

Smouldering Hearth Fires are Fanned Into Flames By Radio

Progress of Wireless Reception and Broadcasting Due to Ideas and Inventions of Young Men.

In discussing, recently, the many ways in which radio is benefiting mankind, Powel Crosley, Jr., president of The Crosley Radio Corporation, said:

"I was recently asked this question:

"Is radio keeping the home fires burning in America?"

"Radio is not only keeping the fires burning in America but the boys are seeing to it that the homes are warm while their families are listening to the radio concerts.

"Radio has fanned into flames the smouldering hearth fires in countless homes throughout the world. It is no longer necessary for boys to lounge around corners to find amusement. Radio is taking the place of lounging haunts. It is helping to keep the boys at home.

"The progress of radio is due to the ideas and inventions of the young men. Radio is a young man's business as evidenced by its leaders and the successful inventors. In order to develop these ideas, the youths must know something about radio and one of the best places to learn about it is in the home. Many of our inventions have resulted from necessity and that old truism, 'necessity is the mother of invention,' was never better applied than to the work of the youths at home with their radio sets. It was while experimenting with their sets that some of the important discoveries of radio have been brought to light.

"I can prophesy reception of broadcast entertainment eventually from every nation on the globe. The only thing needed now is more power in the broadcasting station.

"I prophesy moving pictures and radio vision in homes within the next five years. This will be brought about by a vision microphone, set up to catch things you would like to see in various parts of the world—transmitted through a broadcasting station and re-

(Continued on Page 4)

WLW Listeners Are To Hear Addresses Delivered By Army Aviators In Mid-Air; Famous Airmen To Provide Entertainment



Lieutenant John A. Macready, world famous altitude and transcontinental flyer of McCook Field, Dayton, Ohio, will be one of the aviators to tell the Crosley WLW radio audience of the work of the aviation division of the United States Army.

The nation-wide interest manifested in the broadcasting tests with the U. S. Army Air Service of McCook Field, Dayton, Ohio, and the Crosley WLW station, Cincinnati, made it possible for radio fans again to hear a series of tests.

Arrangements have been made with Powel Crosley, Jr., to have many of the world-famous aviators give a series of fifteen-minute talks through the WLW broadcasting station, on Tuesday evenings at seven o'clock. Mr. F. C. McMahon, Chief Technical Data Section, will have Captain W. H. Murphy, who participated in the first tests, inaugurate the series of talks April 6th. The second speaker will be Lieutenant John A. Macready, famous for his altitude and epochal transcontinental flights, will be the speaker on April 13th. He will be followed by other aviators who have achieved world-wide fame through their daring exploits.

Reports of these talks will be appreciated by both the broadcasting station and air service, because it is through these tests that future communication in the air can be improved. The aviators will talk from an airplane while flying about 5,000 feet above McCook Field, Day-

(Continued on Page 6)

"Radio Costing \$175 Only One That Has Duplicated the 4-29"

New Four Tube Crosley Receiver Praised in Thousands of Letters and Telegrams from Happy Owners.

"The only receiving set we know of that has duplicated the new Crosley 4-29 is one that sells for \$175.00."

This statement, taken from one of the thousands of letters and telegrams received since the \$29.00 four tube 4-29 set was announced, was made by the president of a large radio distributing company in Pittsburgh and is somewhat similar to the many complimentary messages sent in.

It was included in a letter from Mr. C. E. Urban, president of the U. S. Radio Company, Inc., of Pittsburgh. The letter, together with several others from persons who have tested the new 4-29, follows:

"Dear Sirs:
"We take this opportunity of expressing our belief that the new Crosley four and five tube receivers are the best values to be found on the radio market today. Reports from all sections of our territory are indeed gratifying.

"Your special attention is called to one particular performance of your new '4-29' model. Our representative delivered and set up one of these models in a local authorized dealer's store. Twisting the dials promiscuously, WLW came in very nicely at 1:15 P. M. Considering the fact that the only other set we know of which has duplicated this, is a receiver selling around \$175.00, we feel that such performance is worthy of praise.

"Looking forward to more and bigger Crosley years, we are

"Very truly yours,

"U. S. Radio Co. of Pa., Inc.,
Pittsburgh, Pa.

"C. E. Urban,
President."

"Gentlemen:

"We have tried the new sets, particularly the 4-29, under varying conditions, and have found them to do very excellent work. In such difficult places as Long Island City, under the Queensboro Bridge, a large mass of steel, this little set has brought in near and stations up to one thousand miles distant, with good volume, and clarity of tone.

"We are just in receipt of a let-

(Continued on Page 6.)

RADIO FREQUENCY LABORATORIES

Every day letters are received from dealers who wish to know the meaning of "R. F. L." as applied to the new Crosley Five Tube sets. The three letters "R. F. L." are the initial letters of "Radio Frequency Laboratories," in which the circuit of the Crosley R. F. L. sets was designed and developed by Stewart Ballantine and Dr. Lewis M. Hull.

Few names have been so well known in connection with the technical advancement of radio during the past ten years as those of Ballantine and Hull. They have an international reputation as scientists and radio engineers of unusual creative ability. In developing the R. F. L. circuit they have made possible in a radio receiver many features heretofore unattained.

Besides these two scientists, the Radio Frequency Laboratories numbers among its directors several

men of prominence. Among these might be mentioned Dr. Weston, who is well known in connection with precision electrical instruments and measuring devices; Dr. Senbury, who was associated with Dr. Bakeland in the early development work of bakelite; and Mr. Townsend, who is chief counsel for a large corporation in a field closely allied to radio, and is therefore well-qualified to handle the patent and legal matters of the Laboratories.

The Laboratories own many important patents. The Crosley Radio Corporation is licensed to manufacture under all of these. The equipment of the Laboratories is as complete as can be found in the country. Scientists come from long distances in order to inspect this equipment and observe the methods of research used in the Laboratories.

Rigid Inspection Tests Are Passed By Crosley Radios

Everything from Raw Material to the Finished Product is Carefully Watched by Experts.

Mass production demands rigid inspection of all materials if the quality of the merchandise is to be of the very best. Thousands of dollars are lost by concerns who do not realize the value of maintaining a department of inspection which is divorced from production.

Accuracy of inspection in factory-built radio receivers has been one of the important factors in the success with which the new models of Crosley radio receivers have had since their recent introduction.

Inspection is made of everything from the raw material to the finished product. Experts, under the direction of R. C. Goheen, are sent to the source of supply and there, with instruments designed for the specific purpose, examine materials to be used in the manufacture of receivers.

When this rigid inspection was put into effect, it meant a slowing up of the production process but increased the efficiency of the finished product when they were shipped to the ultimate consumers. This also meant better materials were turned out by the producers of the raw products who realized the importance of having perfect material.

Many forms of tests are made with the receivers during the course of their construction. Blue prints specify the grade of material, weight, size, shape, finish, etc., and each piece must conform to the specifications.

A system of special gauges have been made for each part. There are micrometers which measure within ten-thousandths of an inch while some other instruments measure within .003 of an inch.

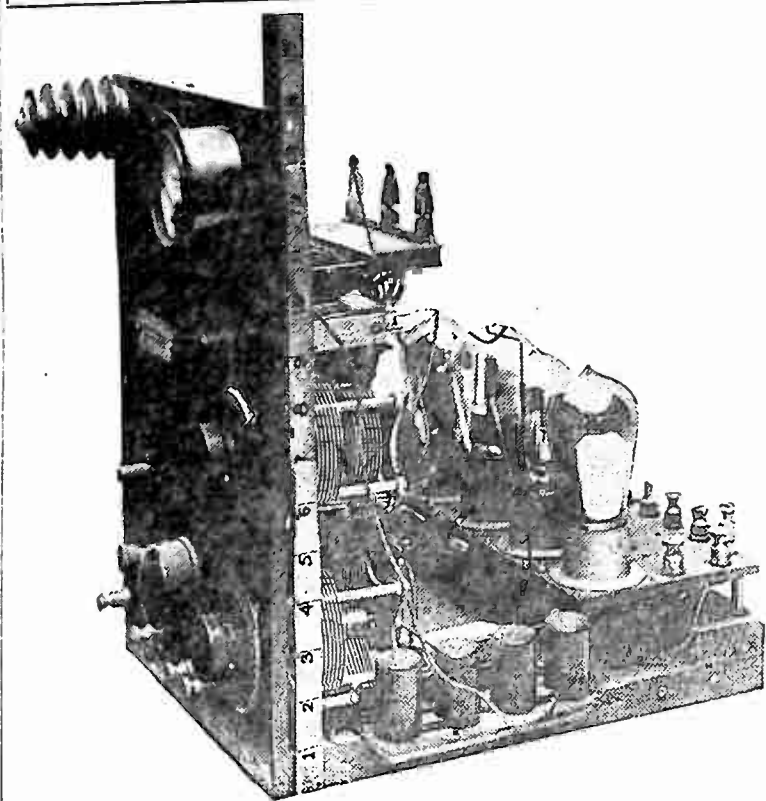
DAILY PROGRAMS

(Continued from Page 2) The State of Iowa. (The Crosley Pups in Midnight Frolics with Kay Nyne, Rin Tin Kan and Chief Barker, with intervals of dance music from Castle Farm.) (The Baldwin Piano)

W L W PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Friday, April 9th, 1926
Eastern Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradman, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:00 A. M.—Weather Forecast, River Stages and Official Police Bulletin.

CROSLY'S RADIO RELICS



When Powel Crosley, Jr., bought the old Precision Equipment Company, he secured possession of the little transmitting station equipment, which was first used in 1919 and is said to be the pioneer equipment of broadcasting. It is only 14 inches high and may be held in the hands. This is shown in the picture above. Below that Mr. Crosley is shown holding his first factory built radio set, which now is in a glass case. Both these relics are prized very highly by Mr. Crosley.

11:00 A. M.—Market Reports.
11:55 A. M.—Weather Forecast and Correct Time.
12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent Night" (The Baldwin Piano)

W L W PROGRAM
The Crosley Radio Corporation, Cincinnati, Ohio.
422.3 Meters—710 K. C.
Saturday, April 10th, 1926
Eastern Standard Time.

- 10:00 A. M.—Weather Forecast, River Stages, Market Reports, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 1:30 P. M.—Business Reports and Stock Quotations.
- 6:50 P. M.—U. S. Market Reports

and Weather Forecast.
7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ Request Lady.
7:30 P. M.—Meeting of the Seekatory Hawkins Radio Club.
8:00 P. M.—Paul Hilling, blind pianist.
8:30 P. M.—Radario, "A Step on the Stairs," thrilling mystery play, sixth installment.
9:00 P. M.—Dance selections from Castle Farm. (The Baldwin Piano)

Teaches French
Madame Ida Teimpidis has been teaching French for over two years to the large radio class which tunes in every Tuesday afternoon at four o'clock to the Crosley WLW broadcasting station, Cincinnati.

New Radio Compass Is Missing Link Of Navigation on Ocean

All Uncertainties Eliminated by New Device, Which Takes the Place of Mariner's Compass.

The mariner's compass, unchanged in principle or efficiency since the day of the primitive compass which guided Christopher Columbus across the Atlantic, now is supplemented by a radio device which eliminates the terrors of fog-shrouded seas.

It is known as the radio compass, the missing link of ocean navigation which eliminates the uncertainties of dead reckoning in bad weather. Through its operation ocean travel is safe-guarded, because with it the master of a ship may determine his position with absolute accuracy even in the thickest weather. The radio compass really is not a compass at all, although an ordinary compass is used as a part of the equipment. This compass, however, serves merely as an unvarying base upon which the direction of land radio stations are indicated.

A wire is connected with a small radio receiving aerial placed on the top deck and which may be rotated like the steering wheel of an automobile. Without going into technicalities it may be explained that the equipment repeats the "dot-dot" or "dot-dash" signals of a land radio station. This signal is heard until the aerial is turned at a perfect right angle to the land station. Then it ceases. A movement of less than 1-100th part of a circle from the proper direction causes resumption of the signals.

The master then knows the exact compass location of that station. Then he turns the aerial in another direction and similarly charts the location of another land station. Crossing the two lines on his chart is A B C work. Their intersecting point is the location of the ship.

Smouldering Hearth Fires are Fanned Into Flames By Radio

(Continued from Page 1). ceived in your home on a moving picture screen.

"Another development that may come within a few years is the transmission of heat and energy by radio."

Soon from spring ailments will mortal be free, expurged from his system by sassafras tea.

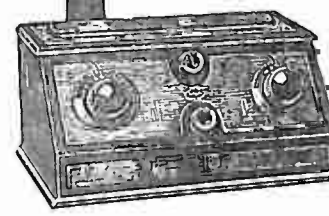
ADVERTISEMENTS

FOR CROSLY DEALERS

The advertisements shown below now are ready for Crosley authorized dealers and distributors. These are supplied either as mats or unmounted electrotypes. Dealers are advised to ask a representative of the publication in which they plan to advertise whether he prefers mats or electrotypes

and order accordingly. For instance, if you desire to use the advertisement of the Crosley 4-29, and you desire a mat, order M-634. If you desire an electrotpe, ask for E-634. The M stands for Mat and the E for electrotpe. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

4 TUBE



CROSLY
4-29

This set will create as much enthusiastic demand as the famous Crosley 2-tube set brought out two years ago. It is a wonder in the scope and character of its performance.

- It delivers volume.
- It has great distance getting ability.
- Its amplification is true.
- Its tone is sweet.

What more can you ask?

\$29.

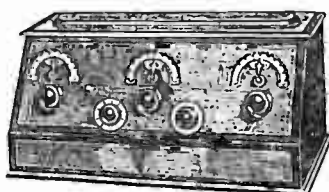
with the **CRESCENDON**

An exclusive Crosley device of reserve volume obtainable only in Crosley radio. Nothing like it ever before offered in popular priced radio.

Dealer's Name

M-634
E-634

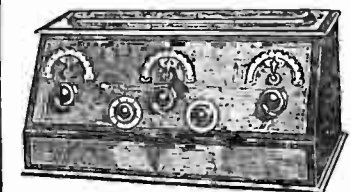
VOLUME!



Controllable volume ready at your finger tips when distant stations intrigue. A heretofore unavailable feature

in the New

CROSLY



5-38

Tuned radio frequency ideas without their limitations are offered the public in this new set. Such an announcement is possible because of the

CRESCENDON

an exclusive Crosley feature offered solely by him.

\$38.

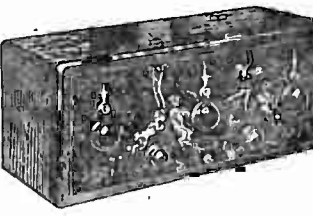
Dealer's Name

M-637
E-637

Never before under \$100

5 TUBE

Super-Radio Performance



CROSLY
RFL-60

Powel Crosley, Jr., has been told he could never make this type of radio to sell at such a popular price. So he put the problem up to America's foremost radio experts.

It took time, but it has been done—five tubes, great range, tremendous volume, perfect balance, beautiful and clear amplification.

Crosley mass production method of building makes the low price possible.

\$60.

Dealer's Name

M-642
E-642

ASK Any Radio Engineer

What the Wheatstone bridge introduced into each stage of radio frequency means in the way of perfect tone and clear, undistorted sound?

And ask him, too, about the greater volume and higher degree of selectivity such a device creates in a set.

These desired radio ideas are incorporated in the

CROSLY



RFL-75
5 TUBES

\$75.

This remarkable set is the direct result of eminent research at Powel Crosley's demand for the BEST tuned radio-frequency set possible. Keen engineering and mass production make it possible at this low price.

Compact Model \$60

Dealer's Name

M-645
E-645

"Radio Costing \$175 Only One That Has Duplicated the 4-29"

(Continued from Page 1).
ter from one of our dealers, Tyte Brothers, Riverhead, Long Island, which is a very difficult point for good reception, as the Rocky Point, and the Sayville High Power Station, are not so far away, but they write, 'Sold the 4-29 immediately, and it was some set. If the others work proportionally well they will be by far the best radio sets we have ever had.'

"Very truly yours,
"SPECIALTY SERVICE CO.,
"Brooklyn, New York."

"Gentlemen:
"I am writing in regard to the new Crosley 4-29. It is sure a knock-out. I got one last Saturday and when I got home my wife said, 'Well hook it up so we can hear what it is like.' I was not long getting it going and it sure was a surprise. Let me say that it is the biggest little radio that I ever heard. It has a fine tone, gets good distance and is the easiest radio to handle that I ever had hold of."

"Yours truly,
"C. C. Monroe, Antwerp, O."
In Old Kentucky.

Another delightful program is to be given by the Times-Star Orchestra, under the direction of William Kopp, when "In Old Kentucky" is broadcast through the Crosley WLW station, Cincinnati, Monday, April 4th, at ten o'clock. All the music will be based upon inspirations from Kentucky.

SELL YOUR CROP OF TOBACCO AT THE KENTON LOOSE LEAF TOBACCO WAREHOUSE Covington, Ky.

If you wish to BUY or SELL SECURITIES Or own some about which you DESIRE INFORMATION COMMUNICATE WITH US Our Statistical Department is At Your Service
WESTHEIMER & CO.
Members of—
The New York Stock Exchange
The Cincinnati Stock Exchange
Telephone Main 567
326 Walnut Street

WLW Listeners To Hear Addresses Of Flyers In Mid-Air

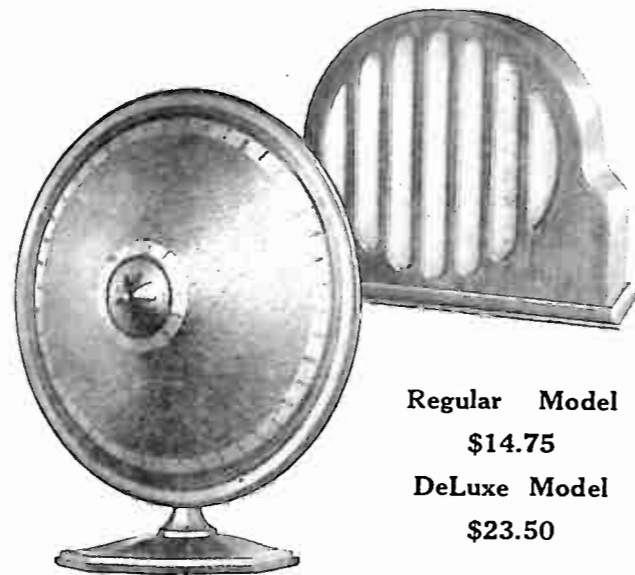
(Continued from Page 1).
ton, Ohio. A Crosley R. F. L. receiver will be used to pick up their conversation and the output will be connected with the broadcasting transmitter instead of to a loud speaker. This will make it possible to re-broadcast, so that radio fans all over the country may hear the interesting talks.

TUNE IN!
We broadcast daily at 11:00 a. m. and 1:30 p. m.
Financial News
Market Reports.
Government Bond
Quotations
Call Money Rates
Foreign Exchange, Grain and Live Stock
Quotations.
THE FIFTH THIRD NATIONAL BANK OF CINCINNATI

CROSLY RADIOS
Distributed by THESE JOBBERS
OHIO, KENTUCKY, INDIANA

The JOHNSON-ELECTRIC Supply Company
331 Main St., 232 E. Fifth St. CINCINNATI
Radio and Electrical Supplies of Quality
Write Us for Dealer Proposition

ILLINOIS
National Supply Co.
Distributors of CROSLY Sets, MUSIC MASTER reproducers, TOWER headsets, EVEREADY batteries, and complete line of Supplies.
PEORIA, ILLINOIS.



Regular Model \$14.75
DeLuxe Model \$23.50

The Fastest Selling Radio Reproducer!

OF COURSE ITS A
CROSLY MUSICONE

"Gentlemen:
I have been using one of your Musicones for the past year and it was with this speaker that I received your recent heart beat test. I have tried out, under numerous conditions, a large number of cone and horn type speakers and I find your Musicone is the best I have ever used.
"Yours very truly,
"Frank Blain,
"575 St. Clair Ave.,
"Detroit, Mich."

"Gentlemen:
"Just a word in praise of the Musicone which I hooked up to my set this evening. A musical education is not required of any person to appreciate the difference in the quality of reproduction of the Musicone. It does not make music, it reproduces it.
"Yours very truly,
"Cecil Sparks,
"Sparks, West Va."

Crosley Musicones are being sold to owners of all types of radio receiving sets. Thousands of persons are purchasing them to take the place of other loud speakers, realizing the Musicones give absolutely perfect service. Every note, from the highest to the lowest, is reproduced exactly as broadcast. In appearance it has no equal, in efficiency it is a leader in the field and it is priced exceptionally low. There is no sales resistance. Feature the Musicone and prosper.

The Crosley Radio Corporation
CINCINNATI

Crosley Sales and Service Manual

SERVICE HINTS

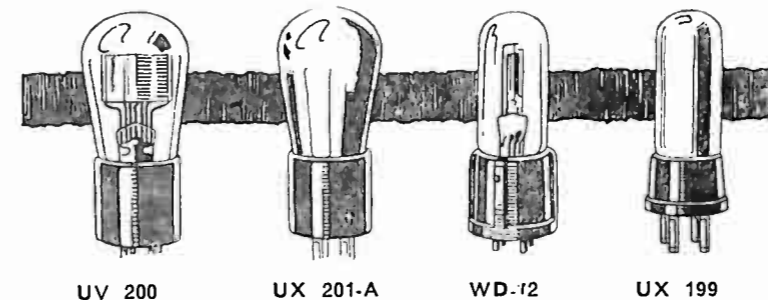
Tubes (Continued)

Grid Leaks and "C" Batteries for Tubes. The manufacturers of the UX and UX tubes, which are recommended for the new Crosley sets, specify the use of a "C" battery with their amplifier tubes when using more than 45 volts of "B" battery, in order to prolong the life of the tubes and of the "B" battery, and to improve the quality of reception. They also state that a grid leak resistance should be used, this to have a value of from 1 to 5 megohms. The "C" battery voltage specified by these manufacturers is from 1½ to 4½ volts for the UX 201-A. For the new power tubes, type UX 112, a "C" battery of 9 volts is specified, and for UX 120, a "C" battery of 22½ volts.

Matching Tubes to Set. The new Crosley four and five tube sets, especially Model RFL, will operate best if, after they are put in service, the tubes are changed around in the socket until reception is best. Some tubes are softer than others

ringing noise that gradually builds up in volume until it is so loud that it entirely drowns out the signals. This is caused by jarring of the tube elements. The vibrations of the speaker, set the tube elements in motion, and as they move to and fro they cause variations in the speaker current, causing it to vibrate still more. Thus the speaker causes the tube elements to vibrate; the two actions building up on each other until the sound becomes quite loud. All tubes are sensitive to some extent to such vibration, but some respond even to the slightest jar. These are called "microphonic" tubes. The remedy for such trouble is to remove the speaker as far as possible from the set, placing it on another support if practical; and if this does not solve the problem, to replace the tubes with others which are not so "microphonic."

In a few instances, the elements of a tube become misplaced through rough handling, and when used in



and best results will be obtained when the softest tube is in the detector socket. The placement of the detector socket in the new sets is as follows:
Model 5-38—Up to Serial No. 118000, last tube on right, when facing front of set.
Model 5-38—Serial No. H8000 and above, second tube from right, when facing front of set.
Model 4-29—Last tube on right, when facing front of set.
Model RFL—Last tube on right at rear of set, when facing front of set.

Use of 200 Tubes in New Crosley Sets. The 200 type tube should not be used as a detector in the new Crosley four and five tube sets, as the filament rheostats are not designed to carry the high-amperage current required by these tubes. Best results for storage battery use are obtained by using 201-A tubes in all stages.

Troubles That May be Caused by Tubes. The most common radio reception trouble for which tubes are responsible is a continuous

a set, continual squealing or poor reception results. Such tubes should, of course, never pass into the consumers hands. If practical, every tube sold should be tested under actual receiving conditions in comparison with standard tubes.

Since tubes of the 201-A type do not actually "burn out" when their useful service period is ended, it is often difficult to tell when they should be discarded. The tube manufacturers before mentioned supply their distributors with special testing units, consisting of an appropriately designed oscillating circuit, by means of which the actual performance of a tube may be determined. As dealers seldom have these test units, however, they must rely upon comparing tubes with one another in sets, under ordinary receiving conditions, to determine whether or not a tube of which the usefulness is doubted, is still good.

Tubes as originally purchased from reliable manufacturers, such as those mentioned above, are very seldom defective.

SALES HINTS

Direct Mail Advertising

Once the dealer has acquired a satisfactory mailing list, the next question that presents itself to him is "What shall I send to this list?" This problem has been largely solved by the large amount of Crosley direct mail literature prepared by the factory and supplied free of charge to dealers and distributors. Folders and broadsides describing the sets and the Crosley Musicone are always available. The new "Simplicity of Radio," just printed in a miniature also makes an excellent mailing piece. Besides these, special circulars are prepared from time to time which are well adapted to direct mail use.

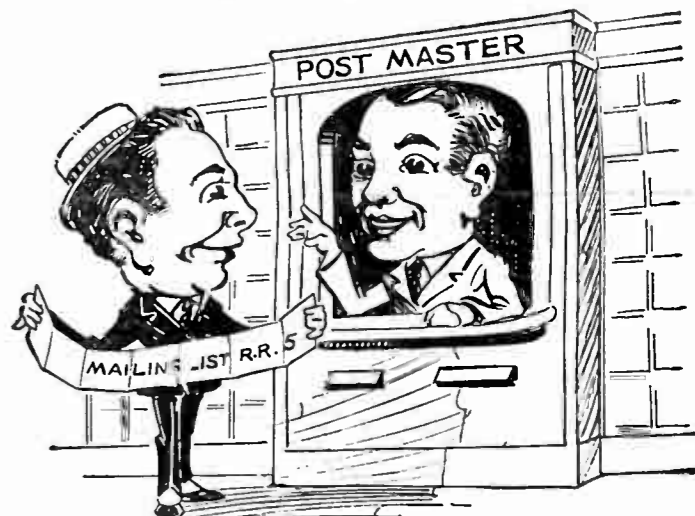
If the dealer wishes to prepare his own direct mail literature, he may obtain electrotypes of half-

jiggle in the feet, or symphonies that soothe the soul; songs that gladden and lectures that elevate; the sport returns, play by play, and thrill-giving news from everywhere. That, and much more is always in the air for you and your friends.

"I can install a Crosley set at a surprisingly low cost—and on small monthly payments too, if you wish! Come in as soon as you can—day or evening—to talk 'radio' with us or to let us demonstrate an outfit for you—no obligations whatsoever.

"Yours for happy radio evenings.
"Blankville Radio Shop,
"J. Smith, Proprietor."

"Telephone 326"
Even post cards with a multi-graphed message can be made quite



tone or live illustrations of the various Crosley models, without cost. Many dealers feel that they can better sell the personality of their own organization through especially prepared pamphlets than through the literature supplied by the factory. If care is used in the preparation of such literature, its cost should be quite moderate.

Effective use should be made of sales letters, since through them the closest personal touch with prospects is obtained. Below is an example of an unusually "live" letter taken from the Canadian Crosley Sales Manual:

"Dear Mr. Brown:
"There's a host of treats in store for you and the folks!

"If you could take a few friends or relatives to hear the beautiful music of the finest orchestras in North America this evening, and it should cost you only a dollar or two, you'd think you were getting off mighty easy, wouldn't you?"

"You simply turn the dial to enjoy rollicking fox trots that put a

effective. A certain dealer last summer had printed a number of postal cards with prepaid return card attached. These double cards were sent out to a selected list of doctors, lawyers and business men, requesting information as to whether the recipient already had a radio set, and if not, what the most convenient time would be at which a demonstration could be arranged at the prospect's home. The return post cards brought many replies. Following up these, the dealer estimates that for every ten demonstrations he made in homes, at least six sales resulted.

New Girl Artist

Norrine Gibbons and her Girl Friend, is a team which is rapidly becoming one of the most popular on the Crosley WLW broadcasting stations' programs of Tuesday evenings. These artists appear at six o'clock in the evening, the former singing popular songs while the latter is her piano accompanist.

CONGRATULATORY TELEGRAMS POUR IN FROM EVERY STATE

READ WHAT JOBBERS SAY ABOUT THE NEW CROSLY RADIOS

ARKANSAS.

We feel you would enjoy knowing the enthusiastic welcome given to your new sets at two recent conferences of salesmen and dealers. Our dealer organization is the largest in our territory and the new authorizations are coming in. We will soon have full quota of dealers. Rush deliveries.

O. D. TUCKER IV. & CO., Little Rock.

CALIFORNIA.

New Crosley equipment revelation. Hearty congratulations. KIERULFF & RAVENSCROFT, San Francisco.

COLORADO.

Our experience with new Crosley line very successful. Model 38 brings in Cincinnati as powerful and clearly as any receiver. A great improvement over sets selling at similar prices. REYNOLDS RADIO CO., Inc., Denver.

FLORIDA.

Had exceptional good reception entire new line. Model 29 classed with Tridyn. Model 38 bringing in Pacific points ample volume Musicone. Sixty and seventy-five are very selective. Have separated distant stations on less than one degree of volume. Using Musicone tuning KOA comes in clear and loud as local.

GUY H. ROBINSON, Miami.

ILLINOIS.

New Crosley models meeting with unqualified approval and endorsement. Believe exceptional values offered will result in tremendous popular demand.

TAY SALES CO., Chicago.

Have tested out each of your new models and each of its kind is in a class by itself.

MOREHOUSE & WELLS CO., Decatur.

IOWA.

Your new sets are wonders. Will out-perform any set on the market regardless of price.

ROBERT DONAHUE CO., Burlington.

All of your models are indeed wonderful receivers. Demand is greater than it has been at any time in midwinter.

IOWA RADIO CORPORATION, Des Moines.

NEBRASKA.

The new sets are the most wonderful contribution ever offered to radio public.

ELECTRIC SUPPLY CO., Omaha.

NEW JERSEY.

The New Crosley line is going over big. The sets have wonderful eye value and perform wonderfully. We believe this is going to be a Crosley year.

D. W. MAY, Inc., Newark.

NEW YORK.

The Crosley 5-38, after exhaustive tests, should prove the best set buy this season.

Congratulations on the new line, which is being enthusiastically received.

HERBERT JOHN CORPORATION, New York City.

NORTH DAKOTA.

We have given the four new models thorough tests under varying conditions in all parts of our territory with success beyond expectations. We therefore unhesitatingly guarantee these sets. RADIO EQUIPMENT CORP., Fargo.

OHIO.

We have tested RFL and Crescendon sets. They are thoroughly satisfactory. One dealer in one evening tuned in 45 stations—one on KFI with No. 5-38.

J. H. & F. A. SELLS CO., Columbus.

Wonderful results being obtained from your new models in our territory. Our entire organization believes it will not only prolong buying season, but will make March the best month in our history.

AITKEN RADIO CO., Toledo.

OKLAHOMA.

RFL test 32 stations, including both coasts, in hour and fifteen minutes. Unusual ability to pick out stations on low wave lengths without interference from others. Easy tuning, fine tone quality.

PEABODY ELECTRIC CO., Oklahoma City.

PENNSYLVANIA.

On 11 competitors' test, Crosley 4-29 and Crosley 5-38 sets have decisively defeated two most popular tuned radio frequency sets on market today. RFL 60 and 75 have been head and shoulders above competition.

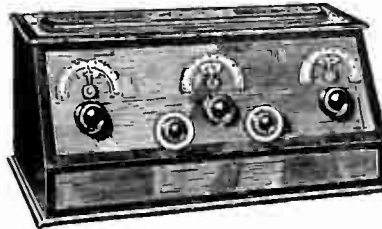
R. M. PEPPER, Harrisburg.

FOUR TUBE 4-29 \$29.00



This four tube radio consists of one stage of tuned radio frequency amplification, Crescendon control detector and two stages of audio frequency amplification. The Crescendon is an exclusive Crosley feature that permits weak signals to be heard throughout an entire room.

FIVE TUBE 5-38 \$38.00



The 5-38 consists of two stages of tuned radio frequency amplification, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification.

ACCESSORIES EXTRA

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc.

FIVE TUBE R. F. L.—60



WITHOUT ACCESSORIES
\$60.00

The R. F. L.—60 is a five tube set with a genuine R. F. L. circuit which provides true cascade amplification largely through the use, in each radio frequency stage, of a complete Wheatstone Bridge whose balance is practically uniform at all wave lengths. Non-oscillating at any frequency, non-radiating, and cannot be made to howl even if mishandled. Solid mahogany cabinet.

FIVE TUBE R. F. L.—75



WITHOUT ACCESSORIES
\$75.00

This, the most luxurious Crosley ever offered, is unique in the remarkable degree of selectivity it provides. Absolutely non-radiating and completely fool proof, Crosley R. F. L. sets are recommended for satisfactory performance in the hands of inexperienced operators. Stations can be accurately logged. The solid mahogany, duo-toned cabinet holds all batteries. Circuit is same as is used in the R. F. L.—60.

THE CROSLY RADIO CORPORATION
CINCINNATI