


THE ~~CROSLEY~~ BROADCASTER

VOLUME 14

SEPTEMBER 15, 1935

NUMBER 11



*Everyone from
Baby to Grandmother
knows... YOU'RE THERE
WITH A
~~CROSLEY~~*



TALKS TO THE TRADE



POWEL CROSLY, JR. SAYS:

NEVER before in radio history have dealers had so much to offer as the new 1936 Crosley Radios. Likewise, never before has such a far-reaching sales and profit opportunity presented itself to the live, alert dealer. The initial orders from distributors and dealers and the tremendous enthusiasm evidenced throughout the country whenever the new Crosley models are seen and heard all point to one undeniable fact—that the 1936 Crosley radios are destined to soar to spectacular sales heights.

It does not matter what anyone may want in radio, Crosley dealers are prepared to meet that demand. And meet it better—better in performance, beauty and value than can be found anywhere else in the world.

Every Crosley radio is a leader among leaders . . . a star among stars. Each one excels anything ever offered—yes, even in previous Crosley lines—

NO DEALER CAN AFFORD NOT TO HANDLE CROSLY

in the same price class. In the low-price brackets, in the medium-price brackets and in the higher-price brackets—Crosley dealers have, in the new 1936 models, everything to attract sales, to build volume and to win unprecedented profits.

Those homes with obsolete sets will find exactly what is wanted in a new Crosley. A new irresistible appeal is made to those homes without radio. New performance, new beauty, new features, new value will prompt non-radio homes to buy now. Adequate Crosley models are provided to take care of the increasing demand for two or more sets in the home. The camper, the traveler, the business man, the motorist—everyone will find precisely what he wants in the new Crosley Radios.

I urge you to take full advantage of the sales possibilities before you. Unprecedented sales and profits are ready now for every dealer who gets in tune with the Crosley bandwagon.

THE CROSLY BROADCASTER, EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLY RADIO CORPORATION, CINCINNATI, O. COPYRIGHT, 1935.

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THE CROSLY BROADCASTER

Now Is The Time . . .

It won't be long now until people will be spending their leisure hours indoors and turning to radio as the ideal home entertainment and enjoyment. Consequently now is the time to go after radio sales with all the force you command. For the dealer who gets an early sales start will create a momentum that will carry him far up the ladder of sales success as the season develops.

Crosley dealers are provided with the greatest array of models in history, with which to appeal to every possible need, demand and purse of the radio-buying public. Parallel lines of metal tube sets and glass tube sets are offered, each being specifically designed and engineered for the type of tubes employed.

From the Fiver to the Constitution Console, every model is a leader. Any comparison—beauty for beauty, features for features, performance for performance, tone for tone, tube for tube, value for value—proves that a Crosley excels by far any other radio of similar price class.

So you can take advantage of this profit possibility by getting behind the new Crosley Radios now. Start a local promotional campaign in your community—use the splendid selling helps with which your Crosley distributor can supply you—apply your ingenuity to the development of advertising stunts—but whatever you do or however you do it . . . push the new 1936 Crosley Radios *now!*

Sell To Students . . .

All the boy and girl knowledge-seekers are becoming engrossed once again in the realms of study. And

now and then while burning the midnight oil, the far-sighted youth will take a pause that refreshes by enjoying tuning in so he can "be there with a Crosley." Inspiring accompaniment to a student's academic mental struggles can be obtained in no simpler, easier and more enjoyable way than by listening to a favorite program with a Crosley.

Tell all the going-away-to-school youngsters of your community that if they want complete radio satisfaction to let you demonstrate a new Crosley. The Fiver or perhaps the new Travo or the Buccaneer should be ideal.

Carry On With Shelvador . . .

At one time there was a mistaken notion that electric refrigeration was unnecessary during the winter and that Mother Nature provided all the refrigeration needed by the average family. But the last couple years have seen a drastic change as people have realized the fallacy of that belief.

Housewives have learned that electric refrigeration is necessary all year round. They have learned that only about 20 days out of the year does nature provide the right refrigeration temperature of 32 to 50 degrees. They have learned that the back porch ice box, window boxes, and the cellar are all inadequate for properly preserving food.

Especially since the advent of the Crosley Shelvador is this true. An exceptional refrigerator and within reach of the masses, it has made an irresistible appeal to almost every housewife's desire for utmost conveniences, modern advantages, health-protection and thriftiness.

And these advantages are wanted and needed not three or six months out of the year—but every day of all twelve months in the year.

The Shelvador has made tremendous strides. It has become, in a few short years, one of the leaders in the electric refrigeration industry. It has grown in popularity until it has reached the rank of the fastest selling electric refrigerator in America. It has given every wide-awake dealer an untold volume of sales and profits.

Shelvador is tremendously popular. The wave of intense enthusiasm for it will not cease with the first touch of frost. People everywhere need it—want it—and will buy it . . . *regardless of the day or month of the year.* The aggressive Crosley dealer will know no seasonal limitations. He will continue to display Shelvador, advertise Shelvador, show Shelvador and sell Shelvador all the year round.

Sales of the Shelvador are going to carry on right through the fall and winter. Are you going to carry on with it?

New Radio Sales Manual . . .

An elaborate and comprehensive sales manual on the new 1936 Crosley Radios is now ready. It contains strong, appealing selling copy, the principal features of the new line, illustrations and descriptions of each model, institutional and production information, and testimonials. Printed in rich brown and gold, it is exceedingly attractive. Every Crosley dealer should have one to fortify his salesmen's information on the new line. Ask your Crosley distributor to show you a copy.



A FEW PACIFIC COAST CROSLY DEALERS

On this page are shown a few of the Crosley dealer homes in the far west. Characterized by the fighting spirit that prevailed in their pioneer forerunners, these Crosley dealers are representative of the aggressive effort placed behind Crosley Shelvador Electric Refrigerators and Crosley Radios on the Pacific Coast. As in every other section of the country, Crosley is the talk of the town every-

where in the far West. Dealer homes shown are those of:

- (1) C. J. DUNLAP, Seattle, Wash.
- (2) CRAIG FURNITURE CO., Tacoma, Wash.
- (3) PUGET SOUND FURNITURE CO., Tacoma, Wash.
- (4) LOOMIS HDWE. CO., Forrest Grove, Ore.

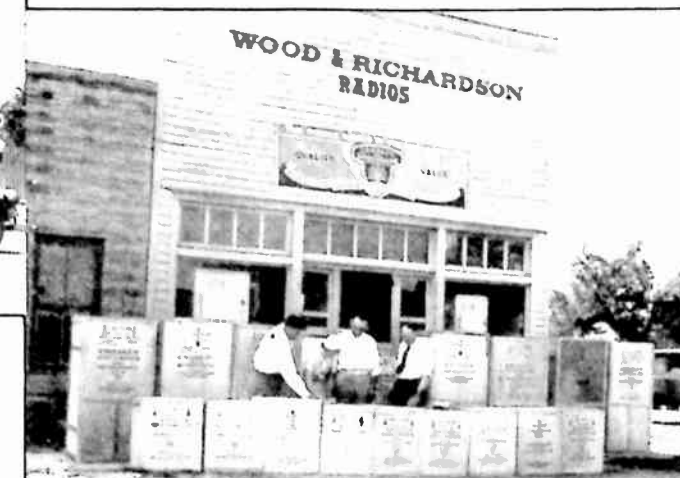
- (5) STANDARD FURNITURE CO., Seattle, Wash.
- (6) WEBER HDWE. CO., Seattle, Wash.
- (7) THE BON MARCHE DEPT. STORE, Seattle, Wash.
- (8) RICHEY HDWE. CO., Beaverton, Ore.
- (9) L. SCHOENFELDS & SONS, Tacoma, Wash.

The Crosley Broadcaster



Here are shown two of the three trucks lined up in front of Wood and Richardson's store before the parade that brought huge sales success in Russell, Kansas. Seen in front of the trucks are, from left to right, B. W. Callaway, H. C. Troyer and Ben Wood.

The first refrigerator sold at the conclusion of the parade in Russell, Kansas went to Mrs. Edward A. Strecker. Here she is signing the order. Others in the picture from left to right are: Ben Wood, Byron Callaway and H. C. Troyer.



Celebration Of Largest Shipment In Russell, Kansas, Proves Excellent Shelvador Sales Stimulant

Not discouraged by harassing local conditions that would have disheartened a less resolute dealer, Wood and Richardson of Russell, Kansas have displayed such intense enthusiasm in sales activity for the Shelvador that they have achieved almost spectacular heights.

This town of 2400 inhabitants is located in the western part of Kansas where crops have failed for the past three years and where severe dust storms and floods have caused no end of trouble. But despite these seeming obstacles, this aggressive dealer has forged ahead with remarkable success. Their latest sales promotion venture was particularly outstanding.

It so happened that the local Chevrolet dealer received a shipment of new Chevrolet trucks at the same time this Crosley dealer received shipment of ten Shelvador refrigerators. Mr. Wood of the Wood and Richardson Company, being ever alert to every promotion opportunity, arranged with the Chevrolet dealer to put in a large display of Shelvadors. Generous newspaper advertising told the community about the display and also announced a parade in celebration of the recent shipment of Shelvadors to Russell.

Three trucks furnished through the courtesy of the local Chevrolet dealer were loaded with Shelvador refrigerators and appropriately decorated with banners that literally shouted, "Largest shipment of electric refrigerators ever to arrive in

Russell." These trucks were then paraded through the business district with horns blowing and generally creating so much noise that everyone was attracted. They really woke up the town; people ran to the curb and to the windows of the houses. Ordinarily such a disturbance would have placed the paraders under danger of arrest, but inasmuch as Mr. Ben Wood is the local fire chief, he managed to stage the parade without any interference.

After the parade, the refrigerators were unloaded in front of the Wood and Richardson store and sales commenced immediately. Mr. Wood was assisted by Byron Callaway, representative of American Electric Company, Crosley distributor at St. Joseph, Mo., and specialty salesman H. C. Troyer.

Three Shelvador sales were made the day of the parade and four the following day in addition to obtaining a number of live prospects that undoubtedly will buy later. One lady telephoned Mr. Wood to learn how long the refrigerators would be in Russell as she wanted to buy one and this conversation ended by her stating she would be down the next morning to buy one. In every way this promotional stunt was a huge success.

At the time of the parade, Mr. Wood had sold a total of eighty-two Shelvador refrigerators and approximately fifty of these had been sold in the two previous months. In addition to the Shelvador, Mr. Wood has also sold fifteen Icyballs so far this season.

Having sold more refrigerators in Russell than any other dealer there, this enterprising dealer says that this is due to the sales appeal of the Shelvador and the small amount of service he has experienced with the Crosley line. Although Wood and Richardson have handled other makes of refrigerators in the past, they are now concentrating on Crosley exclusively.

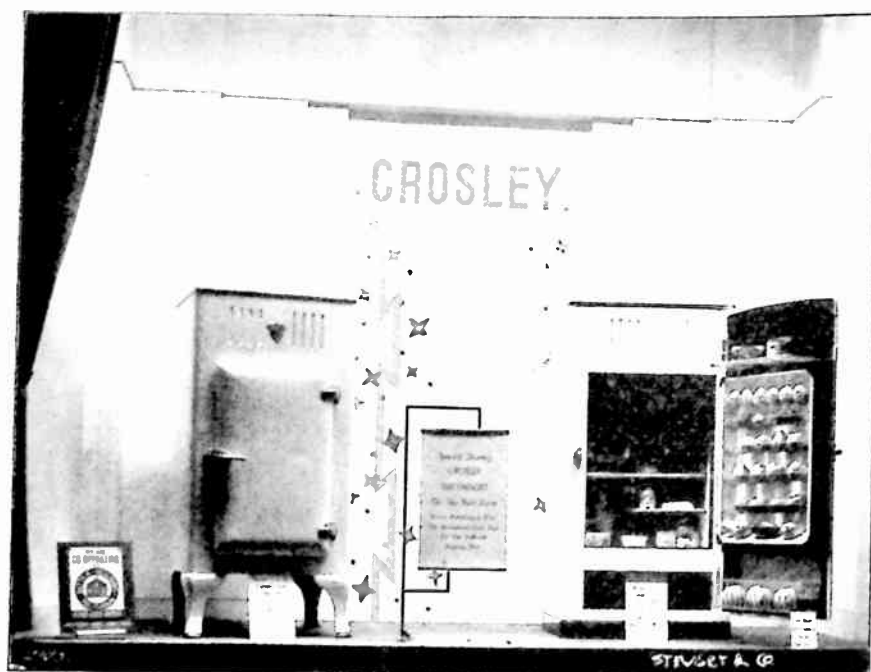
Chicago Crosley Branch Shows New 1936 Radios . . .

More than 350 dealers attended the open house meeting held by the Crosley Distributing Corporation of Chicago at the Medinah Athletic Club, Friday, August 16.

The new radio line was received with great enthusiasm by the dealers, C. S. Tay, manager, stated. Mr. Tay also reported that the orders placed at the convention indicate the largest volume of radio sales since 1930. Interest was especially keen in the new Constitution console with ten metal tubes, listing at \$115.00.

New Columbus Dealer . . .

The Echenwode Furniture Co., Columbus, Ohio, has been appointed a dealer for both Crosley Shelvador electric refrigerators and Crosley Radios, R. C. Bohannon, president, R. C. Bohannon, Inc., Crosley distributor, Columbus, announces.



Baltimore Department Store Displays Shelvador...

This exceedingly attractive Shelvador display recently appeared in a window of Stewart and Company, large department store of Baltimore, Maryland. According to Lincoln Sales Corporation, local Crosley distributor, this window is on one of the main shopping thoroughfares of Baltimore and attracted considerable attention.

Would Not Part With Shelvador...

"The Crosley refrigerator I bought two years ago has been a good investment and the saving in food has now more than paid for it," writes August Schulze of Easton, Maryland. "I find the cost of operation not to exceed \$1.75. I am very much pleased with the refrigerator and would not part with it."

Powerful WLW Broadcasts Feature Crosley Products

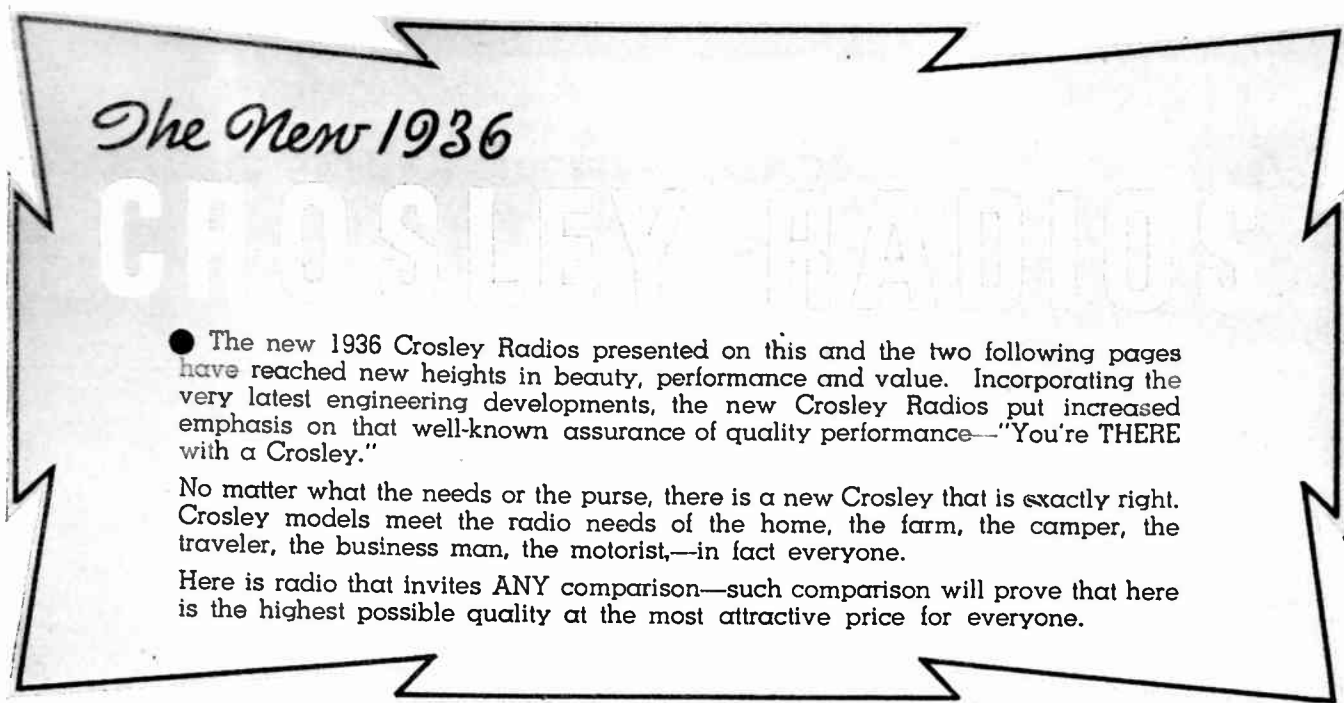
500,000-watt WLW—the world's most powerful broadcasting station is carrying these programs, devoted to Crosley radios and refrigerators, into the homes of America to keep the nation ever conscious of Crosley products and to win prospects and sales for Crosley dealers.

(Tune in to 700 Kc.—Eastern Standard Time Listed)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
P. M. 2:30—Virgilio Marucci Ensemble, Instrumental Trio; Louis Alken, Basso. (Crosley Radios). 4:30—Antonio & His Continentals. (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning, McCormick Fiddlers. (Battery Radios). 11:30—Arthur Chandler, Jr., Organist (Crosley Radios). P. M. 4:15—Dreams in the Afternoon—Drama, Music. (Crosley Shelvadors). 4:45—Questions and Answers. (Crosley Radios). 8:30—Crosley Follies, Wm. Stoess orchestra, Chorus, Soloists (Crosley Radios). 9:15—The Virginians, Male Quartet. (Crosley Shelvadors). 10:00—WLW News Room (Crosley Radios) 1:30—Moon River, Organ & Poems. (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning (Battery Radios). 8:45—Little Eva Gazette, Drama. (Crosley Shelvadors). 11:30—Arthur Chandler, Jr., Organist (Crosley Radios). P. M. 4:15—Dreams in the Afternoon (Crosley Shelvadors). 4:45—Questions and Answers (Crosley Radios). 6:45—Paul Pearson & His Orchestra (Crosley Shelvadors). 10:00—WLW News Room (Crosley Radios) 10:30—Dark-Town Meetin' Time (Crosley Shelvadors).	A. M. 6:45—Bob Nolan & His Music (Crosley Radios). 10:00—WLW News Room (Crosley Shelvadors). 10:30—Crosley Follbuster, Comedy. (Crosley Radios). 1:30—Moon River, Organ & Poems. (Crosley Shelvadors). P. M. 4:15—Dreams in the Afternoon (Crosley Shelvadors). 4:45—Questions and Answers (Crosley Radios). 5:00—Chauncey Parsons, Tenor. (Crosley Shelvadors). 10:30—Salute to Cities (Crosley Radios). 1:30—Moon River, Organ & Poems. (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:45—Little Eva Gazette (Crosley Radios) 11:00—Rex Griffith, Tenor. (Crosley Shelvadors). 11:30—Arthur Chandler, Jr., Organist. (Crosley Radios). P. M. 2:45—Doctors of Melody (Crosley Shelvadors). 4:15—Dreams in the Afternoon (Crosley Shelvadors). 4:45—Questions and Answers (Crosley Radios). 10:00—WLW News Room (Crosley Radios) 1:30—Moon River, Organ & Poems. (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:30—Rhythm Jesters (Crosley Shelvadors). P. M. 5:30—R. F. D. Hour. (Battery Radios). 8:15—The Virginians (Crosley Shelvadors) 11:00—News Flashes (Crosley Radios). 1:45—Moon River (Crosley Shelvadors).	A. M. 6:30—Top O' the Morning. (Crosley Radios). 8:30—Rhythm Jesters (Crosley Shelvadors). P. M. 5:30—R. F. D. Hour. (Battery Radios). 8:15—The Virginians (Crosley Shelvadors) 11:00—News Flashes (Crosley Radios). 1:45—Moon River (Crosley Shelvadors).

THE GREATEST SALES HELP YOU HAVE EVER HAD!

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



● The new 1936 Crosley Radios presented on this and the two 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 5/8" high,
10 1/4" wide,
7 1/2" deep.

NEW TRAVO
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.

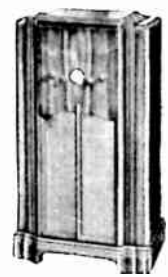


FIVER
\$19.99
COMPLETE WITH TUBES
DIMENSIONS:
11 1/2" high,
10 1/2" wide,
7 1/2" deep.

5 TUBES . Two Band
SUPERHETERODYNE

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Illuminated, full vision, airplane type dial. 5 to 1 ratio drive. Tone control. Full floating moving coil electro-dynamic speaker.

FIVER CONSOLE
\$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
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.

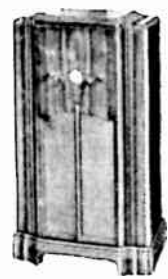


GALLEON
\$29.95
COMPLETE WITH TUBES
DIMENSIONS:
12 3/8" high,
10 3/4" wide,
7 1/2" deep.

5 TUBES . Two Band
SUPERHETERODYNE

● Standard broadcasts 540-1570 Kc. Police, amateur, aviation broadcasts, 1570-4000 Kc. Automatic volume control, Tone control. Full vision, illuminated airplane type dial. 5 to 1 ratio drive. Full floating moving coil electro-dynamic speaker.

GALLEON CONSOLE
\$44.50
COMPLETE WITH TUBES
DIMENSIONS:
36" high,
21 1/2" wide,
11 1/2" deep.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

The Crosley Broadcaster

CRUISER



\$47.50
COMPLETE WITH TUBES

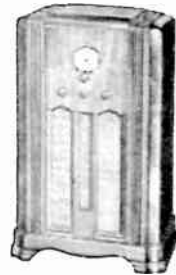
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

6 TUBES . 3 Band All Wave AC-DC SUPERHETERODYNE

● Operates on any 110 volt circuit. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Two double purpose tubes. Tone control. Full vision illuminated airplane type dial. 25 to 1 ratio drive. Full floating moving coil electro dynamic speaker.

CRUISER CONSOLE
\$59.50
COMPLETE WITH TUBES

DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



BUCCANEER
\$39.95
COMPLETE WITH TUBES
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

6 TUBES . 3 Band ALL WAVE SUPERHETERODYNE

● Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Full vision illuminated airplane type dial. Full floating moving coil electro-dynamic speaker.

BUCCANEER CONSOLE
\$54.50
COMPLETE WITH TUBES

DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



OLYMPIA \$45.00
Same as Buccaneer except employs 6 metal tubes.

Olympia Console \$59.95
Same as Buccaneer Console except employs 6 metal tubes



CORSAIR
\$55.00
COMPLETE WITH TUBES
DIMENSIONS:
17" high,
13 3/4" wide,
9 1/2" deep.

7 TUBES . 3 Band ALL WAVE SUPERHETERODYNE

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

CORSAIR CONSOLE
\$69.95
COMPLETE WITH TUBES

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



MERRIMAC \$65.00
Same as Corsair except employs 8 metal tubes.

Merrimac Console \$79.95
Same as Corsair Console except employs 8 metal tubes.



VIKING
\$65.00
COMPLETE WITH TUBES

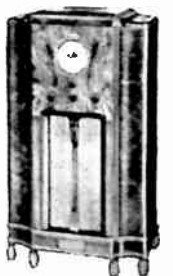
DIMENSIONS:
19 1/4" high,
14 1/2" wide,
9 1/4" deep.

7 TUBES . 5 Band ALL WAVE 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.

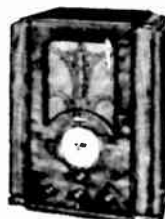
VIKING CONSOLE
\$85.00
COMPLETE WITH TUBES

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



MONITOR \$77.50
Same as Viking except employs 8 metal tubes.

Monitor Console \$97.50
Same as Viking Console except employs 8 metal tubes



CLIPPER
\$85.00
COMPLETE WITH TUBES

DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

9 TUBES . 5 Band ALL WAVE SUPERHETERODYNE

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

CLIPPER CONSOLE
\$100.00
COMPLETE WITH TUBES

DIMENSIONS:
41 1/2" high,
25" wide,
12 1/2" deep.



CONSTITUTION \$99.95
Same as Clipper except employs 10 metal tubes.

Constitution Console \$115.00
Same as Clipper Console except employs 10 metal tubes.

PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST



\$19.99
COMPLETE LESS BATTERIES
DIMENSIONS:
8" high,
10 1/2" wide,
5" deep.

BATTERY FOUR
4 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2 volt air cell "A" battery. Two double purpose tubes. Low battery drain. Pentode output. Permanent magnet speaker.



\$29.95
COMPLETE LESS BATTERIES
DIMENSIONS:
13 1/2" high,
10" wide,
8 1/2" deep.

BATTERY FIVE
5 TUBES SUPERHETERODYNE
BATTERY RECEIVER

● Designed for use with 2-volt air cell "A" battery. Low battery drain. Airplane type dial. Permanent magnet speaker.

BATTERY FIVE CONSOLE
\$49.95
COMPLETE LESS BATTERIES

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



\$69.50
COMPLETE LESS 6-VOLT BATTERY
DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

BATTERY SIX
6 TUBES . 3 Band ALL WAVE BATTERY RECEIVER

● Operates from 6-volt storage battery. No "B" batteries required. Receives standard, foreign, police, amateur, aviation broadcasts. Automatic volume control. Tone control. Dual ratio tuning control. Airplane type dial. Moving coil permanent magnet speaker.

BATTERY SIX CONSOLE
\$84.50
COMPLETE LESS 6-VOLT BATTERY

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



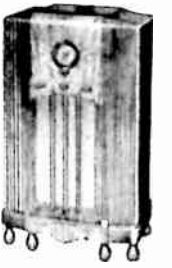
\$59.95
COMPLETE LESS BATTERIES
DIMENSIONS:
19 3/4" high,
15 3/4" wide,
10 3/4" deep.

BATTERY EIGHT
8 TUBES . American-Foreign BATTERY RECEIVER

● Designed for use with 2-volt air cell "A" battery. Receives standard and foreign broadcasts. Automatic volume control. Tone control. Airplane type dial. Moving coil permanent magnet dynamic speaker.

BATTERY EIGHT CONSOLE
\$74.50
COMPLETE LESS BATTERIES

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



32 D. C. SIX
\$47.50
COMPLETE WITH TUBES

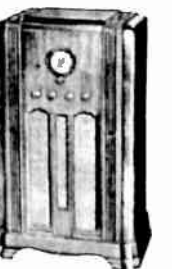
DIMENSIONS:
16 1/2" high,
12 1/4" wide,
8 3/4" deep.

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. Synchronode power unit. Full floating moving coil electro-dynamic speaker.

32 D. C. SIX CONSOLE
\$64.50
COMPLETE WITH TUBES

DIMENSIONS:
36 3/4" high,
20 3/4" wide,
11 1/4" deep.



ROAMIO A145 \$36.95

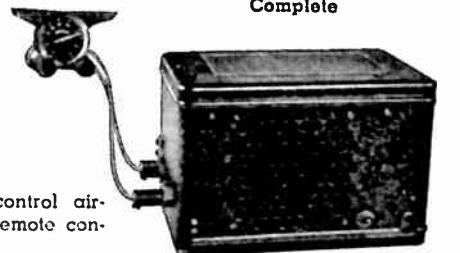
Complete

Superheterodyne circuit . . . Automatic volume control . . . Synchronode power supply . . . 6-inch full floating moving coil electro-dynamic speaker . . . airplane type dial . . . single housing. The amazingly new Crosley Roamio "A145" is an automobile receiver of marvelous performance. It is sensitive, beautifully toned and incorporates startlingly new features.

ROAMIO A155 \$47.50

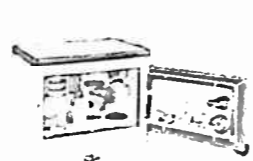
Complete

Superheterodyne circuit . . . Automatic volume control . . . Synchronode power supply unit . . . Six inch full floating moving coil electro-dynamic speaker. Tone control . . . Remote control airplane type dial . . . Remote control adapter.



PRICES SLIGHTLY HIGHER IN FLORIDA, ROCKY MOUNTAIN STATES AND WEST

THE ALL YEAR ROUND PROFIT MAKER



FR-20
Table Shelvador has two cubic feet NET capacity. Dimensions: 36" high, 23 1/2" wide, 25" deep.
\$79.50



FR-30
Table Shelvador. 3.1 cubic feet NET capacity. Dimensions: 36" high, 23 1/2" wide, 25" deep.
\$94.50



FA-35
Shelvador. 3.5 cubic feet NET capacity. Dimensions: 49 1/2" high, 23 1/2" wide, 24 1/2" deep.
\$99.50



FA-40
Shelvador. 4.09 cubic feet NET capacity. Dimensions: 52 1/2" high, 23 1/2" wide, 25 1/2" deep.
\$112.50



FA-50
Shelvador. 5 cubic feet NET capacity. Dimensions: 56 1/2" high, 25 1/2" wide, 24 1/2" deep.
\$129.50
Porcelain Exterior (PFA-50).
\$152.00



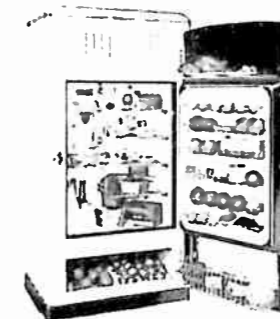
FA-60
Shelvador. 6 cubic feet NET capacity. Porcelain Exterior (PFA-60).
\$149.50
\$174.50



FA-70
Shelvador. 7.08 cubic feet NET capacity. Porcelain Exterior (PFA-70).
\$169.50
\$194.50



F-43
Tri-Shelvador. 4.3 cubic feet NET capacity. Porcelain Exterior (PF-43).
\$139.50
\$159.50



F-55
Tri-Shelvador. 5.51 cubic feet NET capacity. Porcelain Exterior (PF-55).
\$164.50
\$187.00



F-70
Tri-Shelvador. 7.08 cubic feet NET capacity. Porcelain Exterior (PF-70).
\$189.50
\$219.50

This Much More in a Shelvador

● "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. And this irresistible sales appeal of Shelvador is exclusive with Crosley dealers.

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's why they have become the fastest growing line of electric refrigerators in America.

Crosley Shelvador electric refrigerators are proven daily necessities—housewives need and want their advantages, conveniences and health protection every day of the year. Keep on displaying, advertising and pushing Shelvador throughout the fall and winter and you'll keep on making Shelvador sales and profits all year round.

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



Sells 1000% Of Quota . . .

What a record! Everybody—every competitor is after Frank Harper, whose likeness is shown above, and who hails from down in the "Hill Billy" section of Tennessee.

Retail competitors in Shelbyville (where Frank lives) are folding up in the refrigerator business and wholesale competitors of the Gambill Distributing Company, the Crosley Distributor, who serves Shelbyville, are running around in circles wondering what to do about it.

Here's the reason: this county of Tennessee has a Crosley Shelvador quota of 26 for the entire year of 1935. Up to date Frank Harper has placed nearly 260 boxes in Shelbyville—1,000 per cent of quota.

He has had three solid carloads besides many LCL shipments and has done all of this in a town of 5,010 people (of which the usual proportion in this section are Negroes).

In one recent month, his Crosley Shelvador sales were 73 against the factory quota of 6—and Frank hasn't stopped yet!

This fall the Shelbyville Harness Company, of which Frank Harper is manager, plan to sell 500 of the new 1936 model Crosley Radio receivers. They are going to cash in on the efforts, time, money and energy they have spent promoting the Crosley Shelvador with Crosley Radio.

Wheless Gambill, Jr., of the Gambill Distributing Company challenges any other Crosley Distributor to beat the record shown by his dealer in Shelbyville, Tennessee.

Claims Phone Order Championship . . .

Fielding Robinson, manager, Crosley Distributing Corporation, New York, steps forward to claim the telephone order receiving championship for Miss Nadya Miller of that company. "On July 18", says Mr. Robinson, "Miss Miller received 22 Shelvador orders by telephone in 22 minutes. An order a minute. If anyone can equal this, we would like to hear about it." And so would we.



Miss Crosley Shelvador Crowned Queen At Refrigerator Show . . .

When the local power company of Charleston, Mississippi, recently sponsored a refrigerator show there, seven dealers participated representing as many different makes of electric refrigerators and each in turn being represented by a young lady posing as Queen for each particular make. One Queen was selected by vote from the audience as the most popular of the group.

The above picture shows Miss Crosley Shelvador who was entered by Neely's Service Station of Charleston to represent the Shelvador. After the vote was taken, this live dealer was happy to know that Miss Crosley Shelvador was voted the most popular Queen of the show.

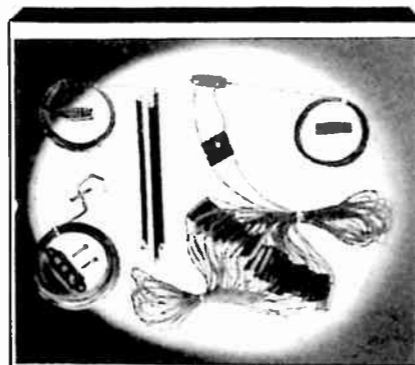
In commenting on the success of this venture, Mr. Neely says, "Our participation in this show and the winning of the title has certainly helped our sales. We sold seven refrigerators within two days after the show."

Ontario Electric Holds Dealer Meeting . . .

The Ontario Electric Co., Crosley distributor, Buffalo, N. Y., introduced the new 1936 line of Crosley radios to 200 dealers and salesmen at a meeting held in Buffalo, Thursday, August 8. J. L. Block acted as master of ceremonies. Mr. Block introduced Ernest Kronson, president, who welcomed the group and thanked them for the splendid co-operation and business they had given Ontario Electric Company in 1935 on both Crosley Shelvador electric refrigerators and Crosley Radios.

J. L. Allen, Crosley district representative, was then introduced, and Mr. Allen made the presentation of the new Crosley radios, outlining the many new features embodied in them for 1936. They were received with great enthusiasm. Howard E. Richardson, sales manager, Crosley Radio Corporation, was presented to the group, and he devoted his address to the advertising and sales promotion program for the 1935 and 1936 season.

The meeting was followed by a Dutch lunch with refreshments.



Crosley Completely Assembled All-Wave Duplex Antenna

For short wave reception, a conventional antenna will give satisfactory results if it is in good condition and the neighborhood in which the set is used is quiet electrically. However, it is especially important that the best antenna obtainable be used.

To get the very best performance possible from any short-wave receiver, the new Crosley all-wave antenna should be used. It is, without doubt, the most efficient short wave antenna now known for broadcast receiving uses.

Being completely assembled and soldered, the Crosley All-Wave antenna can be quickly and easily installed.

\$5.00

Illinois Dealer Advertises Trouble Free Service Of Shelvador . . .

The citizens of Morris, Illinois were recently told through the medium of an effective handbill how extremely trouble-free is the operation of the Crosley Shelvador refrigerator. This handbill was distributed by X L Radio Shop of that city and read: "Do you know? That no one in Morris has paid one cent for repairs on a Crosley Shelvador refrigerator". Quite a convincing testimony proving the superiority of the Crosley unit. This live dealer who made good use of this vital fact is in the territory of Hardware Products Company, Sterling, Illinois.



Outdoor Display Boosts Sales . . .

It was a combination of exceptional merchandising ability and a brilliant promotional idea that prompted C. H. Smith Sons' Company, large department store of Oil City, Pa., to place an effective Shelvador display above the store entrance. An actual Crosley Tri-Shelvador Model F-70 electric refrigerator with appropriate display cards was placed on the store marquis for several months. That the effort was well rewarded is evidenced in the fact that the display not only attracted considerable attention but was directly responsible for many Shelvador sales.

The C. H. Smith Sons' Company is the largest department store in Oil City as well as one of the largest in this section, which is so famous for its great oil fields. They are served by Anchor Lite Appliance Company, Crosley distributor at Pittsburgh, Pa.



Here is the home of Reader's, Wholesale Distributors at Houston, Texas. This aggressive Crosley Distributor has sold 2000 Shelvador refrigerators so far this season.

Aggressive Promotion Sells 2000 Shelvadors . . .

Starting at scratch, a new distributor in a practically unworked territory, Reader's Wholesale Distributors, Houston, Texas, franchised for 32 counties in the Houston territory on January 15 this year, has already sold 2,000 Shelvador electric refrigerators, totaling 30 carloads.

Intensive selling and abundant advertising in newspapers and on the radio, coupled with contests put Crosley Shelvadors in the front rank of sales in Reader's territory. With but a handful of dealers to start with, he now has a dealer organization of about 150 live merchandisers.

One of the successful promotions was the "count the cubes contest" put on by Reader's in cooperation with leading dealers in the territory, who used plenty of newspaper space in their local papers.

Hymen Reader, president, is on hand at the unloading of the 29th and 30th carloads of Shelvadors this year. He expects to sell several

more carloads before the year ends. In fact, Mr. Reader recognizes no season as he started in making his sales records from the time he became a distributor in January.

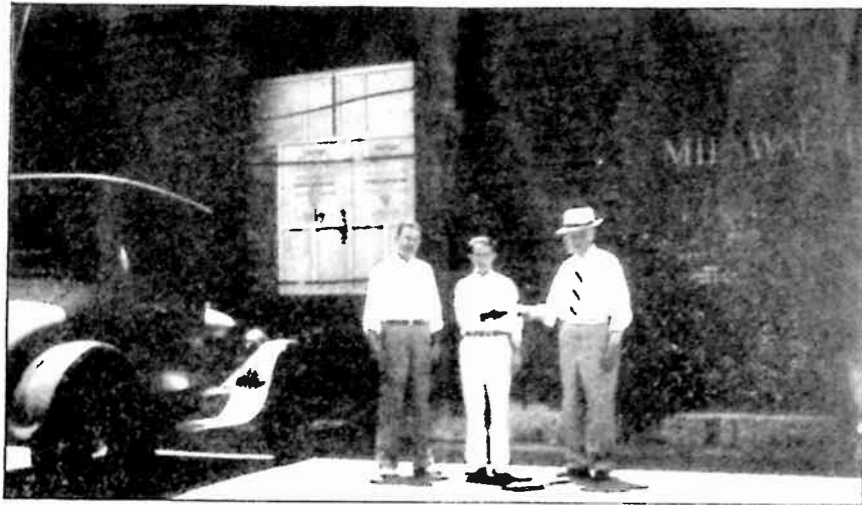
Well Satisfied . . .

"A good deal of satisfaction" is the expression used by Mrs. R. W. Arvidson of Chicago, Illinois, in writing about the Crosley Shelvador. She writes:

"I thought you folks might like to know that the Crosley refrigerator, which I purchased two years ago from the General Furniture Company, has given me a good deal of satisfaction. I like the extra shelf space in the door and the quiet operation of the motor. My electric bill has only increased about \$1.00 and I think I have saved this much every month through the saving of food. I hope you continue to make and sell a good many more Shelvadors like mine."



Hymen Reader, President of Reader's Wholesale Distributors was on hand during the unloading of the 29th and 30th carloads of Shelvador refrigerators arriving in Houston.



Saul Rosen (center), owner of the Colonial Furniture Co., El Paso, Texas, is being presented with a bill of lading for a solid carload of Shelvadors which was sold by the Shield Company, El Paso distributor. Edward Peyton of Security Fireproof Stor-

age (right) is doing the presenting while Bernie Winner, Sales Manager for Colonial (left) is saying, "These won't last long down here." Bernie was right for another car was ordered in less than ten days.

Amateur Broadcasts Build Shelvador Business . . .

How the Colonial Furniture Company, of El Paso, Tex., built up its sales of electric refrigerators from a trifling few to fifty and sixty a month by a cleverly planned and conducted amateur radio program, is told by A. S. Douglas, district manager, the Shield Company, Crosley distributor at El Paso.

The Colonial Furniture Company became a Crosley dealer on May 21 this year. The company had sold a few refrigerators and radios during 1934. Obviously, it was not satisfied with the amount of sales of these items. The company had no sales force for these products and had done but little newspaper advertising for them.

Saul Rosen, proprietor of the Colonial Furniture Company, set about to find the most effective way to make Crosley Shelvador electric refrigerators known. One of the first things he did was to appoint B. G. Winner, formerly with the National Sales Company, El Paso, manager of sales and sales promotions. They worked out an amateur radio program—and a close tie-up for a sales follow-up. The result is that in the short space of two months Colonial has risen from a negligible factor in refrigerator sales to one of the leading dealers in the city. Such a sales and advertising program is phenomenal to say the least.

"The program used is a quarter hour of local talent in a contest," says Mr. Douglass in reporting the campaign. "The winner receives a

substantial cash prize. Listeners are invited to select their favorites and telephone their vote or send a signed penny post card.

"In a single day as many as 2,000 votes have been received, about 70 per cent of which were telephone calls. The names of the voters are then carded and handed to the various salesmen for contact. This method of contact is highly successful as the salesman when calling on the voter ostensibly is not interested in selling refrigerators. He is merely calling to offer personal thanks on behalf of the Colonial Furniture Co. for the voter's interest in their program.

"He then follows this with an inquiry for neighborhood talent. Constructive criticism and a very friendly conversation ensues. Naturally during the course of conversation the topic of refrigeration comes to the front. The salesman has first built up a solid friendship with the customer. Even if she has a refrigerator she usually knows two or three friends who are in the market and is never reluctant to pass this information on to the salesman. Colonial salesmen have reported that the above method of approach on a cold call has proven itself invaluable. An "in" was obtained where an "out" was most possible.

"This radio program has built the Colonial Furniture Company sales from a possible few to a positive 50 or 60 or more Shelvador sales per month. Moreover, furniture sales

have shown a big increase. Calls by people who never heard of the store before have increased to such an extent that the percentage in writing would appear to be a gross exaggeration. Mr. Rosen was the first dealer in El Paso to see the vast possibilities of this type of advertising, and his faith has been rewarded bountifully.

"Mr. Rosen is very generous in his treatment of his salesmen, and he has made money for them as well as for himself. He has spared no cost or effort to make sales easier for them. He has been most liberal with drawing accounts and commissions, with the result that all of his men are completely sold on the fact that the team of Colonial and Crosley is absolutely invincible.

"Too much stress cannot be put on a radio amateur quarter hour. The value of the good will established through this nearly personal contact is worth thousands of dollars. The entertaining features are brought to the listeners at a time when they are usually eating lunch (12:30 noon).

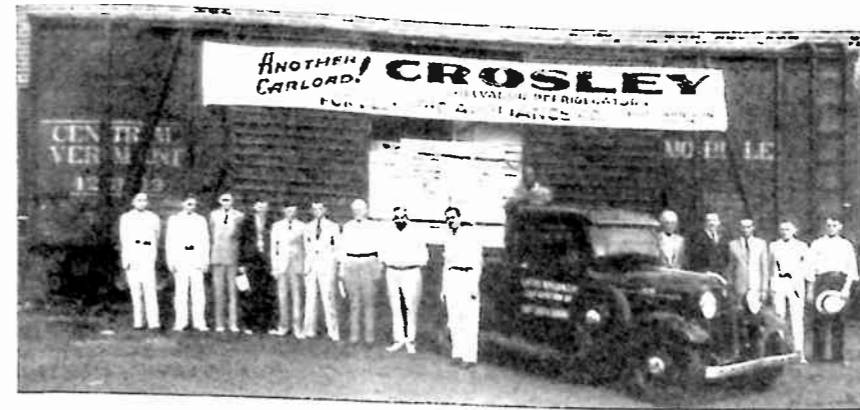
"A not-to-be-overlooked feature in making this amateur program a great success is the interest built up by both advertising and publicity in the local newspapers, who have cooperated in the campaign. This publicity has made the Colonial radio program one of the best known and most widely listened to in El Paso."

Kiefer-Stewart Shows New Crosley Models . . .

The Kiefer-Stewart Co., Crosley distributor, Indianapolis, Indiana, introduced the new 1936 Crosley radios to more than 200 dealers and salesmen at the Hotel Antlers in that city, in a two-day meeting, July 29 and 30. The business sessions were directed by Oscar C. Maurer, vice president and head of the electrical appliance division for the distributing firm.

The factory program was presented to the dealers by Neil Bauer, field sales manager, and C. H. Carey, district manager of The Crosley Radio Corporation, Cincinnati. Technical experts explained the new features introduced in many of the new Crosley models, such as metal tubes and other new developments.

The meeting was also combined with refrigeration and one day of the meeting was devoted to Crosley Shelvador electric refrigerators and fall merchandising plans.



Standing alongside this carload of Shelvador refrigerators is the following personnel of the Electric Appliance Company of Fort Smith, Arkansas. From left to right: Parker Hammersly, L. D. Willoy, Virgil Vickory, Robert Yarbrough, Chas. Max Harris, salesmen; Ernest Gregory, office; J. F. McGehee, President; B. G. Olson, Sales Manager; E. B. Roberts, Service Man; Leo Crossland, Porter; Jack Boulware, R. P. Brown, R. G. Patton, Furman Green and R. L. Hadloy, Salesmen.

Electric Appliance Sets Quota At Six Carloads . . .

By interesting sales contests and aggressive merchandising methods and with a sales force that covers the entire city of 25,000, the Electric Appliance Company is already on its fourth carload of Crosley Shelvadors and J. F. McGehee of that company states that they will sell six this season.

Describing the unusual contest and the merchandising methods of the company, Mr. McGehee said:

"We attribute our success with Shelvadors and Crosley radios first of all to the wonderful products we have to sell. The Crosley company combines all of the things that a user wishes in a refrigerator or radio. The Shelvador has a specially strong appeal because of the convenient shelf arrangement that very greatly increases the usable space. We demonstrate this easily on the floor with the artificial fruit and food. Then must be credited the simple and trouble-free construction of the unit, the beauty and durability of the box. We make extensive use of testimonials from satisfied users.

"When we took hold of Crosley Shelvadors in Fort Worth they were not very well known here. But through judicious and careful advertising we have gotten them before the public as the leading make. We have an able sales manager and competent sales force, some of whom have been with us as long as five or six years. They are all high class men, industrious and honest. Our sales force is divided into four groups, each under a captain. These captains are paid an extra commission for closing sales and assisting the men under them. They are al-

lowed to sell and receive a commission on what they produce individually.

"Between March 15 and April 15 we had a contest among the salesmen. They were divided into two equal sides, and were to be served a banquet at the close of the contest. The winning side was served chicken and all the trimmings, while the losing side was served diamond back rattle snake and what goes with it.

"We have a large show room with 75 feet frontage and display window on one side. During the contest we arranged our merchandise attractively and placed a stuffed diamond-back rattle snake in the window with a show card telling about the contest. Our salesmen all wore badges on which was printed, "Rattle Snake Contest". This created a great deal of talk and was good advertising.

"The boys worked hard and made this 30 days one of the best we have had in the history of our business. The contest was a neck and neck one. In fact, it was so close that it was decided at the last moment by the sale of a \$12.00 used radio. On Crosley refrigerators, \$1.00 counted one point, on new Crosley radios \$1.00 counted 10 points, and on used radios \$1.00 counted 40 points.

"During the month of the contest we sold \$1,000 worth of radios. The losing team was so chagrined that it asked for a comeback, which the other side granted. This second contest started April 20 and ended May 20, and resulted in another good month for us. We think contests do a great deal of good if they are handled properly and unpleasant

Cohen Celebrates 40th Anniversary . . .

Forty years of brilliant progress are reflected in the recent anniversary celebration of The Cohen Furniture Company of Uniontown, Penn. It was in 1895 that Solomon Cohen, founder of this firm, conceived the idea for the first installment furniture business in Southwestern Pennsylvania. The founder, together with his sons, Abe Cohen and Max Cohen, both of whom are actively engaged in the business, built the business on the basic principle of service and acquired the motto, "The Store That Service Built". The growth of the business is a striking testimonial to the truth of the motto. From a small two story red brick building, this firm has grown until it now occupies a large, modern block-size building with six merchandise floors containing 65,000 square feet of floor space and housing the largest and most complete selection of quality home furnishings in Southwestern Pennsylvania.

Commemorating the 40th anniversary, the local paper carried a ten-page supplement devoted entirely to the Cohen Furniture Company. Every department being represented in this special edition, generous space was allotted to the Shelvador. One of the attractions during the celebration was the offer of a 35 piece dinner set given free with each purchase of \$40.00 or more. A novel continuation of the firm's service policy was the inauguration of a new transportation service. Customers without transportation need only telephone the store and a Cadillac automobile will be at their service to take them to and from the store, free of charge.

An attractive booklet with the title, "When An Institution Reaches 40, That's News In Any Language" was also issued during the celebration activities.

Fred Paulchek, manager of the refrigeration department, is highly enthused over the Crosley Shelvador. According to Ott-Heiskell Company, Crosley distributor at Wheeling, W. Va., the Cohen Furniture Company is expected to be the largest Shelvador dealer in this territory.

feelings are not allowed to come in. Our sales force all showed themselves to be good sports and no hard feelings arose at any time among them. Yet the competition was keen and there was much friendly banter."



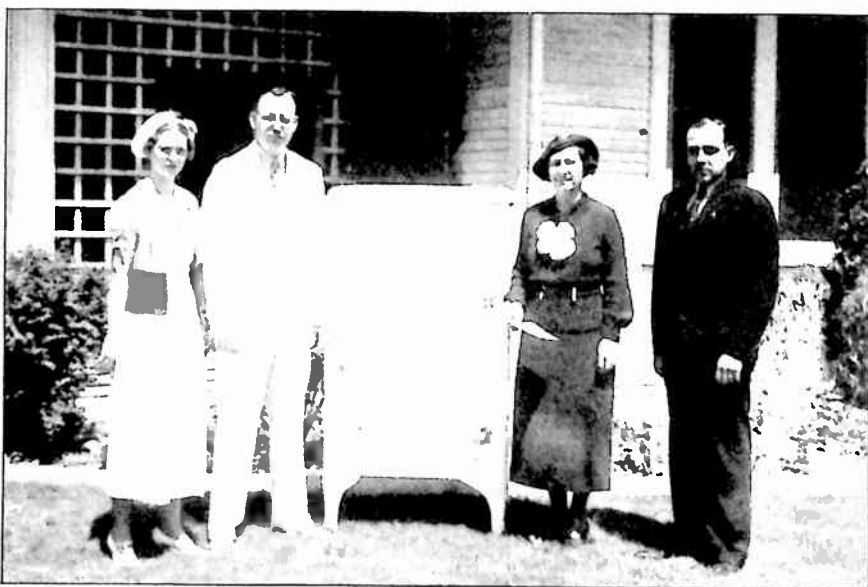
Keeping "Crosley Radio" Before Oregon and Washington

This group of salesmen for Marshall Wells Company of Portland, Oregon, and Seattle, Washington, cover the territory of Oregon and western Washington, working with Crosley dealers in the merchandising of Shelvador refrigerators and Crosley radios.

The photograph was taken when the men were recently called to at-

tend a meeting planned by Mr. James Fair, newly-appointed general manager of the Portland and Seattle branches.

This meeting was devoted to the stressing of plans for improving the merchandising of Crosley products throughout this territory, according to P. W. Bialkowski, Crosley District Manager.



Awarding The Prize In Recent Texas Contest . . .

When the Dallas Electric Supply Company of Dallas, Texas recently sponsored a "Count-The-Ice-Cubes Contest" in the northeast Texas territory, one of the many Crosley dealers to participate was the Greenhalgh-Little Hardware Company of Greenville, Texas. Awake to the full possibilities of this contest, which offered four Crosley Shelvadors as major awards to the persons giving the most accurate count of ice cubes illustrated in newspaper advertising,

the Greenhalgh-Little Hardware Company aggressively merchandised the stunt in their territory. Many hundreds of entries came in from Greenville and Mrs. J. W. Wheat of that city won second prize, a Shelvador Model FA-60.

The accompanying picture shows the presentation of this prize to Mrs. Wheat. Left to right are shown: Miss Inez Green, Mr. Grady Denman of the Greenhalgh-Little Hardware Company, Mrs. J. W. Wheat and Mr.

Denver Service Manager Visits Crosley Factory . . .

E. M. Shedine, service manager, Central Supply Co., Crosley distributor, Denver, Colo., was a recent visitor at the Crosley factory. Mr. Shedine reported things much improved in the Rocky Mountain territory. "We have had plenty of moisture and good crops," said Mr. Shedine. "We expect to do a very good job on radios this fall. Our trade depends on whether or not the farmers have money as there is little manufacturing in the territory. In our territory many of the farmers are already supplied with electricity and they buy the standard socket-type of radio receiver. In other cases battery and 32-volt farm-lighting sets are being sold. Also, this territory is a great mining country and prospecting is constantly going on. Those people are good prospects for battery sets."

Speaking of the situation with respect to refrigeration, Mr. Shedine said: "We had a very late spring, but with the intensely hot weather, which we have been having in the west, as well as you have been having in the east, there has been a marked increase in the sale of Shelvador electric refrigerators; in fact, Shelvadors have made a splendid showing in the Rocky Mountain territory this year. We expect the sales to hold up well during the rest of the season."

Factory Visitor . . .

J. W. Lippincott, Lippincott Electric Co., Crosley dealer for eight years at Bellefontaine, Ohio, was a recent visitor at the Crosley factory in Cincinnati. He was accompanied by his wife and small son. Mr. Lippincott reported that his sales of Crosley Shelvador electric refrigerators are holding up well, and that due to the greatly increased income of farmers he expects a bigger year in radio than in 1934.

J. W. Wheat.

According to J. C. Merritt, Jr., sales manager of Dallas Electric Supply Company, the Greenhalgh-Little Hardware Company was appointed Crosley dealer in the early part of the season. "The Greenhalgh-Little Hardware Company have done an outstanding sales job on Crosley Shelvador this season and their sales are still increasing very rapidly," Mr. Merritt states.

CROSLLEY SERVICE SUPPLEMENT

MODEL 635

Type	Where Used	TUBE VOLTAGES—MODEL 635					
		Ef	Ep	Esg	Ek	Esu	Eg
6A7	Osc.-Mod.	6.3	220	80	2.5	2.5	0
6D6	I. F. Amp.	6.3	220	105	3.3	3.3	0
76	Diode	6.3	—	—	—	—	—
6D6	A. F. Amp.	6.3	20	20	0	—	1.0
42	Output	6.3	210	220	0	—	8.0
80	Rectifier	4.9	220	—	—	—	—

LINE VOLTAGE 117.5

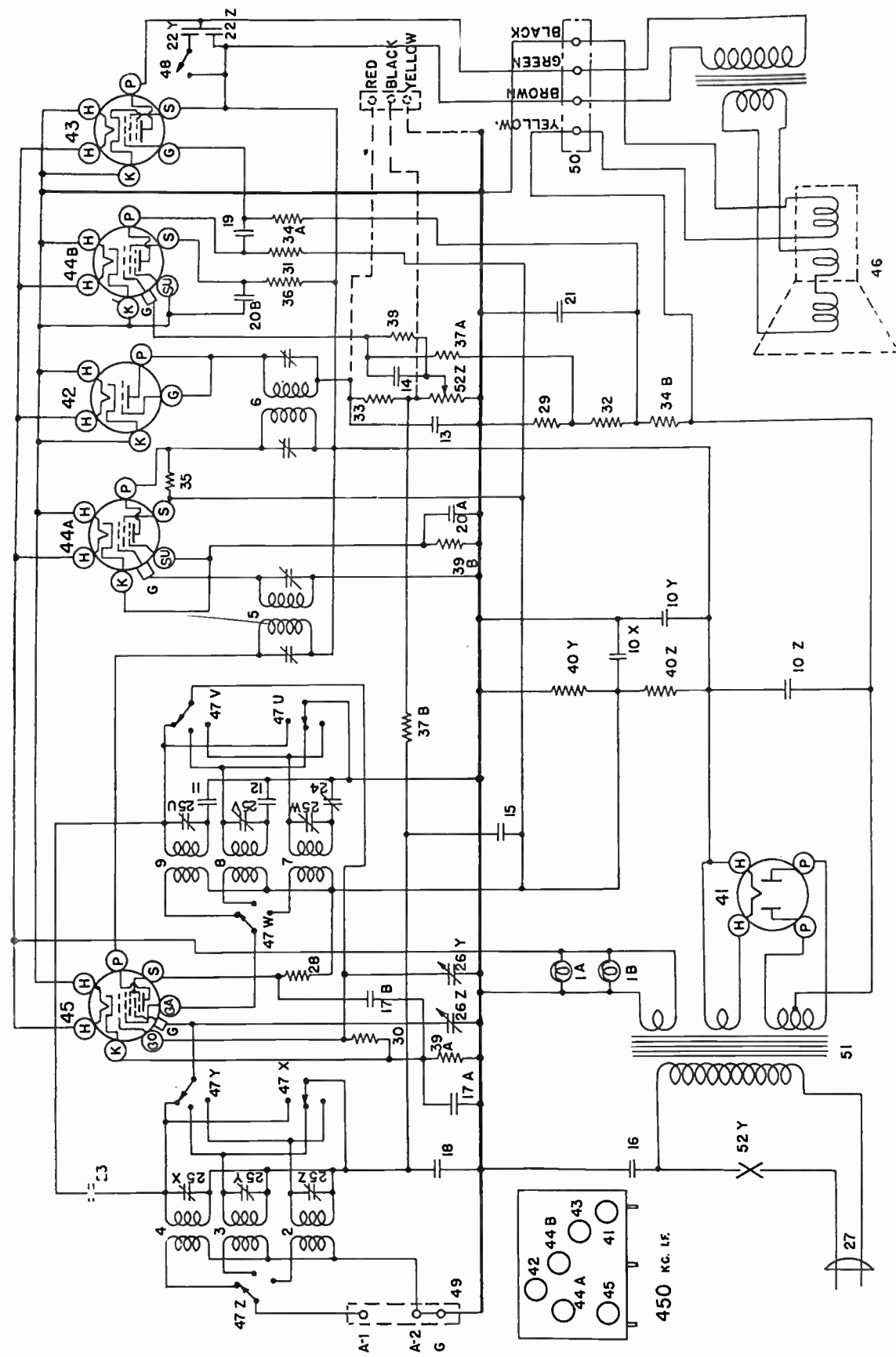
ALL VOLTAGES ARE PLUS OR MINUS 10%. ALL VOLTAGES MEASURED WITH A 500,000 OHM VOLTMETER TO GROUND.

VOLTAGE ACROSS SPEAKER FIELD 60 VOLTS.

PARTS LIST—MODEL 635

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

Item No.	Part No.	Description	Item No.	Part No.	Description
1A	G4—27134	Dial Light Bracket Assembly.	32	—34018	Resistor, 200,000 Ohms.
1B	G4—27134	Dial Light Bracket Assembly.	33	—21455	Resistor, 300,000 Ohms.
2	G39—32000	Coil, Ant. Trans. 540-1725 Kc.	34A	—23785	Resistor, 500,000 Ohms.
3	G43—32000	Coil, Ant. Trans. 1.7-5.2 Mc.	34B	—23785	Resistor, 500,000 Ohms.
4	G40—32000	Coil, Ant. Trans. 5.3-15.5 Mc.	35	—21454	Resistor, 1 Megohm.
5	G39—32004	Coil, 1st. I. F. Trans.	36	—34883	Resistor, 2 Megohm.
	G4—31927	Coil Shield Assembly.	37A	—26577	Resistor, 3 Megohm.
6	G38—32004	Coil 2nd. I. F. Trans.	37B	—26577	Resistor, 3 Megohm.
	G4—31927	Coil Shield Assembly.	38	—26578	Resistor, 5 Megohm.
7	G34—32002	Coil, Osc. 540-1725 Kc.	39A	W—25937	Resistor, 275 Ohm, 1/2 Watt.
8	G35—32002	Coil, Osc. 1.7-5.2 Mc.	39B	W—25937	Resistor, 275 Ohm, 1/2 Watt.
9	G32—32002	Coil, Osc. 5.3-15.5 Mc.	40Z	W—35963	Resistor, 8,500 Ohm, 3 Watt.
10Z		Condenser, 8 Mfd. 450 Volts.	40Y		Resistor, 25,000 Ohm, 3 Watt.
10Y	B—30059-C	Condenser, 8 Mfd. 450 Volts.	41	G6—28807	Socket, 80.
10X		Condenser, 8 Mfd. 250 Volts.	42	G80—28807	Socket, 76.
11	G12—34000	Condenser, 4725 Mmf.		W—35774	Shield Base.
12	G7—34000	Condenser, 1450 Mmf.		W—35772	Shield Half (2 used).
13	G2—34002	Condenser, 0.0001 Mfd. 200 Volt.		W—36280	Shield Cap.
14	W—28619	Condenser, 0.006 Mfd. 200 Volt.	43	G25—28807	Socket, 42.
15	W—32378	Condenser, 0.01 Mfd. 400 Volt.	44A	G75—28807	Socket, 6D6.
16	W—30805	Condenser, 0.01 Mfd. 400 Volt.	44B	G75—28807	Socket, 6D6.
17A	W—28621	Condenser, 0.02 Mfd. 200 Volt.		W—35774	Shield Base.
17B	W—28621	Condenser, 0.02 Mfd. 200 Volt.		W—35772	Shield Half (2 used)
18	W—32380	Condenser, 0.05 Mfd. 200 Volt.		W—35773	Shield Cap.
19	W—27216	Condenser, 0.05 Mfd. 200 Volt.	45	G47—28807	Socket, 6A7.
20A	W—24049B	Condenser, 0.1 Mfd. 200 Volt.		W—35774	Shield Base.
20B	W—24049B	Condenser, 0.1 Mfd. 200 Volt.		W—35772	Shield Half (2 used).
21	—30321A	Condenser, 1.0 Mfd. 160 Volt.		W—35773	Shield Cap.
22Z	W—35011	Condenser, 0.006 Mfd. 400 Volt.	46	—318BL	Speaker.
22Y		Condenser, 0.03 Mfd. 400 Volt.	47	B—35935	Switch, Band Change.
23	G49—34403	Condenser, 1.0 Mmf.	48	W—35937	Switch, Tone Control.
24	G10—33005	Condenser, Var. 540-1725 Kc.	49	G16—26719	Terminal, Ant.-Grd.
25Z			50	G5—31128	Terminal, Speaker.
25Y	W—35951	Trimmer Condenser Assembly.	51	G8—28500	Transformer, Power, 60 Cy., 110 Volt.
25X				G9—28500	Transformer, Power, 25 Cy., 110 Volt.
25W				G10—28500	Transformer, Power, 25 Cy., 220 Volt.
25V	W—35951	Trimmer Condenser Assembly.			Volume Control, 1 Megohm.
25U			52Z	—35938	On-Off Switch.
26Z	B—35025	Condenser, Variable Tuning Gang.		W—36492	Knobs.
26Y				W—36831A	Knob (Tail).
	G29—32086	Dial Drive Assembly.		B—36560	Escutcheon.
27	B—33905	Cord, Power Supply.		W—36563	Glass.
28	—35934	Resistor, 6,500 Ohms.		C—35946	Dial only.
29	—22831	Resistor, 15,000 Ohms.		W—37198	Dial Hand.
30	—21454	Resistor, 40,000 Ohms.		W—32293	Dial Hand Nut.
31	—21875	Resistor, 100,000 Ohms.			



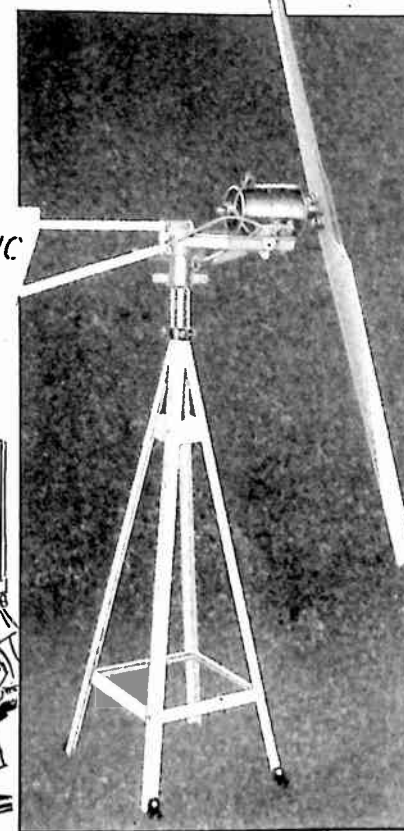
WIRING DIAGRAM—MODEL 635

WHAT AN APPEAL TO UNWIRED HOMES

Now the WIND charges the battery!

Battery Radio Operating Costs Are Brought To A New Low Economy

ACE GOVERMATIC WIND CHARGER



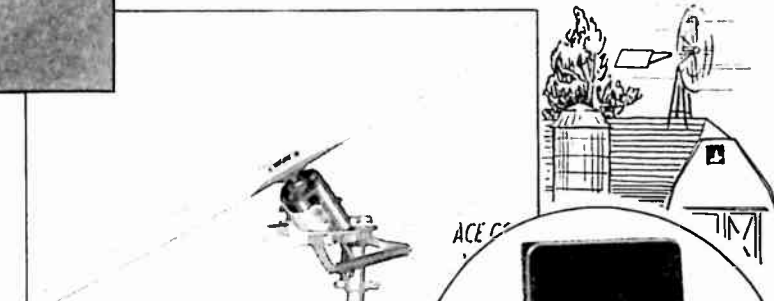
HERE is just what every unwired home in those territories where local conditions and wind velocities permit its use has been waiting for! Here is something that is going to pave the way for unprecedented Crosley 6-Volt Battery Radio sales! Now all the great radio programs on the air can be enjoyed at an operating cost that is practically nothing.

The Ace Govermatic Wind Charger will charge the storage "A" battery and keep it charged so that uninterrupted radio service will be provided. Run down batteries and the inconvenience and expense that comes with taking them to a battery service station are now banished forever. The only operating power cost is the occasional adding of distilled water to the battery and oiling the generator.

Although other wind chargers on the market cost as high as \$30.00, Crosley has made arrangements with The Ace Products Corporation of Cincinnati, to offer the Govermatic to all purchasers of Crosley Battery Radios for the extremely low price of only \$10.00 F. O. B. Cincinnati. A cooperative purchase coupon entitling Crosley owners to this special low price is included with each Crosley 5-Volt Battery Radio. Use the Ace Govermatic to boost your battery radio sales and profits! For further information, get in touch with your Crosley distributor.



The Ace Govermatic Wind Charger, mounted on top of a barn or other convenient elevated point, turns the wind into usable electrical energy by charging 6-Volt storage "A" batteries. Note the well-constructed airplane-type propeller, in the position in which it ordinarily utilizes the wind.

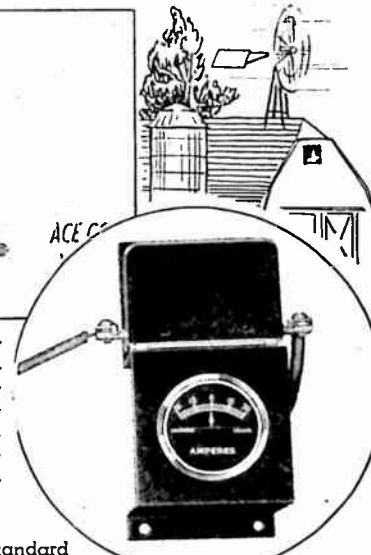


The above view shows how the propeller automatically adjusts itself to strong wind conditions, assuring automatic speed control regardless of wind velocity.



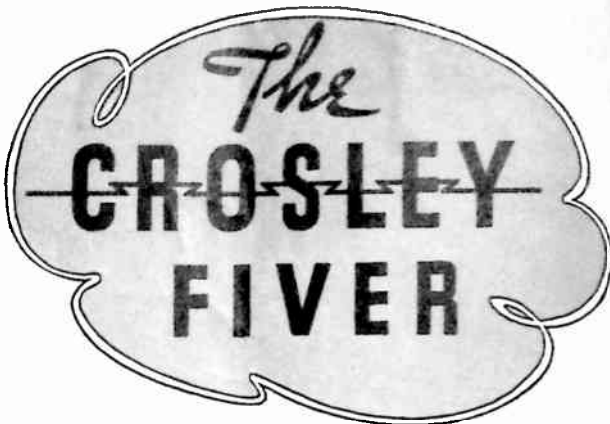
When it is desired to stop the Wind Charger, the generator is easily tipped and the propeller pulled to the above neutral position by means of a pull-down wire.

The ammeter shown to the right is furnished as standard equipment. Reading 20-0-20 amperes, it shows the amount of charge the battery is taking. Above the ammeter is seen the cutout which prevents overcharging the battery.

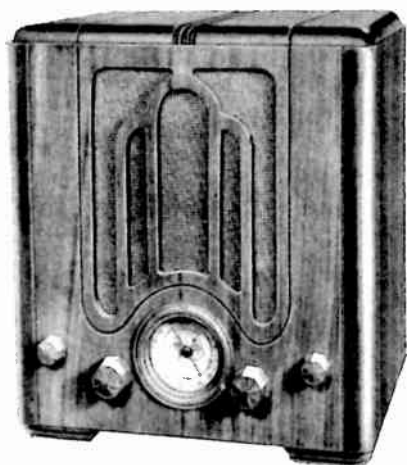


ACE GOVERMATIC WIND CHARGER

*A Big Reason
Why Big Profits
Are Ahead...*



Here is the leader of leaders! "More for the money" is amply exemplified in this new 1936 radio sensation. No-where else in all the world can so much performance, so much beauty, so much radio be bought for so little. Advertise the Fiver . . . show the Fiver . . . demonstrate the Fiver . . . and you will be well on the road to big sales and big profits!

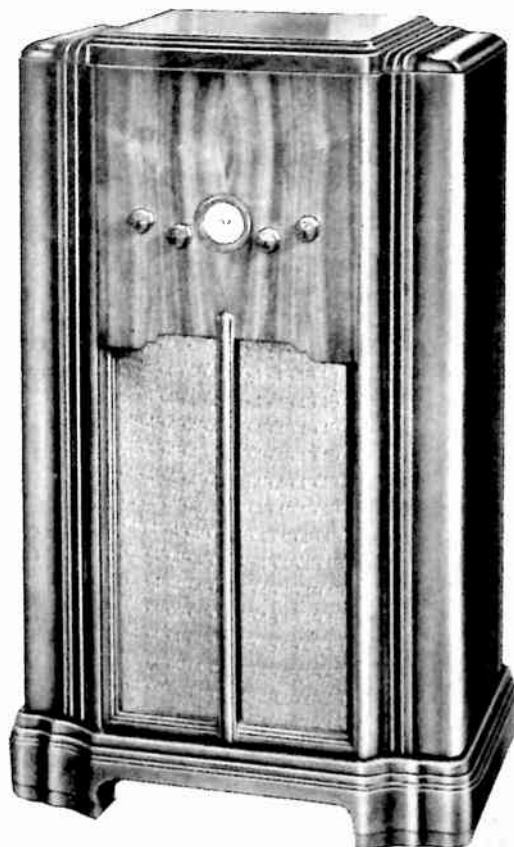


CROSLLEY FIVER

Bringing excellent reception within reach of homes with modest pocketbooks, the Fiver is typical of Crosley value leadership. The beautiful cabinet has figured walnut veneer on the front panel. Decorative lines on the solid wood top and also on the end panels. Dimensions: 11½" high, 10½" wide, 7½" deep.

\$19.99

Price Slightly Higher In Florida,
Rocky Mountain States and West.



CROSLLEY FIVER CONSOLE

To see and hear this remarkable console radio is to know the truth of the statement, "quality at the most attractive price for everyone." Gorgeous cabinet has a front panel of center matched American walnut veneer with reeded pilasters. Speaker grille has decorative overlay. Dimensions: 36" high, 21½" wide, 11½" deep.

\$37.50

Price Slightly Higher In Florida,
Rocky Mountain States and West.

SHOW THEM THESE FEATURES AND THEY BUY!

Five-tube superheterodyne. One double-purpose tube giving six-tube effectiveness. Two bands—standard broadcasts 540-1570 Kc.; police, amateur, aviation broadcasts 1570-4000 Kc. Illuminated full vision air-

plane type dial. Electrolytic condenser. 5 to 1 ratio drive. Tone control. Completely shielded first and second I. F. transformers. New 6B5 triple-twin output tube. Full floating moving coil electro-dynamic speaker.

**WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLLEY
CROSLLEY RADIO**