



Artifact Showcase

Silvertone Antenna Kit

Silvertone was Sears-Roebuck's brand name for radios, TVs, and electronic equipment. This 1930s Silvertone antenna kit included antenna wire, insulators, and installation instructions.

1920s radios were designed to be used with long-wire outside antennas, usually stretched from the top of the house to a tree or pole. Also needed was a good ground connection, typically a copper pipe driven into the earth. Radios had two terminals on the rear of the chassis, labeled A and G, for antenna and ground.

In the 1920s and up until the late 1930s, if a customer purchased an expensive radio and did not already have an outdoor antenna installed, the dealer might offer to install one free. More often, the customer

would either have to pay the dealer to install an antenna and ground system, or be a do-it-yourselfer, buy a kit like this one, and climb up on the roof to string the antenna.

By the late 1930s most radios had enough gain that it was no longer necessary to use an outside wire antenna. Instead, radios would come from the factory with a loop antenna in the cabinet that would suffice. No ground connection was needed.

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!

Donated by Kim Herron

