Announcing Opening of Scott Custom Built Radio Salon at Rockefeller Center—New York City

Scott Custom Built Radio Receivers are built to order only in very limited numbers, in order that the construction and testing of every one can be given my personal supervision. They never can, and never will be built in large numbers, for it is impossible to build a receiver of such advanced design, and one that requires such precise workmanship, on a large scale production basis.

World’s Finest Custom Built Receiver

For over 10 years the Scott Radio Laboratories have been interested in only one thing, building not the cheapest, but the very finest and most efficient radio receiver in the world, and today it is acknowledged not only in U. S. A., but throughout the world, that a Scott Custom Built Receiver is the World’s Finest.

What Visitors to the Laboratory Say

However, it has become increasingly difficult to show their fine quality in the form of pictures and printed description. Visitors to the Laboratories here in Chicago usually remark, after they have had an opportunity to hear the superb tone, the remarkable reception of both American and Foreign stations, and see the workmanship and quality of the chassis and amplifier, that the printed description and illustrations give only a very slight idea of their high quality.

When they have examined the exclusive designs, the fine woods, and the exquisite craftsmanship and finish of our consoles, they are unanimous in their opinion that Scott quality is far above that of the ordinary radio. Just as an ordinary ready-to-wear suit, made to sell at a competitive price, cannot be compared to the quality of the fine, tailored, custom made suit of the high class custom tailor, so too Scott Custom Built Receivers cannot be compared to the regular factory built receivers sold in retail stores.

A New Idea in Radio Salons

To enable prospective customers in the Eastern part of U. S. A. to make a personal inspection of the new 23 tube Scott Full Range High Fidelity Allwave and the exclusive consoles which have been designed for it, a permanent Salon will be opened on December 3rd at Rockefeller Center, New York City. It will be located on the 33rd floor of the International Building, the entrance to which is at 630 Fifth Avenue. Here you will find a suite of rooms arranged just as they are in your own home, with all of the usual furnishings of fine living rooms, where you may relax and listen to the Scott Full Range High Fidelity Allwave, and hear it just as you would in your home.

Many locations in New York were considered, and Rockefeller Center was finally selected for its central location, and the fact that it is within a short distance of the studios of NBC and CBS, both extremely interesting to all radio enthusiasts. Here also is located Radio City Music Hall, the largest indoor theatre in the world, with a floor area of more than three and one-third acres, and seating approximately 6,300 people. Its stage, one of the most perfectly equipped in the world, is 44’ wide by 62’ deep. It has three elevators, each 70’ long by 16’ wide. The orchestra elevator will raise 75 musicians up 27’ from the sub-basement to the level of the stage floor. When fully completed, Rockefeller Center will have a daily population of 100,000 persons. In this, the finest and most modern group of buildings of their kind in the world, we are proud to display the World’s Finest Radio Receiver.
Let the World's Finest Radio Bring the Witchery and Romance of Distant Lands Into Your Home

Sitting in the comfort of your home you slowly turn a dial—your local program is gone—and in its place the sonorous chimes of a bell tolling the hours comes floating in over the evening air—then a voice from GSD in London tells you that Big Ben in the House of Parliament has just struck the hour of Midnight—and wishes you a pleasant good night.

You look at your watch—it is just 6:00 P.M. in Chicago—yet the throbs of those chimes from old England comes into your home with such power you begin to believe the age of miracles is not yet passed.

It is Christmas eve—you set your dials and listen—DIRECT—to Christmas Carols as they are sung in other lands. On Christmas morning, the magic carpet of a Scott Allwave can whisk you to the shores of sunny Australia and let you hear—from VK3ME in Melbourne—how a typical Australian Christmas is celebrated in that land. All this pleasure CAN be yours—right in your own home—with the new 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE.

Now you can know—by the slight turn of a dial—the thrill that comes with flight thru air and over oceans—and hear DIRECT the broadcasting stations of London—Berlin—Paris—and the Far East. With the Scott Allwave—you may, during one short evening span oceans—straddle mountains—hear many a strange tongue—and many a distant native song.

When you tire of programs that tell the merits of the many and various toothpastes or breakfast foods—roll up the carpet and dance to the music of the Hotel MayFair in London—or step to a Tango from VV2RC down in Caracas, Venezuela.

If, up to this time, you have listened only to U. S. broadcast stations—you are enjoying but half what radio has to offer. With the new 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE—the turn of the tuning knob will bring to you not only the finest programs our American broadcast stations have to offer—but also the speech and music of foreign lands and strange music everywhere—a never ending realm of novelty and variety of program—not just now and again—but DAILY.

Nor is this all!—In this land of ours—be it California—New York—Missouri or Texas—programs will come to you with a new color of tone—and a new depth of realism such as you have never before heard on any other radio.

Back of the design and construction...
of the 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE, lies over 10 years' experience in designing and custom building superheterodyne receivers exclusively. Today—the name Scott is a symbol—not only in every part of U. S. A., but in 146 foreign countries—for all that is finest in the entire realm of radio. Every 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE RECEIVER is a custom built instrument—made by precision engineering methods—in one of the most modern and completely equipped radio laboratories in the world.

Guaranteed for Five Years

No other radio receiver in the world is subjected to more careful scientific testing of every part by laboratory experts—each one a master technician—to insure the perfect performance that has —for over 10 years—made a Scott the World's Finest Radio Receiver. It is this custom craftsmanship that enables me to place an unqualified guarantee against defects (except tubes) for five years on every Scott Receiver.

You Can Prove Its Superiority

And with a Scott you have this performance guarantee—if it does not demonstrate its superiority right in your own home by bringing in more stations—from greater distances—with more volume—and better tone on both the broadcast and short wave bands—and is not superior in every way in construction and finish of chassis, amplifier and console—to any other radio with which it is compared—YOU TO BE THE SOLE JUDGE OF THIS SUPERIORITY—you have the privilege of returning it (you to pay transportation charges) any time within 30 days (30-day trial in U. S. A. only)—and the money you paid will be promptly refunded.

Compare These Features

Check these advanced features incorporated in the 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE against any other radio receiver:

- STRICTLY CLASS "A" POWER—35 Watts—50 Watts Class "AB"—over five times the undistorted power of the ordinary radio receiver.
- USABLE SENSITIVITY—Greater than 1 microvolt over complete tuning range—giving clearer and quieter foreign reception than any other radio—easily provable in any comparative test.

BULLET - DIRECT - SELECTIVITY—Continuously variable from 2 kc. to 16 kc.—enabling you to bring in more foreign and domestic stations than you have heard before on any radio.

FULL RANGE HIGH FIDELITY—Twice the tonal range of any other High Fidelity Receiver—25 to 16,000 cycles.

FOREIGN STATION LOCATOR—Instantly locates foreign stations.

VISUAL TUNING—So perfect indication is obtained on short wave or broadcast stations as weak as 1 microvolt.

TONE TRUTH SOUND CHAMBER—An exclusive Scott development that eliminates the boomy resonance common in the ordinary radio receiver.

Although a Scott is the World's Finest Radio Receiver—you can own one for little more than you would pay for an ordinary radio! It can be purchased on the Budget Plan if desired.
Description of Remarkable 40 Tube Musical Instrument
Built to Special Order for Eastern Owner

THE SCOTT QUARANTA

The Scott Quaranta is a special installation which has been built to the order of a lady who lives in one of the most beautiful estates in the East, as a Christmas present to her husband, a confirmed radio enthusiast. This gentleman will wake up Christmas morning to find that engineers from our Laboratory have completely installed in his home, as a Christmas present from his wife, probably the most magnificent, beautiful, and powerful phono-radio instrument that has ever been built.

This equipment, the result of nearly four months development work on the part of our Research Laboratory, uses 40 tubes. It is of such advanced design, and has been so costly to build, that its principal interest to the average radio enthusiast is in learning what actually can be accomplished when unlimited funds are available, together with the desire to achieve something better than has ever before been possible.

Some idea of the remarkable degree of perfection and efficiency obtained will be realized when I say that there is as much difference between the Scott Quaranta, and what would be regarded as a high grade commercial radio receiver, as there is between say, Sir Malcolm Campbell's Bluebird automobile with its 2,500 H.P. engine which traveled over the salt beds of Utah at a speed of over 300 miles per hour, or Gar Wood's Miss America X, with its four powerful 12 cylinder Packard engines, which shot across the waters of the St. Clair River at 124.8 miles per hour, and a regular stock model automobile or speed boat.

Uses 40 Tubes and 4 Speakers

Probably the first point of interest about the Quaranta is that it uses 40 tubes. Four Speakers are required to handle its full output and extended frequency range. Some slight idea of the difference in size between this installation and an ordinary radio can be obtained, when it is known that the weight of the chassis, amplifier and speakers (no consoles) is 232 lbs. The total weight of the chassis, amplifier, speakers, and Record Changing equipment, complete in the two special consoles (for a special console is required for the speakers alone) is 616 lbs. as compared with about 85 lbs., the average weight of a regular high grade commercial type receiver complete.

The R.F. and I.F. amplifier in our 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE RECEIVER is so advanced in design that it was found impossible to improve on it, and accordingly, with a few modifications, was incorporated in the Quaranta.

Revolutionary Quaranta Super Power Amplifier and Program Expander

This instrument incorporates for the first time the Quaranta Superpower Amplifier and Program Volume Range Expander, a revolutionary development. Although you do not realize it, when you listen to a program or a musical selection from your radio, you do not hear it exactly as it is played. For example, in symphonic compositions, the very soft, faint pianissimo passages are made louder, while the powerful loud forte passages are made weaker than they are actually played by the orchestra in the auditorium or studio.

Full Dynamic Volume Range Is Not Transmitted from Broadcasting Stations

Orchestral or instrumental music is not
transmitted with the full dynamic range of the very weak or very strong passages, and so is not heard in a radio receiver exactly as played because, in the Control Room of the Broadcasting Station, sits an engineer who watches intently a number of meters in front of him on the control board, and who deliberately makes the very weak passages louder, so that they can be received on your radio with sufficient volume to overcome audio line and tube noises in both his transmitter and a radio receiver.

On the other hand, he watches that the volume does not INCREASE over a certain peak, for then not only would the transmitter amplifier be overloaded by the heavy notes or passages, but you would get poor tone in your receiver, for the average radio does not have sufficient power output to reproduce these heavy notes without distortion. Practically the only radio receiver available today which actually does have sufficient power output to reproduce every note of a symphony at its normal volume, without distortion, is the regular 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE RECEIVER.

Phonograph Records Are Never Recorded Exactly As Selection Is Played

The phonograph recording engineer must increase the volume of the faint pianissimo passages so that they will not be drowned out by record needle scratch, and he must also cut down the volume on the heavy forte passages in order to prevent overcutting of the record grooves.

Why the Scott Quaranta Actually Gives SUPERIOR Reproduction to That Which Broadcasting Stations Put on the Air

While it seems like an exaggerated statement, the Scott Quaranta Installation corrects the defects mentioned above in both radio and phonograph reproduction, and actually gives SUPERIOR reproduction to that which the broadcasting stations are putting on the air, or what is impressed on the phonograph record itself. It accomplishes this, BY PUTTING BACK INTO THE MUSIC THAT WHICH THE MONITORING AND RECORDING ENGINEER HAS TAKEN OUT, for it makes soft passages still softer, and loud passages still louder, in this way, automatically reversing the monitoring which was done by the engineer at the broadcasting station and recording studio, thus allowing a large symphony orchestra to be heard with the full dynamic volume range of the original.

Dynamic Volume Range Controlled On Either Radio or Phonograph Reproduction

Recognizing that the monitoring of the broadcasting station programs varies to a certain degree with the individual monitoring engineer, the range of expansion of pianissimo and forte passages which can be obtained with the Quaranta has been made adjustable from zero to approximately a volume range five times as great as that at which it is recorded or broadcasted, and is entirely control-able on either radio or phonograph reproduction.

How Vivid Realism Is Added to Music and Voice

The dynamic volume range expander of the Quaranta automatically accomplishes another very startling result which adds tremendously to the pleasure and the vivid realism of many selections. You have, for example, been listening to the voice of a speaker, or a musical selection which has just come to an end. Instantly, there is a dead silence, for not a sound of any kind comes from the speaker of this remarkable instrument, as it automatically and instantly decreases the sensitivity so that there is not even the faintest whisper of a tube noise; nothing but silence. The effect is quite startling, for the increased vividness and life added by giving to all reproductions their natural dynamic range, gives one a feeling, to a greater degree than has ever before been attained in a reproduction of voice or music, of the actual physical presence of the performer or the orchestra.

To secure the most perfect reproduction, and prevent vibration from the four loud speakers affecting tube operation at high volume, a special console was designed for the speakers alone, and a separate console for the R.F. and I.F. chassis, the amplifier chassis, the phonograph record changing mechanism, and the phonograph record albums.

Quaranta Amplifier Uses 20 Tubes in Two Separate Audio Channels

The R.F. and I.F. chassis, as I have said before, is practically the same as the 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE with certain modifications, and is installed in the compartment directly below the phonograph record changing mechanism, while the Quaranta amplifier is located in the bottom of the console. It contains 20 tubes, and consists of two separate audio channels.

The Special Speaker Console for the Four Speakers
Mid and High Frequency Channel Has
Output of 50 Watts and Handles
Frequencies from 125 to
16,000 Cycles

The channel handling the mid and high frequencies from 125 to 16,000 cycles utilizes 8 tubes and contains a filter system which completely eliminates the bass frequencies, thus avoiding overloading and modulation of the higher frequencies during audio bass reproduction. The mid and high frequency channel has a maximum undistorted output of 50 watts.

Bass Channel Has Output of 50 Watts and Handles Frequencies from 30 to 125 Cycles

The bass channel handles the frequencies from 30 to 125 cycles, utilizing 12 tubes, and has a peak power output of 50 watts. It incorporates a special low frequency band pass circuit, and was developed especially for the Quaranta. It incorporates a filter which eliminates the higher frequencies and allows the deep full bass notes to pass, thus avoiding possible overloading from the higher frequencies.

As we have said, the bass frequency channel handles frequencies from 30 to 125 cycles, while the mid and high frequency channel reproduces the frequencies from 125 to 16,000 cycles. This division of frequencies has been chosen for two reasons. First, because while it is often desirable to increase the bass response above that which is actually being broadcast or reproduced from a record, it is NOT desirable to accentuate the lower frequencies of the human voice. The bass channel, due to its flat desirable band pass characteristic, has practically no effect on the naturalness of voice reproduction, but enables the bass notes to be brought up to any desired volume. The second reason for the choice of this frequency division is that the power represented in radio phonograph record reproduction, or music which covers the entire audio frequency range, for example, a symphony orchestra or band, is, on the average, equally divided between the frequencies above 125 cycles, and the frequencies below 125 cycles.

In other words, for full range reproduction, each channel in the Quaranta amplifier gives approximately the same amount of power, thus enabling the entire system to operate up to its maximum power output level of 100 watts, so avoiding any possibility of overload in either channel, even when operated up to as high as the full original volume of a symphony orchestra in the Auditorium in which the music is being played.

Tremendous Power Always Under Perfect Control

Although the Quaranta amplifier is capable of providing enough undistorted output to fill even the largest Auditorium, it is under perfect control at all times, and any degree of volume can be secured. It can be tuned down so low and soft that a selection can barely be heard 10 feet from the speakers, yet, if desired, it can be turned up to the point where the same selection could be heard perfectly, without distortion, in every corner of the largest Auditorium in the country.

Four Special Speakers Used in Scientifically Designed and Accoustically Perfect Speaker Cabinet

The mid frequency speaker is located above the low frequency speaker, so that the fundamental frequencies of speech and music are reproduced at normal height above the floor, and just about ear level when sitting down. The two High Frequency speakers are located at the top of the cabinet, and the sound from them is directed thru exponential horns with diffusing vanes, which provide full room coverage of the higher frequencies which represent the overtones and harmonics which give life and realism to the reproduction.

Never Before Such Realism from Phonograph Records

In the top of the cabinet is located the Automatic Phonograph Record Changing unit, which will play thru a complete symphony if desired, without interruption or attention after the records are placed on the turn table. To hear a symphony, or, in fact, any of the new High Frequency records reproduced thru the Quaranta, with the control set to give the desired degree of volume range expansion, is something no real musician will ever forget. One might just as well be in the Auditorium with the orchestra itself, so startling and life-like is the reproduction.

One of the most interesting features of the Quaranta Installation is the fact that it has been especially designed to give maximum pleasure to two people whose interests differ widely. Mrs. —— is interested primarily in fine music, while Mr. —— is interested principally in bringing in broadcasting stations clearly from the distant parts of the world. Some five or six months ago, Mrs. —— had the pleasure of listening to
our 23 tube SCOTT FULL RANGE HIGH FIDELITY ALLWAVE model in the home of one of her friends, and is immediately elevated over its superior tone. While visiting some friends in Chicago this Summer, she called at the Laboratory and commissioned me to build for her, regardless of cost, the most perfect sound reproducing instrument that could be designed. The result is the Scott Quaranta. The new Quaranta model, "The Scott Quaranta," has been designed to meet the needs of both the professional and the casual listener. It is a high-fidelity, full-range all-wave model that reproduces music with unprecedented clarity and detail. The Quaranta is equipped with 23 tubes, providing exceptional performance and a wide range of musical enjoyment.

On Display at Chicago and New York for Three Weeks

Thru the courtesy of Mrs. ..., I will have her instrument on display at the New York Salon from December 3rd to December 21st, and visitors to our Chicago Studios may hear, during the same period, a duplicate model that I have built for my personal use. Orders can be taken for a complete Quaranta Installation for delivery 60 days after receipt of the order, at a net cost of $2,500.00, completely installed in your home by engineers from the Laboratory.
Dear Mr. Scott:

"I have certainly been putting my new receiver thru its paces, and am more than satisfied with it. Reception from European stations during the evening and early morning hours has been good, although it is somewhat early yet for real Trans-Atlantic reception on the broadcast band. From my experience in previous years, I believe reception of the Europeans will continue to improve until late December, when peak reception will be reached."

South Americans on the broadcast band are simply all over the dial. I have been doing some good work on split frequencies with these. Here is a bunch I sent reports about to during the past six days: PRF4 on 923 Kc., PRG3 on 1285 Kc., PRB9 on 1017 Kc., PRB6 on 815 Kc., all in Brazil. 3P9 on 898 Kc., in Paraguay; CX16 on 831 Kc., CX8 on 690 Kc., CX14 on 810 Kc., CX34 on 620 Kc., in Uruguay. LR3 on 950 Kc., LS4 on 671 Kc. (1 Kc. away from your Chi station on 670 Kc.) both in Argentina. Others heard nearly every night in Argentina, and which have been verified are, LR2 on 910 Kc., LR4 on 990 Kc., LR5 on 830 Kc., LR6 on 870 Kc., LS8 on 1230 Kc., VVIRC in Curacos is, of course, a local here. Reception from all South Americans was secured with the Volume Control about 3/4 on, Sensitivity Control full on, and all were heard with loud speaker volume.

"On November 8th, reception during the early evening from 4:45 to 7:00 P.M., E.S.T. thru our local stuff here was very good. First reception was from Bari on 1059 Kc., 1 Kc. away from WBAL, Baltimore—W BAL is 10 Kc. away. I was able to hold Bari on the loud speaker just under an hour when he left the air. The only time there was interference was when Bari was fading, then there was a whir and overlap, but it was never bad, and I just needed to touch the dial to go from Bari to W BAL. His program was copied solid with just about clear frequency reception.

"At 8:00 P.M., I happened to run across 913 Kc., and there was the Frenchman at Touloise signing on for some sort of a special test, and from 8:00 to 9:02 E.S.T., this station in France was on the speaker with we may just as well say, local signal volume, but no one could carry out on him before several people who had dropped in to hear the set. During the hour the program was listened to, only now and then was there a burst over from the Canadian on 910 Kc., which as you know, is very strong. The only interference was when this bird faded, then the AVC would take hold quick, and a little noise would result until he came back to normal in less than one-half a minute.

"Saturday, the 9th, brought more stations. WHN at New York is on 1010 Kc. For some reason this station lays down a signal here that beats the 50 Kilowatt WABC and WEAF. The overlap from WHN on every set I have tuned out here has been bad, according to the type of program being run. At 5:00 P.M., November 9th, I held OKR on 1004 Kc., a 13 Kilowatt bird in Bratislava, Czech. This is only 5 Kc. away from WHN who at the time was running an Irish program on fiddles and other strings that register up to real High Fidelity, and you know how this can spread out. Well, OKR on 1004 Kc., was in there with very good volume, and for 50 minutes I listened on the speaker to a Symphony Concert being broadcast. I held him until closing down and got the announcement very plainly. The tuning needle went half over into the red, with the Sensitivity all the way on, the Volume Control one-fifth to one-quarter on, and using the 60-foot aerial. Between selections until 6:00 P.M., I skipped over the dial and found others that could be easily copied, among them Midland Regional (London) on 1013 Kc., just 3 Kc. away from WHN, West Regional on 804 Kc., 4 Kc. away from another local here WNYC, Toulouse on 913 Kc., Bari on 1059 Kc., Frankfurt on 1195 Kc., Fecamp on 1113 Kc., Lille on 1213 Kc., Pute Parisien 959 Kc., Hamburg on 904 Kc., Hilversum on 995 Kc., just 5 Kc. away from 50 Kilowatt WZB at Boston. I couldn't begin to make a log of this in one evening, so stuck with OKR until he left."

"Sunday morning's program gave the first real morning reception to date from Europe this season. Mr. Goss came up from Brooklyn to see what could be done. Sunday morning is generally poor, for most of the Europeans don't start up until 3:00 or 4:00 A.M., E.S.T. which is quite late to hold them. At 12:30 A.M. Franklin on 1195 Kc., was fair, so we waited until 1:00 A.M. until some of the stations here closed down. More or less dropped in during the evening, and I discovered that they had come here to see what I had been hearing, for it seems none of them have been hearing anything to talk about on the broadcast band in Europe. At 2:00 A.M., E.S.T., we found several good stations, the German on 1195 Kc., was fair and fading deep. Between this and 4:00 A.M. we had Fecamp on 1113 Kc., Bordeaux on 1077 Kc., and Rennes on 1040 Kc. All were easily copied. We covered the different frequencies and heard several of them pop on for the morning, among them Trieste, Turin, Milan and Bari in Italy, and Hilversum in Holland.

"So far as I know no one around here, or in New York, is receiving any Trans-Atlantic stations at all. When I spoke of early evening reception to some of the DX'ers here, I got queer looks, so invited them up to hear them. When they came up and heard the stations coming in, it was a shame to look at their faces. Sometimes it is hard even for me to believe that I am actually getting the split frequency stations I am now pulling in. There is no doubt about it, your variable Selectivity is what does the trick, combined with the high degree of usable Sensitivity."

"You will be interested to know that I have just received a cable from the German Government saying they were putting on several special programs for me and the Club, the IDA, so I feel sure I will have some good reports to send you on reception during December."

Yours very truly,

(Signed) R. H. Tomlinson.