

# THE CROSLEY BROADCASTER

VOLUME 14

FEBRUARY 15, 1935

NUMBER 2

*WLW stars play role of housewives and  
learn that there's nothing like a Shelvador.*





### Orders Are 400 Percent Ahead Of Last Year . . .

Approximately 300 Crosley dealers attended the recent dealer meeting of the Ontario

Electric Company, Crosley distributor of Buffalo, to see the new 1935 Crosley Shelvador

electric refrigerators and Crosley radios. That business is good is shown by the fact that orders were 400 per cent ahead of a year ago.

## DEALER MEETINGS EVERYWHERE REFLECT UNLIMITED ENTHUSIASM OVER 1935 CROSLY LINE

In every section of the country—from north to south and east to west—Crosley dealers are expressing great enthusiasm for the sales outlook of 1935 Crosley Shelvador refrigerators and Crosley radios. The high degree of optimism is reflected in the large increase of orders over last year placed at the dealer meetings held by the various Crosley distributors. Reports from a few of these dealer meetings follow:

### 100 Percent Gain At Hartford

Orders for Crosley Shelvador electric refrigerators exceeding by 1,000 (one thousand) per cent those for the same period a year ago, have been taken by the Hartford Electric Supply Company, Hartford, Conn., for shipment by March 1st, T. J. O'Brien, president of that company announced today.

"We have already signed up as many as we had signed by March 15th last year, and our dealers are giving us shipping schedules and demanding immediate shipments, whereas last year we did not begin deliveries before February 15th," Mr. O'Brien stated. "In fact, last year few dealers would accept ship-

ments, even of samples, before April 1st."

### 300 Dealers Meet At Buffalo

The new 1935 models of the Crosley Shelvador electric refrigerators were shown by the Ontario Electric Company, Crosley distributors, of Buffalo, N. Y., to about 300 Crosley dealers of this territory.

A dealers meeting was held in the afternoon, followed by a dinner and floor show in the evening.

Ernest Kronson, president of the Ontario Electric Company, presided at the meeting. Neil Bauer, Crosley field sales manager, spoke on the new features of the 1935 Crosley Shelvador electric refrigerators, and J. L. Block, general sales manager, Ontario Electric Co., outlined the year's advertising and sales promotion plans.

### American Electric Dealers Order Over Carload

"Our meeting this year was the most enthusiastic of any that we have had during the thirteen years that we have been Crosley distributors," says H. Borchardt, Jr., of American Electric Company, St. Joseph, Missouri.

About 100 Crosley dealers from Missouri, Kansas, Nebraska and Iowa attended this special program and sales meeting. It marked the opening of the new conference and show room only recently completed on the second floor of the American Electric Company building.

The entire line of Crosley Shelvador electric refrigerators and Crosley radios was shown. Russell Perk, of American Electric, directed the program and talks were made by G. C. McKee, Herman Borchardt and M. Burgin, also of that company, and Don Crosby, Crosley district manager.

Practically all dealers attending the meeting placed initial orders totaling considerably more than a carload of refrigerators in addition to radios.

### Wichita Looks For Big Increase

With an attendance of about 75 Crosley dealers, the Stimpson Sales & Investment Company presented the 1935 Crosley Shelvador electric refrigerators and Crosley radios at a meeting held at Wichita, Kansas. George H. King, president and the new models and merchandising pro-

gram for the season were presented by Don Crosby, Crosley district manager.

"Dealers are enthusiastic about the new line," Mr. King reported. "All look for a big increase in business this year, and liberal commitments were made for the new Shelvadors. A good volume of orders was received for Crosley Icy Ball refrigerators, also."

### Chicago Orders 287 Percent Over 1934

Orders booked at the meeting of Crosley dealers held at the Medinah Athletic Club by the Crosley Distributing Corporation of Chicago, exceeded those booked last year by 287 per cent, C. S. Tay, manager, states. "Four hundred and fifty-seven dealers attended, and the universal feeling that business will be very good in 1935 was evidenced by the heavy commitments placed by dealers who gave shipping schedules with orders, calling for shipment starting at once," said Mr. Tay. Leonard Kellogg, manager of the Crosley Distributing Corporation, Cincinnati, attended the meeting.

### Connecticut Dealers See New Line

The 1935 line of Crosley Shelvador electric refrigerators was shown to Crosley dealers of Connecticut at the Hotel Bond in Hartford, Conn. The meeting was held under the auspices of the Hartford Electric Supply Company, Crosley distributor, Hartford.

A feature of the presentation was a talking motion picture depicting the steps in the manufacture of the Crosley refrigerator, together with interior scenes of the Crosley factory.

Thomas O'Brien, president of the Hartford Electric Supply Company, introduced Neil Bauer, Crosley field sales manager, who explained the new features of the 1935 Crosley electric refrigerators. Following the meeting a buffet supper was served.

### Louisville Shows 50 Percent Gain

The Cooper Louisville Company, Crosley distributor of Louisville, Ky., was host to 200 Crosley dealers from Kentucky and southern Indiana at a showing of 1935 model refrigerators and radios, and a banquet at the Kentucky hotel in the evening. J. E. Johnson, president of the Cooper Louisville Company, S. J. Rapier, vice president, and C. H. Carey, district manager for the Crosley Radio Corporation, spoke at the meetings. After the meeting Mr. Johnson stated that dealers' commitments were 50 per cent greater than last year's business.

### Optimistic At Quincy

About 70 Crosley dealers attended the meeting held by the Tenk Hardware Co., Crosley distributors, Quincy, Ill., at which the 1935 lines of Crosley Shelvador electric refrigerators and Crosley radios were shown. Howard Souther, Crosley district manager, reported orders substantially in excess of those placed a year

ago. Great enthusiasm was shown over the new models and everyone was optimistic over the 1935 outlook.

### Dallas Electric Holds Meeting

Approximately 125 Crosley dealers from northwest Texas met at the Hotel Adolphus in Dallas, Texas, to view the new 1935 lines of Crosley Shelvador electric refrigerators and Crosley radios. The meeting was held under the auspices of the Dallas Electric Supply Company, Inc., Crosley distributors. H. B. Green, president of the company, was in charge of the meeting. H. L. Roper, Crosley district manager, presented the new lines to the dealers and outlined the Crosley merchandising plans for 1935.

### Kansas City Dealers Dauntless In Sub-Zero Weather

More than 100 Crosley dealers of the Kansas City territory recently defied the sub-zero weather that descended on the city from the Northwest to attend the meeting held by the Glasco Electric Company at the President Hotel.

"In spite of the cold wave that descended on us the night previous to our meeting we had an attendance of better than 100 dealers," states G. R. Hayden, merchandising manager of the Glasco Electric Company. "A great amount of enthusiasm was shown, and the result in actual orders was so far ahead of last year as to insure a much higher place in the

(Continued on Page 12)



### Banquet Completes Happy Day In Jackson . . .

Judging from the smiles of contentment on the faces of this group of Crosley dealers in at-

tendance at the meeting of C. E. Hamlin Sales Company, Jackson, Michigan, this happy

day of seeing the 1935 Crosley refrigerators and radios is the forerunner of many, many profit days for this year.



### Powel Crosley, Jr., Stops At Nashville While Enroute To Florida . . .

Powel Crosley, Jr., president of Crosley Radio Corporation, recently landed his speedy new Northrop Delta at the Nashville airport to take aboard W. L. Evans, president and general manager of Castner-Knott Co. and Mrs. Evans, and have a few minutes' conference with Wheless Gambill of the Gambill Distributing Company, Crosley distributors.

Charlie Dressen, former manager of the Nashville Vols, appears to be in "solid" with his new boss, the owner of the Cincinnati Reds. "Yes," Mr. Crosley responded to inquiry, "Dressen will pilot the Reds next year. He did a fine job last year."

And, commenting on the year's outlook for the Cincinnati club, he added, "There will be lots of color in this year's club. Of course we are losing several veterans. With so many youngsters, we may not come through for the pennant this year, but we expect to do better than last."

Mr. Crosley, whose sporting interests include besides baseball, horses, hunting and fishing, also aviation, flies a little himself and owns three planes.

During the winter he "commutes" between Cincinnati and Sarasota, where his family winters. He enjoys flying, but his aim in using an airplane for the long trips to and from Florida is time saving. "I kid myself into thinking I save a lot of time," he explained with a smile. "I don't know that my time is as valu-

able as that, but when I have to go somewhere I like to get there in a hurry."

Mr. Crosley made the hop from Cincinnati to Sky Harbor on this trip in an hour and twenty-five minutes. American Airlines' scheduled flying time for the trip is two hours and thirteen minutes.

The Delta, one of the fastest ships now built in the United States, has a top speed of 225 miles per hour. It is powered with a Wright Cyclone motor, which develops 715 horsepower. The club cabin of the Crosley plane accommodates six passengers and is furnished with a settee.

The flying party included Mr. and Mrs. B. G. Dawes, the former being a nephew of Gen. Charles G. Dawes, and Eddie Nirmaier, pilot, and Teddy, Nirmaier's spaniel, a veteran air traveler. When the cabin door is opened Teddy scuttles up the wing to his post inside. He is the first to deplane after landing.

Mr. Evans, who with Mrs. Evans, will be Crosley's guest at Sarasota, was formerly secretary of the Crosley Radio Corporation, and is an old friend of the Crosleys.

After he had safely landed the new speed plane at St. Petersburg, Pilot Nirmaier traveled back to Cincinnati by train to bring down a Douglas amphibian, one of the Crosley fleet, which Mr. Crosley uses for duck hunting and fishing about Florida waters.

While recently enroute from Cincinnati to Sarasota, Florida, Powel Crosley, Jr., paused at Sky Harbor, Nashville to take aboard friends who were his guests at Sarasota and to confer briefly with Wheless Gambill, head of the Gambill Distributing Company, Crosley distributor at Nashville. Reading from left the picture shows: B. G. Dawes and Mrs. Dawes of Cincinnati; W. L. Evans, president and general manager of Castner-Knott Company, Nashville; Mr. Crosley, Mrs. Evans and Mr. Gambill. In rear is Eddie Nirmaier, pilot.

### Short-Wave Fan Hears Thrilling Sea Disaster That Cost 17 Lives . . .

Listening in on short-wave radio conversations in a great sea disaster was the experience of Edwin T. Noll, of Cincinnati, when he recently tuned in his Crosley 61 American and foreign radio on the short-wave band. Going over the dial he picked up some excited talk. Much of it was not clear, part being in broken English and part what seemed to be foreign. Imagine his startling surprise when he found that he was listening to a great sea disaster and an attempted rescue.

It was when he turned in around 12.25 megacycles that he picked up the peculiar noises and excited conversation about the foundering of the 3500-ton British freighter Usworth and her crew of 26 and the attempted rescue of the crew by the British steamer Ascania and the Belgian steamer Jane Jadot some 800 miles off Newfoundland, or about 2400 east of Cincinnati. Seventeen seamen lost their lives, including some of the rescuers.

Oil poured on the gale-whipped seas in mid-Atlantic in a frantic effort to rescue the crew of the crippled British freighter resulted in ironic tragedy as the seamen choked to death on the oil when a lifeboat was capsized.

Terse radio messages from the Jadot told the story of the disaster to the world and those who happened to be listening in on their short wave sets had an experience they will never forget. The Jean Jadot saved ten persons. The Ascania reported that it had taken off nine survivors, including the captain, from the Usworth.

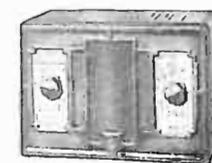
## CROSLEY PRESENTS

NEW BEAUTY AND WORLD-WIDE RECEPTION  
IN THE NEW 1935

# CROSLEY RADIOS

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

\* Use code word for telegraphic orders to distributors.



\*Fortecone

\$19.99

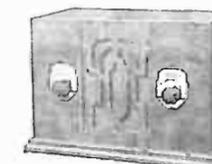
Complete With Tubes and Fabric Carrying Case

Dimensions:  
6¾" high,  
9⅝" wide,  
4½" 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.



\*Forteconlux

\$22.50

Complete With Tubes

Dimensions:  
7¾" high,  
10¾" wide,  
5" deep.

FORTY-ONE DELUXE

4 TUBES . AC DC  
SUPERHETERODYNE

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



\*Fiver

\$19.99

Complete With Tubes

Dimensions:  
11⅝" high,  
10" wide,  
7¾" deep.

FIVER

5 TUBES  
SUPERHETERODYNE

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

534 CC A. F.



\*Fithrefo

\$32.50

Complete With Tubes

Dimensions:  
17" high,  
13½" wide,  
8¾" deep.

5 TUBES . American-Foreign  
SUPERHETERODYNE

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

534 QE A. F.  
LOWBOY

\$47.50

Complete With Tubes

Dimensions:  
36" high,  
22¼" wide,  
11¾" deep.



\*Fithrefolo

WESTERN PRICES SLIGHTLY HIGHER

**SIXTY-ONE A. F.**



\*Sixteone

**\$39.95**

Complete With Tubes

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

**6 TUBES . American-Foreign SUPERHETERODYNE**

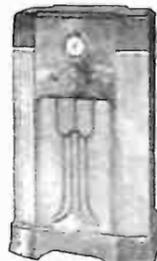
● AMERICAN broadcasts—550 to 1700 Kc. and Foreign broadcasts 5,800 to 15,300 Kc.—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

**SIXTY-FOUR MD LOWBOY**

**\$54.50**

Complete With Tubes

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



\*Sixteone

**614EH THREE BAND ALL-WAVE**



\*Sixfoteen

**\$49.95**

Complete With Tubes

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

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

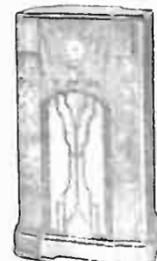
● AMERICAN broadcasts — (540-1650 Kc.)—Police, amateur, aviation broadcasts (1650-5000 Kc.)—Foreign broadcasts (5800-15,350 Kc.)—Illuminated Airplane Type Dial—Automatic Volume Control—Three Gang Tuning Condenser—Full Floating Moving Coil Electro-Dynamic Speaker.

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

**\$65.00**

Complete With Tubes

Dimensions: 36 1/2" high, 22 7/8" wide, 12 1/16" deep.



\*Sixfortelo

**714GA THREE BAND ALL-WAVE**



\*Sevfoteen

**\$65.00**

Complete With Tubes

Dimensions: 18 3/8" high, 16 1/4" wide, 10 1/4" deep.

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

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

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

**\$85.00**

Complete With Tubes

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



\*Sevfortelo



\*Tenfoteen

**\$79.50**

Complete With Tubes

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

**CENTURION**

**10 TUBES . All-Wave SUPERHETERODYNE**

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



\*Tenfotelo

**\$100.00**

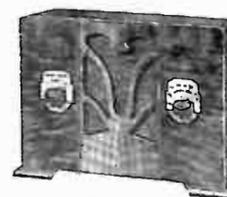
Complete With Tubes

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

**CENTURION LOWBOY**

**10 TUBES . All-Wave SUPERHETERODYNE**

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



\*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**



\*Batfve

**\$29.95**

Complete Less Batteries

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

**5 TUBES . Superheterodyne BATTERY RECEIVER**

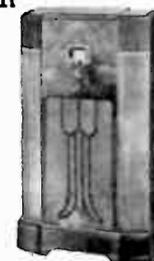
● GENUINE superheterodyne chassis. Designed for use with 2 volt air-cell "A" battery. Has Pentode Output, Airplane Type Dial, Permanent Magnet Speaker.

**BATTERY FIVER LOWBOY**

**\$49.95**

Complete Less Batteries

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



\*Batfve



\*Batslx

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



\*Batslx

**\$84.50**

Complete Less 6-Volt Battery

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

**BATTERY SIX LOWBOY**

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

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

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

**BATTERY EIGHT A. F.**



\*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**

**\$74.50**

Complete Less Batteries

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



\*Batate

WESTERN PRICES SLIGHTLY HIGHER

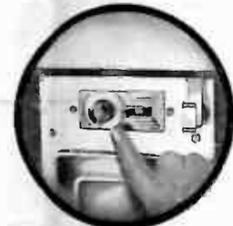
WESTERN PRICES SLIGHTLY HIGHER

# HERE IS 1935 PROSPERITY FOR YOU!

## A FEW OUTSTANDING SHELVADOR FEATURES



Automatic Interior Light illuminates interior whenever door is opened.



Temperature Control enables user to speed up freezing of ice cubes and frozen dishes.



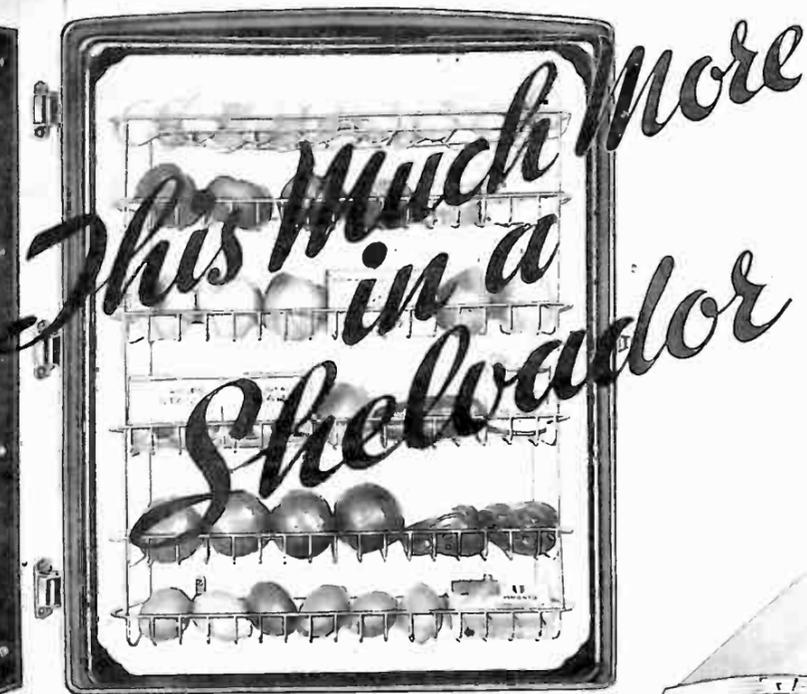
Flat Bar Shelves makes it easy to slide dishes in or out.



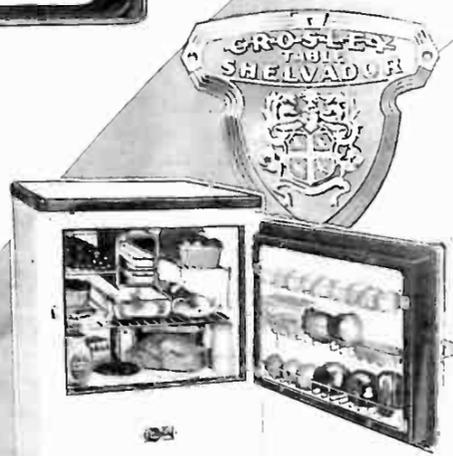
Self-Contained Removable Unit can be removed by merely lifting out of top of cabinet.



Porcelain Interior of rounded corners and stainless bottom.



Anyone can instantly see how much more "usable" space a Crosley Shelvador has than any other electric refrigerator of similar rated capacity. This exclusive Crosley feature, the Shelvador (shelves in the door) provides about 50% more "usable" capacity. It's twice as easy to find things in the Shelvador — there's a place for everything and everything is in front of you . . . right at your finger tips.



THE TABLE SHELVADOR  
MODEL FR-30

Priced so amazingly low that it is within reach of every pocketbook, the Table Shelvador is especially ideal for small homes, apartments, as a second refrigerator in the home, as a beverage cooler and for summer camps or cottages.

Compact and yet surprisingly roomy because of the Shelvador feature, the Table Shelvador occupies a very minimum of floor space. Also the porcelain table top makes it useful as a table as well as a refrigerator. Employs marvelous new Rotary Compressor.

Model FR-20—Two cubic feet NET capacity; 5.2 square feet shelf space. 2 ice trays. Dimensions: 30" high, 23 1/2" wide, 25" deep. . . . \$79.50

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

Yessir! Here is real prosperity for every Crosley dealer. Here is the new Shelvador that is already sweeping the country in unprecedented sales. Here is a feature that is undeniably the greatest achievement in electric refrigeration. Here is appeal that carries with it real sales punch. The Shelvador—plus outstanding value, dependability, high quality, and conveniences, trouble-free service — that points to 1935 prosperity for you!



MODEL FA-50  
THE SHELVADOR

Characterized by the sensational Shelvador feature that has been acclaimed the greatest development since electric refrigeration. Provides 50% more usable space and makes things twice as easy to find. An exclusive patented Crosley feature. A few of the other outstanding Crosley features are shown on this page.

Outstanding value, high quality, dependability, more conveniences, greater usable capacity—all these are a part of every Crosley Shelvador Electric Refrigerator.

Model FA-40—4.00 cubic feet NET capacity; 8.6 square feet of shelf space. 2 ice trays. 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. 2 standard ice trays and one double-depth tray. Dimensions: 56 1/4" high, 25 3/4" 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. 3 ice trays and one double-depth tray. Dimensions: 56 1/4" high, 30 3/4" wide, 25 3/4" deep. . . . \$149.50

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

Model FA-70—7.08 cubic feet NET capacity; 14.0 square feet of shelf space. 4 standard ice trays and one double-depth tray. Dimensions: 57 1/2" high, 32 3/4" wide, 25 3/4" deep. . . . \$169.50

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



MODEL F-55

## THE TRI-SHELVADOR

In all refrigerator history, nothing has ever approached the Crosley Tri-Shelvador Electric Refrigerator in beauty, features or convenience. Of course, it includes the amazing Shelvador, that has revolutionized all ideas of electric refrigerators. All that has been said of the Shelvador—that it increases the usable capacity by 50%, makes things instantly findable, provides a place for everything . . . is true of the Crosley Tri-Shelvador. But that isn't all. The new Crosley Tri-Shelvador in addition to the regular Crosley features, has these added features—Shelvatray, Shelvabasket, Storabin and Self-Closing Door to Ice-Tray Chamber.

The Tri-Shelvador is a combination of features and beauty that will bring everlasting pride and satisfaction.

Model F-43—4.3 cubic feet NET capacity; 9.15 square feet of 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

Also available with Porcelain Exterior (PF-43) \$159.50

Model F-55—5.51 cubic feet NET capacity; 11.6 square feet of shelf space. 3 standard ice trays, and one double-depth tray. Dimensions: 57 1/2" high, 29" wide, 24 1/2" deep. . . . \$164.50

Also available with Porcelain Exterior (PF-55) \$187.00

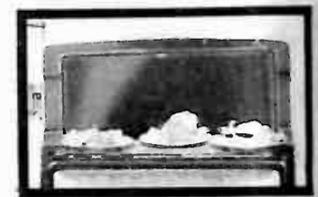
Model F-70—7.08 cubic feet NET capacity; 14.0 square feet of shelf space. 4 standard ice trays, and one double-depth tray. Dimensions: 58 3/4" high, 32 3/4" wide, 25 3/4" deep. . . . \$189.50

Also available with Porcelain Exterior (PF-70) \$219.50

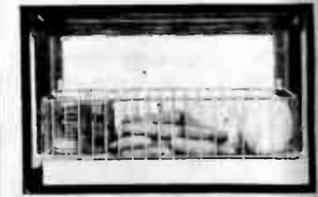
## TRI-SHELVADOR FEATURES



Ventilated Front. Maintains proper circulation of air around unit.



Shelvatray. Handy auxiliary shelf and serving tray.



Shelvabasket. Ideal for greens, carrots, canned goods and the like.



Storabin. For potatoes, onions and other bulk items.

WESTERN PRICES SLIGHTLY HIGHER

ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE

# CROSLEY SHELVADOR and TRI-SHELVADOR



### St. Joseph Dealer Group . . .

American Electric Company of St. Joseph, Missouri, recently had the most enthusiastic dealer meeting ever held during the

(Continued from Page 5) field than we have heretofore enjoyed in this territory."

### Bright Outlook At Toledo

Approximately 150 Crosley dealers from Toledo, Ohio, and surrounding territory gathered at the annual meeting held by the Aitken Radio Corporation in the Chamber of Commerce building.

James E. Aitken, president of the company presided at the meetings. He introduced Neil Bauer, field sales manager, Crosley Radio Corporation, who introduced the new 1935 lines of Crosley Shelvador electric refrigerators and Crosley radios.

"The outlook for 1935 is very bright, indeed," said Mr. Aitken, who reported that orders were greatly in excess of those a year ago.

### Des Moines Has 66 2-3 Percent Gain

A gain of 66 2-3 per cent in sales over last year was reported by Herbert Hieb, president Hieb Distributing Co., Crosley distributor, Des Moines, Iowa, following the recent meeting of Crosley dealers at the Hotel Fort Des Moines. One hundred and fifty dealers attended the showing of the 1935 Crosley line of Shelvadors and radios. The dealers were addressed by Mr. Hieb and Howard Souther, Crosley district manager.

### Alabama Predicts Banner Year

Crosley dealers of Alabama met at the Tutwiler Hotel in Birmingham, to view the new 1935 lines of Crosley Shelvador electric refrigerators and

thirteen years they have been Crosley distributors. The above group shows the 100 dealers who attended.

Crosley radios. The meeting, held under the auspices of the Perfection Mattress and Spring Co., Crosley distributors, was well attended, and marked enthusiasm over the lines.

Jim Clary, of Perfection Mattress and Spring Co., predicted a banner year for this district.

### Tremendous Response At Atlanta

Crosley's new line of 1935 electric refrigerators and radios were introduced at a meeting of Crosley dealers by the Beck & Gregg Hardware Co., Crosley distributor, Atlanta, Ga.

Speaking of the meeting, Herndon Thomas of Beck & Gregg stated:

"This meeting was the most successful in our experience. We had an excellent attendance of nearly 200 dealers and all of our own salesmen were also present. The new model Crosley refrigerators were received with enthusiasm and the new Centurion radio was acclaimed as the finest and most beautiful set that Crosley has ever produced. We received more orders for radios and refrigerators at this meeting and the following day than we have ever before received at a dealers' meeting. Judging from our experience at this meeting, we anticipate a 100 per cent increase in our refrigerator volume for 1935."

### Successful Boston Meeting

400 Crosley dealers attended the meeting of the George Collins Company, Crosley distributors, held at the Kenmore Hotel in Boston, Mass. David C. Rockman, general

manager, the George Collins Company, presided at the gathering.

"The dealers were extremely enthusiastic," Mr. Rockman reported. "A great many orders were taken, including one large initial account with 31 stores taking two carloads of refrigerators as a first order, and another large chain account with an initial order of one carload."

### News Columnist Claims Crosley Radio . . .

The Miami (Florida) Post carries a breezy column headed "Right Off The Air—Conducted by Dial Turner" that recently praised the Crosley Sixty-One AF radio:

"We have been using a little Crosley selective wave set—table size—that is a real go-getter. In one day and part of the next morning quite a number of stations were picked up—W8XAL—KDKA's short wave station—Paris—Havana—Moscow—England—several American stations—Madrid—Rio de Janeiro—Mexico City—Barranquilla—Caracas—Mexico . . . which isn't bad for a forty dollar set!"

### Crosley Manager Joins Central Supply Co. . . .

Waverly N. Miller, for eight years district manager of the Rocky Mountain territory for the Crosley Radio Corporation, resigned February 1 to become associated with A. H. Vogeler, president of the Central Supply Co., Crosley distributor in Denver. He will be in direct charge of radio and refrigeration sales. Mr. Miller reports that business in the Denver territory looks good for at least double the sales of Crosley Shelvador electric refrigerators this year.

### Serviceman Praises Sixty One A. F. . . .

A radio serviceman of Springfield, Missouri—Ralph T. Roseman—who has had years of experience with practically all makes of radios, is very enthusiastic in his praise of a Crosley Sixty-One American-Foreign radio. He writes:

"I have been in the radio service business over six years and during that time have had practical experience on nearly all makes of radios. The purpose of this letter is to tell you what I think of the Crosley 61 AF.

"At the present time I do not have a radio set at home but for the past week have had the pleasure of using the Crosley 61 A.F. radio. In the first place I do not have an aerial as I just moved to my present home a few days ago. Since moving I have severely injured a finger so have been unable to do much. After merely connecting the AF post to the telephone ground I have been astounded with the results. Station DJD, Zeesen, Germany has come in every night and last night it was perfect. Station GSA and GSB, Davenport, England, came in good all of Sunday afternoon. Central and South America come in every night.

"The 61 AF is by far the most radio for the money of any radio on the market today. Equipped with an all-wave antenna system the 61 AF would put the whole world at one's finger tips, according to what I have received on just a telephone ground."

### Shelvador

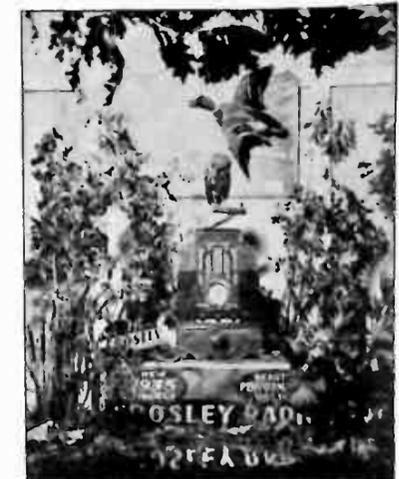
### Withstands Fire . . .

Mrs. G. Guswald of Detroit, Michigan has written of an unusual experience to which her Shelvador was subjected:

"Last April my husband purchased a Crosley Shelvador. On October 7 we had a fire which destroyed everything in the kitchen but the refrigerator—even the silverware was destroyed. The first thing I thought of was my refrigerator—it very likely will be ruined.

"After we were able to enter the house I looked in the kitchen and to my amazement and relief my refrigerator was the only thing left intact. It was pretty smoky but no noise—just a slight discoloration on the top hardly noticeable.

"Everyone, even the firemen, remarked about that Crosley standing the heat and flames as it did. The service man came and checked it over and found it all Okeh."



### Gorgeous Display Inspired By Hunting Season . . .

With the brush and the pond of the woods and the scurrying duck overhead, this distinctive display typifies the hunting season and at the same time calls attention to Crosley Radio in a novel manner. It will, of course, be noticed that the words "Crosley Radios" are reflected in the pool of water in the foreground.

This beautiful window display was recently arranged by the Gilberg and Hegemier Company, lively dealer of New Bremen, Ohio. That this firm's promotional methods are unique is a matter of record. Suffice it to say that another outstanding promotional venture—the New Bremen Shelvador ball team—was highly successful.

In fact, according to J. W. Hutchinson (Hutch) of the Aitken Radio Corporation, Lima, Ohio, distributor, this Gilberg and Hegemier ball team closed the past season as champions of both Shelby and Auglaize counties, Ohio. "Hutch" further says that if anyone doubts the authenticity of this statement, let him stroll into this dealer's store where a beautiful silver loving cup testifies to the team's championship abilities.

Good luck, Gilberg and Hegemier! May 1935 see your team win even more championships!

### Nothing Like A Crosley . . .

J. A. Apsley of the Buffalo Niagara and Eastern Power Corporation, Buffalo, N. Y., writes:

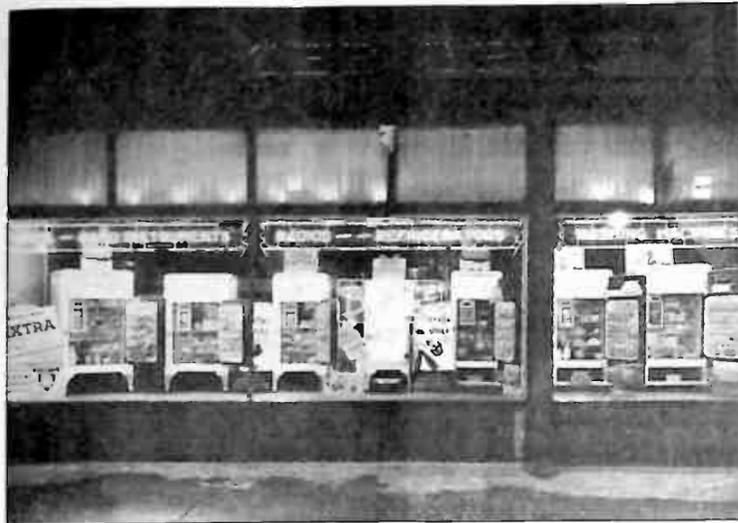
"I have used the Crosley radio for some time now and feel as though there is nothing quite like the Crosley."



### 400 Dealers Attend Ft. Worth Meeting . . .

Over 400 dealers for Crosley Shelvador electric refrigerators and Crosley radios attended the convention held by the Shield Company, Crosley distributors at Fort Worth, Texas. The new

1935 Crosley lines were presented, together with the season's merchandising program. A gratifying volume of orders was reported, as well as optimistic expressions for 1935.



### Effective Merchandising Plan Used By Outstanding Crosley Dealer . . .

One of the largest Crosley dealers in central Illinois—the Bruce Company of Springfield—has been doing an exceptionally outstanding job in merchandising Crosley electric refrigerators. According to W. B. Tur-

ner of Central Auto Equipment Company, Crosley distributor at Springfield, this dealer sold approximately 200 Shelvador refrigerators in 1934. This year, a separate department is being organized to concentrate on the

Crosley Shelvador and a sales quota of 350 has been set for 1935.

The Bruce merchandising plans embrace many fundamental features. Display promotion is fully utilized. At all times, two trucks travel through the streets of Springfield and adjacent territory, each equipped with a Shelvador. A Tri-Shelvador is kept on display in the City Water, Light and Power department located in the City Hall. About 40,000 people pass by this display twice each month. A complete refrigerator display is maintained in the store windows at all times.

Seven specialty refrigerator salesmen are employed by the Bruce Company in an exclusive Shelvador department, where a complete showing of all models is maintained. Bruce has found the 15-cents a day plan effective from the standpoint of payments as well as sales.

When asked which activity is responsible for the largest volume of business, Mr. Bruce replied, "I believe the trouble-free performance enjoyed by owners of Crosley electric refrigerators is the biggest asset in securing prospects for us."

## 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	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>A. M.</b> 6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios). 7:30—Rhythm Jesters (Shelvador Refrigerators). 9:15—Music by Divano (Crosley Radios). Noon—Salt and Peanuts (Shelvador Refrigerators). <b>P. M.</b> 4:00—Crosley Business News (Crosley Radios for office use). 5:00—Ethel Ponce, blues singer (Shelvador Refrigerators). 11:05—Crosley Roamlos Concert Orchestra.	<b>A. M.</b> 6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios). 7:30—Rhythm Jesters (Shelvador Refrigerators). 9:45—The Jacksons—comedy (Shelvador Refrigerators). <b>P. M.</b> 4:00—Crosley Business News (Crosley Radios for office use). 5:00—Ethel Ponce, blues singer (Shelvador Refrigerators). 6:00—The Norsemen (Male Quartet) (Crosley Radios).	<b>A. M.</b> 6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios). 7:30—Rhythm Jesters (Shelvador Refrigerators). 9:45—The Jacksons, comedy (Crosley Radios). <b>P. M.</b> 4:00—Crosley Business News (Crosley Radios for office use). 11:05—Zero Hour (Shelvador Refrigerators).	<b>A. M.</b> 6:30—Top o' the Morning with McCormick Fiddlers (Crosley Battery Radios).	<b>A. M.</b> 7:30—Rhythm Jesters (Shelvador Refrigerators). 9:45—Antoinette West, soprano (Crosley Radios). 10:30—Rex Griffith, vocalist (Shelvador Refrigerators). 11:15—Bailey Axton, tenor (Crosley Radios). <b>P. M.</b> 1:45—Crosley Business News (Crosley Radios for office use). 6:00—R. F. D. Hour—Boss Johnston, McCormick Fiddlers, Larry Greuter, accordionist (Crosley Battery Radios).

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

### Only One Unit Change In Two Years . . .

J. M. Hungerford and Son of Clayton, N. Y., have written the following interesting letter to Baldwin Hall Company, distributor at Syracuse, N. Y.:

"I am very glad to write you a letter regarding our experience on Shelvadors, since it has been most gratifying.

"We had handled three other makes, and just tried a Shelvador because we were 'fed up' on trying to 'guess' at service in a woman's kitchen and wished to tie up with a sealed unit that would be replaceable and serviced as such. In the two years we have sold Shelvadors we have had but one unit to change and that as you know was last week and your total charge to us, \$2.35, certainly was not excessive. So as a result of these two years' experience we sure intend to sell Shelvadors exclusively in 1935."

### New Apollo Personnel . . .

Fred Goldberg, treasurer of the Apollo Distributing Company, Crosley distributor of Newark, announces the appointment of John Campi as credit manager of the company and Ted Kaplan as radio representative in Essex and Hudson counties, New Jersey. Both are well known to the dealers in the territory of the Apollo Distributing Company.



### Sign Board In Bust Philadelphia . . .

This attractive wall sign tells many, many passers-by to "tune in the world with Crosley Radios". It is sponsored by Samuel Rosenberg, Crosley dealer of Philadelphia.



### Apollo's Attractive Showroom . . .

According to the many Crosley dealers who have visited this showroom of the Apollo Distributing

Company, Newark, N. J., this display of Crosley electric refrigerators is the most beautiful they have ever seen.

### Excellent Reception With The 614 . . .

Crosley dealer, the Radio Shoppe, Somerset, Kentucky, writes:

"Thought you might be interested to know of the results I have had with one of your new models 614. On Wednesday evening from 7 o'clock to 7:30 o'clock I was tuned on Berlin, Germany, Station DJD or DJC while they were broadcasting news items.

"Just to try out this set I removed the regular antenna and used an 18 foot piece of wire and the station came in almost as well as with the regular antenna. Then I removed the ground and could not see any change in the reception. Then to go a little further, I removed both the ground and antenna and then the reception was good enough to hear.

"I have received Central and South American stations, Mexican, Cuban and several European stations as well as Sidney, Australia.

"I really did not believe that a six-tube set would get these stations with the volume that it does, but I am now convinced that 'You're THERE with a Crosley!'"

### Factory Visitors . . .

H. L. Brewer, representative in eastern Indiana for Kiefer-Stewart Co., Indianapolis, Ind., Crosley distributor, and Robert R. Brown, pro-

prietor of Bob Brown's Radio Store, Anderson, Indiana, recently spent the day at the Crosley factory in Cincinnati. Mr. Brown has made an outstanding record selling radios and refrigerators the past two years.

### Wanted! Reception Translators . . .

Although W. E. Dabbs of Griffin and Dabbs, Crosley dealers of Toxey, Alabama, is enjoying a new Crosley all-wave radio in his home, he believes that there is still considerable room for improvement in radio.

It seems that M. A. Lyon of McGowin-Lyons Hardware and Supply Company, Mobile, Alabama, distributor, had induced Mr. Dabbs to take home the new Crosley so that he might enjoy foreign reception. On his first attempt to get long distance reception, Mr. Dabbs was very successful in tuning in Hitler's crack band broadcasting from Berlin, Germany. The band concert was greatly enjoyed but was immediately followed by an address by Mr. Hitler in German and Mr. Dabbs was at a loss to know what it was all about.

So that's where Mr. Dabbs wants the improvement to come in. "Radio reception," says Mr. Dabbs, "will not be perfect in my opinion until receivers are equipped with translators so that we Americans will know what the 'foreigners' say about us in their radio speeches."



store that afternoon and now he is a proud owner of a Crosley."

### Hyman Reader New Crosley Distributor At Houston . . .

Hyman Reader, the California jeweler who entered refrigeration three years ago and made an outstanding record selling Crosley Shelvadors in his jewelry store at Taft, California, has been appointed distributor for Crosley radios and refrigerators for Houston, Texas, and surrounding territory. Mr. Reader's store in California is continuing in business and is handling Crosley products as before. It is being managed by his father and brother, and he still retains his financial interest in it.

Mr. Reader's record as a dealer is one of the outstanding retail successes in refrigeration. Three years ago he knew nothing of electric refrigeration. He saw the first announcements of Crosley Shelvadors, and he was so interested in the features it contained that he became interested and opened a department for the sale of Shelvadors in his jewelry store.

Now he enters the business as a distributor in Houston for both radios and refrigerators. He is assisted by H. B. Kaltenhauser and Charles Green as sales representatives.

### Cains Pharmacy Makes Great Record Selling Shelvadors . . .

In Hampton, Georgia, a town of 1002 people in a county with but 1800 white families, Cain's Pharmacy, Crosley dealer, sold 169 Crosley Shelvador electric refrigerators and 20 Crosley electric bottle coolers in 1934. In November alone Cain's sold 42 Crosley radio sets.

A. L. Cain, the proprietor, is known as "Doc" to everyone. Good personal salesmanship, plus attractive displays of Crosley Shelvadors and radios in his store, account for this noteworthy sales record. "I believe in Crosley products," says Mr. Cain, "and with a better outlook in 1935, I hope to be able to keep up the good work."

### Barrows To Cover Rochester . . .

Harry V. Barrows, who has been representing Erskine-Healy, Inc., Crosley distributors in the Rochester area, will cover the city for the company in the future, taking the place of Elmer J. Walz who has resigned. Tony L. Scheible, who has been a salesman in the electric home appliance division, will take over Mr. Barrow's duties in outside territory.

### An Easy Win For Crosley . . .

An argument between two radio owners prompted S. A. Jones, Jr., of the Wanoca Radio Shop, Waynesville, N. C., to pass along this rather interesting story:

"Last summer, during the hot

weather, a customer of mine—Floyd Grasty by name—had an argument with a neighbor of his as to who had the best and most powerful radio. Mr. Grasty had a Crosley Battery Eight. The neighbor had a set of competitive make and said his receiver would bring in 12 to 15 stations any day. They dialed the set and got 18 stations. Mr. Grasty said if his set wouldn't beat that he would get rid of it. He dialed his Crosley and got 51 stations clear and distinct, scattered all over the dial and the U. S. A.

"The neighbor came down to my



### Advance Electric's Refrigerator Display . . .

Here is seen the display of new 1935 Crosley Electric Refrigerators which is in a section of one of several sales rooms in the new building of Advance Electric Company, Crosley

distributor at Terre Haute, Indiana. At the recent Terre Haute dealer meeting, this display permitted about one hundred dealers in attendance to examine the Crosley refrigerators.

# CROSLLEY SERVICE SUPPLEMENT

## MODEL 1014 "CENTURION"

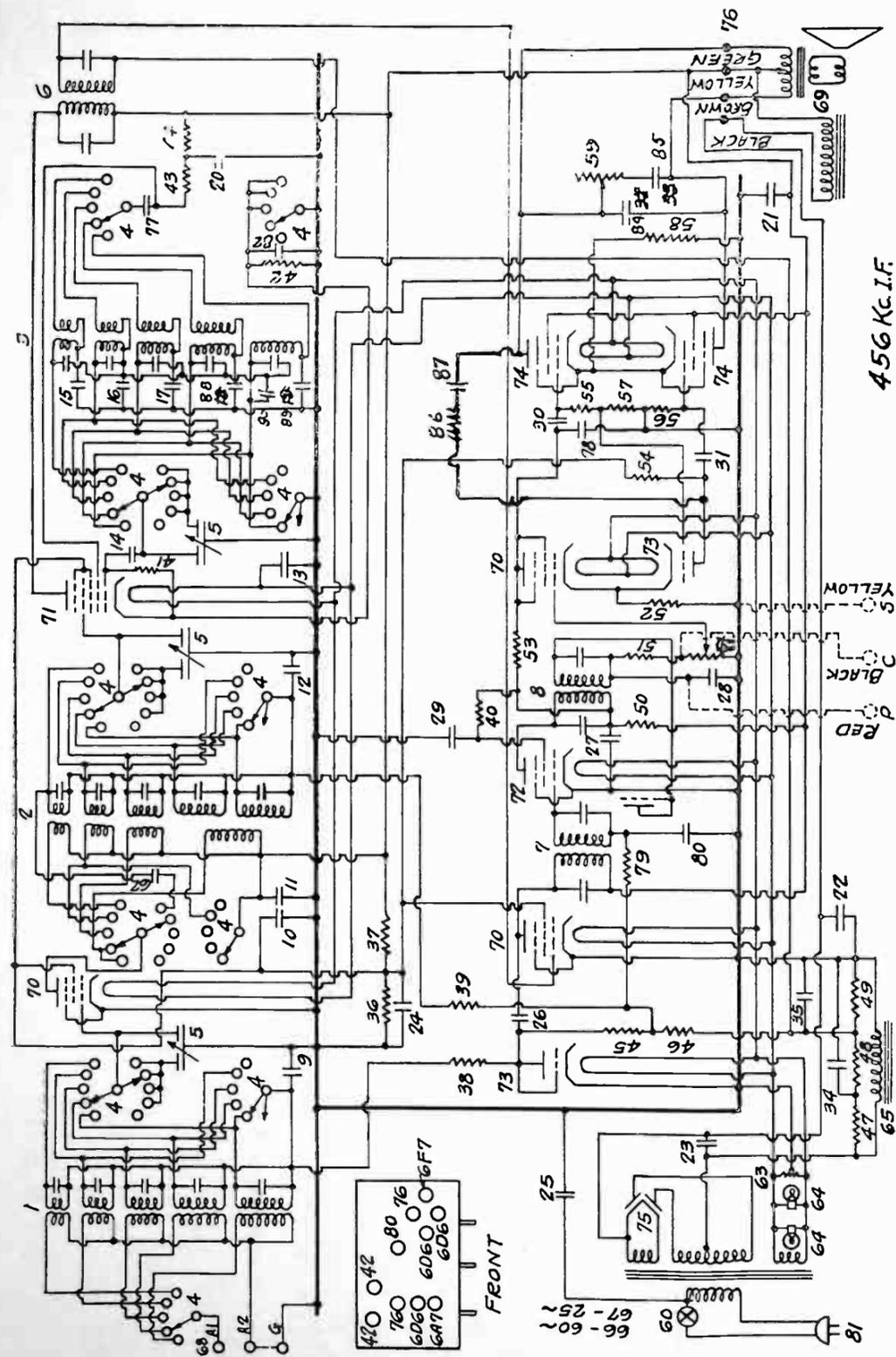
TUBE VOLTAGES—MODEL 1014 "CENTURION"										
Type	Where Used	Ef	Ek	Eg	Esg	Esup.	Ep	Es1	Epl	
6D6	R. F. Amp.	6.3	Bands 1-2	Bands 3-4-5						
6A7	Osc. Mod.	6.3	0	0	x	100	0	250	—	—
6D6	1st I. F.	6.3	11.0	0	x	100	0	250	—	—
6F7	2nd I. F. & Det.	6.3	0	0	x	100	0	250	—	—
76	A. V. C.	6.3	0	0	x	75	—	240	0	0
6D6	1st A. F. Amp.	6.3	4	4	x	—	—	x	—	—
76	Phase Inv.	6.3	4	4	0	40	40	40	—	—
(2) 42	Output	6.3	4	4	0	—	—	50	—	—
80	Rect.	5.0	16	16	0	250	—	245	—	—

VOLTAGE DROP ACROSS FILTER CHOKE 20 VOLTS  
VOLTAGE DROP ACROSS FIELD COIL 65 VOLTS  
x IN ABOVE TABLE INDICATES HIGH RESISTANCE IN CIRCUIT WHICH PREVENTS ACCURATE MEASUREMENT.  
ALL Measurements Made With A 1000 Ohms Per Volt Voltmeter From Chassis

## PARTS LIST—MODEL 1014 "CENTURION"

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1	G32-32000	Ant. Trans. Assembly	49	W-21237A	60,000 Ohms Resistor
	G6-34503	Ant. Coll. Assembly Only	50	W-20127	450 Ohms Flex. Resistor
	G4-34503	Ant. Coll. Shield Assembly Only	51	W-21455	300,000 Ohms Resistor
	W-34083	Aligning Condenser Assembly Only	52	W-31003	2,700 Ohms Resistor
2	G20-32001	Inter. Trans. Assembly	53	W-23403	150,000 Ohms Resistor
	G7-34503	Inter. Coll. Assembly Only	54	W-23403	150,000 Ohms Resistor
	G5-34503	Inter. Coll. Shield Assembly Only	55	W-23785	500,000 Ohms Resistor
	W-34083	Aligning Condenser Assembly Only	56	W-23785	500,000 Ohms Resistor
3	G25-32002	Osc. Trans. Assembly	57	W-21237A	60,000 Ohms Resistor
	G8-34503	Osc. Coll. Assembly Only	58	W-22373	220 Ohms Flex. Resistor
	G5-34503	Osc. Coll. Shield Assembly Only	59	W-25594B	Tone Control
	W-34083	Aligning Condenser Assembly Only	60	W-25594B	On-Off Switch
	G0-34002	0.00025 Mfd. Condenser	61	See Item 83	
4	B-34540	Band Change Switch	62	G1-34003	0.00025 Mfd. Condenser
5	G28-33002	Variable Condenser Assembly	63	W-32337	10-10 Ohms Resistor
	G20-32080	Dial Drive Assembly	64	See Item 5	
	W-34057A	Dial Hand	65	G1-34028	Filter Choke
	W-34055B	Band Spread Pointer	66	G40-25600	Power Trans. 60 Cy 110 Volt
	G4-27134	Dial Light Bracket Assembly	67	B-35007	25 Cy. Power Trans.
	W-32128	Light Diffuser	68	G10-26710	Ant. Gnd. Terminal
	W-32244	Diffuser Retainer	69	W-08CL	Speaker (Console)
6	G27-32004	1st I. F. Trans. Assembly	70	W-48CL	Speaker (Table)
7	G28-32004	2nd I. F. Trans. Assembly		G75-28807	Socket 6D6
8	G20-32004	3rd I. F. Trans. Assembly		B-20000D	Tube Shield
9	W-32370	0.02 Mfd. 200 V. Condenser		W-27981A	Tube Shield Base
10	W-32378	0.01 Mfd. 400 V. Condenser		G2-33007	Socket 6A7
11	G8-34000	1500 Mmfd. Condenser		W-33072	Socket Cushion
12	W-32380	0.05 Mfd. 200 V. Condenser		W-28025A	Tube Shield
13	G1-34002	0.00025 Mfd. Condenser		G1-34072	Tube Shield Base
14	G1-34002	0.00025 Mfd. Condenser	72	G40-28807	Socket 6F7
15	G1-34002	0.00025 Mfd. Condenser		W-28623A	Tube Shield
16	G2-34000	1847 Mmfd. Condenser		W-27981A	Tube Shield Base
17	G10-34000	3104 Mmfd. Condenser	73	G80-28807	Socket 76
18	See Item 83	1050 Mmfd. Condenser		W-26231B	Tube Shield
19	See Item 80			W-27981A	Tube Shield Base
20				G25-28807	Socket 42
21	W-34506	6. Mfd. 300 Volt	74	G6-28807	Socket 80
22		8. Mfd. 475 Volt Condenser	75	G5-31128	Speaker Terminal Board
23	W-26104B	12. Mfd. 475 Volt Condenser	76	W-34028	Terminal Board Cover
24	W-23615	0.05 Mfd. 400 Volt Condenser		W-34027	Terminal Board Insulator
25	W-30805	0.01 Mfd. 400 Volt Condenser	77	W-34047	0.0006 Mfd. 400 Volt Condenser
26	G1-34005	0.00025 Mfd. Condenser	78	G1-34005	0.00025 Mfd. Condenser
27	W-23101A	0.01 Mfd. 400 Volt Condenser	79	W-26577	3 Megohm Resistor
28	G2-32004	0.0001 Mfd. Condenser	80	W-28321	0.02 Mfd. 200 Volt Condenser
29	W-23101A	0.01 Mfd. 400 Volt Condenser	81	B-33991A	Cord and Plug
30	W-23615	0.05 Mfd. 400 Volt Condenser	82	W-32379	.02 Mfd. 200 Volt Condenser
31	W-23615	0.05 Mfd. 400 Volt Condenser	83	W-28552	Level Control (1 Megohm)
32	See Item 84		84	W-35139	0.004 Mfd. 400 Volt Condenser
33	See Item 85		85	W-23615	0.05 Mfd. 400 Volt Condenser
34	W-29910A	0.25 Mfd. 400 Volt Condenser	86	W-35140	350,000 Ohm Resistor
35	W-29910A	0.25 Mfd. 400 Volt Condenser	87	G6-34005	0.0002 Mfd. 300 Volt Condenser
36		15,000 Ohms	88	G20-33006	Osc. Trimmer Condenser
37	W-32301	10,000 Ohms Resistor	89		Osc. Trimmer Condenser
38	W-26577	3 Megohm Resistor	90	G6-34002	0.00025 Mfd. Condenser
39	W-26577	3 Megohm Resistor		W-34078B	Switch Knob
40	W-23403	150,000 Ohms Resistor		W-31585B	Volume Control Knob
41	W-21875	100,000 Ohms Resistor		W-31587B	Tone Control Knob
42	W-27503	1,400 Ohms Flex. Resistor		W-33994A	Station Selector Knob
43	W-24814	7,000 Ohms Resistor		W-33995A	Volume Knob
44	W-24814	7,000 Ohms Resistor		B-33708B	Escutcheon
45	W-21455	300,000 Ohms Resistor		W-34307	Escutcheon Lens
46	W-21455	300,000 Ohms Resistor		W-33985	Escutcheon Gasket
47	W-21455	300,000 Ohms Resistor		W-34680	Band Change Plate
48	W-23403	150,000 Ohms Resistor		W-34681	Volume Control Plate



Wiring Diagram of Model 1014 "Centurion"

### "Every Radio Fan Should Buy A Crosley" . . .

On the day before Christmas, Crosley dealer Robert Kiggins of Delphos, Ohio, delivered a Crosley Sixty-One AF to Carl Roth of that city. During the course of their conversation at the time of delivery, Mr. Roth remarked, "I think that anyone who is in the market for a radio should buy a Crosley." "Why do you think so?" queried Mr. Kiggins. Roth replied, "Whenever you want to hear a program with clearness and plenty of pep you always tune in on WLW and I think that the radio listeners are obligated to Crosley in that respect."

In the words of Mr. Kiggins, "This sure is a boost for the new 500,000-watt station and Crosley radio. I think the new Crosley line for 1935 is the most complete and outstanding line of radios ever offered."



### Novel Folder By Australian Distributor . . .

Those folks on the other side of the Pacific have a knack for injecting the unusual in their advertising, if one is to judge from this novel folder issued by Airzone, Ltd., of Sydney, Australia.

Printed in blue and brown, with an illustrative design of an Eskimo, snow flakes and a thermometer, the cold temperature maintained by Crosley refrigerators is suggested at a glance and an appeal is made to open the six-page folder. Illustrations and descriptions are inside.

## NEW MERCHANDISING HELPS

### Home News . . .

If you want everyone in your community to become conscious that you are the Shelvador dealer, just pass out the new edition of the Home News from door to door. Made up like a metropolitan newspaper, the chances are that every woman will pick it up from her doorstep. And the first page articles are written in reader-interest news style to "carry home" definite sales appeal of the new Crosley electric refrigerators. The inside spread is a display of all the new Table Shelvador, Shelvador and Tri-Shelvador models with special emphasis on the many outstanding features. The back page lists a number of appetizing frozen dish recipes and has generous space for dealer's imprint. Order from your Crosley distributor.

### Four-Page Shelvador Letterhead . . .

Just what every dealer needs for his regular mail as well as for mailing to selected lists of prospects. First page is attractively designed to carry dealer's name, address, etc. Balance of this page is blank so that your letter can be typewritten or printed. Inside is an effective advertisement for the new Crosley electric refrigerators. Printed in black and green. Order from your Crosley distributor.

### Recipe Book . . .

Contains recipes for frozen desserts, appetizers and salads as well as helpful hints for the care of Crosley electric refrigerators. An ideal booklet to hand out to Shelvador users as a good will piece and also to hand to prospective buyers. Inside spread center carries Shelvador advertisement. Printed in black and green. Order from distributor.

### Newspaper Ad Mats . . .

Designed to attract attention and emphasize the Shelvador selling points, a new series of newspaper ad mats has just been prepared. Available in 1-column, 2-column, 3-column and 4-column sizes. Order this series of 13 newspaper ad mats complete with copy from your Crosley distributor.

### Movie Slides . . .

When a sales message is flashed on the screen before a movie theatre audience, it is certain to be seen and read. For the eyes of everyone are focused on the screen, attentive to everything shown before them. For that reason, you will find the new Shelvador movie slides quite effective in helping to bring prospects to your store. Generous space for your imprint. Order from your distributor.

### Direct-By-Mail Shelvador Postcards . . .

A series of four eye-catching, attention-compelling postcards that have a human interest appeal in quite a novel way. Mail these cards at intervals of a week or ten days to your prospect lists and you will help to pave the way for easier sales. Printed on government postcard stock. Order from distributor.

### Tire Covers . . .

Place these on your car, your salesman's cars, and your customers' cars and you will have effective Shelvador ads running all over town for you with very little expense. Order from your distributor.

### Book Matches . . .

Just the sort of advertising novelties your customers and prospects will really appreciate. And every time a match is lit, the Shelvador ad and your name will be flashed before them. Your distributor can supply you.

### Good Service From 12-Year Old Radio . . .

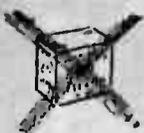
Mont B. Dulaney, 17-year-old high school student at Chesterhill, Ohio, is the proud possessor of an old Crosley radio that almost equals his years in age. He writes:

"I have a Crosley two-tube radio that is about twelve years old. I thought you would like to know that it is still in use and giving good service with ear phones. At night I receive many stations in U. S. and some in Mexico and Canada. During the daytime I can receive several stations, including WLW.

# A New

appeal for every  
unwired Home!

"B" BATTERIES



ELIMINATED IN THESE

## New ~~CROSLEY~~ Three Band Battery Radios...

STANDARD BROADCASTS

### BATTERY SIX

Here's startling new sales appeal that will lead the way to new profits!

Now the unwired home can enjoy thrilling foreign, police, amateur, aviation broadcasts in addition to standard American programs. Moreover this remarkable radio requires no "B" batteries, thereby operating at an extremely economical basis. The exquisite cabinet has a front panel of center matched walnut veneer with an overlay of French

**\$69.50**

Complete Less  
6 Volt Battery  
Western Price  
Slightly Higher

rosewood. Figured walnut veneer top. Side panels have decorative overlays

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

### BATTERY SIX LOWBOY

This outstanding model represents the last word in battery receivers. It receives foreign, police, amateur, aviation, standard broadcasts. Startling new development eliminates "B" batteries. One of the most beautiful radio cabinets ever created, this distinctive lowboy has a front panel of pin stripe walnut veneer with an overlay of zebra wood at the bottom of the speaker grille.

**\$84.50**

Complete Less  
6 Volt Battery  
Western Price  
Slightly Higher

Pilasters are of stump walnut veneer capped with French rosewood

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

POLICE, AMATEUR, AVIATION

FOREIGN BROADCASTS

**FEATURES** SIX TUBE SUPERHETERODYNE . . . OPERATES FROM 6 VOLT STORAGE BATTERY . . . NO "B" BATTERIES REQUIRED . . . THREE TUNING BANDS —STANDARD BROADCASTS 540 TO 1700 KC., POLICE-AMATEUR-AVIATION BROADCASTS 1700 TO 5000 KC., FOREIGN BROADCASTS 5800 TO 15,300 KC. . . AUTOMATIC VOLUME CONTROL . . . AIRPLANE TYPE DIAL . . . CONTINUOUS TONE CONTROL . . . PERMANENT MAGNET SPEAKER.

Whatever Happens . . . You're There With A Crosley

# ~~CROSLEY~~ RADIO

