

WE PROVE OUR CLAIM TO HAVE THE GREATEST RADIO RECEIVER EVER BUILT

When I say that the new SCOTT ALL-WAVE receiver is the greatest ever built I think that I am simply stating a fact and believe I can prove that statement to you very conclusively.

Naturally we are enthusiastic about it, but I realize that so far you have only our word that it really is the greatest. That fact might be open to question, so here is what we have done to prove to everyone beyond any question of a doubt that when we make the statement the new SCOTT ALL-WAVE is the most powerful and selective receiver ever built, we have the proof to back up that claim.

The first thing we did was to submit a receiver to the engineering laboratory of the Citizens Radio Call Book and ask them to measure it for sensitivity, selectivity and fidelity. Here you have the results of their tests.

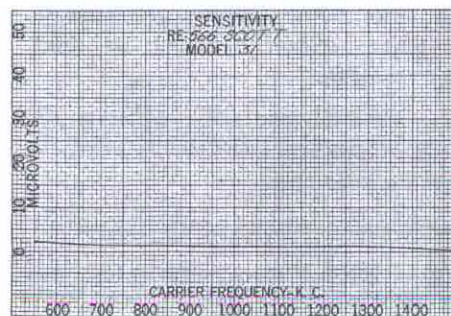
Take the sensitivity curve. You notice that it is practically flat from 1400 to 600 k.c. The official report shows that the sensitivity is so great that less than 1/10 of a microvolt at 1400 k.c. and 2.3/10 of a microvolt at 600 k.c. was required to register standard output.

This is sensitivity with a capital S. Secure a copy of the Winter edition of the Citizens Radio Call Book and compare this curve with the others shown there and also be sure and get a copy of the new Spring edition which will be out about the same time as this issue of the News and compare the sensitivity curves of the new receivers shown there and ours. When you have done this you will begin to realize just how remarkable our receiver is.

Notice that very few of the receivers have a sensitivity even as low as 1 microvolt and also notice that only one or two have a curve that is any way near flat. Most of the sensitivity curves of the other receivers rise sharply and are humped at one end or the other.

Receivers that have sensitivity curves that rise at one end or the other do not have sensitivity that is equal over the whole broadcast band but are efficient only at one end or the other. This accounts for the fact that some receivers give good reception on low wave lengths but are poor on the high wave lengths or vice versa.

An examination of the sensitivity curve of the SCOTT ALL-WAVE set will show that it is equally sensitive from the top of the band to the bottom. It is so sensitive that stations from one end of the scale to the other are brought in with such volume that it is impossible to tell a local from a distant station until you hear the call letters.



Sensitivity Curve

Here in the salon at the laboratory, we have a favorite stunt that proves both the extreme sensitivity and selectivity to even the most skeptical. We tune in WGN,

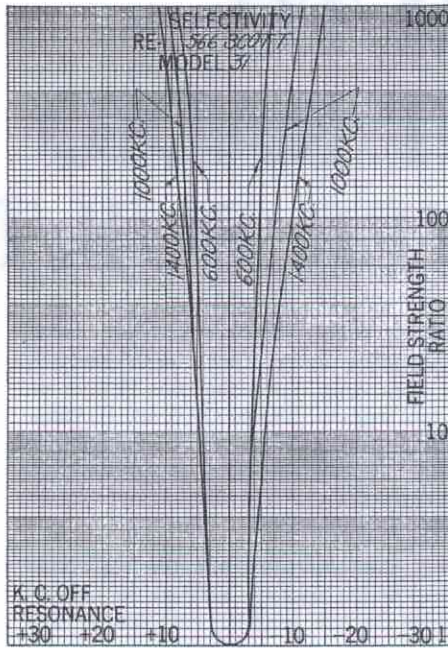
a 25,000 watt local station only about seven miles away from the laboratory. We then drop down just one degree or 10 k.c. and in comes CMK at Havana, Cuba, with just as much volume as WGN. Remember that the total length of the antenna we are using including the lead-in is only 35 ft.

We have a switch on the wall that connects the outside antenna to the receivers in the various consoles in the salon and we turn the switch to connect the antenna to the receiver we wish to demonstrate. Well, we disconnect the set, leaving only the wire running to it from the switch on them all, which is about 12 ft. long. HAVANA STILL COMES IN WITH PLENTY OF VOLUME. That looks marvelous to the prospect, but STILL we have not finished our demonstration, for we turn the knob in the set from long distance to medium distance and Havana still comes in with plenty of pep. We now turn the switch to LOCAL and with only 12 ft. of antenna we still have Havana in so that it can be heard quite clearly all over the room.

Naturally this demonstration of sensitivity amazes those who see it but we still have one more proof on this that proves why, not only can we pull in distant stations with an antenna only 12 ft. long, but also prove at the same time the very complete shielding. We tune back to WGN, our local station, turn the volume on full so the speaker nearly starts to walk out of the cabinet, then disconnect the antenna and ground and you cannot hear a sound coming from the speaker, so proving that all of the signals picked up comes in entirely through the 12 ft. of antenna.

HOW WE SHOW THE EXTREME SELECTIVITY

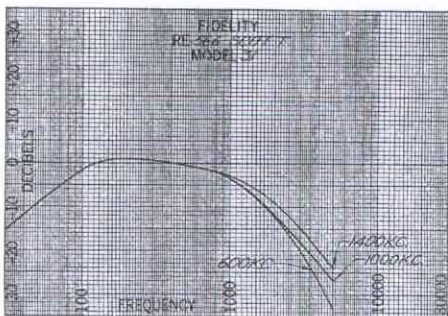
That the new SCOTT ALL-WAVE is a sharp shooter when it comes to selectivity is easily proven upon examination of the selectivity curves, but it is only by comparing it with the curves of other receivers that you can realize just how remarkable the selectivity of our receiver is. Don't fail to get a copy of the latest edition of the Citizens Radio Call Book and put our selectivity curve against any of the others. These curves surely do



Selectivity Curve

tell a story and it will enable the manufacturer of a high class receiver to prove in a scientific way the superiority of his product.

Here is the salon where we demonstrate it is a pleasure to start at the top of the dial and go down, picking up a station on every degree of the dial. We get visits from numbers of seasoned



Fidelity Curve

fans, who want to be SHOWN. They know all the hard stations to bring in. KFI when WTMJ is in, WEA and WPTF when WMAQ is on, WOR between WLW and WGN. Then we bring in

SHORT WAVE RECEPTION BRINGS NEW THRILL IN DX

People get tired of eating one kind of food, wearing one kind of clothes, or doing the same thing day after day. Everyone likes a change. In radio the thrill of DX is not the same as it used to be, for there are now so many stations operating, it is practically impossible with the ordinary set to receive many stations at a greater distance than 1,000 miles and not all of them will give you consistent reception even at that distance.

For the last two years transmission engineers have been working night and day perfecting short wave transmitters so that a telephone conversation between foreign countries would be possible. Now if you have the money you can lift your telephone receiver off the hook and within fifteen minutes be talking to friends in any part of Europe. Within the last six weeks a new telephone service has been opened between the United States and Australia.

That fact speaks for itself. If anyone had told you four years ago that in 1930 short wave transmitters would be so perfect that you would be able to speak to Australia from United States by short waves anytime you wished, you would have received the prediction with a smile. But here it is.

So naturally the new SCOTT ALL-WAVE tunes in the short waves as well as the broadcast band. Here in Chicago we have listened to London between 11 A.M. and noon as clear as a bell. In fact it is uncanny the way foreign stations roll in on the short waves in broad daylight. It adds a new kick to radio and gives you the thrill of your life.

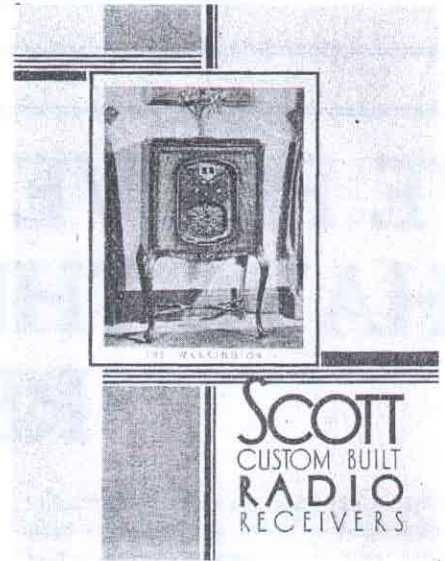
Here is a real short wave receiver. Study the details given in the brochure and you will quickly see that it is not simply another receiver, but a real job, with many unique features not found in any other receiver designed for short wave reception.

Its range is practically unlimited for in a good location, you actually have the world on your dials.

CMK at Havana when WGN is on. But you know the hard ones as well as I do and we just pull them in one after the other. Honestly, you get the kick of your life demonstrating the set to the hard boiled prospect, the man who has had three or four sets who must be shown. And we do.

NEW BROCHURE IN COLORS DESCRIBES THE NEW SCOTT ALL-WAVE RECEIVER

With this issue of the Scott News, you will receive one of the new three-colored brochures describing fully the new SCOTT ALL-WAVE 1931 model.



Here is the Front Cover of Our New Brochure

I think it is one of the most beautiful pieces of literature we have ever put out. From it you will get a good idea of the new consoles, etc., and I believe it will show you why this new model is such a wonderful receiver.

You will notice we have two new consoles, specially designed for the SCOTT ALL-WAVE model and in addition have re-designed the Moderne, Lancaster and Orleans so that they all fit the new model. In the Warrington, Plymouth, Moderne and Lancaster consoles, the top has been arranged so it lifts up to get at the plug-in coils easily. In the other models, the shelf has been cut so that the coils can be reached from the back.

A liberal supply of these brochures will be sent you with each order and should help considerably in closing your prospects.

FINE TONE QUALITY

The fidelity curve gives the electrical characteristics only and does not take into account the characteristics of the speaker which is resonated at 70 cycles. People who hear the SCOTT ALL-WAVE set tell us that they have never heard tone before, they just thought they did. It has a beautiful, round full quality that is so natural, sweet and perfect that you could listen to it for hours. You forget that what you hear comes from a radio, it might just as well be the artist or orchestra with you in the room.

Announcing the

SCOTT

ALL-WAVE

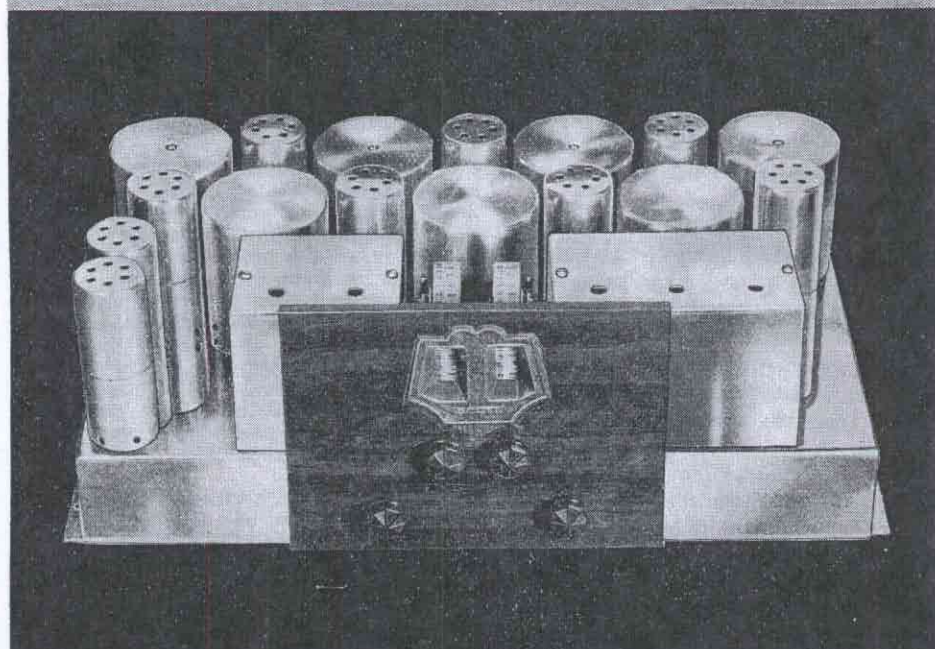
IN WHICH SCOTT OUTDOES SCOTT IN POWER, SELECTIVITY AND TONE + + + +

THOSE who know Scott World Record Receivers will find it difficult to believe that a better receiver could be built. And such would not have been possible, had the Scott Laboratories not developed an ingeniously new type of intermediate transformer. But they *did*, and results so greatly exceed any present day idea of radio performance, that even imagination cannot conceive the wonders of which this receiver is capable. Scott again challenges the industry to any kind of competitive test.

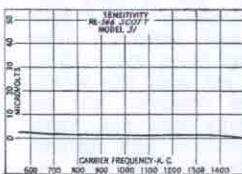
In the new Scott intermediate transformer—the heart of the new Scott twelve tube screen grid All-Wave Superheterodyne—the primary winding is completely isolated and shielded from the secondary. Coupling between the two is achieved in a way that permits the vacuum tube to function as it never has before. Tremendous amplification is obtained—far more than is possible with the orthodox coupling transformer. And the amplification is automatically controlled and regulated to absolute precision, making the receiver equally sensitive over the whole wave band! See the sensitivity curve reproduced herein. It is the flattest sensitivity curve yet plotted by Citizens Radio Call Book Laboratory. At the same time, *selectivity* is given an entirely new meaning. Practically speaking, there are no conditions under which the new Scott All-Wave Superheterodyne will not give absolute, precise 10 Kilocycle separation between 200 and 550 meters. And without sacrifice in tone! The entire musical scale is covered fully, roundly and perfectly. See the Scott *selectivity* curve, illustrated on this page, and elsewhere in this issue. Check it! Compare it!

International Range

There is no limit to the range of the new Scott All-Wave Superheterodyne. With this receiver, the whole world awaits the dial, for it tunes everything between 20 and 550 meters and brings all stations in with more volume than can be used. Think of it! Short wave reception—foreign broadcasts at the mere flick of a dial—from

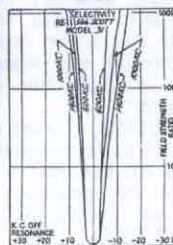


SUPERHETERODYNE



This curve shows the Scott All-Wave to be equally sensitive between 600 and 1400 K.C.

This curve shows the Scott All-Wave to be equally selective between 600 and 1400 K.C.



Both charts were made in the Engineering Laboratory of the Citizens Radio Call Book.

the same receiver that brings you your local programs. The Scott All-Wave is the only self-contained universal receiver in existence today—and it costs less than many receivers that operate only between 200 and 550 meters.

All-Metal Chassis

The performance of this great new-day receiver is not its only distinguishing feature.

Its construction is equally distinctive. The chassis is heavy pressed steel—heavily chrome-plated and polished. Shields are likewise chromed and polished. A more beautiful, more rugged mechanical construction has never been seen in the entire radio industry. And every chassis is custom-built and custom-tested in the Scott Laboratory.

Full particulars of the new Scott All-Wave Superheterodyne will be gladly furnished. Simply sign and clip the coupon from this announcement and mail at once. It will bring you the most interesting radio story ever told.

MAIL this COUPON

SCOTT TRANSFORMER CO. CBI
430 Ravenswood Ave., Chicago.

Send me full particulars of the new Scott All-Wave Superheterodyne.

NAME _____

STREET _____

TOWN _____ STATE _____

SCOTT TRANSFORMER CO., 4450 RAVENSWOOD AVE., CBI, CHICAGO, ILL.

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Sole Representative for Uruguay: ARMANDO I. LOPEZ, Chile 388 Cerro, Montevideo, Uruguay

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E. H. SCOTT, Editor

**MR. SCOTT LEAVES FOR
EUROPE**

When you receive this copy of the News, Mr. Scott will be in Europe testing out and verifying just what the Scott receiver will do.

"Why go to Europe?" you say. Can't it be tested here in the United States—What I want to know is—What will it do right here?"

That is a perfectly natural question and here is our reason for taking it to Europe to test. We have brought in everything in the United States, Canada, Mexico and Cuba on the broadcast band and stations all over the world on the short waves, but we feel confident that our set is so good that we can pull in stations 5,000 to 6,000 miles away on the broadcast band if we could only get that far away. Here in the United States we can't get stations on the broadcast band that are more than 2,500 miles away when it is dark. For example, most of the European stations shut down when it is only 5 o'clock here in the United States because they are approximately six hours ahead of our time.

So there was only one thing to do and we are doing it. Mr. Scott has left for Europe and has made arrangements with a number of American stations to tune them in when he is in England, Germany and France and call the director of these stations on the transatlantic phone and let them hear back by transatlantic phone how their programs are being received in Europe.

Arrangements have been made to have the foreign correspondents of some of the leading newspapers in London, Berlin and Paris listen in with Mr. Scott to verify the reception of the various stations. In this way we will be able to prove without any question the extreme DX range of the new SCOTT model, not only on the short waves but on the broadcast band. When we claim to have the greatest receiver, we believe we are in the position to prove it.

**Mr. Ward Tells What
Scott Receivers Will Do**

Last month we told you some of the plans of Mr. Robinson by which he sells Scott receivers. This month we will give you an idea of just how enthusiastic a Scott representative becomes when he really appreciates the fine performance of his demonstrator and the value it is to him.

Mr. R. O. Ward of Winter Park, Florida, and his wife are the people who wrote the letters below. We will start out with the first report from Mr. Ward:

"I certainly had a very exciting and happy Christmas day yesterday—my first experience and thrill of tuning in a SCOTT AC TEN! I hardly know what adjectives to use in telling you my opinion of this "wonder set". Tell Mr. Scott please for me that he designed a 'cracker jack' in the AC TEN.

"About two minutes after I placed the tubes I was listening to a perfect-toned radio—tone and quality that I have never heard before. From 5 P. M. to 1:30 P. M. the first night I had tuned in over 65 stations, some of which I never had heard of, let alone heard before.

"My prospect for this receiver is as enthusiastic and pleased with this set as I am. The Scott speaker is the most realistic toned instrument of any I have ever heard. Before I deliver this set to my customer I will have some radio enthusiasts come in and hear a real radio. This set is a beauty with tone unsurpassed."

LATER: "I can't forbear writing you again today just to say that my console came this P. M. and it is a beauty. I am somewhat of a cabinet maker myself in connection with house building and I confess I was going to be pretty critical of this console when it arrived—as to workmanship and finish, etc. I have absolutely no criticism of any kind. It is much better than I had ever expected for the price.

"Mr. Rogers, my prospect, took away his AC TEN last night; couldn't wait for the console to arrive. He is very enthusiastic over her purchase and I feel that my judgment and faith in the SCOTT COMPANY has been more than fulfilled in every way, not only the workmanship of the whole receiver, but as well the most courteous way you have answered my many letters and helped me to push the sales of this first receiver."

LATER: "Just a line to let you know that I have succeeded in closing another sale on the SCOTT AC 10 with console. After my prospect heard Mr. Rogers' set he was surely SOLD."

LATER: "Mr. Grant's Scott set is holding up the reputation of the Scott quality and I am more in love with my demonstrator every day. With only a week's use and the temperature 98 degrees I have heard PLENTY."

WIRE LATER: "SOLD WATERMAN AC TEN—RUSH AT ONCE."

LATER: "I just received today a most interesting letter from Bill Newell, the friend of mine who recently visited your laboratory, and from his account of his visit I judge he was very much impressed with the many details connected with the complete manufacture and especially the many rigid tests that each



Mr. R. O. Ward

receiver must pass before it is pronounced perfect. In fact he was very much impressed with the extreme care and accuracy with which the SCOTT radios are made and tested. After writing quite at length he closed his letter by saying that he was very favorably impressed with the SCOTT TRANSFORMER COMPANY and their methods and he came to the conclusion that the SCOTT was a WONDERFUL receiver."

LATER: "Bill Newell said you were thinking of coming to Florida sometime and let me most cordially invite you to spend a couple of days here in Winter Park at least. I know you will like this city and if you are a lover of the water or enjoy fishing, we have plenty of lakes here in Winter Park. However, I WON'T guarantee that you will catch a fish, that will be UP to YOU—I sure would enjoy having the designer and builder of the WORLD'S FINEST radio be my guest for at least one day and evening."

LATER: "You will be glad to hear that Mr. Waterman was ACTUALLY bragging to ME (the one who sold him his SCOTT) just the other day that his set was performing splendidly and he didn't know there were so many stations on the air, said he started one night at 1 on the dial and got a station on practically every point."

Now we will let Mrs. Ward have the air:

"You deserve a statue in the Hall of Fame, Mr. Scott, as a great public benefactor! I do not see how a radio could be more perfect—except to be without static. We have spent the evening in our modest little home—way down in Florida—where "radio is no good in the summer"—and we heard a splendid Presbyterian church service in Orlando, clearer and more beautiful than it is in the church building itself. Then we heard Louise Homer, Frances Alda, and opera voices giving the Lucia Sextette. Next the beautiful Dallas program with that Cello playing the Jocelyn Lullaby. Those deep rich low notes more perfect than on the instrument itself. It has been so beautiful it hurts!

"Folks talk about mortgaging the home to get a car! I'd walk where I had to go for a year to have a SCOTT. I didn't know such instruments were made and now that our set has proven itself so marvelously, I don't believe you could find two keener SCOTT enthusiasts in the land than Mr. Ward and I."

When Mr. Ward gets his new SCOTT ALL-WAVE I wonder what he will write!