

Silvertone

REG. U. S. PAT. OFF.

WIRE RECORDER

and

RADIO-PHONOGRAPH

EXCLUSIVE WITH SEARS, ROEBUCK AND COMPANY

Silvertone
World

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what!...



ME use a
**WIRE
RECORDER?**



yes,

YOU!..

Silvertone

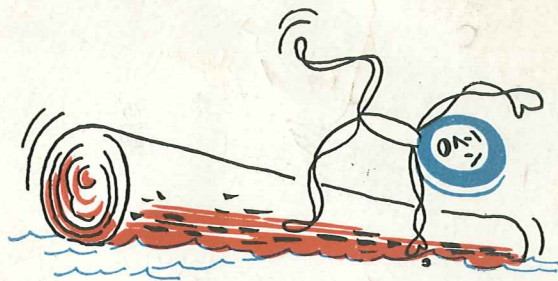
REG. U. S. PAT. OFF.

WIRE RECORDER

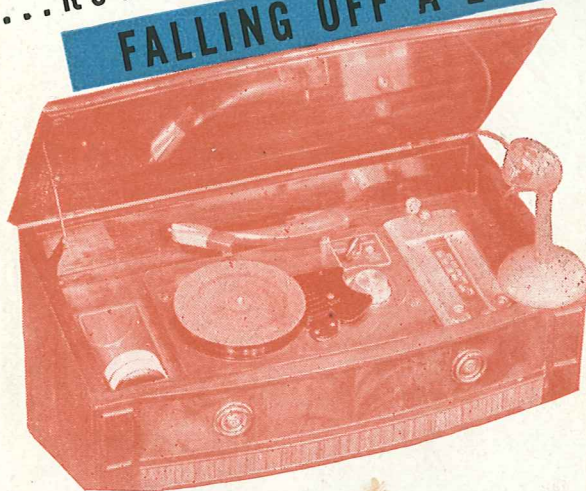
and

RADIO-PHONOGRAPH

EXCLUSIVE WITH SEARS, ROEBUCK AND COMPANY



... it's as simple as
FALLING OFF A LOG



- IT'S A RADIO!
 - IT'S A PHONOGRAPH!
 - IT'S A WIRE RECORDER!
 - IT'S A *Silvertone*
- and it's all done without hitches . . . with switches!

See page 7 for Installation Instructions

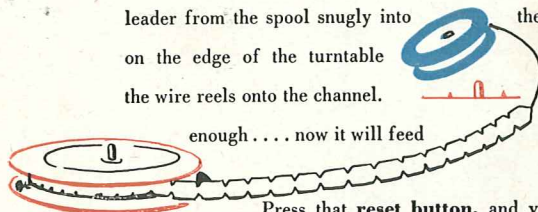
TAKE WIRING-UP

F'r instance . . .

There's nothing to it! Just press the spool of wire on the spindle, label side up, until it's snug. Then feed the pinked leader from the spool snugly into the channel on the edge of the turntable until the wire reels onto the channel.

enough . . . now it will feed







That's itself.



Press that **reset button**, and you're all set to record.

in the first place . . .





MICROPHONE RECORDING

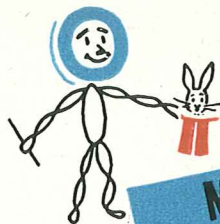
Just turn the selector switch to "RECORD-MICRO."  Now turn on the radio.  Wait a moment. Talk into the mike. Then turn the volume up. When the light flashes  you're "on the beam." Push the reset button , then press the little silver button  and at the same time flip the recorder switch  to "Record Wire." The spool of magic turns . . . and you're recording, so watch your language! You're set for as much as an hour of fun. You can stop any time you like. Just turn the switch to "Off." Now go to it!

ready to

PLAY BACK

those deathless words?

Switch the selector to "PLAY WIRE."  Rewind the spool by merely turning the recording switch to "Rewind."  Don't let the strange sound stampede you . . . it's just your own voice running backwards five times as fast as normal. You can cut it down by merely turning down the volume knob.  Rewind back to where you started to record. Flip the recording switch to "Play."  Then sit back and take it! Everyone but yourself will sound natural . . . that's because you're hearing your voice "from outside" for the first time. But, s'help us, it IS your voice—recorded for fun, for a few minutes or forever. F'goodness sakes!



MICROPHONE MAGIC




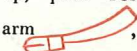


- Put the punch in a party by recording the "goings on", with the gang either "hep" or "square." Fun to play back on the spot or years later.
- Kids voices may shatter your nerves now, but put them on wire and you'll have a family recording you won't trade for a million next year, or for any price at all in twenty years.
- A little genius in your home? Who knows, you may have an embryonic Caruso, Cavallaro, Carter, Cugat or who-knows-what. And you won't want to miss recording all that latent talent.
- How about your own silver tenor or golden contralto? You'll never know how good your voice is until you take it out of the shower and put it on wire.
- If your secretary has a date with a hair-do when you're ready to dictate, tell it to your wire recorder. (It's surer than her shorthand . . . and it's never late!) Memos to the office gang don't "miss" either, when you wire-record 'em.
- The kids will learn a lot from the wire recorder (and don't think you won't either!) Everything from catching and correcting bad speech habits to seeing how well they've memorized that "pome" or piano solo.
- Is that After Dinner speech really funny? You'll soon find out if you try it out on your wire recorder first.
- Got another radio or phonograph in the house? It'll do all kinds of tricks on a wire recorder. Set up the recorder for microphone recording, play the radio or phonograph . . . and then frost the cake with your own sparkling comments and vocal accompaniment. What you get will amaze even you!



in the second place...



RECORDS ON WIRE

This is easy, too. Turn selector  to "RECORD-PHONO". Now turn the radio on , and while you're waiting for it to warm up, push **reset button**.  Then unhook the pick-up arm , and swing it toward you so that you can put your favorite disc on the turntable.  Now flip the recording switch  to "Record Wire." Put the needle on the disc and set volume until light flashes. As it plays—you're recording a record. Simple, isn't it?

PLAY BACK

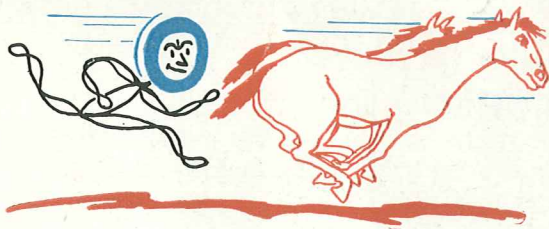
Take the record off the turntable. Turn the selector to "PLAY WIRE" . Now rewind and play back just as though you had recorded by microphone.

back to boogie...

ON A SPOOL





Know how many discs it takes to fill an hour? 20 recordings,—both sides of 10 records at 75 cents a throw! \$7.50 worth of discs that require a strong arm to haul around. But YOU can record an hour's worth of your most cherished swing or symphony (or both) on wire for *much less* . . . and carry the spool in your pocket! Furthermore, you can record passages you like, and skip what you don't. And if you're collecting collector's items . . . anything from Dwight Fiske and Ray Bourbon to Caruso and Schumann-Heink, just borrow the originals a few minutes and they're yours for life . . . on wire! They'll never wear out or scratch, either . . . more proof that recording wire's no expenditure . . . it's an investment!







in the third place

RADIO RECORDING



No trick to this either. Turn the selector  to "RECORD-

RADIO". Tune  the radio to the program you want to

record. Adjust  the volume.  When the

light flashes,  push the **reset button**.  **THIS IS IT**

Then press the little silver button and at the same time flip the recorder

  switch to "Record Wire." That does it!

You're recording straight from the radio. Flip the re-

order switch back to "Off" any time you've had enough.

playing back

(By this time, you MUST know how simple it is!)




radio rustling


Swipe the air-waves' best comedians and musicians, and claim them for your own on a wire-recording. Think of it . . . Henry Morgan and Jack Benny on tap! And when Stokowski conducts and Iturbi plays . . . they're your guests anytime you choose. Furthermore, you can cut out all the commercials and dub in your own voice with appropriate comments whenever you like. A wire-recording keeps the best and leaves the rest of radio . . . to the air waves.

in the fourth place

Silvertone RADIO

Radio at its best Just turn the selector to "PLAY-RADIO" 

Flip the recording switch "Off."


Turn the radio on,  pick your station and adjust the volume to suit your nearest neighbor







in the fifth place

PLATTER SPINNING



Nothing to playing your favorite records Turn the selector  to "PLAY-PHONO" Push

reset button.  Then unhook the pick-up arm  and swing it toward you to make room

for your favorite platter on the turntable Flip the recorder switch  to "Play." Now the needle . . . and adjust the volume  to suit that same neighbor (By the way, Silvertone needles were especially designed for Silvertone record players 'Nuff said!')

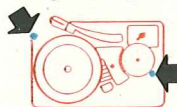
Such sweetness of tone, such accurate reproduction, such selectivity and range . . . not to mention that most marvelous marvel in a marvelous age, a home wire-recorder . . . all wrapped up in a beautiful cabinet that adds distinction to any room.



A FEW INCIDENTALS

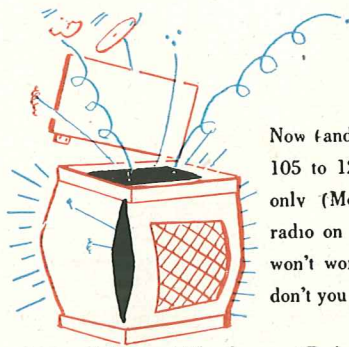
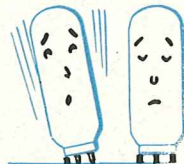
Installation...

Loosen the hold down screws so the wire recorder will float freely on its spring mountings. (We screwed them tight to keep the parts from bouncing around in the baggage car.)



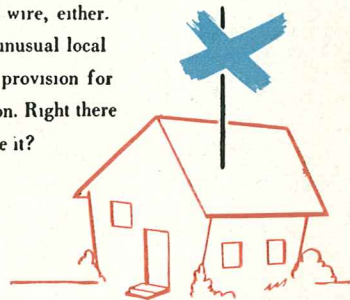
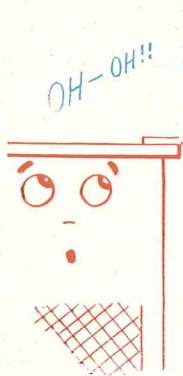
Take the rubber band off the pick-up arm and slip the paper off the microphone.

Take off the bands and packing in the back or bottom of the cabinet. Then make sure all the tubes are set tightly in their sockets.



Now (and this IS important) plug into a 105 to 125 volt, 60 cycle A.C. socket, only (Most homes have it.) Switch the radio on . . . and it's all yours. It just won't work on a D.C. supply . . . and don't you dare try it!

Antenna? Phooey! The famous "Radio-net" aerial is built right into a Silvertone Doesn't need a ground wire, either. But if you're bothered with unusual local reception conditions, there's provision for an outside antenna connection. Right there on the back of the cabinet. See it?



Who'd ever think of putting an original Duncan Phyfe near a radiator or heater? Well, we'll have you know that Silvertone cabinets are finished with all the craftsmanship that Dunc himself ever gave a piece of furniture. And of course you'll want to keep it beautiful.

HERE'S A WIRE FOR YOU!



7,500 ft.

That little spool holds 7500 feet (yep, nearly a mile-and-a-half) of special stainless steel recording wire which runs a full hour without a pause . . . and takes only 12 minutes to completely rewind. Besides, that same miracle wire can be used over and over again, because each time you record, you blot out all previous recordings. That's a lot of fun for a long, long time. On the other hand, you can keep any recording for posterity . . . and meanwhile, play it back as often as you like. It just **won't** wear out!

FILE 'EM FOR POSTERITY. If your last recording was a hum-dinger, and your vanity's got the best of you . . . keep the wire for future playing. (Easy to store, aren't they!) You can buy extra empty spools and extra leaders for short or long recordings. Simply rewind the wire you want to keep onto an empty spool.

all this and recording, too!

A wire recording requires no needle . . . no discs . . . makes no shavings . . . acquires no scratches. It won't warp and is not affected by temperature, pressure or position. And it's even rust-resistant. Because we **know** what Silvertone recording wire will do, we think you'll be happiest if you always insist on Silvertone recording wire.



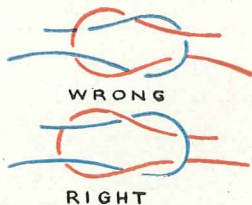
BROKEN WIRE?

that's NOTHING!



It's probably because it "kinked" when you didn't wind it snugly enough. But don't worry...

... Just tie the loose ends into a square knot. (That's exactly the reverse of the "granny" knots you've been tying all your life.) Trim the ends to about an eighth of an inch, then take up the slack in the wire by turning the spool. You'll never even hear a click as the knot slips by.



here's a good tie-in!

Build your own shows by editing and clipping choice bits from the spool and tying them together with those same handy square knots. You can build a full hour of clever entertainment with radio and phonograph recordings, plus your own wit and talent. It's all in when not to, and when to knot!



A TRICK OR TWO

with a spool . . .

It's easy to know when to stop when you're rewinding the spool. Just turn up the radio volume enough to recognize the spot where you started the last recording. You can usually tell by the pause, or the change from music to speaking.

something you don't like?

And here are three ways to do it.



● (1) Check the time it takes to run through the part you don't like . . . a commercial for instance. Then rewind and play up to the point where you want to start erasing. Turn the selector to "RECORD-MICRO" and turn the volume control all the way down. Then flip the recording switch to "**Wire Record.**" With the volume all the way down you're recording nothing . . . and at the same time clearing the wire. But don't let it run any longer than the timing period, or you'll erase what you **DO** want, too.

● (2) If you prefer music to dead silence in place of the commercial, put a disc on the turntable. Turn the selector to "RECORD-PHONO", turn up the volume, and record off the phonograph for the period you've timed. This is called "dubbing."

● (3) And of course, you can always "dub" in your own voice or a violin solo over the mike. Just set the selector at "RECORD MICRO", and the recording switch to "**Wire Record.**"

Your own personal touch will add that dash of genius you've always wanted to add to the other masters on radio and phonograph. Sure, it takes a little practice, . . . but remember, even Yehudi had to study.

"bridging" on wire

Skits and conversations sound like professional stuff, if there's sweet music between recordings. Easy to do, too. First record a full hour of background type music. Something low and melodious . . . unless you're in a pucky mood. Then rewind back to the beginning, and record anything you like over the same wire. Leave 30 seconds or a minute between the new recordings you make. When you play back the wire, you'll find the gaps nicely bridged with the background music. Those bridges also make it easy to tell where to stop as you rewind. Practice makes this trick perfect, too.

"SOUND" ADVICE

on recording a skit . . .

Press your family, relatives, neighbors and friends into service and produce that show you wrote that missed Broadway. Round up a copy for everybody, music to bridge scenes, and scrounge your sound effects from the kitchen, basement, attic and closets. Put anything to work that makes a noise, including another phonograph for mood music and musical bridges. Here are suggestions for the sound effects department. Knives, forks, spoons, cups, saucers, glass for shattering, locks, a metronome, squeaky leather shoes, seltzer bottle with nozzle, roller skates, vacuum cleaner, electric fan or small motor, cap pistol, and any and all bells, clocks, chains, and New Year's Eve noisemakers.

Don't fake a sound if you can produce the real thing, but if you have to fake, here are some hints on how to.

SURF: *Swish a whisk broom or scrubbing brush over the taut top of Junior's drum.*

DOOR BREAKING: *Break up a peach basket.*

WALKING THROUGH SNOW: *Twist the cornstarch in a box between your hands.*

FIRE: *Crush Cellophane from a package of cigarettes.*

HORSES' HOOVES: *Beat your chest. Or use several rubber plunger tops.*

RAIN: *Swirl gravel around the top of a drum.*

SWIMMING OR WATER LAPPING SIDES OF A BOAT: *Splash hands in pan of water.*

OPENING AND CLOSING WINDOW: *Slide a block of wood up and down a panel.*

TELEPHONE VOICE: *Talk into a water glass.*

TELEPHONE BELL: *Alarm clock.*

TRAIN: *Shake a cigar box with rice in the bottom. Use a few marbles to sound like running horses.*

BOAT WHISTLE: *Blow over the top of a beer bottle.*

MOTOR BOAT: *Egg beater in a bowl of water.*

GUN SHOTS: *Slap two books together.*

WALKING OR RUNNING: *Take up rugs and walk or run on the bare floor.*

This, by the way, is the department for ingenuity unlimited!



WIRING FOR SOUND



Got a movie camera? When you project those movies you took at Cape Cod, in the Rose Bowl, or in Grandma's back yard, match your own running commentary to the action . . . via wire recorder. A written script will make you sound as good as Bill Stern. Can do with slides, too. If you take pix of a family shindig, round up the participants again for their first preview. Then record the comments as they see themselves as others see them. What **they'll** say, **you** wouldn't dare!

Here's the neatest trick of all . . . your own talkies. As you catch baby's first steps on celluloid, at the same time, catch his own remarks about the phenomenon . . . on wire. Take a movie of Sister playing her "piece" on the piano . . . and record it at the same time. If you're really ambitious, try a skit in the living room. You always wanted to be a movie

director, didn't you?

Hide the mike whenever you can . . . in a bowl of flowers, behind a book or a table. In close-ups, just see that the mike is out of camera range.



Your wire recorder will synchronize perfectly with home movies. Just be sure you start them both out at exactly the same time when you play them back. Now go ahead. It's fun by the foot, (and quite a feat!).



A FEW "DON'TS" in order to "do"!



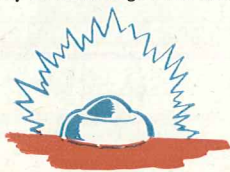
DON'T pull the power plug from the wall outlet while you're rewinding the wire, or the wire will fly right off the spool!

DON'T talk or sing directly into the microphone or you'll sound like a fog horn! 6 to 12 inches away is OK for speaking. 12 to 18 inches away will make your singing voice sound its sweetest. For group singing and instrumental recording, you'll just have to experiment.



DON'T handle the wire! It's not necessary to touch it except when you're knotting it.

When you handle a spool of wire, hold the spool by its metal edge. Like this



DON'T let the little light flash too often! Keep the volume down so that it only winks at the louder sounds.

DON'T replace tubes, or adjust or clean the unit without first pulling out the electric cord from the wall outlet!

