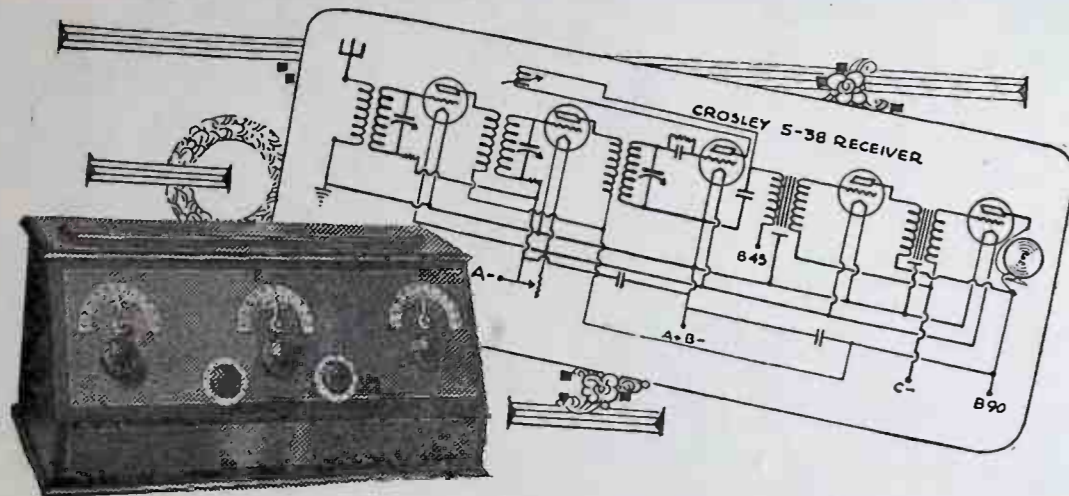


NEW FIVE-TUBE RADIO FREQUENCY RECEIVER



Many new and unique features are incorporated in this five-tube radio receiver which has just made its appearance at the height of the season. Prevention of radiation and maximum selectivity are obtained through an untuned antenna circuit, loosely coupled to the tuning circuit. A non-oscillating radio-frequency tube, placed between the regenerative tubes and the antenna, helps to prevent radiation. The

circuit uses two stages of radio-frequency amplification, a detector and two stages of audio-frequency amplification. The detector tube and second radio-frequency tube are so connected as to be regenerative. An important feature of the Crosley 5-38 receiver is the Crescendon, a little device used for controlling regeneration, making it possible to increase the volume, just as the swells of a pipe organ make it

possible for the player to control the amount of sound coming from the organ chambers. This controlled form of regeneration gives an added "kick" to signals from distant stations. This new five-tube receiver is designed to use the new base tubes, has the popular two-tone mahogany-finished cabinet and sloping panel. It is made by The Crosley Radio Corporation, Cincinnati, and sells for thirty-eight dollars.

Consumer Inquiries Will Be Sent Direct To Crosley Dealers

(Continued from Page 1.) The market really is to these new products of ours. More of the four-tube sets at \$29.00, the Crosley 4-29, have been shipped than any of the other new models. "The 5-38, with use of the 'Crescendon,' is comparable to the best of the five-tube tuned radio frequency sets on the market. The 'Crescendon' adds a wallop which lifts it head and shoulders above the ordinary five-tube receiver. "Those who have tested the R. F. L. 60 and 75, tell us that our statement about the performance of these sets has been too modest, and that for sensitivity, selectivity, tone, volume, beauty and price—nothing has ever been offered comparable to them. We are told that their distance getting ability, even on a short indoor antenna, is phenomenal.

"Our factory production is increasing rapidly, but we have been unable to do more than barely touch the demand. "Everyone of these sets is being shipped in quantities every day. We have made haste slowly in getting into large production, insisting upon our Inspection Department leaning over backwards to be certain that every set that leaves our hands

is as perfect as we can make it. Never before have our sets received the careful inspection and tests which we are giving to these through the development and installation of new testing equipment, and a complete reorganization of our testing personnel. "From the orders which we have received, and the enthusiastic reports, we are confident that the new Crosley line will carry through what would otherwise be a dull season, creating a large active volume of business for every Dealer who is aggressively pushing the Crosley line, even during the ordinarily slow months—May and June. "Last year the Radio season slumped very badly in January, but through the announcement of our new sets, it is generally accepted that the Radio season is being prolonged two or three months, and with the unprecedented demand, we

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

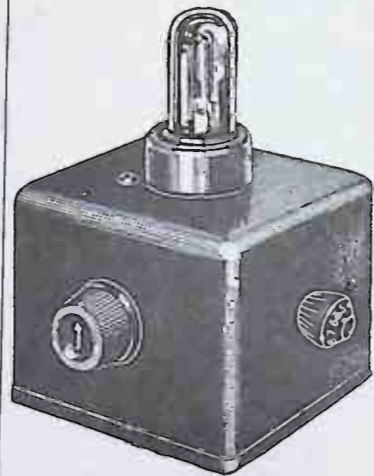
feel sure that our capacity will be taxed to its utmost with no let up during the summer."

Organ Selections

Radio fans who want to hear their favorite selections played, are writing to Johanna Grosse, who plays the famous pipe organ in the Crosley WLW studios, Cincinnati. She gives the requested numbers on Saturday evenings, at seven o'clock.

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. Bond Department THE FIFTH-THIRD NATIONAL BANK of Cincinnati.

THE CROSLLEY PUP Genuine Armstrong Regenerative One Tube Radio



ONLY \$9.75 Without Accessories

The Crosley Pup is not a toy. It is a genuine long-range radio receiving set with which many owners have reported coast-to-coast reception. The price is so reasonable that many are buying them even though they have larger sets. They are ideal for the invalid, the maid, the children, the traveling man, the tourist, etc. Thousands are being sold daily. Order your PUPS now. Remember The Crosley Radio Corporation's prize of \$1,000 to be given to the person sending in the best report on reception with a one tube radio. Also remember the monthly prizes of pedigreed puppies. Manufactured under Armstrong U. S. Patent No. 1,113,149.

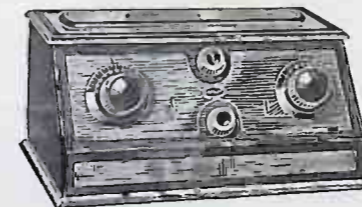
The CROSLLEY RADIO CORPORATION CINCINNATI, OHIO

P-R-O-L-O-N-G

YOUR RADIO SEASON BY FEATURING THESE ENTIRELY NEW CROSLLEY RADIOS

BETTER—COST LESS

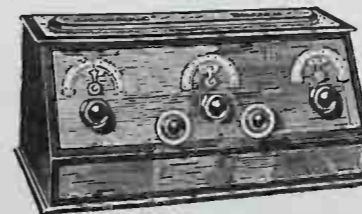
Four and Five Tube Radios Featuring The CRESCENDON An Exclusive Crosley Device



\$29.00

The new 4-29 is a four tube radio consisting 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—a new amplifying device improving volume and selectivity. It is equivalent to one or more additional tubes of tuned radio frequency amplification. Stations from coast to coast easily heard on a Musicone or any other type of loud speaker.

Crosley 4 Tube 4-29



\$38.00

The 5-38 consists of two stages of tuned radio frequency amplification, detector, with Crescendon control of the second radio frequency stage, plus two stages of audio frequency amplification. In volume, selectivity, sensitivity and tonal qualities, the 5-38 is really a wonder. The cabinet, like that of the 4-29, is of hardwood, with handsome two-tone mahogany finish. The Crescendon makes the 5-38 superior to any ordinary five tube sets on the market.

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.

THE CROSLLEY RADIO CORPORATION CINCINNATI

Five Tube Radios With R. F. L. CIRCUIT and Incorporating True Cascade Amplification

Crosley 5 Tube R. F. L.-60

\$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.

Crosley 5 Tube R. F. L.-75

\$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. For accuracy, simplicity, and speed in tuning, for clarity and fidelity in tone, for decorative beauty and value—the Crosley R. F. L.-75 stands unchallenged. The solid mahogany, duo-toned cabinet holds all batteries.

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-636. If you desire an electrotype, ask for E-636. The M stands for Mat and the E for electrotype. Be sure to order by number. Other advertisements will be reproduced in the Weekly next week.

Wow!



what a circuit!

A NEW **CROSLY** 4-Tube Radio

Any one with radio experience will not believe it possible at the price until they have heard it.

Think of it! 4 tubes. Distance, volume, power, results! A perfect circuit and in addition offered

with the **CRESCENDON**

an exclusive Crosley feature enabling owners to add more power and volume.

\$29.

Dealer's Name

M-636
E-636

CROSLY

5 TUBE



The New 5-38

Crosley always said he would never make a five-tube set until he could give the world an honest one at popular prices.

Now he offers a real triumph. Startling performance. Marvellous tone. Almost incredible at such a price, and

with the **CRESCENDON**


it becomes an unapproachable radio value. The Crescendon is a Crosley feature for introducing additional volume into a tuned radio-frequency circuit.

\$38.

Dealer's Name

M-638
E-638

CROSLY'S TRIUMPH!



5 TUBE R.F.L.-60

Said Crosley: "I want a radio that will actually give people all they have been led to believe they would get in the tuned radio-frequency type of receiver." Eminent radio engineers have at last produced it.

Stations once logged **ALWAYS** in the same place.

High degree of selectivity.

Tremendous volume. Fidelity of tone.

Crosley's application of his mass production ideas have enabled the world to own REAL radio reception as low as

\$60.

Dealer's Name

M-641
E-641

CROSLY

5 TUBE



R.F.L.-75

\$75.

Complete Wheatstone bridge used in each stage of radio-frequency amplification. Ask any radio engineer the significance of that.

Great Volume

Perfection of balancing in radio-frequency stages permits more efficient coupling units and greater amplification.

True Amplification

The Wheatstone bridge in radio-frequency amplification balancing independent of wave length prevents chance of distortion.

Highly Selective

Losses in radio-frequency circuits have been greatly reduced.

Never Before at Such a Price!

Dealer's Name

M-643
E-643

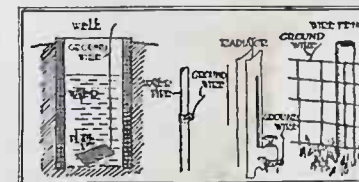
Crosley Sales and Service Manual

SERVICE HINTS

THE GROUND

Essentially, what a good ground system should do is to make electrical connection with ground water. It is further desirable that the lead wire from the set to the ground connection be of as low resistance as practicable—to accomplish which wire of size No. 14 or larger should be used, and the lead wire should be kept as short as practicable.

The best method of grounding to use in order to reach ground water depends largely upon local conditions. In cities, water pipes are often the most convenient objects to which to fasten the ground wire. They run for many miles under the ground, and water is constantly seeping from between their joints. Consequently good electrical connection with ground water is assured. The ground wire should be connected to the pipe on the street side of the meter—that is, the meter should not be between the connection and the outlet from the building, as the joints between the meter and the pipe are often covered with red lead, etc., which impairs their



efficiency as electrical connections.

Because of similar high-resistance joints in hot water systems, it is generally safer to connect to a cold-water pipe than to a hot-water pipe. The end of the ground wire should first be scraped and sandpapered until it is clean and bright, and then it should be soldered to a ground clamp made especially for this purpose. Then scrape the pipe clean, sandpaper the clamp and fasten it tightly about the pipe. It is almost impossible to make a good soldered connection directly to a cold-water pipe without first drawing out the water, as the cold chills the solder and prevents it from adhering properly.

A much neglected method of grounding which is often both highly efficient and quite convenient in country installations, is to use a bare (uninsulated) ground wire and stretch it for ten to twenty feet along the bed of a stream. Such a system is only practicable, of course, when a stream is conveniently near the installation.

Wells often serve as efficient grounds. The grounding wire may be soldered to a sheet of galvanized or tin-plated iron about three feet

square and this lowered into the depths of the well. Cisterns should not be used, unless they are unlined. If lined with brick or concrete, the lining acts as an effective insulation between the water in the cistern and the earth. On the seacoast, a metal plate buried in the sea would be quite effective, of course.

The efficiency of rods driven into the ground and plates buried in the ground is largely dependent upon local climatic conditions and the character of the local soil. In sections of the country where the soil is quite dry, such practice is not to be recommended. In damp soil, on the other hand, such a scheme may prove quite effective. A length of five or six feet of galvanized pipe may be driven into the ground for this purpose, or a sheet of galvanized iron, to which the grounding wire has been soldered, may be buried several feet under the surface of the earth.

Gas pipes and radiators are often used as grounds, but it is not safe to rely upon them, as often they are quite inefficient. Of course if nothing but a radiator or gas pipe is convenient, and if the set when connected to such a ground gives perfect satisfaction then the objections are overruled. The only way of determining what reception will be like in any particular instance is to try it, but in general gas pipes and radiators may be classified as inefficient grounds.

When no good grounding object is available, a counterpoise is often found to be quite effective. Ideally, the counterpoise should consist of a length of wire slightly longer than the aerial, stretched beneath it and parallel to it along the ground, or supported on stakes a few inches above the ground.

Choosing a good ground is at best a subject for trial and error methods rather than for theoretical discussion. The only way in which one can be certain that he is using the best grounding method is to try all available methods and adopt the one giving best results. In general, however, the fundamental things which it is desired to accomplish should be kept in mind; first, to make electrical connection with ground water; second, to do this with the introduction of the least practicable resistance into the grounding system.

A loose contact or partly worn out "B" batteries frequently creates disturbances that sound exactly like static.

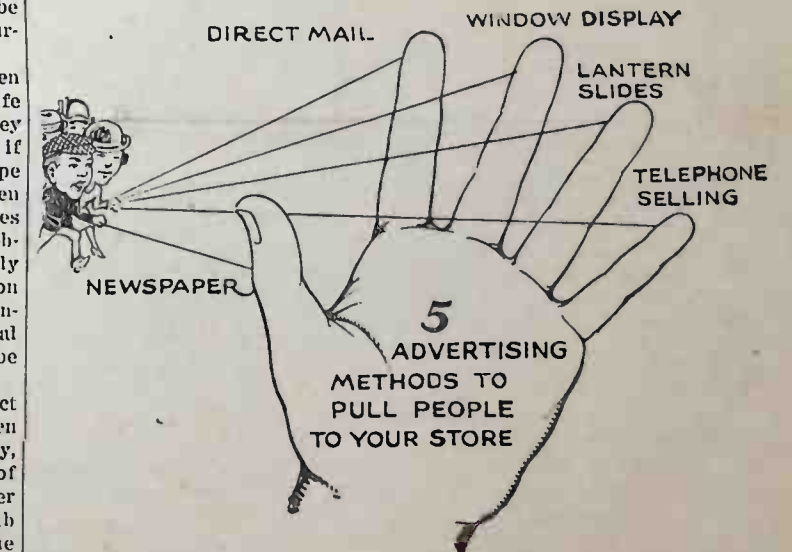
SALES HINTS

ADVERTISING

Successful advertising is largely based on having a definite advertising plan. Large manufacturers, using modern business methods, never advertise haphazardly. They outline their entire campaign and budget their appropriations as much as a year ahead of time. Every possible medium is carefully considered, and appropriate sums are allotted for using the mediums considered worth while. A certain sum is put aside for miscellaneous expenditures that cannot be specifically predicated, enabling the advertising department to meet adequately special occasions that arise from time to time.

Though it is unnecessary for a dealer to go into as extensive a study of advertising methods and mediums as manufacturers do, yet a careful adherence to the fundamental methods employed by big

my stock of radio sets. I should be able to turn over this stock five times a year. This, with the usual mark-up, would mean sales of about \$15,000. I find on investigation that the best radio retailers are spending 4 per cent or 5 per cent of their sales in advertising. So I have at the most an advertising appropriation of \$750. This has to serve me for a year. At once I set aside 10 per cent—\$75—as a contingency fund for special needs and to meet special situations. I next get into touch with the newspaper publisher. We talk things over and agree that the wise plan would be to run an advertisement once a week for at least four months—when the big season is on. This will average about six inches by two columns, and in seventeen weeks I will thus use two hundred and four inches, which at a cost of say seventy-five



manufacturers is worth while for every dealer. There are three rules that should be followed:

1. Set aside as an advertising fund a certain percentage of expected sales; then stay within the fund.
2. Prepare a budget, carefully planning all advertising expenditures for the year, after first making a thorough study of advertising mediums.
3. In the budget include a certain amount for unexpected expenditures.

The Canadian Crosley Sales Manual contains a paragraph on this subject which is well worth quoting: "Our advertising counselor offers the following advice: 'If I were a radio retailer I would first estimate my possible sales. Suppose I had say \$2,000 to invest in

cents an inch is \$170. I now have only \$400 available and have covered only four months, so I must watch every dollar. I have to buy window display material, do a lot of circularizing, try some "movie show" advertising, get space occasionally in good programs, figure on small printing bills I may incur, and so on.

The first problem then is to estimate the sales for the next year, and to appropriate a certain percentage, say 5 per cent, for advertising. The next problem is to prepare a budget and to do this necessitates a careful study of advertising mediums. The subject will be considered in the next few articles, in the following order: (1) Newspaper Advertising, (2) Newspaper Publicity, (3) Building up a Mailing List, (4) Direct-Mail Advertising, (5) Window Displays, (6) Movie Slides, Billboards, etc.

Reproduction With R.F.L.-60 Perfect, Ohio Listener Says

(Continued from Page 1.)

Finally, one day, I met Mr. Farrell, one of your agents who sells supplies here and he said to me, "Take this little speaker home and try it out."

"I want to say right now that I tried that speaker and I have enjoyed my radio ever since I put it on. I got concerts much sweeter with this speaker than I ever did before and people who have listened to it are as pleased with it as I am. I have sent several people to Mr. Farrell since that time to get one and the only reply that they get from him is that he cannot get them fast enough. I am much more satisfied with my radio since I have used the Crosley Speaker.

"S. Y. Merchant."

And this letter was received from an owner of a Crosley PUP:

"Paris, Illinois,
303 S. Main Street.

"The Crosley Radio Corporation,
Cincinnati, Ohio.

"Dear Sirs:

"I had contemplated building a little one tube set until recently, when I saw an advertisement telling about the Crosley Pup. Among other things the advertisement said the Pup had a range of 1500 miles under ordinary conditions. Being dubious, I divided that by three and still figured it a good buy and bought one. I set it up and the first night I hardly believed my ears when I heard an announcer say, 'This is station WOA, Denver,' and another, 'This is WSMB, New Orleans,' and another, 'This is WPG, Atlantic City,' and still another, 'This is KPRC, Houston, Texas.' Since then nothing startles me and the attached list shows some of the stations the Pup has brought in. I have listened to programs from all of these stations and heard them plainly and distinctly, and I've not tried for distant stations late at night. All of these have come in during the early evening.

"Need I say that I am satisfied and delighted with my Crosley Pup? When any evening I can get a dozen or more stations and get them plainly and distinctly with less noise and static than most of the five-tube sets owned by friends.

"X. E. Sprague."

The stations listed by Mr. Sprague were in the following cities:

"Shenandoah, Iowa; Pittsburgh, Pa.; Hastings, Neb.; Beaumont, Texas; Denver, Colo.; Council Bluffs, Iowa; Houston, Texas; Columbus, O.; Cincinnati, O.; Zion, Ill.; Buffalo, N. Y.; New York; Lansing, Mich.; Detroit, Mich.; Chicago; Washington; New Orleans; Nashville, Tenn.; Decatur, Ill.; Bay City, Mich.; Springfield; Atlantic City; Kansas City; Omaha; Selu-

neetady, N. Y.; Mooseheart, Ill.; Elgin; Syracuse, N. Y. and Freeport, Ill."

RADIO PROGRAMS

(Continued from Page 2)
WLW PROGRAM

The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Friday, March 5, 1926
Central Standard Time.

- 7:30 A. M.—Healthful Exercises from the Y. M. C. A., by William Stradmann, Physical Director.
- 8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.
- 10:45 A. M.—Weather Forecast, River Stages, and Official Police Bulletin.
- 11:55 A. M.—Correct Time and Weather Forecast.
- 12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
"Silent"

WLW PROGRAM

The Crosley Radio Corporation,
Cincinnati, Ohio,
422.3 Meters—710 K. C.
Saturday, March 6, 1926
Central Standard Time.

- 10:45 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. Weather Forecast and Market Reports.
- 7:00 P. M.—Popular organ concert by Johanna Grosse, the Crosley organ request lady.
- 7:30 P. M.—Safety Talk for Children.
- 7:40 P. M.—Meeting of the Seafarers Hawkins Radio Club.
- 8:00 P. M.—Old Fiddlers:
Elsa Stone and His Happy Hollow Entertainers from Owingsville, Kentucky.
- 9:00 P. M.—Popular Dance Program from Castle Farm.
(The Baldwin Piano)

CROSLLEY RADIOS

Distributed by
THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS
Send For Our New Catalog.
Ask How to Become a Crosley
Franchise Dealer. Let us tell you
about the new Crosley sets.

OHIO RUBBER
228 W. 7th St., Cincinnati

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.
E & A
Distributors of
CROSLLEY Sets, MUSIC MASTER
reproducers, TOWER headsets,
EVEREADY batteries,
and complete line of Supplies.
PEORIA, ILLINOIS.

RADIO MUSIC ALWAYS BETTER WITH A CROSLLEY MUSICONE



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.

\$14.75

The Crosley Radio Corporation
CINCINNATI