

# THE ~~CROSLY~~ BROADCASTER

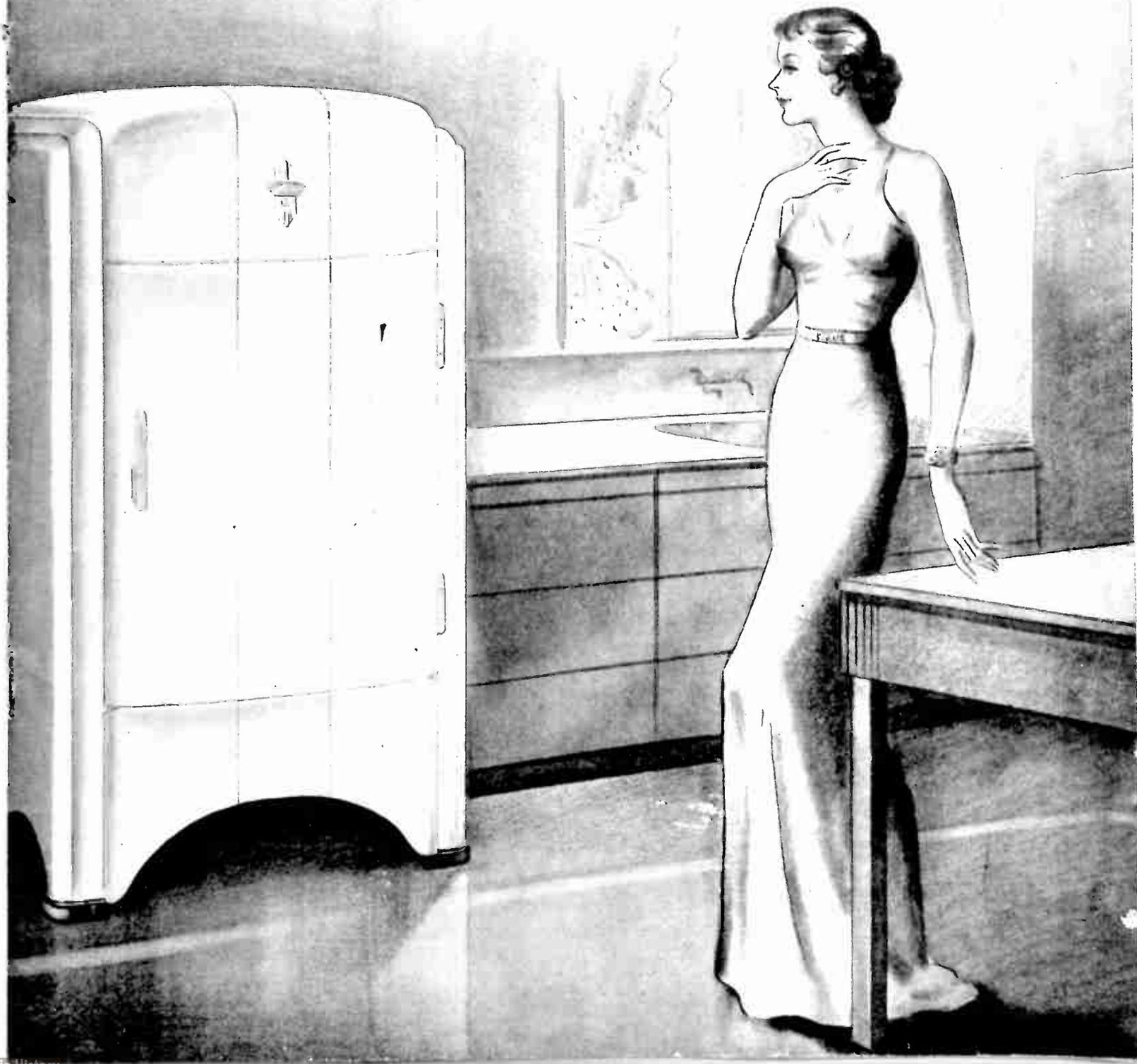
• VOLUME 15 •

APRIL 1, 1936

• NUMBER 3 •

THE WORLD'S

*Most Beautiful*





## POWEL CROSLY, JR. SAYS...

**A**S SUBSTANTIAL assurance to your customers of the inherent quality built into every Crosley Shelvador Electric Refrigerator, we have recently inaugurated the Five Year Protection Plan in connection with every Shelvador model. So that you may thoroughly understand every detail of this warranty plan, I urge you to study every point of the Five Year Protection Plan certificate now accompanying every Shelvador.

This inherent quality of the Shelvador is well known and appreciated by the many thousands of Shelvador owners throughout the country. Noted for its long period of trouble-free service, the Shelvador refrigerator is built with the highest standards of manufacturing practice, demanding precision-accuracy of moving parts to within one ten-thousandth of an inch.

Equally as outstanding is the Shelvador in its outward quality that is immediately apparent. "The

World's Most Beautiful Refrigerator" is an apt expression that justly describes its beauty. The inimitable Shelvador feature and the many other convenience and utility features give this sensational refrigerator an instant appeal to every prospective buyer.

In quality, value, beauty, features, economy . . . Shelvador is truly world-leading. Now, with the addition of the Five Year Protection Plan, Shelvador has everything with which to completely satisfy refrigeration-seeking buyers. That's why the demand for Shelvador is increasing by leaps and bounds. Housewives are clamoring for Shelvador because it is the ultimate in refrigeration—because it has everything. And that's why "No Dealer Can Afford NOT To Handle Shelvador!"

*Powel Crosley Jr.*

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

THE CROSLY BROADCASTER, EARL DITTMAR, EDITOR. PUBLISHED BY THE CROSLY RADIO CORPORATION, CINCINNATI, O. COPYRIGHT, 1936.

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## THE CROSLY BROADCASTER

### Spring Time Is Selling Time . . .

Spring—and all that comes with it—is in the air! Mother Nature is taking on a look of newness. Following suit, housewives are adding newness and freshness to their homes. These same women are preparing for the proper preservation of food during the coming summer months, when interest in electric refrigeration is at its highest point. They are thinking refrigeration, talking refrigeration, buying refrigeration—NOW!

Yes, Spring time is Shelvador selling time. Now is the time for every Crosley dealer to wage the most intensive Shelvador sales drive ever conceived. Magazines of great national circulation are carrying Shelvador messages. 500,000-watt WLW is keeping the nation Shelvador-conscious through powerful, appealing broadcasts.

As these prospects are developed, they must be directed to the Crosley dealer through his local promotion activities. Tell your community now, in every possible way, that your place of business is the place to see and buy Shelvador.

### When The Umpire Calls "Play Ball"—You're THERE With A Crosley . . .

It won't be long now. In but a short time, the great National sport will once more get into action and baseball fans everywhere will be keenly interested in their favorite game.

Throughout the country, broadcasting stations will send out play-by-play descriptions to the delight of all those fans who are unable to attend any particular game. And these fans will demand good radio reception. If their present radios

are obsolete, or if they have no radios at present, they will start shopping now for a new, up-to-the-minute set.

And that's your opportunity to make a "home run" in increased radio sales. In the wide range of Crosley radio models, every prospect can find the modern receiver that exactly suits his requirements and his pocketbook.

Promote the baseball fans in your community now. Tell them to be THERE with a Crosley.

### An Eye-Catching Washer Demonstration . . .

When a man bites a dog—that's news. Equally as unusual and therefore as magnetic in attracting all observers is a woman doing the family washing while dressed in her evening gown. All of which gives us the thought of taking a lesson from the recent Savanoid Washer and Ironer broadside. On the center spread was illustrated a girl dressed in an evening gown standing beside the new Spe-Dry washer. Let's apply that idea to a practical demonstration right in your store.

Suppose you hired a bright and attractive girl, dressed her in an evening gown and had her give demonstrations of the Spe-Dry. Wouldn't that just about stop every woman shopper in her tracks? It could hardly help attracting prospects and, once attracted, a demonstration of the operation of the Spe-Dry could be given. Prospects could be shown how the Spe-Dry does everything within itself. How it fills, washes, rinses, blues, dries and empties—virtually in one operation. And this without even getting hands wet or experiencing the mess usually incident to washing of clothes. And how it cuts washday work at least in half.

as well as the many other attractions of the Spe-Dry.

Such a demonstration certainly would be productive of many prospects that undoubtedly could be turned into sales.

### New Koldrink Brings Extra Business . . .

The new Crosley Koldrink electric bottle cooler is an excellent plus profit builder. Increasing sales through serving bottled drinks always at the right temperature and reducing refrigeration costs, the Koldrink is a proven necessity for every bottled beverage dealer.

The new Koldrink is available in either red or green and there is also a model with a bubbler. It has a sliding top to economize space, is ideal for all sizes of bottles and has many attractive features. Go after the hotels, roadside stands, camps, offices, drug stores, filling stations, schools, grocers, taverns and other bottled beverage dealers in your territory and you will find a surprising volume of plus profits coming your way.

### It's All Yours . . .

Chockfull of interesting news about various happenings in the Crosley dealer family . . . helpful selling suggestions . . . information about Crosley products—the Crosley *Broadcaster* is your magazine. Published in the interests of every Crosley distributor, dealer and salesman, it is naturally the "news bearer" of the Crosley dealer organization. If you are doing anything in the way of unusual sales promotion stunts . . . if you have arranged an attractive window display . . . if you have achieved an enviable sales record—whatever it is that is news, send it in to the *Broadcaster*.



### Outstanding Dallas Dealer Proclaims Crosley Radios . . .

The largest radio dealer in Dallas and one of the largest, if not the largest, in the state of Texas, is highly enthused over the new 1936 Crosley Radio line. C. A. Rogers, Radio Manager of this firm—Hart Furniture Company—has commented as follows:

"Being one of the outstanding dealers in furniture and radios in the Southwest, we are always interested in any merchandising proposition which will add to the prestige we have gained during the last 20 years. The success which we are now enjoying may be attributed greatly to the following fundamentally sound business principles, such as presenting to our clientele the best standard merchandise at the lowest possible prices. By consistently following this rule over a period of years, we are rewarded by being in position to use such advertising slogans as 'First in Dallas in Furniture Sales' and 'When you buy your Radio at Hart's, you profit from the experience of an organization which has won and held first place in selling and servicing Radios in Dallas.'

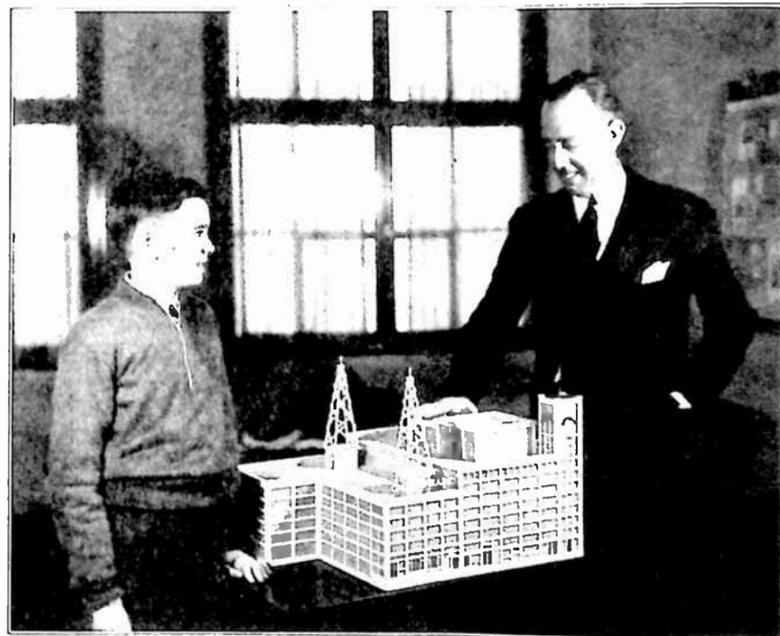
"When the Crosley line was presented to us this year, we quickly recognized it as being outstanding in the radio field. The 1936 cabinets are far advanced to anything that Crosley has offered heretofore. Little can be said about the quality of the receiver itself for Crosley has enjoyed public acceptance and popularity for the past 14 years.

"In reviewing the sets individually, we have found the Fiver to be one of the best values we have ever of-

ferred to our clientele. We consider this set extremely important in our organization from a standpoint of advertising value. A small advertisement in any newspaper will prove to any dealer that this set merits consideration when selecting merchandise for the purpose of creating store traffic.

"The new A. F. M. is a set, we believe, to be almost beyond competitive comparison. This set has been one of the most popular in the entire line and we have found, after a careful study, the service cost is practically nil, and the reception which our customers report is almost unbelievable.

"In summing up all the advantages of the 1936 Crosley line, we are compelled to coincide with Mr. Crosley and agree to his statement that no dealer can afford *not* to handle Crosley."



### Powel Crosley, Jr., Presented With Factory Model . . .

Powel Crosley, Jr., President, Crosley Radio Corporation, smiles his approval of the model of its main factory building in Cincinnati, built by Raymond Steinbicker, aged 14, of 1220 Quebec St., Cincinnati.

Raymond, who is in his first year at Elder High School, built the model for the exhibition of models made by High School students, held at the Seton High School the past season. It is an exact replica of the Crosley factory which also houses the main studios of WLW, the world's most

powerful radio station, built to scale, one-twelfth of an inch to the foot.

Mr. Crosley encouraged Raymond to continue along the lines of his mechanical ambition and told him that when he was a boy he, too, had a kit of tools and was always making things. It was this mechanical propensity that enabled Mr. Crosley to build radio sets to sell at moderate prices which people could afford to pay at a time when good radios were high priced. Raymond told Mr. Crosley that it was his ambition to become a radio engineer.



A partial view of the extensive display of Crosley products staged by the Interstate Electric Company of New Orleans at

their recent 3-day Preview at the Monteleone Hotel in that city.

### Interstate Electric Of New Orleans Stages Three-Day Open-House Showing Of New Crosley Shelvadors . . .

Of interest to all Crosley dealers and distributors is the plan of the Interstate Electric Company of New Orleans in presenting the new Crosley Shelvadors for 1936.

Heretofore, they, like many other distributors, have made their presentation a one-day formal convention affair, with lengthy talks by various officials, followed by the usual banquet and entertainment in the evening.

This year, O. G. H. Rasch, Secretary-Treasurer and H. V. Monninger, Advertising Manager, experimented with a plan of introduction that would be different, as well as more convenient for dealers.

With this thought in mind, the Convention Hall of the Monteleone Hotel in New Orleans was taken for a three-day period. In the hall, a complete merchandise display of all Crosley products was set up. Every model of the Shelvador for 1936, every model radio, the new Crosley electric washers and ironers, the Koldrink, the Icyball, the Coolrest and the Temperator, many of them connected with electric outlets and in actual service were displayed.

From 10 A. M., until 10 P. M., on each day, the doors of the Convention Hall were thrown open to visiting dealers, and every salesman was on the floor to greet and show the lines to dealers from his particular territory.

Supplementing the display were

tables and chairs in the background where confidential discussion of terms, credit, etc., could be made by the salesmen and dealers. On each of these tables were contract forms, credit blanks, price lists and sales literature with photographs.

Each salesman was therefore able to interview his particular dealers, as well as prospects without outside interruption, and because of this

plan, over 400% increase in orders over the previous year was made, as well as the signing up of several new dealers.

Many dealers were reported as favorably impressed with the business-like arrangement of this year's Preview, as well as the convenience afforded them in being able to stop in at their convenience without being obligated to sit and listen to extended talks by company officials.

Supplementing the display was a bar adjoining the Convention Hall where refreshments and sandwiches were at all times available.

Over three hundred dealers from Southern Mississippi and Louisiana attended the Preview.

### Early Crosley Dealer Pays Factory Visit . . .

Claude Taylor, of Taylor's Radio Service, for eight years a Crosley dealer at Clinton, Ind., was a recent visitor at the Crosley factory in Cincinnati. Mr. Taylor reports the outlook is bright for radio in his territory in 1936.

### Wins Short Wave Trophy With Crosley Radio . . .

Short Wave Craft, a leading magazine for short wave fans, awards each month a handsome, silver-plated trophy to one of its readers for his or her efforts in obtaining the greatest number of verified foreign (Continued on Page 12)



Officials at the recent three-day open house held in New Orleans by Interstate Electric Company were, left to right: George H. Lasley, Crosley District Mana-

ger; H. V. Monninger Interstate Advertising Manager; Irving Cope, Interstate Sales Representative; and O. G. H. Rasch, Interstate Secretary-Treasurer.

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-II

**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**

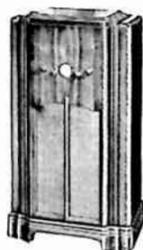
DIMENSIONS:  
11 1/2" high,  
10 1/2" wide,  
7 1/2" deep.

**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 5515-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 555-AH

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



**\$29.95**

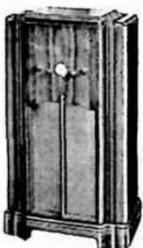
**COMPLETE WITH TUBES**  
DIMENSIONS:  
11 1/2" high,  
10 1/2" wide,  
7 1/2" deep.

● 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 5555-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 3/4" deep.

**Olympia \$45.00**  
Model 655-C  
Same as Buccaneer except  
employs 6 metal tubes.

**Cruiser \$47.50**  
Complete With Tubes  
Model 615-C  
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**

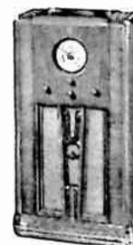
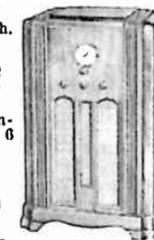
Dimensions: 36 3/4" high,  
20 3/4" wide, 11 1/4" deep.

**Olympia Console**  
Model 655-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 1/2" 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.

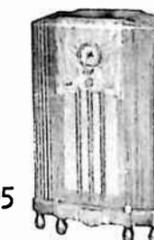
**CORSAIR CONSOLE**  
Model 715-N

**\$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  
9 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.

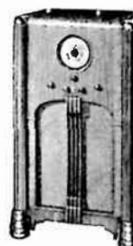
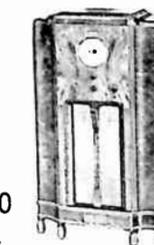
**VIKING CONSOLE**  
Model 725-P

**\$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 3/8" 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

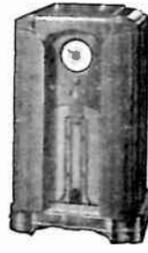


**BARKENTINE CONSOLE**  
Model 1155-RB  
**\$137.50**  
COMPLETE WITH TUBES  
DIMENSIONS:  
42" high,  
26" wide,  
13½" deep.

**11 Metal Tubes 4 Band SUPERHETERODYNE**

● Receives standard, weather, foreign, police, amateur, aviation broadcasts. Auto Expressionator. Automatic Bass Compensator. Card-i-omatic Unit. High Fidelity. New Magna-Ceramic Dial with Timelogy 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.



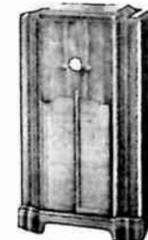
**BATTERY FIFTY-TWO**  
Model 535-AF  
**\$29.95**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.



**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,  
11¼" deep.



**BATTERY FIFTY-TWO "A" 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.

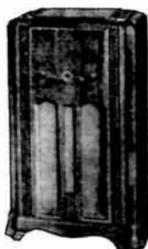
**BATTERY SIXTY-TWO**  
Model 605-CC  
**\$39.95**  
COMPLETE LESS BATTERIES  
DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.



**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,  
11¼" deep.



**BATTERY SIXTY-TWO "A" 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-EC  
**\$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 type 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.



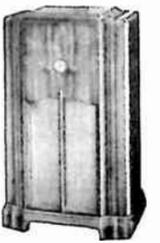
**BATTERY FORTY-SIX**  
Model 435-AF  
**\$34.50**  
COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
11½" high,  
10½" wide,  
7½" deep.



**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,  
11¼" deep.



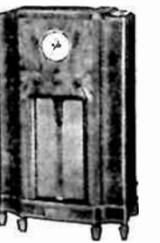
**BATTERY SIXTY-SIX**  
Model 6015-FC  
**\$59.95**  
COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
19¾" high,  
14¾" wide,  
9¾" deep.



**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 6015-PF  
**\$75.00**  
COMPLETE LESS 6-VOLT BATTERY  
DIMENSIONS:  
38" high,  
22½" wide,  
11¼" deep.



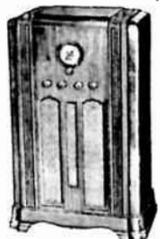
**32 D. C. SIX**  
Model 645-CB  
**\$47.50**  
COMPLETE WITH TUBES  
DIMENSIONS:  
16½" high,  
12¼" wide,  
8¾" deep.



**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.

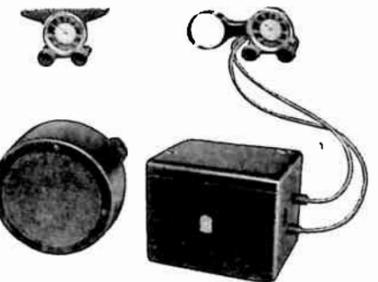
**32 D. C. SIX CONSOLE**  
Model 645-MB  
**\$64.50**  
COMPLETE WITH TUBES  
DIMENSIONS:  
36¾" high,  
20¾" wide,  
11¼" deep.



**\$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.



**\$54.50 Complete**

**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.

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

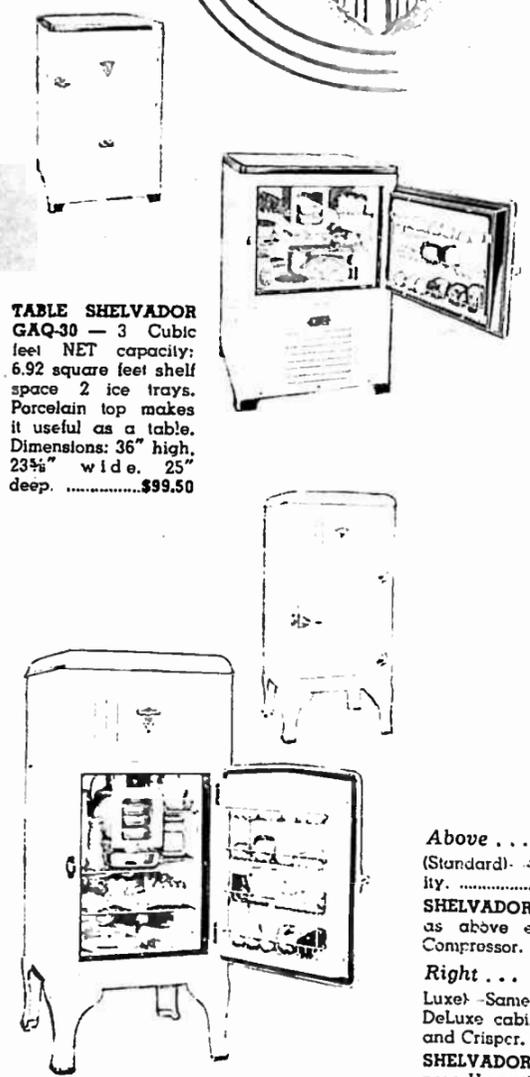
## Plus... This Much More in a Shelvador



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.



**TABLE SHELVADOR**  
**GAQ-30** — 3 Cubic feet NET capacity; 6.92 square feet shelf space 2 ice trays. Porcelain top makes it useful as a table. Dimensions: 36" high, 23 3/4" wide, 25" deep. . . . . \$99.50



Above . . . **SHELVADOR GAQ-43** (Standard)—4.33 cubic feet NET capacity. . . . . \$124.95  
**SHELVADOR GAT-43** (Standard)—Same as above except has new Hermetic Compressor. . . . . \$134.95  
 Right . . . **SHELVADOR GKQ-43** (DeLuxe)—Same as GAQ-43 except has DeLuxe cabinet, including Storadrawer and Crisper. . . . . \$134.95  
**SHELVADOR GKT-43** (DeLuxe)—Has new Hermetic Compressor. . . . \$149.95

**SHELVADOR GAQ-35**—3.5 cubic feet NET capacity; 7.44 square feet shelf space. 3 ice trays each holding 21 cubes. Dimensions: 50 3/8" high, 23 1/2" wide, 25 1/2" deep. . . . . \$104.50

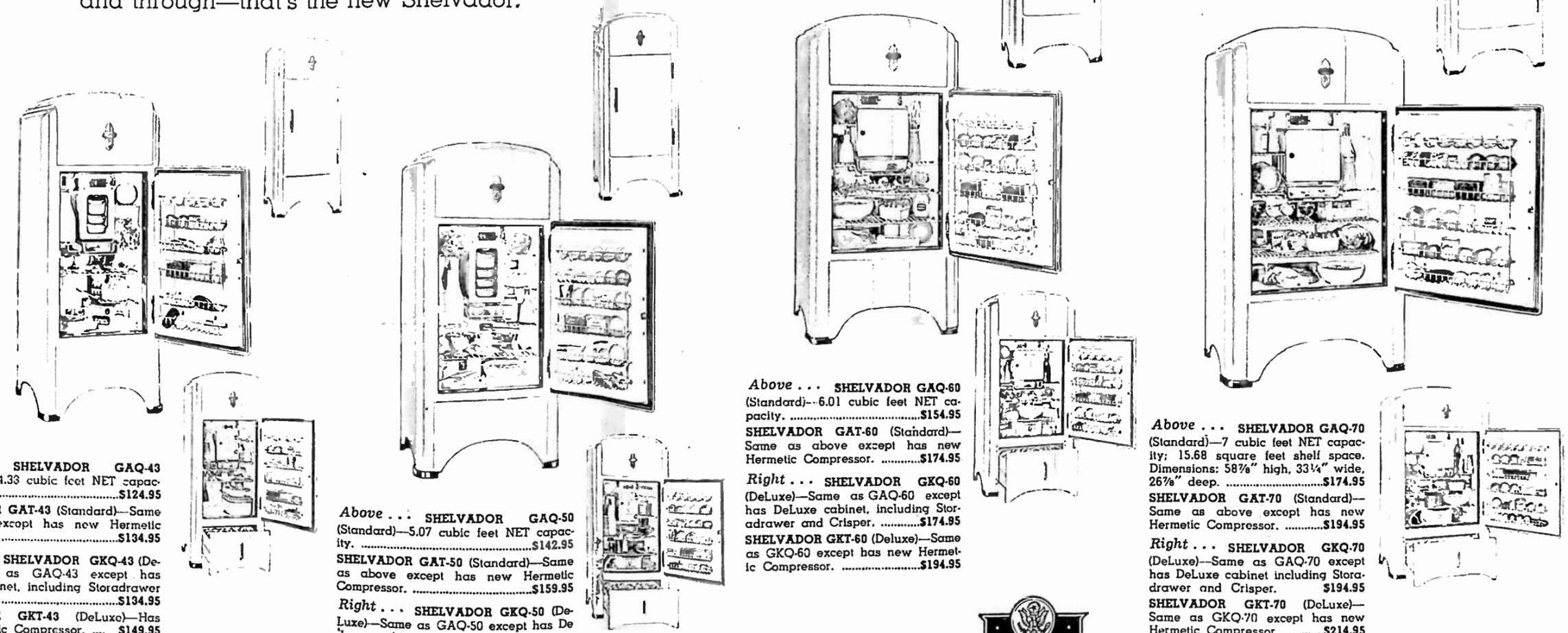


Above . . . **SHELVADOR GAQ-50** (Standard)—5.07 cubic feet NET capacity. . . . . \$142.95  
**SHELVADOR GAT-50** (Standard)—Same as above except has new Hermetic Compressor. . . . . \$159.95  
 Right . . . **SHELVADOR GKQ-50** (DeLuxe)—Same as GAQ-50 except has DeLuxe cabinet, including Storadrawer and Crisper. . . . . \$159.95  
**SHELVADOR GKT-50** (DeLuxe)—Has new Hermetic Compressor. . . . \$179.95

Above . . . **SHELVADOR GAQ-60** (Standard)—6.01 cubic feet NET capacity. . . . . \$154.95  
**SHELVADOR GAT-60** (Standard)—Same as above except has new Hermetic Compressor. . . . . \$174.95  
 Right . . . **SHELVADOR GKQ-60** (DeLuxe)—Same as GAQ-60 except has DeLuxe cabinet, including Storadrawer and Crisper. . . . . \$174.95  
**SHELVADOR GKT-60** (DeLuxe)—Same as GKQ-60 except has new Hermetic Compressor. . . . . \$194.95



Above . . . **SHELVADOR GAQ-70** (Standard)—7 cubic feet NET capacity; 15.68 square feet shelf space. Dimensions: 58 3/8" high, 33 1/4" wide, 26 3/4" deep. . . . . \$174.95  
**SHELVADOR GAT-70** (Standard)—Same as above except has new Hermetic Compressor. . . . . \$194.95  
 Right . . . **SHELVADOR GKQ-70** (DeLuxe)—Same as GAQ-70 except has DeLuxe cabinet including Storadrawer and Crisper. . . . . \$194.95  
**SHELVADOR GKT-70** (DeLuxe)—Same as GKQ-70 except has new Hermetic Compressor. . . . . \$214.95



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

(Continued From Page 5)

stations. The March issue of this magazine disclosed that a Crosley Radio user won the twenty-fourth trophy by logging 71 foreign stations. This award went to Albert J. Young, Port of Spain, Trinidad, B. W. I.

"The 71 stations received and verified were all located outside of Mr. Young's native country," states the Short Wave Craft article. "The receiver used was a Crosley Centurion and with it was used a Crosley Duplex All Wave Antenna. Mr. Young claims no headphones were used, nor was it necessary to seek the aid of a booster or pre-selector. This is an excellent record and Mr. Young is to be congratulated for his efforts."

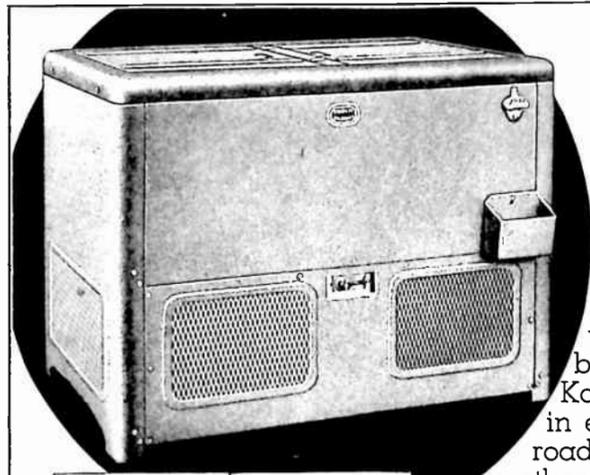
The 71 stations logged include stations in North America, South America, West Indies, Central America, Europe, Asia and Australia.



### Demonstration Trailer Proves Asset In New York . . .

Used for both dealer and customer demonstration of both Crosley Radios and Shelvador Refrigerators, this new trailer is meeting with enthusiastic

acclaim, according to The Crosley Distributing Corporation of New York City who have recently inaugurated. (Continued On Page 13)



## A Plus PROFIT WINNER!

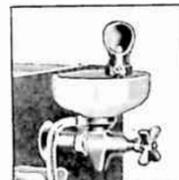
Many stores and other places in your neighborhood are in need of efficient, dependable, economical beverage dispensing equipment. Crosley dealers everywhere are finding the road to extra profits by supplying this need with the new Crosley Koldrink Electric Bottle Cooler. It is ideal in every way for restaurants, druggists, hotels, roadside stands, summer camps, grocers and other retailers of bottled beverages. Also of particular value to the small dairyman. Get behind the Koldrink now—you will be surprised at the extra profits \$99.95 awaiting you.

AVAILABLE IN RED OR GREEN

F. O. B. Factory



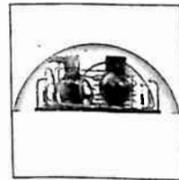
**Dual Temperature With Wet And Dry Refrigeration**  
By means of the Dual Tub (supplied at additional cost), separate temperatures are maintained for both a dry and a wet compartment.



**Model G8GB With Bubbler**  
Where a limited quantity of drinking water is required, such as at filling stations and other locations, the Koldrink model equipped with Bubbler is ideal. \$127.00 F. O. B. Factory



**Sliding Top Economizes Space**  
The top of the new Koldrink is of the sliding type. Therefore, the new Koldrink can be placed under a counter, out of the way and still have easy access to the bottles.



**Commercial Refrigeration Unit**  
The Koldrink employs the commercial Crosley refrigeration unit that is noted for its dependability, quiet, long, trouble-free and economical service. The unit is self-contained.

# CROSLY KOLDRINK ELECTRIC BOTTLE COOLER

(Continued from Page 12)  
urated its use. The trailer is so constructed that it can be fastened easily to the rear of any car.

"Many dealers in the New York territory have expressed keen en-

thusiasm for this trailer," comments F. Robinson of the New York distributing firm, "and are planning to rent it for their own use this spring and summer."



Harry Lamoreux, (left), Crosley dealer and prominent druggist of Cherokee, Iowa, placing an order with O. T. Chester, dis-

tributor salesman, at the recent open house meeting held by the Power City Radio Company of Sioux Falls, S. D.

### Sioux Falls Meeting Proves Unusually Successful . . .

The Power City Radio Company recently held their three day open house meeting, showing the new Shelvador, Crosley Washing Machines and Radios. Bitter cold weather and blocked highways failed to keep back their dealers and a very successful meeting is reported.

H. F. Jaax of the Crosley factory and W. B. McKenzie, manager of the Power City Radio Company with his sales force, were in charge of the meeting. Dealers were shown the line individually and complete demonstrations were made on all lines. Hub and Mac announced the fact that they are ready to hire out to any ladies wishing first class laundry service. An interesting demonstration was made with a phonograph oscillator to show the effect of the Auto-Expressionator.

Powerful flood lights on the refrigerator display greeted the dealers as they came into the hotel show room. It is needless to say that the impression on the dealers was highly effective.

Many orders were taken for refrigerators, the prize one being placed by the Cherokee, Iowa dealer who ordered eighteen refrigerators for immediate delivery. This dealer is a druggist in a town of 6,000 people and sold over 50 Shelvadors last year, which was his first year retailing refrigerators.

The Power City Radio Company also had a double booth display of the new lines at the recent hardware convention in Sioux Falls and announced that the reaction of these dealers to the new Crosley lines was most optimistic.

### Crosley Radio Wins By Comparison . . .

Stuart M. Briggs of Henry P. Briggs and Company, Fairhaven, Mass., recently made a comparison of several leading makes of radios with the result of selecting a Crosley and becoming keenly enthused with it. He writes:

"Recently I decided to purchase a new radio set. I exposed myself to all radio dealers and the fun commenced. At times I had so many sets in the house that they were badly underfoot and in the way. I became so confused and muddled comparing this feature and that gadget that I had about given up the job and decided to stick to my old radio.

"I tried out several of the leading makes. At the crucial moment a new Crosley Model 1155 arrived at Day's Electric Shop and I was urged to try it. Now I own it—I had to buy it. It stood out way ahead of any of the others. Apparently all sets had some outstanding features. Yours had all features which appealed to me in any of the others.

"Your set is so far ahead of every other which I heard that I had to buy it. I was an amateur radio operator before and after the war and I think I know something about radio sets both from the angle of correct mechanical construction and also that of fine reproduction of music. Your set is very well constructed and the tone quality equals anything I have ever heard regardless of price.

"Your treatment of how a dynamic speaker should be mounted is excellent, and I particularly note that the cabinet is practically free from vibration at any reasonable volume level. The bass note compensation at low volume levels is better than found in any other set.

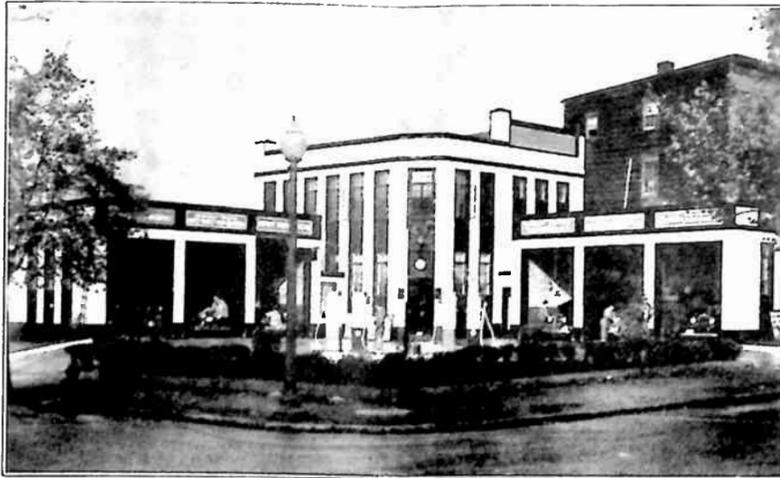
"As you have perhaps gathered from this rambling, incoherent letter, I am VERY enthusiastic—I must be or I wouldn't write you.

"I am deeply appreciative of a quality radio set at a popular price."



### Named Sales Manager For Titus Radio . . .

W. E. Titus, President of W. E. Titus Radio Corporation of Oklahoma City, and Tulsa, Oklahoma, recently announced Herndon Thomas as his new sales manager. Having served in a similar capacity with Beck and Gregg Hardware Company, Crosley distributor at Atlanta, Georgia for a number of years, Mr. Thomas is especially well qualified to give assistance to the many dealers of this Oklahoma Distributor's territory. According to Mr. Titus, Mr. Thomas is scheduled to call on the dealers of that territory, with many helpful merchandising suggestions in store for them.



### Simon Named Crosley Distributor In D. C . . .

The appointment of the Simon Distributing Corporation, 2501 Avenue H., N. W., Washington, D. C., as distributor for all Crosley products was recently made by Howard E. Richardson, general sales manager, Crosley Radio Corporation.

Included in the initial order were 13 carloads of Shelvador electric refrigerators for immediate shipment. Orders for 12 carloads of Shelvadors were booked the first day this company was named Crosley distributor by Otis C. Dorian, Sr., general manager.

The company has just moved into its newly constructed building which has the most modern type of display room and new and efficient service department, James H. Simon, president, stated. Mr. Simon also said that his company had the largest per capita sales record for automobile radios in the country and was seventh highest in the country.

The appointment of this new distributor, with its modern merchandising and service facilities, will be of material assistance to the dealers of this territory.



Left to right: Jack Rogers, Crosley Vice President and General Manager; Valentino V. Rivero, General Manager, Radio Electrica, S. A., Mexico City.

### Crosley Distributor Reports Good Business In Mexico . . .

During a recent visit of several days at the Crosley factory in Cincinnati, Valentino V. Rivero, general manager, Radio Electrica, S. A., Mexico City, distributor for Crosley products in Mexico, reported business conditions good in his country.

He also said that radio broadcasting had started as early as 1919 in Mexico and that its pioneers are the technicians in the broadcasting industry today. They handle the operation of stations and see that they are kept up to date. With sixty or more stations in the country, including XEW, the 50,000-watt station in Mexico, the nation is well covered by broadcasting. Many of the stations are linked with the big American networks.

Speaking of the use of radios in Mexico, Mr. Rivero reported that his country has more radios than some European countries with double Mexico's population. He also emphasized the fact that the people there know radios and demand sets that will give good reception and long, dependable service. "Crosley radios are very popular in Mexico," he said, "because of the excellent performance they have given in the last ten years. Many times we have had Crosley radios brought into our service department for inspection after six and eight years of usage and all that was required were new tubes. No other service was necessary. That

is why in our advertising in Mexico we use the slogan, 'Whoever has owned a Crosley always prefers a Crosley.'

Speaking of electric refrigeration, he said, "It is becoming very general in Mexico. It has not been hard to convince people there of the enormous advantages and savings that an electric refrigerator represents. The Public Health Department is doing a great deal of good in improving health conditions throughout the

country and the most important feature of this work is the close inspection and care that they exercise with foodstuffs through proper refrigeration.

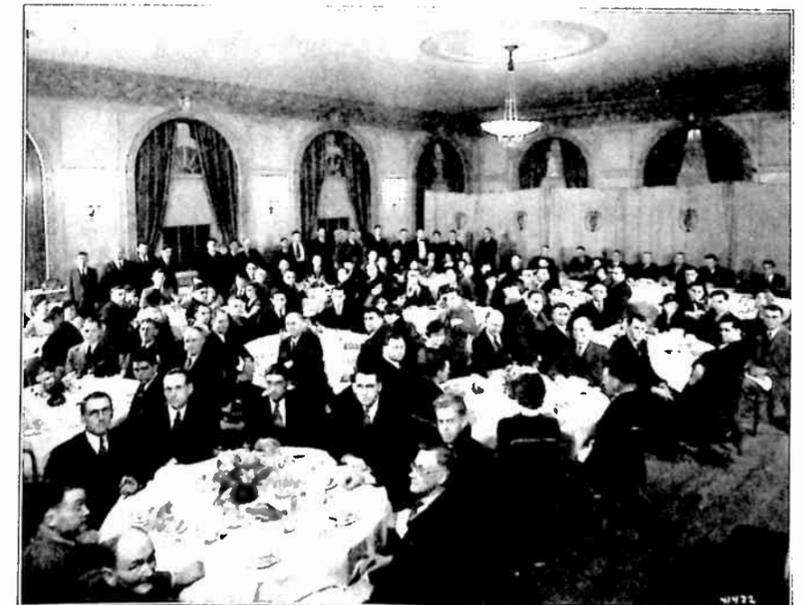
From the time of their introduction some five years ago, Crosley Shelvador electric refrigerators have been very popular and have given excellent performance in all the varying conditions of climate and electric current."

### Fiver Brings Them In . . .

"We are spending the winter in Orlando, Florida," writes C. H. Payne and Family, "and had to have radio entertainment and radio reception is very poor here. So we bought a Crosley Fiver and it brings in stations that much more expensive sets wouldn't. We are more than pleased with our Crosley Fiver."

### Daughter Born To Roper, S. W. Crosley Manager . . .

A daughter was born to Mr. and Mrs. H. L. Roper, February 20. Mr. Roper is Southwestern District Manager for the Crosley Radio Corporation and lives in San Antonio. Congratulations and good luck. Mr. and Mrs. Harry, from the Crosley organization.



A group of 104 dealers attended the dealer meeting and banquet recently held in Fresno, California by Chanslor and

Lyon Stores, Inc. At the meeting, the complete line of new Crosley products was presented and enthusiastically received.

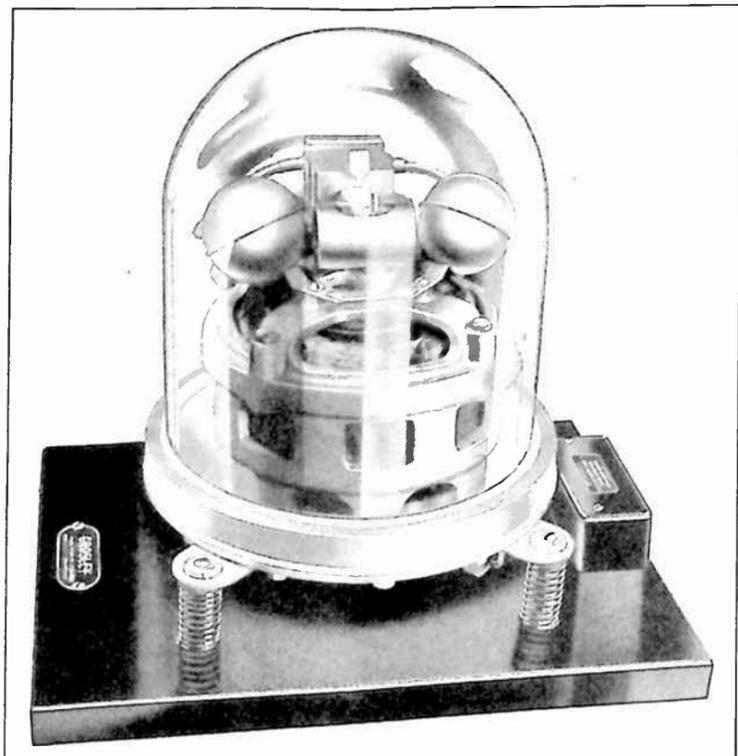
## Powerful WLW Broadcasts Feature Crosley Products

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. (Crosley Radios).
9:20—Mail Bag. (Crosley Shelvadors).	10:30—Edith Karen. (Crosley Shelvadors).	10:30—Edith Karen. (Crosley Shelvadors).
10:30—Adrian O'Brien. (Savamaid Washers).	10:55—News Flashes. (Savamaid Washers).	10:55—News Flashes. (Savamaid Washers).
10:55—News Flashes. (Crosley Shelvadors).	11:00—Mary Mcott. (Crosley Shelvadors).	10:55—News Flashes. (Crosley Shelvadors).
11:00—Mary Mcott. (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).	5:00—Toy Band. (Savamaid Washers).
10:30—Crosley Follies. (Crosley Shelvadors).	11:00—News Room. (Crosley Shelvadors).	11:00—News Room. (Crosley Shelvadors).
11:00—News Room. (Crosley Shelvadors).	12:30—Moon River. (Crosley Shelvadors).	12:30—Moon River. (Crosley Shelvadors).
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—Magie 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 Mcott. (Crosley Shelvadors).	1:30—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!**



### Glass-Enclosed Hermetic Unit Makes Appealing Display . .

This is a particularly appealing display item that enables prospects and customers to view the working parts of the new Hermetic Compressor Unit. The same full sized Hermetic Unit that is found in Shelvador refrigerators is enclosed in glass so that anyone can see the actual operation of this sealed-in-oil, highly efficient, precision-built unit. Explanation of the construction and operation of the unit is also made easier

through using this glass-enclosed unit. This is a very attractive display as all the metal parts are plated in a satin finish. The glass is very clear, being the same as used over ticker machines, and thereby gives an excellent view of all sides of the unit. When placed in the window or store lobby, it is a powerful magnet in attracting customers. Ask your Crosley distributor for further details.

### Titus Representatives Visit Crosley Factory . . .

A. V. Riggs, service manager, W. E. Titus Radio Corp., Crosley distributor. Oklahoma City, and J. G. Taylor, B. B. Wall, and L. C. Boyd, territorial representatives, recently spent three days at the Crosley factory seeing how Crosley radios and Shelvador electric refrigerators are manufactured so as to be better prepared both for the sale and servicing of these products.

They reported business conditions as much better during the past year. They stated that their business had increased a third in 1935 over 1934 and that the company has placed its quota 40 per cent over the 1935 sales.

### Book Matches . . .

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

### Worlds of Pleasure With Crosley . . .

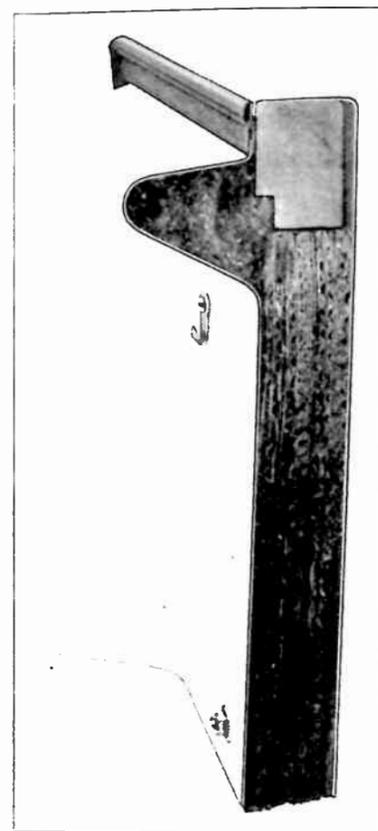
S. R. Broadwell of Parsons, Kansas, writes: "Several days ago I purchased from the Crosley dealer here, one of your nine-tube radics all-wave. I want to tell you we have your studio in our home. We have wonderful reception from your station. We bring in stations out on the Pacific

Coast which we never did before, and stations we never had on other radios.

"It has a wonderful tone and we are having worlds of pleasure and enjoyment and real comfort. Crosley did a real job and I hope will always be in the lead."

### Tire Covers . . .

Place these new attractive tire covers on your car, your salesmen's cars, and your customer's cars and you will have effective Shelvador ads running all over town for you with very little expense. Order from your distributor.



### Cutaway Section of Door Proves Valuable Demonstrator . . .

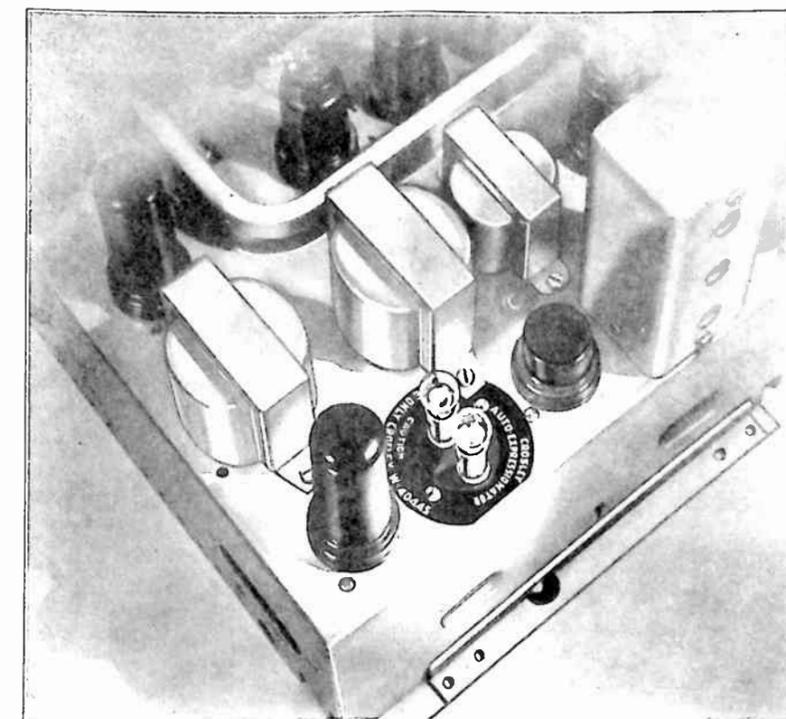
As a help in showing the sturdy construction and more than adequate insulation of the door, this cutaway section of an actual door is of decided value. It shows the durable steel construction, the thickness and type of insulation used, and in fact enables the dealer to show those hidden features that add convincing proof to his sales story. See your Crosley distributor for further details.

## TECHNICAL EXPLANATION OF THE CROSLY AUTO EXPRESSIONATOR

The Auto Expressionator, a development of the Crosley radio engineering laboratory, is one of the newest important developments in man's quest for perfect reproduction of music by radio. The goal of radio engineers has long been High Fidelity reproduction of broadcast programs. Great strides have been made in this direction by the development of circuits and apparatus which have greatly extended the frequency range of receiving equipment. However, this is not the entire problem.

When a musical selection is rendered the loudest tones are many times (often 40 to 100 db.) more powerful than the softest tones. Because of the inherent electrical limitations of broadcasting equipment it has been impossible to broadcast music with such a volume range. Ordinarily the loudest tones transmitted by radio are no more than one hundred times (40 db.) as great as the softest tones. This tends to level off the volume range and the EXPRESSION of the music is seriously impaired.

Now, if we compress the volume range in the transmitter through monitoring or otherwise it will be necessary for us to expand it in the receiver if we are to hear the natural



rise and fall in volume as the musical selection is rendered by the artist. This is especially desirable in music of a symphonic nature because in such music the expression range is greatest. Unless the expression range

is limited in the transmitter over-modulation on the high level end or abnormal transmission of the noise level on the low modulation end will result.

To understand how this restoration of expression is accomplished by means of the Crosley Auto Expressionator let us analyze the circuit in Fig. 1. The component parts of this circuit are arranged to form a Wheatstone bridge. At most frequencies the impedance of L1 and L2 is so low that for purposes of explanation we may for the moment consider them to be short circuited. The two expressionator bulbs, B1 and B2, because of their special thermal characteristics cause an increase in current through the resistor legs, R1 and R2, of the bridge as the volume increases, thereby effecting a much greater increase in the speaker output.

When the Auto-Expressionator is turned on the expressionator bulbs operate continuously but will not

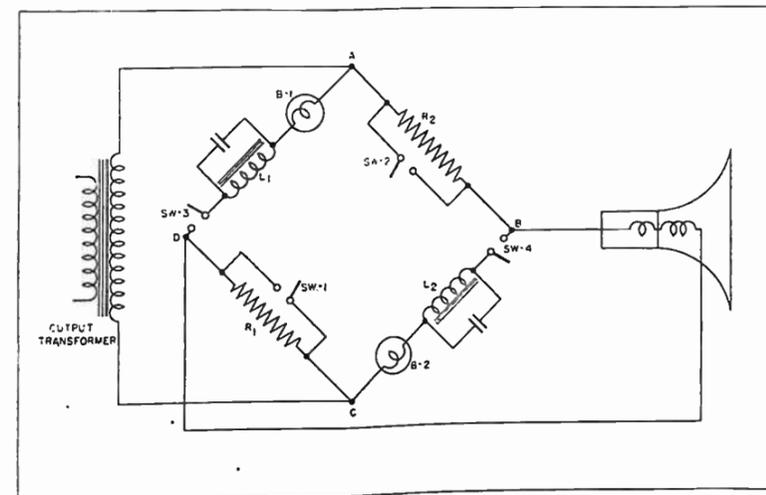


FIGURE 1

(Continued from Page 17)

become illuminated except at high volume levels. In other words, their expressionating effect is entirely automatic. The radio may be operated with or without the Auto Expressionator by means of a control knob on the front panel of the receiver.

When the Auto Expressionator control knob is in the "OFF" position Sw1 and Sw2 are closed, shorting out R1 and R2, and Sw3 and Sw4 are open which connects the output transformer directly to the voice coil of the speaker. When the control knob is in the "ON" position Sw1 and Sw2 are opened and Sw3 and Sw4 are closed, making it necessary for the current flowing from out output transformer to flow through the bridge circuit before reaching the voice coil of the speaker. The resistances of R1 and R2 are slightly less than the cold resistances of B1 and B2, so that the bridge is permanently out of balance by a slight amount. Now, as the signal from the output transformer increases, the resistance of the expressionator bulbs B1 and B2 increases quite rapidly due to their change in temperature thereby throwing the bridge further out of balance. The effect is accumulative since when the bridge is thrown out of balance a greater portion of the total signal will be heard at the speaker.

In order to make expression smooth and pleasing a definite amount of time lag in the heating and cooling of the expressionator

bulbs is necessary. If they heat and cool too fast, their change in resistance and the corresponding change in the balance of the bridge will actually take place within a low frequency cycle thereby introducing distortion predominately of a third harmonic nature. However, if the time lag of the filament is within the range of 1/10 to 1/5 second, this distortion is completely eliminated. Furthermore, in any volume expander it is desirable to have a slight amount of time lag so that the expansion is not of a harsh, abrupt nature. The thermal inertia of the expressionator bulbs governs the time lag and is controlled by using specially processed bulbs.

As music becomes softer and softer the lowest frequency tones drop below the range of audibility before the higher frequency tones. To counteract this effect the Auto Expressionator incorporates an automatic bass compensator which does not permit the volume suppression of extremely low frequency tones. This will permit all the instruments of a symphony orchestra, for example, to be heard even at low volumes. As the volume level increases the compensation gradually disappears so that there is always a pleasing balance between the low and high frequency tones.

Referring now to L1 and L2 and their respective tuning condensers in Fig. 1, it will be seen that their purpose is to provide permanent unbal-

ance of the bridge independent of the expressionator bulb temperature at a low frequency of about 40 cycles. The result is that when the Auto Expressionator is switched "ON" there is a decided boosting of extreme bass apparent at low volume levels.

Fig. 2 graphically represents the action of the automatic bass compensator. In the left-hand quadrant WATTS out of Expressionator are plotted against WATTS out of output transformer. The straight line "OM" shows that the input to the speaker voice coil is equal to the output of the output transformer corresponding to conditions when the Auto Expressionator control is in the "OFF" position. The broken straight line "OPN" represents the input to the speaker with the Expressionator control turned to the "ON" position but with the expressionator bulbs open circuited. The curved line "ORN" represents the actual performance with the expressionator bulbs operating.

Turning to the right-hand quadrant we see a series of hump-back curves which level off at high volumes. These curves are a comparison of the output of the Auto Expressionator circuit at various audio frequencies and demonstrate the performance of the automatic bass compensator. When the receiver is operating at maximum output the high resistance of the bulbs throws the bridge so far out of balance that any change in the impedance of the tuned transformer near resonance has no effect upon the circuit. The output at all frequencies within the audio frequency range of the receiver is consequently uniform as illustrated by the curve "B." This curve is similar to curve "A" which illustrates the normal fidelity at any level without the use of the Auto Expressionator. Curves "C", "D" and "E" illustrate the boosting effect of the compensator in the region of 40 cycles. The humps in these curves illustrate the amount of very low bass tone compensation delivered by the automatic bass compensation feature. This means that these low frequency tones will be heard along with the middle tones even at low volume levels.

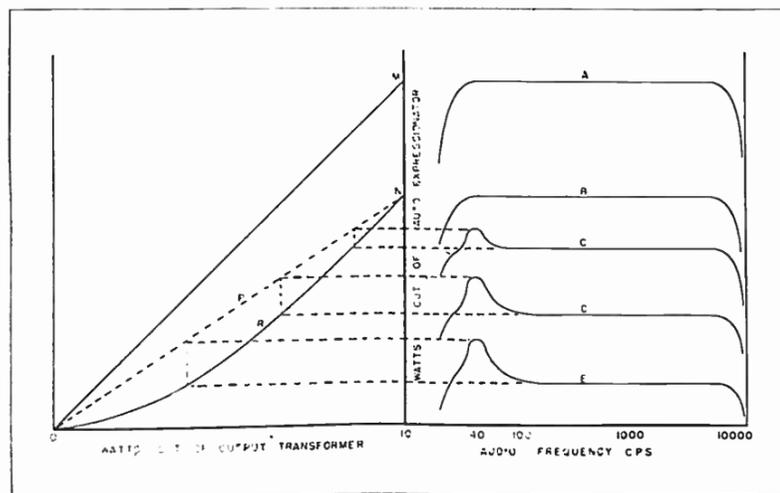


FIGURE 2

# PROFITS for yourself and CONVENIENCE for those who buy . . . THE COMPLETE CROSLLEY HOME LAUNDRY



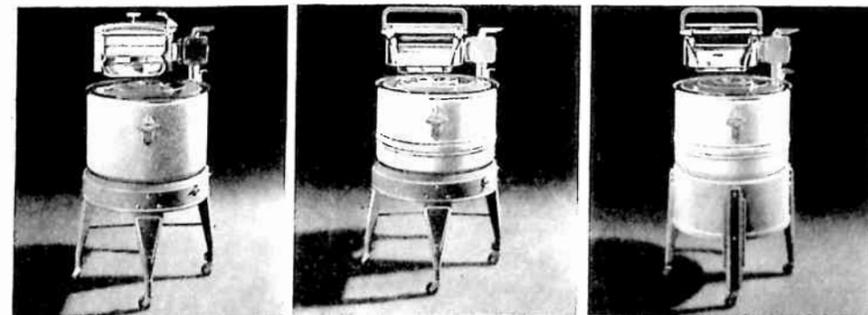
It is sound sales strategy to push the idea of the complete home laundry consisting of a Crosley Washing Machine and a Crosley Ironer. From the dealer's viewpoint, it is doubly desirable. It increases the average sale and gives two profits with one sales effort.

## CROSLLEY SAVAMAID IRONER MODEL 60

This time-saving, labor-saving highly efficient Ironer handles everything from lacest frills to heaviest garments. By turning an arduous task into an easy and pleasant operation, done while sitting down, this Savamaid Ironer does away with the most laborious and back-breaking job of the week—hand ironing. Complete and easily operated foot control enables you to use arms to simply guide garments through the ironer. Many attractive features. Lowest price ever placed on such an ironer. Yet ironing capacity and effectiveness equal to most expensive. . . . . \$49.95

## CROSLLEY SAVAMAID SPE-DRY MODEL 64

Using the Spe-Dry method of removing water from the clothes, this model is the ultimate in electric washing machines. In addition to its complete safety and superior drying qualities, the Spe-Dry brings a now simplified routine to washday. With the Spe-Dry, you can fill, wash, blue, rinse, dry and empty without actually handling any water . . . it does everything within itself! And no laundry or rinse tubs are necessary! Highest quality through and through. Attractively finished in two-tone Desert Sand. . . . . \$99.95



MODELS 61, 62 and 63 equipped with pump for \$10.00 extra. These same models also available with Briggs and Stratton Gas Engine assembly, at additional cost.

MODEL 61.—Uses latest type Lovell wringer. Tub of vitreous porcelain enamel inside and out. Eight pounds dry clothes capacity. Midzone agitation. Many other features. Finished in smart two-tone green. . . . . \$49.95

MODEL 62.—Sensational Velvetouch Wringer of this model extracts more dirt and water, leaves no wet spots and cannot break buttons. Many other features. Handsomely finished in two-tone Desert Sand. . . . . \$69.95

MODEL 63.—This deluxe velvetouch of Model 62 has all the features of that model with additional refinements such as full mirror polish on wringer frame, automatic drain board, etc. . . . . \$79.95

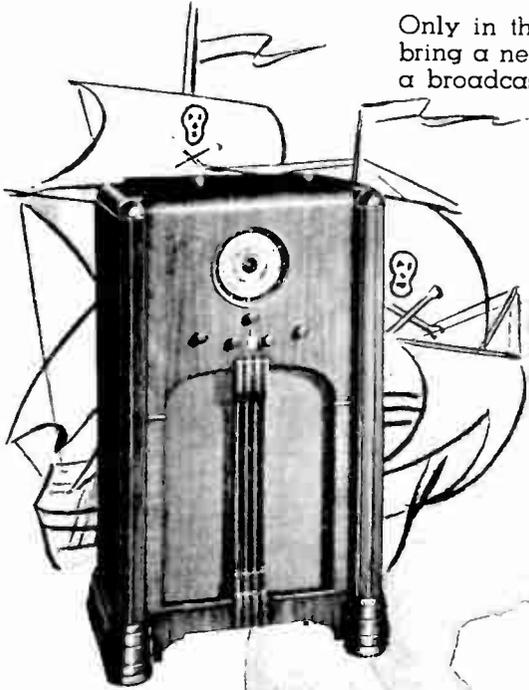
PRICES SLIGHTLY HIGHER IN SOUTH AND WEST.

# CROSLLEY SAVAMAID ELECTRIC WASHERS & IRONERS

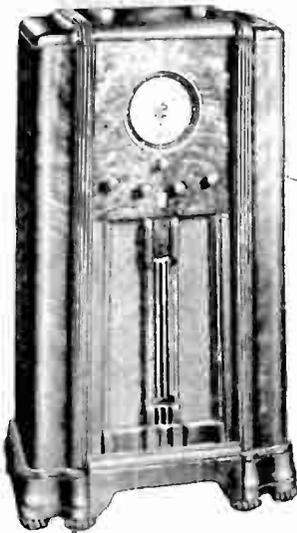
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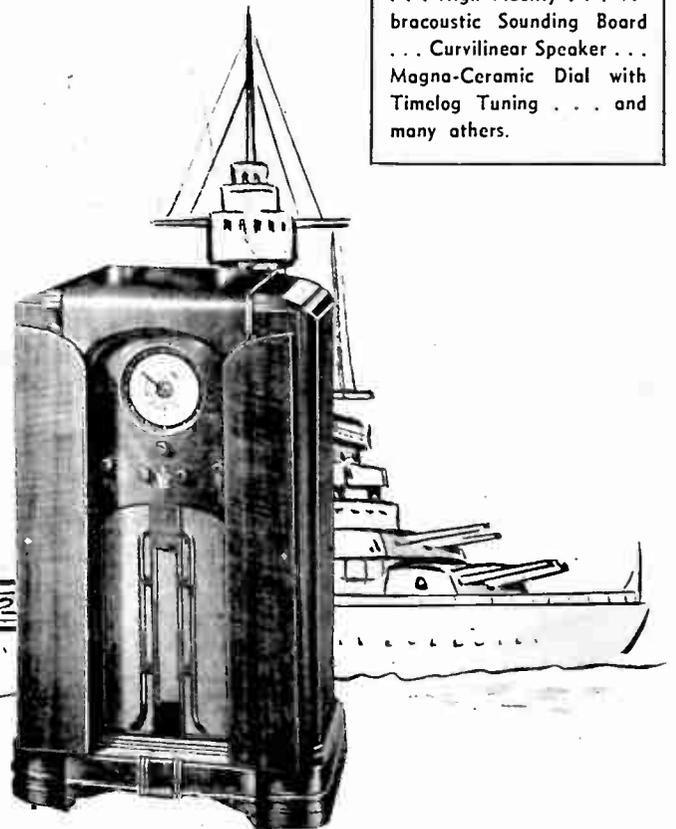
Only in these new Crosley Radios, can you find all the new revolutionary features that bring a new high to radio performance, beauty and value. Whenever anyone listens to a broadcast with one of these new Crosley models he knows that Crosley has reached the highest pinnacle of fine music reproduction. All the tone, inflections, expressions are received just as rendered by the artists at the microphone. Crosley dealers everywhere who are displaying, advertising and demonstrating these new models, know that they attract sweeping radio sales and profits.



**CHALLENGER CONSOLE**—Nine metal tubes . . . Three Bands. Receives standard, foreign, police, amateur aviation broadcasts. Featuring the Auto-Expressionator, Automatic Bass Compensator, and Magna-Ceramic Dial with Timelog Tuning. Many other advanced features. Dimensions: 41" high, 25 $\frac{3}{8}$ " wide, 14 $\frac{1}{2}$ " deep. **\$115.00**



**BARKENTINE CONSOLE**—Eleven Metal Tubes . . . Four Bands. This marvelous radio gives an altogether new kind of radio reception that must be heard to be appreciated. Due, of course, to the Crosley Auto-Expressionator and Automatic Bass Compensator. Receives standard, foreign, police, amateur aviation and weather broadcasts. Many startling new features. Dimensions: 42" high, 26" wide, 13 $\frac{1}{2}$ " deep. **\$137.50**



**DREADNAUGHT CONSOLE**—Eleven Metal Tubes . . . Four Bands. Listen to this radio marvel. Hear for the first time over the radio, the orchestra as it actually sounds, with all its magnificent crescendos, its whispering pianissimos. Same chassis as Crosley Barkentine, but this cabinet has been designed for those who want the imperial beauty which is here apparent. Dimensions: 41 $\frac{5}{8}$ " high, 26" wide, 14 $\frac{5}{8}$ " deep. **\$149.50**

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