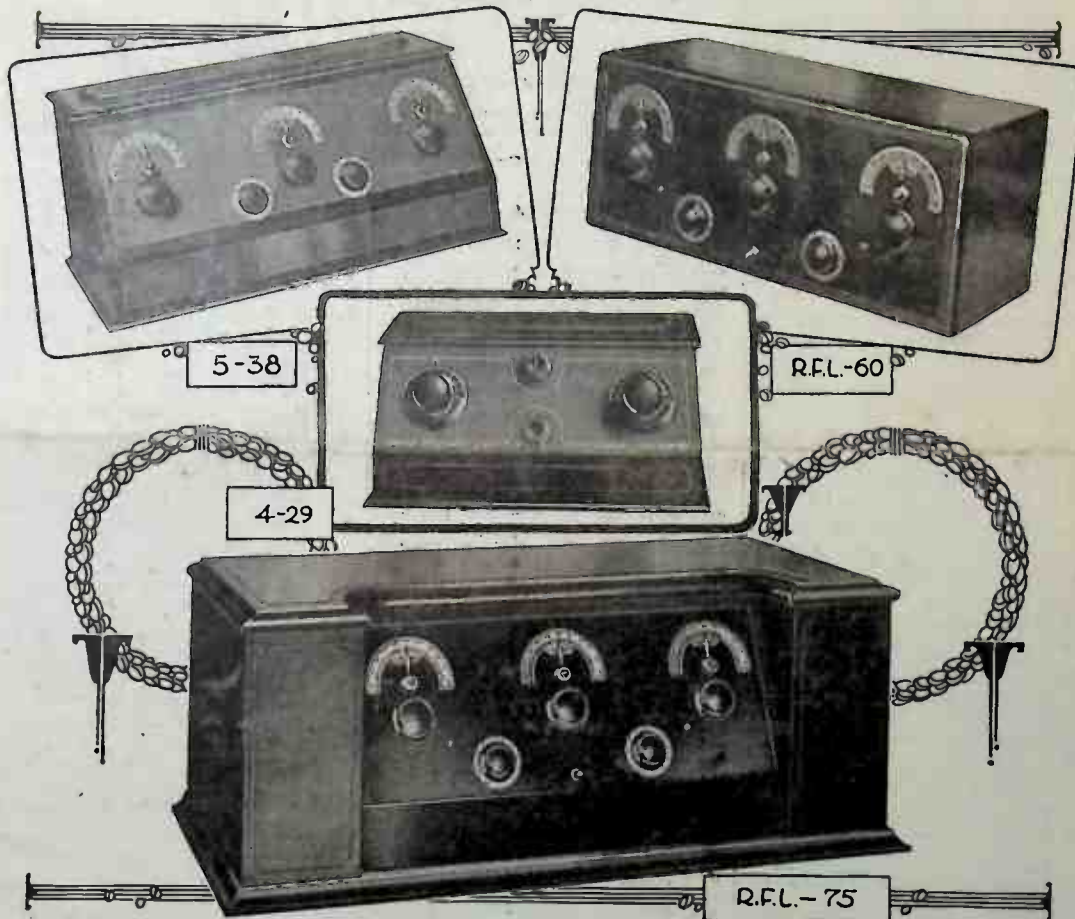


New Four And Five Tube Radios Added To Crosley Line; Tremendous New Market Created For Authorized Dealers; Famous R. F. L. Circuit Is Incorporated In Two Models

They're Better and Cost Less



Illustrated above are the new Crosley four and five tube radios. The 4-29 is a four tube set. The others use five tubes.

Multiple Tube Sets At Very Low Prices Heartily Welcomed

Knob of Mystery, Known as the Crescendon, Is Part of Standard Equipment of Two Models — Powerful Advertising Campaign Is Planned.

Crosley has hit the "Bull's Eye" again.

Announcement of his new four and five tube radios, made to the trade last week in the form of a huge broadside, has been welcomed everywhere—dealers realizing there is a tremendous and immediate demand for these multiple tube receivers that are priced so ridiculously low.

Crosley's new radios are radically different from other four and five tube sets. Recent development of the Crescendon and the R. F. L. circuit, the former used in the 4-29 and the 5-38 and the latter in the R. F. L.-60 and the R. F. L.-75, makes these truly super-radios, outperforming in volume and selectivity anything on the market.

For many months Crosley dealers have been insisting that Mr. Crosley give them four and five tube receiving sets. They have felt the demand for these types of radios, especially if offered at typical Crosley prices. Mr. Crosley has endeavored to meet their requirements but despite the fact that he and his engineers tested every possible circuit it was impossible for him, until recently, to find a better hook-up than that used in the Tridyns. But during his investigations he learned about the Crescendon and the R. F. L. circuit and after a long series of tests decided that by utilizing them he could produce better multiple tube radios than those now being sold—and he could sell them for less.

Now they are realities and he intends to tell the world about them. They will be announced to the public in one of the most powerful and dramatic advertising campaigns ever released. There will be full page advertisements in the Satur-

(Continued on Page 3)

The Crescendon---That Knob of Mystery

By Powel Crosley, Jr.

Let us imagine we are sitting in front of a four or five tube radio. It matters not what type of receiver it is. Just any of the many four or five tube sets on the market today. We have good tubes, well charged batteries, a good aerial and a perfect operating loud speaker. Or perhaps these accessories are NOT as efficient as they might be—it makes no difference in this instance. But we must imagine we

are tuning some sort of four or five tube radio.

We turn the condenser dials here, there and everywhere and finally strike a station. We hear music very faintly but are unable to hear the call letters. We turn up the rheostats and tune more sharply. The results are that we can hear the call letters now providing we stand very near the loud speaker. This lack of volume is beginning to get on our nerves. There are stu-

(Continued on Page 3)

Military Band to Radio

The 10th Infantry Band of Ft. Thomas, Kentucky, will provide a program of popular music for radio listeners through the Crosley WLW station, Wednesday evening, January 13th, at eight o'clock. This is one of the most popular musical organizations appearing on the programs of that Cincinnati station.

"Scotch" will be on tap as the source of Scotland music from the Hotel Gibson when Robert Visconti plays a special program with his orchestra Wednesday, January 20.

Crosley W L W Programs For Week of January 10th

SUNDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 10th. Central Standard Time.
422.3 Meters.

9:30 A. M.—School conducted by the Editorial Staff of Sunday School Publications of the Methodist Book Concern.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:00 A. M.—Morning Worship of the Seventh Presbyterian Church, Madison and Cleveland Aves. Jesse Halsey, Minister. Dan Beddoe, soloist. Adolph H. Stadermann, organist.
Prelude—Pettit Offertorio in C Minor
Doxology
Sanctus
Lord's Prayer
Gloria
Solo "Pour Out Thy Heart"
Mr. Beddoe
Mollique
Scripture Lesson XII
Hymn 187 "Ye Servants of God"
Pastoral Prayer
Announcements
Offertory: Andante
Solo: "How Many Hired Servants"
Mr. Beddoe
Sullivan
Prayer
Hymn 229 "Hark, My Soul"
Sermon
Hymn 183 "All Hail the Power"
Benediction
Gloria
Postlude

3:00 P. M.—Organ Recital by J. Alfred Scheel, A. A. G. O.
1. Exultemus (Let Us Rejoice)
2. Song of Hope
3. Humoresque
4. Shepherd's Tale
5. Pastorale
6. Group of familiar Hymns
7. Sakl (Persian Suite)
8. Deep River
9. Rustic March
10. Rustic March
11. Rustic March
12. Rustic March

7:30 P. M.—Services from the Emmaus Evangelical Lutheran Church; John and Bauer Ave.; P. L. Dannenfeldt, Pastor.

8:30 P. M.—Concert program furnished by THE H. & S. POGUE COMPANY; orchestra under the direction of Walter Esberzer, the well-known band master.
Selections from "The Dollar Princess"
Fall Intermzzo
"Lilith Rook"
Pabst Overture "Light Cavalry"
Cornet Solo:
"Sweetest Story Ever Told"
Mr. Adolph Silbersack
Excerpts from "Eva"
Nocturne in F
Chopin Waltzes from "High Jinks"
Friml
Melodies from "El Capitán"
Svava
Trio for Violin, Piano and Cello
Arthur Donato, violin
Arthur Bowen, cello
Walter Esberzer, piano
Glover Dayle, tenor
(The Baldwin Piano)

MONDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 11th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of the Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—COOKING SCHOOL—conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes." Auspices of The Kroger Grocery & Baking Co.

4:00 P. M.—SHUT-IN PROGRAM, directed by William Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

8:00 P. M.—THE CINCINNATI TIMES-STAR PROGRAM. Chamber Music Concert under the direction of Robert Visconti, assisted by the CINO MALE QUARTET, in "Sea Chanties," Quartet—Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard Fluke, first bass; Leland Sheehy, second bass; Walter Devaux, accompanist.
Solists:
Howard Hafford, tenor
Fred Rocher, in Piano Novelties.
(The Baldwin Piano)

TUESDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 12th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of the Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Organ concert by Petronella Trimbur.

12:30 P. M.—Noon concert from Hotel Gibson; orchestra directed by Robert Visconti.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Talk by Ralph Schmidt of Ft. Thomas, Ky.

4:10 P. M.—French Lesson by Madame Lda Teimplids.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—MUSICAL APPRECIATION SERIES, from the Cincinnati Conservatory of Music.

7:20 P. M.—Crosley Popular Science Series, "Hunting American Coal Balls," by Dr. Hobart Hoskins, assistant Prof. of Botany, University of Cincinnati.

7:30 P. M.—PIANO MEMORIES—Piano Classics the whole world knows, by Mary Louise Woszczek, the Crosley Piano Request Lady.
The Swan
The Celebrated Minuet
Paderewski
To a Water-Lily
MacDowell
Waltz from "Faust"
Gounod
12:50 P. M.—TALK ON DOGS—"Entering Your Dog at a Show," by F. W. Avery, Proprietor of the Jefferson Collie Kennels, Wauson, Ohio.

8:00 P. M.—Old Time Review by the CROSLY BURNED CORKERS, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring THE MUSICOME MALE QUARTET, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.

8:45 P. M.—MUSICAL HANDSHAKES with the CROSLY HELLO BOYS, Bob Groenke and Jim Mischler.

9:00 P. M.—CONCERT PROGRAM UNDER THE AUSPICES OF THE FORMICA INSULATION CO featuring THE FORMICA CONCERT ORCHESTRA, Wm. C. Stoess, director.
1. March: "Follow the Flag"
Tobani

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Concert by Monday Musical Club.

6:30 P. M.—Special Theatrical Feature.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti, director.
Soloist: Mrs. Carol Mathes Tie-meyer, soprano.

7:30 P. M.—Y. M. C. A. BASKET BALL QUESTION BOX.

7:40 P. M.—Continuation of Hotel Gibson Concert.

8:00 P. M.—THE CINCINNATI TIMES-STAR PROGRAM. Chamber Music Concert under the direction of Robert Visconti, assisted by the CINO MALE QUARTET, in "Sea Chanties," Quartet—Fenton Pugh, first tenor; Russell Dunham, second tenor; Richard Fluke, first bass; Leland Sheehy, second bass; Walter Devaux, accompanist.
Solists:
Howard Hafford, tenor
Fred Rocher, in Piano Novelties.
(The Baldwin Piano)

WEDNESDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 13th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—COOKING SCHOOL—conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes." Auspices of The Kroger Grocery & Baking Co.

4:00 P. M.—SHUT-IN PROGRAM, directed by William Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—Address by a representative of the Ohio Farm Bureau Federation.

7:40 P. M.—Continuation of the Hotel Gibson concert.

8:00 P. M.—THE TENTH INFANTRY BAND, Ft. Thomas, under the direction of E. G. Fischer, Warrant Officer, 10th Infantry. March "The Hustler." Alfred Overture: "The Golden Hive"
..... Brepsant
Grand Fantasia "Home, Sweet Home, the World Over"
..... Lampe
Waltzes: "Golden Showers"
..... Hall
Selection from "The Pink Lady"
..... Caryll
9:00 P. M.—A Musical and descriptive "Hour in the Alps" with the CINCINNATI ZITHER PLAYERS—Ruth Hohe, Chas. Hohe, A. Roehrich, and Swiss Yodelling.

10:00 P. M.—The Sixth in a series of "Pep" Concerts by Fraternities from the University of Cincinnati: ALPHA TAU OMEGA, in song and instrumental features.

10:30 P. M.—THE TRIRDYN INSTRUMENTAL TRIO: William Stoess, violin; Arthur Knecht, cello; Rosemary Stoess, piano.
(a) Deep River
(b) Parade of the Tin Soldiers
(c) Barcarole ... Tschalkowski

10:45 P. M.—Reading: "THE OLD MAN and JIM"
..... James Whitcomb Riley
..... Charles Meade
Descriptive piano accompaniment by George Winter.

10:55 P. M.—THE CROSLY QUARTET singing: "Glory of the Dawn," "Swing Low Sweet Chariot," "Melsande in de Wood," "Serenade" (The Shubert), "The Mystery of Night," and "The Bullder."

2. Overture: "Finlandia"
Sibelius

3. Two numbers from "A Thousand and One Nights"
..... Karl Bleyle
(a) Arabian Serenade
(b) The King of the Spirits
4. Selection: "Kid Boots"
..... Harry Tierney
5. Popular Group:
(a) Down by the Winegar
Wolfs
(b) Let Us Waltz Until We Say Goodbye
(c) Dam Bam Bammy Shore
(The Baldwin Piano)

THURSDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 14th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under the auspices of Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Musical Novelties by Irene Downing, player-roll artist.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

3:30 P. M.—COOKING SCHOOL—conducted by Mrs. Ralph H. Auch, Dietician. "Hints on the Art of Cooking and Some of My Best Recipes." Auspices of The Kroger Grocery & Baking Co.

4:00 P. M.—SHUT-IN PROGRAM, directed by William Duning, co-operating with the Settlement Schools and other institutions assisted by the Cincinnati Exchange Club.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—The "Eyes" Have It, Dr. C. H. Kaufman.

7:40 P. M.—Continuation of Hotel Gibson Concert.

10:00 P. M.—POPULAR CONCERT BY THE DOHERTY MELODY BOYS (Furnished by the French Bros.-Bauer Company)
Frank Penderghast, piano and director; L. J. Doherty, banjo, entertainer and MANAGER; Chuck Flanigan, saxophone; Frank Bratt, saxophone; Ridge Biudau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Rueben-player-roll artist with "Sentinella", drums and effects.
10:40 P. M.—Irene Downing, popular player-roll artist with "Sentimental" Tommy Reynolds.

11:00 P. M.—Dance Music from Castle Farm.

11:30 P. M.—Whistling and Imitations (Barnyard Echoes), Chas. Starr, Newton Falls, Ohio.

12:15 P. M.—NIGHT-HOWLS—a snappy program by the CROSLY SKY-TERRIERS with KAY-NYNE and CHIEF BAR-KER.
Concluding Dance Selections from Castle Farm.
(The Baldwin Piano)

FRIDAY RADIO PROGRAM
W L W
The Crosley Radio Corporation,
Cincinnati, Ohio.
Jan. 15th. Central Standard Time.
422.3 Meters.

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.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Noonday Organ Recital by Erwin E. Schenk.

12:30 P. M.—Noonday Concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.
(The Baldwin Piano)

(Continued on Page 6)

11:15 P. M.—CROSLY MUSICAL NEWS, JOHANNA GROSSE, Editor and Organist. (Musical Flashes of Current Events).

11:40 P. M.—Pianologues by "Newport" Carl Bamberger.

12:00 P. M.—Midnight request program by JOHANNA GROSSE, organist.
(The Baldwin Piano)

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Cincinnati, Ohio.
Jan. 14th. Central Standard Time.
422.3 Meters.

7:30 A. M.—Healthful Exercises by William Stradman of the Physical Department of the Y. M. C. A.

8:00 A. M.—Morning Devotions under auspices of the Parkway Y. M. C. A.

10:45 A. M.—Weather Forecast, River Stages and Market Reports.

11:55 A. M.—Correct Time and Weather Forecast.

12:05 P. M.—Health Talk by Dr. Carl Witzback.

1:30 P. M.—Business Reports.

3:00 P. M.—Market Reports.

4:00 P. M.—Piano recital by Adelaide Apfel and pupils.

6:50 P. M.—U. S. Weather Forecast and Market Reports.

7:00 P. M.—Dinner hour concert from the Hotel Gibson; orchestra under the direction of Robert Visconti.

7:30 P. M.—The "Eyes" Have It, Dr. C. H. Kaufman.

7:40 P. M.—Continuation of Hotel Gibson Concert.

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(The Baldwin Piano)

(Continued on Page 6)

Crosley Radio Weekly

Published by The Crosley Radio Corporation, Manufacturers of Radio Apparatus
Colerain and Sassafras Streets,
Cincinnati, Ohio.
Telephone: Park 3200
Robert F. Stayman
Editor
Alvin Plough
Associate Editor

FOUR NEW RADIOS

Four new radios for a newly created market. That is the good news we are broadcasting this week.

These new sets now offered by The Crosley Radio Corporation, merchandised properly by you, will mean prosperity. They will send your sales curve sky-high. They will sell rapidly—and they will STAY SOLD.

These multiple tube radios hit the Bull's Eye of Trade. They are exactly what the masses have been demanding—four and five tube receivers at reasonable prices. For certain unexplainable reasons radio listeners have demanded sets that require four or five tubes. Heretofore it has been impossible for The Crosley Radio Corporation to produce these that would exceed in efficiency such three tube sets as the Trirdyn, but recent development of the Crescendon and the R. F. L. circuit now permit the manufacture of better four and five tube receivers at prices far below anything on the market.

There will be a certain amount of "dumping" on the part of those dealers who are worried about being overstocked with merchandise for which there will be no demand. Crosley dealers need not fear this. They can even advertise the fact that they are maintaining prices because they are offering receiving sets that are so radically different, so greatly superior and so ridiculously low priced.

Crosley authorized dealers are advised to tell their customers to wait. They are advised to warn their customers against "buying merchandise that is being dumped" on the market. They are advised to tell their customers to be patient just a few days and to study carefully the new Crosley models before investing their Christmas money in radios.

Radio Musical Newsreels

Johanna Grosse, organist of the Crosley W L W staff, broadcasts a novelty number every Wednesday through that Cincinnati station. It is a sort of musical news-reel, with descriptive comments on the events of the day. It is the sort of music one hears in the movie theaters when the current events are thrown upon the screen.

New Four and Five Tube Radios Added To Crosley Line

(Continued from Page 1)

day Evening Post, supported by large space in local newspapers and full pages in a long list of radio and general publications. Before long millions of people will be reading and talking about the new four and five tube sets being made by Crosley—and they will come to Crosley authorized dealers to buy.

Crosley 4-29 and 5-38 are new sets using a new circuit and equipped with a new feature—the Crescendon. This Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification.

The 4-29 consists of one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, with two stages of audio frequency amplification. Distant stations of reasonable power are brought in without use of amplification gained by means of the Crescendon, but when more volume is desired, a turn of the knob amplifies the volume to any reasonable degree. The volume on local stations can be cut down to a whisper without destroying the quality, or it can be built up as greatly as desired without loss of perfect reception.

The 5-38 is a five tube radio plus the Crescendon. It duplicates the excellent performances of any five-tube radio, and in addition, has this mysterious dial which permits increased volume, range and selectivity. Music or voice from a distant station hardly understandable on any set booms out and fills the room, thanks to the Crescendon. The 5-38 incorporates two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification as well as the Crescendon. It has three indicators or scales. The volume controls enable the operator to adjust and log the three dials so the same stations come in at the same places night after night.

The 4-29 and 5-38 have a real wallop that appeals to those who desire great distance, great volume and perfect selectivity. Both cabinets are hardwood with a mahogany two-toned finish.

The R. F. L. circuit, incorporated in the Crosley R. F. L.-60 and R. F. L.-75, provides true cascade amplification in a radio frequency amplifier. These sets give maximum amplification per tube and are completely balanced, non-oscillating at any frequency over the broadcasting range, and consequently non-radiating, and cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to give greater volume on any signal. This is true because the Wheatstone bridge circuit inherently provides such a well-

THE R. F. L. CIRCUIT

During the past two years more and more frequently have appeared mentions in the technical and radio magazines of a new circuit invented by Mr. Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by The Radio Frequency Laboratories, Inc.

This is known as the R. F. L. circuit, which is unique in that it provides true cascade amplification in a radio frequency amplifier. This is accomplished largely by the use of a complete Wheatstone Bridge in each radio frequency stage. The bridge in each radio stage is completely balanced, and has a novel feature that this condition of balance is practically uniform at all wave lengths. This makes the amplifier stable at all wave lengths, and allows the use of more efficient coupling units and greater amplification per stage, particularly at the longer wave lengths, than heretofore has been thought possible.

The Crosley Radio Corporation has been licensed under the patents and applications of the Radio Frequency Laboratories, and is using the R. F. L. amplifier in its new Crosley five-tube receivers.

proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the Crosley R. F. L. five-tube receivers. This

"I SAID I WOULD WHEN I COULD!"

"Last July I was urged to put more tubes in Crosley Radios. I refused because I could NOT conscientiously produce, with 5 tubes, any marked improvement over my Trirdyn 3-tube receivers.

"As long as I could equal and better the performance of 5-tube sets on the market with 3 tubes—even though the public judges radio by the number of tubes in a set and 5 tubes is the line of least sales resistance—I could not honestly use more tubes.

"But, I said I would when I could!

"I pledge you now 4 and 5 tube sets, by far our greatest radio development, that will have no competition in quality, looks and performance within \$50 of their prices."
Powel Crosley, Jr.

The Crescendon

(Continued from Page 1)

tions within hearing distances that we cannot hear. We can tune them but are unable to hear them distinctly. Many of us have been in just such a predicament—and many of us have threatened to "throw the darned old radio out of the window."

But instead we pause a moment and visualize how wonderful it would be, when we have that station almost within our grasp, to turn a knob that might be somewhere on the panel and have that station come in with tremendous volume so we could hear it in the attic, in the cellar—anywhere without having our ears "glued" to the loud speaker. We wish that some inventor would come to us on the magical carpet of Aladdin and place this Wonder Knob on our receiver. We sit back in our chair and dream of how marvelous it would be if we could but turn this Knob of Mystery and increase the volume without causing any distortion.

Now we are awakened. The dream has come true. The Crescendon is a reality. The Knob of Mystery is before us. It is part of the equipment of the new Crosley Models 4-29 and 5-38, four and five tube receiving sets. Turn the Wonder Knob—the Crescendon—and volume is increased without the loss of tone excellence.

Engineers have proclaimed the Crescendon one of the wonders of radio. It is the link that has been missing from four and five tube receivers. Some time ago I promised Crosley distributors to manufacture four and five tube radios when I could make them better than those already on the market. I had dreamed of the Knob of Mystery and was determined to produce these types of radios just as soon as I could place such a knob on the panels of my radios. Now I have it. It is the Crescendon, about which you will hear a great deal from now on.

HOLD YOUR RADIO MARKET!

CUT PRICE SALES AND "UNLOADINGS" SHOULD NOT AFFECT CROSLY DEALERS.

THE NEW CROSLY LINE MEETS ALL COMPETITION!

WITH the announcement of these new four and five tube radios, Powel Crosley, Jr., is opening a tremendous field for authorized dealers. Multiple tube receivers have been in great demand but heretofore the public has not been able to pay the prices asked. This sales resistance is removed by the low prices asked for the new four and five tube Crosley radios. Low in prices, high in quality—perfectly in line with the Crosley motto—"Better—Cost Less." These new radios will be in the hands of distributors

within a very short time. Orders from dealers will be filled in the order in which they are received. Therefore it is imperative that you send in your order immediately. The new line will be announced to the public in one of the most powerful and dramatic advertising campaigns ever released. There will be four full pages in the Saturday Evening Post within three weeks. This will be supported by large displays in local newspapers and full pages in a long list of radio and general publications.

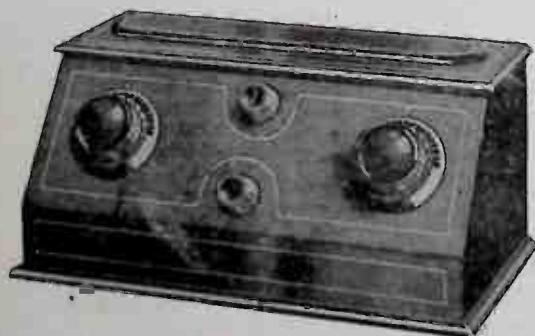
TELL YOUR CUSTOMERS TO WAIT!

THOUSANDS of persons will welcome these new radios at such low prices. Many owners of smaller receivers will discard their old sets and buy new ones. Still others who do not own radios will grasp the opportunity of buying multiple tube receivers at heretofore unheard-of prices. You realize it is a most opportune time to announce such radically improved radios. Countless thousands have received money as Christmas gifts. They are planning to use this in buying receiving sets and will be

glad to take advantage of this greatest of all radio bargains. There are many features in the new Crosley radios that are found in no other sets on the market. They are features that Mr. Crosley has been looking for ever since he realized there was a great demand for multiple tube radios. Among these are the CRESCENDON, which properly controls regeneration with tuned radio frequency amplification, and that feature incorporated in the R. F. L. sets which permits true cascade amplification in a radio frequency amplifier.

NEW 4 AND 5 TUBE RADIOS—ANOTHER CROSLY TRIUMPH!

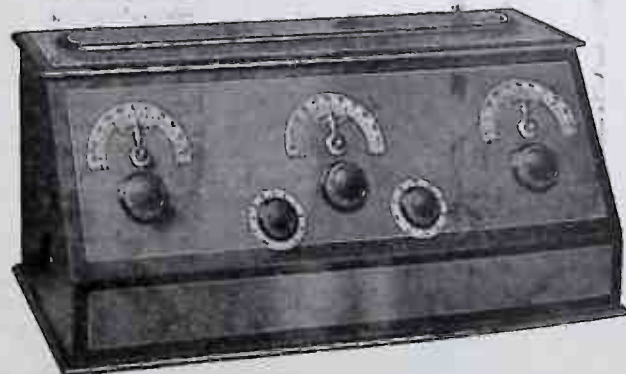
4 TUBE CROSLY 4-29



\$29.00

WITHOUT ACCESSORIES

5 TUBE CROSLY 5-38



\$38.00

WITHOUT ACCESSORIES

5 TUBE CROSLY R. F. L.-60



\$60.00

WITHOUT ACCESSORIES

5 TUBE CROSLY R. F. L.-75



\$75.00

WITHOUT ACCESSORIES

FEATURING THE NEW CRESCENDON

CROSLY 4-29 and 5-38 are new sets using a new circuit and equipped with a new feature—the Crescendon. This Crescendon control of the detector tube is equivalent to one or more additional tubes of radio frequency amplification.

The 4-29 consists of one stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. Distant stations of reasonable power are brought in without use of amplification gained by means of the Crescendon, but when more volume is desired, a turn of the knob amplifies the volume to any reasonable degree. The volume on local stations can be cut down to a whisper without destroying the quality, or it can be built up as greatly as desired without loss of perfect reception.

The 5-38 is a five tube radio plus the Crescendon. It duplicates the excellent performances of any five-tube set, and, in addition, has this mysterious dial which permits increased volume, range and selectivity. Music or voice from a distant station, hardly understandable on any other set, booms out and fills the room, thanks to the Crescendon. The 5-38 incorporates two stages of tuned radio frequency amplification, detector and two stages of audio frequency amplification as well as the Crescendon.

The 4-29 and 5-38 have a real wallop that appeals to those who desire great distance, great volume and perfect selectivity. Both cabinets are hardwood with a mahogany two-tone finish.

FEATURING R. F. L. CIRCUIT

THE R. F. L. circuit incorporated in the Crosley R. F. L.-60 and R. F. L.-75 provides true cascade amplification in a radio frequency amplifier. These sets give maximum amplification per tube and are completely balanced, non-oscillating at any frequency over the broadcasting range, and consequently non-radiating. They cannot be made to oscillate even though improperly handled. Working so close to the point of maximum efficiency per radio frequency stage, they do not require regeneration to give greater volume on any signal. This is true because the Wheatstone bridge circuit inherently provides such a well-proportioned balance between the various inductance and capacity elements of the amplifier stages that it allows the designer to approach very closely to the theoretical maximum of efficiency in the cascade circuits over the entire band of broadcasting wave lengths.

A remarkable degree of selectivity has been attained in the Crosley R. F. L. five-tube receivers. This has been accomplished by a very material reduction in losses in the radio frequency circuits. Crosley R. F. L. receivers will be found highly satisfactory for use in congested districts within the radius of local broadcasting stations.

Stations may be accurately logged on the three dials, and will always appear at the same point on the dials unless the wave length of the station is changed.

The R. F. L.-60 and R. F. L.-75 are identical except they are installed in different types of cabinets. The cabinet of the R. F. L. 75 is large enough to house necessary dry cell batteries. Both are of solid mahogany with the popular two-tone finish.

CROSLY RADIOS ARE LICENSED UNDER ARMSTRONG U. S. PATENT NO. 1,113,149 OR UNDER PATENT APPLICATIONS OF RADIO FREQUENCY LABORATORIES, INC.

FOUR NEW RADIOS

Following is an epitomized description of the new radios now offered by The Crosley Radio Corporation:

The 4-29—One stage of normally non-oscillating radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. A four-tube radio with coast-to-coast range. Price—\$29.00.

The 5-38—Two stages of radio frequency amplification, regenerative detector controlled by the Crescendon, and two stages of audio frequency amplification. A five tube radio with coast-to-coast range. Price \$38.00.

The R. F. L.-60—A five tube radio incorporating a new circuit perfected in the Radio Frequency Laboratories, Inc. Provides true cascade amplification. Completely balanced, non-oscillating at any frequency over the broadcasting range. Price—\$60.00.

The R. F. L.-75—Same as the R. F. L.-60 except it is installed in a larger and more elaborately designed cabinet in which there is ample room for "B" batteries and dry cells when dry cell tubes are used. Storage battery tubes, however, are recommended for best results. Price—\$75.00.

Cabinets of the 4-29 and the 5-38 are of hardwood with beautiful two-tone mahogany finish. Cabinets of the R. F. L.-60 and the R. F. L.-75 are of solid mahogany.

Organ Recitals On Sunday Afternoons

Radio listeners will have the opportunity to hear the outstanding organists of Cincinnati in recitals to be given through the Crosley WLW broadcasting station every Sunday afternoon, beginning at three o'clock.

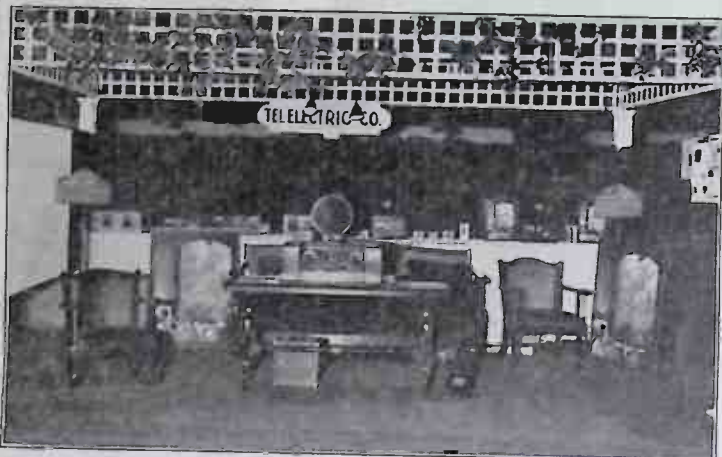
The first recital is by Adolph H. Staderman, who was organist for the Cincinnati May festival for many years. At the present time he is organist of The Seventh Presbyterian church, and is heard through the Sunday morning broadcast of the services from that church.

Programs will be made up of a group of old favorite hymns and also the standard organ repertoire, during the musical hour.

Among the organists who will participate in this service, are: Mrs. Lillian Tyler Pinstedt, John J. Fehring, C. Hugo Grimm, Leo Thuis, Mrs. Lillian Arkell Rixford, J. Alfred Schehl and others.

"Newport" Carl Danberger, pianist, will give a pianologue through the Crosley WLW broadcasting station, every Wednesday evening at 11.40.

FEATURING CROSLY RADIOS



The above picture is that of the Tel-Electric Company's booth at a recent radio show at Houston, Texas. The Tel-Electric Company is a Crosley jobber and profitably featured these "Better—Cost Less" radios at the show.

RADIO PROGRAMS

(Continued from Page 2)

SATURDAY RADIO PROGRAM WLW The Crosley Radio Corporation, Cincinnati, Ohio. Jan. 16th. Central Standard Time. 422.3 Meters.

- 10:45 A. M.—Weather Forecast, River Stages and Market Reports. 11:55 A. M.—Correct Time and Weather Forecast. 1:30 P. M.—Business Reports. 6:50 P. M.—U. S. Weather Forecast and Market Reports. 7:00 P. M.—Popular Organ concert by JOHANNA GROSE; the Crosley Organ Request Lady. 7:30 P. M.—Children's Safety Talk by John Fry. 7:40 P. M.—Meeting of the SECKARTARY HAWKINS RADIO CLUB. 8:00 P. M.—COMMUNITY FIRESIDE SING led by Chorus from Cincinnati Conservatory of Music. 8:30 P. M.—Rose City Quartet. 9:00 P. M.—Program from the Cincinnati Automobile Club. (The Baldwin Piano)

Baby Bernadine

"Baby" Bernadine, the "Little Rae Samuels," is returning to the Crosley WLW studio after an absence of a year. She will be heard in songs and imitations. This little artist made her reputation two years ago through broadcasting in the WLW studio and has appeared in theaters in all parts of this country. Last summer she was a fea-

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

MONEY FOR PHOTOS

You have sold radio receivers to many kinds of people. The Crosley News Service is interested in photographs of sets in unusual settings. We want pictures which will emphasize the universality of radio. For every photograph accepted the editors will pay \$3. Send all photos to The Crosley Radio WLW News Service, Cincinnati, Ohio.

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.

ture of variety programs in European theaters, although only 13 years old.

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

CROSLY BETTER—COST LESS RADIO Distributed by THESE JOBBERS

OHIO, KENTUCKY, INDIANA

DEALERS! Send For Our New Catalog. Ask How to Become a Crosley Franchise Dealer. OHIO RUBBER 228 W. 7th St. Cincinnati

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.

If the people in it were as good as the World this would be Heaven.

ILLINOIS

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

TEXAS

Radio Equipment Co. of Texas Distributors in Texas for CROSLY RADIO APPARATUS EVEREADY BATTERIES CUNNINGHAM TUBES and OTHER QUALITY LINES 1319-1321 Young Street Dallas, Texas

Crosley Sales and Service Manual

SERVICE HINTS

BATTERIES (Continued)

Trouble that may be caused by Dry Batteries. Improper operation of sets caused by the dry batteries is due always to one or two things; to the batteries being discharged (in which case they should be discarded), or to their being of too high internal resistance. Discharged batteries will cause such symptoms as lack of volume, and, (in regenerative sets) lack of regeneration, accompanied by loss of volume, selectivity, and ability to pick up distant stations. When any or all of these symptoms is noticed in an improperly functioning set, the batteries should be tested as outlined above. While various methods may be used of rejuvenating dry-cells, the results are too uncertain (and usually too poor) to warrant the trouble. High-internal resistance in "B" batteries will often cause the set to squeal continuously. When this symptom is noticed, dry-cell "B" batteries from a set that is functioning properly should be substituted for the questionable batteries, and if the squeal ceases, one will know that it has been caused by defective batteries.

Acid Storage Cells

Internal Construction. The active material used in the lead-acid type of storage cell is lead peroxide on the positive plate and spongy lead on the negative plate. The plates are immersed in a dilute solution of sulphuric acid. As the cell is discharged the lead peroxide and spongy lead react electrochemically to form lead sulphate. While being charged, the reverse action takes place, and the plates are restored to their original condition.

The Plates. The plates are formed in one of two ways. Platte plates are constructed of heavy lead with furrowed surfaces. A Platte positive is formed by immersing one of these plates in a dilute solution of sulphuric acid which contains, in addition, some nitric, or other acid, that dissolves lead, and sending a current through the solution in the proper direction. The surface of the plate is electrochemically changed to lead peroxide. Platte negatives are formed by connecting Platte positive as negative plates in a storage cell.

Pasted plates are made of a lead antimony grid like structure, into the cavities of which a paste-like mixture of lead oxide is forced. When these plates are assembled as a storage cell, the lead oxide of the positive plate becomes lead-peroxide under continual charge and discharge and the lead oxide of the negative plate becomes spongy lead.

The fundamental difference between Platte and pasted plates is, then, that the active layer of Platte plates is formed from electrochemical action on the surface of the lead plate itself, and the active layer is thus actually part of the plate, while the active material of pasted plates is merely pasted into holes, or grid like structures in the plate framework. Platte plates will last longer than pasted plates, but are heavier and more liable to buckle if overcharged. The lead peroxide formed as the cell is charged occupies more space than the lead of the plates. This has a tendency to cause the surface of the plate to expand as the cell is charged and to make the plate buckle (just as a sheet of paper curls up when one side is wet and the other left dry) if the charge is carried too far. It is easier to make pasted plates resistant to this buckling than Platte plates, as the grid framework may be constructed of heavy lead-antimony (the antimony making the framework harder) and the holes containing the active material spaced far enough apart so that the expansion of the active material on charging the cell has little effect on the plate.

The Electrolyte. The electrolyte as stated above, is a dilute solution of sulphuric acid in water. Fresh electrolyte is made by mixing from one part (by volume) of pure concentrated sulphuric acid with 2.5 parts of distilled water to one part of acid in four parts of water, according to the design of the battery and the battery makers' recommendations. The electrolyte should be mixed in a glass, porcelain, or earthenware vessel, by slowly pouring the acid into the water and continually stirring the mixture. Replacing the Electrolyte. The electrolyte need not be replaced unless it is accidentally spilled, or the battery jar is broken. Each battery maker specifies the strength of electrolyte best suited to his particular battery. In adding electrolyte account should be taken of the fact that when discharged a considerable amount of the acid is chemically combined with the plates in the form of lead sulphate. On charging the battery, this acid will once more become a part of the electrolyte. If the battery is in an uncharged condition when the electrolyte becomes spilled, the new electrolyte should, then, be mixed considerably weaker than specified, and a mixture of equal parts of acid and distilled water added later if the solution is still too weak after the cell has been fully charged.

SALES HINTS

TEN POINTS THAT MAKE A GOOD SALES CLERK

(Adopted from "Radio Retailing.")

- 1. "Know Your Stock, Where it is and What it is." This point cannot be over-emphasized. Many a sale has been lost by a sales clerk saying: "We haven't it in stock." Many times the article is on the shelf behind some other piece of merchandise. Knowing your stock also tells you 2. Try to Agree. "You may be right," is a diplomatic reply. Give the customer the benefit of any doubt. Don't tell them they are crazy, and should know better. 3. Remember the Store's Policy.



"DON'T ARGUE WITH CUSTOMERS"

what is on hand and what should be ordered.

- 2. Study Your Merchandise. One of the more important rules for any retailer is: "Know the articles you sell." Know what they are made of, where they are manufactured, how they are made. 3. Read Advertisements. "What paper did you see our advertisement in?" This question

Not knowing stores policies has spoiled many sales. It has cost stores real money. When a store makes policies, live up to them. But care must be taken with the customer in explaining the store's side.

8. Don't Criticize Competitors. Criticizing your competitors will do little good as a sales talk. Characterizing the competitor as "a



"GREET CUSTOMERS WITH A SMILE"

marks a slipshod salesman.

- 4. Be Pleasant. "Good morning," said with a smile, is a real greeting. It's warm, it's cordial. There is no iceberg attached to it as there is to the old familiar greeting of many salespeople today—"Is there anything I can do for you?"

5. Satisfy the Customers. Every sale, large or small, deserves attention. It isn't what you are selling that merits this atten-

gyp" or a "cut-throat" in your talk with customers will not sell merchandise.

9. Make Suggestions. Suggestions and ideas keep sales on the increase. Don't be afraid to offer ideas. As they come to you, make not of them. Call them to the attention of the manager.

10. Don't be Dumb. If a customer asks a question, don't answer: "I don't know." If you don't happen to know, find someone who does.

SELL A MUSICONE

TO EVERY PERSON

WHO BUYS A RADIO

Hundreds of Thousands
Already Sold
and the Market Has Been
Hardly Scratched

The Crosley Musicone is the fastest selling radio reproducer on the market to-day. Its superior qualities and appearance, combined with its very low price, make the demand for it even greater than had been anticipated by Powel Crosley, Jr. Hundreds of thousands have been sold and the market has scarcely been touched. A Musicone can be sold to every person who purchases a radio of any kind. It is actually needed by all who desire perfect reception. There is no sales resistance—absolutely no apologies to offer for the low price. Demonstrate the Musicone to every radio buyer. Compare it, if you will, with any loud speaker you may have in stock. The buyer will decide upon the Musicone immediately. Many dealers have sold hundreds of these radio reproducers by centering their efforts upon them. They carry others in stock only to make comparisons. Truly a wonderful speaker at the very low price of

\$14.75

The Musicone

DeLuxe

The Musicone DeLuxe is a regular Musicone installed in a beautifully designed cabinet of clock-case effect. The grilled front with the gold cloth behind it adds to the attractiveness of any radio receiver. Price recently reduced from \$27.50 to \$23.50.



WATCH

**For The Startling Announcement
To Be Made Next Week**

by

Powel Crosley, Jr.

Complete details will be published in the next issue of the Crosley Radio Weekly.