

THE CROSLLEY BROADCASTER

VOLUME 14

FEBRUARY 1, 1935

NUMBER 1

PRESENTING THE NEW 1935 CROSLLEY

*Electric
Refrigerators*





★ ★ ★ ★ TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

THAT 1935 will be a year of steadily increasing prosperity is reflected in a number of encouraging economic factors. Farmers' incomes are estimated to have increased from one to one-and-a-half billions. General retail sales have increased approximately 16 per cent. Additional millions of persons are back at work. Various lines of industry are reported from 5 to 40 per cent ahead of last year.

1935 can be the greatest period of sales and profits every Crosley Dealer has had for years. Certainly, you will emphatically agree that in the Crosley line of 1935 merchandise, you have everything that points to unprecedented business success.

In the 1935 Crosley Radio line, there are models for every need, taste, and pocketbook. Of particular importance is the new Crosley Centurion, an outstanding ten-tube all-wave receiver in both table and console models.

You will be immediately enthused the moment you see the new 1935 Crosley Electric Refrigerators. With the inimitable Shelvador and the many other

outstanding features, quality and value are paramount throughout the entire line. The Crosley Table Shelvador models serve a double purpose, since they are useful as tables as well as electric refrigerators. The new Crosley Shelvador models are certain to have instant popularity wherever displayed. And the Tri-Shelvador series, with its exclusive features, is at once recognized everywhere as the greatest innovation for kitchen efficiency ever offered.

Yes, in the new Crosley Radios and Shelvador Electric Refrigerators, you have everything! You have products that are made to sell and priced to sell . . . you have the sales appeal that goes with the sweeping public acceptance of the name "Crosley" . . . you have the promotional backing of 500,000-watt WLW, the world's largest broadcasting station . . . you will have the benefits of a far-reaching advertising campaign soon to be released!

Yes, a year of rich profits lies ahead for every Crosley Dealer who energetically ties in with the new 1935 lines. I urge you to get started now!

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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A Whole Year Of Profits Ahead . . .

1935 is destined to be a great refrigeration year for every Crosley dealer. With the amazing line of new Table Shelvador, Shelvador and Tri-Shelvador Electric Refrigerators, Crosley dealers are given models with which to meet every sales possibility. With the tremendously powerful slogan "This Much More In A Shelvador" the sales appeal of this inimitable and exclusive feature is demonstrated with a force that gives Crosley dealers a decided advantage.

The two Table Shelvador models are distinctly new with the Shelvador opening in the front, which makes them ideal for use as a table as well as an electric refrigerator. They also incorporate a new rotary compressor, which has all the advantages of a hermetically sealed unit, with the added advantage that it can be serviced as readily as a belt-driven unit. It has only three moving parts, is highly efficient and virtually noise-free. The refrigerant used is the marvelous Thermon . . . non-irritant, non-toxic, non-inflammable, non-corrosive, odorless.

The beauty of the four Shelvador models has been enhanced with a stainless steel band around the top of the refrigerator. Of course, the big appeal of this standard series is the Shelvador.

The three models of the Tri-Shelvador series incorporate the Shelvador, Shelvatray, Shelvabasket, Storable—that received such enthusiastic public acceptance last year.

With such sensational features, outstanding quality, dependability, popularity proven through past performance—the new Crosley Electric Refrigerators will bring unprecedented sales and profits throughout 1935. Every Crosley dealer is urged to get an early start—to display the new

models—to advertise them in every conceivable way—to make sure that he gets his full share of 1935 sales and corresponding profits.

The Radio Achievement Of 1935 . . .

That is but a mild expression when you consider the value, quality, performance of the new Crosley Centurion. A ten-tube all-wave set with five tuning bands—1st, short wave (daylight) reception . . . 2nd, short wave (night) reception . . . 3rd, police, aircraft dispatch, etc., reception . . . 4th, standard reception . . . 5th, the new weather band for nation-wide weather reception. This alone tells you that the Centurion gives more than any other receiver, and when you consider the comparatively low price, there is little wonder that the whole nation is already starting to acclaim it as the "achievement of 1935".

If you closely examine this radio, you will find that it is characterized by fifty-seven brilliant features that give it an unmatched quality of tone and performance.

The Centurion is provided in both table and console cabinets—each of which is as distinctive in its modern beauty as the superior chassis is in performance and reception.

What a radio to advertise to your community! Never before has radio meant so much! You'll find that the Centurion will lead you to sales conquests and profit victories. Let it lead you now!

Optimism Prevails Everywhere . . .

That the spirit of optimism and enthusiasm reigns throughout the country is reflected in business statistics and forecasts from which the following are a few of the deductions made.

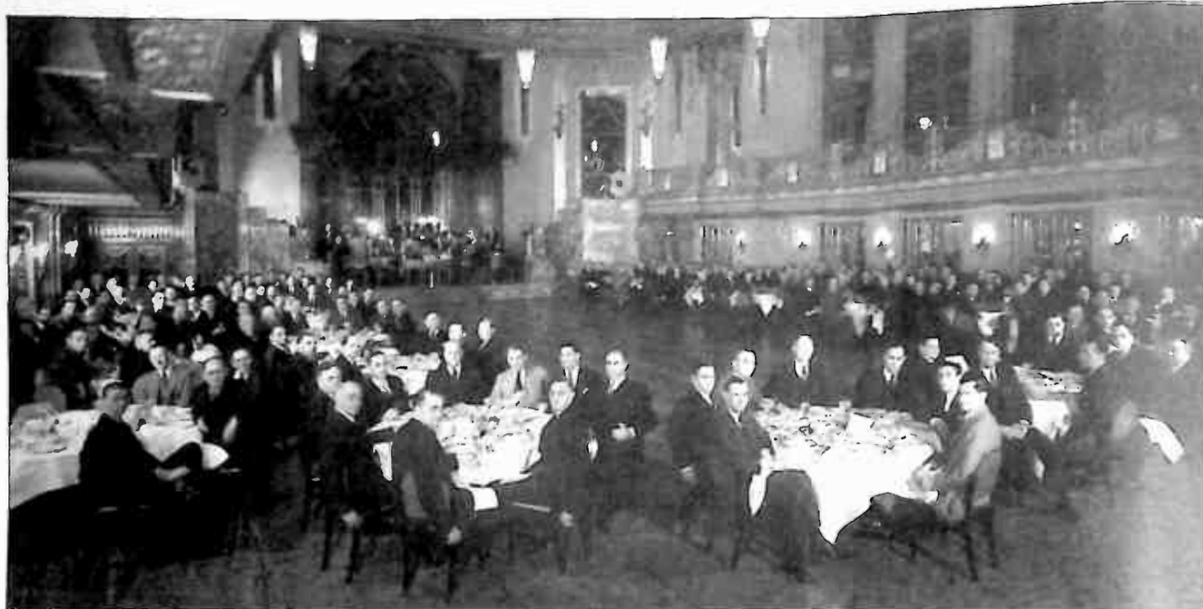
A Dun and Bradstreet trade sur-

vey showed that business in general for 1934 was 15 to 20 per cent ahead of 1933. Railroad passenger traffic is the heaviest since 1929. A railroad company recently spent \$2,500,000 for steel hopper cars in anticipation of a heavier movement of ore. Motor car executives predict approximately 1,000,000 peak production for the first quarter of 1935. There are 68,000,000 bank depositors—the largest number in history. 1934 showed a 35 per cent increase in building volume. The farm income for 1934 was about one billion dollars ahead of 1933 with even greater conditions predicted for 1935. Predictions indicate that 1935 will be the greatest refrigeration year in history.

With such an optimistic business situation existing and with the ever-increasing popularity and unexcelled features and value of the Crosley Shelvador Electric Refrigerators and Crosley Radios, every Crosley dealer has every reason to make 1935 his banner year.

New Crosley Icyball Opens New Market . . .

Here is welcome news to every Crosley dealer. Crosley announces the new Crosley Icyball—the practical mechanical refrigerator for unwired homes, that requires no gas or electricity. This announcement paves the way for refrigerator sales to every rural and small town home that is not wired. The Icyball brings satisfactory refrigeration to these homes to provide them with the many advantages and conveniences of refrigeration at a cost that is within reach of practically everyone. Think of the prospects in your community that are awaiting just such an announcement. Here is your opportunity to make additional refrigeration profits. You are urged to get behind the Icyball now.



A fitting climax to the recent distributors' convention was a banquet held in the Hall of Mirrors, Netherland Plaza Hotel, Cincinnati.

DISTRIBUTORS ENTHUSED OVER 1935 CROSLEY LINE

That the new year started off with a "bang" was evidenced in the intense enthusiasm expressed for the 1935 lines of Crosley Radios and Shelvador Electric Refrigerators at the distributors' convention held in Cincinnati on January 4th. Representing every section of the country, the Crosley distributors convened at that time to view the new 1935 Crosley line and to learn about the advertising and merchandising program that will spell success for Crosley dealers in this new year.

Without exception these distributors reported vastly improved conditions for 1935. All look for substantial increases in sales.

Based on market surveys that have been made by responsible organizations, as well as first-hand knowledge of the sales prospects in their respective marketing areas, the belief that the sale of electric refrigerators for the year will total two million and possibly 2¼ million, was quite generally expressed by the various distributors present. This would represent an increase ranging from 25 to 40 per cent over the volume sold in 1934, which broke all previous records in the number of electric refrigerators sold.

In his address to the distributors, Powel Crosley, Jr., Crosley Radio Corporation, pointed to the fact that

there was an improvement in various lines of industry in 1934 ranging from 5 to 40 per cent, a gain of about 16 per cent in retail sales, and an increase in the incomes of farmers variously estimated from one to 1½ billion dollars. "Further evidences of recovery are the increases in purchases of machine tools and steel for agricultural machinery," he stated. "These factors should lead to further recovery and help the outlook for 1935."

"Among the reasons for expecting another year which will show a substantial increase in the number of electric refrigerators sold is the fact that for the past 12 years the average unit price of electric refrigerators has steadily declined from \$600 in 1920 to \$170 in 1933, thus opening new markets at each lower price level. In recent years the general public has become electric refrigerator conscious so that today electric refrigeration is desired by all groups. They are ready to buy electric refrigerators as fast as they come within their income brackets. Generally improved business conditions will also help increase the sales of electric refrigerators. We have doubled the productive capacity of our refrigerator division to meet the largest demand for Crosley Shelvadors in our history. Our prices are well below

the average unit price of refrigerators, thus greatly enlarging our potential market.

"Recognition of the merits of Crosley products is shown by the fact that included in the 23,000 dealers who sell Crosley radios and refrigerators are many of the nation's highest class stores, such as Marshall Field and Weiboldt's in Chicago, Hecht's Department Store and the Hub Furniture Store in Washington, D. C., the Kresge Department Store in Newark, Ludwig Bauman in New York and Newark, Stern & Company, Whitehills, Lit Brothers and Schuman Brothers Furniture in Philadelphia, and similarly the outstanding stores in other leading cities in every state in the Union."

Orders for Crosley Shelvador electric refrigerators placed at the meeting were more than three times as great as those placed at the meeting held a year ago, Howard E. Richardson, assistant to Powel Crosley, Jr., announced.

The meeting was held in Studio A of WLW. The distributors were taken on a tour through the plant and shown the additions and changes which have just been completed, doubling the manufacturing capacity to 2,000 refrigerators a day and making Cincinnati one of the leading production centers for electric refrigeration.

Crosley Doubles Refrigeration Production Capacity . . .

The Crosley Radio Corporation, largest manufacturers of refrigerators and radios combined, has completed changes and additions in the production division for electric refrigerators that will practically double its previous capacity. Production will be increased to 2,000 refrigerators a day to meet a rapidly growing demand for Crosley Shelvadors which are meeting with widespread public acceptance. Approximately 40,000 square feet of floor space have been added to the refrigerator division, increasing the factory floor space to 600,000 square feet, with two miles of conveyors in the continuous production line. The cost of the changes, including new equipment, is approximately \$300,000.

The complete refrigerating units, comprising both compressors and evaporators, are made entirely in the Crosley factory. The company has also made part of its refrigerator cabinets, and the capacity of this department has been increased to 1000 a day. The remainder will be purchased from outside sources which have supplied Crosley for several years. In addition to this expansion, a department for the manufacture of beer coolers, bottle coolers and bed coolers is being opened in Plant No. 3.

The enlarged production facilities also include a storage department constructed on an upper level of the terrain for incoming parts that will greatly facilitate production. Porcelain-finished food compartments will be brought in and stored here. An overhead conveyor will carry them into the assembly department to be placed in the cabinets which are made completely in the newly remodelled cabinet department. The final assembly, testing and packing departments for radios have been transferred from this department to the main factory building.

Because of the need for increased shipping facilities—more than 35 cars a day being shipped in season—the refrigerating units and cabinets will be taken to a building with greatly increased railroad track facilities to be grouped for shipment to the different Crosley distributors and for export.

The production of Crosley refrigerators in 1934 was the largest in the



View of part of the refrigerator cabinet assembly department which can turn out 1000 finished cabinets a day.



Section of the final assembly line for refrigerator units in the Crosley factory. Production facilities for Crosley Shelvadors

have been doubled for 1935, making a capacity of 2000 Crosley Shelvador electric refrigerators a day.

Crosley Credit Manager Now Kentucky Colonel . . .

John J. Hope, Jr., credit manager, Crosley Radio Corporation, and treasurer, Crosley Distributing Corporation, received a Christmas present in the form of an appointment as aide-de-camp on the governor's staff with the rank and grade of colonel by Ruby Laffoon, governor of Kentucky.

company's history and its production of radios the greatest since 1929 and may equal 1928, the record year in radio.

Most Sensitive Radio . . .

"I can truthfully say that my Crosley 61 A. F. radio is the most sensitive radio I've ever seen. I wouldn't trade it for any 12-tube set I've ever heard," writes Jim Mundy, of Lookout, W. Va.



Showing Muscatine Just What To Buy . . .

This attractive window display featuring both Crosley Radios and Shelvador Electric Refrigerators keeps faith with the thought that it pays to concentrate on the name "Crosley". No doubt the Ficken Furniture Company, Crosley dealer in

whose window it appeared, found this display to be productive in actual dollars and cents returns. This store is located in Muscatine, Iowa, territory served by Crosley distributor Hardware Products Company of Sterling, Illinois.

New Crosley Dealer . . .

Appointment of Gotkauf's, automobile accessory dealer, as authorized dealer for Crosley radios in the company's fifteen branches in eastern Massachusetts was announced by H. E. Richardson, assistant to the president in charge of sales, Crosley Radio Corporation, Cincinnati.

Mr. Richardson also announced that the Coghlin Electric Company, Crosley distributor, Worcester, Massachusetts, has appointed the W. E. Aubuchon Company, dealers for Crosley radios and refrigerators. This company has eleven stores located in Leominster, Athol, Fitchburg, Hudson, Worcester, Clinton, Marlboro, Winchendon and Gardner.

Worth Twice The Price . . .

Charles M. Smith of Louisville, Kentucky, is mighty proud of his Crosley Fiver. In a recent message, he says:

"Just a word for the Crosley Fiver. At only \$19.99, it is worth twice the price in the service it gives. You are really there with a Crosley."

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 of the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Rhythm Jesters (Crosley Radios).
9:15—Music by Divano (Crosley Radios).
Noon—Salt and Peanuts (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
5:00—Ethel Ponce, blues singer (Crosley Radios).
11:05—Crosley Roamios Concert Orchestra.

TUESDAY

A. M.

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

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
6:00—Around the World (Crosley A. F. Radios).
8:30—Crosley Folies—orchestra—vocalists—dramatic skit—(Crosley Radios).
11:30—Los Amigos—Spanish Music (Crosley Radios and Refrigerators).

WEDNESDAY

A. M.

6:30—Top of the Morning with McCormick Fiddlers (Crosley Battery Radios).
7:30—Rhythm Jesters (Crosley Radios).
11:15—John Barker (Crosley Radios).

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
5:00—Ponce Sisters, harmony duo (Crosley Radios).
6:00—The Norsemen (Male Quartet) (Crosley Radios).

THURSDAY

A. M.

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

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
4:00—Jeanine Macy and Orchestra (Crosley Radios).
11:05—Zero Hour (Crosley Refrigerators).

FRIDAY

A. M.

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

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

P. M.

3:45—Crosley Business News (Crosley Radios for office use).
6:00—Music by Divano (Crosley Tubes).
11:05—Around the World (Crosley A. F. Radios).

SATURDAY

A. M.

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

P. M.

1:30—Crosley Business News (Crosley Radios for office use).
6:00—R. F. D. Hour—Boss Johnston, McCormick Fiddlers, Larry Greuter, accordionist (Crosley Battery Radios).

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

THE GREATEST SALES HELP YOU HAVE EVER HAD!

CROSLY PRESENTS

NEW BEAUTY AND WORLD-WIDE RECEPTION
IN THE NEW 1935

CROSLY RADIOS

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

* Use code word for telegraphic orders to distributors.



*Fortecou

\$19.99

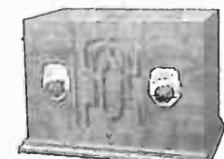
Complete With Tubes and Fabric Carrying Case

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.



*Forteonlux

\$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.



*Fifteto

\$29.95

Complete With Tubes

Dimensions:
7⁷/₈" high,
11³/₄" wide,
6" deep.

FIFTY-TWO

**5 TUBES . AC DC
SUPERHETERODYNE**

● OPERATES on any 110 volt circuit. Has Two Double Purpose

Tubes, Three Gang Tuning Condenser, Automatic Volume Control, Attached Antenna, Pilot Light, Full Floating Moving Coil Electro-Dynamic Speaker. Requires no ground.



*Fiver

\$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.

WESTERN PRICES SLIGHTLY HIGHER

February 1, 1935

The Crosley Broadcaster

DUAL FIVER DELUXE



*Fiverlux

\$29.95

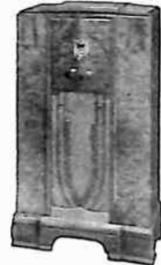
Complete With Tubes

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

5 TUBES . DUAL RANGE SUPERHETERODYNE

● STANDARD broadcasts—550 to 1650 Kc. and police, amateur, aviation broadcasts—1650 to 5000 Kc. Employs Two Double Purpose Tubes, Automatic Volume Control, Three Gang Tuning Condenser, Full Floating Moving Coil Electro-Dynamic Speaker.

FIFTY-FOUR RB LOWBOY



*Fiverluxlo

\$39.95

Complete With Tubes

Dimensions: 36" high, 21 5/8" wide, 11 1/16" deep.



*Sixteen

\$39.95

Complete With Tubes

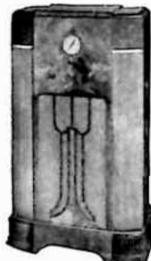
Dimensions: 16 1/8" high, 13 7/8" wide, 8 5/16" deep.

SIXTY-ONE A. F.

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.



*Sixteenlo

\$54.50

Complete With Tubes

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

SIXTY-FOUR MD LOWBOY

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.

614EH THREE BAND ALL-WAVE



*Sixfoteen

\$49.95

Complete With Tubes

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

6 TUBES . Three Band All-Wave Superheterodyne

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

614PG THREE BAND ALL-WAVE LOWBOY



*Sixfortelo

\$65.00

Complete With Tubes

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

714GA THREE BAND ALL-WAVE



*Sevfoteen

\$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



*Sevfortelo

\$85.00

Complete With Tubes

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



*Tentoteen

\$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.



*Tentotelo

\$100.00

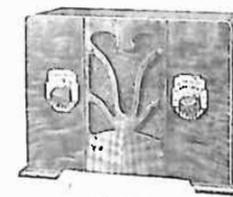
Complete With Tubes

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.



*Batfote

\$19.99

Complete Less Batteries

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

BATTERY FORTY

4 TUBES . Superheterodyne BATTERY RECEIVER

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

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

BATTERY FIVER



*Batfive

\$29.95

Complete Less Batteries

Dimensions: 13 3/8" high, 10" wide, 8 1/2" deep.

5 TUBES . Superheterodyne BATTERY RECEIVER

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

BATTERY FIVER LOWBOY



*Batfelo

\$49.95

Complete Less Batteries

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

BATTERY EIGHT A. F.



*Batate

\$59.95

Complete Less Batteries

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

8 TUBES . American-Foreign BATTERY RECEIVER

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

BATTERY EIGHT A. F. LOWBOY



*Batatelo

\$74.50

Complete Less Batteries

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

WESTERN PRICES SLIGHTLY HIGHER

WESTERN PRICES SLIGHTLY HIGHER

Ready

Here's real
SALES PUNCH!

FOR 1935 PROFITS

The New CROSLY Electric Refrigerators

THE TRI-SHELVADOR

The greatest combination of selling features in the world, including: Shelvador, Shelvatray, Shelvabasket, Storabin, Ventilated Front and many others.



MODEL F-43

1.5 cubic feet NET capacity; 6.15 square feet of shelf space (N. E. M. A. rating). Dimensions: 51 9/16" high, 23 1/2" wide, 23 1/2" deep.

\$139.50

Porcelain Exterior (P-F-43)—\$139.50



MODEL F-55

2.53 cubic feet NET capacity; 11.6 square feet of shelf space (N. E. M. A. rating). Dimensions: 57 1/2" high, 29" wide, 24 1/2" deep.

\$164.50

Porcelain Exterior (P-F-55)—\$164.50



MODEL F-70

7.08 cubic feet NET capacity; 14.9 square feet of shelf space (N. E. M. A. rating). 4 standard ice trays and one double-depth tray. Porcelain interior . . . gleaming white lacquer exterior.

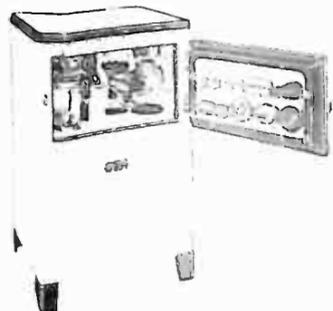
\$189.50

Porcelain Exterior (P-F-70)—\$189.50

THE TABLE SHELVADOR

Here are two Crosley Shelvador models that are priced so amazingly low that they are within reach of ANY pocketbook. They are especially ideal for small homes, apartments, as a second refrigerator in the home, as a beverage cooler, and for summer camps, or cottages.

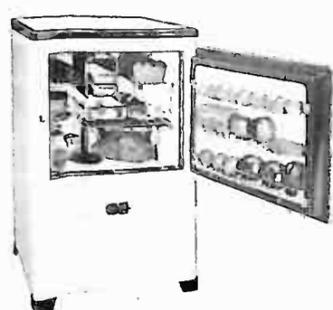
Compact and yet surprisingly roomy, these models occupy a very minimum of floor space. Also the porcelain table top makes them useful as a table as well as a refrigerator.



MODEL FR-20

Has two cubic feet NET capacity; 5.2 square feet shelf space (N. E. M. A. rating). Two ice trays with a total capacity of 42 cubes. Features include: Shelvador, Temperature Control, Porcelain Interior, Rotary Compressor, Chromium Hardware, White Lacquer Exterior. Dimensions: 36" high, 23 1/2" wide, 25" deep.

\$79.50



MODEL FR-30

3.1 cubic feet NET capacity; 7 square feet shelf space (N. E. M. A. rating). 2 ice trays with a total capacity of 42 cubes. Features include: Shelvador, Temperature Control, Porcelain Interior, Rotary Compressor, Chromium Hardware, White Lacquer Exterior. Dimensions: 36" high, 23 1/2" wide, 25" deep.

\$94.50

THE SHELVADOR

Characterized by the sensational Shelvador feature which brought such astounding sales success in the past, the new series of Crosley Shelvador Electric Refrigerators are destined to go far in sales victories in 1935.

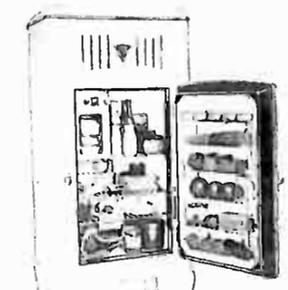
Outstanding value, dependability, high quality, more conveniences, greater "usable" capacity—plus the Shelvador—that is why Crosley Dealers will enjoy unprecedented profits in 1935.



MODEL FA-40

4.00 Cubic feet NET capacity; 8.0 square feet of shelf space (N. E. M. A. rating). 2 ice trays. Porcelain interior . . . gleaming white lacquer exterior. Dimensions: 52 3/4" high, 23 1/2" wide, 25 1/2" deep.

\$112.50

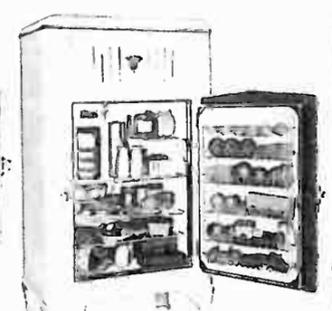


MODEL FA-50

5 cubic feet NET capacity; 11.3 square feet of shelf space (N. E. M. A. rating). 2 standard ice trays and one double-depth tray. Porcelain interior . . . gleaming white lacquer exterior. Dimensions: 50 1/4" high, 25 1/2" wide, 24 1/2" deep.

\$129.50

This model also available with Porcelain Exterior (PFA-50)—\$152.00



MODEL FA-60

6 cubic feet NET capacity; 13.5 square feet of shelf space (N. E. M. A. rating). 3 ice trays and one double-depth tray. Porcelain interior . . . gleaming white lacquer exterior. Dimensions: 56 1/4" high, 30 1/2" wide, 25 1/2" deep.

\$149.50

This model also available with Porcelain Exterior (PFA-60)—\$174.50



MODEL FA-70

7.08 cubic feet NET capacity; 14.9 square feet of shelf space (N. E. M. A. rating). 4 standard ice trays and one double-depth tray. Porcelain interior . . . gleaming white lacquer exterior. Dimensions: 57 1/2" high, 32 1/2" wide, 25 1/2" deep.

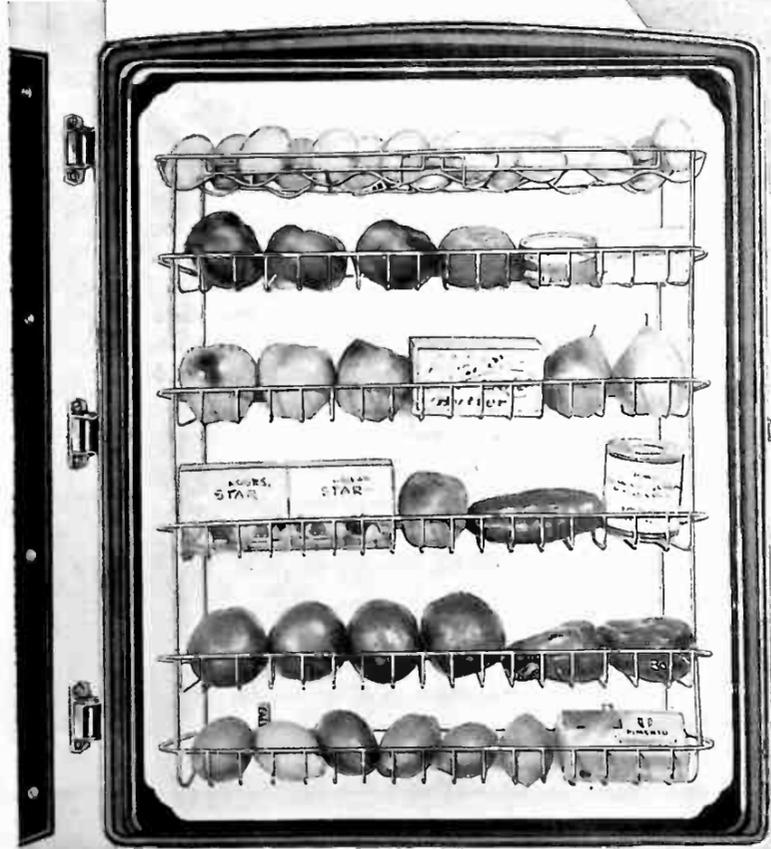
\$169.50

This model also available with Porcelain Exterior (PFA-70)—\$194.50

Here is a slogan that means SALES for every Crosley dealer. For it is at once a claim and a demonstration of a definite, tangible feature that distinguishes the Crosley Shelvador from every other electric refrigerator. It will bring greater sales and profits in 1935 than ever before!

THIS MUCH MORE IN A SHELVADOR..

.. and twice as easy to find.



Approved
BY GOOD HOUSEKEEPING INSTITUTE



ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE
WESTERN PRICES SLIGHTLY HIGHER



Clifford F. Muth is here seen inside his hunting party's log

Deer Hunters Find Real Joy In Crosley Battery Radio . . .

While relating his experiences during a recent hunting trip for deer on Drummond Island, off the upper peninsula of Michigan, Clifford F. Muth tells of the consolation brought by broadcasts through a Crosley Battery Radio when the party was confined to camp because of six days of rain storms. He says, "It would have been very discouraging if it had not been for the fact that in our equipment we brought along a Crosley Battery Radio. While confined in the camp, we were able to continue listening to our favorite programs whether it was Amos 'n' Andy or Byrd in the Antarctic and it helped to smooth out the wrinkles which the weather might otherwise have cramped in our dispositions."

On the journey back home—a four hundred mile trip—the Crosley radio again helped the hunters to pass the time. Mr. Muth says, "Of course, we hooked our radio in the truck again and enjoyed the programs from our home towns and believe me it gives you a feeling of contact with your family even to hear those familiar voices of the radio announcers from the old home town. I will never forget one program which especially appealed to me. It was the one of Boss Johnston from Crosley's RFD Hour telling about the old timers' shoot with the flint locks and the

Max Baer Praises Crosley Radio . . .

A recent letter from Max Baer, World's Heavyweight Boxing Champion, heartily endorses the Crosley Radio. It reads, "I had the pleasure of using a Crosley ten-tube radio during my stay in Yokohama and I wish to say that I was highly pleased with its tone and performance."

As Clear As Life . . .

In Talking Rock, Georgia, Rev. Henry Thomason has been having exceptional results with his Crosley two-tube radio that he has had since 1924. He says:

"I have a Crosley Radio in my home, that is running every day, which I think you would be glad to hear of. It was designed for head phones, but I put a speaker unit and a horn on it and it is now a loud speaker set.

"A set of batteries will last many months. I have heard many high priced sets and I would not turn my set down for many of them. It is just as clear and natural as life. I wish you could hear it then you could really appreciate the Crosley stability."

"When the 'Top O' The Morning' program comes on, I am THERE with my Crosley. Thanks for your many good programs."

cabin while enjoying the broadcasts of a Crosley Battery Radio.

muzzle loaders which was held on Thanksgiving day. We all had expressed ourselves that the radio was the best thing we brought along. If you go on a trip of that kind, be sure that you take a radio that you can depend upon functioning even after long hard traveling and it will help to make the trip more enjoyable."

Many, many thanks, Mr. Muth! Your statement certainly proves the truth of the slogan, "You're There with a Crosley."



Attractive Crosley Display . . .

The Standard Sales Company of Taunton, Massachusetts recently had this attractive display to help boost sales on Crosley Shelvador Electric

Refrigerators. It will be noted that a complete refrigerating unit is in the foreground to serve demonstration purposes.

Another Proud Crosley Owner . . .

Signing his letter, "I'm THERE with a Crosley", W. J. McConnell of Warren, Ohio, writes:

"I have just finished reading your Radio Times and have enjoyed hearing from the proud Crosley owners. I too have been a proud Crosley owner for the last eight years. We bought our first Crosley battery set Christmas of 1925 and two years later bought a Crosley all electric set. We have had the last set for at least six years and have not spent one cent on it for repairs—have not even bought a new tube for it. That almost seems impossible, but it is the truth. The set is playing at least five or six hours every day and in good condition at this time. We expect to have a new set as soon as times get a little better, and it sure will be a Crosley. Our choice, considering the price, is the Crosley Sixty-Four MD Lowboy."

The Best Buy . . .

"We have thoroughly tested the Crosley Sixty-One AF and we think this is the best buy on the radio market today," writes J. L. Stowers Music Company of Key West, Florida.



Georgia Dealer Is Aggressive Advertiser . . .

Recently appointed Crosley dealer, Davison-Paxon, Inc., Atlanta, Ga., affiliated with Macy's, New York, has been aggressively promoting the sale of Crosley Radios in Atlanta, according to Beck and Gregg Hardware Company, local Crosley distributor.

One example of their promotional efforts is the attractive window display shown in the accompanying photograph. This display was quite

timely arranged prior to Christmas in order to take advantage of that buying season. Throughout the month of December, Davison-Paxon ran a series of special Crosley ads in the local newspapers, which produced an increased volume of business.

Having recently sold a number of Crosley Radios for use in Atlanta Schools, this dealer is keeping the name of Crosley before the local public in a novel and effective way.

To continue such lively activities throughout the new year can do nothing but spell increased success.

Three Years Of Perfect Service . . .

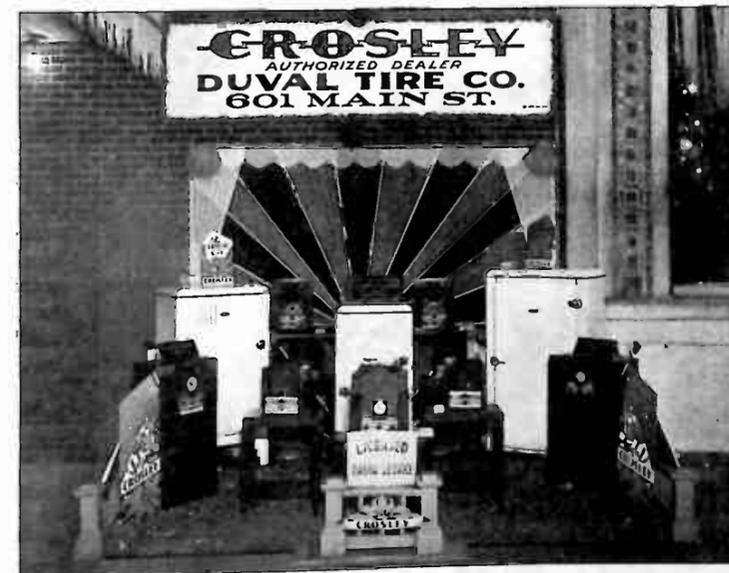
Booth's Branch, Crosley dealer at Shreveport, Louisiana, has recently received this very interesting letter from R. B. Roscoe of that city:

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

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

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

This example of the perfect service and complete satisfaction of Crosley Radios is convincing testimony to their high quality.



Display At Jacksonville Food Show . . .

During a Food Show recently held in Jacksonville, Florida, Crosley Dealer Duval Tire Company arranged this highly attractive display of

Crosley Radios and Shelvador Electric Refrigerators. No doubt this display helped to stimulate increased Crosley business for this firm.

NEW MERCHANDISING HELPS



Newsboy Display For Shelvador . . .

A novel eye-catching display that will be extremely helpful in focusing attention on the exclusive features of the new Crosley Electric Refrigerators. Attractively colored. Only \$1.35 for complete set of display cards. Order from your distributor.

New Shelvador Sales Manual . . .

Brimming from cover to cover with vital information about the 1935 Crosley Electric Refrigerators, this new 96-page sales manual should prove decidedly helpful for every Crosley dealer. It is a simply-understood treatise on all the features and models as well as containing construction information and other material that will help any salesman along the road to profitable sales. Ask your distributor for a copy.



Grocery Boy Display For Shelvador . . .

Another extremely attractive set of cards for window, store or show display of the new Crosley Electric Refrigerators. Order a set now from your Crosley distributor. Only \$1.35 complete.

Attractive Shelvador Circular . . .

The new Shelvador circular is one of the most attractive we have ever seen. It is printed in four colors, contains selling copy, features and illustrations and descriptions on all the new refrigerator models. It is just the thing for use as an envelope stuffer, to pass out at the store or to leave with prospects on "home" calls. Every Crosley dealer should get a supply at once. Order from your distributor.

New Neon Sign . . .

Here is an outstanding Crosley neon sign that should prove helpful in identifying your place of business as a dealer in Crosley radios and Shelvador refrigerators. The price of this sign is so remarkably low—only \$10.00—that you will agree it is an exceptional buy. Order from your Crosley distributor.



CROSLY SERVICE SUPPLEMENT

MODEL 2-C-1

Specifications

Model 2-C-1 is a two tube tuned radio frequency receiver designed for operation from AC or DC 110 Volt electric circuit.

Tubes And Voltage Limits

The following are the tubes and voltages meas-

ured from tube contact to negative line with 250,000 ohm 250 Volt voltmeter with receiver in operating condition but with no signal to the antenna, and with a line voltage of 117.5 Volts 60 cy. AC-DC Voltages approximately 90% of values shown.

Tube	Position And Use	Plate	Scr. Grid	Control Grid	Cathode	PL	GL	KL	Filament
6-F-7	R. F. and Regen. Det.	125	125	0	5-30	30	0	—	6.5
12-A-7	A. F. and Rect.	115	125	0	10	117.5	—	135	12.5

VOLTAGE LIMITS ARE PLUS OR MINUS 10% OF VALUES GIVEN

Circuit

Referring to diagram.

The signal enters through antenna and is stepped up by antenna transformer (2) the secondary of which is tuned to the desired signal by one section of the variable condenser (4). This signal activates the pentode section of the 6-F-7 tube. The amplified signal is again stepped up in the R. F. Transformer (3) whose secondary is tuned by the other section of the variable condenser, and this amplified signal is fed into the triode section of the 6-F-7 tube which is operating as a detector. The gain in both sections of this tube is controlled by the volume control (6) which also acts as a grid resistor for the pentode section of the output tube 12-A-7. Resistor (18) serves as the plate resistor for the detector. The signal is coupled to the output pentode through coupling condenser (11) is amplified and then activates the speaker motor. This motor is mechanically connected to the front

of the cabinet which serves as the speaker diaphragm.

Condenser (12) is the 6-F-7 cathode bypass and condenser (14) is the bypass between chassis and negative line.

The 12-A-7 bias resistor (19) and bypass condenser (17) are combined with condensers (15) and (16) as part of the filter circuit. Resistor (5) is also part of this filter which serves to smooth the B supply from the rectifier section of 12-A-7 tube.

Condenser (10) is the hum modulation suppressor condenser and resistor (8) is a series filament resistor contained in the power supply cable.

Speaker

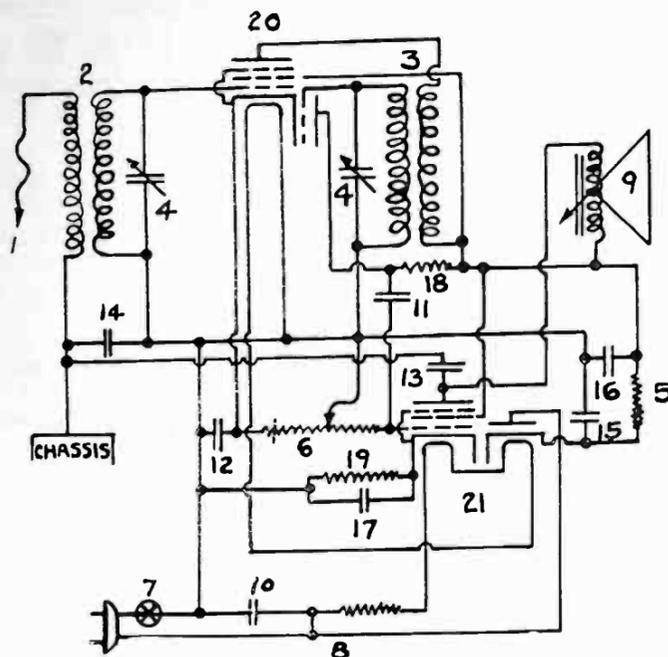
The front of cabinet is the speaker diaphragm. If chassis is to be removed from cabinet the speaker drive rod is unsoldered from speaker motor as explained on instruction card. Do not use glue to fasten front in cabinet. This front is held in place with Hydrolene.

PARTS LIST—MODEL 2-C-1

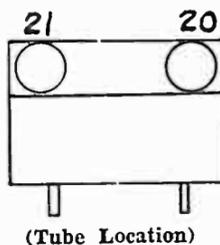
INSTRUCTIONS FOR ORDERING—Give part number, description of part, and serial number of receiver on which part is to be used. If article wanted is not listed separately, then that part of complete assembly containing this article should be ordered. Goods shipped on open account to Crosley Wholesale Distributors only. Cash must accompany Dealer and Consumer orders. Prices are subject to the usual trade discounts, and are subject to change without notice.

Qty.	Part No.	Description	Item	List Each	Qty.	Part No.	Description	Item	List Each
1	G33-32000	Antenna Trans.	2	.55	1	W34712	.25 Mfd. 160 V.	12	.20
1	G21-32001	R. F. Trans.	3	.60	1	W34714	.008-.05 Mfd. 160 V.-160 V.	13-14	.20
1	G8-33001	Variable Condenser	4	2.25	1	W34704A	10.-16.-8. Mfd. 100 V.-100 V.-20 V.	15	.15
1	W34698B	Volume Control & Switch	6-7	1.00				16-17	2.00
1	G49-28807	6F7 Socket	20	.10					
1	G77-28807	12A7 Socket	21	.10					
1	G7-34400	Tube Connector Assem.		.05					
1	G8-34400	Tube Connector Assem.		.05					
1	B34702B	Resistance Cable and Plug (325 Ohms)	8	.70					
1	223M-B	Speaker Unit	9	2.33					
1	W34710	Speaker Bracket		.05					
FILTER & BY-PASS CONDENSERS									
1	W34711	.02 Mfd. 110 V.	10	.15					
1	W34713	.006 Mfd. 160 V.	11	.15					
RESISTORS									
2	W22514	750 Ohm Flex.	5-19	.15					
1	21451	1 Megohm	18	.15					
1	4AC	Cabinet (Ship Design)		.67					
1	4AE	Cabinet (Artists Pictures)		.67					
1	G1-34822	4AC Cabinet Front		.30					
1	G2-34822	4AE Cabinet Front		.30					
1	B34710	Cabinet Back		.05					
1	L-34885	Speaker Pin Assem.		.05					
2	W2244B	Knobs		.10					

* Figures in 2nd last column refer to parts shown in diagram.



CIRCUIT DIAGRAM OF MODEL 2-C-1



CHANGE NOTICE

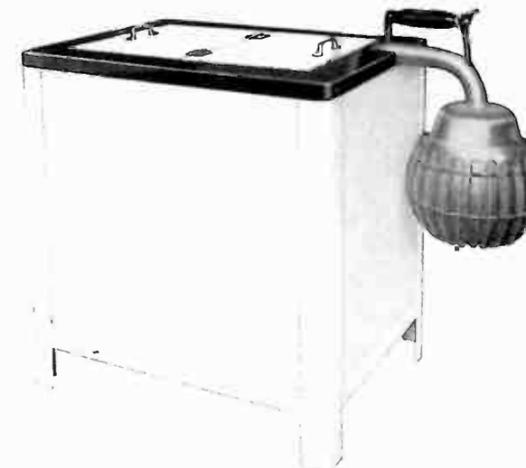
There have been changes in the part numbers of some of the Antenna, Radio Frequency, Intermediate Frequency and Oscillator Coils used in Crosley receivers. Below is a list of the old and the corresponding new numbers of the coils affected.

OLD	NEW	OLD	NEW	OLD	NEW
G2-25968	G13-32001	G7-25444	G3-32004	G8-24995	G11-32000
G5-25968	G8-32001	G12-24996	G6-32002	G10-24995	G25-32000
G8-25968	G5-32001	G13-24996	G8-32002	G14-24995	G16-32000
G9-25968	G9-32001	G32-24996	G20-32002	G25-24995	G12-32000
G10-25968	G7-32001	G33-24996	G7-32002	G28-24995	G7-32000
G3-25445	G4-32003	G18-24996	G12-32002	G29-24995	G26-32000
G4-25445	G2-32004	G21-24996	G11-32002	G30-24995	G15-32000
G10-25445	G11-32004	G7-24995	G15-32000	G31-24995	G14-32000

Extra Profits!

with the new **CROSLY ICYBALL**

Now every Crosley dealer can fulfill the refrigeration needs of any small town or rural home that is not wired! For here is the marvelous, new Crosley Icyball—the satisfying answer to every unwired home's need for dependable, economical, practical mechanical refrigeration. Think of the homes



in your community that will say Thank you when you show them this beautiful new Icyball that is priced so low that it is within reach of practically everyone. Now is the time for every dealer to aggressively promote this amazing refrigerator. You are urged to ask your Crosley distributor for complete details now!

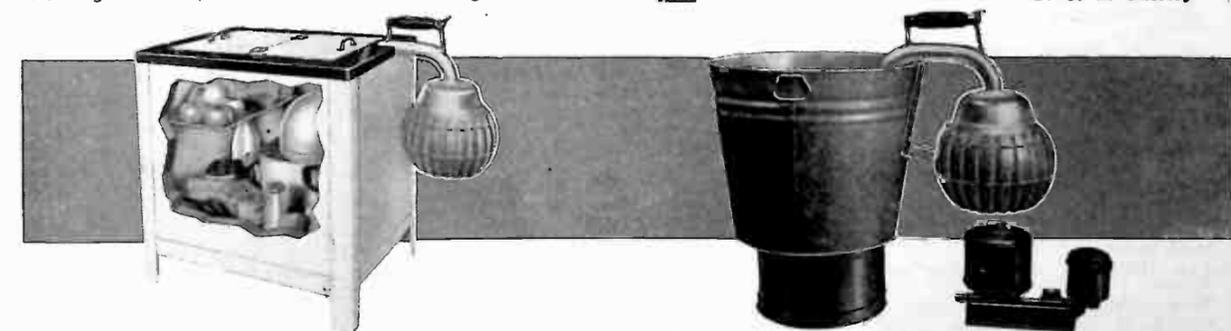
THE ONLY PRACTICAL MECHANICAL REFRIGERATOR THAT REQUIRES NO GAS OR ELECTRICITY

The Crosley Icyball Refrigerator provides the benefits of mechanical refrigeration to every home no matter where located, for it does not require electricity or gas. It has no moving parts, requires no oiling and has no odor. It is absolutely noiseless. The refrigerant needs no replenishing—no chemicals to add. And its upkeep cost is only a few cents a day.

The Icyball has a gross capacity of 4 cubic feet. A freezing tray makes 14 ice cubes. Interior is of 24 gauge galvanized iron. Gleaming white lacquer exterior with black trimmings. Insulated

with Balsam Wool— $3\frac{1}{2}$ " on bottom, $3\frac{1}{4}$ " on sides, $1\frac{1}{2}$ " on top. Rubber gasket under lid. Outside Dimensions: $28\frac{1}{2}$ " high, $27\frac{1}{8}$ " wide, $24\frac{7}{8}$ " deep. Inside Dimensions: $19\frac{1}{4}$ " high, $20\frac{1}{4}$ " wide, 18" deep.

Price Includes Cabinet, Stove, Icyball Unit, Stabilizer and Tub.
ONLY \$59.95
F. O. B. Factory



As can be seen in this cross-section view of the Crosley Icyball, there is generous space to facilitate the arrangement of all food items. Ample room is provided for storing bottled goods.

At the right side, underneath the cold ball is seen the stabilizer which retains sufficient coldness to prevent the refrigerator from becoming warm while preparing the Icyball unit.

The freezing unit consists of two special metal balls joined together by a strong metal tube. These balls contain a harmless liquid refrigerant hermetically sealed. The cold ball is submerged in a tub of water while the hot ball is placed over the stove. This is "cooked" for one hour to force the refrigerant into the cold ball, which is then placed inside the cabinet. The refrigerant gradually vaporizes and returns to the hot ball, which action keeps the inside of the refrigerator uniformly cold.

THE REFRIGERATOR FOR UNWIRED HOMES

**WATCH
YOUR SALES CLIMB
WITH THE**

CROSLLEY "CENTURION"

**IT HAS EVERYTHING . . . Plus . . .
The Sensational New Weather Band**

What a buying wave the Crosley Centurion will create in your community! It is destined to be the most talked-about radio of 1935. This great new 10-tube receiver gets and gives more than any other radio. It receives American, Foreign, police, amateur and aviation broadcasts PLUS the new weather band—for nation-wide weather reception. Thousands of people will come to dealers' showrooms to see . . . to hear . . . to buy this most sensational radio.



CROSLLEY CENTURION

The ultimate in beauty, performance, quality and value! You'll like the design, the lines, the harmonious blending of choice woods, the brass and figured walnut veneer across the front panel. Platters are of select walnut veneer. Sides and top are of walnut veneer. **\$79.50**

Dimensions: 10 1/2" high, Complete 10 1/4" wide, 10" deep. With Tubes Western Price Slightly Higher

57 BRILLIANT FEATURES

- 1 Uses 10 tubes, two of which are double purpose.
- 2 Five tuning bands are used.
- 3 Covers all short wave bands up to 22,000 Kc. (22 megacycles.)
- 4 Covers weather and aircraft beacon band.
- 5 Doublet antenna terminals.
- 6 Incorporates automatic volume control.
- 7 Automatic volume control system is delayed.
- 8 Automatic volume control is retro-active.
- 9 Incorporates broad-acting automatic volume control.
- 10 Has audio frequency automatic volume control.
- 11 Three gang tuning condenser is used.
- 12 Tuned radio frequency amplification is used in all five tuning bands.
- 13 Sensitivity is increased automatically in the three short wave bands when the switch is thrown to any one of these three bands.
- 14 Uses split stator variable gang condenser.
- 15 Gang condenser has ball bearings.
- 16 Four point rubber suspension on variable gang condenser.
- 17 Heavy gang condenser suspension cradle.
- 18 Uses pentagrid converter tube.
- 19 Oscillator tube socket rubber mounted.
- 20 Has modulator oscillator circuit neutralized.
- 21 Oscillator plate voltage supply is quadruple filtered.
- 22 All coils impregnated.
- 23 All radio frequency and intermediate frequency coils are completely shielded.
- 24 All radio and intermediate frequency tubes are individually shielded.
- 25 Extra heavy welded tube shields used.
- 26 Uses nine tuned circuits in each band.
- 27 There are a total of 23 adjustable tuned circuits.
- 28 All tuned circuits independently peaked.
- 29 Radio frequency coils not in use for given bands are short-circuited out.
- 30 Litzendraht used on intermediate frequency transformer.
- 31 Intermediate frequency transformer coils triple sectionally wound.
- 32 Intermediate frequency trimmer condensers mounted on steelite base.
- 33 Linear diode audio detector used.
- 34 Both audio and automatic volume control circuits have a very high AC-DC ratio.
- 35 High fidelity resistance coupled audio amplification used throughout.
- 36 Triode audio amplifier.
- 37 Triode phase inverter.
- 38 Super power push-pull power pentode output.
- 39 Has continuously variable tone control.
- 40 Uses heavy-duty, high-wattage metal to metal contact tone control.
- 41 Phonograph attachment terminals optional.
- 42 Large pot moving coil dynamic speaker.
- 43 Table model speaker 8" diameter—console model 12" diameter.
- 44 Rubber speaker suspension.
- 45 Rubber chassis suspension pads.
- 46 Built to underwriter's standards.
- 47 Oversize power transformer.
- 48 Universal power transformer optional.
- 49 First filter condenser is of wet electrolytic type to insure proper regulation and protection.
- 50 Chassis has ventilated metal bottom.
- 51 Filter choke used.
- 52 Center tapped filament resistor used.
- 53 Two color dial.
- 54 Dial provided with band spread pointer.
- 55 Ball bearing two speed dial drive.
- 56 Two dial lights are provided.
- 57 Dial light diffusers are provided.



CROSLLEY CENTURION

Lowboy

It puts new beauty in the living room and the world and the weather at your fingertips. The cabinet, front panel of center matched figured walnut veneer is effectively framed with California Claro walnut veneer on the platters, sides, arch and top. **\$100.00**

Dimensions: 40 1/2" high, 25 1/2" wide, 12 1/2" deep. Complete With Tubes Western Price Slightly Higher

THE RADIO ACHIEVEMENT OF 1935!