

## TALKS TO THE TRADE



### POWEL CROSLY, JR. SAYS...

**I**N ADDITION to the sweeping sales and profits being made with the major lines of Crosley radios and Shelvador refrigerators, an unusual opportunity for a surprisingly large volume of extra profits is found in the several special Crosley products.

There is a big market of extra profits in the new Crosley Savamaid washers and ironers. Three methods of extracting dirty water are presented—one Savamaid washer has the well-known semi-balloon roll wringer . . . two models have the sensational Velvetouch wringer . . . the other is the marvelous Savamaid Spe-Dry that brings a new and greatly simplified routine to washday. The Savamaid Ironer completes the home laundry. It has the features of the most expensive, yet is priced within reach of practically everyone. This new Savamaid line is already proving to be a sensation.

Another market that presents unusual opportunities is the sale of the Crosley Icyball to every place without electricity in need of refrigeration. Here is a market that is about as big as you can make it—

**NO DEALER CAN AFFORD NOT TO HANDLE CROSLY**

rural homes, trailers, summer camps, roadside stands, dairies, boats, etc. This is a big opportunity for extra refrigeration sales and profits.

To meet the vast improvement in the business of the bottled beverage dealers, a new Crosley Koldrink electric bottle cooler, with decided improvements, has brought a remarkable sales increase. Extra profits are ready for you now by promoting the Koldrink to every bottled beverage dealer in your community.

Then, there is the amazing Crosley Coolrest—an electrically air-conditioned compartment that fits over the bed to bring cool, restful sleep on hottest, stuffiest nights. The Coolrest is proving to be a great boon to mankind and a great boost to profits.

With such a line of outstanding special products, every Crosley dealer has a golden opportunity to add to his radio and refrigeration profits with an unprecedented sales volume. These are **extra** reasons why No Dealer Can Afford **NOT** To Handle Crosley!

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## THE CROSLY BROADCASTER

### Such Popularity Must Be Deserved . . .

Every year since its introduction, Shelvador has met with increasing popularity. Each year the percentage of sales increase over the preceding year has been greater than that of any other electric refrigerator. So far the present season, Crosley dollar volume sales are 33 1/3% ahead of the same period last year.

Housewives are clamoring for Shelvador. Dealers are clamoring for Shelvador. Greater shipments are leaving the factory than ever before.

Such popularity must be deserved. Of course, the inimitable Shelvador feature with its added conveniences and its greatly increased usable space, plays an important part. Of course, the distinctive beauty that brings Shelvador the title of The World's Most Beautiful Refrigerator, also plays an important part. But that isn't all. In extraordinary features, in quality through and through, in world-leading value, in dependable and economical service—the Shelvador is equally as outstanding.

That's why the Shelvador has attained such great leadership and why it brings such sweeping sales and profits to every Crosley dealer.

### Sell The Complete Home Laundry . . .

It is of course good sales sense to sell as much as possible to each individual customer. That is a fundamental merchandising principle that builds volume and profit.

And with the Crosley Savamaid

line of washers and ironers, every dealer is given an excellent opportunity to make a two-unit sale, with its greater volume and profit. First of all, here is a line of new-style, new-value washers that have an insistent appeal. Every conceivable desire and need of every washer prospect can be fully satisfied with the wide range of models available. And after a prospect becomes a Savamaid washer owner, that prospect will thank you for showing her its marvelous companion—the Savamaid Ironer.

Every woman will immediately appreciate the time and labor saving advantages of this remarkable ironer. It has many attractive features. It has the effectiveness of the most expensive and yet is priced within reach of all. It will take the drudgery out of Tuesday for housewives and by pushing it to each washer prospect, your profits will be greatly increased. You are urged to sell the COMPLETE home laundry.

### Push Coolrest For Extra Profits . . .

When you show the people of your community that they can say goodbye to hot, stuffy, muggy nights . . . right in their own homes . . . at very little cost . . . you are on the road to extra sales and extra profits.

The Crosley Coolrest enables you to do just that. It is an electrically air-conditioned compartment that fits over the bed to provide cool, restful healthful comfort. It brings refreshing sleep on hottest, stuffiest nights for it cools and dehumidifies the air under the canopy. After sleeping in a Coolrest bed-compartment on a

hot night, you will awaken with a renewed vigor that will follow all day long.

A splendid way to attract customers is to have a Coolrest on display in the store and invite customers to lie inside for a few minutes . . . they will be so surprised and gratified over the cooling comfort that sales will be well on the way.

### Increase Refrigeration Profits With Crosley Icyball . . .

When you consider the fact that there are about 10,000,000 homes in this country without electricity, you immediately realize that here is a tremendous market. When you further realize that this unwired home market, which consists chiefly of farm homes, has been barely scratched in the sale of refrigeration, you know that here is a profit opportunity you should not overlook.

A sharp increase is forecast in the sale of refrigerators to rural America. In the first place, farmers have more money to spend. The gross income from farm production for 1935 has been estimated at \$8,110,000,000, the greatest in any year since 1930. Farmers are buying in greater volume than has existed for years. Farmers are in the market for refrigeration now.

Certainly no other refrigerator can fulfill this unwired home need as well as the Crosley Icyball. It is priced so low that it is within reach of practically everyone. This refrigerator that requires no gas or electricity provides dependable refrigeration, with its many conveniences and advantages.



### Famous Store Selects Shelvador For Model Kitchen . . .

When Marshall Field and Company, nationally-known department store of Chicago, recently arranged a window suggestive of a model kitchen, the Crosley Shelvador was selected as the ideal electric refrigerator. With its modern beauty that has gained the title of "The World's Most Beautiful Refrigerator" . . . with its many extraordinary conveniences and advantages . . . with its outstanding dependability, economy and value—the Shelvador is certainly a model refrigerator. By satisfying every conceivable need and desire of any user. Shelvador is at home in the finest kitchens everywhere. Shelvador is truly the ultimate in refrigeration.

### Marshall Bond Visitor At Crosley Factory . . .

Marshall Bond, president, Bond-Rider-Jackson Co., Crosley distributor at Charleston and Huntington, W. Va., was a recent visitor at the Crosley factory in Cincinnati.

Business conditions in his territory are good, Mr. Bond reported. The demand for Shelvadors is exceeding that of any previous year, he said. He also stated that the new Crosley Savamaid washers and ironer are proving popular with dealers.

The radio business is also holding up well. "We are expecting a good year," Mr. Bond said. "With the Louis-Schmelling fight and the political conventions this summer and the campaign in the fall, the radio business unquestionably will be greater than anything previously experienced."

### Bensinger-Crosley Team Signs New Players For 1936 . . .

The Bensinger-Crosley baseball team, operated by the Clifford Bensinger Furniture Co., Crosley dealer of New Albany and Jeffersonville, Ind., and The Cooper-Louisville Co., Crosley distributor of Louisville, plans on repeating its record of the past two years in winning the championship of its league.

Four new players have been added to the roster. James E. Johnson, president, Cooper-Louisville Co., reports. Two new pitchers and two new outfielders have been signed by Bud Renshaw, manager of the team. The pitchers are Kenneth Bolt, formerly with Bourlier's Sheet Metal team, Louisville, and Mert Taylor, who pitched for the Jeffersonville Transfer Co. The outfielders are Bob Solley, who was also with the Sheet Metal team and Eddy Kunz, of Pine Bluff.

The Bensinger-Crosley baseball park, New Albany, recently opened after improvements had been finished. Additional grandstand capacity has been provided for and new dugouts for the players have been constructed.

### Apollo Shelvador Orders Double Those For 1936 . . .

Orders for Shelvador electric refrigerators in New Jersey to date are more than double those for the same period a year ago, states H. M. Bergman, sales manager, Apollo Distributing Co., Crosley distributor, Newark. "Consumer activity during the next few weeks will see tremendous sales of Shelvadors in this territory," Mr. Bergman said.



### Filling Station Makes Success Selling Crosley Products . . .

Awake to the fact that he has definite contact with his steady flow of customers, William Slaichert, owner of Bill's Tire Shop at St. Ansgar, Iowa, has taken advantage of this opportunity by selling Crosley products. Being a Crosley dealer for the past three years has brought Mr. Slaichert a successful sales record, even though his place of business is a filling station. Highly interested

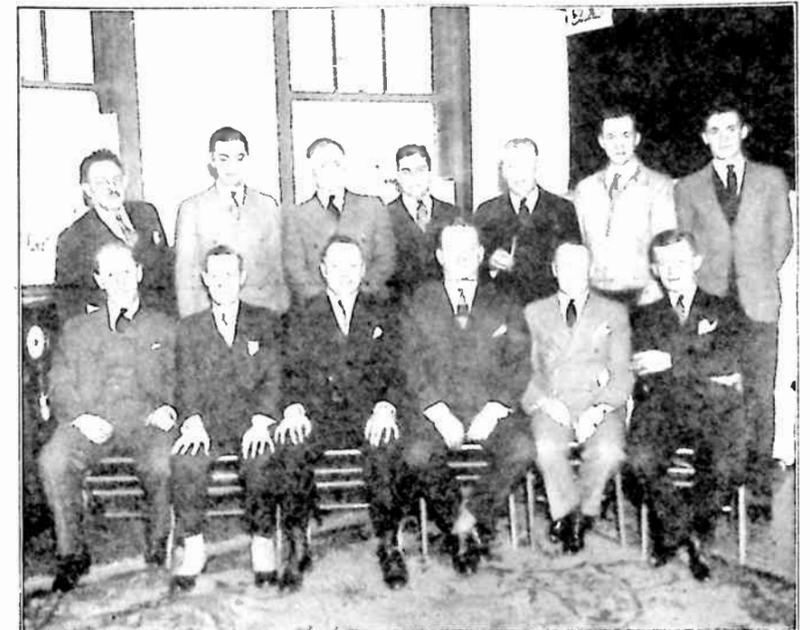
in the Crosley line, this enterprising filling station owner has recently signed the dealer franchise on Shelvador refrigerators and Savamaid washers and ironers for this year. According to Southern Minnesota Supply Company, Crosley distributor at Mankato, Minnesota, this dealer anticipates doing a splendid Crosley merchandising job during 1936.

### Peirce-Phelps Organization At New Harrisburg Branch

Attending the recent formal opening of their new branch office and warehouse at Harrisburg, Pa., were these members of the Peirce-Phelps organization, Crosley distributors with headquarters at Philadelphia.

In the front row, left to right: James Hauer, travelling Crosley service manager; Lee Cooper, salesman; J. E. Alexandre, Manager of Harrisburg office; J. Trevor Peirce, Vice-President of Peirce-Phelps; Charles Limroth, Credit Manager; Karl Rohrbach, salesman.

Back row, left to right: Harry Feldman, advertising and promotion manager; Byron Besse, Royal Cleaner salesman; Jack Simmons, Chrysler oil burner representative; Victor Binder, sales manager of gas range department; George Arnold, Chambers range representative; L. R. Zinn, Harrisburg service manager; R. A. Young, Jr., Harrisburg office manager.



### New Shelvador Catalog . . .

A highly attractive, beautifully colored, twenty-eight page catalog on the new 1936 Shelvador is now

available. Contains illustrations and descriptions of each Shelvador model and the various features, plus convincing selling copy. One of these in the hands of each salesman will prove of material assistance. Your Crosley distributor can supply you.



### Successful Exhibit At Rockford Cooking School . . .

Battling the snow-drifts in sub-zero weather, housewives filled to capacity the Midway theatre of Rockford, Illinois, to attend the annual cooking school recently fostered there by the local newspapers.

In commenting on this affair,

Hardware Products Company, Crosley distributor at Sterling, Illinois, remarked, "the outstanding exhibition at the show was Block and Kuhl Company, pioneer dealers in Rockford of the Crosley Shelvador. The preferred location of their booth

and the attractiveness of the setting for the Shelvador were responsible for more women viewing this exhibit than any other at the show.

"Mr. Parlee, in charge of the exhibit, said that the outstanding remark made at the exhibit pertained to the exceptional beauty of the 1936 Crosley Shelvador. A great many women also noticed the superior finish of the refrigerator this year. Other women remarked that they had been waiting to purchase a refrigerator this year, having seen last year's models and having definitely decided then that they would wait until they could purchase the Shelvador.

"Despite the weather, thousands of women obtained their first glimpse of the new Shelvador at this showing. A long list of live prospects were obtained by the Block and Kuhl Company as well as actual sales being made at the show.

"This event is looked forward to every year by Rockford housewives and is undoubtedly the outstanding event of the year in its advertising opportunity."

The New 1936

# CROSLEY RADIOS

● The new 1936 Crosley Radios presented on this and the three following pages have reached new heights in beauty, performance and value. Incorporating the very latest engineering developments, the new Crosley Radios put increased emphasis on that well-known assurance of quality performance—"You're THERE with a Crosley."

No matter what the needs or the purse, there is a new Crosley that is exactly right. Crosley models meet the radio needs of the home, the farm, the camper, the traveler, the business man, the motorist,—in fact everyone.

Here is radio that invites ANY comparison—such comparison will prove that here is the highest possible quality at the most attractive price for everyone.



**\$25.00**  
COMPLETE WITH TUBES  
DIMENSIONS:  
5 3/4" high,  
10 1/4" wide,  
7 1/2" deep.

**NEW TRAVO**  
Model 425-H

**4 TUBES . AC-DC**  
**SUPERHETERODYNE**

● Operates on any 110 volt circuit. Has two double purpose tubes. Pilot Light. Attached antenna. No ground required. Attached handle. Full floating moving coil electro-dynamic speaker.



**FIVER**  
Model 515-AC  
**\$19.99**  
COMPLETE WITH TUBES

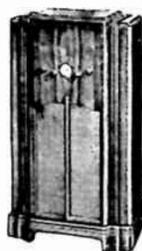
DIMENSIONS:  
11 1/2" high,  
10 1/2" wide,  
7 1/2" deep.

**5 TUBES . Two Band**  
**SUPERHETERODYNE**

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. New Magna-Ceramic dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

**FIVER CONSOLE**  
Model 515-MH  
**\$37.50**  
COMPLETE WITH TUBES

DIMENSIONS:  
36" high,  
21 1/2" wide,  
11 1/2" deep.



**\$25.00**  
COMPLETE WITH TUBES  
DIMENSIONS:  
11 1/2" high,  
10 1/2" wide,  
7 1/2" deep.

**PRIVATEER**  
Model 545-AD

**5 TUBES . AC-DC**  
**SUPERHETERODYNE**

● Operates on any 110 volt circuit. Attached antenna. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

**A. F. M.**  
(American) (Foreign) (Metal Tubes)  
Model 535-AH

**5 Metal Tubes . 2 Band**  
**SUPERHETERODYNE**

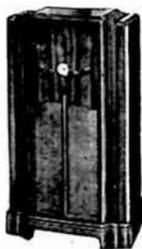


**\$29.95**  
COMPLETE WITH TUBES  
DIMENSIONS:  
11 1/2" high,  
10 1/2" wide,  
7 1/2" deep.

● All metal tubes. Standard and police broadcasts 540-1710 Kc. Foreign and police broadcasts 2350-7500 Kc. New Magna-Ceramic dial. Tone control. Automatic volume control. Two double purpose tubes. Full floating moving coil electro-dynamic speaker.

**A. F. M. CONSOLE**  
(American) (Foreign) (Metal Tubes)  
Model 555-MK

**\$47.50**  
COMPLETE WITH TUBES  
DIMENSIONS:  
36" high,  
21 1/2" wide,  
11 1/2" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**Buccaneer \$39.95**  
Model 635-C  
Dimensions: 16 1/2" high,  
12 1/4" wide, 8 1/2" deep.

**Olympia \$45.00**  
Model 635-C  
Same as Buccaneer except  
employs 6 metal tubes.

**Cruiser \$47.50**  
Complete With Tubes  
Model 615-O  
Same as Buccaneer except  
operates on 110 volts A.C.  
or D.C.

**6 TUBES 3 Band**  
**SUPERHETERODYNE**

● Receives Standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. New Magna-Ceramic dial. Full floating moving coil electro-dynamic speaker.

**Buccaneer Console**  
Model 635-M **\$54.50**

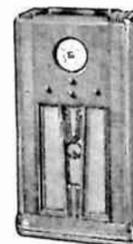
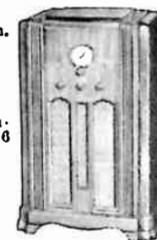
Dimensions: 36 1/2" high,  
20 1/4" wide, 11 1/4" deep.

**Olympia Console**  
Model 635-M **\$59.95**

Same as Buccaneer Console except employs 6 metal tubes.

**Cruiser Console**  
Model 615-M **\$59.50**

Complete With Tubes  
Same as Buccaneer Console except operates on 110 volts A.C. or D.C.



**\$69.95**

COMPLETE WITH TUBES

DIMENSIONS:  
40" high,  
23 1/4" wide,  
12" deep.

**RAIDER CONSOLE**  
Model 6625-NA

**6 TUBES 3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Bass Compensator. New Magna-Ceramic Dial with Timelog Tuning. Vibracoustic Sounding Board. Automatic Volume Control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.



**CORSAIR**  
Model 715-D  
**\$55.00**  
COMPLETE WITH TUBES

DIMENSIONS:  
17" high,  
13 3/4" wide,  
9 1/8" deep.

**MERRIMAC \$65.00**  
Model 865-D  
Same as Corsair except employs  
8 metal tubes.

**7 TUBES . 3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. New Magna-Ceramic dial. 25 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

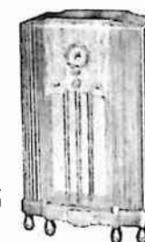
**CORSAIR CONSOLE**  
Model 715-N

**\$79.95**

COMPLETE WITH TUBES

DIMENSIONS:  
36 3/4" high,  
21" wide,  
11 1/4" deep.

**Merrimac Console \$89.95**  
Model 865-N  
Same as Corsair Console except  
employs 8 metal tubes.



**VIKING**  
Model 725-F  
**\$65.00**  
COMPLETE WITH TUBES

DIMENSIONS:  
19 1/4" high,  
14 1/4" wide,  
9 1/4" deep.

**MONITOR \$77.50**  
Model 865-F  
Same as Viking except employs  
8 metal tubes.

**7 TUBES . 5 Band**  
**ALL WAVE PLUS WEATHER BAND**  
**SUPERHETERODYNE**

● Five tuning bands, 150 to 22,000 Kc. Receives standard, foreign, police, amateur, aviation, weather broadcasts. Shadow tuning. Automatic volume control. Full vision airplane type dial. Tone control. Two double purpose tubes. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

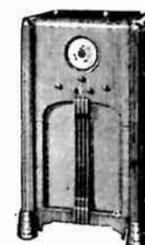
**VIKING CONSOLE**  
Model 725-P

**\$85.00**

COMPLETE WITH TUBES

DIMENSIONS:  
38" high,  
22 1/2" wide,  
11 1/4" deep.

**Monitor Console \$97.50**  
Model 865-P  
Same as Viking Console except  
employs 8 metal tubes



**\$115.00**

COMPLETE WITH TUBES

DIMENSIONS:  
41" high,  
25 3/4" wide,  
14 1/2" deep.

**CHALLENGER CONSOLE**  
Model 955-RC

**9 Metal Tubes**  
**3 Band**  
**SUPERHETERODYNE**

● Receives standard, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Cardiamatic Unit. High Fidelity. New Magna-Ceramic Dial with Timelog Tuning. Band Designator. Automatic Volume control. Tone Control. Full Floating Moving Coil Electro-Dynamic Speaker.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



**BARKENTINE CONSOLE**  
Model 1155-RB  
**\$137.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
42" high,  
26" wide,  
13½" deep.

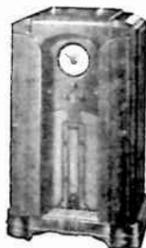
**11 Metal Tubes 4 Band SUPERHETERODYNE**

● Receives standard, weather, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Card-iomatic Unit. High Fidelity. New Magna-Ceramic Dial with Timelag Tuning. Verni-matic Tuning Control. Special Band Designator. Shadowgraph Tuning Monitor. Broad Automatic Volume Control. Tone Control. Vibracoustic Sounding Board. Curvilinear Speaker.

**DREADNAUGHT CONSOLE**

Model 1155-PE  
**\$149.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
41½" high,  
26" wide,  
14½" deep.



**BATTERY FIFTY-TWO**

Model 535-AF

**\$29.95**

COMPLETE LESS BATTERIES

DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.



**5 TUBES SUPERHETERODYNE BATTERY RECEIVER**

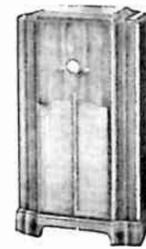
● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker.

**BATTERY FIFTY-TWO CONSOLE**

Model 535-MF

**\$49.95**

COMPLETE LESS BATTERIES  
DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



**\$34.95**  
COMPLETE LESS BATTERIES

DIMENSIONS:  
21¼" high,  
18¾" wide,  
11½" deep.

**BATTERY FIFTY-TWO "A"**  
Model 535-BH

**5 TUBES SUPERHETERODYNE BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Full vision airplane type dial. Combined volume control and on-off switch. New plug-in type battery cable. Permanent magnet speaker. Cabinet will accommodate all batteries

**BATTERY SIXTY-TWO**

Model 605-CC

**\$39.95**

COMPLETE LESS BATTERIES

DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.



**6 TUBES 2 Band BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in battery cable. Permanent magnet speaker.

**BATTERY SIXTY-TWO CONSOLE**

Model 605-MG

**\$54.50**

COMPLETE LESS BATTERIES  
DIMENSIONS:  
36¾" high,  
20¾" wide,  
11¼" deep.



**\$42.50**  
COMPLETE LESS BATTERIES

DIMENSIONS:  
21¼" high,  
18¾" wide,  
11½" deep.

**BATTERY SIXTY-TWO "A"**  
Model 605-BG

**6 TUBES 2 Band BATTERY RECEIVER**

● Designed for use with 2-volt air-cell "A" battery. Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts 1570-4000 Kc. Automatic volume control. Manual sensitivity control. Class B power output. Bank wound Litz R. F. coils. Rubber mounted three gang tuning condenser. Airplane type dial. New plug-in type battery cable. Permanent magnet speaker.

**BATTERY EIGHT**

Model 815-EO

**\$59.95**

COMPLETE LESS BATTERIES

DIMENSIONS:  
19¾" high,  
15¾" wide,  
10¾" deep.



**8 TUBES American-Foreign BATTERY RECEIVER**

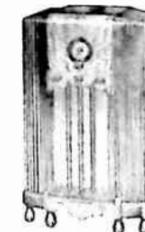
● Designed for use with 2-volt air cell "A" battery. Receives standard 540 to 1750 Kc. and foreign 5700 to 15,500 Kc. broadcasts. Automatic volume control. Tone control. Airplane typo dial. Moving coil permanent magnet dynamic speaker.

**BATTERY EIGHT CONSOLE**

Model 815-NC

**\$74.50**

COMPLETE LESS BATTERIES  
DIMENSIONS:  
36¾" high,  
21" wide,  
11¼" deep.



**BATTERY FORTY-SIX**

Model 435-AF

**\$34.50**

COMPLETE LESS 6-VOLT BATTERY

DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.



**4 TUBES SUPERHETERODYNE 6-VOLT BATTERY RECEIVER**

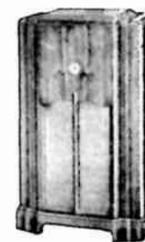
● Operates from 6-volt storage battery. No "B" batteries required. Synchronous vibrator. Illuminated full vision airplane type dial. Rubber mounted tuning condenser. Hi Q Litz wound coils. Permanent magnet speaker.

**BATTERY FORTY-SIX CONSOLE**

Model 435-MF

**\$49.50**

COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
36" high,  
21½" wide,  
11½" deep.



**BATTERY SIXTY-SIX**

Model 6615-FC

**\$59.95**

COMPLETE LESS 6-VOLT BATTERY

DIMENSIONS:  
19¼" high,  
14¼" wide,  
9¼" deep.



**6 TUBES 3 Band 6-VOLT BATTERY RECEIVER**

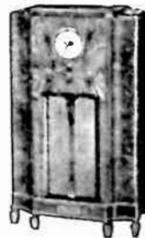
● Operates from 6-volt storage battery. No "B" batteries required. Weather broadcasts 150-400 Kc. Standard broadcasts 540-1700 Kc. Foreign and police broadcasts 2350-7500 Kc. Automatic volume control. Tone control. 25 to 1 ratio drive. Illuminated airplane type dial. Permanent magnet speaker.

**BATTERY SIXTY-SIX CONSOLE**

Model 6615-PF

**\$75.00**

COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
38" high,  
22½" wide,  
11¼" deep.



**32 D. C. SIX**

Model 645-CB

**\$47.50**

COMPLETE WITH TUBES

DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.



**6 TUBES 2 Band 32 VOLT DC RECEIVER**

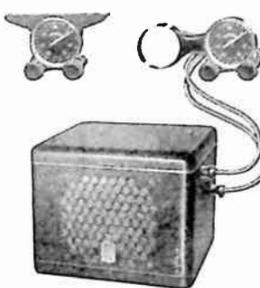
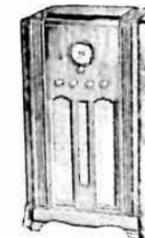
● Designed for use with 32-volt DC supply. Receives standard, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full floating moving coil electro-dynamic speaker.

**32 D. C. SIX CONSOLE**

Model 645-MB

**\$64.50**

COMPLETE WITH TUBES  
DIMENSIONS:  
36¾" high,  
20¾" wide,  
11¼" deep.



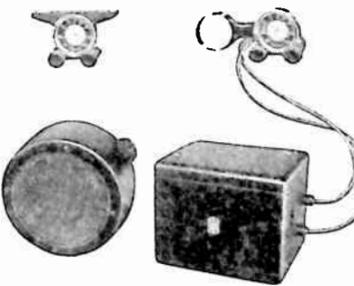
**\$39.95 Complete**

**ROAMIO A-156**

Superheterodyne automobile receiver with seven-tube effectiveness. High gain antenna system. Hi Q Pre-selector circuit with three-gang tuning condenser. Primary vibrator with tube rectification. Tone control. Automatic volume control. Single housing. Full floating moving coil electro-dynamic speaker. Remote control illuminated airplane type dial. Remote control adapters.

**ROAMIO A-166**

Six-tube two-unit superheterodyne automobile receiver. High gain antenna system. Three gang tuning condenser. Self-rectifying vibrator. Automatic volume control. 8" moving coil electro-dynamic speaker with tone control. Remote control with illuminated airplane type dial. Remote control adapters.



**\$54.50 Complete**

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

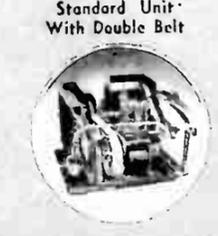
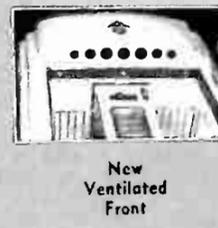
PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

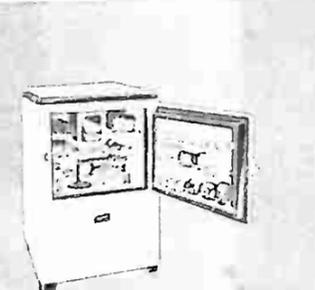
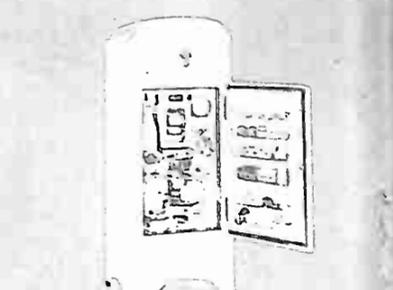
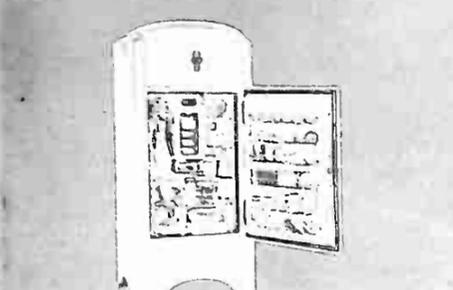
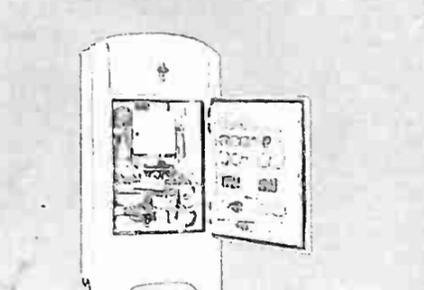
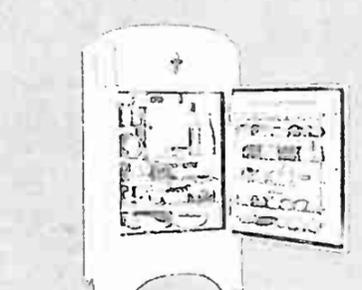
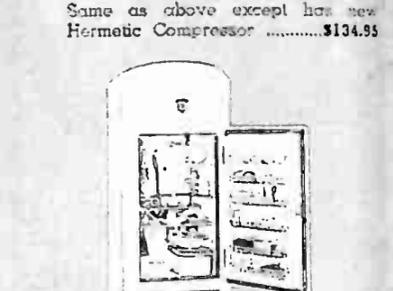
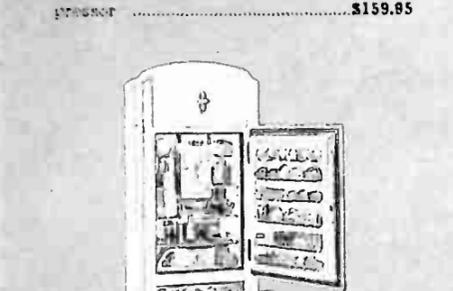
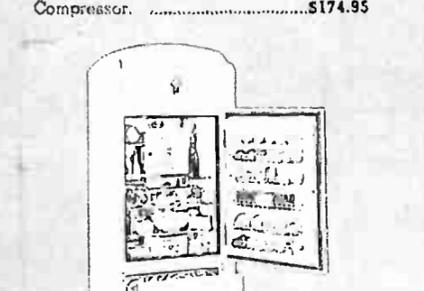
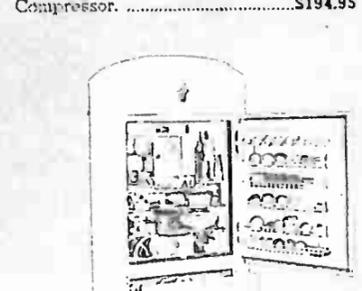
# THE WORLD'S *Most Beautiful* REFRIGERATOR Plus...THIS MUCH MORE IN A SHELVADOR

★ Beauty that is smart and different... to attract prospects everywhere! The most sensational refrigerator in history... convenience, utility, value reach new heights to make them just as world-leading as this distinctive beauty. Features that appeal to housewives everywhere; including Shelvador, Feather Touch Knee Action Door Handle, Shelvador Glass Jars, Quick Action Ice Tray Release, New Ventilated Front, Dulux Exterior, Storadrawer, Crisper and many others. These PLUS dependable, economical operation and quality through and through—that's the new Shelvador.



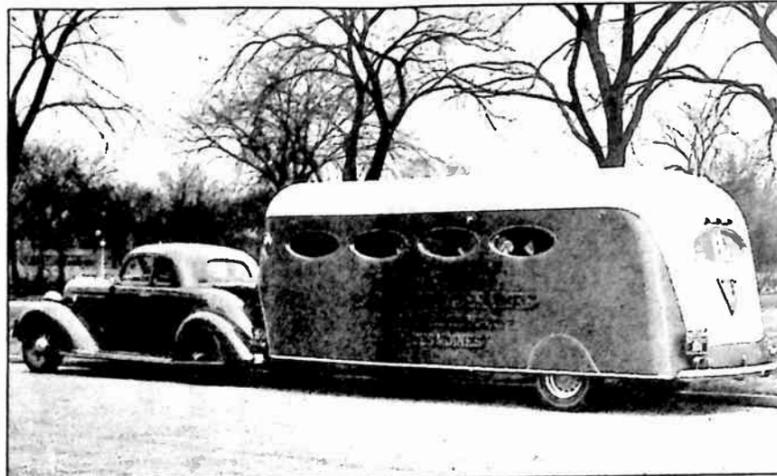
*Features THAT Appeal TO Everyone*



 <p><b>TABLE SHELVDOR GAQ-30</b>—3 cubic feet NET capacity; 6.92 square feet shelf space. 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 56" high, 23 1/2" wide, 25" deep. <b>\$99.50</b></p>	 <p><b>SHELVDOR GAQ-43 (Standard)</b>—4.53 cubic feet NET capacity; 8.07 square feet shelf space. Standard Double Belt Unit. Dimensions: 56" high, 25 1/2" wide, 24 5/16" deep. <b>\$124.95</b></p> <p><b>SHELVDOR GAT-43 (Standard)</b>—Same as above except has new Hermetic Compressor. <b>\$134.95</b></p>	 <p><b>SHELVDOR GAQ-50 (Standard)</b>—5.07 cubic feet NET capacity; 12.34 square feet shelf space. Standard Double Belt Unit. Dimensions: 56 7/16" high, 27 1/2" wide, 24 1/2" deep. <b>\$142.95</b></p> <p><b>SHELVDOR GAT-50 (Standard)</b>—Same as above except has new Hermetic Compressor. <b>\$159.85</b></p>	 <p><b>SHELVDOR GAQ-60 (Standard)</b>—6.01 cubic feet NET capacity; 14.27 square feet shelf space. Standard Double Belt Unit. Dimensions: 58 9/16" high, 29 1/2" wide, 26 9/16" deep. <b>\$154.95</b></p> <p><b>SHELVDOR GAT-60 (Standard)</b>—Same as above except has new Hermetic Compressor. <b>\$174.95</b></p>	 <p><b>SHELVDOR GAQ-70 (Standard)</b>—7 cubic feet NET capacity; 15.68 square feet shelf space. Standard Double Belt Unit. Dimensions: 58 3/4" high, 33 1/2" wide, 26 7/8" deep. <b>\$174.95</b></p> <p><b>SHELVDOR GAT-70 (Standard)</b>—Same as above except has new Hermetic Compressor. <b>\$194.95</b></p>
 <p><b>SHELVDOR GAQ-35</b>—3.5 cubic feet NET capacity; 7.44 square feet shelf space. 3 ice trays each holding 21 cubes. Dimensions: 50 3/4" high, 23 1/2" wide, 25 1/2" deep. <b>\$104.50</b></p>	 <p><b>SHELVDOR GKQ-43 (DeLuxe)</b>—Same as GAQ-43 except has DeLuxe cabinet, including Storadrawer and Crisper. <b>\$134.95</b></p> <p><b>SHELVDOR GKT-43 (DeLuxe)</b>—Same as GKQ-43 except has new Hermetic Compressor. <b>\$149.95</b></p>	 <p><b>SHELVDOR GKQ-50 (DeLuxe)</b>—Same as GAQ-50 except has DeLuxe cabinet, including Storadrawer and Crisper. <b>\$159.95</b></p> <p><b>MODEL PGKQ-50</b>—Same but with porcelain exterior. <b>\$181.45</b></p> <p><b>SHELVDOR GKT-50 (DeLuxe)</b>—Same as GKQ-50 except has new Hermetic Compressor. <b>\$179.95</b></p> <p><b>MODEL PGKT-50</b>—Same but with porcelain exterior. <b>\$202.45</b></p>	 <p><b>SHELVDOR GKQ-60 (DeLuxe)</b>—Same as GAQ-60 except has DeLuxe cabinet, including Storadrawer and Crisper. <b>\$174.95</b></p> <p><b>MODEL PGKQ-60</b>—Same but with porcelain exterior. <b>\$199.95</b></p> <p><b>SHELVDOR GKT-60 (DeLuxe)</b>—Same as GKQ-60 except has new Hermetic Compressor. <b>\$194.95</b></p> <p><b>MODEL PGKT-60</b>—Same but with porcelain exterior. <b>\$219.95</b></p>	 <p><b>SHELVDOR GKQ-70 (DeLuxe)</b>—Same as GAQ-70 except has DeLuxe cabinet with Storadrawer and Crisper. <b>\$194.95</b></p> <p><b>MODEL PGKQ-70</b>—Same but with porcelain exterior. <b>\$224.95</b></p> <p><b>SHELVDOR GKT-70 (DeLuxe)</b>—Same as GKQ-70 except has new Hermetic Compressor. <b>\$214.95</b></p> <p><b>MODEL PGKT-70</b>—Same but with porcelain exterior. <b>\$244.95</b></p>



PRICES ON ALL MODELS INCLUDE FIVE YEAR PROTECTION PLAN ● PRICES SLIGHTLY HIGHER IN FLORIDA, TEXAS, ROCKY MOUNTAIN STATES AND WEST



### De Luxe Coach Sells Crosley Products For Hieb . . .

Herbert Hieb, president, Hieb Distributing Co., Crosley distributor at Des Moines, uses a de luxe coach pulled by a Chrysler coupe, as a very important part of selling Crosley Shelvador electric refrigerators

and Crosley radios not only to dealers, but from dealers to users.

Describing his method of using it, Mr. Hieb said. "We use it on our regular calls on new dealers and our salesman operating it is on the job for some dealer every Saturday to help him sell Crosley products to people in his neighborhood. So popular has this method of selling become that in the first week in January we had scheduled every Saturday for a specific dealer throughout 1936.

The outfit has an overall length of 35 feet and is painted in two-tone rain green, with chrome-plated letters that extend one and a half inches from the side of the coach. It is so striking that it actually makes people stop in the streets to look at it. The interior is trimmed in

(Continued On Page 13)

## 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, refrigerators and washers, 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	FRIDAY
<b>A. M.</b>	<b>A. M.</b>	<b>A. M.</b>
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:00—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:00—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).
8:15—Otto Gray's Oklahoma Cowboys. (Crosley Radios).	8:15—Otto Gray's Oklahoma Cowboys. (Crosley Radios).	8:15—Otto Gray's Oklahoma Cowboys. (Savamaid Washers).
9:20—Mail Bag. (Crosley Shelvadors).	10:30—Edith Karen. (Crosley Shelvadors).	10:30—Charles Dameron. (Crosley Shelvadors).
10:30—Adrian O'Brien. (Savamaid Washers).	10:55—News Flashes. (Savamaid Washers).	10:55—News Flashes. (Crosley Shelvadors).
10:55—News Flashes. (Crosley Shelvadors).	11:00—Mary Alcott. (Crosley Shelvadors).	
<b>P. M.</b>	<b>P. M.</b>	<b>P. M.</b>
1:45—Singing Spirituals. (Crosley Radios).	1:45—Rio Burke. (Crosley Shelvadors).	1:45—Singing Spirituals. (Crosley Radios).
4:45—News and Financial Notes. (Crosley Shelvadors).	4:45—News and Financial Notes. (Crosley Shelvadors).	4:45—News and Financial Notes. (Crosley Shelvadors).
5:00—Toy Band. (Savamaid Washers).	5:00—Toy Band. (Savamaid Washers).	11:00—News Room. (Crosley Shelvadors).
10:30—Crosley Follies. (Crosley Shelvadors).	11:00—News Room. (Crosley Shelvadors).	12:30—Moon River. (Crosley Shelvadors).
1:00—News Room. (Crosley Shelvadors).	12:30—Moon River. (Crosley Radios).	
12:30—Moon River. (Crosley Radios).		
TUESDAY	THURSDAY	SATURDAY
<b>A. M.</b>	<b>A. M.</b>	<b>A. M.</b>
6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).	6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios).
8:00—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:00—Arthur Chandler, Jr., Organist. (Crosley Shelvadors).	8:00—Otto Gray's Oklahoma Cowboys. (Crosley Shelvadors).
8:15—Otto Gray's Oklahoma Cowboys. (Crosley Radios).	8:15—Otto Gray's Oklahoma Cowboys. (Crosley Radios).	9:00—American Family. (Crosley Shelvadors).
10:30—Virginians. (Crosley Shelvadors).	10:30—Virginians. (Crosley Shelvadors).	9:30—Magic Harmony. (Crosley Radios).
10:55—News Flashes. (Crosley Shelvadors).	10:55—News Flashes. (Crosley Shelvadors).	10:00—Virginians. (Savamaid Washers).
		10:55—News Flashes. (Crosley Shelvadors).
<b>P. M.</b>	<b>P. M.</b>	<b>P. M.</b>
12:00—True to Life. (Savamaid Washers).	12:00—True to Life. (Savamaid Washers).	12:15—News and Financial Notes. (Crosley Shelvadors).
1:30—Mary Alcott. (Crosley Shelvadors).	1:00—Rio Burke. (Crosley Shelvadors).	6:00—Moods. (Savamaid Washers).
4:45—News and Financial Notes. (Crosley Shelvadors).	4:45—News and Financial Notes. (Crosley Shelvadors).	7:00—R. F. D. Hour. (Battery Radios).
11:30—News Room. (Crosley Shelvadors).	11:00—News Room. (Crosley Shelvadors).	12:00—News Room. (Crosley Shelvadors).
12:30—Moon River. (Crosley Radios).	11:15—Salute to the Cities. (Crosley Radios).	12:30—Moon River. (Crosley Shelvadors).
	12:30—Moon River. (Crosley Radios).	

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



### Chicago Window Display . . .

This effective window display shows the new Crosley radios and Shelvador electric refrigerators to

### Radio Sales Excellent In Louisville Territory . . .

On a recent visit to the Crosley

those who pass by the window of the Modern Furniture Company, Chicago.

factory in Cincinnati, James E. Johnson, president, Cooper-Louisville Co., Crosley distributor at Louisville, reported that sales of Crosley radios in his territory are exceptionally good. Mr. Johnson stated that they are 102 percent over the quota set for this year, and that their quota was placed considerably higher than last year's sales.

known talent and the local radio broadcasting station supplied the entertainment. A daily feature was the giving away of valuable prizes from the stage in the Exposition Hall at 9:30 each night. The grand prize, given away the last night of the show, was a Crosley Shelvador donated by the Witt Hardware Company.

This undoubtedly created many Shelvador prospects throughout this territory. And it is, without a doubt, due to such enterprise as this on the part of Witt Hardware that has made this alert dealer a carload buyer of Shelvadors. This firm is in the territory of Hardware Products Company, Sterling, Illinois.

(Continued From Page 12)

chrome. The ceiling is cream color and on the floor is a beautiful royal blue rug. The walls are made of excellent acoustic material.

The coach is equipped with a public address system and has its own power plant for operating it at any place. The unit is provided with vacuum brakes to insure greatest safety.

### Business Excellent, Reports Gambill . . .

The best year in their business is the report that Wheless Gambill, Jr., president, Gambill Distributing Company, Crosley distributor, Nashville, Tenn., brought with him on a recent visit to the Crosley factory in Cincinnati. Because of the tremendous demand for Shelvadors in his territory Mr. Gambill stated that he is contemplating opening a branch at Chattanooga later in the year. He also said that the new Crosley Savamaid washers and ironer are receiving an enthusiastic reception from the trade.



### At Davenport Better Homes Exposition . . .

This attractive exhibit by Witt Hardware Company of Davenport, Iowa, was the means of showing the new Crosley Shelvador refrigerators to the vast number of people who

attended the recent Better Homes Exposition, held at the new Masonic Temple there.

Quite an elaborate program was arranged for the Exposition. Well-

### Powel Crosley III, Elected Vice President, Crosley Radio Corporation . . .

Powel Crosley, III has been elected a vice president of The Crosley Radio Corporation by the board of directors. It was recently announced by Powel Crosley, Jr., president.

The younger Mr. Crosley, after completing a course at Miami University, Oxford, entered the advertising agency business with the Procter-Collier agency of Cincinnati. Following this experience he became a salesman for the Crosley Distributing Corporation of Cincinnati. He filled this position for a year and a half and made an excellent record.

Then he spent about a year in the factory in the various phases of production. He spent some time in both the engineering department and in the broadcasting division of the corporation. Returning to the Crosley Distributing Corporation about a year ago, he was made sales manager of that organization.



This interesting assemblage of dealers attended the recent banquet and meeting held in Sacramento, California by Chan-

lor and Lyon Stores, Inc., to see the new 1936 Crosley lines.

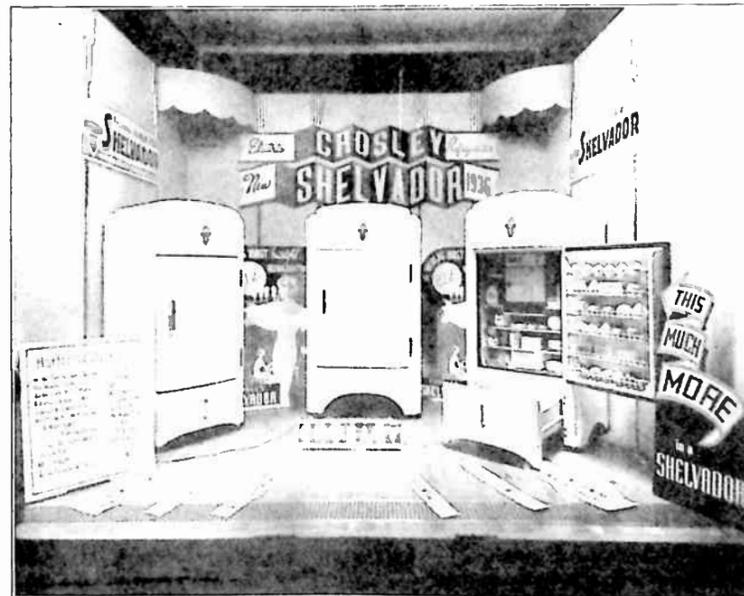
### Leading Newark Store . . .

One of the leading furniture stores in Newark, N. J., is the Herman Roessler Furniture Company. Shown above the store entrance is a new and very attractive Shelvador sign,



recently erected. This sign is visible at a great distance and is undoubtedly accomplishing a great deal in the way of identifying this store as a Shelvador dealer.

disse in this building, it was our good fortune that the Shelvador display was miraculously saved."

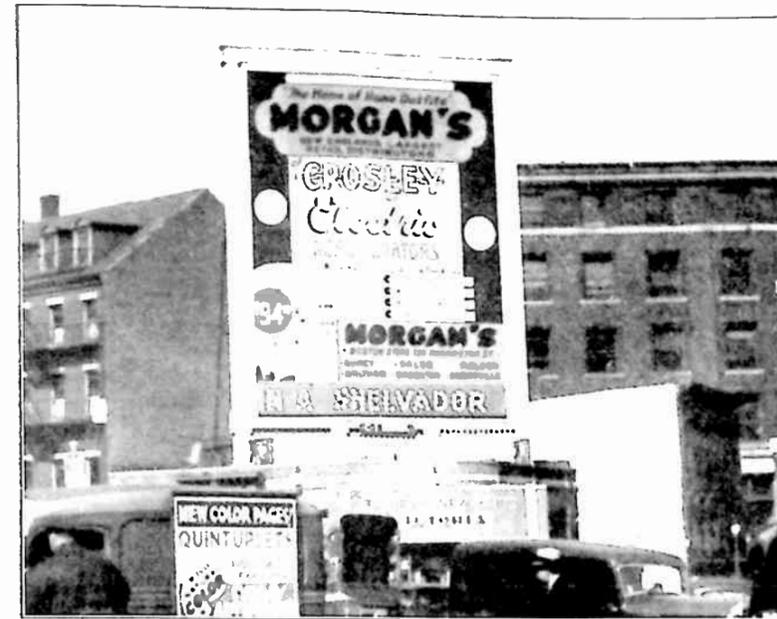


### Excellent Display At Hartford Electric Company . . .

In the spirit of cooperation, the Hartford Electric Light Company of Hartford, Conn., lends substantial merchandising assistance to the local electric appliance dealers. Shown above is an effective Shelvador display recently arranged in their window in behalf of the local Crosley dealers, names of whom were prominently displayed on the large, left-

hand foreground card. This use of their window for a Shelvador display is a frequent occurrence according to H. Schumacher, Crosley District Manager.

Mr. Schumacher adds, "In addition, this aggressive power company allows us to display a Shelvador on their main floor and also in their model kitchen. Although the recent flood ruined considerable merchan-



### Effective Billboard At Boston . . .

The Morgan Furniture Company has erected this most effective Shelvador billboard at Scollay Square, one of the busiest sections of Boston. Being at least four stories high, it is

said to be the largest sign in the state of Massachusetts and is undoubtedly doing a splendid job in keeping the people of Boston Shelvador-conscious.

### Outstanding Dealer Opens New Store . . .

The new store of Home Appliance Company, Aurora, Illinois, recently made its formal bow at the three-day grand opening held there. Included in the most complete assortment of home appliances offered by this dealer, of which Harry M. Coats is manager, is a complete line of Crosley products. Mr. Coats mailed an invitation to various friends and customers of the store, urging them to see the various products on display at the opening. Flowers were

given each woman who attended the opening.

"Harry Coats is one of the best known figures in the Fox River Valley in the appliance field," comments L. C. Wheeler of Hardware Products Company, Sterling, Illinois, distributor. "He has been an outstandingly successful Shelvador dealer."

### Genial Sales-Family At Providence . . .

Smiles cover the faces of this hard-hitting sales force during these most active Shelvador selling days. They are representatives of Providence Electric Company, Crosley distributor, Providence, R. I. Left to right: Norman Cohen; Samuel I. Cohen, general manager; Charles Bornside and Earl Bates. The fifth member of the sales force, "Happy" Shea, was unable to appear in the picture because of illness.



### Anchor Lite Beats The Boogie Man . . .

Ever since January 23, 1936, Anchor Lite Appliance Company of Pittsburgh, have been just on the edge of fires and floods.

On January 23rd, a fire started two doors away from the Anchor Lite Appliance Company buildings and, although Anchor Lite were not damaged by fire, they were thoroughly soaked with water, which caused considerable damage. It took several weeks before the Anchor Lite Appliance Company could even get back into their premises.

Then on March 7th, the buildings damaged by fire collapsed and Anchor Lite were forced to move out. They were just a little ahead of the devil because, although part of the Anchor Lite building was ruined, they suffered no damage to merchandise.

On March 18th, the disastrous flood in Pittsburgh just came up to the Anchor Lite's temporary building, but again did not cause them very much damage. In fact, it seems that the bad man has been chasing Anchor Lite, but has still not caught up, nor is he likely to at the rate of speed they are going. Mr. Harold W. Goldstein, President of Anchor Lite, says he is most thankful for not having suffered flood damage because they are now in a position to help their many dealers through many services the dealers are so badly in need of right now.

Anchor Lite have now moved into their former quarters at 955-957 Liberty Avenue, Pittsburgh, Pennsylvania.



### Outstanding Exhibit At Fort Worth Show . . .

When the local real estate dealers of Fort Worth, Texas, recently operated with F. H. A. for the sponsorship of a National Home Show there, the Shield Company, Crosley distributor of that city, arranged an

attractive exhibit of new Crosley products.

"The response and expressions of enthusiasm that met this public showing of new Crosley Shelvadors, Savamaid Washers and Crosley Radios, was very pronounced," comments E. B. Howard of the Shield Company. "One of the big features of this show was the fact that a small admission charge of 25c was made. Consequently, the 10,000 people who passed through the entrance at this show were prospective buyers because they had paid 25c to see merchandise on display and offered for sale.

"The booth of the new Crosley Shelvador was the outstanding feature of the show. Although located in the midst of competitive lines of refrigerators, at any time of the day an actual count would have shown 75% of the people looking at and inspecting the new Shelvador."

The Hilliard Furniture Company, Crosley dealer of Fort Worth, reports that a large number of prospects were obtained and that the best season ever enjoyed with Crosley is anticipated.

### Anchor Lite Appliance Co., Announce Additions To Their Sales Staff . . .

Two additions to the sales organization of the Anchor Lite Appliance Company, 955-957 Liberty Avenue in Pittsburgh, wholesaler of Crosley Electric Refrigerators, Radios and Washers, have been announced by Harold W. Goldstein, President of the company.

Mr. Jerome Jacoby has joined the selling staff and will contact the wholesale trade in the counties of Beaver, Butler, Lawrence, Mercer and Venango in Western Pennsylvania. Mr. Jacoby has been a salesman for 15 years, and although his home was in New Jersey, he has chosen Pittsburgh in which to live.

Mr. David L. Williams, another new man with Anchor Lite Appliance Company, will cover the counties of Elk, Cameron, Jefferson, Clearfield, Center and Blair in Western Pennsylvania. Mr. Williams is an old-timer in Pittsburgh, having been born and raised there and he still declares it is the best place to live after all.

# CROSLEY SERVICE SUPPLEMENT

## MODEL 955

### SPECIFICATIONS

The Crosley Model 955 radio is a nine-tube super-heterodyne receiver and uses all metal tubes. It is available either with a standard 110 volt-60 cycle power transformer or with a universal power transformer.

It is a three band receiver and the dial is divided into three sections as follows:

BLUE 540- 1900 Kilocycles (American Broadcast Band)  
 RED 1900- 6500 Kilocycles (Police and Amateurs)  
 GREEN 6000-19000 Kilocycles (High Frequency Band)

### TUBE SOCKET VOLTAGE READINGS

Tube	Function	H	P	S	Su	G	K	Go
6K7	R-F Amplifier	6.4	185	85	3.0	0	3.0	—
6L7	Modulator	6.4	180	85	—	0	3.0	-5 to -30
6C5	Oscillator	6.4	110	—	—	-5 to -30	0	—
6K7	I-F Amplifier	6.4	195	85	3.0	0	3	—
6Q7	Diode and A-F Amplifier	6.4	130	—	—	0	2.0	—
6C5	Output Driver	6.4	195	265	—	0	16.0	—
6F6	(2) Output	6.4	260	—	—	—	—	—
5Z4	Rectifier	4.9	350	—	—	0	6.5	—

VOLTAGE DROP ACROSS SPEAKER FIELD 80 VOLTS.  
 POWER CONSUMPTION APPROXIMATELY 125 WATTS.  
 POWER OUTPUT APPROXIMATELY 10 WATTS  
 ALL READINGS TAKEN ON 117.5 VOLT POWER SUPPLY

### PARTS LIST—MODEL 955

Figures in first column refer to parts in Diagram on page 18.

Item	Part No.	Name	Description	Item	Part No.	Name	Description
1A	W-37922	Bulb	Dial Light	43B	-40445	Resistor	3.5 ohm, wire wound
1B	W-37922	Bulb	Dial Light	44A	W-28589	Resistor	350 ohm, 1/2 W. Flex.
1C	W-37922	Bulb	Dial Light	44B	W-28589	Resistor	350 ohm, 1/2 W. Flex.
1D	W-37922	Bulb	Indicator Light	44C	W-28589	Resistor	350 ohm, 1/2 W. Flex.
2A	W-37921	Bulb	Auto Expressionator Ballast	45	-21875	Resistor	10,000 ohm, 1/4 W. carbon
2B	W-37921	Bulb	Auto Expressionator Ballast	46	W-21452	Resistor	1,100 ohm, 1/2 W. Flex.
3	G94-32000	Coil	Ant. 510-1900 Kc.	47A	W-23013	Resistor	2,000 ohm, 1/4 W. Flex.
4	G95-32000	Coil	Ant. 1900-6000 Kc.	47B	W-23013	Resistor	2,000 ohm, 1/4 W. Flex.
5	G93-32000	Coil	Ant. 6-18 Mc.	48	W-37991	Resistor	1,000 ohm, 1/2 W. wire wound
6	G90-32004	Coil	1st. I. F. Trans. Assm.	49Z	W-37955	Resistor	4,000 ohm } candohm
7	G92-32004	Coil	2nd I. F. Trans. Assm.	49Y	W-37955	Resistor	4,000 ohm } candohm
8	G80-32002	Coil	Osc. 510-1900 Kc.	50	W-37987	Resistor	15,000 ohm
9	G81-32002	Coil	Osc. 1900-6000 Kc.	51	G151-36400	Socket	Type 5Z4
10	G78-32002	Coil	Osc. 6-18 Mc.	52A	G152-36400	Socket	Type 6C5
11	G68-32001	Coil	R. F. 510-1900 Kc.	52B	G152-36400	Socket	Type 6C5
12	G69-32001	Coil	R. F. 1970-6000 Kc.	53A	G151-36400	Socket	Type 6K7
13	G66-32001	Coil	R. F. 6-18 Mc.	53B	G151-36400	Socket	Type 6K7
14Z	W-37778	Condenser	12 mfd. 25 Volt.	54	G151-36400	Socket	Type 6Q7
14Y	W-36055	Condenser	12 mfd. 25 Volt.	55	G159-36400	Socket	Type 6L7
15A	W-36055	Condenser	35 mfd. 400 Volt.	56A	G153-36400	Socket	Type 6F6
15B	W-36057	Condenser	35 mfd. 400 Volt.	56B	G153-36400	Socket	Type 6F6
16	W-36057	Condenser	40 mfd. 300 Volt.	57	G1-37965	Socket	Type 6F6
17	G18-34000	Condenser	.0056 mfd.—mica.	58	G33-CJ-1	Speaker	Auto Express. Assm.
18A	G2-34002	Condenser	.0001 mfd.—mica.	59Z	W-37958	Switch	Band Selector
18B	G2-34002	Condenser	.0001 mfd.—mica.	59U	W-37958	Switch	Band Selector
18C	G2-34002	Condenser	.0001 mfd.—mica.	60	W-37956	Switch	Auto Expressionator
19	G1-34002	Condenser	.00025 mfd.—mica.	61	G27-26719	Terminal	Ant. & Ground. Assm.
20A	W-35139	Condenser	.001 mfd. 400 Volt.	62Z	W-37966	Terminal	Ant. & Ground. Assm.
20B	W-35139	Condenser	.001 mfd. 400 Volt.	62Y	W-37966	Terminal	Ant. & Ground. Assm.
21	W-34617	Condenser	.01 mfd. 400 Volt.	63	G1-37995	Transformer	Audio
22	W-32378	Condenser	.01 mfd. 400 Volt.	64	G43-25669	Transformer	Power 110 V. 60 cycle
23	W-30805	Condenser	.01 mfd. 400 Volt.	65	W-37685	Transformer	Universal
24A	W-36541	Condenser	.02 mfd. 160 Volt.	66	G37-24628	Transformer	Output
24B	W-36541	Condenser	.02 mfd. 160 Volt.	67	G43-24628	Transformer	Auto Expressionator
25A	W-35936	Condenser	.05 mfd. 200 Volt.	68Z	W-37907	Volume	3 meg. 1st A. F. Grid
25B	W-35936	Condenser	.05 mfd. 200 Volt.	68Y	W-37907	Volume	1 meg. 2nd A. F. Grid
25C	W-35936	Condenser	.05 mfd. 200 Volt.	69	-None	Control	Control
26	W-32380	Condenser	.05 mfd. 200 Volt.	70	W-35601	Resistor	300,000 ohms, Ins.
27	W-23615	Condenser	.05 mfd. 200 Volt.	71	W-22873	Resistor	200 ohms, 2 1/2 W. Flex.
28	W-24049B	Condenser	.1 mfd. 160 Volt.	72	G3-34002	Condenser	.00025 mfd.—mica
29	W-37732	Condenser	.1 mfd. 160 Volt.	73	G3-34002	Condenser	.00025 mfd.—mica
30Z	W-37874	Condenser	Series Trimmer	74	W-37388	Condenser	.017 mfd. 200 Volt
30Y	W-37874	Condenser	Series Trimmer	75	W-38321	Condenser	.02 mfd. 200 Volt
31Z	W-35951	Condenser	Osc. Trimmer 540-1900 Kc.	76	W-30488	Condenser	.02 mfd. 400 Volt
32A	W-37891	Condenser	Osc. Trimmer 1900-6000 Kc.	77A	W-22831	Resistor	15,000 ohm, 1/4 W.
32AY	W-37891	Condenser	Osc. Trimmer 6-18 Mc.	77B	W-22831	Resistor	100,000 ohm, 1/4 W. Ins.
32AZ	W-37891	Condenser	R. F. Trimmer 540-1900 Kc.	78A	W-35600	Resistor	100,000 ohm, 1/4 W. Ins.
32LZ	W-37891	Condenser	R. F. Trimmer 1900-6000 Kc.	78B	W-35600	Resistor	2600 ohm, 1/2 W. Flex.
32BY	W-37891	Condenser	Ant. Trimmer 540-1900 Kc.	79	W-30960	Resistor	2600 ohm, 1/2 W. Flex.
32BX	W-37891	Condenser	Ant. Trimmer 1900-6000 Kc.	80	W-32783B	Condenser	.05 mfd. 400 Volt
33Z	G47-33002	Condenser	Ant. Trimmer 6-18 Mc.		-37946	Dial Assy.	Complete
34	G47-33002	Condenser	3 Section Var. Tuning		-40531	Belt	Drive
35	B-33906A	Cable	Power Supply		-1053	Coupling	Flex. Drive
36	G1-37918	Cable	Speaker		-40196	Face	Celluloid Dial
37	-21453	Resistor	40,000 ohm, 1/4 W.		-37968	Dial Face	Glass Dial
37A	-23403	Resistor	150,000 ohm, 1/4 W.		-40485	Pointer	1.00g
37B	-23403	Resistor	150,000 ohm, 1/4 W.		-40181	Pointer	Short
38A	-21455	Resistor	300,000 ohm, 1/4 W.		-40486	Pointer	Short
38B	-21455	Resistor	300,000 ohm, 1/4 W.		B-37898	Screw	Dial Retaining
38C	-21455	Resistor	300,000 ohm, 1/4 W.		B-37897	Screw	Dial Retaining
39	-32344	Resistor	400,000 ohm, 1/4 W.		C-37894	Screw	Dial Retaining
40A	-23785	Resistor	500,000 ohm, 1/4 W.		B-37893	Spring	Escutcheon
40B	-23785	Resistor	500,000 ohm, 1/4 W.		W-10363	Spring	Escutcheon Retaining
40C	-23785	Resistor	500,000 ohm, 1/4 W.		W-37117	Felt	Escutcheon
40D	-23785	Resistor	500,000 ohm, 1/4 W.		W-37117	Felt	Escutcheon
41	-35602	Resistor	1. megohm, 1/4 W. Insu.		W-37339	Cable	Indicator Control
42	-26577	Resistor	3. megohm, 1/4 W.		W-40192	Knob	3 Required
43A	-40445	Resistor	3.5 ohm, wire wound		W-1373	Pusher	Band Selector Switch
					G2-37965	Socket	Dial Light
					G3-37965	Socket	Indicator Light



### Make Every Child Your Booster!

With Crosley and Shelvador Toy Balloons. These balloons, with the Crosley or Shelvador trademark on

one side and your advertisement on the other side, will create an abundance of good will and prospects for you.

Ideal to distribute at parties, banquets, luncheons, picnics, fairs and other events. Or give one to each child entering your store. You'll be surprised at the results. Start using them now!

### PRICES

	250	500	1000
			or more
7 inch round	\$3.50	\$5.25	\$ 8.75 Per M
6 x 15 inch airship	3.75	5.90	10.00 Per M
Two Tone Squawkers	\$4.00 Per M Extra		
Twist Closing Valves	2.80 Per M Extra		

THE ABOVE PRICES NET, DELIVERED TO YOUR STORE

USE THIS ORDER BLANK

THE MAPLE CITY RUBBER CO. Date .....  
 Norwalk, Ohio

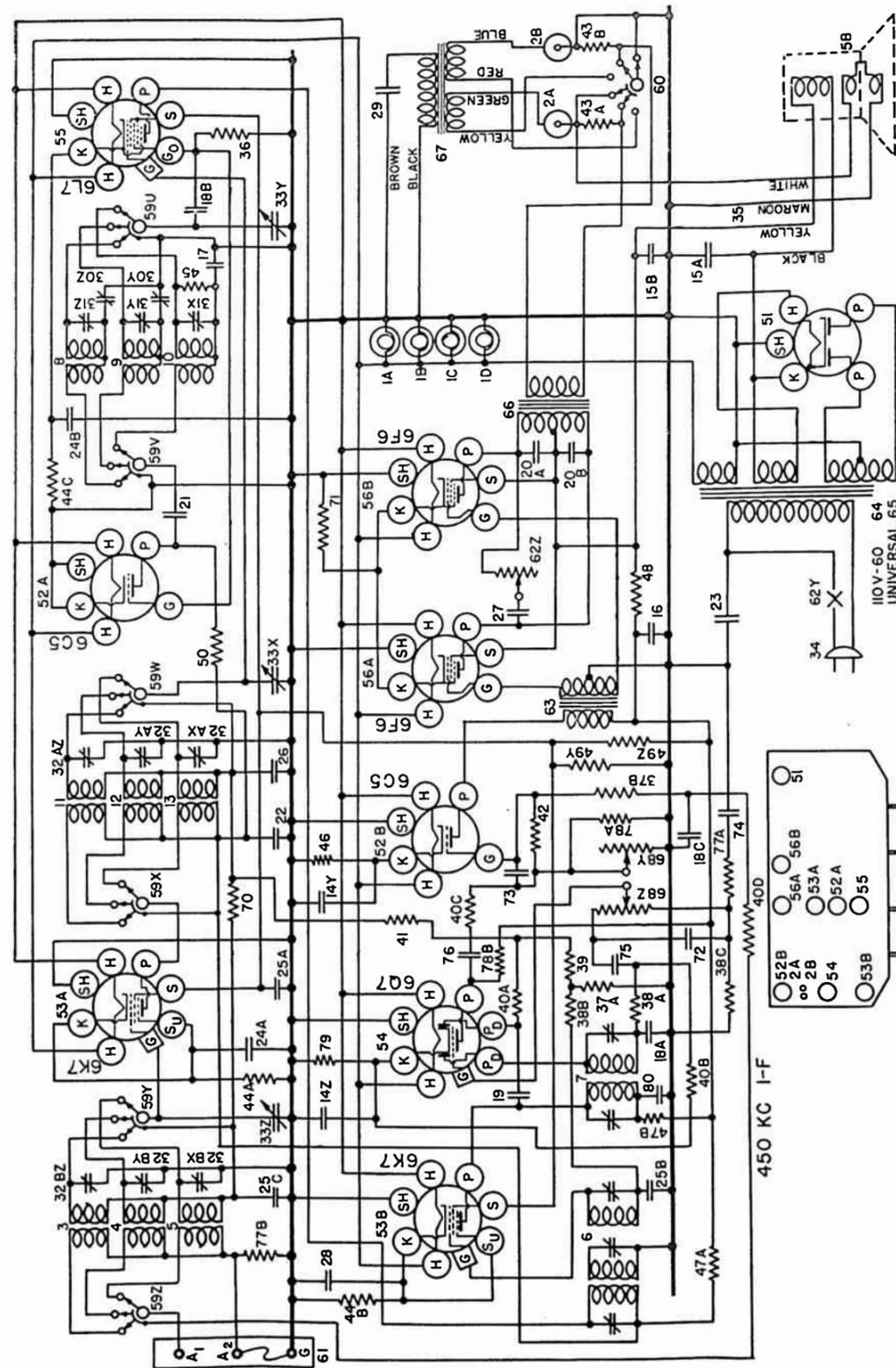
Attached is (Check) (P. O. Money Order) for \$....., for which please ship the following (Shelvador) (Crosley) Balloons.

.....7 inch Round shape. Print our Advertisement as follows:  
 .....6 x 15 inch Airship shape. (Limit imprint to 3 lines)

Ship to .....

Street .....

City ..... State .....



WIRING DIAGRAM—MODEL 955



**Shelvador Display At New Jersey City Armory . . .**

This attractive display of new Shelvadors was arranged by Heyman Brothers during the recent Hudson County Automobile Show held in the new Jersey City Armory. One of the features of the exhibit by this

alert Crosley dealer was a prize drawing for either a Shelvador or Crosley Radio to be given free to the lucky person. The prize drawing cards were so designed as to secure the names and addresses of all those interested in electric refrigeration. According to Apollo Distributing Company of Newark, these cards were filled in by seven hundred visitors who attended the show the first night and inspected the new Shelvador. "The show was a huge success," says Apollo.

Heyman Brothers operate four stores: two of these are in Jersey City, the others in Hackensack and Union City. Sam Heyman is President of the firm and Paul Heyman, Advertising Manager. The Appliance department is managed by B. Fells.



**One Of The Many Shelvador Billboards At Newark . . .**

With aggressive strides that typify the unusual merchandising abilities of the Apollo Distributing Company, this alert distributor is doing everything conceivable to promote more business.

"We feel that billboard advertising is one of the finest methods of promotion," says Fred Goldberg, general manager of this Newark, N. J. firm. "The Kresge Department billboard shown in this photograph is located on the main highway coming into Newark from Hillside, N. J. It is one of many billboards adver-

tising Crosley Shelvadors in Newark and suburbs."

**243 Crosley Fivers Given In Dr. West's Contest . . .**

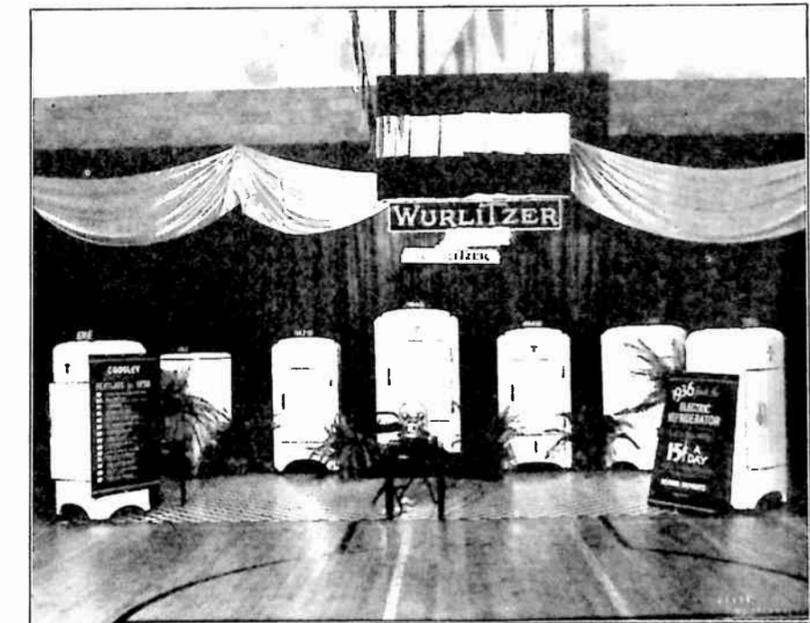
In its slogan contest, the Weeco Products Co., makers of Dr. West's tooth paste and tooth brushes, have included 243 Crosley Fivers in the list of prizes.

The contest is being promoted by a heavy advertising campaign. In addition to radio, approximately eight million two-color broadsides are being distributed in Chicago and surrounding territory alone.

**Seven Years Of Satisfaction . . .**

Mrs. Anne Morrow of Oak Forest, Illinois writes:

"Seven years ago, we bought a Crosley Radio. Have been using it constantly and are still getting wonderful service out of it. We have been hard hit during this depression and I feel if we had bought any other than a Crosley, we would not be enjoying a radio at the present time. When I get another radio, it will sure be a Crosley."



This attractive display recently enabled the people of Hamilton, Ohio to view the new Crosley Shelvador electric refrigerators. It was part of the three-day Elec-

trical Refrigerator Show held there, under the sponsorship of all the local dealers. The Shelvador display was arranged by Wurlitzer's of Hamilton.

# Let the CROSLLEY ICYBALL

## Increase your Refrigeration Profits

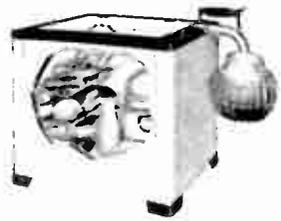
Now is the time for Crosley dealers to take advantage of this golden opportunity for extra refrigeration sales and profits. There is a big market now for the amazing Crosley Icyball. It is the ideal refrigerator for rural homes, summer camps, roadside stands, dairies, boats, trailer homes, or any other place without electricity. Get behind it . . . display Icyball . . . promote Icyball . . . sell Icyball — NOW!



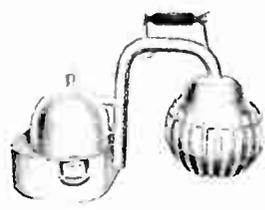
Now every place without electricity can enjoy the conveniences and advantages of modern refrigeration with the Crosley Icyball. Requires neither gas nor electricity. No moving parts. No oiling. No odor. Absolutely noiseless. Operating cost as low as two cents a day. Priced so low that it is within reach of practically everyone.

**\$59.95**

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



Cut-away view shows generous interior space. Ample room for storing bottled goods.



Freezing unit consists of two special metal balls joined together by a strong metal tube.



No attention necessary while hot ball is heated about an hour and a half each day.

# The new CROSLLEY ICYBALL REFRIGERATOR