

# The Scott News

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## Scott Owners Hear Xmas Celebrations in All Parts Of The World

*The description following will be found interesting to those who, as yet, have not had the pleasure of listening DIRECT to programs from foreign countries. Thru the British Broadcasting Corporation's short wave stations, voices were heard from speakers in England, Scotland, Ireland, Canada, India, South Africa, Australia and New Zealand.*

E. H. S.

THE first celebrations tuned in on Christmas morning were those from England, whose colonies and possessions are scattered all over the globe. This Christmas, through the miracle of short wave radio, the British nation had a great family XMAS party in which millions in all parts of the Empire joined. The complete program to be described was heard direct from short wave station, GSE, London, England. Short wave transmitters located at Cairo, Egypt; Ottawa, Canada; Capetown, South Africa; Bombay, India; Melbourne, Australia; and Wellington, New Zealand, transmitted the voices of the various speakers taking part in the broadcast, which were received in London, then broadcast from GSE, the English station. As this was a very special broadcast, part of it was picked up and rebroadcast in

U.S.A., so that many owners of ordinary receivers had the pleasure of hearing it through their local station. However, I am sure that those who tuned in on the program direct from London, received a much greater thrill than those who simply listened to the rebroadcast.

### *The Celebration Starts*

The celebration started at 2:30 P.M. in England, but as English time is six hours ahead of C.S.T., it was exactly 8:30 A.M. in Chicago when I tuned in

husband, who was at work in a large electric power station, a Merry Christmas. This was followed by the children's greetings to their father. There was a brief pause, then the father's voice was next heard wishing his family at home a Merry Christmas. He then sent a special greeting to a friend in Canada, after which he told his family he would soon be finished work, and would be home in a short time for tea.

### *Xmas Greetings from Canada*

In Canada, the friend to whom greetings had just been sent was listening in, so a switch was thrown, then over the air came the voice of the Canadian thanking his English friend for his Christmas greetings, and on behalf of Canada wished everybody listening in a Merry Christmas and a Happy and Prosperous New Year. The Canadian then introduced his wife and three children, all of whom spoke into the microphone, the children sending a special Christmas greeting to some particular friend of theirs.

### *Xmas Greetings from Scotland*

Now once again came the voice of the English announcer telling us our next  
*(Continued on page 3, column 1)*



*On River Thames, London*

GSE. In Canada it was early Christmas morning; in South Africa it was late afternoon; in India it was evening; in Australia it was just after Midnight, while in New Zealand it was 3:00 A.M. on the day following Christmas. The program started off with Big Ben in London striking, then after a brief announcement we were taken to a modest home in Sheffield, England, where a microphone had been placed.

First the voice of a typical English-woman came over the air wishing her



Wide World

*Scene in South African Village near Capetown.*



Underwood & Underwood

*Houseboats on Stream in Vale of Kashmir, India*

# You Are Invited To See And Hear Scott Custom Built Radio At Our New Salon In Rockefeller Center, New York City

IN last month's "Scott News" we announced the opening of our New York Salon on the 33rd floor of the International Building of Rockefeller Center. From the photographs shown on this page, it is evident that it bears little resemblance to the ordinary radio sales room. Each of the rooms in it have been arranged to represent, as near as possible, a living room in the home.

There is a very definite reason for this arrangement. To properly judge the tone of a radio receiver, it must be heard in surroundings as near as possible to those which you will find in your own home. When a receiver is heard in the ordinary radio store it very often sounds quite different than when listened to in a regular room. When all is said and done, what you are interested in when considering the purchase of a radio, is *what will it sound like in your own living room*. I think most of my readers will agree that in our new Salon we have been quite successful in retaining the room atmosphere of the home.

For several years visitors to our Salon in the Laboratory here in Chicago have often expressed the wish that it had been possible for them to have made an actual inspection long before, so that they could have seen the high quality built into both the custom made consoles and the precision built Scott Receivers. Hundreds have informed me, if this had been possible, they would have been Scott owners years ago.

It is simply stating a fact that it is impossible to form any adequate idea without an actual inspection, of the beautiful woods, the fine finish and the craftsmanship of the exclusively designed Scott Consoles, or to fully realize the high quality and workmanship embodied in a Scott Receiver.

The opening of the New York Salon is in answer to the hundreds of requests we have had from prospective owners in the East who desired to see and hear our receiver before placing their order.

mediocre article look as good on paper as one of the finest in its class. Both Scott Consoles and Scott Receivers are Custom Built, and their pictures give only a slight idea of their quality. In a Scott Console you will find beautifully figured woods, built by craftsmen who have spent their lives in the making of fine furniture, and a hand rubbed finish that will retain its luster for many years to come.

At the Salon you will have an opportunity not only to hear a Scott Receiver, but also to examine its construction and design. When you compare its high quality with that of the regular type production receiver, you will be amazed at the tremendous difference you will find. You will have no hesitation in agreeing with the many thousands of Scott Owners in all parts of the world, who are enthusiastic in their belief that in their Scott they actually own The World's Finest Radio Receiver.

Although the opening date of the Salon was set for Tuesday, December 3rd, visitors began dropping in on Monday. They found the carpet layers, decorators, etc., in charge, and we had quite a busy time trying to answer the many visitors' questions, and at the same time continue with the work of preparing the Studio for the official opening day. However, by working day and night, and into the early hours of Tuesday morning, we were able



*View Showing Interior of Our Salon in International Building, Rockefeller Center, New York City, with Quaranta Speaker Console, Tasman and Imperial Consoles.*

Very often when the quality of an article is judged from a picture, the actuality is extremely disappointing, for expert photography and art work can often make a very

continue with the work of preparing the Studio for the official opening day. However, by working day and night, and into the early hours of Tuesday morning, we were able



*The Quaranta Chassis Console Shown at Left.*



*The Laureate and Milton Consoles.*

open with everything properly arranged. This was fortunate, for although we expected to receive a number of visitors, we were quite unprepared for the large number who crowded into the Salon on Tuesday, and who have continued to do so practically every day since then. Although the Salon



*The Waverly, Windsor, and Wellington Console Shown in Smaller Studio*

rooms are quite large, they have already proved entirely too small to accommodate comfortably all of those who have desired to examine and hear our receivers.

There has hardly been a minute since the Salon opened, from 10:00 A.M. in the morning until 9:00 P.M. at night, that all of us have not been busy trying to answer the questions of at least three people at the



*Mr. Eidson and the New York Staff*

same time. New York has certainly given us a very warm welcome.

One of the very pleasant features in connection with the opening of our New York Salon has been the opportunity it has given me of meeting some of the many hundreds of enthusiastic Scott Owners in New York, and the surrounding territory, for whom I have built receivers.

### **Scott Owners Hear Xmas Celebrations in All Parts of the World**

*(Continued from page one)*

visit would be to the home of a farmer in the North of Scotland. A few seconds later, the delightful rich burr of the Scotch tongue was heard and the Scotchman and his wife described how they had

spent the Christmas morning. At the same time they took the opportunity to send Christmas greetings to their son and daughter-in-law who now live in South Africa.

### **Next Come Greetings from South Africa**

The voices of the Scotchman and his wife had no sooner died away, than the English announcer switched his listeners over to South Africa where, from a microphone, there came the voice of a son wishing his mother and father in Scotland a Merry Christmas. He described how his wife, himself, and some friends were having afternoon tea in their garden, and introduced those gathered 'round the tea table so that they might also extend to the world their Christmas greetings. The South African's greeting concluded, back we switched to London where we were informed our next visit was to be to a beach in the North of Ireland where an Irishman and his friend, a fisherman, stood chatting with each other. The fisherman described the luck he had had fishing that morning, then the XMAS greetings from Ireland were broadcast to the other parts of the British Empire.

### **Xmas Described in Village in India**

Once again Alladin rubbed his lamp (or rather threw a switch) and instantly, via short wave radio, we were transported to a village in the interior of India where an Englishman holding an official post, described how Christmas was being celebrated in the small Indian village where he lived. He informed his audience that although it was afternoon in England, it was 8:00 P.M. in the evening in India.

### **Xmas in Children's Ward in Wales Hospital Broadcast**

The greeting from India concluded, back to London again we went where we were transported to a children's hospital ward in North Wales where a Christmas party for the children in the ward was in progress. The matron in the ward introduced a number of her little patients who described their Christmas presents, then finished up their part in the program by wishing everybody—in Welsh—a Merry Christmas, and sent greetings from the people of Wales, England, to the people in New South Wales, Australia.

### **Australian Sends His Xmas Greetings**

Of course, the greeting from the people of Wales, England, had to be acknowledged by the people of New South Wales, Australia, so a few minutes later, the scene moved to a spot over 10,000 miles away, to New South Wales, where a family was gathered around a micro-

phone. After they had acknowledged the greetings from Wales, England, the Australian told his listeners how he and his family had been to church in the morning, and the fun they had had surf bathing in the open sea that afternoon.

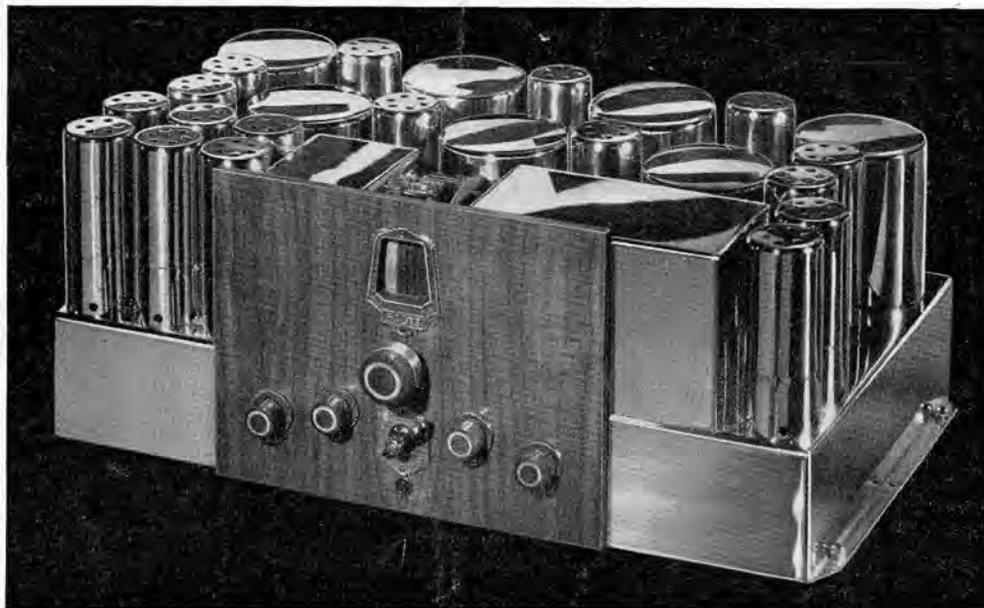
The Australian greetings concluded, once again we were returned to London, where the English announcer informed his listeners there were just two places to hear from, the nearest—London, England, and the farthest—New Zealand. A London taxi driver had been selected to describe Christmas day in London, and a very good job he made of it. Then a typical English school boy and girl, one nine and the other eleven years of age, who gave their names as Richard and Ann, in clear cultivated English voices, sent Christmas greetings to their grandfather in far away New Zealand.

The greetings of the English children finished, the voice of the grandfather, who had been listening to his grandchildren at Wellington, New Zealand, 12,000 miles away, was next heard. He expressed the pleasure it gave him to return the children's greetings. It must have been a thrill indeed for both the children and the grandfather to have exchanged their "Merry Christmas" in such a dramatic way.

### **Small New Zealand Girl Broadcasts Xmas Greeting to King**

And now came one of the most thrilling parts of this Christmas broadcast, when a little New Zealand girl sent her greetings to her King, and from England the voice of King George replying to her, and to all those who had sent in their good wishes and Christmas greetings to him from all parts of the British Empire. The King's greetings and his Christmas message to his people concluded, this great family party in which millions had joined, ended with the singing of "God Save the King" by groups gathered around a microphone in England, Wales, and Scotland. So ended one of the most interesting Christmas broadcasts ever put on the air.

In addition to this English broadcast, throughout the day there were numerous Christmas programs received via short wave from Berlin, Paris, Rome, and numbers of other foreign countries. Christmas Day, 1935, was one which provided very dramatic proof of the perfection that has been attained in foreign short wave reception, and proving, beyond all question, that the clear reception of programs from all parts of the world is one of the most interesting features that radio of today has to offer those interested in learning something about the customs, languages, and music of foreign lands.



## THE SCOTT *Full Range High Fidelity* RECEIVER

23 TUBES—WORLD WIDE RANGE FROM 13 TO 555 METERS

**T**HE SCOTT FULL RANGE HIGH FIDELITY RECEIVER is custom built to order—by experienced laboratory technicians—in one of the most completely equipped radio laboratories in the country.

Over eleven years ago the first SCOTT RECEIVER established Four World's Records for the consistent, night after night, reception of broadcast stations, not merely one or two thousand miles away, BUT STATIONS 6000 MILES OR MORE DISTANT, and since that time hardly a year has passed in which a SCOTT RECEIVER has not established new reception records. The hundreds of letters we have received from Scott owners, prove very conclusively the receivers I am regularly building and shipping to owners in all parts of the world, easily duplicate these records.

### A Laboratory Built Instrument

A SCOTT RECEIVER is built from the highest quality parts, to a precision standard. It cannot be produced in large numbers by factory production methods, but only in comparatively small numbers by highly skilled and special trained laboratory workers.

The SCOTT FULL RANGE HIGH FIDELITY RECEIVER is a 23 tube Superheterodyne receiver with a wave length range of from 13 to 555 meters.

### The Selectivity

The Selectivity of the new SCOTT FULL RANGE HIGH FIDELITY RECEIVER is continuously variable from 2 to 16 KC. This means you have at your control ample Selectivity to separate any broadcast stations using frequencies within 10 KC. of each other, regardless of power or location.

### The Sensitivity

To bring in distant broadcast stations requires great useable sensitivity. For example: A receiver may have fractional micro-volt sensitivity, but if a large percentage of that sensitivity is noise created in the receiver itself, it may reduce the useable sensitivity anywhere from 25% to 75%. High sensitivity combined with a low noise level, is most difficult to attain, but in this new receiver you will find sensitivity, **useable** sensitivity of such

a high order that it is a simple matter to bring in stations thousands of miles distant, and listen to them with pleasure.

### Station Selection

All wave bands between 13 and 555 meters are completely covered (no gaps) by means of an exclusive mechanical coil changing device perfected in our Laboratory. The small lever directly below the tuning knobs enables you to select in a second, any one of the four different wave bands.

### Perfect Undistorted Tone

SCOTT RECEIVERS have always been noted for their very beautiful tone. However, constant research has enabled us in the SCOTT FULL RANGE HIGH FIDELITY RECEIVER to produce an instrument that has even finer tone than any previous model we have ever built.

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 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.

### All Parts Guaranteed Against Defect for Five Years

THE SCOTT FULL RANGE HIGH FIDELITY RECEIVER 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 carries 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.

**THE E. H. SCOTT RADIO LABORATORIES, INC.**  
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