

**MURPHY**

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**MURPHY**



**RADIO**

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## A word about MURPHY DEALERS

From the day Murphy Radio started in business, we have only sold our sets through specially appointed dealers. Estimates of wireless shops in this country vary from ten to twenty-five thousand. There are only a little over 1,000 shops that can sell Murphy Sets. This must mean that it is rather more difficult than it need be, for you to go and buy a Murphy Set when and where you want it. No manufacturer would deliberately put himself under this handicap unless he had a good reason. Our reason, put very shortly, is this:

Buying a wireless set is not like buying a box of matches. Most people want advice and help in choosing it. Because it is a delicate, and in some ways a complicated, instrument, it may need skilled attention after you have bought it.

To begin with, therefore, we restrict the sale of Murphy Sets to people who can, and will, give honest advice and service to their customers. This is not to say, however, that there are not plenty of honest and competent dealers who are yet not Murphy dealers. There are. But to have a number of dealers all selling a product where one is quite capable of serving the needs of the locality, only means, in our opinion, putting up the cost of "distribution" unreasonably, and that in the end means adding to the price of the set. So we won't appoint two dealers where one can do the job. In short, by *planning* our distribution, we give you better value for money and the greatest possible assurance that you will get honest, competent service.

Adapting our own "slogan" to suit our dealers, we might fairly say of them—"They will not sell sets they wouldn't buy themselves," or in the simple phrase we have used so often, "Murphy Dealers are people you can trust."

ALL MURPHY SETS, EXCLUSIVE OF VALVES AND BATTERIES, ARE GUARANTEED FOR A YEAR.

## WE WON'T MAKE SETS WE WOULDN'T BUY OURSELVES

Since you have taken the trouble to get this booklet, I should like to think that you are sufficiently interested to listen to a short "lecture" from me. I know—and you know—that I am hoping to persuade you to buy a Murphy Set, but I would like you to forget that—as I am going to do from this moment.

If you were a maker of wireless sets, what sort of sets would you make? Would you "give the public what it wanted" and if so, how would you find out what that was? And if "the public" kept changing its ideas from year to year, how would you keep up with them? These are very real problems to a set manufacturer, and unless he has some very clear policy of his own, he is likely at times to find himself getting into a fine muddle.

We have had a clear policy from the first day we started in business, and I thank goodness that we have stuck to it through all sorts of storms and changes of fashion and fancy.

Our aim is to give you for each pound you spend, the highest possible degree of

- (a) Truthfulness of reproduction.
- (b) Reliability.
- (c) Simplicity (both for handling and servicing).

This clear policy has been a sheet anchor to us.

You may remember that a year or two ago there was quite a craze for various tuning devices. We were criticised in some quarters for not putting them on Murphy Sets. "The public *likes* them. You're losing sales." We still didn't use

them, and the reason was that we were unconvinced about both their usefulness and their reliability.

In the same way, there has lately been a great rush to manufacture Short Wave Sets. We were not in the front of this rush. Short wave reception has its attractions, and it also has its very considerable defects. Until those defects are overcome, we shall not urge everyone to buy Short Wave Sets or tell anyone that his set is out of date if it

hasn't got short waves.

Our advertising people have tried to sum up our policy for us in one of these "slogans" that they are so fond of. It runs:

**"WE WON'T MAKE  
SETS WE WOULDN'T  
BUY OURSELVES"**

and I think it sums up our attitude fairly well.



## WE WON'T MAKE SETS WE WOULDN'T BUY OURSELVES

If you were making a set for yourself and the sum you could spend was fixed, you wouldn't waste a penny on gadgets; you would ponder a long time whether to choose "more stations" or "better quality." And either way you certainly would build for reliability.

We design and make *our* sets that way. We spend more than most people on raw materials, skilled workers, and on testing. I am not boasting when I say that in three big matters Murphy Radio have had a profound effect on the whole wireless industry.

### 1. TRUTHFUL REPRODUCTION

We have always held the view that to give better and better reproduction should be the chief object of a set-maker. The natural outcome of sticking steadily to this aim is that Murphy Sets are becoming fairly well recognised as having outstandingly good reproduction.

### 2. RELIABILITY

This is something that depends on how you tackle a job. Two bicycles or two cars may look identical. One is good for 100,000 miles, the other will be costing you money at the end of 10,000. It's not only the materials, it's the skill and care in the making that settles reliability. Almost alone

in the industry, Murphy Sets are guaranteed for a year instead of the usual three months. Our system of appointing only a limited number of selected dealers also means greater reliability for you. Murphy dealers are appointed and hold their appointment largely on their ability to "look after" customers. Our letter-files are constant evidence of how well they do so.

### 3. SIMPLICITY

Simple to handle and simple to service. Two very clear examples of the first are that Murphy introduced the wave-length scale and now we've brought in our Alphabetical Station Scale. As to ease of servicing, this is of more direct interest to the dealer than to you. Actually, of course, it is of importance to you, since if a set can be serviced quickly and easily, service costs, and therefore service charges, are lower.

I know it is a difficult job to choose between all the sets that are offered to you, and in the end you must make your own choice. If you choose one of our sets, you can be sure of this: You'll find nothing shoddy and nothing flashy. It has been designed and made with as much care and thought as if we had planned it for our own private use. I hope you *will* choose one of them and get years of pleasure from it.

E. J. POWER.

ALL MURPHY SETS ARE AVAILABLE ON HIRE PURCHASE TERMS TO SUIT EVERYBODY.

## OUTSTANDING FEATURES OF OUR 1937 MODELS

### CABINETS

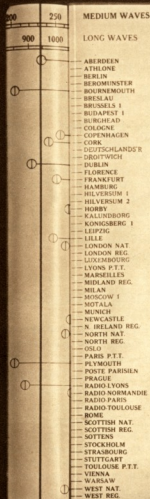
Our attitude about cabinet work is pretty clearly stated. You don't have to *listen* to the wireless if you don't want to, but you can't help *seeing* it. It is going to be part of your home for some years. So we put a great deal of time and thought into getting designs which are good and interesting. As for the workmanship, you can judge that for yourself by comparing a Murphy cabinet with any other. I am going to say quite flatly that Murphy Radio have raised the whole standard of wireless cabinet design. If you look at any Murphy cabinet you will find that the wood itself is interesting, the design simple and the finish of a very high order.

### VISUAL TUNING

One of the most important factors in securing truthful reproduction is that the set should be properly tuned.

A device called a CATHODE RAY INDICATOR is on all mains sets except the cheapest model. This enables the listener to get instantaneously accurate tuning by eye instead of by ear.

We did not pioneer visual tuning, in fact we have been rather behind most makers in adopting it. That was simply because until Cathode Ray Tuning Indicators were developed, we were not satisfied either on the score of reliability or the practical usefulness of visual tuning aids. The Cathode Ray Indicator used on Murphy Sets is an improved type and—short of using the Automatic Tuning which we invented and which cannot be included except on the more expensive sets—does make accurate tuning as easy as possible.



## STATION NAMES and the ALPHABETICAL SCALE

All Murphy models this year have station names on the scale, as well as the normal wavelength calibration. All but the two cheapest have an entirely new form of scale showing sixty names in *Alphabetical Order*. This is a real and worthwhile step towards simplicity of tuning and has raised a great deal of interest and enthusiasm. I think one practical result of the Alphabetical Tuning will be that you and everyone in the family will find yourselves more ready to try fresh stations now that they are so easy to locate. If so, we shall have made your set not only simpler to handle but also of much greater value to you; and that is what we are after.

On the two cheapest sets it has not been possible to put the Alphabetical Scale. Rather than clutter up the scale with a host of names, therefore, we have in these cases reduced the number shown very considerably. This doesn't mean that you

*Illustration of new Murphy Alphabetical Station name-scale  
Three-quarters actual size*

can't get others. It does mean that the thirty odd that are shown are the ones you are most likely to get entertainment from, and that you will be able to pick them out without much trouble.

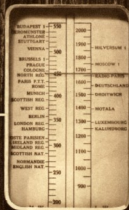
*Illustration on right shows station name-scale used on Type 31 Battery Set and Type 32 Mains Set. Half actual size.*

## INTER-STATION NOISE SUPPRESSION

Last year this feature was included only in the most expensive Murphy Sets. This year we have been able to include it—though by a different method—in every Mains model. The effect is really to make the sets far more pleasant to handle. I think lots of people, and ladies in particular, just won't trouble to move about to different stations because of the infernal noises and disturbances that they have to put up with in the process. With this device you move in comparative silence between stations, each station as you reach it coming in clearly.

## CONSTANT REACTION

There is only one Murphy Set that employs reaction—the Type 31, our smaller battery set, and incidentally the lowest priced set we make. Successful tuning of such a set usually calls for considerable skill, especially on weak stations, since both the tuning and the reaction controls have to be adjusted in unison for each station. But with our system of constant reaction, once the reaction control has been set, it can be left with little or no further adjustment, and the set tuned as on all other sets with one knob only.



## SHORT WAVE TUNING SYSTEM

The Murphy system of tuning in short-wave stations is—at present at any rate!—unique. It gives much quicker and more accurate tuning, and that is one of the main bugbears of short-wave sets. The method is described more fully on page 9. Here we will only say that it makes tuning in on Short Waves pretty nearly as easy as on Medium or Long Waves.

Secondly, we have done everything possible, including giving you more power when you are on Short Wave Stations, to reduce to a minimum the “sausage-frying” noises and miscellaneous crackles and whistles that are the usual accompaniment of short wave listening. Please don't imagine we claim to have got rid of them entirely. I only wish we had! They have been, as I said above, reduced to a minimum, and you will find the Murphy All-Wave a comparatively “gentlemanly” set to handle!

The above are the features of our sets for 1937. Over-riding any “features,” however good, is the claim we make and which I have tried to explain—that we give you the best value for whatever sum you are able and willing to spend. Our low overhead costs, our method of selling through special dealers, the fact that we are steadily decreasing our “labour turnover” or, to put it the other way, steadily increasing the proportion of permanently employed workers—all these things are indications of the way we tackle our job of providing you with means of wireless entertainment.

It amounts to this: we certainly try to give you what you want, but only if, in our opinion (and we know something about wireless), it is a real “want.” Things that look exciting but don't help much, things that look good but cause constant breakdowns, things that are fads and fancies, you won't find on Murphy Sets. And the reason is that we won't make sets we wouldn't buy ourselves.



TYPE “36” ALL-WAVE MAINS TABLE MODEL. There are two outstanding features which first impress you when you try this Murphy All-Wave Set for yourself. These are the “quietness” and the new, easy method of tuning on short waves.

Although this set is so sensitive that it will pick up any station that is worth receiving, there is practically no interference, even on short waves, from unwanted stations. Anyone who has listened to the short-wave part of a set will know how exasperating morse and other interference can be if the set is not well designed. In this new Murphy, interference of this sort is minimised by what is known as the very good “image suppression.” As you know, it has always been very “tricky” to tune the short-wave part of a set—in fact, you have to be more or less of an expert to do it properly. There are, of course, mechanical devices which try to make it simpler, but in this new set short-wave stations are converted *electrically* into medium-wave stations, and tuning them becomes just as simple as on, say, the English Nationals. It is a great improvement on any previous method of short-wave tuning.

This set has the new Murphy Alphabetical tuning scale, with 60 long and medium-wave stations in alphabetical order. A Cathode Ray tuning indicator shows when you are exactly in tune. Reproduction is better than on any other Murphy Table Set. There is noise suppression between stations and variable tone control. External loudspeaker sockets are fitted. The cabinet is in highly-polished, figured light and dark walnut.

Size: 22" x 12½" x 16" high. Weight: 48½ lbs.

**£15.10**

A.C. or D.C. / A.C.

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS.

*Supersonic Heterodyne Receiver.*  
Short Waves - 13.9-50 metres  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres

**£10.15**

BATTERIES EXCLUDED

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS.



TYPE "33" BATTERY TABLE MODEL. For those who have electric supply in their homes we always recommend a mains rather than a battery set. The cost of running is very much cheaper and for all practical purposes the results obtainable are better. But for those who are not blessed with electric light, the set on this page and the one opposite are excellent value, and their individual performances are not likely to be beaten by any similar sets. The model on this page has the new Alphabetical tuning scale with 60 station names in alphabetical order. Reproduction is every bit as good as the mains receiver, although naturally the acoustic power output is not as great. This output is, however, very good indeed, and is in fact, greater than in any previous Murphy battery model. A heterodyne Filter is fitted to suppress whistles, "side-band splash," etc. This set uses any standard 120-150-volt H.T. battery. Battery consumption is very low. L.T. consumption is approximately 1 amp., and H.T. consumption approximately 8.5 m.a. at 120 volts. Automatic Grid Bias avoids the necessity for separate bias battery, and gives a longer effective H.T. battery life. There are a variable tone control, external loudspeaker sockets and gramophone pick-up jack. The cabinet is finished in polished walnut with an inset panel of brown quilted mahogany to tone.

*Supersonic Heterodyne Receiver.*  
Medium Waves - 200-550 metres.  
Long Waves - 900-2,000 metres.

Size : 22" x 10½" x 15½" high. Weight : 32½ lbs.



TYPE "31" BATTERY TABLE MODEL. This Battery Set has been produced for people who have no electric supply, and who feel that they do not want to spend a great deal on a radio set. It is a first-class job, with the same standards of reliability and workmanship as the most expensive sets we make. Naturally, you do not get all the advantages of the dearer sets, but you do get good reproduction on a reasonably wide choice of stations, and they are all easy to get.

In addition, the cost of running this set has been reduced to an absolute minimum.

This set is not fitted with the alphabetical tuning scale, but has instead a full-vision station-name scale, giving the names of 31 stations in order of wavelength. The set will receive many more stations than this, but comparatively few have been put on the dial, in order to keep it simple and make tuning extremely easy for most of the stations that the average person will want.

Reproduction is probably better than on any other battery set at anything like its price. A new feature is what is called "Constant Reaction," which greatly simplifies tuning, especially on distant stations. Automatic Grid Bias, tone control and external loudspeaker sockets, as on the battery set opposite. Uses any standard 120-150-volt battery. Battery consumption is very low : L.T. is approximately 0.5 amp., and H.T. approximately 7 m.a. at 120 volts. The cabinet is in polished walnut with polished black sides.

Size : 21" x 9½" x 13" high. Weight : 25 lbs.

**£6.10**

BATTERIES EXCLUDED

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS

*Straight H.F. Receiver.*  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres

**£ 11.10**

A.C. or D.C./A.C.

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS



**TYPE "34" MAINS TABLE MODEL.** Apart from the All-Wave set, there is a choice of two other Mains Table Models—both of them Supersonic Heterodyne Receivers. The set on this page is the dearer, and is in fact, the best medium and long-wave mains table set that we have yet produced. It has the new Alphabetical station-name scale, and a Cathode Ray tuning indicator to enable you to tune easily and accurately.

The quality of reproduction is an improvement over last year's high standards. In fact, no other table sets are, in our opinion, as good as the Murphy Table Sets for truthfulness of reproduction. It is, however, still not quite so good as the Console model on page 14. The console shape allows for a much larger sound-chamber and various other technical improvements—but naturally, the Console set costs more. There is automatic volume control, and a new form of distortionless noise suppression between stations. A Heterodyne Filter is fitted to suppress whistles, "side-band splash," etc. Variable tone control is fitted, and external loudspeaker sockets are provided. The cabinet, like all Murphy cabinet work, is extremely well constructed, and is finished in polished, mottled brown mahogany.

*Supersonic Heterodyne Receiver.*  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres

Size : 21" x 9½" x 16" high. Weight : 38 lbs.



**£ 8.5**

UNIVERSAL

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS.

**TYPE "32" MAINS TABLE UNIVERSAL MODEL** (for use on A.C. or D.C. Mains). This is the cheapest Mains set that Murphy Radio have ever produced. It has the same sensitivity as the set opposite, but naturally, it does not give you quite the same standard of reproduction or the same volume. Among sets of about its own price, however, there is quite definitely not another set to touch it. Reliability and workmanship are exactly the same as in the more expensive Murphy sets. The price has been brought down by keeping just to the essentials of good radio entertainment, such as an excellent choice of programmes, easy tuning, good reproduction and reliability. In all these directions this set is outstanding.

For such a low price most people expect a "cheap" set. Nobody would class this particular set as "cheap." Selectivity is excellent, and an unusual refinement in a set of this class is a new form of distortionless noise suppression between stations. The tuning scale is extremely clear, and is marked with 31 station names, with separate illumination for the long or medium-wave bands, whichever is in use. The cabinet is in highly polished walnut with black sides.

Size : 21" x 9½" x 13" high. Weight : 27 lbs.

*Supersonic Heterodyne Receiver.*  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres



Size : 22" x 10½" x 32½" high. Weight : 76½ lbs.

**£17.10**

A.C. OR D.C./A.C.  
MODEL

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS.

*Supersonic Heterodyne Receiver.*  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres

TYPE "38" MAINS CONSOLE MODEL. Although it will receive just as many stations as the "34" Mains Table Model, the purpose of this set is to secure fine reproduction rather than a tremendous number of programmes. If you buy the All-Wave receiver described on page 9, the short-wave band will greatly increase the number of stations you can receive. But if you prefer to spend your money on fine tone, you will find that this set will give you better reproduction than any other at anything like the same price. "Like snatching aside a curtain" is a very apt description of the effect of first hearing the clear, natural tone of this receiver.

Considerable improvement in reproduction has been secured by extending the upper and lower registers, lowering the bass resonance to 45 cycles, and using an improved output valve. A special cross-braced cabinet has been designed to counteract all unwanted vibrations, and variable selectivity is used to assist in securing the best possible reproduction.

This set has the new Murphy Alphabetical station-name scale with 60 stations marked in alphabetical order, and is fitted with the Cathode Ray tuning indicator, showing when you are accurately tuned. There is a new form of distortionless noise suppression between stations, and a heterodyne filter is included to suppress whistles, "side-band splash," etc. There are the usual tone control and external loudspeaker sockets. The very beautifully designed cabinet is in polished figured walnut and straight-grained elm.

**£ 24**

A.C. MODEL FOR 50 CYCLE MAINS

OR ON WEEKLY OR  
MONTHLY HIRE  
PURCHASE TERMS.

*Supersonic Heterodyne Receiver.*  
Medium Waves - 200-550 metres  
Long Waves - 900-2,000 metres

TYPE "34" MAINS RADIOGRAMOPHONE. Beware of buying a Murphy Radiogramophone. For if you do, you will want to be for ever dipping your hand in your pocket for new records, so excellent is the reproduction.

This instrument brings out the hidden beauty of records probably better than you have ever heard before.

Volume and tone controls operate both on records and radio.

The 12-inch turntable is driven by a high-torque, synchronous, constant-speed motor on the A.C. model, and by a commutator variable-speed motor on the D.C./A.C. model. An automatic stop is fitted. The lid is felt-lined to minimise external needle hiss and needle cups are also lined to avoid vibrations.

The radio specification is exactly the same as in the Type "34" Mains Table Model on page 12, with the exception that it has the very clear advantage of a Console-type Speaker and sound-chamber, which naturally give much better reproduction both on radio and records. The cabinet is veneered in polished walnut with narrow black and cream lines on the front. The control panel and front of the lid are in ash.

**£ 25**

A.C. MODEL ALL OTHER  
CYCLES AND D.C. MODEL



Size : 29½" x 16" x 35" high. Weight : 106 lbs.