



ATWATER KENT RADIO

SALES IN MORE THAN 100,000 STORES



TWENTY years before the first radio broadcasting station was opened, the Atwater Kent name-plate on an electrical precision instrument was accepted as a mark of quality.

Today, on Radio, the Atwater Kent name-plate is our assurance of your complete satisfaction, for it is the mark of a reputation earned by strict adherence to rigid standards of quality. It is the symbol of our pledge—that these standards have not been lowered.

Atwater Kent Tuned Radio Frequency Receivers are licensed only for Radio Amateur, Experimental and Broadcast Reception.

ATWATER KENT MFG COMPANY

4700 Wissahickon Avenue

Philadelphia

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A. ATWATER KENT

PRESIDENT AND FOUNDER OF THE

ATWATER KENT MFG COMPANY

Philadelphia

EVER since I have been interested in Radio, this idea has been uppermost in my mind—Compactness with Simplicity.

Our ability to make powerful radio sets in compact cabinets is now a well-established fact. Hundreds of thousands of satisfied owners testify to that.

And now the second part of my ideal has been accomplished—in our Full Vision ONE Dial Receiving Sets. They are so simple that a child can operate them. Stations can be brought in perfectly with the use of but one hand and without looking at the dial!

Yet nothing has been sacrificed to gain this simplicity of operation or smallness in size. Our present Models are more powerful, more selective and have better tone qualities than any Receiving Sets we have ever made.

It has always been our policy to avoid novelties and to give the public only those things in Radio that will stand the test of time. The Receiving Sets and Radio Speakers listed in this catalog are in complete accord with this policy.

I am told that we are too conservative in the claims we make in our advertising. That is a pleasing compliment. I feel sure that our friends, both old and new, will continue to find that our radio instruments will do more than we say they will.

A. Atwater Kent.

Design

THE DESIGN of all Atwater Kent Radio is carried out by a staff of expert Radio Engineers who have at their command the facilities of a completely equipped and up-to-date Radio Laboratory.

Here is devised the very latest in modern radio apparatus. But each new development, every new piece of mechanism, must pass through a series of exhaustive tests—often covering many months' time—before it is turned over to the Production Department to be made up in quantities and put on public sale.

This rigorous “laboratory appraisal,” before any apparatus is offered to the public, is the basis on which the success of all Atwater Kent products has been built.



A view of the commodious Radio Laboratory which forms such an important part of the Atwater Kent manufacturing plant.

Manufacture

THE MANUFACTURE of Atwater Kent Radio is carried on in the largest and finest factory in the world devoted exclusively to the making of scientific electrical instruments. Built especially for this purpose, this plant is the last word in manufacturing efficiency—a veritable embodiment of speed and accuracy.

Here automatic machines, with almost human intelligence, turn long brass tubes and bars into countless small screws, nuts, binding posts and the like; hundreds of thousands of miles of fine copper wire is wound on solid and hollow cores to form magnets and transformers; sheet metal is stamped and pressed and spun to various shapes and forms; metal parts are either polished and then double lacquered or are finished in attractive colors of baked enamel.

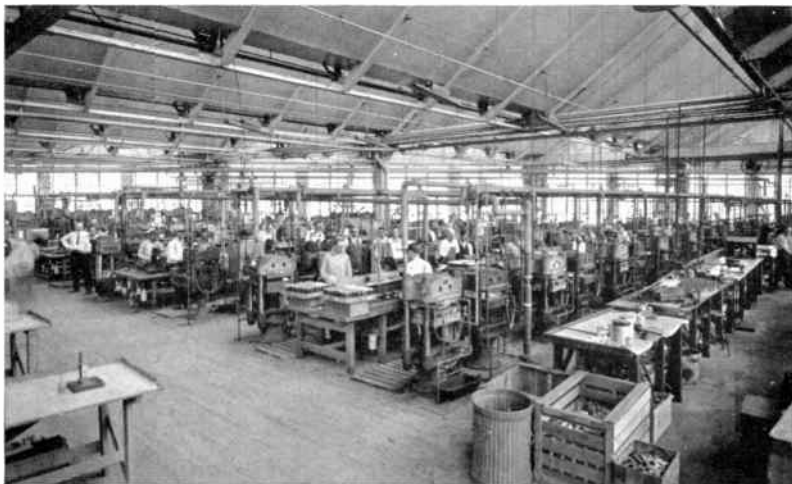


Looking down this aisle gives some idea of the multitude of machines that cover the vast floor space in the Atwater Kent plant.

Here tons of powdered Bakelite are moulded, under tremendous heat and pressure, into gleaming dials, panels and other parts; while the solid mahogany cabinets are dressed and stained and finished, ready to house the electrical units which complete the assembly of the receiving sets.

While these are but a few of the materials used, and this is but the barest glance at the multitude of delicate and complicated operations necessary in making Atwater Kent Radio, it will suffice, perhaps, to give you some idea of the hum of activity that covers the fifteen acres of floor space in the Atwater Kent factory.

But the most noteworthy feature having to do with the manufacture of Atwater Kent Radio, is the



Bakelite moulding department—the largest privately owned Bakelite moulding plant in the world.

time and attention devoted to inspections and tests—not merely to the finished apparatus, but to each of the various parts as they progress through the plant to the final assembly benches.

When you are told that one out of every ten employees in the Atwater Kent plant is an inspector, and that a typical receiving set is subjected to a total of 222 inspections and electrical tests before it is allowed to leave the factory, you will appreciate the care that is taken to insure perfection in the finished product.

It is this extreme care *in the factory* that makes Atwater Kent Radio so dependable in action—so perfect in the home.



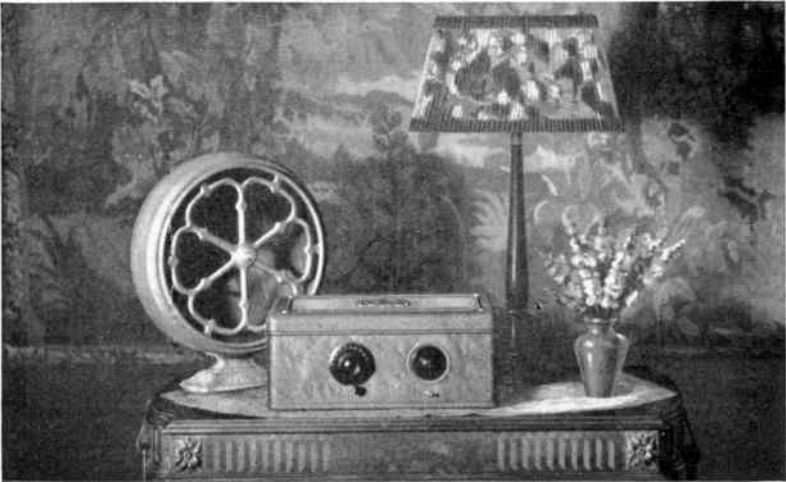
A few of the thousands of highly trained operatives that are required to make Atwater Kent Radio.

Tone

THE most significant word in Radio today is “tone.” By “tone” in Radio is meant the truthfulness with which a Receiving Set and Radio Speaker re-create the voices and music that enter the microphone.

Every voice, every musical instrument—in fact every sound—has its own particular tone, and the slightest deviation from the original is just that much loss to the Radio listener.

That so many people regard the tone of Atwater Kent Receiving Sets and Atwater Kent Radio Speakers as their outstanding feature is not surprising to those who witness the amount of care and attention bestowed on this phase of Atwater Kent Radio.



Volume

VOLUME in a Radio Receiving Set means the power with which it is capable of transforming the broadcasting it receives from near and far into audible sound.

All Atwater Kent Radio Receivers have ample power to operate one or more Atwater Kent Radio Speakers under all conditions where broadcasting reception is at all practicable. Not only is unusual volume attainable with Atwater Kent Radio Equipment, but the quality of the human voice and the distinguishing tones of all musical instruments are reproduced with unerring fidelity. Thus a single person or a whole room full of people can listen to a talk or a concert with equal enjoyment.



Selectivity

MANY types of radio receiving sets deliver a sufficient “volume” of sound from distant broadcasting stations, but they are not selective—that is, they cannot separate two stations, both broadcasting at the same time on waves of nearly the same length.

The notable “selectivity” of all Atwater Kent Receiving Sets is due, not only to the extreme care devoted to their design, but even more to the accuracy of their manufacture.

Particularly is this true of Atwater Kent FULL VISION One Dial Receivers. Their speed, accuracy and clearness of bringing in desired stations, enable the merest beginner to select stations with greater ease, speed and certainty.



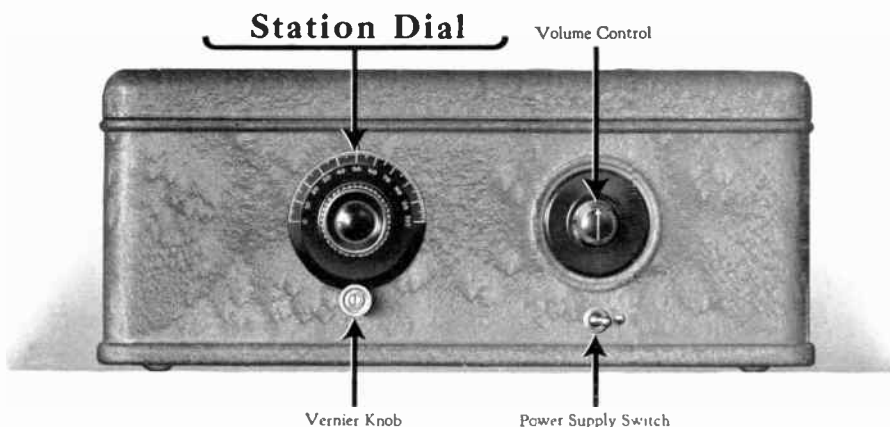
Range

JUST as the better type of automobile manufacturer of today does not enter his cars in speed contests, so the makers of the better grade of radio apparatus do not stress the records their equipment has made in the way of reception from far distant points, for both automobile and radio manufacturers realize that *dependability* and low maintenance cost are of much more interest to the public than claims of records of speed or distance, which are usually the results of most careful planning and particularly advantageous conditions.

While standard Receiving Sets taken from our regular stocks have repeatedly enabled their users to span the continent, and even the oceans, we discourage all attempts to sell our equipment based on any such claims. We prefer to have stressed the fact that Atwater Kent Receivers present a unique combination of Tone, Volume, Selectivity and Range.

If you were to ask a million* Atwater Kent Radio owners what features they admired most in their Atwater Kent Radio, the sum of their replies would spell *DEPENDABILITY*, and if you will accept our word for it and buy now—*today*—an Atwater Kent outfit, you not only will be saved considerable trouble and expense, but *you will be able to start right in and entertain your family and friends with the best that Radio has to offer.*

*Now—in more than a million homes.



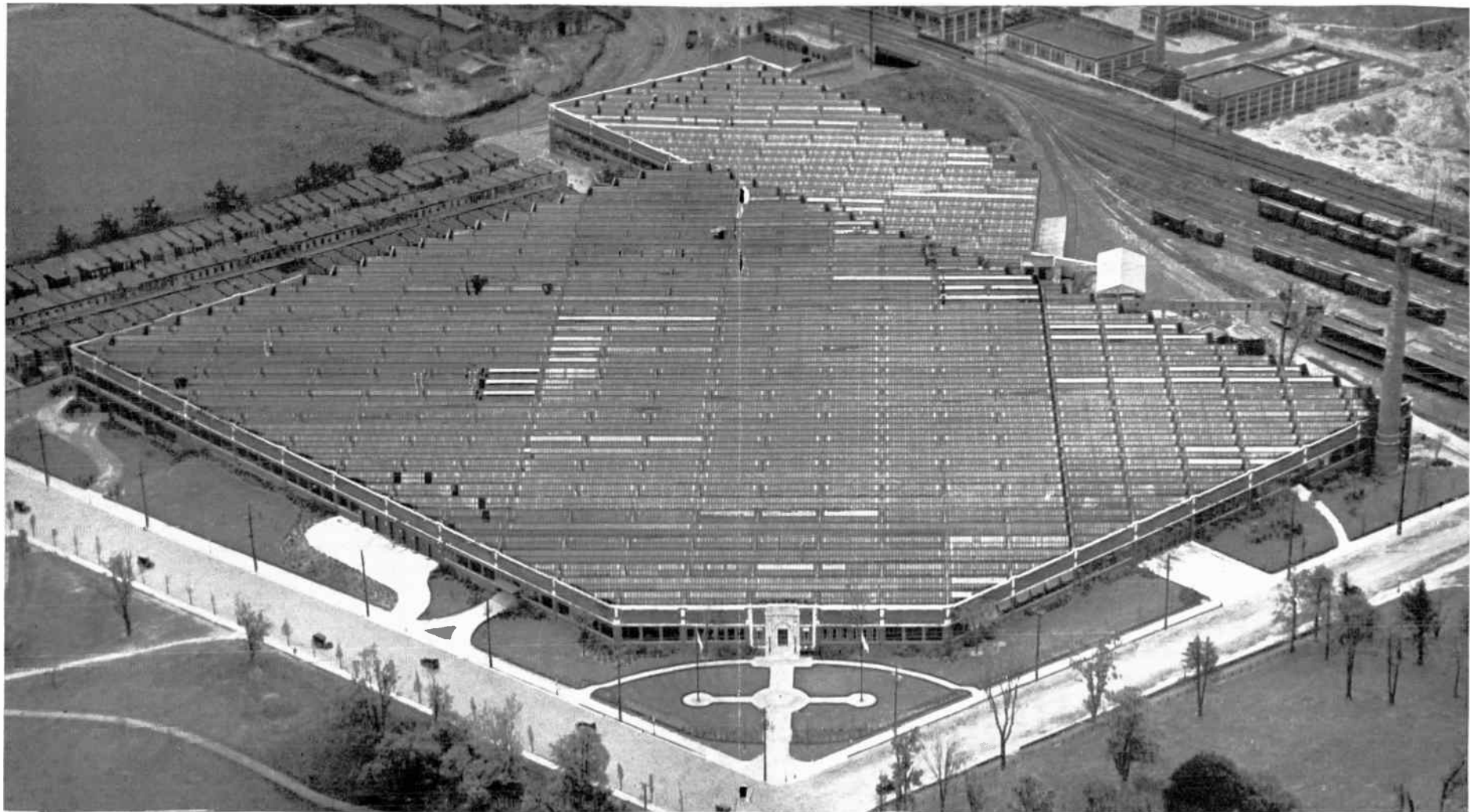
† Atwater Kent One Dial Receivers

*Licensed under Hogan Patent No. 1,014,002

THE operation of Atwater Kent One Dial Receiving Sets is of the utmost simplicity.* When you bring in a station with the Atwater Kent One Dial you will readily appreciate its advantages — because it is a FULL VISION Dial, you see it all at a glance. A touch of the fingers selects the station you want without fumbling or delay. This speed and ease in selecting stations is *due to this FULL VISION Dial*, one of *the* features of Atwater Kent Receiving Sets.

The use of the Volume Control is only necessary in order to reduce or increase the volume of music or voices. The complete operation of the set is instantly stopped or started by the Power Supply Switch without touching either of the other controls.

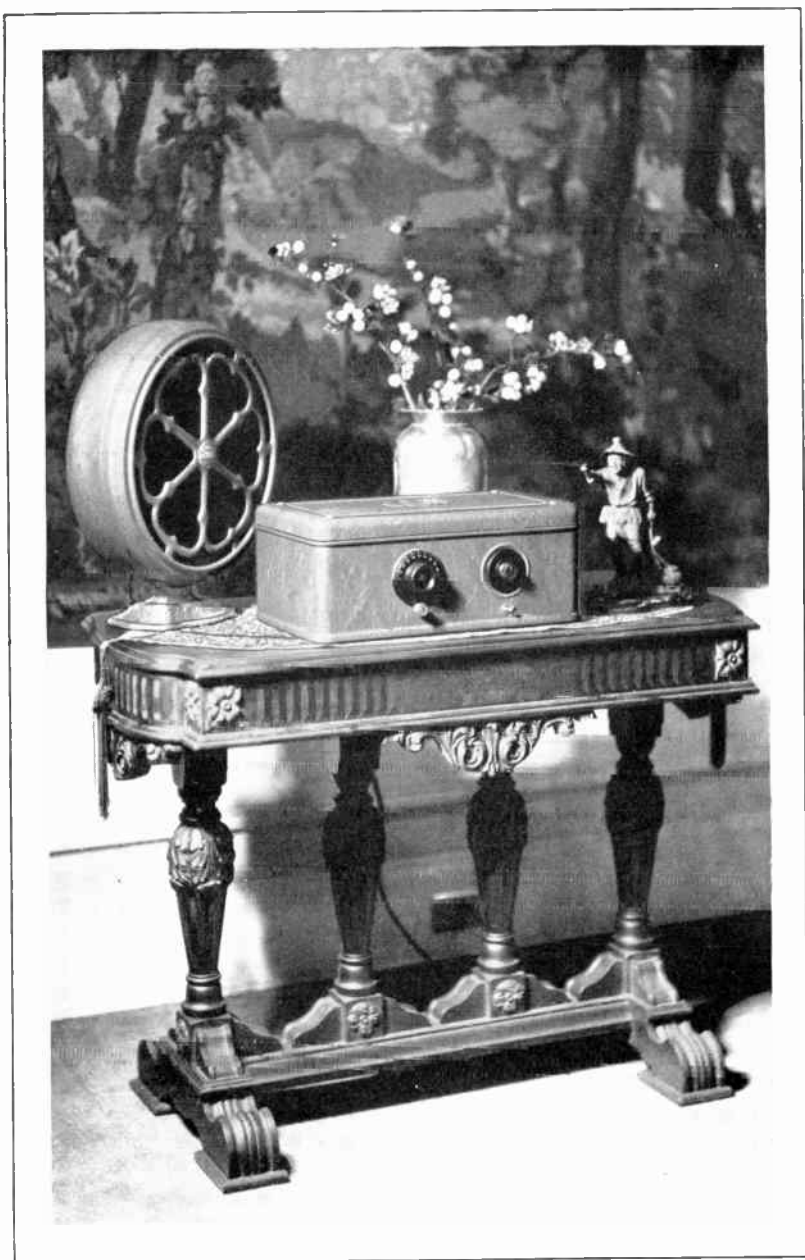
†Reg. U. S. Pat. Off.



The Factory Behind the Product

This photograph will give an accurate idea of the immense area of the plant. Saw-tooth skylights over the entire roof give a diffused daylight illumination throughout the building. Spacious grounds afford a plentiful supply of fresh air and sunshine.

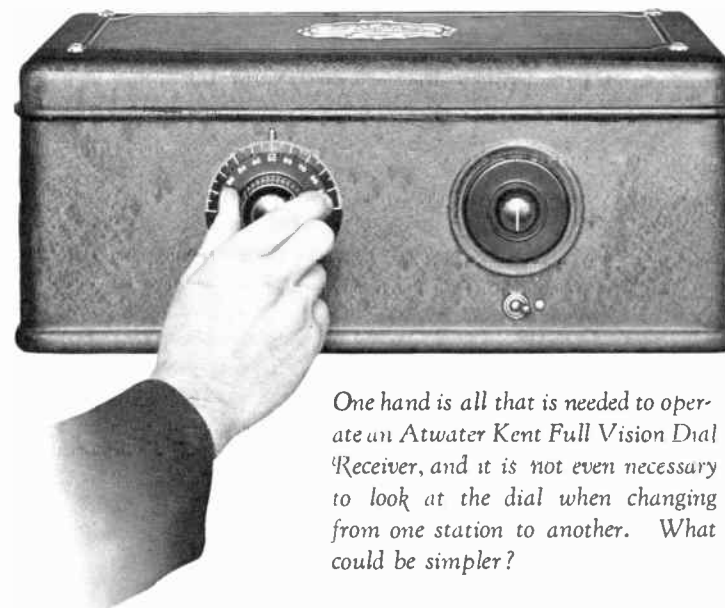
ATWATER KENT MFG COMPANY
4700 Wissahickon Avenue
Philadelphia



The dial setting of any station can be “logged” (written down) and by moving the dial to this reading can be readily returned to.

But with the FULL VISION Dial a log is of little use except as a means of identification. With the FULL VISION Dial all stations within range can be sampled and any one of them selected for a few moments, or a whole evening’s entertainment.

Atwater Kent Receiving Sets embody true One Dial control based on features which cannot be copied without infringing on Atwater Kent Patents.



One hand is all that is needed to operate an Atwater Kent Full Vision Dial Receiver, and it is not even necessary to look at the dial when changing from one station to another. What could be simpler?

Model 37 AC Receiver

A POWERFUL, selective and unusually compact receiving set which takes its power directly from the AC house circuit by simply plugging the attachment plug into any convenient electric light socket. Due to its small size it can be placed in any room without disturbing its present furnishings.

One FULL VISION Dial, a single Volume Control and a small snap switch are the only moving parts required to operate the Model 37. The efficient Volume Control permits a variation from elfin softness to full volume.

The exterior of the cabinet is in our new satin finish, in either of two striking color combinations, while the interior presents a marvelously compact and ingenious electrical assembly every part of which has been tested for accuracy—many to a fraction of a thousandth part of an inch, with all working parts scientifically matched.

The cabinet of this unique receiver is so constructed that it shields completely the electrical assembly inside, while the built-in power supply is doubly shielded. This careful shielding insures the

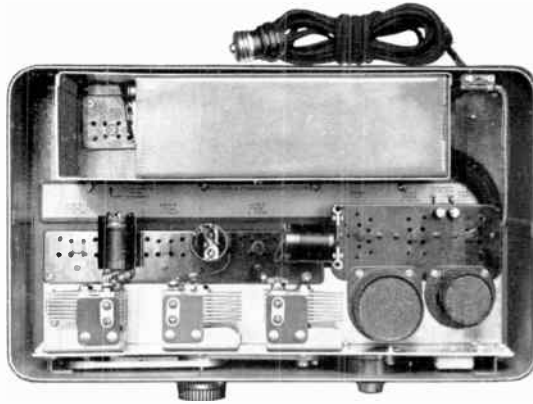


smooth, mellow, life-like *tone* for which the Model 37 is already celebrated.

Every part of the Model 37 is so fully guarded against deterioration that it should last a lifetime. It has innumerable exclusive features and refinements.

Regardless of price, it contains only the finest craftsmanship and materials; mass production, with its resultant economies, brings this Receiver within the reach of all.

The Model 37 comprises Two Stages of Tuned Radio Frequency Amplification in conjunction with the Atwater Kent Coupling Circuit, a Detector and Two Stages of Audio Frequency Amplification and is designed to use six Alternating Current Tubes and a Rectifying Tube for the Power Supply.



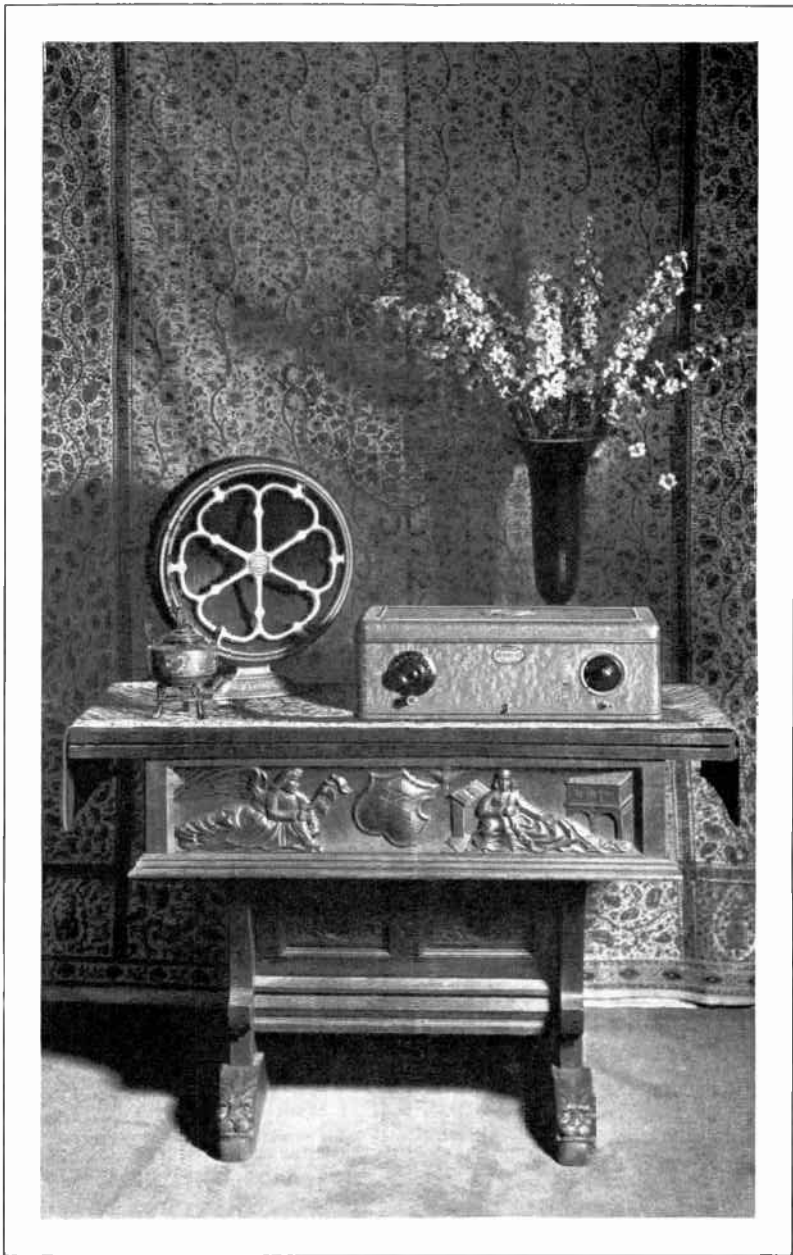
Finish: A choice of two beautiful color combinations, rich dark brown and gold or golden bronze and gold, both in the new satin finish. Name Plate, Vernier Knob, and Metal Ornaments are of gold plate.

Dimensions: Length, $17\frac{1}{2}$ in.; Depth, $10\frac{1}{4}$ in.; Height, $7\frac{1}{2}$ in.

Part No. 9500, Model 37 Receiver, for use with 110-115 volt, 60 cycle Alternating Current, complete with $10\frac{1}{2}$ feet of Flexible Attachment Cord and Two-Piece Attachment Plug, but without Tubes, \$88.

Part No. 9700, Model 37-C Receiver, is made in two parts, for use with 110-115 volt, 60 cycle Alternating Current, complete with $10\frac{1}{2}$ feet of Flexible Attachment Cord, Instruction Book and Log Card, but without Tubes, \$88.

NOTE : For details of additional necessary equipment see pages 28, 29 and 30.



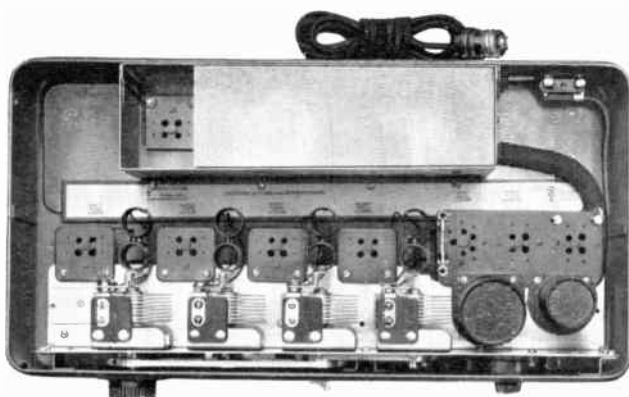


Model 38 AC Receiver

IN appearance, the Model 38 is the same as Model 37, but it is of necessity slightly larger, due to additions to the electrical assembly inside. These additions add very considerably to the range of this set, making it of particular value for use where distance getting is essential or where an inside antenna is necessary.

It has the beautiful tone quality and simplicity of operation for which all Atwater Kent Receivers are admired, combined with exclusive features which make its unusual selectivity possible.

Model 38 comprises Three Stages of Tuned Radio Frequency Amplification in conjunction with the Atwater Kent Coupling Circuit, a Detector and Two Stages of Audio Frequency Amplification.



INTERIOR VIEW OF MODEL 38

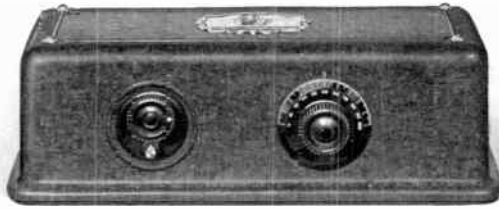
It is equipped for the use of seven Alternating Current Tubes and a Rectifying Tube for the Power Supply.

Finish: A choice of two beautiful color combinations—Rich Dark Brown and Gold or Golden Bronze and Gold—both in the New Satin Finish. Name Plate, Vernier Knob and Metal Ornaments are of gold plate.

Dimensions: Length, $21\frac{1}{4}$ in.; Depth, $10\frac{7}{8}$ in.; Height, $7\frac{1}{4}$ in.

Part No. 9400, Model 38 Receiver, for use with 110-115 volt, 60 cycle Alternating Current, complete with $10\frac{1}{2}$ feet of Flexible Attachment Cord and Two Piece Attachment Plug, but without Tubes, \$125.

NOTE: For details of additional necessary equipment see pages 28, 29 and 30.



Model 35 Receiver

(Battery Model)

BEAUTIFUL appearance, simplicity of design, sturdiness of construction, are the outstanding features noted on examining the Model 35 FULL VISION One Dial Receiver.

The cabinet is made to shield completely the electrical assembly inside. It is finished in a rich brown crystalline, the Name Plate, Vernier Knob, Metal Ornaments, etc., are in gold plate.

The Model 35 is a Six Tube Receiver comprising Two Stages of Radio Frequency Amplification, in conjunction with the Atwater Kent Coupling Circuit, a Detector and Two Stages of Audio Frequency Amplification.

Crystalline Finished Cabinet. Dimensions: Length, $17\frac{3}{6}$ in.; Depth, $7\frac{5}{6}$ in.; Height, $5\frac{1}{4}$ in.

Part No. 8100, Model 35 Receiver, with complete Instruction Book and Log Card, but without Tubes, \$49.

NOTE : For details of additional necessary equipment see pages 28, 29 and 30.



Model 30 Receiver

(Battery Model)

THE cabinet of the Model 30 is of solid mahogany finished in rich dark brown. The front panel is of metal with a brown mat surface which brings out the sparkling sheen of the brown Bakelite dial and rheostat knobs. Name Plate, Battery Switch and Vernier Knob are all of gold plate. All together this combination of colors and finishes gives to the Model 30 truly an air of unobtrusive elegance.

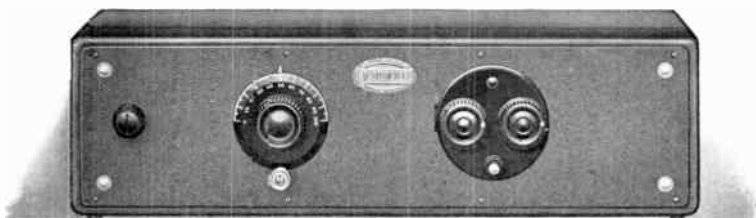
The Model 30 is a Six Tube Receiver comprising Two Stages of Tuned Radio Frequency Amplification in conjunction with the Atwater Kent Coupling Circuit, a Detector and Two Stages of Audio Frequency Amplification.

Solid Mahogany Cabinet. Dimensions: Length, 19 $\frac{3}{4}$ in.; Depth, 6 $\frac{5}{16}$ in.; Height, 6 $\frac{1}{8}$ in.

Part No. 8000, Model 30 Receiver, Solid Mahogany Cabinet, hand-rubbed finish, with 10-foot Power Supply Cable; complete Instruction Book, Detector Cap and Log Card, but without Tubes, \$65.

Part No 9040, Model 30-C Receiver, Poplar Wood Cabinet, less expensively finished, with 5-foot Power Supply Cable; complete Instruction Book, Detector Cap and Log Card, but without Tubes, \$59.

NOTE: For details of additional necessary equipment see pages 28, 29 and 30.



Model 33 Receiver

(Battery Model)

ALTHOUGH more powerful and somewhat larger in size, the appearance of the Model 33 is almost identical with the Model 30 described on page 24. The main difference is the addition of an antenna adjustment device which assures unusual selectivity. Adjustment is made by the use of the little knob located to the left of the Station Dial.

The Model 33 is a Six Tube Receiver comprising Three Stages of Tuned Radio Frequency Amplification, a Detector and Two Stages of Audio Frequency Amplification with One Station Dial and an Antenna Adjustment Device.

Solid Mahogany Cabinet. Dimensions: Length, $21\frac{1}{8}$ in.; Depth, $6\frac{5}{16}$ in.; Height, $6\frac{1}{8}$ in.

Part No. 8930, Model 33 Receiver, Solid Mahogany Cabinet, hand-rubbed finish, with 10-foot Power Supply Cable; complete Instruction Book, Detector Cap and Log Card, but without Tubes, \$75.

Part No 9050, Model 33-C Receiver, Poplar Wood Cabinet, less expensively finished, with 5-foot Power Supply Cable; complete Instruction Book, Detector Cap and Log Card, but without Tubes, \$69.

NOTE: For details of additional necessary equipment see pages 28, 29 and 30.



FURNITURE BY COURTESY OF J. B. VAN SCIVER CO., CAMDEN, N. J.

Radio Speakers

THE apparatus which transforms the electrical impulses generated in the Receiving Set into audible sound, is called a Radio Speaker.

This wonderful piece of mechanism is a most important part of a radio installation, for it must be capable of *re-creating* the music, voices and other sounds *exactly* as they were broadcast, otherwise false notes, distorted voices and noisy vibrations will be the result.

For this reason we particularly recommend Atwater Kent Speakers to owners of Atwater Kent Receivers.

Only after very extensive scientific research and almost endless tests and experiments were Atwater Kent Radio Speakers offered to the public. As a result, their ability to re-create voices, music and other sounds is truly marvelous.

Atwater Kent Radio Speakers and Phonograph Attachments are made complete in the Atwater Kent Factory and each Radio Speaker and Phonograph Attachment is thoroughly tested and adjusted to give best results before being packed for shipment.

Model "E" Radio Speaker



"RADIO'S TRUEST VOICE"

THE result of nearly three years of intensive research and laboratory work, the Atwater Kent Model "E" Radio Speaker covers the entire range of musical tones, from the lowest to the highest register, with a faithfulness and clarity which is truly a revelation.

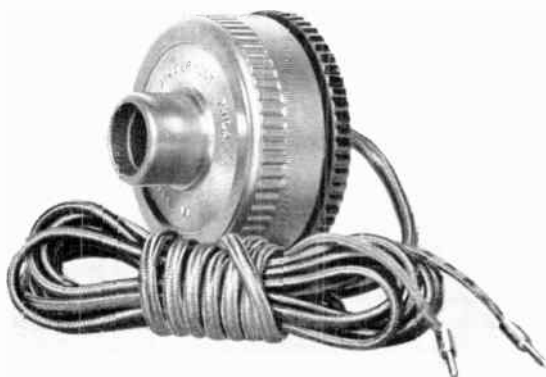
The Model "E" Radio Speaker employs a new type of operating unit, with a new method of cone suspension, which allows response to the faintest vibrations over its entire surface. These are but two of the many unusual features to be found only in the Atwater Kent Model "E" Speaker.

Base, Casing and Grill are of metal, finished in a variety of color combinations, with gold plated Name Plate.

Dimensions : Height over all, 18 $\frac{1}{4}$ in.; Diameter of Casing, 15 in.; Depth over all, 6 in.

**Part No. 8670, Model "E" Radio Speaker with
9 feet of Flexible Cord, \$24.**

Phonograph Attachments



Types VE-O and VE-E

Part No. 8595—TYPE VE-O, gold plated, with 9 feet of flexible gold cord, \$7.50

Part No. 8700—TYPE VE-E, gold plated, with 9 feet of flexible cord, \$7.50

Part No. 4437—TYPE 5V with 9 feet of flexible cord, \$4.75

Part No. 4438—TYPE 6C with 9 feet of flexible cord, \$4.75

Equipment for Alternating House Current Receivers Model 37

TUBES. Seven tubes are necessary. The first six listed below are for use in the Receiver Sockets, the seventh is used in the Power Supply Socket.

Four (4) UX 226 or CX 326 tubes. One (1) UY 227 or C 327 tube. One (1) UX 171 or CX 371 tube. One (1) UX 280 or CX 380 tube.

Model 38

TUBES. Eight tubes are necessary. The first seven listed below are for use in the Receiver Sockets, the eighth is used in the Power Supply Socket.

Five (5) UX 226 or CX 326 tubes. One (1) UY 227 or C 327 tube. One (1) UX 171 or CX 371 tube. One (1) UX 280 or CX 380 tube.

Equipment for Battery Models 30, 33 and 35

TUBES. Except for use in the last audio amplification socket, all tubes for Battery models of Atwater Kent Receiving sets should be UX 201A or CX 301A. The type of tube recommended for the last audio socket is a UX 171 or CX 371. It is recommended that all tubes be tested by the dealer before delivery.

BATTERY EQUIPMENT. Three kinds are necessary, viz.: "A," "B" and "C." For the "A" current we recommend a first class 6 volt storage battery of not less than 80 ampere hour capacity.

For the "B" current we recommend a set of dry cell "B" batteries. Three (3) 45 volt heavy duty "B" batteries will be necessary.

The proper "C" battery voltage for the UX 171 or CX 371 power tube is printed in the instructions packed in each tube carton.

Warranty

All Atwater Kent Receiving Sets, Radio Speakers and Phonograph Attachments are warranted to be perfect when they leave our plant. A printed warrant and guarantee covering the terms on which we will replace or repair defective equipment accompanies each piece of Atwater Kent Apparatus.

*Prices of all Atwater Kent Radio Equipment
subject to change without notice.*

Prices slightly higher from the Rockies west.

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