meeting which was held in the Rochester Gas & Electric Auditorium.

An afternoon sales conference was held at the Belvedere Grill, followed by a dinner, entertainment and a talking picture on Crosley Shelvador electric refrigerators. The meeting was attended by Crosley dealers in the Rochester territory and their salesmen.

H. Hulan, and J. E. W. Rosson, field representative of the Gambill Distributing Co.

Other salesmen not in the picture are Jack Poplin and Ernest Pickens.

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—Zero 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—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!

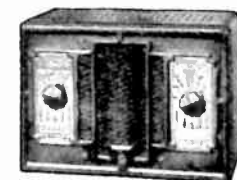
CROSLY PRESENTS

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.



*WRCIK

\$19.99
Complete With
Tubes and Fab-
ric Carrying Case
Dimensions:
6³/₄" high,
9⁵/₈" wide,
4¹/₂" 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:
7³/₄" high,
10³/₄" 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.



*SLMCI

\$19.99
Complete
With Tubes
Dimensions:
11⁵/₈" high,
10" wide,
7³/₄" 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.



*SLMCM

\$32.50
Complete
With Tubes
Dimensions:
17" high,
13¹/₂" wide,
8³/₄" deep.

534 CC A. F.
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,
22¹/₄" wide,
11³/₄" deep.



*SLMRL

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

SIXTY-ONE A.F.



*SXIIVM

\$39.95

Complete With Tubes

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

6 TUBES . American-Foreign SUPERHETERODYNE

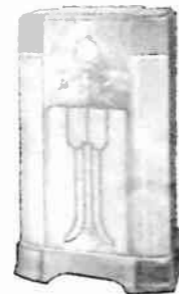
• AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts 5,800 to 15,300 Kc.—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

SIXTY-FOUR MD LOWBOY

\$54.50

Complete With Tubes

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



*SXHWL

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

\$65.00

Complete With Tubes

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



*SXIRL

714GA THREE BAND ALL-WAVE



*SSIRM

\$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

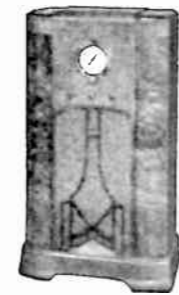
• AMERICAN broadcasts (540-1700 Kc.)—Police, amateur, aviation broadcasts (1700-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Dual Ratio Tuning Control—Illuminated Airplane Type Dial—Automatic Volume Control—Continuous Tone Control—Full Floating Moving Coil Electro-Dynamic Speaker.

714NA THREE BAND ALL-WAVE LOWBOY

\$85.00

Complete With Tubes

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



*SSIRL



*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.



*RRB1

\$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.



*RLBM1

\$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.



*RLBM1

\$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.



*RBX1

\$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.



*RBX1

\$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

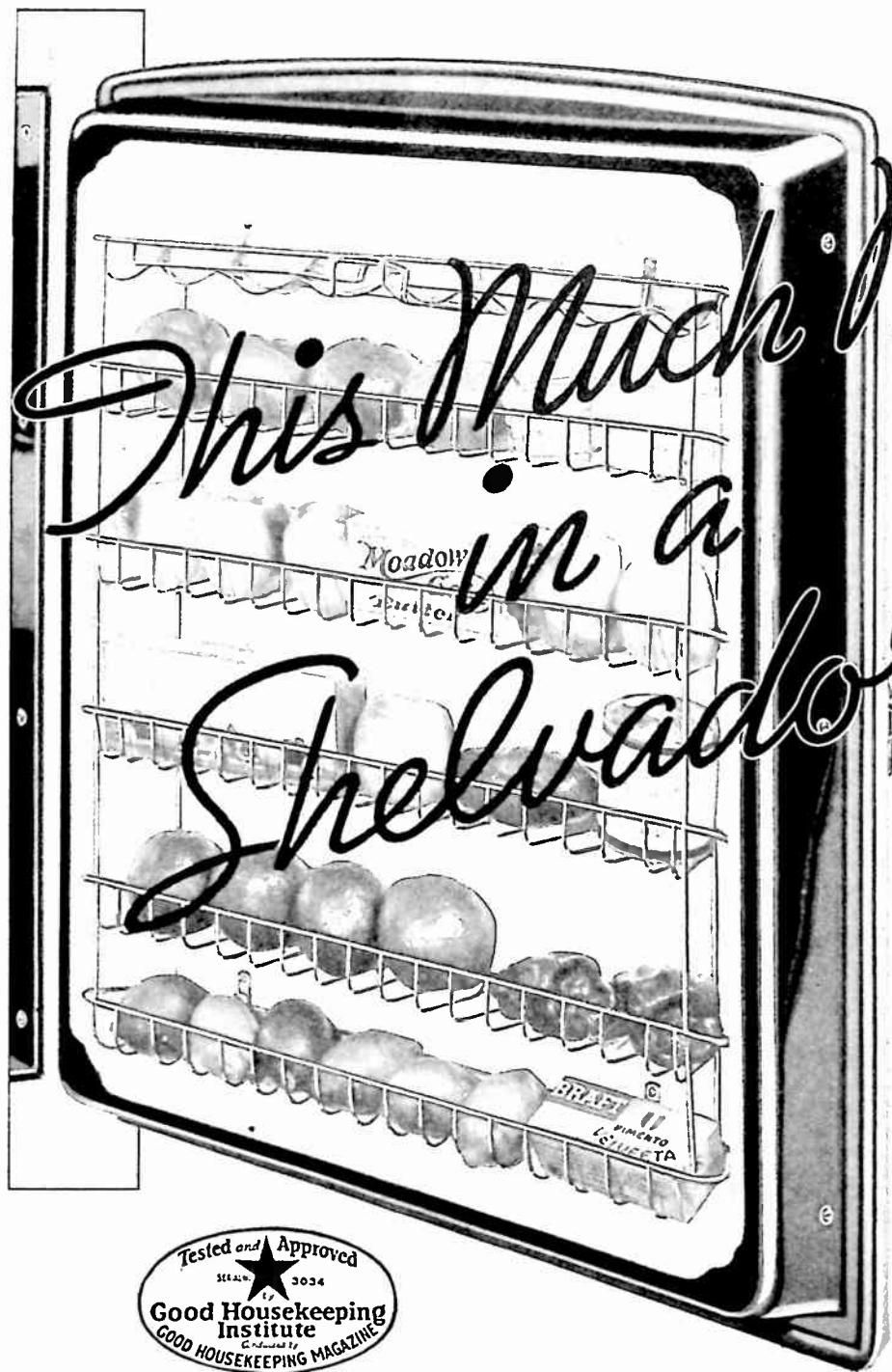
• SIX-TUBE Superheterodyne—Operates from 6-Volt Storage Battery—

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 CROSLLEY 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.

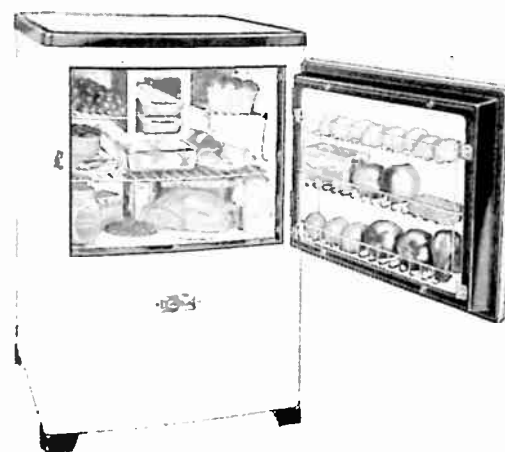
That is why Shelvador brings such tremendous pride and complete satisfaction to every Shelvador owner—and why Crosley dealers are breaking all sales records and winning more and more profits!

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 3/4" wide, 25" 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: 30" high, 23 3/4" wide, 25" deep. \$94.50



SHELVADOR

Characterized by the sensational Shelvador feature.

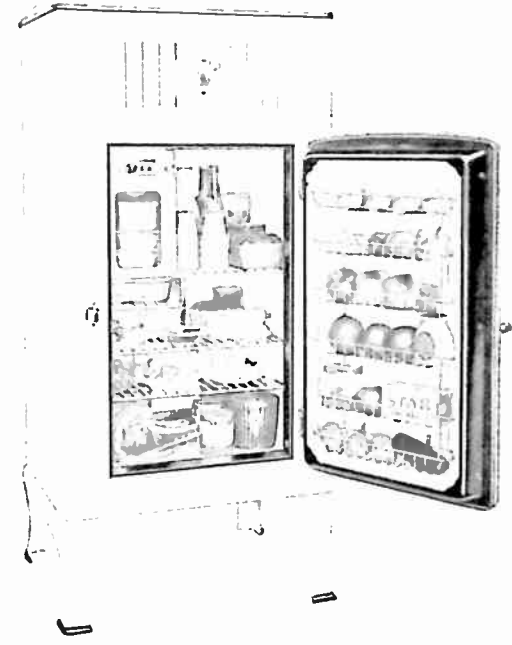
Model FA-35 3.5 cubic feet NET capacity; 7.5 square feet shelf space. One ice tray and one double-depth tray. Dimensions: 40 11/16" high, 23 1/2" wide, 24 3/16" deep. \$99.50

Model FA-40 4.09 cubic feet NET capacity; 8.6 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 52 3/4" high, 25 1/2" wide, 25 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, 24 1/2" deep. \$129.50
Porcelain Exterior (PFA-50) \$152.00

Model FA-60 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 59 1/4" high, 30 3/4" wide, 25 3/4" deep. \$149.50
Porcelain Exterior (PFA-60) \$171.50

Model FA-70 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 57 1/2" high, 32 3/4" wide, 25 3/4" deep. \$169.50
Porcelain Exterior (PFA-70) \$191.50



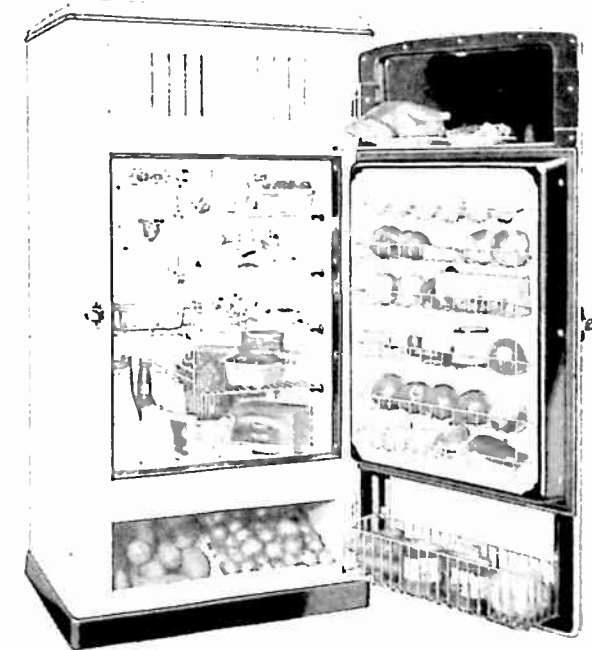
TRI-SHELVADOR

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

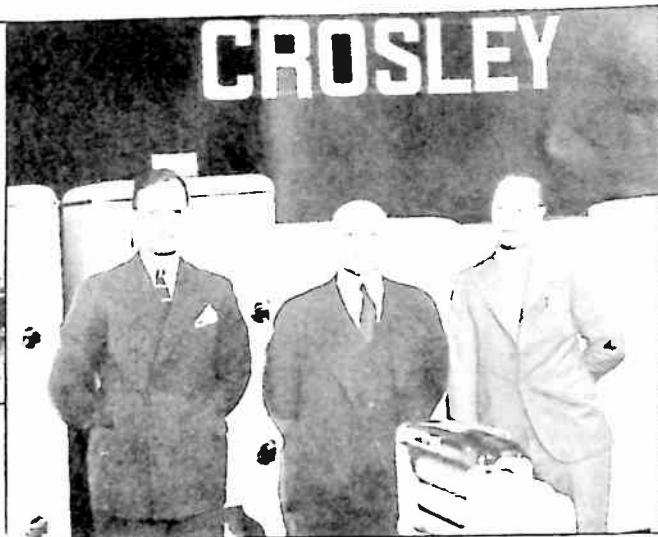
Model F-43 4.3 cu. ft. NET capacity; 9.15 sq. ft. shelf space. Two ice trays and one double-depth tray. Dimensions: 56 9/16" high, 23 3/4" wide, 24 1/2" deep. \$139.50
Porcelain Exterior (PF-43) \$159.50

Model F-55 (Illustrated), 5.51 cu. ft. NET capacity; 11.0 sq. ft. shelf space. Three ice trays and one double-depth tray. Dimensions: 57 3/4" high, 29" wide, 24 3/4" deep. \$164.50
Porcelain Exterior (PF-55) \$187.00

Model F-70 7.08 cu. ft. NET capacity; 14.0 sq. ft. shelf space. Four ice trays and one double-depth tray. Dimensions: 58 3/4" high, 32 3/4" wide, 25 3/4" 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



General Supply Company Sets Quota at 700 Shelvadors . . .

With a sales volume last year of approximately 350 Shelvador electric refrigerators, the General Supply Company of Hackensack, New Jersey, expect to double their sales for 1935. Evidence that their anticipated results are well on the way is seen in the fact that they have just placed an order calling for a solid carload

Aggressive Promotion By Apollo . . .

The Apollo Distributing Company, Newark distributor, is going ahead setting new sales records for Shelvador electric refrigerators. That means an aggressive sales promotion job as well as a good selling job. Apollo not only sells Shelvadors to their dealers, but gives them plenty of sales ammunition to enable the dealers to sell Shelvadors to the housewives in their communities.

A very good example of Apollo Shelvador promotion has just been received. Attached to a copy of the publicity released about Crosley setting new all-time records in April for Apollo dealers to give to their local newspapers, was this bulletin, sent out by H. M. Bergman, Apollo sales manager:

HERE'S PROOF OF PERFORMANCE FROM NATIONALLY KNOWN ENGINEERS

Not faked laboratory tests made to show one line at an advantage over others—Crosley Shelvadors do not have to resort to such practices. "Ask the woman who owns one"—for the greatest test of all comes in the kitchen.

IN THE BLAZING HEAT OF THE GREAT AMERICAN DESERT THE SHELVADOR REFRIGERATORS ARE BRINGING

of Shelvadors. Above is seen a picture of the truckmen of Apollo Distributing Company, Crosley distributor at Newark, unloading a Shelvador shipment at General Supply Company's place of business.

Attention is called to the effective Shelvador advertisement placed on the side of Apollo's truck.

COMPLETE SATISFACTION

The engineers and supervisors, employed by the Babcock and Wilcox Company for the construction of Boulder Dam, reside with their families in one of the largest and *Hottest Deserts in America*, the present location of Boulder City, Nevada. The 28 Apartments occupied by these engineers and their families are equipped with Shelvadors.

CROSLY SHELVADORS GIVING COMPLETE SATISFACTION TO 28 ENGINEERS AND THEIR FAMILIES WITH THE TEMPERATURE VARYING FROM 100 TO 120 DEGREES

All of these Shelvador Users in the *Blazing Heat of the American Desert* are appreciative of the conveniences and added space of the shelves in the door.

THESE ENGINEERS SELECTED CROSLY SHELVADORS AFTER THOROUGH INVESTIGATION

We have never published the many letters we have of satisfied customers telling of the *low operating costs of Shelvadors*, we merely state "Ask any Shelvador Owner" they'll gladly give you their own individual story of *Economy of Operation*.

More customers daily are learning that a good electric refrigerator

Also shown above, standing alongside a section of General Supply Company's interior display, are the Block Boys, proprietors of this aggressive firm, with Jack Edelson, Apollo representative, in the center. Harry Brody, also one of the owners, was not present at the time the picture was taken.

Boutells, Minneapolis, Sells Shelvadors . . .

Boutells, one of the best known stores in Minneapolis, is now selling Crosley Shelvador electric refrigerators, E. C. Madson, of Lew Bonn Co., Crosley distributor, St. Paul, announces. Mr. Franklyn is manager of the refrigerator department.

In introducing Shelvadors in their store, Boutells held a three-day radio show at which one refrigerator was given away free each evening. The winners were determined by a drawing.

New England Sales Up 300% . . .

A very active refrigerator season in New England is reported by David Rockman, general manager, George Collins Co., Crosley distributor, Boston, who states that their sales of Crosley Shelvador electric refrigerators are 300 per cent ahead of those a year ago. Mr. Rockman has announced many new dealers in 1935, including the foremost stores in New England.

need not be expensive—they are buying Crosley Shelvadors. Be wise—sell Shelvadors.

Briefly, that is the success formula of Apollo and the Apollo dealers organization.

Unique Advertisement . . .

The Olin Service Station of Indianapolis, Indiana, has originated quite unique copy to be placed alongside a display of the Shelvador. This copy follows:

"I am a (6 cubic foot) Crosley Electric Refrigerator. I am bigger than my (6 cubic foot) brothers, as I give you much more food space.

"I will come over to your house, do all your refrigeration work, furnish you with plenty of pure ice cubes, will not bother you in any way and will be so quiet, you will never know I am in the house.

"All I ask is that you let my master have my deceased brother (your old ice box)—pay my board of about \$1.50 per month for current, and loan me \$6.63 or 22c per day for 24 months, which amount will free me from my bondage.

"After that I will continue to be your humble servant. I will pay you back every cent you loaned me, will pay my own board, and pay you an income of \$1.50 per month or \$18.00 per year as long as you live.

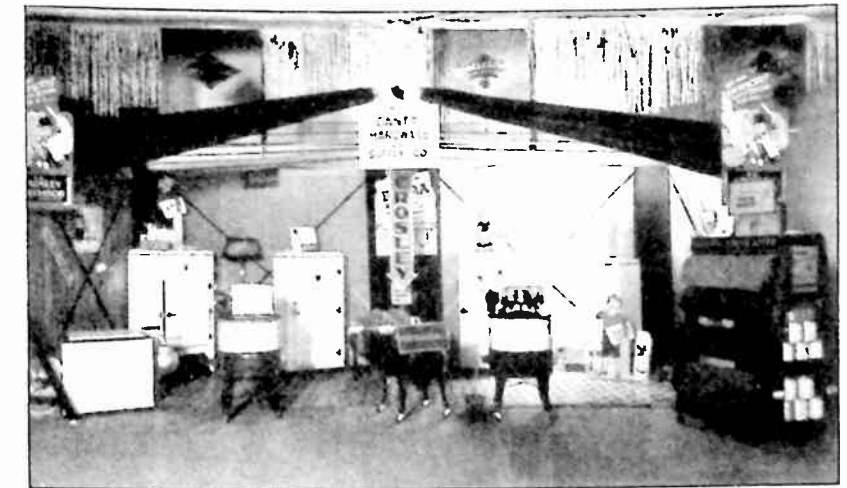
"Believe it or not just step inside and ask to see the figures."

This live-wire dealer is served by Crosley Distributor Kiefer-Stewart Company of Indianapolis.



Shelvador Exhibit In London

J. A. Balcombe, Ltd., London, England, Crosley distributor for Great Britain and the Irish Free State, has inaugurated this unique Shelvador exhibit and display room in London. The large advertising sign is doing an excellent job in attracting the public to the display room, where a complete line of Crosley Shelvador refrigerators is on display.



Shelvador Is "Hit Of Show" . . .

At the recent Federal Housing Exposition and Home Modernization Show held in Casper, Wyoming, the Gantt Hardware and Supply Company of that city arranged this attractive exhibit. According to M. H. Gantt of this firm the Exposition Hall was so crowded on two nights that people were lined up clear across the street. Mr. Gantt also states that the Crosley Shelvador stole the show.

On the last night of the exposition, a drawing was held to determine the winner of the grand prize by the

Whitehill's Gets Write-Up In Philadelphia News . . .

Whitehill's, one of the leading furniture houses of Philadelphia and one of the foremost Crosley dealers in the country, recently received an interesting write-up in the Philadelphia News by "Nancy" in her "Looking Through the Shops" section of that newspaper.

Incidentally, it contains a very good sales talk—by a purchaser of a Shelvador—that will be interesting and helpful to other Crosley dealers. Wrote Nancy:

"While in the butcher shop Saturday here is the conversation I heard between two young housewives: 'My dear Helen, I finally got my wish. You know that when I got married five years ago Frank had promised that as soon as possible he would let me have a new electric refrigerator. But since then we had so much happening that it was impossible to have my wish granted. Well, my dream has come true, and I am thrilled. Just imagine, no more messy floor

management of the show. The winner had his choice of any refrigerator on display up to \$200.00 in value. The lucky winner, after viewing the ten different makes of refrigerators on display, chose the Crosley Shelvador Model F-55.

In the words of O. L. Griggs of Marshall Wells Company, Crosley distributor at Billings, Montana, "Needless to say Mr. Gantt was very much pleased over the local advertising obtained through this medium."

from the dripping ice. No need of staying home waiting for the iceman when he is late with his delivery. No worry over Sundays when the ice ran low. And when we want a very cold drink, no necessity for breaking ice, since the cubes are right there for you. I am telling you Helen, I feel just like a little child with a doll!

"All well and good, Nan, but where did you get that refrigerator?"

"Oh, I forgot to tell you, I went to Whitehill's at 718 Market St., and told them what I wanted. I didn't pay a cent down and I am putting only 15 cents a day in a bank they gave me free. It is a 1935 Crosley; it has the famous Shelvador and I am paying only \$79.50. Of course, you have a larger family and probably would have to get a larger one than mine. They have all sizes. I wish you would stop at my home and see my wonderful purchase!"

"My dear, you have me convinced. I'll stop and see your refrigerator and maybe I also will get one of those refrigerators at Whitehill's."



Here are seen the members of the Bensinger-Crosley baseball team that plays before a crowd of from 2,000 to 4,000 every Sunday. Mr. Clifford Bensinger is seen at the extreme right.



A section of the Bensinger-Crosley baseball park, showing the grandstand with 500 seats. The mattress and linoleum rug were given away as prizes.

Bensinger Baseball Park Is Giant Shelvador Sales Room

When the Bensinger-Crosley baseball team played the Falls City Transfer Company's team of Jeffersonville, Ind., at the Bensinger-Crosley baseball park at New Albany, Ind., a crowd of 4,000 fans attended the opening game. Attendance runs from 2,000 to 4,000 every Sunday. This baseball park was started a few years ago partly as a sales promotion idea for Crosley radios and Shelvador electric refrigerators by Clifford Bensinger Furniture Company, Crosley dealer at New Albany and Jeffersonville.

The opening event was made a feature by the newspapers of New Albany and Jeffersonville, Ind., where the Clifford Bensinger Company also has a furniture store. The New Albany Tribune issued a special edition on the preceding Saturday that rivalled Sunday newspapers in size. The Louisville papers also devoted generous space to the occasion.

Those officiating in the formal opening of the Bensinger-Crosley Baseball Park included Former State Senator M. C. Thornton, who pitched

ed the first ball to Chief of Police Edward H. Meyer. Mayor J. G. Hauswald was one of the celebrities present.

The park, said to be one of the best of the kind in this section of the country, provides a seating capacity of 1750 bleacher seats for white persons and 250 for colored, and a grand stand with 500 seats.

The playing field measures nearly 400 feet from home plate to the centerfield fence, 324 feet down the leftfield and approximately 300 feet down the rightfield. The grounds also provide a parking site for several hundred automobiles.

Every accommodation for both players and patrons of the park are provided, including showers for the players. A concession stand with soft drinks cooled by Crosley Koldrink electric bottle coolers is within easy access to the grandstand.

In the grandstand are located the ticket office and a display window in which Crosley radios, Shelvador electric refrigerators and other Crosley products are displayed. At the entrance to the park is a large electric Crosley sign, twenty by ten feet, which is illuminated at night. Painted in colors it portrays a woman at an open Shelvador, illustrating the large caption, "This much more in a Shelvador."

Cooperating with Mr. Bensinger in the enterprise are James E. Johnson, president, and S. J. Rapiet, secretary, the Cooper-Louisville Co., Crosley (Continued on Page 15)



At the entrance to the Bensinger-Crosley baseball park at New Albany, Indiana is this

attractive, permanent Shelvador display—a marvelous advertising medium.

(Continued from Page 14)
ley distributor, Louisville. The park has been constructed at a cost of thousands of dollars, and includes five and one-half acres fenced in for protection.

"We are going to give southern Indiana baseball fans all that the sport deserves," Mr. Bensinger said. "If we meet with success it will be our pleasure to inaugurate night baseball at the park and I will spend an additional \$2,000 to provide the necessary facilities."

That it is a real baseball park is the assertion of Jonett Meekin, former famous pitcher for the New York Giants, who attended the opening game.

Mr. Bensinger's civic spirit is manifested in the fact that the park will also be available to circus performances and football games by independent teams.

Prizes are given not only by the Clifford Bensinger Furniture Company, but by other merchants to persons attending the ball games. Not only has this ball park been the means of selling large quantities of Shelvador electric refrigerators and Crosley radios, but it has built up business for other merchants in the city as well.

Famous Sportswoman Buys Shelvadors . . .

One of the world's most famous sportswomen, and the world's greatest woman speedboat driver, Estelle Carstairs, known the world over by the name "Betty", is using Crosley Shelvador electric refrigerators in her home on the beautiful estate which she is building on Whale City, one of the group of Bahama Islands, approximately 40 or 50 miles from Nassau, the capital of the islands.

The purchases were made through Neill Brothers, Crosley distributors for the Bahamas, with headquarters at Nassau.

Governor Of Bahamas Buys Two Shelvadors . . .

Neill Brothers, Nassau, N. P., Bahamas, Crosley distributor there, announce the purchase of two Crosley Shelvador electric refrigerators by His Excellency Sir Bede Clifford, the Governor of the Bahamas.

Neill Brothers are one of the leading electrical contracting concerns and export and import representatives in these islands which are part of the British West Indies.



Sound Car Sells Shelvadors

Heisey Radio Service of Lebanon, Pa., is using this sound car to inform the people of that community about Crosley Shelvador electric refrigerators.

Equipped with four loud speakers and large signs on the sides and back of the car, it tells everyone who can see or hear that in refrigeration, it's Shelvador.

Mr. Heisey reports that it is increasing his Shelvador business considerably. "Tell and sell," is Mr. Heisey's theory.

This live-wire dealer is in the territory of Wholesale Distributors, Crosley distributors at Harrisburg, Pa.

Dealer Acclaims Centurion . . .

So completely enthused is Charles Letourneau of the Letourneau Furniture Company of East Jaffrey, N. H., over the Crosley Centurion that he has written the following to Coghlin Electric Company, Crosley distributor at Worcester, Massachusetts:

"I have just installed the Crosley radio I received from you that retails at \$100.00. I think that this is a wonderful set. I have sold other makes but never at such a price for such a set. Because of the refrigerators being so good and also the radio sets, I am completely sold on the Crosley line."



Outdoor Sign In Nashville . .

"This Much More In A Shelvador" is effectively shown to the people of Nashville through the use of six outdoor advertising signs like the one pictured above. Sponsored by H. Cohen Furniture Company of Nashville, these signs are placed on very advantageous locations throughout the city.

Although this aggressive firm has been using outdoor signs for years, this is the first time space has been given to the promotion of a specific product. Heretofore, the signs were used exclusively for institutional advertising, with the copy, "Ask Your Grandmother Where She Bought Her Furniture". The lettering on the new sign is red on white and white on red.



"Cincy" Listens To Ball Game With Crosley "Pup" Radio

"Cincy", the mascot of the Cincinnati Reds, has become a real baseball fan and listens to the scores on the radio when her own team is not playing. "Cincy" is a shrewd dog and it is not impossible that when this unknown fox terrier pup only a few months old, strayed into the Reds' dressing rooms at Pittsburgh, it was with some forethought and knowledge on her part that Powel Crosley, Jr., president of the Cincinnati Baseball Club, is a great lover of dogs and owns a collection of the finest hunting dogs in the country.

Mr. Crosley's love of dogs was

manifested in the early days of radio when he brought out a one-tube earphone radio receiver in 1925 that sold for \$9.75 without accessories and named it the Crosley "Pup" receiver. Then he gave prizes of pedigreed puppies monthly for the best verified reports of radio reception with a one-tube set. "Cincy" is seen listening to a ball game with one of these old Crosley "Pup" sets.

In the picture with "Cincy" are, left to right: Chuck Dessen, manager, Cincinnati Reds; Jim Bottomley, first base; Chick Hafey, center field.



Featuring Shelvador In Springfield . . .

The G. & E. Furniture Company of Springfield, Illinois, recently arranged this highly attractive Shelvador display which was installed in each of their two Springfield stores at the same time.

A new dealer for the Shelvador in the territory of the Central Auto Equipment Company, Springfield distributor, the G. & E. company is anticipating excellent Shelvador sales response.

German Manufacturers Visit Crosley Plant . . .

Alfred Eickhoff, son of Alfred Eickhoff, owner of Eickhoff Brothers, manufacturers of coal mining machinery at Bochum, Germany, and Fritz Kleffner, representative of that company with headquarters at Scranton, Pa., were recent visitors at the Crosley Radio Corporation plant in Cincinnati. Their visit here was part of a tour of American industries to study American production methods. They expressed much interest in the large scale operations and line production methods of American factories. They were particularly impressed by the extremely fine measuring instruments used by the Crosley Radio Corporation to insure tolerances of one and two-ten-thousandths part of an inch. Some of these devices are calibrated to the millionth part of an inch and are used to measure the ten-millionth part of an inch.



Wins First Prize At Cooking School . . .

This attractive Shelvador booth, sponsored by Paul Black Radio Shop of Aledo, Illinois, won first prize at the recent Aledo Cooking School. The display was executed in red with silver trimmings to create a pleasing background for the Tri-Shelvador.

"The Cooking School was a great success and the Shelvador attracted no end of favorable comment," says Mr. Black, whom the Hardware Products Company, veteran Crosley distributor at Sterling, reports as one of the liveliest dealers in western Illinois.

CROSLLEY SERVICE SUPPLEMENT

MODEL 1014 "CENTURION"

SPECIFICATIONS

The Crosley Model 1014 is a ten tube superheterodyne all wave receiver designed for A.C. operation. It may be obtained for 110 volts, 60 cycles, or with a universal transformer for other voltages and frequencies. It is designed for five band operation covering the following frequencies:

- Band 1. 150-350 Kilocycles.
- Band 2. 540-1500 Kilocycles.
- Band 3. 1500-4000 Kilocycles.
- Band 4. 4000-10000 Kilocycles.
- Band 5. 10000-22000 Kilocycles.

Band 1 and 2 are calibrated on the dial in Myriacycles (10 Kc.). Bands 3, 4 and 5 are calibrated in Megacycles (1000 Kc.). It employs a retroactive automatic volume control together with level control, continuously variable tone control, class "A" audio amplification and band spread dial pointer, 36 to 1 ratio.

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 re-alignment is found necessary, the circuits can be properly adjusted only with the use of a modulated test oscillator and output meter.

CONNECTING OUTPUT METER

Connect one terminal of the output meter to the plate of one of the Type 42 tubes and the other terminal to the plate of the other 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. Be sure that the meter is protected from D.C. by connecting a condenser (.1 mfd. or larger—not electrolytic) in series with one of the leads.

PEAKING I. F. STAGES AT 456 Kc.

- 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 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 station selector until the tuning condenser plates are completely meshed and set the band switch to band No. 5.
- IV. (a) Peak both tuning condensers located on top of the first I. F. transformer shown on Fig. 4. NOTE: Be sure to use the lowest oscillator output that will give a reasonable scale deflection on the output meter. 30 to 90 volts output is satisfactory.

(b) Peak both tuning condensers located on top of the 2nd I. F. transformer shown on Fig. 4.

(c) Peak both tuning condensers located on top of the 3rd I. F. transformer shown on Fig. 4.

- V. Repeat IV to insure accurate adjustment of the I. F. tuning condensers.

PEAKING R. F. CIRCUITS

- I. 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 bands 1 and 2 this consists of a .0002 mfd. mica condenser. On bands 3, 4 and 5 it consists of a carbon resistor of approximately 400 ohms. With the tuning condenser plates completely meshed make certain that the dial pointer is exactly horizontal. If not, loosen nut and set pointer horizontal and tighten nut again. The setting of the band spread pointer is not important.
- II. To Peak Band No. 1. NOTE: Be sure to use the lowest oscillator output that will give a reasonable scale deflection on the output meter. 30 to 90 volts output is satisfactory.
 - (a) Set test oscillator at 350 Kc. Tune station selector to 350 Kc. (35 on dial). Then adjust oscillator parallel trimmer condenser, Fig. 3, for maximum output.
 - (b) with same dial settings peak the interstage and antenna parallel trimmer condenser for Band No. 1.
 - (c) (1) Set test oscillator at 150 Kc.
 - (2) Tune station selector in the region of 15—Band No. 1—on dial for maximum reading on the output meter.
 - (3) Close the oscillator series trimmer condenser for Band No. 1, Fig. 3, 1/8 turn and re-tune station selector to 150 Kc. signal for maximum output, noting reading on output meter.
 - (4) If meter reads higher after operation (3) repeat the operation again and again until no further improvement in the reading of the output meter can be obtained. If meter reads lower after operation (3) open the oscillator series trimmer condenser 1/8 turn and re-tune station selector to 150 Kc. signal, noting reading on 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.
 - (d) Repeat operations (a) and (b) for more accurate adjustments.
- III. To Peak Band No. 2.
 - (a) Set test oscillator at 1400 Kc. Tune station selector to 1400 Kc. (140 on dial). Then adjust oscillator parallel trimmer condenser for Band No. 2 for maximum output.
 - (b) With same dial settings peak the interstage and antenna parallel trimmer condensers for Band

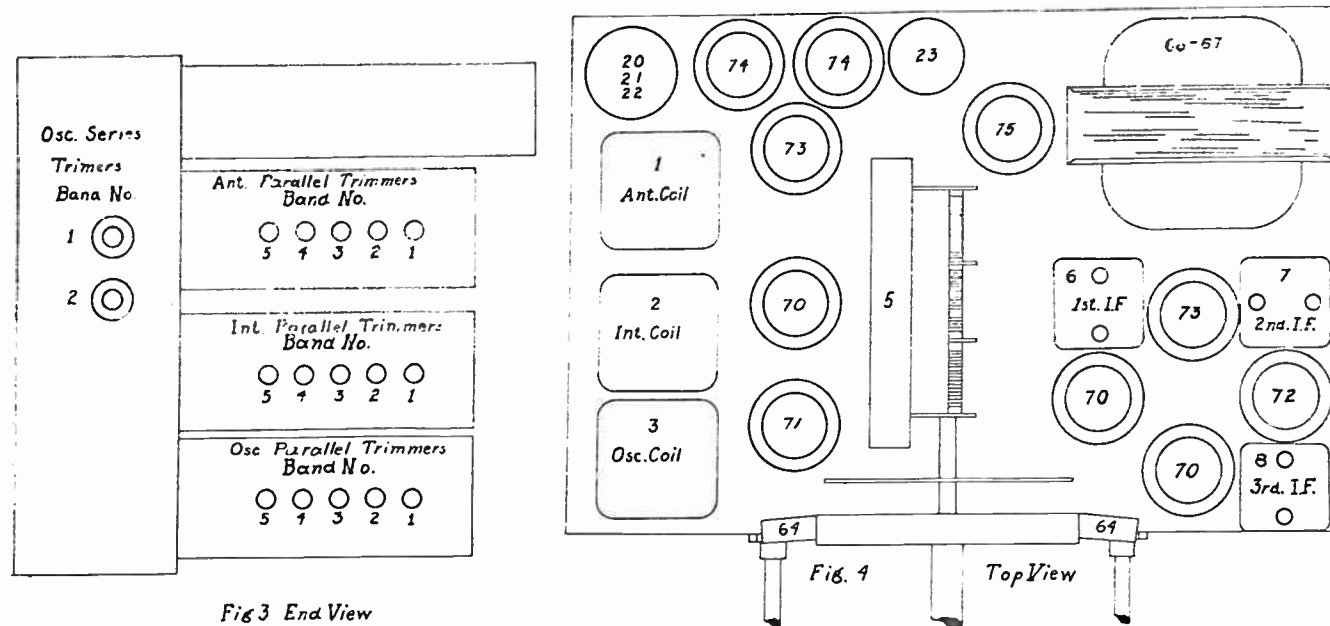


Fig. 3 End View

- No. 2.
- (c) (1) Set test oscillator at 600 Kc.
- (2) Tune station selector in the region of 60—Band No. 2—on dial for maximum reading on the output meter.
- (3) Close the oscillator series trimmer condenser for Band No. 2, Fig. 3, $\frac{1}{8}$ turn and re-tune station selector to 600 Kc. signal for maximum output, noting reading on output meter.
- (4) If meter reads higher after operation (3) repeat the operation again and again until no further improvement in the reading of the output meter can be obtained. If meter reads lower after operation (3) open the oscillator series trimmer condenser $\frac{1}{8}$ turn and re-tune station selector to 600 Kc. signal, noting reading on 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.
- (d) Repeat operations (a) and (b) for more accurate adjustments.
- IV. To Peak Band No. 3.
- (a) Be sure to change dummy antenna as described in I under Peaking R. F. Circuits.
- (b) Set test oscillator at 4 megacycles. Tune the station selector to 4 megacycles (4.0—Band No. 3 on dial). Then adjust oscillator parallel trimmer condenser for Band No. 3 for maximum output.
- (c) With the same dial settings peak the interstage and antenna parallel trimmer condensers for Band No. 3.
- V. To Peak Band No. 4.
- (a) Set test oscillator at 10 megacycles.
- (b) Tune station selector to 10 megacycles (10—Band No. 4 on dial).
- (c) Open oscillator parallel trimmer condenser for Band No. 4 about 3 turns from closed.
- (d) Close the interstage parallel trimmer condenser for Band No. 4 and open $\frac{1}{8}$ turn.
- (e) Close the antenna parallel trimmer condenser for Band No. 4 and then open $\frac{1}{8}$ turn.
- (f) Peak the oscillator parallel trimmer condenser on the first signal heard when closing the condenser

- As a check on the adjustment set the station selector to approximately 9 on the dial and try to tune in the 10 megacycle signal from the test oscillator. If a signal is heard the oscillator has been aligned on the correct frequency.
- (g) Re-tune to 10 megacycles and peak the antenna parallel trimmer condenser for maximum output.
- (h) Open the interstage parallel trimmer condenser another $\frac{1}{8}$ turn and re-tune the station selector to the 10 megacycle signal.
- (i) Repeat operation (h) as many times as necessary to obtain the highest reading on the output meter on first peak obtained when opening trimmer condenser from closed position.
- (j) Repeat operation (g) above.
- VI To Peak Band No. 5.
- (a) Set test oscillator at 21 megacycles.
- (b) Tune station selector to 21 megacycles (21—Band No. 5 on dial).
- (c) Open oscillator parallel trimmer condenser for Band No. 5 about 3 turns from closed.
- (d) Close the interstage parallel trimmer condenser for Band No. 5 and open $\frac{1}{8}$ turn.
- (e) Close the antenna parallel trimmer condenser for Band No. 5 and then open $\frac{1}{2}$ turn.
- (f) Peak the oscillator parallel trimmer condenser on the first signal heard when closing the condenser. As a check on the adjustment set the station selector to approximately 20 on the dial and try to tune in the 21 megacycle signal from the test oscillator. If a signal is heard the oscillator has been aligned on the correct frequency.
- (g) Re-tune to 21 megacycles and Peak the antenna parallel trimmer condenser for maximum output.
- (h) Open the interstage parallel trimmer condenser another $\frac{1}{8}$ turn and re-tune the station selector to the 21 megacycle signal.
- (i) Repeat operation (h) as many times as necessary to obtain the highest reading on the output meter on first peak obtained when opening trimmer condenser from closed position.
- (j) Repeat operation (g) above.

Icyball Sold To Serve In India . . .

An order of more than ordinary interest was filled this week by the W. J. Barth Company, Crosley dealer of Fort Wayne, Ind., when the Rev. G. A. Stetter, of Fort Wayne, purchased a Crosley Icyball refrigerator for service in the mission field of South India. His friend, the Rev. E. H. Meinzen, of British India, has an Icyball in his home.

The Icyball was selected by the Rev. Mr. Stetter for his refrigeration needs, as it serves adequately without aid of gas or electricity.

New Miami Store Sells Shelvadors . . .

Cliff Electric Company, Inc., new retail store, opened in Miami, Fla., to sell various electric appliances, will sell Crosley Shelvador electric refrigerators. Fred Cliff is president and G. F. Roberts is secretary and treasurer.

Mr. Cliff, who has resided in Miami for the past ten years, has been identified with the electric appliance and automobile business in this city. Mr. Roberts came to Miami some months ago from Cincinnati.

A sales force of seven men is employed.

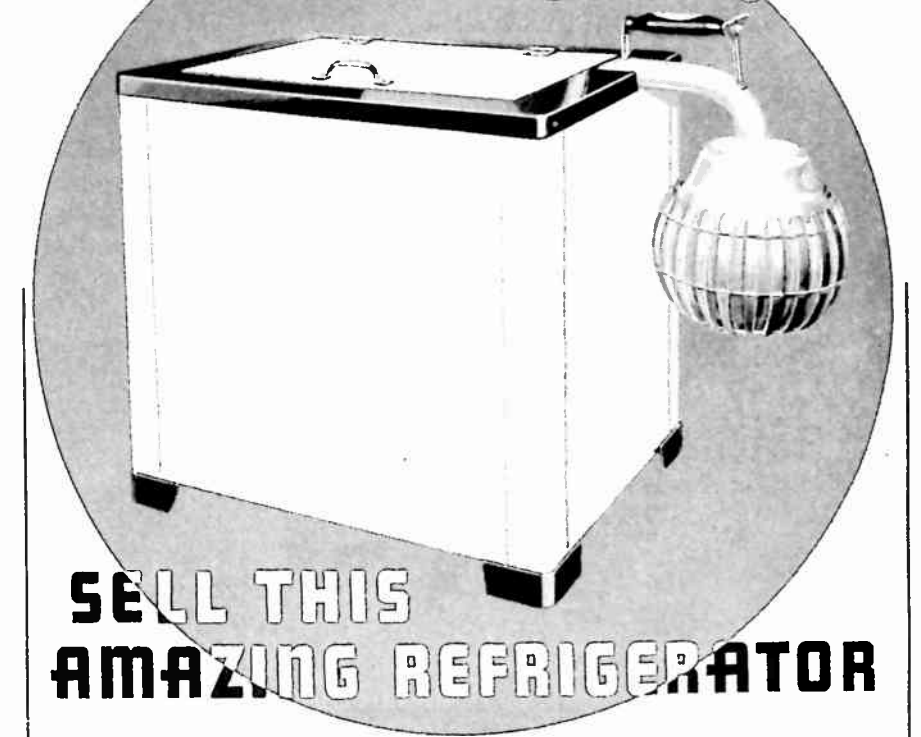
Wurlitzer, Louisville, Has Big Gain In Shelvador Sales . . .

The Rudolph Wurlitzer Co., of Louisville, Ky., is doing an outstanding job on Shelvadors, J. E. Johnson, president, The Cooper-Louisville Co., Crosley distributor of this city, states. "Carl Tamm, manager of Wurlitzer's, reports sales of 67 Shelvadors in March and 51 in April," says Mr. Johnson. "They put on a special advertising campaign for May and say they will break all records during this month.

Service Men Attend Factory School . . .

Bern Kiester, Kiester Electric Shop, Legonier, Ind.; C. F. Bragg, Gauley Mountain Coal Co., Anstead, West Virginia; William Anglin, Munday Auto Supply Co., Reading, Michigan; M. Lacey, Banner Furniture Co., Muncie, Ind.; and James Burch, Morgantown, Ky., are attending the Crosley Refrigeration Service School at the factory in Cincinnati.

For Extra Profits



. . . To Rural Homes, Summer Camps, Roadside Stands, Dairies, Boats or any place without electricity

Every Crosley dealer has a golden opportunity to "cash in" on the extra sales and profits to be had now in the sale of the amazing Crosley Icyball! The Icyball 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. Outside dimensions: 28 $\frac{1}{16}$ " high (including hardware), 41 $\frac{1}{2}$ " wide (including ball), 24 $\frac{5}{16}$ " deep.

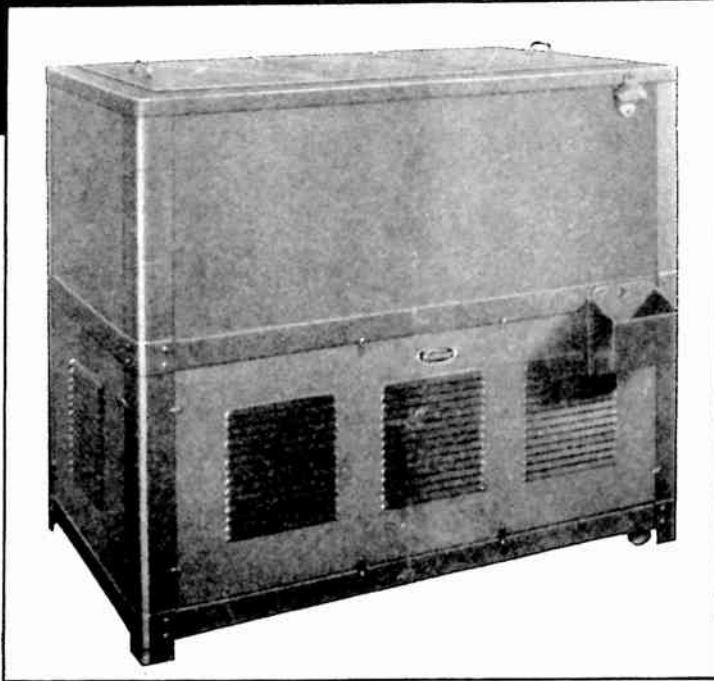
PRICED WITHIN REACH OF ALL
\$59.95

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

The new **CROSLY ICYBALL** REFRIGERATOR

Bottled Beverage Retailers everywhere are your source of

increased profits



A Necessity For Druggists, Hotels, Taverns, Roadside
Stands, Gas Stations, Camps and Grocers



WHEN you tell the retailers of bottled beverages in your community that the Crosley Koldrink Electric Bottle Cooler should cut refrigeration cost at least in half . . . besides increasing sales through winning popular approval of the drinks served at the right temperature—then you are on the road to extra profits!

These bottled beverage retailers will agree that the Koldrink is a necessity because it keeps bottled drinks chilled to the right temperature all the time . . . it requires no attention . . . it is dependable because it employs the Crosley refrigerating unit that is noted for its remarkable service . . . it is low in first cost because of Crosley line-production methods.

Show the Koldrink now to the stores and other

places in your neighborhood in need of efficient, dependable, economical beverage dispensing equipment. Tell them how the Koldrink decreases costs and increases sales. Then you will be surprised at the extra profits for yourself.

\$99.50

Delivered, Installed; One Year Free Service — Price Slightly Higher in Florida, Texas, Rocky Mountain States and West.

● OUTSTANDING FEATURES

1 Uses famous Crosley refrigeration unit . . . virtually no servicing . . . 1/4 H. P. motor, 60 cycle, A. C.

2 Ample size . . . has a capacity for about 125 12-oz. bottles or 152 6-oz. bottles. Also sufficiently high to hold 24- to 32-oz. bottles upright.

3 Easily cleaned. Simply open drain plug and flush out with hose.

4 Outside dimensions: 44 1/2" long, 25 1/2" wide, 37" high. Ample insulation throughout.

5 Attractive dark green finish. Clean. No overflow.

6 Equipped with Cold Control. This important and unique feature permits colder temperatures during rush hours or during extremely hot weather and saves current at night when not actively in use.

7 Exceptionally low cost makes this unit a necessity. Cost is so low that extremely busy

points often purchase two or more units.

8 Side and end panels can be used for advertising stencil or transfers applied at slight additional cost.

9 Guaranteed against defects in materials and workmanship for one year.

The New

CROSLEY KOLDRINK

ELECTRIC BOTTLE COOLER