

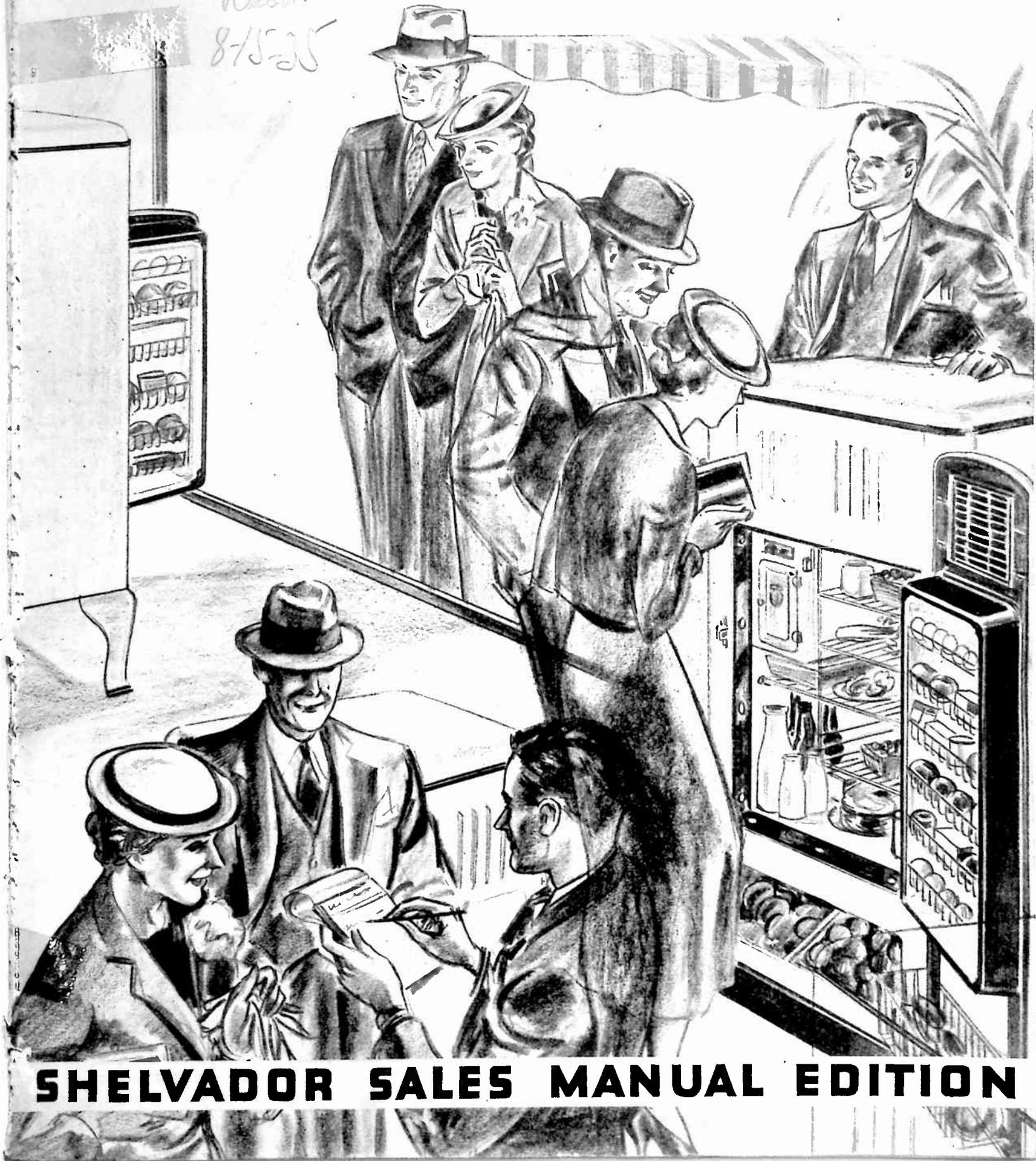
THE ~~CROSLLEY~~ BROADCASTER

VOLUME 14

AUGUST 1, 1935

NUMBER 9

*Recd.
8-15-35*



SHELVADOR SALES MANUAL EDITION



TALKS TO THE

TRADE

POWELL CROSLLEY, JR. SAYS:

THIS is an important issue of the Crosley Broadcaster for it is devoted to information that should prove helpful to everyone engaged in selling the Crosley Shelvador and Tri-Shelvador Electric Refrigerators. It has been prepared to provide Crosley dealers with live, vital facts that, it is hoped, will spur each and every one of you on to even greater accomplishments. Since it is, in a sense, a sales manual, you will want to preserve it for future reference.

Describing the care with which Crosley electric refrigerators are made and outlining the many features and other sales points, it should prove of real value to every dealer and salesman who makes use of it.

It is probably unnecessary to reiterate the importance of pushing the Shelvador throughout the summer and fall. Even though this year the Shelvador has greatly exceeded in sales volume its past records, there will undoubtedly be unusual sales ac-

tivity this year because of the late spring and summer. The demand for electric refrigeration is going to recognize no seasonal limitations. More than ever before, the Shelvador is going to prove itself an all-year round money maker.

Remember that the Shelvador has become the greatest sales feature in all electric refrigeration history. Yet the Shelvador is not the only feature. Crosley electric refrigerators possess every other advantage essential to the finest refrigeration. All of these features are described on the following pages. Study them thoroughly.

Then go after the biggest summer business you have ever had. Display Shelvador — talk Shelvador — push Shelvador . . . and the resulting sales and profits should more than exceed your fondest expectations.

Powell Crosley Jr.

NO DEALER CAN AFFORD NOT TO HANDLE CROSLLEY



THE CROSLLEY BROADCASTER

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

Your Opportunity . . .

Whenever anyone stops to consider the potential size of the electric refrigeration market, the possibilities are so tremendous that they are literally staggering.

According to United States Government statistics, out of the some 20,000,000 wired homes in this country, about 16,000,000 of them need electric refrigeration. Think what this means to you! An average of 80 out of every 100 homes are prospects for electric refrigerators. Or to look at it in another way an average of 80 percent of the people that pass by your place of business . . . that read your local newspaper . . . that live in your community—all are potential prospects for the Shelvador.

To further help you visualize the magnitude of the market for electric refrigeration sales, you can compare it with the market for other electrical merchandise. Only 33 percent of the homes need electric washing machines . . . only 52 percent need vacuum cleaners . . . only 54 percent need electric toasters. Quite a contrast with the 80 percent needing electric refrigerators!

Every dealer knows, that in selling electric refrigerators, he is pushing an item that is in a virtually new market. Not only is he cashing in on today's needs, but he is also establishing a business that will thrive for a great many years to come.

And in getting their share of this business, dealers who sell the Crosley Shelvador are assured that their customers are receiving the highest possible quality at the most attrac-

tive price—are certain that the strong resources of a nationally known firm are insurance against it ever becoming an orphan—are absolutely sure that the Crosley refrigerator will be here to help win sales for many years to come.

Every Home Needs Electric Refrigeration . . .

There are so many advantages in favor of electric refrigeration in contrast to the old-fashioned ice-box, that the public is surely recognizing them more fervently every day.

There is only one temperature range that provides healthful, economical food preservation—and that is from 40 to 50 degrees. Below 40, fruits, vegetables and other foods freeze, and once frozen their natural flavor and freshness are never restored. Above 50 degrees mold and bacteria thrive, food spoils and health is endangered. The Shelvador provides the RIGHT temperature, thereby affording all the advantages that follow.

The Shelvador protects health by properly preserving food, by maintaining a dry cold to counteract the growth of mold and by eliminating any possibility of impurities and foreign matter from ice to come in contact with the food.

The Shelvador saves food by eliminating the waste of spoiled foods.

The Shelvador saves money by making possible advantageous quantity food purchases and by eliminating food spoilage.

The Shelvador saves effort. It does not require any supervision, at-

tention or worry. There is no worry about keeping ample ice in the box . . . no nuisance about emptying the drip pan . . . no clogged drain pipe to clean out . . . no mopping up every day after the iceman has tracked up the kitchen floor.

Many other advantages and conveniences are realized by the owner of a Shelvador electric refrigerator, such as modernizing the kitchen, eliminating the strain of the last hour rush before meal time by preparing foods at leisure and preserving them in the refrigerator, saving numerous trips to the store, having ice cubes always ready, and taking week end journeys with the assurance that foods left at home will not spoil.

Shelvador—The Refrigerator For Every Home . . .

When women see the distinctly different features of the Crosley Shelvador electric refrigerator, they inevitably buy. For its features are so outstanding, so distinctly different, so appealing that it is an irresistible attraction. And there is a model for her specific needs, there is a price within reach of her pocketbook, there is the highest possible quality at the most attractive price, there are economies that enable her to pay for it out of the savings it brings.

That explains why the Crosley Shelvador has become the fastest growing electric refrigerator in popularity in history.

It also explains why Crosley dealers everywhere are breaking all sales records. And in the big summer refrigeration business that is before us now, due to the increased activity prompted by the late spring and summer, the Shelvador is destined to continue its leadership in smashing sales records and adding profits galore to the cash registers of Crosley dealers.

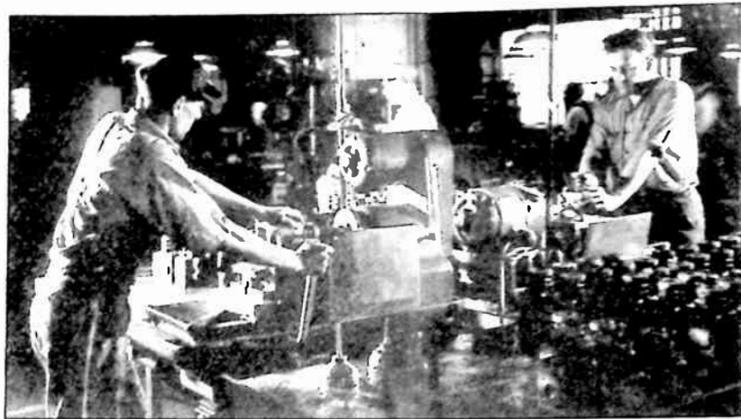
SHELVADOR IS MADE UNDER HIGHEST STANDARDS OF PRECISION

To be able to point with pride to the utmost precision employed in the manufacture of Crosley Shelvador and Tri-Shelvador Electric Refrigerators, is a source of satisfaction to every Crosley dealer. For it is that extraordinary care in manufacture that plays a major role in winning satisfied customers and increased sales.

No other electric refrigerator manufacturer has devoted more exacting effort to those processes of manufacture which determine complete satisfaction in the way of ultimate economy, low operating costs and long, trouble-free service. This satisfaction depends entirely on the precision with which the refrigerating unit is built and the materials and insulation used in the construction of the cabinet. Painsstaking attention must be paid to thousands of details.

All essential parts of the Crosley Shelvador are designed by Crosley engineers and made in the Crosley factory under the most approved practices in existence.

No refrigerator can be more efficient than its compressor. The important factor in producing a compressor of lasting satisfaction is extreme accuracy in fitting all vital parts. This is necessary for quiet, smooth operation, long life and free-



This is a view of the Crosley compressor crank case cylinder hole and shaft hole being bearized, preparatory to the honing operation, with a finish similar to a lapped surface. The operation

dom from mechanical trouble. In the Crosley Shelvador all moving parts of the compressor are fitted within the limits of tenths of a thousandth of an inch.

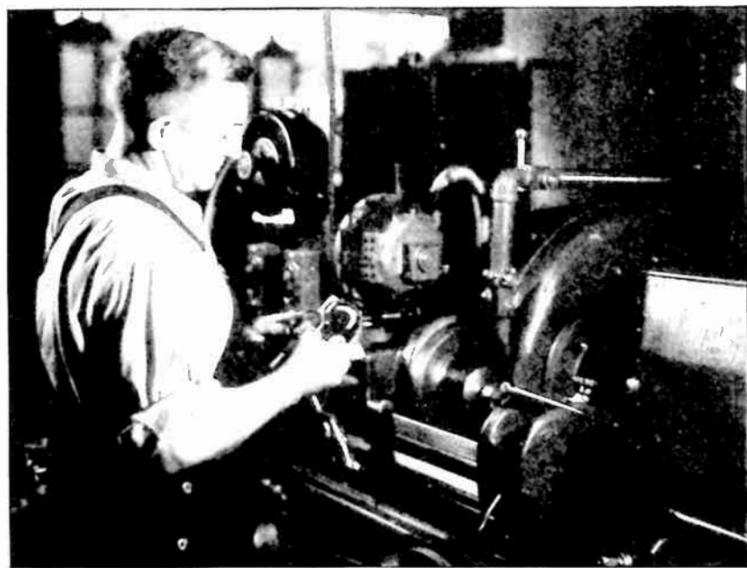
To maintain such extreme accuracy under large scale production methods, requires the use of the most modern equipment, scientifically designed gauges, and skilled workmen of the highest order. Crosley has spared no effort or expense to accomplish this result.

Even those familiar with precision

"breaks in" the hole surfaces with the same effect as one year of actual running time and there will therefore be practically no further wear.

equipment manufacturing are impressed by the number of operations which this part goes through and the vast quantity of equipment necessary to perform them.

All other parts of the Crosley Shelvador are manufactured with the same exacting care—that is why the Shelvador refrigerator has become noted for its long life, smooth operation, freedom from trouble and low operating cost.



This plunge-cut grinder grinds the connecting rod bearing of the eccentric within two ten-thousandths part

of an inch and parallel with the shaft hole within three ten-thousandths part of an inch.



Forty connecting rods held by means of a magnetic chuck are ground at one time on this vertical Surface Grinder. This is typical of many other operations which make possible the great value of Crosley refrigerators.

FACTORY AIR CONDITIONING HELPS IN MAINTAINING CLOSE TOLERANCES

In operation in the Crosley plant is an air-conditioned assembly department, which is perhaps one of the first of its kind, for the assembly of Crosley refrigerator compressors.

The purpose of constructing this department is to prevent all foreign particles, dust and even moisture from getting on the highly finished parts of Crosley compressors. The air is brought in from the outside and is forced through a filter to remove all foreign particles. Then it is put through cooling coils to remove the moisture content of the air, which is then tempered to the proper degree.

In order to prevent all foreign matter such as the smallest particles of dust from getting into this department through partitions, doors and other openings, this section is kept under a slight pressure so that when a door or other aperture is opened the air is forced out of the room, preventing any dust and moisture-laden currents from entering.

The air is changed completely every six minutes. The conditioned air is brought into this department through the duct which is built just beneath the ceiling. All equipment, including compressors, coils, fans, motors, thermostats, and filters are



View of a section of the air conditioned testing and measuring department. Conditioned air is brought into this department through the duct which is seen beneath the ceiling.

standard products, arranged and installed under the direction of Crosley engineers. All are located inside the large duct and none are visible.

With machining of the compressor brought to so fine a standard of maintaining tolerances to the ten-

thousandth part of an inch, this air-conditioned assembly room plays a necessary part in keeping all foreign particles, however small, from entering the mechanism.



Centering the cylinder by means of radio amplification. This operation measures the concentricity of the cylinder with the eccentric stud by means of radio amplification which reveals very minute errors of concentricity by changes in the tone as the cylinder revolves around the stud.



Testing the blade for squareness. The squareness of these blocks is held within .0001 per inch.



Gauging the eccentric stud for diameter, squareness, and roundness. The diameter is held within .0005, the taper within .0002, and the roundness within .00005.

About One-Third Of Labor Cost Devoted To Inspections Demanding Accuracy To The Ten Thousandth Of An Inch

So highly important is it that every detail in the manufacture of the Crosley Shelvador be carefully watched and accurately checked, that from 30 to 40 per cent of the total labor cost is spent on inspections. Elaborate and expensive gauges and other instruments together with the most skillful of operators are all employed towards this end.

To acquaint you with the many operations necessary for this insurance of accuracy—for this certainty of long, satisfactory, trouble-free service—we are listing below a few of the many tests to which the compressor is subjected:

With the aid of special gauges and measuring instruments, each step in the manufacture is carefully inspected. The compressor is given exceptionally critical inspection by men trained to find material defects such as sand holes, tool marks and surface defects that might affect or scar the piston.

When the piston passes these tests, the piston hole is checked for size, roundness and alignment. A

Zeiss Projection Optimeter with a scale so arranged that the operator can read .00001 of an inch, is used to check the accuracy of the gauges used for this purpose. To insure proper fitting the compressors are graded into groups of ten thousandths part of an inch difference in size. The shaft hole is checked in the same manner as the piston hole. The pistons are inspected and graded. The respective groups are then matched preparatory to assembling.

Then the alignment of the shaft hole is checked and must be perfect. The squareness of the shaft hole with the base, and the distance from the shaft hole to top is measured with a special gauge.

Threaded holes are then checked and inspected. Oil holes are check-

Can't Part With It . . .

"I never thought a person could have such comfort with one and I would never again be without a Crosley refrigerator," writes James Fiala of Cicero, Illinois.



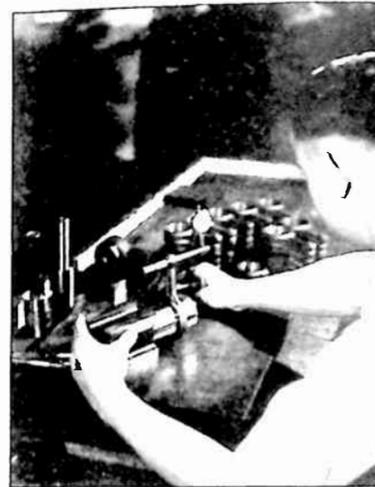
Tractor Handles Heavy Steel for Shelvador Production . . .

Increased safety to workers and efficiency in handling heavy steel sheets used in making cabinets for Crosley Shelvador electric refrigerators is made possible by this Clark tractor at the factory of the Crosley Radio Corporation in Cincinnati. The big, powerful arms of the tractor extend beneath the heavy bundles of sheet steel and lift them from the rollers on which they are placed to the stamping machine that presses them into shape for assembly into

refrigerator cabinets. The machine is so powerful that it can pick up a number of bundles at one time and is used to unload the material from cars. By its use the unloading time has been reduced from seven hours to three hours. One of the greatest advantages is that it makes it unnecessary for workers to pick up the steel sheets by hand and risk serious injury from cuts by the sharp edges, corners, or small projections on the metal.

ed for correct number and position. Likewise every other part undergoes the most exacting inspection. Then the compressor is tested for leaks in accordance with the National Board of Underwriters' specifications.

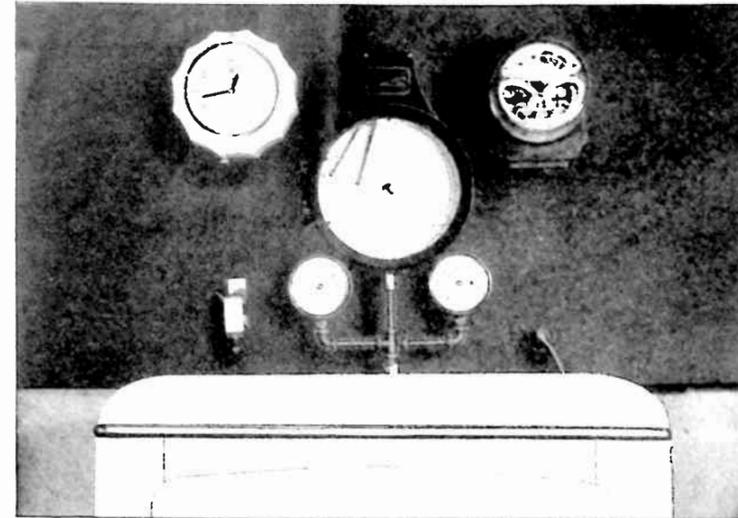
Nothing is spared to make sure that every Shelvador that leaves the plant will be in keeping with the high standards of manufacture always maintained by Crosley.



One of the accurate gauges used in inspecting the connecting rod. This inspector is checking the alignment of the wrist pin hole and eccentric hole in a specially developed fixture and aligning bar with an indicator.



Combination gauge which measures the inside diameter, the roundness of the inside diameter, and also the throw of the eccentric. The outside diameter and the throw have a tolerance of .0005 and are graded into five grades varying but .0001.



The operating efficiency of Crosley refrigerators is thoroughly tested in the Crosley laboratories. The gauge indicates the condensing and evaporating pressures. The clock and meter show actual running time and current consumption.

Crosley Shelvador Refrigerators Must Stand Grilling Tests

Out of every lot of Crosley refrigerators that are ready for shipment, a percentage is picked at random and sent to the testing room. Here they are operated under the most rigid conditions and an accurate, careful check is maintained to determine their operating qualities.

These refrigerators are kept operating for several days at each of the following degrees: 130, 120, 110, 100 and 90.

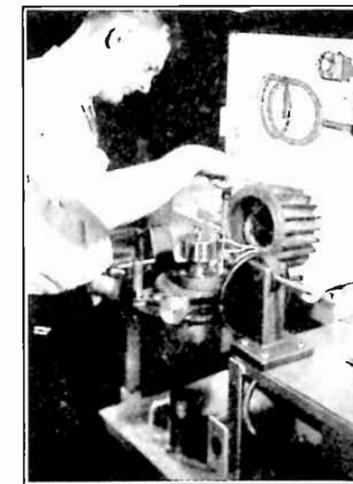
On a special recording pressure gauge, a chart records a red line and a green line. The red indicates the condensing pressure and the green, the pressure at which the refrigerant is evaporating in the cooling compartment. These charts thereby give a complete picture of what is going on inside the refrigerator unit. The recorder on the gauge turns around every 24 hours and indicates how the unit functions at any particular time.

A clock is attached directly to the motor and only runs when the motor operates. Thus at the end of the day the actual running time is learned. A meter is also connected so that the Kilowatt consumption is readily determined. Inside the refrigerator is a recording temperature clock which gives the actual temperature for any period during each 24 hours.

Thereby, a very accurate check is maintained on just exactly how the inner workings of the unit are operating. The testing engineers know

precisely that the compressor, evaporator and condenser are meeting Crosley specifications for excellent performance. The unit must measure up to highest standards.

With these accurate, exhaustive tests, under temperature conditions far more severe than the refrigerator will probably ever be subjected to, Crosley Shelvador owners are again assured of the most exacting performance.



This shows the final assembly of all parts of the rotary compressor. The operation will be completed when the dome which contains the stator windings is finally placed over the rotary assembly and bolted and doweled into place after centering.

Keeping The Cold In And The Heat Out . . .

Since investigations disclose that about four-fifths of the heat which leaks into a refrigerator comes through the walls, it is important that any refrigerator be provided with the utmost protection against heat seepage from this source.

The special Crosley insulation used in all Crosley electric refrigerator cabinets reduces to a minimum the travel of heat from the outside to the inside, thereby playing an important part in keeping the operating cost of the refrigerator at a minimum. Crosley insulation has many desirable qualities, such as durability, lightness, freedom from odor, resistance to moisture, adaptability to sealing and is very low in thermal conductivity.

The special Crosley insulation is built in sections to exact dimensions to fit all cabinets. Each section is wrapped in heavy, moisture-proof paper with overlapping joints, all joints and seams being carefully sealed with hot asphalt.

After the insulation is placed in the outer shell of the refrigerator cabinet, the joints between the pieces of insulation are filled with hot asphalt and sealed to the outer shell. Then the food compartment is pressed into shape inside of this insulation. All joints are sealed with hot asphalt and the top plate assembled into position.

In insulating the door of the refrigerator cabinet, flat pieces of insulation are used. It is of the proper thickness and of dimensions that exactly fit inside the frame. The four pieces of board insulation are beveled in such a manner to fit in the exterior part of the Shelvador lining, providing a very well insulated door.

No expense has been spared to make the entire Shelvador cabinet provide utmost efficiency and many long years of satisfactory service.

Most Economical . . .

Here is another Shelvador owner who has found how truly economical the Crosley refrigerator is to operate. Mrs. Helen M. Rice of Germantown, Md., writes:

"I have been using a Crosley Shelvador for more than 18 months. I find it most useful and most economical. I live where we have a rural flat rate for power service. My bill seldom runs over a few cents more than the flat rate."

THE BEST TESTS OF ALL—EXCELLENCE



Builders Of Tygart Flood Control Dam Select Shelvador . . .

An interesting report from Taylor County Hardware, Grafton, W. Va., reveals another instance where the Shelvador was selected by most discriminating buyers. Two miles above Grafton on the Tygart Valley River, a twelve million dollar Flood Control Dam is being constructed. "The men responsible for this gigantic enterprise have selected the Crosley Shelvador as the ideal refrigerator for their needs," states E. I. Headley, manager of Taylor County Hardware. "There are now seven of Shelvador FA-50 and one FA-60 being used in their First Aid Department. Our distributor, the Ott-Heiskel Company of Wheeling, W. Va., deserves considerable credit for their cooperation."

More Than Satisfied . . .

Wadsworth Nichols of Wyandotte, Michigan, writes:

"Last May I purchased one of your six and a half cubic ft. Shelvadors and for the time we have used it I can't praise it too highly. It is certainly a fine refrigerator. The space saving door is the feature that sold us. The simplicity of the freezing unit and motor is something more."

"For the first week we thought that it ran too freely and the electric light bill would be rather high. However, before the month was over the machine slowed down to normal. We operate it with the switch

only one point from defrosting. Our water freezes in about twenty minutes into cubes.

"We figure the operating cost for electricity is about 35c per month. We were spending 25c per day for ice.

"We buy our meat 12 and 14 pounds at a time with a 3 and 4 cent saving per pound, which means a lot in our family of six persons. So you see we are more than satisfied."

Recommends Shelvador . . .

"It is with great pleasure that I can recommend the Crosley Shelvador to anyone interested in buying a new refrigerator," writes Mrs. C. J. Jensen of Fort Dodge, Iowa.

"I have had one in our home over a year and have never had any trouble of any kind. I am thoroughly satisfied with it in every way, and especially the low cost of operation."

"Shelvador Sold Me At Once" . . .

That is what thousands of women are saying today. Here are the words of one of them, Mrs. Oscar Clark, Pawnee, Oklahoma:

"After looking at all other makes of electric refrigerators being carried in our town, I was yet undecided about purchasing one. Then I saw the new Crosley Shelvador and

Phenomenal Service Record . . .

Conclusive evidence of the inherent qualities—the precise workmanship and excellent materials—that are contained in every Crosley refrigerator, is borne out in the long period of trouble-free service each one renders.

From coast to coast, Crosley refrigerator owners are enthused over the dependable performance their electric refrigerators are giving. All day and night, week in and out, and from month to month, Crosley gives just what these owners want—trouble-free service.

These are the qualifications that insure Crosley dealers of a sound, permanent business. Satisfied owners always tell others of the remarkable service given by their refrigerators. And there is another decided benefit, that of having a very minimum of service calls to make—a factor which enables Crosley dealers to retain their true and just share of the profit on every sale, rather than to spend it for numerous service calls.

Great Savings In Operating Cost . . .

H. B. Fellers of Fort Dodge, Iowa, writes:

"The thought occurred to us that you would be glad to know how thoroughly satisfied we are with our Crosley Shelvador. We have a five foot Crosley Shelvador which we purchased about two years ago.

"In comparing our electric bills for the first year we used this refrigerator, as against our bills for the same period the previous year, we found that our cost of operating the Crosley Shelvador did not exceed five cents per day. During the summer months we used all the ice cubes we wanted for iced tea and other purposes and comparing the operating cost with the cost of an ordinary ice box the previous year, we found we had made a saving of about 500 per cent.

"Because of the low cost of operation, together with the many other advantages, especially the shelves in the door, we would not consider being without it."

"The moment I saw it on display in a window, my mind was made up. That one was to be in my home."

OF SHELVADOR PROVED IN ACTUAL USE

"A Whole Lot More In A Shelvador" . . .

Mrs. Christene Hinds of Tilton, N. H., writes:

"I thought it might interest you to know just why I have recently purchased one of your model FA-60 refrigerators.

"My husband and I had looked the field over pretty thoroughly and had decided that we needed a six cubic foot size for our family.

"We had just about given up the idea of purchasing this year when my husband noticed your ad of the open door with the slogan 'This Much More In A Shelvador', and had the happy thought that perhaps he could save about \$75 ahead of the other makes.

"We have given it a thorough test in all ways and firmly believe it to be the equal of any refrigerator on the market in performance and shall be pleased to tell our friends that they can get a whole lot more in a Shelvador and for a lot less money."



At Construction Camp In Torrid Desert Shelvador Brings Complete Satisfaction . . .

In the terrific heat of the Colorado River Desert, where the temperature frequently hovers around the 125 degree mark, the Crosley Shelvador electric refrigerator has added more

laurels to its constantly growing fame of operating very efficiently even under extremely exceptional conditions. Living in trailer houses of the Division Three Headquarters camp of the Metropolitan Water District near Indio, California, three families of construction workers are receiving complete satisfaction from their Crosley Shelvador refrigerators.

"Our three Crosley refrigerators are starting their second year of very satisfactory service under unusual conditions," writes Mr. and Mrs. Kenneth Simpson, one of the three families using the Shelvador.

"We are located in a construction camp on the Colorado River Desert where the temperature runs as high as 125 degrees. Since we live in trailer houses and are 60 miles from our source of supply, with deliveries once a week, it was necessary to have refrigerators with large storage capacities that would take up a minimum of space in our small homes.

"After study of many refrigerators we decided that only Crosley would suit our needs. We are greatly pleased with the efficiency of operation that we have received from them."

Perfect Satisfaction . . .

"Two months ago I purchased a Crosley Shelvador. This refrigerator has given me perfect satisfaction. There has been no appreciable difference in my light bill, if any at all, only a few cents," writes Mrs. B. Brown of Washington, D. C.



Shelvador Refrigerator Survives Explosion That Wrecked Home . . .

In a gas explosion that literally blew to bits the home of W. E. Day, Topeka, Kansas, and jarred a large part of West Topeka, showering the surrounding homes with debris and causing slight damage to nearby houses, a Crosley Shelvador electric refrigerator came through in perfect working order, although the house and the other contents were rated as

a total loss.

"We have the refrigerator on our display floor," states Cliff Dodge, of P. A. Van Es and Cliff Dodge, Crosley dealers at Topeka. "It is operating perfectly and we have not done a thing toward repairing it. It is selling a lot of refrigerators for us." Fortunately no one was in the house at the time of the explosion.

THE OPEN DOOR TO BIG PROFITS!

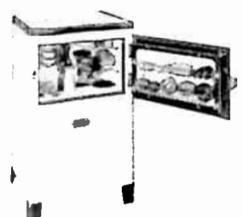


This Much More in a Shelvador

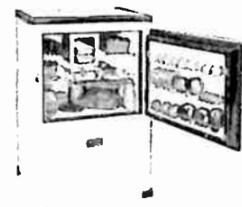
More

Nowhere else in all the world can anyone find such appealing features as are a part of the new 1935 Crosley Shelvador Electric Refrigerators. Here are features that provide housewives with everything they could desire—that carry with them such an irresistible sales appeal that the Crosley Shelvador has become the fastest growing line of electric refrigerators in America. And these features—this sales appeal is exclusive with Crosley dealers.

“This Much More In A Shelvador” is a phrase that immediately tells everyone here is greatly increased usable capacity and with this feature things are twice as easy to find. The Shelvador and the other exclusive Crosley features are **extra** features—in addition to the outstanding value, dependability, high quality, trouble-free service that characterize every Crosley model—that bring such tremendous pride and satisfaction to every Crosley Shelvador owner.



FR-20 Table Shelvador has two cubic feet NET capacity; 5.2 square feet shelf space. Two ice trays; uses Rotary compressor. Dimensions: 36" high, 23½" wide, 25" deep. **\$79.50**



FR-30 Table Shelvador, 3.1 cubic feet NET capacity; 7 square feet shelf space. 2 ice trays. Uses Rotary Compressor. Dimensions: 36" high, 23½" wide, 25" deep. **\$94.50**



FA-35 Shelvador, 3.5 cubic feet NET capacity; 7.5 square feet shelf space. One ice tray and one double-depth tray. Dimensions: 49 11/16" high, 23½" wide, 21 3/16" deep. **\$99.50**



FA-40 Shelvador, 4.09 cubic feet NET capacity; 8.6 square feet of shelf space. One ice tray and one double-depth tray. Dimensions: 52½" high, 23½" wide, 25½" deep. **\$112.50**



FA-50 Shelvador, 5 cu. ft. NET capacity; 11.5 square feet shelf space. Dimensions: 58½" high, 25½" wide, 24½" deep. **\$129.50**
Porcelain Exterior (PFA-50) **\$152.00**



FA-60 Shelvador, 6 cu. ft. NET capacity; 13.5 sq. ft. shelf space. Dimensions: 59½" high, 30½" wide, 25½" deep. **\$149.50**
Porcelain Exterior (PFA-60) **\$174.50**



FA-70 Shelvador, 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 57½" high, 32½" wide, 25½" deep. **\$169.50**
Porcelain Exterior (PFA-70) **\$194.50**



F-43 Tri-Shelvador, 4.3 cu. ft. NET capacity; 9.15 sq. ft. shelf space. Dimensions: 50 9/16" high, 23½" wide, 23½" deep. **\$139.50**
Porcelain Exterior (PFA-43) **\$159.50**



F-55 Tri-Shelvador, 5.51 cu. ft. NET capacity; 11.6 sq. ft. shelf space. Dimensions: 57½" high, 29" wide, 25½" deep. **\$164.50**
Porcelain Exterior (PFA-55) **\$187.00**



F-70 Tri-Shelvador, 7.08 cu. ft. NET capacity; 14.9 sq. ft. shelf space. Dimensions: 58½" high, 32½" wide, 25½" deep. **\$189.50**
Porcelain Exterior (PFA-70) **\$219.50**

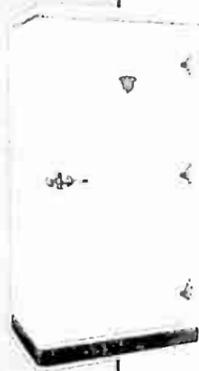


ALL PRICES INCLUDE DELIVERY, INSTALLATION, ONE YEAR FREE SERVICE • PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST

What An Array Of Features

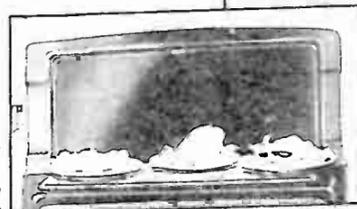
STREAMLINE BEAUTY

What modern charm this distinctly different refrigerator adds to the kitchen! Gleaming snow-white and jet-black with glistening chromium hardware.



SHELVATRAY

A convenient auxiliary shelf to facilitate re-arranging the refrigerator contents. Also serves as handy tray to carry items to wherever they are wanted. Exclusive in Crosley Tri-Shelvador.



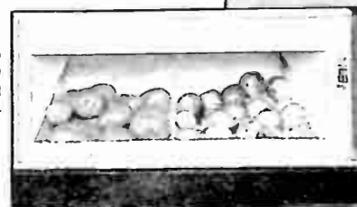
SHELVABASKET

Just open the door and there are the greens, carrots, beets, cabbages or what have you. Swings with the door. Takes no room. Only Crosley Tri-Shelvador has it!



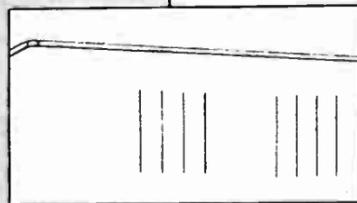
STORABIN

Here is the place for potatoes, onions, other bulk items and reserve bottle goods. Neither Shelvabasket or Storabin is refrigerated. Available only in Crosley Tri-Shelvador.



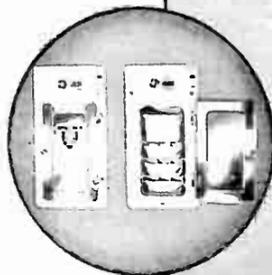
VENTILATED FRONT

No matter where the refrigerator may be placed, proper circulation of air around refrigerator unit is maintained by this feature. Exclusive with Crosley.



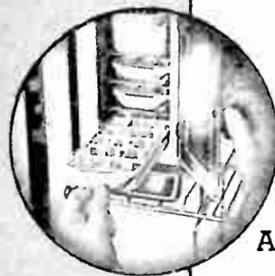
SELF-CLOSING DOOR TO ICE TRAY CHAMBER

The beautiful, gleaming white porcelain front with this door of a satin finish adds beauty to the refrigerator. Feature of Tri-Shelvador models only.



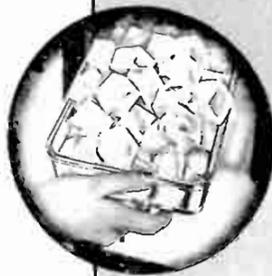
AMPLE SUPPLY OF ICE CUBES

Convenient size ice cubes are available in the freezing trays for water, iced tea and other refreshing drinks. Cubes freeze in a remarkably short time.



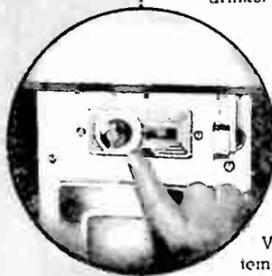
HEAVY GLASS DRIP PAN

Catches all moisture when refrigerator is being defrosted, accommodates a surplus supply of ice cubes, or serves as a useful food container.



TEMPERATURE CONTROL

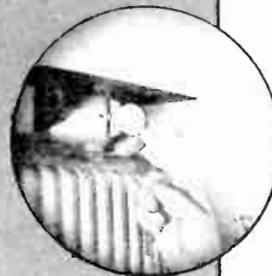
Variable temperature control enables the user to vary the temperature within the refrigerator and speed up the freezing of ice cubes and frozen dishes.



To Appeal To Every Housewife!

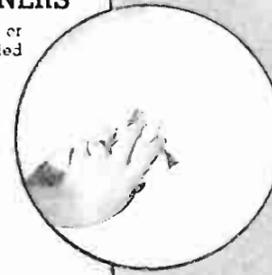
PORCELAIN INTERIOR WITH ROUNDED CORNERS

Very easy to keep spotlessly clean. No sharp corners or crevices where food may accumulate if spilled. Interior welded into one single piece.



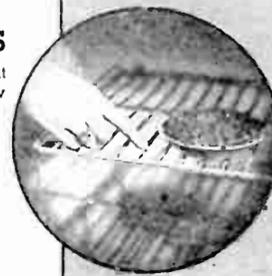
AUTOMATIC INTERIOR LIGHT

Crosley electric refrigerators are fitted with a standard base electric light which automatically illuminates the interior whenever the door is opened.



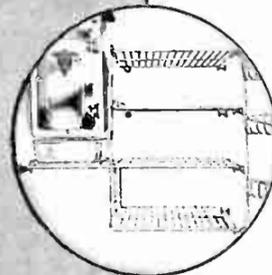
FLAT BAR SHELVES

Bars of shelves are flat so dishes can be slipped in or out easily. Also prevent bottles and containers with narrow bases from tipping.



INTERIOR ARRANGED FOR MAXIMUM CONVENIENCE

There is generous space between the shelves to permit ample room for the arrangement and ready accessibility of all food items.



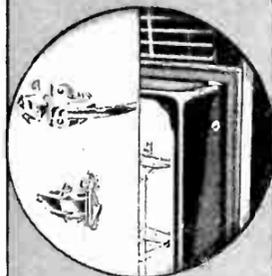
EASY TO CLEAN EXTERIOR

Gleaming white lacquer exterior is easy to keep clean. The hard, long-lasting lacquer surface requires only an occasional wiping off with a damp cloth.



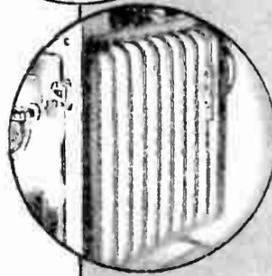
CHROMIUM HARDWARE AND DOOR SEALING GASKET

Artistically designed two-toned, stamped brass, chromium plated hardware is non-tarnishing and rust-proof. Door sealing gasket makes refrigerator absolutely air-tight.



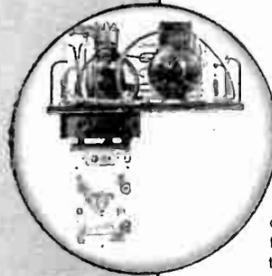
STURDY AND EFFICIENT FREEZING UNIT

Built of corrugated, completely rust-proofed steel, faced with white porcelain, the Crosley freezing unit is of sturdy construction.



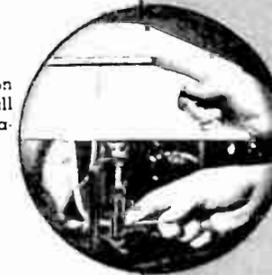
SELF-CONTAINED REMOVABLE UNIT

Since the motor, compressor and condenser are mounted on a metal base, the Crosley unit is completely self-contained and can be removed by merely lifting it out of the top of the cabinet.



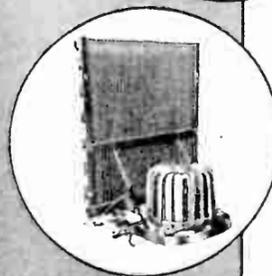
QUIET, VIBRATIONLESS OPERATION

Quiet smooth running mechanism, entire unit is suspended on four springs, the top of the refrigerator seated on rubber . . . all these make the Crosley refrigerator quite noise-free and vibrationless.

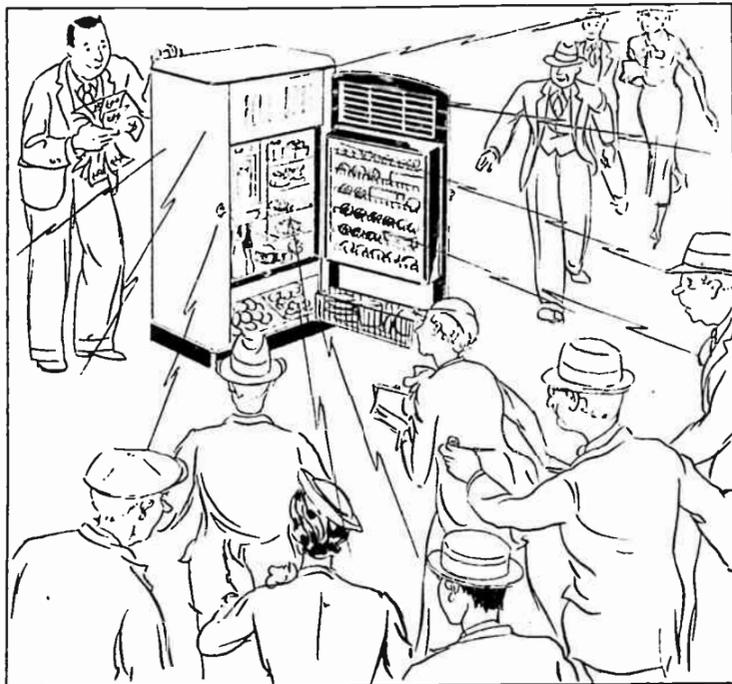


ROTARY COMPRESSOR

Has all advantages of hermetically sealed unit and can be serviced as readily as a standard belt driven compressor. Employed by Table Shelvador models.



.... TRIED AND PROVEN



IT HAS been rightfully said that to see the Shelvador is to desire the Shelvador. That statement is unmistakably true. For at first glance, everyone, whose eyes fall upon this sensational refrigeration achievement, knows that here is a feature that provides advantages and conveniences that can be found nowhere else in the world. An old saying, "Proof of the pudding is in the eating", is an analogy that bears out the truth of the foregoing facts. The Shelvador plus the many other outstanding features and the exceptionally economical and trouble-free operation have won for Crosley electric refrigerators a sales growth that is the most phenomenal in all electric refrigeration history.

With the Shelvador, Crosley has provided Crosley dealers with an almost instantaneous and irresistible appeal to attract the four out of every five homes without electric refrigeration. The Shelvador is so attractive, so appealing that it attracts prospects just as surely as a magnet draws steel.

What then is there for you to do as a Crosley dealer? Plenty! Crosley has provided the product and has backed it up with prestige accumulated through thousands upon thousands

of satisfied customers and powerful far-reaching advertising in magazines and through 500,000-watt WLW. The name Crosley has great public acceptance.

But—the degree of success enjoyed by each individual Crosley dealer depends to a great extent on the ingenuity employed in the ways and means of getting Shelvador before the largest percentage of electric refrigeration prospects in his particular territory. That has been proven out in the case of a dealer in an unusually small town, where his prospect field was very limited, but who, by utilizing every possible aggressive method, has reached a sales volume several times greater than his quota.

There are innumerable prospect-getting plans in existence but we are only listing a few of the principal ones that have been tried and proven successful. Of course, there are others that will suggest themselves to you and these may have to be varied to adjust themselves to your particular conditions.

The first thing, which is of prime importance, is to keep the Shelvador on display at every available position—in the window, inside the store, at shows, exhibits, or elsewhere. Remember, the Shelvador itself is your

best prospect winner. Emphasize its appeal as much as possible—keep it full of artificial food and also use the display cards that are available for this purpose.

Utilize, in your local prospect-seeking plans, all the advertising material that has been prepared by Crosley to help you—circulars, 4-page newspapers, signs, billboards, newspaper ads and all the other promotion weapons that are available from your Crosley distributor.

Shelvabank

A plan that has been proven highly effective in attracting prospects is the use of the Shelvabank. This is an attractive bank that is to be given away with each Shelvador to make it easy for the new Shelvador owner to save his nickels and dimes and quarters to pay for the Shelvador. It is not a meter plan and the bank is not attached to the Shelvador in any way, but it serves as a helpful reminder to urge the Shelvador buyer to save in order to make his time payments. The Shelvabank makes a particular appeal to those people who need an extra urge to convince them that the Shelvador pays for itself and is extremely easy for anyone to own. A series of convincing newspaper advertisements featuring the Shelvabank are available and your Crosley distributor can supply further details in connection with this prospect-getting plan.

Shelvador Bond Plan

There is no doubt but that the most potent prospect list is secured through Shelvador owners. As every Crosley dealer well knows, Shelvador owners are Shelvador boosters. Shelvador owners are so proud of the exceptionally fine quality and unusual advantages of Shelvador that they go out of their way to point out all the many features of the refrigerator to their friends, neighbors and relatives. But even if they don't do this, the Shelvador will sell itself to everyone who visits a home where it is on duty. Just to open the door—to see at a glance the extra, added conveniences—is in itself a completely convincing factor.

The users of the Shelvador can thereby provide Crosley dealers with the best possible list of prospects. The way has already been paved. The friends of Shelvador owners are

PROSPECT---GETTING SUGGESTIONS

probably anxious to know how they, too, can enjoy its distinct features. They will be ready on their friend's recommendations, to listen to any salesman.

One of the best methods as yet found for cultivating Shelvador owners for Shelvador prospects is the Shelvador bond plan. This plan calls for the presenting of every Shelvador owner with a Shelvador bond, which has a strong appeal to the Shelvador owner for it makes the provision of paying him a definite amount of money for every prospect he turns in that is sold. This plan should be an inducement to spur on practically every Shelvador owner to supply you with names of live prospects. If you have not as yet learned full details of the plan, we urge you to get in touch with your Crosley distributor at once.

Cold Canvass Calls

As every dealer knows, there is one way of getting prospects that almost always pays—and that is to go out after them by calling from house to house. Some dealers have found that it pays to have a separate staff of outside salesmen who make cold canvass calls following up a direct-mail promotion. Other dealers have found it profitable to put their salesmen out calling from house to house if there is a lull in store activity. Still others have found it effective to solicit by seeking out prospects through well-planned telephone calls to every wired home in their territory. But, however, the local conditions may suggest that it be done very few dealers will deny that it pays to go out in the field and pound away to get prospects by making cold canvass calls.

Ice Signs Are Prospect Signs

There is one sure way of finding those homes that are actually in need of electric refrigeration. That is to watch for the ice signs on every street in your community. Every ice sign hung up by the users of old-fashioned ice boxes is a prospect sign for you. Go up and down the streets in your territory, make a list of those with ice signs, call on those homes and present the Shelvador story and this plan should develop a large number of Shelvador prospects for you.

Boy Solicitors

In every community are a number

of boys who are anxiously awaiting an opportunity to earn something for themselves. Many dealers have found that it is an effective prospect-getting plan to enlist the services of these boys in behalf of building up Shelvador prospects and sales. In your town there are no doubt a number of boys' clubs, boy scout troops and similar organizations that will gladly cooperate in furnishing the names of boys who would be interested in this plan.

After giving these boys suitable training, arm them with Shelvador literature and start them out calling on their friends and neighbors. For every sale that is made to a prospect turned in by a boy solicitor, you could well afford to pay a small commission. And as a grand prize to the boy making the best sales record, you could offer a week's vacation at a boys' camp or some other suitable award that would spur the boys on to speedy work for you.

Promotional Stunts

Any promotional stunt that you can concoct to get the eyes of your community centered on Shelvador is an almost sure way of developing Shelvador prospects. One stunt that was recently staged by a Crosley dealer typifies this idea. Two days were set aside as "Crosley Days". Coupons were handed out to all customers and passers-by who placed their name and address thereon as well as certain information that would indicate whether or not they were prospects. Stubs were placed in a box for a drawing that awarded Crosley refrigerators as prizes. Newspaper space was used to promote the stunt and an ancient Ford roadster loaded with farm produce and with a driver who was costumed like an old-fashioned farmer was driven over the streets to attract attention. The names on the coupons provided a big list of prospects and many sales resulted. Any stunt that you can conceive will be an excellent plan for developing Shelvador prospects.

Other Prospect-Getting Plans Will Suggest Themselves To You

There are many other ways that any live Crosley dealer can develop to seek out real Shelvador prospects. You can, for instance, look through your local newspaper for announcements of births, marriages, and new

home buyers. All these are prospects for Shelvador electric refrigerators. But whatever you do, or whatever weapons you employ—go to the fullest extent to develop Shelvador prospects by waging the most active campaign in your history and your efforts will be well rewarded to the tune of profitable Shelvador sales.

Erskine-Healy Uses Recipe Book To Sell Shelvadors . . .

Erskine-Healy, Inc., Crosley distributor, Rochester, N. Y., is promoting the sales of Crosley Shelvador electric refrigerators by means of the Crosley recipe book. Their method of using a recipe book to secure prospects for electric refrigerators is new, and very effective.

The plan is well stated in a bulletin which they have just sent to the dealers in their territory. It is entitled, "Would you pay 2½ cents for a Crosley Prospect?" Then the bulletin continues:

"How many names of prospects would you buy if you could get them for 2½ cents each? Well, we can almost hear you say, 'Give me a hundred right now.'

"All you have to do is to follow the lead of food manufacturers and department stores who have found that a cook book or a recipe book is a sure-fire method of attracting the attention of women and building up a prospect list.

"Every woman who runs a house wants to keep posted on up-to-date desserts to serve her family, her bridge party and her dinner guests. Offer them, free, one of these new, illustrated up-to-the-minute Crosley recipe books which costs you 2½ cents each.

"Then put a line in your advertisements:

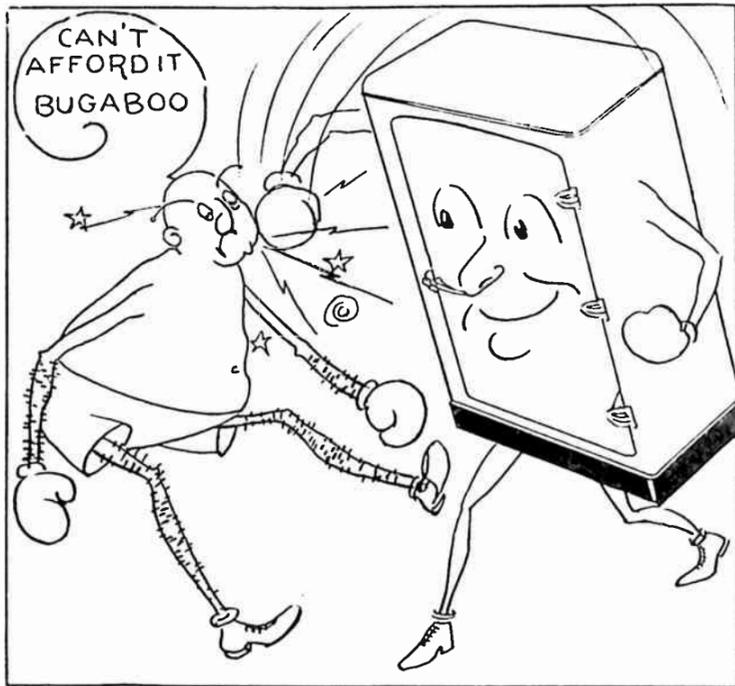
'Come in and get a free copy of the Crosley Recipe Book.'

Or try this one:

'Serve colored ice cubes and make your party different. Free copy of Crosley Recipe Book tells you how to make them.'

Or advertise in the newspaper or put a sign in your window:

'FREE, brand new recipe book tells how to make more than—frozen desserts and dainties.'



YOUR best salesman is undoubtedly the Shelvador itself. You'll agree, of course, that electric refrigeration buyers are interested in the things that the refrigerator is going to do for them. And no other refrigerator has as much to offer for no other refrigerator has Shelvador. On top of this, the Crosley electric refrigerator has every essential feature of other refrigerators. It has exceptional beauty, outstanding value; it is noted for its dependable, economical operation. But, the Shelvador is the best salesman of all. It gives salesmen a keen edge over competition. It serves better by providing more usable space, greater conveniences, more advantages. Those are the reasons why the Shelvador practically sells itself at first glance.

But as you of course realize, the world is made up of all kinds of people. Some are quick to realize the advantages and conveniences and economies that come through owning a Crosley Shelvador. Others may be just a little slow to grasp the full significance that such a modern necessity means in their everyday life. But, by and large, those who continue to postpone buying principally are stalling because they fail to see that the Shelvador pays for itself and the

"I can't afford it" bugaboo has possessed them.

To help you overcome these supposed obstacles, we are herein giving a number of what we hope to be valuable suggestions.

Anyone Can Afford Shelvador

The "I can't afford it" bugaboo is the stumbling block that has stood in the way of many an order. The prospect may readily agree that the Shelvador is the greatest value on the market. He may admit that the Shelvador is the finest feature ever offered in an electric refrigerator. But when it comes to actually giving the order, he hesitates for fear that he can't afford it.

This problem requires sales strategy of the highest type. The salesman must use all the sales ability he possesses in order to show the prospect exactly how he can afford to buy the Shelvador.

When this prospect is made to realize that anyone even with an income as low as \$18.00 a week can afford to buy the Shelvador, he will enthusiastically agree that he can't afford to be without it and the sale is made. It takes only a quick comparison between the cost of ice refrigeration and Crosley electric re-

frigeration to prove that statement.

Government statistics show that ten percent of all food kept in the old-fashioned ice box is lost through spoilage. At least another ten percent is lost by not buying in quantities. The cost of ice soon adds up to quite a sum.

In the Crosley Shelvador, all these items are definite savings for the user—there is no loss in spoiled foods, the long period of preservation makes possible the savings of quantity purchases, and there is no ice to buy. Compare these savings with the cost of electricity and the purchase price of the Shelvador and you will readily see that it pays for itself in about one year's time; after that the savings are returned to the owner in the form of unmistakable dividends.

Crosley salesmen who properly present these facts to reluctant buyers, will almost always take home the order.

Shelvador Accessories As Sales Stimulants

Crosley has made available to you through your Crosley distributor several excellent sales stimulants that have been found quite effective in helping to give an extra push to that certain type of prospect that needs a little extra urge in order to close the sale. These are in the form of a line of Shelvador accessories that add to the attractiveness of the interior of the refrigerator and offer to the customer additional reasons for purchasing a Shelvador. Complete information concerning these accessories—the Crosley Ice Crusher, Tray-Set for keeping vegetables garden-fresh and crisp and for storing large fruits, Water Coolers and Rubber Ice Tray—is available through your Crosley distributor.

Magic Formula Of Sales Success

In a recent issue of Printer's Ink Monthly Magazine is an article by the late W. L. Barnhart, who proclaimed five rules as the Magic Formula of Sales Success. These points lend themselves so readily to your job as a Shelvador salesman that we are listing them here and commenting on their adaptation to your problems.

1. Absolute knowledge on the part of the salesman that the prospect needs the goods and can profit

greatly by purchasing them.

Naturally if any prospect for a Shelvador had realized his need for it, he would undoubtedly have purchased it. When he is approached by a Shelvador salesman, every objection that he may bring up is based on his feeling that he does not need it. So it is up to you to convince him that he does need it. You know that everyone who does not have electric refrigeration is in need of it. You know that that person needs it for it will bring new conveniences and advantages to his household—for it will protect his family's health by properly preserving their food—for it will pay for itself in a short time and pay dividends thereafter. There certainly can be no doubt in your mind that everyone without electric refrigeration does need it and need it badly.

2. You must be quite certain that you have the best product to fill that need.

Of course, you believe that the Shelvador is the best from every standpoint. And it takes only a comparison with any other make to convince a prospect how really right you are. Compare it on the basis of beauty, quality, value, dependability, economy, usable space, features and conveniences. Any way you look at it, the Shelvador is way ahead.

3. You must really love your work.

There is nothing that can bring greater satisfaction than the selling of something that catches the eye of all and brings such a strong sense of pride in ownership as the Shelvador. It's really a lot of fun and an everlasting source of satisfaction to sell Shelvador.

4. Attitude of Expectancy.

When you call on a prospect, you know that he needs the Shelvador and that it is exactly ideal for his needs. There isn't a reason in the world why

you shouldn't be so sure that the sale is yours that it will show in every word you speak, every gesture and every action. You have every right to be so sure of your sale that you just can't believe it possible for anyone without electric refrigeration to deny himself a minute longer.

5. Willingness to meet the prospect on his own grounds.

When you are selling a prospect you must center your talk and thoughts about his interests. Find out first what model Shelvador he needs, based upon the size of the family, the amount of entertaining done, etc. Show the prospect how the Shelvador will meet his needs. Ask him just what he likes about this or that feature—ask him just what he wants in a refrigerator. Find out just what the prospect is thinking of in refrigeration—adjust your sales message to those thoughts and you will be well on the road to the sale.

Twenty-four Hour Operation Before Delivery Impresses New Owners . . .

After making a sale of the Shelvador, it has been found to be very impressive to the new owner, when the dealer operates the refrigerator for at least twenty-four hours before making delivery.

During this time, ice cubes are frozen and the unit is adjusted to operate at as low a temperature as possible. When the refrigerator is ready for delivery, the heavy cover, placed over it for protection from scratches while being delivered, also helps to retain the cold until it is connected in the owner's kitchen.

The new owner, then, is highly pleased that the Shelvador is ready to immediately protect her food articles, as well as providing ice cubes almost right away.

The refrigerator is cold and the proud, new owner is gratified that she can put all her food in it as soon as it is delivered. In a very few minutes, she can use the ice cubes to cool her drinks. She is sure, before the delivery man leaves, that her new refrigerator is operating perfectly.

This plan has proven effective in helping to sell other Shelvadors, for the pleased customer invariably tells others of this unusual service.

Just The Polish For Crosley Shelvadors And Radios

USE IT YOURSELF!

SELL IT TO YOUR CUSTOMERS!

Used as the final finish on Crosley Shelvadors to give them that lustrous, dust-proof finish. Polly Polish is ideal for both dealer and housewife to use to retain that perfect finish indefinitely. It is equally as useful in polishing Crosley radio cabinets.

EASY TO USE—AMAZING RESULTS

Polly Polish is surprisingly easy to use. It removes the bugaboo of strenuous labor usually associated with most polishes. It cleans the surface with little effort. Then when permitted to dry it polishes with a very high gloss and leaves the surface protected with a perfectly hard dry finish. It is unnecessary to wash the surface before applying as Polly Polish cleans as it polishes.

THE PACKAGE

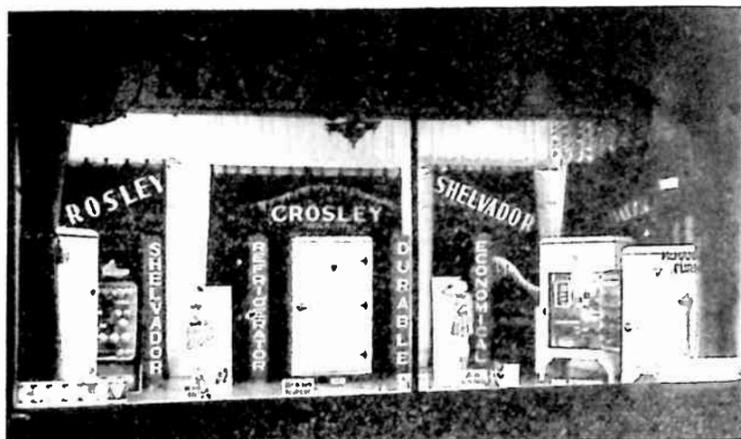
Polly Polish is packed in four-ounce bottles, pint bottles and gallon tins. 4 oz. bottles are packed 24 to the carton, shipping weight of which is 18 pounds—25c per bottle. Pint bottles are packed 12 to the carton, shipping weight of which is 26 pounds—75c per bottle. Gallons are packed 6 to the carton, shipping weight of which is 60 pounds—\$3.00 per gallon.



SEE YOUR CROSELY DISTRIBUTOR

Polly Polish

WINDOW DISPLAYS SELL SHELVADOR



Window Display Sells Four Shelvadors First Day Installed

That this attractive window display was effective in accomplishing the desired results is borne out in the fact that it helped to sell four Shelvador refrigerators the first day it

was installed.

It was recently arranged by McManus Brothers, Elizabeth, N. J., where James Murray is buyer in the refrigerator department.



Attractive Shelvador Display By Denver Dealer . . .

This attractive Shelvador window display is an example of the aggressive promotion utilized by the Western Household Furniture Company of Denver, Colorado. Sam Leventhal, owner and manager of this firm, has been a Crosley dealer for many years.

With the belief that if electric refrigeration payments are made small enough everyone can own a Shelvador. Mr. Leventhal is doing an excellent job.

According to W. N. Miller, of Central Supply Company, local Crosley distributor, "Mr. Leventhal also believes that the right place to make a refrigerator sale is in the customer's home. His salesmen are also collectors and they arrange to see the store's customers in their districts very frequently. These contacts keep the store in the customer's mind, develop new prospects and make collections less expensive.

"Contacting customers in the store

SHELVADOR

The Shelvador is like a stop signal to everyone who sees it on display. Everyone, at a passing glance, stops and looks. People realize immediately that here is something new — something entirely different. And it takes the Shelvador only a few seconds to tell them that it offers the added conveniences every housewife has wanted for years. It has scorable — understandable features!

Let the Shelvador advertise itself. Display it in every available place. Put it in your store, in your windows, in local theatre lobbies, in convention and exhibition booths, etc. Let the Shelvador attract sales for you.



At Memphis Better Homes Exposition . . .

Quite attractive is this Shelvador exhibit, sponsored by Harry T. Wilson, Inc., Crosley distributor at Memphis, Tennessee, at the Commercial Appeals Better Homes Exposition recently held in Memphis.

The crepe paper served as an effective background for the refrigerator and the Shelvador was well "pointed out" by the sign, "This Much More In A Shelvador".

himself, Mr. Leventhal is considered one of Denver's best retail salesmen. When he gets through selling the Crosley Radio Corporation to a customer, they usually want to know if they can buy some stock in such an excellent company. We wouldn't be a bit surprised if Sam's name was to be found on the list of owners of Crosley stock."

Large Knoxville Department Store Pushes Shelvador . . .

S. H. George & Sons, large department store of Knoxville, Tenn., headquarters of the Tennessee Valley Authority (TVA), recently devoted this entire window to the Shelvador.

Frank Oates, Manager of the Refrigerator and Electrical Appliance Department of George's store, recently stated to A. W. Craige, Jr., Knoxville representative of the Gambill Distributing Company, Crosley Wholesalers, that they have only had one service call on all the Shelvadors they have sold this season. While this is the first year that George's Department Store has sold the Shelvador, they are highly elated over the possibilities and have already placed a number of them in the homes of the TVA Headquarters town.



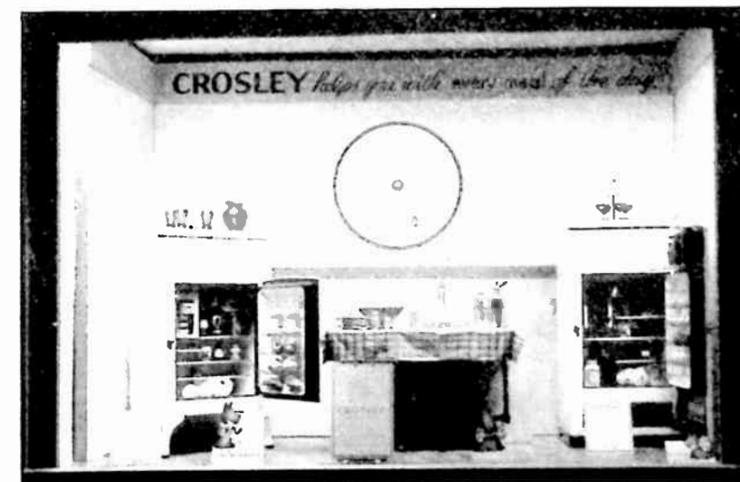
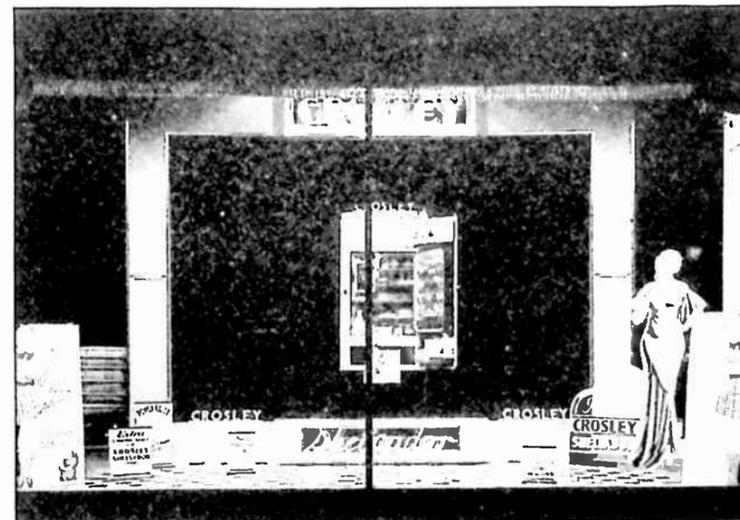
Beautiful Display By Summerfield's . . .

Framed in a striking dark background, the Crosley Tri-Shelvador is prominently featured in this most beautiful window display recently arranged by Summerfield's of Boston, Mass. This display was used in the main store of this aggressive dealer, who incidentally is one of New England's largest furniture firms with branches in key cities throughout this district. "Crosley radios and refrigerators have been handled without interruption for over six years by this concern," states H. D. Schumacher, local Crosley District Manager.

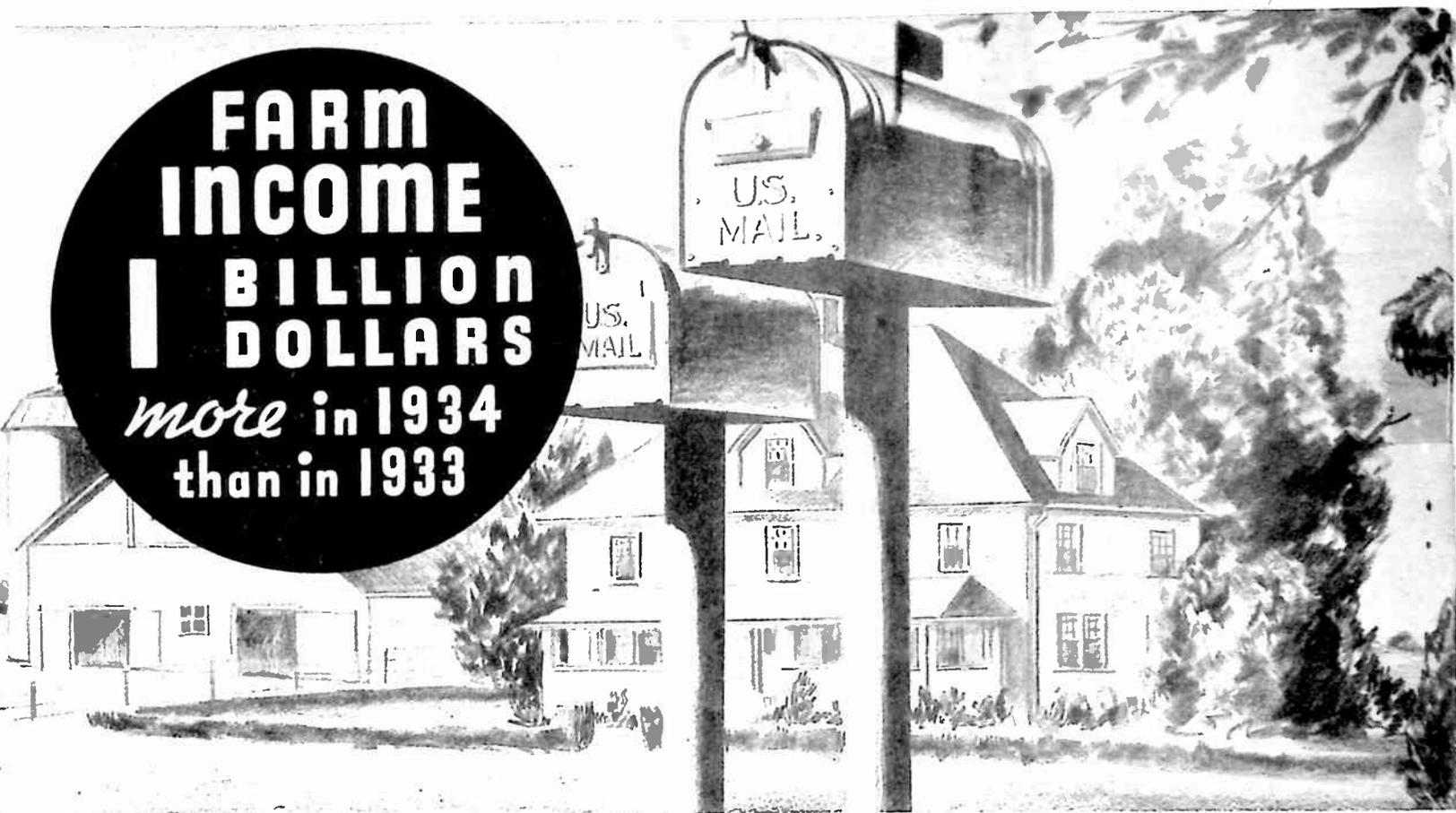
Attractive Shelvador Display

This extremely attractive window display was recently arranged by the Kresge Department Store of Elizabeth, N. J., to promote the sale of Crosley Shelvador electric refrigerators there. An exceptionally well-executed display, the basic theme was centered around the sign at the top, which read, "Crosley Helps You With Every Meal Of The Day." Further emphasis on the theme was carried out in the background illustration of a clock depicting the meals of the day—breakfast, lunch, tea and dinner.

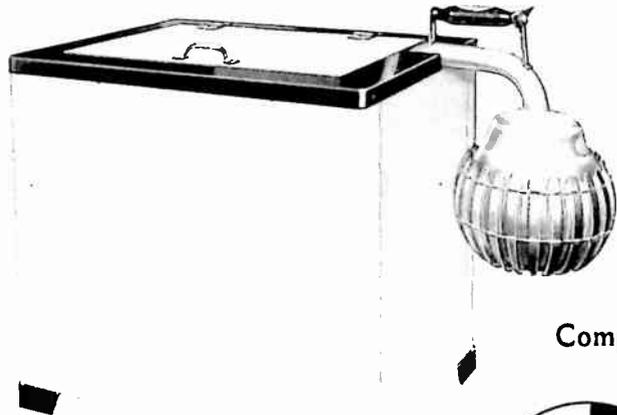
According to Apollo Distributing Company, Crosley distributor at Newark, N. J., this dealer is one of the largest department stores in the country.



**FARM
INCOME**
**1 BILLION
DOLLARS**
*more in 1934
than in 1933*



Double your Refrigeration Business
with the new **CROSLEY ICYBALL**



The short crops and higher prices have put more money in almost every farmer's pocket. Every Crosley dealer has a golden opportunity to double his refrigeration business in this big market for the Crosley Icyball—the ideal refrigerator for any place without electricity. Priced so low that it is within reach of practically everyone, the Icyball deserves the energetic support of every dealer.

**Comparative Market Possibilities Of Electric Refrigerators
And Icyball Refrigerators For The Farm**

The Crosley Icyball provides the advantages and conveniences of mechanical refrigeration, without using gas or electricity. Has no moving parts, requires no oiling, has no odor and is absolutely noiseless. Upkeep cost is only a few cents a day. Freezing tray makes 14 ice cubes.

Outside dimensions: 28 1/16" high (including hardware), 41 1/2" wide (including ball), 24 5/16" deep.

\$59.95

F. O. B. Factory
Price Includes

Cabinet, Stove, Icyball Unit, Stabilizer, Tub



Consider the electric refrigerator market. About 29.5 wired homes out of every 100 in the United States now have an electric refrigerator.



Consider the farm refrigerator market. Only 9/10 of 1% sold . . . A virgin market—99 out of every 100 farm homes are Crosley Icyball prospects.

**ONLY CROSLEY OFFERS YOU THIS OPPORTUNITY
TO CASH IN ON THIS DOUBLE MARKET**

The new **CROSLEY ICYBALL**
REFRIGERATOR