

## New Crosley Radios "Greatest Christmas Gifts," Dealers Say

### Avalanche of Congratulatory Telegrams and Letters Follows Announcement of Four and Five Tube Receivers

Announcement of the new four and five tube Crosley radios has brought from distributors and authorized dealers an avalanche of congratulatory telegrams and letters. In many of these the announcement was referred to as "the greatest Christmas present." Others asserted that by producing these new receivers, Powel Crosley, Jr., had prolonged the active profitable radio season several months, making it possible for them to revive, locally, the interest that usually lags, to a certain extent, after the Christmas buying season.

In a letter that accompanied the broadside in which the new line was announced, Mr. Crosley, after describing the sets separately, said in part:

"The above sets, each in its own representative field, set an entirely new idea of price values in radio receiving sets. The Crosley organization strengthens its position now by being able to satisfy the great popular demand for sets having more than three tubes.

"It will be observed that the field  
(Continued on Page 3)

## Greater Interest Is Created In Radio By New Models Announced By Crosley; Value Of Sets To Dealers Is Outlined

By Walter B. Fulghum

Nothing on earth creates an interest like new things. All the world is interested in the new things that are presented for their observance. A new puppy in the kennels, a new baby in the nursery, a new bicycle, a new automobile or a new Radio Set always creates an intense interest in humanity.

The retail dealer who always has something new in his store to show the public, has his store continually filled with a curious, buying public. The old saying goes that, "There is nothing new under the sun," but nevertheless, human beings are continually seeking new diversions, new thrills and new improvements on the old.

In the recent years, merchants have been spending large sums of money in re-vamping the appearance of their store fronts and show windows, because they realize that the buyers will throng the front of their stores if they are attractive, and the window dresser is continually putting new things in the windows for the observance of the prospective customer.

The retailer who fails to realize the advantage of presenting new things continually to his friends, might just as well close up his place of business before the sheriff puts

a padlock on the doors for him.

In the four new Crosley Radio Receiving Sets, the Authorized Sales and Service Stations will have an opportunity to recreate new interests in Radio in the minds of the Radio loving public. The advent of these new sets should be seized upon as an opportunity, not only to interest new buyers, but to interest persons who already own Radio Receiving Sets. The unique features and the wonderful performance qualities of the four new sets will induce many Radio fans to dispose of their old sets and buy the new. If the automobile industry were compelled to depend upon people who never owned an automobile for their future business, the industry would quickly stagnate. Everyone who owns an automobile is always hoping that some day, he may own just a little better one.

Do you think that because a man has a Radio Set in his home he is not a prospect. As a matter of fact, he probably is the best prospect that you can dig up. In the first place, he knows Radio and will be able to judge quickly whether or not the new Crosley sets are better than the one which he is using.

We know you will have no diffi-  
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## Musicones Replacing Other Loud Speakers In Homes Of "Fans"

### Many Being Sold To Those Who Are Dissatisfied With Their Reproducers—Every Listener Needs One

Every person who purchases a radio receiving set in which two or more tubes are used will buy a Musicone, providing the dealers demonstrate this truly marvelous loud speaker. This reproducer adds to the receptive qualities of any type of receiving set and is welcomed in the most beautifully furnished home for its eye value as well as its efficiency.

Despite the very low price, it is the remarkable tonal qualities instead of the \$14.75 that appeals to radio listeners. Music experts who are trained to "catch" the least error in tone have proclaimed the Musicone to be the one perfect loud speaker. Radio engineers also have declared it is far superior to anything on the market. And the radio listeners, by buying thousands daily, have realized it has no equal.

There is a tremendous field for the Musicone. There are hundreds of thousands of radio listeners who are dissatisfied with their present loud speakers. And there are still more who are really looking for a perfect radio reproducer. The dis-  
(Continued on Page 6)

## True Cascade Amplification Is Provided In Crosley's New R.F.L. Type Receivers; Perfectly Balanced At All Wave Lengths

The new R. F. L. circuit, invented by Stuart Ballantine and Dr. Lewis M. Hull, developed and perfected by the Radio Frequencies Laboratories, and now used in the new five tube R. F. L.-60 and R. F. L.-75 radios being made by The Crosley Radio Corporation, is unique in very many respects and has many advantages over other circuits.

It is the ONE circuit that 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 am-

plifier 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.

These sets give maximum amplification per tube. They are 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 bridge circuit inherently provides such a well-proportioned bal-

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## Crescendon Adds Punch And Selectivity To Such Tuned Radio Frequency Radios As Four-Tube 4-29 And Five-Tube 5-38

In the new Crosley 4-29 there is one stage of normally non-oscillating radio frequency amplification, regenerative detector and two stages of audio frequency amplification.

In the new Crosley 5-38 there are two stages of radio frequency amplification, detector and two stages of audio amplification.

BUT in each there is the CRESCENDON.

This CRESCENDON properly controls regeneration with tuned radio frequency amplification. Its control of the detector tube, in the 4-29, for instance, is equivalent to one or more additional tubes of radio frequency amplification, giving these new, attractive appearing radio receiving sets un-

usual punch, pep, selectivity, sensitivity and volume—all of which mean wonderful performance. In each case one or more radio frequency tubes—muffler tubes, if you please—are placed between the regenerative tube and the antenna, thus preventing radiation.

Distant stations of reasonable power are brought in without the use of amplification gained by means of the Crescendon. But when more volume is desired, a turn of this knob builds it up, amplifies the scarcely audible signal on the loud speaker until you can dance to the music.

The beauty of the Crosley 4-29 has aroused enthusiastic comment of everyone who has seen it. The

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# Crosley W L W Programs For Week of January 17th

**SUNDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 17th. Central Standard Time. 422.3 Meters—710 K. C.

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 and River Stages.  
11:00 A. M.—Morning Worship of the Seventh Presbyterian Church, Madison and Cleinview Aves. Jesse Halsey, Minister Adolph H. Studermann, organist Dan Beddoe, soloist  
Prelude—"Moderate in A flat" Rink  
Doxology  
Salutation  
Gloria  
Interlude  
Duet—"Love Divine" Miss Ithah Clark and Mr. Dan Beddoe  
Scripture Lesson  
Hymn "O Worship the King"  
Pastoral Prayer  
Chimes  
Announcements  
Offertory "Pater Noster" (Phrygian Mode).....Foote  
Solo—"Stainless Soldier".....Dickinson  
Mr. Beddoe  
Prayer  
Hymn No. 184—"Majestic Sweetness Slits Enthroned"  
Sermon—"The Healthy Teaching"  
Hymn No. 252—"O for a Closer Walk with God"  
Benediction  
Gloria  
Postlude  
3:00 P. M.—Special Remote Broadcast from the Cincinnati Auto Show at Music Hall.  
4:00 P. M.—Organ Recital by Mrs. Lillian Arkell Rixford, faculty of the College of Music of Cincinnati.  
7:30 P. M.—Services of the First Presbyterian Church of Walnut Hills. Dr. Frederick McMillan, Pastor.  
8:30 P. M.—Concert program furnished by The H. & S. Pogue Company; Orchestra under the direction of Walter Esberger, the well-known band master. Overture—"Lustspiel"  
.....Kellar Bela  
Waltzes from "The Fortune Teller".....Herbert  
Selections from "No. No. Nanette".....Youmanns  
Album Leaf.....Wagner  
Reverie "Stolen Moments"  
.....Friedmann  
Operatic Melodies.....Tobani  
Panamerican.....Herbert  
Norwegian Dances No. 1 and No. 2.....Grieg  
Excerpts from "Sari".....Kalmann  
Soloists:  
George Muhlhauser, tenor  
Arthur Bowen, cellist  
(The Baldwin Piano)

**MONDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 18th. Central Standard Time. 422.3 Meters—710 K. C.

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.—Religious Service conducted by Rev. George H. Kase.  
1:50 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Children's Hour by pupils of Leo Stoffregen.  
6:50 P. M.—U. S. Weather Forecast

and Market Reports.  
7:00 P. M.—Dinner hour concert from the Hotel Gibson, Robert Visconti, director.  
Soloist: Mrs. Carol Mathes Tlemeyer, 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, featuring "A Trip Down the Ohio," by the Times-Star Orchestra; William J. Kopp, director; Howard Hafford, tenor.  
\*10:00 P. M.—Popular program of the Cincinnati Post, featuring Bill Schulther's Orchestra.  
(The Baldwin Piano)

**TUESDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 19th. Central Standard Time. 422.3 Meters—710 K. C.

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.—Organ concert by Petronella Trimbur.  
12:30 P. M.—Noonday 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 Ida Telmple.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Musical Appreciation Series, from the Cincinnati Conservatory of Music, conducted by Mrs. Etelka Evans.  
7:15 P. M.—The Aim and Purpose of the Cincinnati Better Business Commission—talk by Mr. John W. Lewis, Vice-President of the Cincinnati Better Business Commission.  
7:20 P. M.—Crosley Popular Science Series, by Dr. Hobart Hoskins, assistant Professor of Botany, University of Cincinnati.  
7:30 P. M.—Piano Memories—Piano Classes the whole world knows, by Mary Louise Woseczek, the Crosley Request Lady.  
Love's Dream after the Ball  
Prelude in C sharp Minor  
.....Rachmaninoff  
Song of India  
.....Rimsky-Korsakow  
Romance.....Raff  
7:50 P. M.—Talk on Dogs, by Mr. T. W. Pree of the Sunbeam Farm. Strong Heart Kennels, New Brunswick, N. J.  
Subject: "Training of Police Dogs."  
8:00 P. M.—Old Time Review by the Crosley Burnt Corkers, comedians and instrumentalists, in a potpourri of wit and melodies of other days, featuring the Musicone Male Quartet, assisted by Gaylord Anderson and Clarence Miller; Louis John Johnen, Interlocutor.  
8:45 P. M.—Musical Handshakes with the Crosley Hello Boys, Bob Groenke and Jim Mischler.  
8:55 P. M.—Talk by Mr. Robert W. Pogue, President of the Retail Merchants Association. Subject: "Merchandising for Women"  
9:00 P. M.—Concert program under the auspices of the Formica Insulation Company, featuring the Formica Concert Orchestra, William C. Stoess, director.  
March—Admiral Stosch, Latann  
Overture—Don Giovanni  
Selection from Grand Opera

"Faust".....Gounod  
Four Northern Dances....Grieg  
1. Dance from Jolster  
2. Halling (National Dance)  
3. Spring Dance  
4. Humoresque Dance  
Gems from "Fiddlers Three"  
.....Johnstone  
Request—Rhythmic Paraphrase  
.....Selected  
Popular Group:  
(a) "If You Leave Me I'll Never Cry"  
(b) "Lovin' Just You"  
10:00 P. M.—Speaker — Mrs. Jessie Adler, Assistant Prosecutor of Hamilton County. Subject: "A Lawyer's Argument in Favor of Home Budgets."  
10:05 P. M.—Popular Dance program from Castle Farm.  
(The Baldwin Piano)

**WEDNESDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 20th. Central Standard Time. 422.3 Meters—710 K. C.

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.—Kroger Cooking School—conducted by Judith Louise Anderson—"Hints on the Art of Cooking and Some of My Best Recipes," under the auspices of the Kroger Grocery and Baking Company.  
4:00 P. M.—Shut-In Program, directed by William Dunlap, cooperating 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.—Bernadine—"Imitation of Will Rogers."  
8:15 P. M.—Second orchestral concert from the Cincinnati Conservatory of Music; conductor, Ralph Lyford, associate conductor of the Cincinnati Symphony Orchestra.  
Overture, Phedre.....Massenet  
Scotch Symphony.....Mendelssohn  
Allegro Moderato  
Scherzo  
Concerto in E Minor, for piano-forte and orchestra.....Chopin  
Soloists—Miss Wilhelmine Bixler, pupil of Mme. Marguerite Melville Liszniewska  
Three Dances from Henry Elphinstone Edward German  
Morris Dance  
Shepherds' Dance  
Torch Dance  
10:00 P. M.—"Pop" Concert Series by Fraternities of the University of Cincinnati, Ohio Delta Lambda of Alpha Tau Omega in fraternity songs and instrumental features.  
10:30 P. M.—Two Request Readings by Charles Meade.  
"The Cremation of Sam McGee"—Robert W. Service.  
"If"—Rudyard Kipling.  
10:40 P. M.—The Crosley Male Quartet.  
Fenton Pugh, first tenor  
Russell Dunham, second tenor  
Richard Fluke, first bass  
Leland Sheehy, second bass  
Walter DeVaux, accompanist

11:15 P. M.—Crosley 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 Stage and Screen Scries Frolic from the Hotel Gibson, presenting many celebrities from the Cincinnati Theatres.  
(The Baldwin Piano)

**THURSDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 21st. Central Standard Time. 422.3 Meters—710 K. C.

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.—Organ concert by Mildred Prigge, pupil of Johanna Grosse.  
12:30 P. M.—Health Talk by Dr. Carl Wilzbach.  
1:30 P. M.—Business Reports.  
3:00 P. M.—Market Reports.  
4:00 P. M.—Concert by artists from Huntington, W. Va.  
Rosemarie Calhoun, soprano  
Helen Sherman Williams, soprano  
Annie Laurie Leonard, contralto  
Phillip Anable, tenor  
John Henry, Scotch baritone  
Julian Williams, organist  
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.  
9:00 P. M.—Cincinnati Automobile Show broadcast from Music Hall.  
Radio Wedding — Miss Grace Douglas, bride, and Mr. Mortimer Scott, bridegroom. Rev. Frederick N. McMillan, pastor of the First Presbyterian Church of Walnut Hills, will officiate at this, his fourth radio ceremony.  
Marion McKay's Orchestra  
Johanna Grosse, organist  
Soloists.  
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 Flanagan, saxophone; Frank Bratt, saxophone; Ridge Bludau, trumpet; Roy Goodlander, trombone; Doc Fry, bass and tuba; Vincent Ruebenbauer, drums and effects.  
11:00 P. M.—Dance Music from Castle Farm.  
12:15 P. M.—Night-Howls — a snappy program by the Crosley Sky-terrier with Kay-nyne and Chief Barker.  
High Noon Lodge Dance from Hotel Gibson.  
(The Baldwin Piano)

**FRIDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 22nd. Central Standard Time. 422.3 Meters—710 K. C.

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

## 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

### A NEW MARKET

Crosley dealers now have four and five tube radios to offer to those customers who have been demanding such sets but who have been unable to pay the prices asked. There are hundreds of thousands of these people, all of whom will welcome the announcement of multiple tube radios at typical Crosley prices.

These hundreds of thousands constitute a new market. They have been interested in radio but have had their hearts set upon four or five tube sets and have refused to purchase other types. Announcement of the new Crosley models will bring to an immediate climax their great interest in radio receivers and will send them scurrying to your stores.

On the other hand there are many persons who are about ready to invest their Christmas money in more expensive multiple tube sets. An advertisement in your local newspaper, calling to the attention of these people the new radios you soon will have in stock, will cause many of them to wait until they have had an opportunity of seeing the new Crosley models.

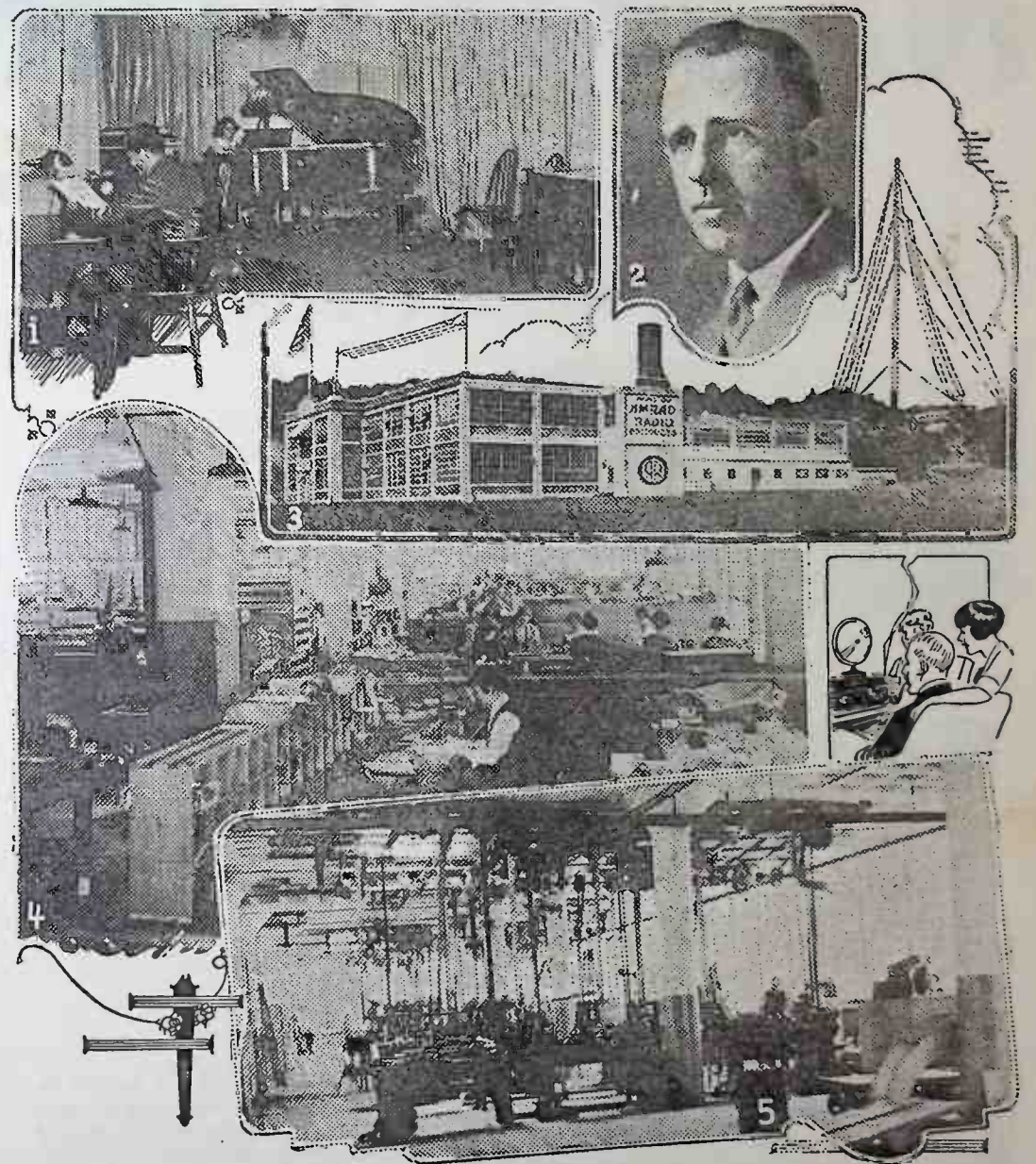
Do not hold up your advertising until your stock arrives. Advertise now and keep on advertising in direct tie-up with the great national campaign now being released. Prospective customers will wait when they read about the Crosley models at such ridiculously low prices. But in order to induce them to wait there must be local advertising in which announcement of the new models is made. Cuts for newspaper advertisements will be ready very soon, but in the meantime dealers can advertise without using illustrations.

Remember a new market has been created for you. A different class of merchandise will appeal to your regular customers and to new ones as well. You have Crosley radios using one, two, three, four and five tubes. Truly a complete line of receiving sets that are "Better—and Cost Less."

Beauty in design has replaced the unsightly array of parts and small cabinets which once adorned the tables in the living room. Today, most receiving sets are self-contained and make a most attractive appearance.

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## Pioneer Radio Plant And Studio Acquired By Crosley



The broadcasting studio of WARC, Medford Hillside, Massachusetts, (1) part of the pioneer radiocasting station in America which was first operated in 1915. Powell Crosley, Jr., (2) Chairman of the Board of Directors and purchaser of the assets of the American Radio And Research Corporation. The large manufacturing plant, experimental laboratories and studio, (3) on the grounds of Tufts College. Assembly division, (4) and some heavy machinery, (5) used in making AMRAD radio apparatus.

## New Crosley Radios "Greatest Christmas Gifts," Dealers Say

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between \$38.00 and \$60.00 adequately filled by the Trirdyn receivers, should be practically unaffected by the announcement of these new sets. Trirdyns have been known and recognized for their efficiency, performance and economy in battery consumption.

"There can be no question but that these new sets will sell in greater quantities than any sets have ever before been sold. We shall endeavor to produce them in

increasingly larger quantities as rapidly as possible. All of these sets are now in production. Quantities will be supplied early in January. Orders will be filled on basis of priority. These sets will be backed up by an extensive advertising campaign."

## Crescendon Adds Punch And Volume; Used In New Sets

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cabinet is made of hardwood, with two-tone mahogany finish. Compact in size, it is a beautiful addition to any home. It uses tubes with the

new type base, for either storage battery or dry cell operation. The price is so far below that of any set ever offered comparable with it, that the demand is certain to be a riot.

The Crosley 5-38 has three indicators or scales. The vernier controls enable the operator to adjust and log the three dials so the same stations come in at the same places night after night. Never before has any receiver comparable in performance or appearance been offered at anything like this price.

In Japan radio fans are applying for receiving licenses at the rate of 1,500 a week.



# NEW FOUR <sup>A</sup><sub>N</sub><sup>D</sup> FIVE TUBE RADIOS

## FIVE TUBE R. F. L.-60



Without Accessories

# \$60.00

THE CROSLY R. F. L. 60 incorporates the new and wonderful R. F. L. circuit, invented and developed by Stuart Ballantine and Dr. L. M. Hull and the Radio Frequency Laboratories, Inc., under whose patents The Crosley Radio Corporation is licensed. This set accomplishes almost ideal balance in radio frequency circuits, regardless of wave lengths. It presents an entirely new conception of the balanced, non-oscillating, non-radiating circuit of maximum efficiency. Its sensitivity, selectivity and volume creates an entirely new standard in balanced, non-oscillating type of receivers. Cabinet is of beautiful solid mahogany.

## FIVE TUBE 5-38



Without Accessories

# \$38.00

THE CROSLY 5-38 is a five-tube radio set incorporating two stages of tuned radio frequency, detector and two stages of audio frequency amplification, controlled by three dials, one rheostat knob and a Crescendon knob. This receiver has sloping panel with two-tone mahogany finish cabinet, and is extremely attractive in appearance. Another most unusual value incomparably better than anything ever before offered at anything like its price. The Crosley 5-38 has a real wallop which will not only appeal to the person who desires to get great distance and volume. On the other hand the signal strength can be controlled down to satisfactory volume and quality even on local stations.

## THE R. F. L. CIRCUIT IN THE R. F. L.-60 and R. F. L.-75

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. It 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, that heretofore has been thought possible.

## THE CRESCENDON IN THE 4-29 and 5-38

The CRESCENDON feature is properly controllable regeneration in combination with tuned radio frequency amplification in multiple tube sets. This feature, heretofore, has never been put into four and five tube sets, excepting in one that we know of costing several times the price of either the 4-29 or 5-38. It adds that punch or wallop which all tuned radio frequency sets lack. Normally non-oscillating radio frequency amplification between regenerative tube and antenna blocks radiation.

## FIVE TUBE R. F. L.-75



Without Accessories

# \$75.00

The Crosley R. F. L.-75 is the same, so far as the circuit is concerned, as the R. F. L.-60. But the cabinet is larger and has the popular sloping panel. The cabinet is of beautiful solid mahogany, with two-tone finish. There is sufficient room inside the cabinet for "B" batteries and dry cells when dry cell tubes are used. This set, however, is recommended for use with storage battery tubes for best results. A five-tube coast to coast radio at a very low price.

## FOUR TUBE 4-29



Without Accessories

# \$29.00

THE CROSLY 4-29 is a four-tube, sloping panel, two-tone mahogany finish radio receiver. This incorporates one stage of tuned radio frequency, Crescendon control detector, and two stages of audio frequency amplification—a sensitive, selective, powerful receiver of attractive appearance, design and workmanship, destined to create a furor of buying enthusiasm unequalled by anything that we have ever offered before. It is truly a long distance loud speaker operating receiver, which has all the elements that a good set should have.

### THE CROSLY RADIO CORPORATION CINCINNATI, OHIO

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



### Greater Interest Is Created In Radio By New Type Sets

(Continued from Page 1) culty in demonstrating these new sets against anything that is on the market within \$100.00 of their price range. We don't want to appear to exaggerate, but in producing these sets we have used the most expensive sets on the market as criterions, and the comparison in every case has been highly favorable to the Crosley product.

When you get samples of the new sets in your store, don't fail to let the world know that you have something new. Send out an offer to all owners of Radio Sets to demonstrate the new Crosley product in their homes along side of any other make of Radio Receiving Set. Dress up your windows with the window cards we are preparing for you; circularize every prospective customer, non-owner and owner; put a streamer across the front of your store that you have "Something new under the sun." Take advantage of the tens of thousands of dollars which we are planning to spend in bringing these new sets to the attention of the public and cash in on the sales possibilities which are sure to result from the tremendous advertising campaign being inaugurated by us in connection with the advent of these new sets. Keep your town people feeling that your store is the store that is always a jump or two ahead of every other Radio Store in your community. Get the people to saying that if you want to know the latest in Radio that they can always find it at your place of business.

There has never been an industry developed in which there was greater expectancy on the part of the buyers than that which surrounds the Radio Industry. Everybody is looking for something different, some new development, something that will improve their reception, something that will give them a little greater selectivity, something that will be easier to tune or something that will be greater value for the money expended. You have all of these in the new Crosley models. A good merchant will not fail to take advantage of this opportunity to prolong his Radio season three or four months.

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. Remember, these receivers are absolutely non-radiating, are completely fool-proof, and are especially recommended for satisfactory use in the hands of inexperienced operators.

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

A new insignia for United States naval radio electricians, until recently classified as gunners radio, in the form of "a jagged spark," has been adopted for uniform wear.

units. The ones who are looking for perfect loud speaker will buy the Musicone when they hear a comparison with any of the other good ones on the market.

Dealers are advised to concentrate their loud speaker sales efforts on the Musicone. Many carry other types in stock only to use as comparisons. Others carry the Musicone alone, believing it is unnecessary to make any comparison. But those who are featuring them are selling them by the hundreds and are making their cash registers sing a merry tune of prosperity.

Look over your Musicone stock immediately. Suggest to your salesmen that they center their efforts on this loud speaker. Look up those people to whom you have sold other types of loud speakers and send your salesmen to them with Musicones. Demonstrate the Musicone in your stores and display them in your windows. If your stock is low, send an order to your distributor immediately. Our production figures now are almost unbelievably large and we are prepared to make immediate shipments.

### Cascade Amplification Is Provided In New R.F.L. Receivers

(Continued from Page 1) ance between the various induction 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. Remember, these receivers are absolutely non-radiating, are completely fool-proof, and are especially recommended for satisfactory use in the hands of inexperienced operators.

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

A new insignia for United States naval radio electricians, until recently classified as gunners radio, in the form of "a jagged spark," has been adopted for uniform wear.

### RADIO PROGRAMS

(Continued from Page 2) der the auspices of Parkway Y. M. C. A.  
11:55 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)  
'SILENT'

**SATURDAY RADIO PROGRAM**  
W L W  
The Crosley Radio Corporation, Cincinnati, Ohio.  
Jan. 23rd. Central Standard Time. 422.3 Meters—710 K. C.

10:45 A. M.—Weather Forecast, River Stages and Market Reports. Weather Forecast.  
11:30 P. M.—Business Reports.  
6:50 P. M.—U. S. Weather Forecast and Market Reports.  
7:00 P. M.—Popular Organ Concert by Johanna Groose, the Crosley Organ Request Lady.  
7:30 P. M.—Children's Safety Talk.  
7:40 P. M.—Meeting of the Seckatary Hawkins Radio Club.  
8:00 P. M.—Air City Banjo Boys.  
8:30 P. M.—Radio Play, "The Valiant" by Holworthy Hall, presented by some of Cincinnati's most talented players, including Ethel Goldsmith, Eugene Segal, Edward Leo Meyer, and Chas. Meade.  
9:00 P. M.—Dance Program from Castle Farm.  
11:55 A. M.—Correct Time and (The Baldwin Piano)

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

**CROSLLEY 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. Let us tell you about the new Crosley sets  
**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.

The antenna, which includes the lead-in, plus the length of the ground wire, should not exceed 200 feet in length.

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

We broadcast daily at 11:00 a. m. and 1:30 p. m.  
Financial News  
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Bond Department  
THE FIFTH-THIRD NATIONAL BANK of Cincinnati.

**ILLINOIS**  
**National E & Supply Co.**  
Distributors of CROSLLEY 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 CROSLLEY 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)

**Hydrometers**—The density of the electrolyte increases as more acid is added, since the acid is more dense than water. The specific gravity of the solution, that is, the ratio of its density to the density of water, is, then, a measure of the amount of acid contained in the solution.

Specific gravity may be measured by means of hydrometers, instruments consisting of graduated glass rods with floats at one end, to the bottom of which are attached weights. When the hydrometer is placed in a solution it sinks lower the less dense the solution. The scale reading at the surface of the solution indicates the specific gravity of the solution, or its density as compared to the density of water. A specific gravity reading of 1.300 corresponds to a mixture of about one part (by volume) of acid to 2.5 parts of water. A reading of 1.210 corresponds to a mixture of one part of acid to four parts of water.

**Separators**—In order to keep the positive and negative plates from touching each other within the cell, separators of wood or other material are used. Glass tubes or perforated strips of hard rubber are often employed for this purpose.

**The Containers**—The containers ordinarily used for acid storage cells are glass, hard rubber, or moulded composition. Hard rubber or moulded composition are more frequently employed in batteries of the portable type because of their unbreakable nature.

**Capacity of Storage Cells**—The capacity of storage cells is rated in ampere-hours. Thus a battery with a 100 ampere-hour rating is supposedly of a sufficient capacity to deliver, when fully charged, one ampere for 100 hours before it is necessary to charge it again, or two amperes for 50 hours, 1-2 ampere for 200 hours, etc. If a Tridyn using one 200 type tube and two 201-A type tube, be run from a 60 ampere-hour storage battery, the number of hours service between charges may be calculated as follows:  
2—201-A tubes require 1-2 ampere  
1—200 tube requires . . . 1 ampere  
Total current used . . . 1.2 amperes  
Capacity of battery equals 60 ampere hours. 60 divided by 1.2 equals 40, the number of hours service between charges.

It would seem that the capacity of a battery would depend upon the amount of active material in the plates, as the process of discharge consists in converting this material into lead sulphate. However, it takes some time for the acid of the

electrolyte to soak into the inner layers of the lead peroxide, so that if the battery is discharged rapidly, the outer layer of active material will be converted into lead sulphate before the acid has a chance to react with the inner layer. At rapid discharge rates, therefore, the capacity of the battery depends very largely on the surface area of its plates.

**Sulphation**—If the battery is discharged extremely rapidly, as by a short circuit, the plates become quickly covered by a layer of hardened lead sulphate which prevents the electrolyte from reaching further active material. This layer of lead sulphate may be so pronounced that it requires several alternations of charge and discharge to remove it. A battery in such a condition is said to be "sulphated". The remedy is to charge and discharge the battery several times, until it regains its normal activity.

**Sulphation** may also be caused by over-discharge (in which case hardened lead sulphate is formed in the pores of the active material), by an internal short circuit (which might be caused by the touching of two buckled plates of opposite polarity, etc.), or by the addition of too much acid to the electrolyte.

**Method of Charging**—Storage batteries are charged by sending a direct electric current through them in the opposite direction to the current flow on discharge. For the usual six volt radio battery, the charging current ordinarily used will be from 3 to 5 amperes. In order to obtain such a rate of current flow, various types of battery chargers are used. These convert the source of supply to which they are connected into direct current, if the source is alternating current, and reduce the voltage to the proper value for charging the battery at the current rate it requires.

Cells should not be overcharged, because of the danger of buckling the plates, due to surface expansion, as described above. If the plates become sufficiently buckled, internal short-circuit may be caused, resulting in bad sulphation. Overcharge, however, is not nearly so liable to damage the battery as over-discharge.

Tests have been completed between Castle Farm and the Crosley W L W station, and the radio audience will now be able to hear many popular dance orchestras microphoned from the former dance rendezvous. Programs will be "picked up" through remote control in the evenings.

## SALES HINTS

### TEN MORE POINTS THAT MAKE A GOOD SALES CLERK

11. Forget Gossiping. Don't be a town gossip. Never talk to one customer about another.

12. Go Slowly. Many new sales clerks are disappointed if their sales do not reach the mark of others in the store. There is no reason for it. No sales-manager expects a newcomer to break all records of the store.

If the customer has definitely made up his mind as to just what he wants, sell him that—don't try to change his mind and sell him something else.

17. Use Indirect Methods. Try to make the prospect feel that he is buying, rather than that you are selling. Don't say, "I think this is a very beautiful set", but



Study Manufacturers' and Other Literature on Radio

13. Watch Stock Arrangements. Use spare moments between sales to keep counters free from merchandise. Rearrange stock that has been disturbed in making a sale.

14. Be Neat. Be careful in your dress. Loud ties and "dance hall" styles have no place in a retail establishment. Dark clothes are better.

"This is a very beautiful set, isn't it, Mr. So-and-So?"

18. Give Prompt Attention. Do all that you can to see that customers are promptly waited on.

19. Study Your Prospects. Study people in general and try to learn to size them up when they come into the store. Show them what you believe will appeal to them most.



Take Time With Even the Smallest Sale

15. Don't Talk Technicalities. Some day you may meet a customer who knows more than you do. But in the average case talking technicalities is like talking Greek or Chinese—the customer does not understand you.

20. Show Customers What They Ask To See. If the prospect asks to see some particular product, show him that—not something "just as good."

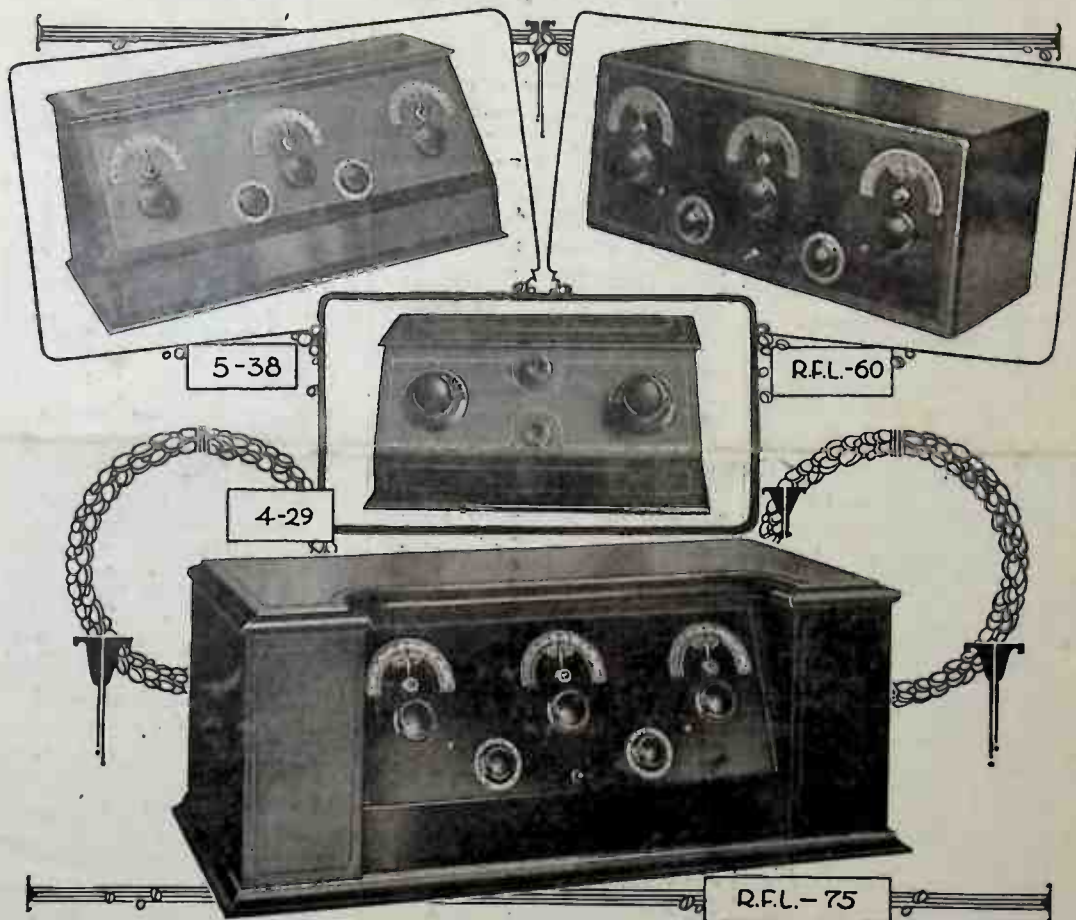
16. Don't Decide for the Customer.

Boasting attracts friends like a homely face attracts admirers.



# 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 Triridyna. 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 5)

## 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 sta-

(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.