







**T**WENTY 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 MFG COMPANY

4700 Wissahickon Avenue

*Philadelphia*





**A. ATWATER KENT**

PRESIDENT AND FOUNDER OF THE

ATWATER KENT MFG COMPANY

*Philadelphia*

**E**VER since I have been interested in Radio, this idea has been uppermost in my mind—Compactness with Simplicity of Operation.

Our ability to make powerful radio sets in compact cabinets is now a well-established fact. Hundreds of thousands of satisfied owners of our Model 20 Compact testify to that.

And now the second part of my ideal has been accomplished—in our 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 140 gauge and physical inspections and 19 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.



*In the living room of Clare Briggs, the cartoonist, is the Atwater Kent One Dial Model 30 with an Atwater Kent Radio Speaker.*

## 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.



*In the home of Mary Roberts Rinehart is the Atwater Kent One Dial Receiver with its companion piece—an Atwater Kent Radio Speaker.*



## 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 One Dial Receivers. Their speed, certainty and clearness of bringing in desired stations, enables the merest beginner to select stations with greater ease, speed and accuracy than the most experienced radio operator, using an ordinary three dial receiving set.



Burton Holmes has placed his Atwater Kent One Dial Receiver and Radio Speaker in a unique and attractive setting.

## 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 hundred thousand 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.*





## The Factory Behind the Product

THIS bird's-eye view shows clearly how the entire roof is formed of saw-tooth skylights, giving diffused daylight illumination throughout the building—the ideal lighting system where fine and accurate work is carried on.

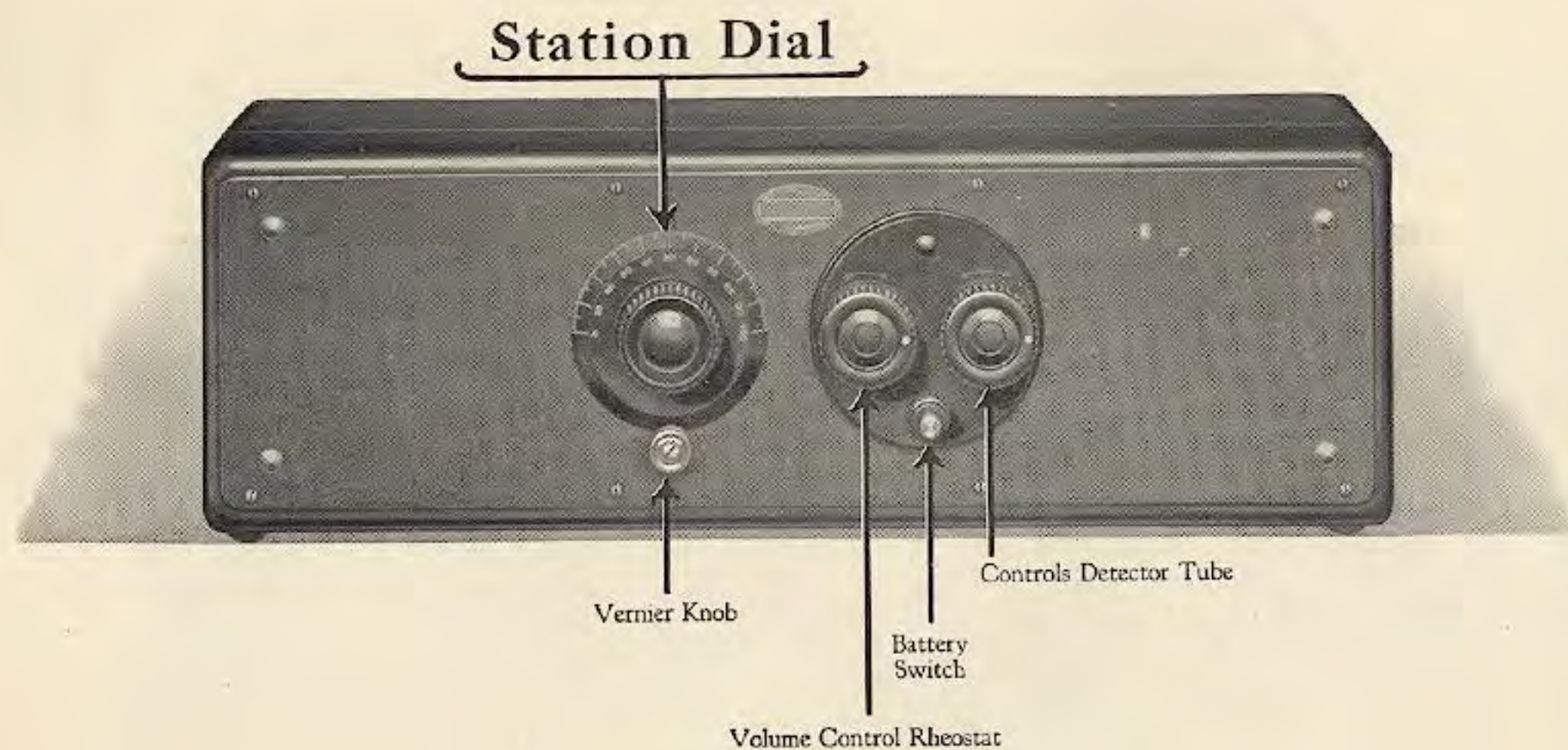
The inside of the building is so arranged as to provide ample working space for each of the expert workers employed. Outside, are open parklike grounds, assuring a plentiful supply of fresh air and sunshine.

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## Atwater Kent One Dial Receivers

THE operation of Atwater Kent One Dial Receiving Sets is of the utmost simplicity. All that is necessary, in order to receive broadcasting signals, is to pull out the "Battery Switch" and turn the "Station Dial" to right or left—when all broadcasting stations on the air, within range, will come marching in, one after the other.

The use of the "Volume Control Rheostat" is only necessary in order to reduce or increase the volume, that is the loudness, of music or voices. The complete operation of the set is instantly stopped or



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

started by the "Battery Switch" without touching either of the other controls.

The dial setting of any station can be "logged," which means written down, and by moving the dial to this reading a station can be readily returned to. But the ease and speed with which all stations that are within range can be sampled, and any one of them selected for a few moments or a whole evening's entertainment, makes a station "log" of little use except as a means of identification.

An important feature of all Atwater Kent Receiving Sets is that they do *not* howl or squeal when being operated, nor does their operation affect the reception of other receiving sets in their immediate neighborhood.





## Model 30 Receiver

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 Three Stages of Radio Frequency Amplification, a Detector and Two Stages of Audio Amplification with One Station Dial. Non-radiating; non-squealing.

Dimensions of Cabinet: Length,  $19\frac{3}{4}$  in.; Depth,  $5\frac{3}{4}$  in.; Height,  $6\frac{1}{2}$  in.

**Part No. 8000, Model 30 Receiver, including Battery Cable, Log Card and Complete Instruction Book, but without Tubes and Batteries, \$85.**

NOTE: For details of additional necessary equipment see page 24.



## Model 32 Receiver

IN appearance, the Model 32 is the same as the Model 30, but it is of necessity a little larger, due to additions to the electrical assembly inside. These additions add very considerably to the selectivity and range of this set, making it of particular value for use where distance getting is essential or in congested districts where an inside antenna is necessary.

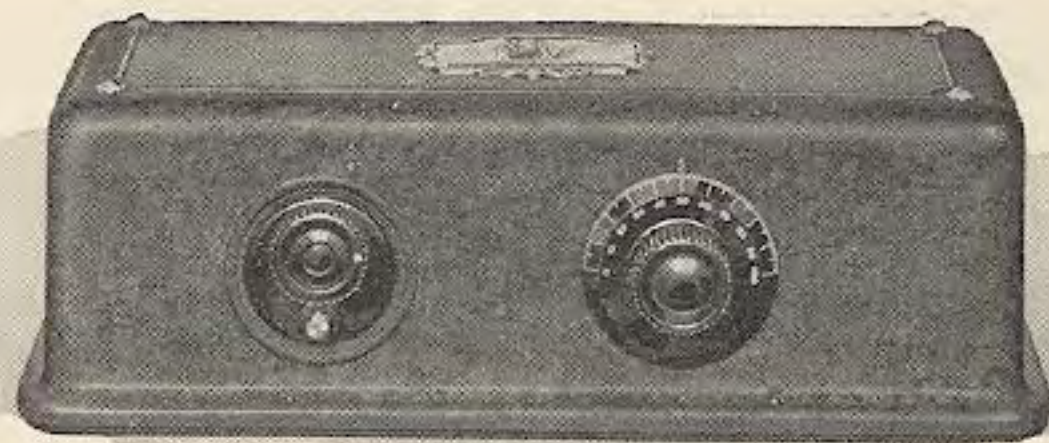
The Model 32 is a Seven Tube Receiver comprising Four Stages of Radio Frequency Amplification, a Detector and Two Stages of Audio Frequency Amplification with One Station Dial. Non-radiating; non-squealing.

Dimensions of Cabinet: Length,  $23\frac{1}{4}$  in.; Depth,  $6\frac{3}{4}$  in.; Height,  $6\frac{1}{2}$  in.

**Part No. 8270, Model 32 Receiver, including Battery Cable, Log Card and Complete Instruction Book, but without Tubes and Batteries, \$140.**

NOTE: For details of additional necessary equipment see page 24.





## Model 35 Receiver

**B**EAUTIFUL appearance, simplicity of design, sturdiness of construction, are the outstanding features noted on examining the Model 35 One Dial Receiver.

The cabinet is made to shield completely the electrical assembly inside. It is finished in a rich dark brown crystalline, while the Volume Control Rheostat and Station Dial, which are located on the front of the set, are of brown Bakelite.

At the center of the top of the set there gleams a gold-plated name plate, picturing, in low relief, a full-rigged sailing vessel of the old Spanish Galleon type. Decorative rosettes at the four corners of the top are also of gold, as is the small battery switch knob.



MODEL 35 RECEIVING SET  
View looking down on the decorated top

The motifs for the beautiful decoration of the Model 35 were taken from several early 17th Century Maps and our Artists have succeeded in creating the impression of a delightful little treasure chest—as in fact it is.

Altogether, the appearance of the Model 35 is a striking combination of brilliant beauty and good taste.

The Model 35 is a Six Tube Receiver comprising Three Stages of Radio Frequency Amplification, a Detector and Two Stages of Audio Amplification with One Station Dial. Non-radiating; non-squealing.

Dimensions of Cabinet: Length, 17¼ in.; Depth, 7½ in.; Height, 5½ in.

**Part No. 8100, Model 35 Receiver, including Battery Cable, Log Card and Complete Instruction Book, but without Tubes and Batteries, \$70.**

NOTE: For details of additional necessary equipment see page 24.





## Model 20 Compact Receiving Set

**H**UNDREDS of thousands of the original Model 20 Compact Receivers are now in use. The owners of these sets are Atwater Kent's best salesmen.

This year's Model 20 Compact has the same appearance as the original, but due to advances in the design and construction of the electrical assembly, its selectivity and volume have been appreciably improved.

The Model 20 Compact is a Five Tube Receiver comprising Two Stages of Tuned Radio Frequency Amplification, a Detector and Two Stages of Audio Frequency Amplification, with Three Tuning Dials. Non-squealing; non-radiating.

Dimensions of Cabinet: Length,  $19\frac{3}{4}$  in.; Depth,  $5\frac{3}{4}$  in.; Height,  $6\frac{1}{2}$  in.

*Part No. 7960, Model 20 Compact Receiver, including Battery Cable, Log Card and Complete Instruction Book, but without Tubes and Batteries, \$60.*

NOTE: For details of additional necessary equipment see page 24.

## Radio Speakers

**T**HE 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.

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

The very best of materials go into their construction and all parts are of ample size and sturdiness, so that with ordinary care they should last a lifetime.

Of particular note are the diaphragms used. Of exceptional diameter, these disks of special metal alloy deliver an unusual volume of sweet-toned sound without distortion or annoying vibration.

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.

*All Atwater Kent Speakers are designed to take the volume and current of the new power tubes using 135 to 180 volts on the plate.*



## Radio Speakers Model G

**E**XCEPTIONALLY graceful in design and proportions, the Model "G" has a most unusual and beautiful finish. The bell and base are a warm amber buff while the goose neck is a rich sage green. A truly striking combination of colors, which are softened and toned together by their crystalline mat surface.

Made entirely of metal with the bell and goose neck pivoted on a moulded metal base. This Speaker has unusual volume with a sweet and mellow tone.

Dimensions: Diameter of Bell, 14½ in.; Height over all, 21½ in.

**Part No. 8290, Model "G"**  
Radio Speaker with 9 feet  
of flexible cord, \$23.

Both Models "G" and "H" are designed to take the volume and current of power tubes using 135 to 180 volts on the plate.



Model H

The same in every respect as the Model "G" except that it is finished all over in dark brown crystalline.

**Part No. 7700, Model "H"**  
Radio Speaker with 9 feet  
of flexible cord, \$21.

Model L

**A**N all-metal horn of ample proportions, pivoted on a sturdy metal base. Finished throughout in dark brown with a fine crystalline finish. Clear and mellow in tone. Designed to take the volume and current of power tubes using 135 to 180 volts on the plate.

Dimensions: Diameter of Bell, 14½ in.; Height, 19¼ in.

**Part No. 4645, Model "L"**  
Radio Speaker with 9 feet  
of flexible cord, \$16.



## Phonograph Attachments

TYPE 5V

Part No. 4437—Phonograph Attachment with 9 feet of flexible cord, \$6.50

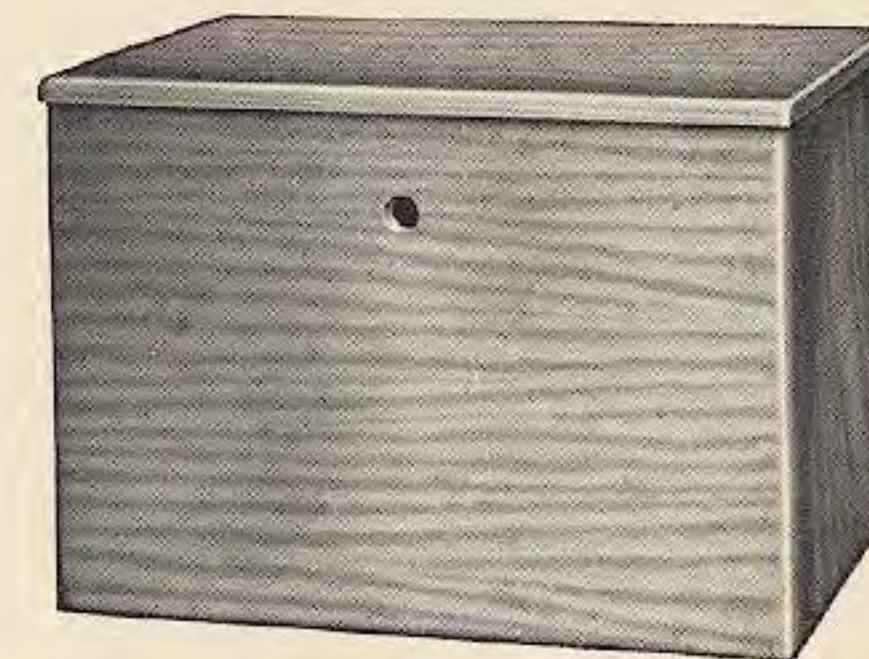
TYPE 6C

Part No. 4438—Phonograph Attachment with 9 feet of flexible cord, \$6.50



## Atwater Kent Battery Containers

**M**AHOGANY FINISH, 18 in. long, 13½ in. wide and 12½ in. deep—it will hold the usual storage battery and four 22½ volt dry "B" batteries or two "heavy duty" 45 volt "B" batteries and a 4½ volt "C" battery. The lid is not hinged, but is so constructed as to be quickly and easily removed, giving convenient access to all batteries, for testing, etc., without removing them from the container.



Part No. 7740, Battery Container, \$14.

## 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, and in Canada.



## Equipment that Should Be Purchased at the Time of Purchasing Receiver

**A** HIGHGRADE receiving set is worthy of a high-grade speaker—in fact, the speaker or phonograph attachment you select will have a great deal to do with the success of your radio installation. For this reason we strongly recommend that you use an Atwater Kent. If you have already purchased another make, we suggest that you immediately arrange to try out an Atwater Kent Speaker, noting the improvement in the volume and quality of tone delivered by the Atwater Kent apparatus.

**TUBES.** 5 volt, UX or CX base,  $\frac{1}{4}$  ampere tubes should be used in all models of Receiving Sets. It is recommended that all tubes be tested by the dealer before delivery.

**POWER TUBE.** If desired, a  $\frac{1}{2}$  ampere tube, using 135 or 180 volts on the plate, can be used in the last Audio Amplifying Tube Socket of all Atwater Kent Receiving Sets that will accommodate tubes with UX or CX bases.

**BATTERIES.** Three kinds are necessary, *viz.*, an "A" battery, a set of "B" batteries, and a "C" battery. The "A" battery should be of the storage type, 6 volts and 80, 100 or 120 ampere hour capacity. For "B" batteries it is recommended that two 45 volt heavy duty, dry cell batteries be used. For "C" battery, a  $4\frac{1}{2}$  volt dry cell battery.

**ADDITIONAL BATTERIES FOR POWER TUBES.** The use of a power tube requires additional "B" and "C" battery voltage. For correct amounts, number of additional "B" and "C" batteries, etc., see instructions packed in each Power Tube carton.

**BATTERY CABLE FUSE** (See our Instruction Book), bearing approval of Underwriters' Laboratories.

### For an Outside Antenna Installation

**ANTENNA WIRE.** 100 feet of 7-strand No. 22 gauge phosphor bronze or copper bronze wire is recommended, as it is less liable to stretch and sag.

**LEAD-IN AND GROUND WIRE.** No. 14 Rubber Covered, stranded, of sufficient length to reach from the antenna to the Receiving Set and from the Receiving Set to the ground, and also from the lightning arrester to its ground. Usually 50 feet is more than sufficient.

**GROUND CLAMPS.** Two (2). One used for grounding the set and the other for grounding the lightning arrester.

**LIGHTNING ARRESTER.** One that bears the approval of the Underwriters' Laboratories.

**INSULATORS** (Strain type). Usually two are sufficient. They should be of the large size and preferably made of porcelain or glass.

**A PORCELAIN TUBE.** Usually 10 inches long, to be used for insulating the lead-in wire where it enters the building.

### For an Inside Antenna Installation

**ANTENNA AND GROUND WIRE.** A sufficient length of some light weight insulated wire, either stranded or solid, such as No. 18 Bell Wire.

**GROUND CLAMP.** Only one is necessary, as a lightning arrester and its ground, etc., are not required for an inside antenna installation.

*Full information and instructions covering the installation of antennae, ground, etc., wiring of receiving set to batteries and operation and maintenance of set, with other valuable data, are contained in the "Instruction Book" accompanying each Atwater Kent Receiving Set. Ask your dealer to show you one.*

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