

Western Electric

*728B
Loud
Speaker*

*The Speaker
With An
"Emotional"
Characteristic*

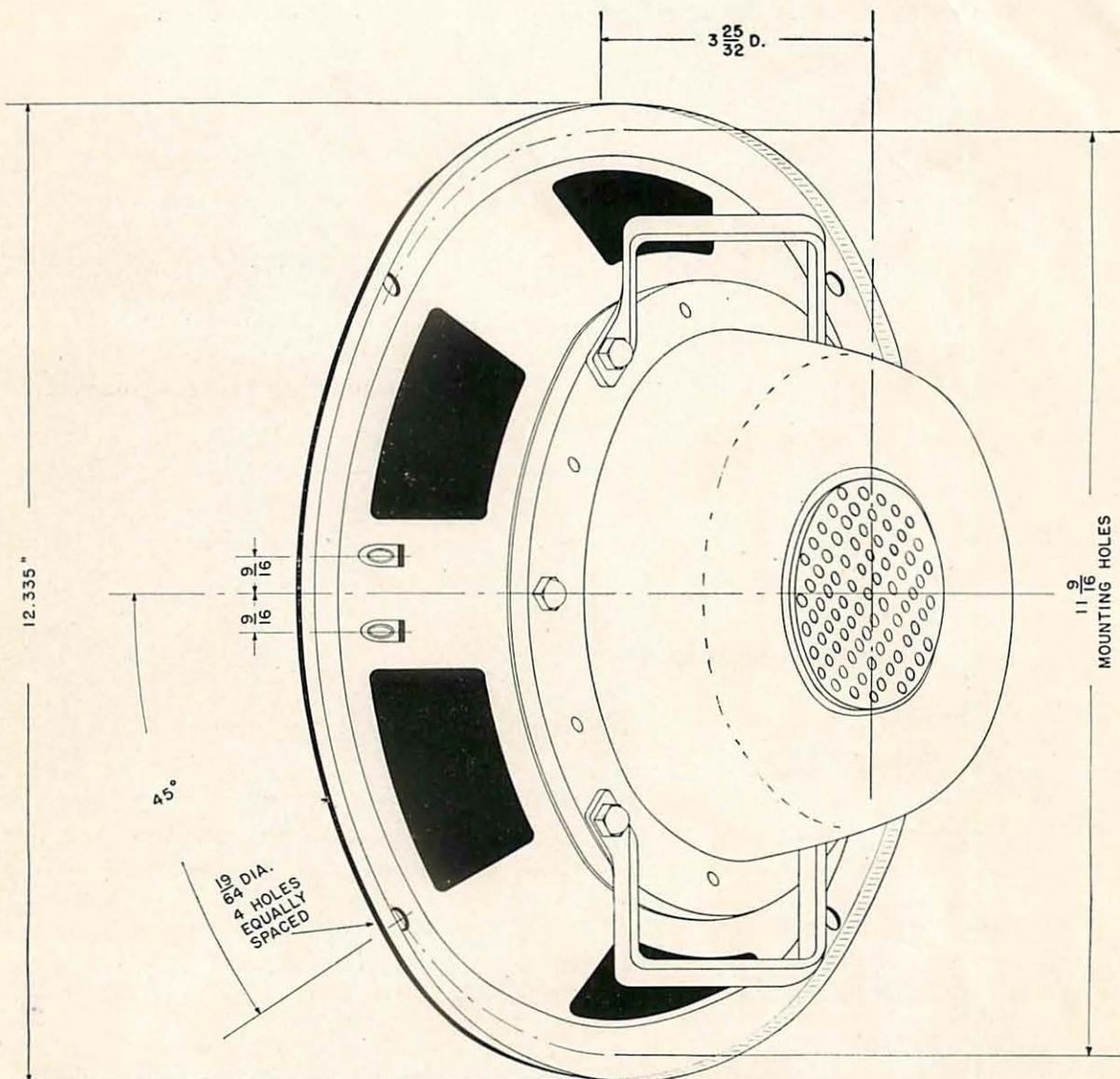


THE 728B Loudspeaker represents an advanced application of the latest technique developed by the Bell Telephone Laboratories as a result of their never ending research and development in the interest of natural reproduction of sound.

It is intended for high quality reproduction of sound for radio monitoring of speech and music, and for music reproduction and public address systems.

This single direct-radiator type of loudspeaker with its compact construction, high power handling capacity, and low cost is ideally suited for application into new and existing sound systems where a wide frequency range must be reproduced by a single speaker. It is designed to respond to frequencies from 60 to 10,000 cycles.

While some loudspeakers have been described as having "presence", the 728B has what might be described as an "emotional" characteristic which eliminates the consciousness that the program is coming through a loudspeaker.



Dimension drawing of the new 728B Loudspeaker

SPECIFICATIONS FOR THE 728B LOUDSPEAKER

Voice coil impedance	4 ohms
Coverage angle	50°
Power handling capacity	30 watts continuous
Efficiency	At a distance of 100 feet on axis the 728B will produce a level of 81 db above 10-16 watt per sq. cm. at 30 watts. This level is on a basis of a warble frequency covering a range from 500 to 2,500 cycles per second.
Nominal Frequency Response	Uniform 60 to 8,000 cycles with a gradual roll off to 10 db. down at 10,000 cycles.
Diameter (overall)	12-11/32"
Depth (overall)	3-25/32"
Weight	17 pounds (approximate)
Baffle hole diameter	11"
Mounting holes	Four equally spaced on 11-9/16" diameter
Speaker enclosure required	Total enclosure of not less than 2½ cubic feet.

The low frequency response can be improved (within limits) by increasing the size of the speaker enclosure.

SPEAKER ENCLOSURE AND MOUNTING

The enclosure should have a minimum of 2½ cubic feet and the plywood used for construction should be at least ¾" thick. The only critical dimension is depth and this dimension should be sufficient to provide adequate clearance for the speaker frame.

The inside surfaces of the box should be lined with sound absorbing material 1" thick. Hair felt, or cellulose absorbent material is satisfactory. If a grille cloth is used for covering the speaker, it should be open mesh material, which has no audible effect on the high frequency response.

Conveniently placed handles on the speaker frame make it easy to hold the speaker when installing it in a cabinet.

EX 249

DISTRIBUTOR IN THE UNITED STATES

Graybar

ELECTRIC COMPANY

Executive Offices: 420 Lexington Avenue, New York 17, N. Y.

ALABAMA
Birmingham

ARIZONA
Phoenix

ARKANSAS
Little Rock

CALIFORNIA
Los Angeles
Oakland
Sacramento
San Diego
San Francisco

COLORADO
Denver

CONNECTICUT
Hartford
New Haven

DELAWARE
Wilmington

DIST. OF COLUMBIA
Washington

FLORIDA
Jacksonville
Miami
Orlando
Tampa

GEORGIA
Atlanta
Savannah

IDAHO
Boise

ILLINOIS
Chicago
Peoria

INDIANA
Evansville
Hammond
Indianapolis

IOWA
Davenport
Des Moines

KANSAS
Wichita

KENTUCKY
Louisville

LOUISIANA
New Orleans

MAINE
Portland

MARYLAND
Baltimore

MASSACHUSETTS
Boston

Springfield
Worcester

MICHIGAN
Detroit
Flint
Grand Rapids
Lansing

MINNESOTA
Duluth
Minneapolis
St. Paul

MISSISSIPPI
Jackson

MISSOURI
Kansas City
St. Louis

NEBRASKA
Omaha

NEW HAMPSHIRE
Manchester

NEW JERSEY
Newark

NEW YORK
Albany
Buffalo
New York
Rochester
Syracuse

NO. CAROLINA
Asheville
Charlotte
Durham
Winston-Salem

OHIO
Akron
Cincinnati
Cleveland
Columbus
Dayton
Toledo
Youngstown

OKLAHOMA
Oklahoma City
Tulsa*

OREGON
Portland

PENNSYLVANIA
Allentown
Harrisburg
Philadelphia
Pittsburgh
Reading

RHODE ISLAND
Providence

SO. CAROLINA
Columbia

TENNESSEE
Chattanooga
Knoxville
Memphis
Nashville

TEXAS
Amarillo
Beaumont
Corpus Christi
Dallas
Fort Worth
Houston
San Antonio

UTAH
Salt Lake City

VIRGINIA
Richmond
Roanoke
Norfolk

WASHINGTON
Seattle
Spokane
Tacoma

WISCONSIN
Milwaukee

*Sales Office

A NATIONAL ELECTRIC SERVICE

DISTRIBUTOR FOR CANADA AND NEWFOUNDLAND

Northern Electric

COMPANY LIMITED

General Offices: 1620 Notre Dame Street, W.

Plant: 1261 Shearer Street,
Montreal, P. Q., Canada

TWENTY-FOUR BRANCHES FROM COAST TO COAST

FOREIGN DISTRIBUTOR (Except Canada and Newfoundland)

Westrex Corporation

111 Eighth Avenue, New York 11, N. Y., U. S. A.