



Artifact Showcase

Silvertone Model 4787

This 1937 Silvertone console model has an attractive wood cabinet. But what is unusual about it is that it had a telephone-type dial in lieu of having pushbuttons to select favorite stations. (The user could also manually tune in stations.) The dealer would ask the buyer for a list of favorite stations and set the dial positions accordingly.

Station call letters were printed on small circular labels that were inserted into the finger holes on the dial. The factory provided a sheet of stiff punch-out paper with all of the U.S.'s radio stations in alphabetical order from which the dealer could select and install the desired ones. The consumer was advised to save the sheet. In the event of a move to another city, a service technician there could reset and relabel the stations on the dial for that city.



Silvertone was Sears, Roebuck and Company's house brand for radios and TVs. Sears contracted with a number of less-familiar radio manufacturers (for example, Stewart-Warner, Detrola, and Wilcox-Gay) to provide its Silvertone models.

The Sears mail-order catalog was especially popular in rural areas. A large radio such as this one would likely be shipped by railway express in a wooden or stiff cardboard crate.

We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations.
THANKS!