Why "Custom Built" Radio?

Just As The Finest Clothes Are Custom Made—
The Finest Furniture Is Custom Built—
So The Finest In Radio Is Custom Built—

When we talk about a "Custom Built" radio receiver, just what does it imply—in what way is it different from the regular commercial type? First—It implies a receiver that is designed to give performance far beyond the ordinary "commercial receiver."

Second—It implies a receiver designed by one whose name is well known throughout the radio engineering profession as an outstanding figure in radio receiver design.

Third—It implies a receiver built from the very highest quality parts.

Fourth—It implies a receiver built in limited numbers by laboratory technicians with many years of experience in the building of fine receivers, men who are paid on a straight salary basis, and who are not tempted to hurry thru their work as is the case with men working on a piece work basis.

Fifth—It implies a receiver which is checked in every step of its construction by experienced laboratory engineers.

Sixth—It implies a receiver which is actually designed and built in the Laboratory of its maker, and sold exclusively by him and which in every way conforms to the generally accepted high standards associated with true "custom" construction.

SCOTT RECEIVERS BUILT IN SUPERBLY EQUIPPED LABORATORY

The technicians who build SCOTT RECEIVERS labor almost as much for the love of
doing fine work in the finest way as for the sake of earning their wages. But more than ordinary technical ability is required of those who construct SCOTT RECEIVERS. Each worker on these superlatively fine instruments is trained to know exactly why each operation is performed in its particular way, as well as to know the mere “how” of doing it in that way.

The result is, naturally enough, a production of intelligence bearing the mark of individually fine craftsmanship, exercised under the unceasing watchfulness of men who take honest pride in being identified with the creation of “The World’s Finest Radio Receiver.”

**EVERY SCOTT CUSTOM BUILT RECEIVER TESTED ON FOREIGN STATION**

But with the completion of the construction process, the testing and checking of the SCOTT RECEIVER really begins. Each must undergo engineering measurements for accuracy and keenness of selectivity and sensitivity, for fineness of tone quality, for perfection of calibration of wave lengths, and then, finally, must demonstrate its ability in actual performance on the air when it must bring in, with good volume, stations in various parts of Europe and South America, as well as broadcasts from the U. S. A.

To carry on such extensive and exacting tests under proper engineering control requires a vast amount of delicate and unusual laboratory equipment, to say nothing of much time on the part of highly skilled technical men. Only in the finest of custom built receivers will you find the perfection that results from such painstaking care and the employment of laboratory methods. Its presence in the SCOTT ALLWAVE FIFTEEN, however, is testified to not only by the enthusiastic praise of all owners all over the world, but by a definite warranty that if this receiver does not, to the entire satisfaction of its buyer, outperform any other receiver, it may be returned for credit without question.

**WHAT SIDE BY SIDE COMPARISON SHOWS**

There are many very fine production type receivers available today which are worth all that is asked for them. The standard of workmanship in many receivers of this type is good, but an actual side by side comparison of the production type receiver with a true “custom built” receiver such as the SCOTT ALLWAVE FIFTEEN instantly shows that the production receiver lacks the distinctiveness of the true craftsmanship in the custom built model. In the SCOTT ALLWAVE FIFTEEN that distinctiveness is recognizable in finer tone, more capable performance, greater sensitivity and selectivity and general all-around superiority.

**RADIO ENGINEERING DEVELOPMENTS PIONEERED IN SCOTT RESEARCH LABORATORY**

From our experimental laboratories have come many of the new and revolutionary developments in fine radio receiver construction. The list of Scott “firsts” which have been pioneered and developed in our Laboratory during the past ten years we have been in the radio business is long and distinguished.

Among them may be mentioned the following:

The FIRST Superheterodyne receiver to successfully use more than one tuned stage in an I.F. amplifier was the Scott World’s Record Super 8; the receiver which in 1924 created a sensation in the radio world by establishing four completely verified world’s records for the consistent, night after night reception of broadcast stations 6000 miles or more distant.

The Scott Laboratories were the FIRST to introduce 210 power tubes as a part of the basic design in a radio receiver and the World’s Record Super 10, in which it was used, gave to the radio world an entirely new conception of what really fine tone quality could be obtained from a radio receiver.

Scott Laboratory Engineers were the FIRST to introduce a receiver incorporating the revolutionary screen grid tube, the Scott Shield Grid 9, using it fully a year before it was found in other commercial receivers.

Probably the most outstanding “FIRST” which has been pioneered and developed in the Scott Laboratory is the now universally used Allwave receiver. The Shield Grid 9 which was brought out in 1928 tuned all wave lengths from 20 to 550 meters, and so for the past 6 years all Scott Receivers have been Allwave. As you are probably aware Allwave receivers have only been introduced by most other manufacturers within the past nine to twelve months, proving that in this feature the Scott Labo-
ratories were at least 5 years ahead of the ordinary commercial receiver.

The Scott Laboratory pioneered and introduced the now universally used Noise Reducing Short Wave Antenna which has been copied in various forms by practically every other manufacturer in the radio industry. This type of antenna was developed for use and sold with the SCOTT ALLWAVE introduced in October, 1930.

SCOTT ENGINEERS UNAFRAID OF "COST OF PRODUCTION" GHOST

Such accomplishments are the result of untrammelled effort in our laboratories and the problem is not that of designing a radio receiver to sell for a certain price, for SCOTT RECEIVERS are built to a quality standard—not a price mark.

From such unfettered experimental engineering—plus custom construction methods that carry the laboratory precision of theory into the practicality of day-after-day manufacture—comes results such as the unrivalled richness of tone of the SCOTT ALLWAVE FIFTEEN; its world-girdling ability of distance getting; its accurateness of calibration; its unfailing perfection of service in every part of the world.

And Scott Engineers are contented, happy workers for never, in their secluded laboratory, does the grisly ghost of "cost of production" peer over their shoulders to discourage their efforts.

ONLY WORLD'S FAIR RADIO EXHIBITOR SHOWING EXACTLY HOW SET IS MADE

Visitors to Chicago's 1934 Century of Progress Exposition should not fail to visit the Electrical Building on Northerly Island for there they will find a great thrill in the interesting exhibit of the E. H. Scott Radio Laboratories.

The most interesting feature of the exhibit is the showing of the actual wiring and testing of the receivers which is done in full view of the crowd. Many visitors have been heard to remark on the fact that this is the only one, of the many radio manufacturers' exhibits at the Fair, where the actual construction of sets is carried out. From the morning opening hour until the closing of the building, a constant throng watches the deft movements of Scott technicians as the receiver is slowly built up, then is passed on into the testing booth. This testing booth is an exact du-
SCOTT RECEIVERS have always been noted for their very beautiful tone. However, constant research has enabled us in the SCOTT ALLWAVE FIFTEEN to produce an instrument that has even finer tone than any previous model we have ever built. When you are listening to a voice, you hear that voice so clearly and naturally, that if you close your eyes it is not a difficult task to imagine that the person is standing talking to you, face to face.

You will find when you are listening to an orchestra that you will hear instruments in the lower and higher ranges that you have never before heard coming from the speaker of any radio receiver. You will hear violins, trumpets, cymbals and other instruments just as naturally as you would hear them if the orchestra were in front of you. When you listen to a piano, you not only will hear the notes of the piano coming from your speaker as clearly as if the pianist were playing in your own room for you, but you will hear it so clearly and naturally that you can actually, at times, hear the thud of the felts on the hammers striking the piano strings.

We believe we can say without fear of contradiction that the new SCOTT ALLWAVE FIFTEEN sets an entirely new standard in the reproduction of voice, or instruments from a radio receiver.

**Volume Automatically Controlled**

Once the volume is set at the desired level, it is kept there automatically in the new SCOTT ALLWAVE FIFTEEN by the perfected Automatic Volume Control system incorporated in its design, which holds the volume of signals from stations near and distant at a practically constant level.

**Wave Bands Covered**

All wave lengths between 13 and 550 meters are covered by four wave bands.

**The Short Wave Station Locator**

One of the difficulties experienced in tuning in short wave stations on the regular type of allwave receiver is due to the fact that all short wave stations come in on a very small fraction of the dial, and until one has had considerable experience, it is difficult to locate short wave stations. To overcome this difficulty, a Short Wave Station Locator is incorporated in the design of the new SCOTT ALLWAVE FIFTEEN which makes the tuning of the short wave bands as easy as the broadcast band.

**All Parts Guaranteed Against Defect for Five Years**

The SCOTT ALLWAVE FIFTEEN is built from such high quality parts; the actual building of it is done by such highly skilled technicians; all units so impregnated and treated to protect them against the effects of moisture and all adjustments so carefully made and permanently fixed that we believe no part of this receiver will ever break down.

Every SCOTT RECEIVER produced the past four years has carried a Five Year Guarantee, and many hundreds of them have been in constant use for years, and are today still serving their owners and giving them perfect satisfaction in nearly every part of the world.

**Complete Technical Data**

We have prepared a 12-page booklet giving complete technical details of the SCOTT ALLWAVE FIFTEEN and will gladly send this if you desire further technical information.