

THE SUPREME

achievement

OF RADIO'S MASTER

CRAFTSMEN

There is nothing finer than a Stromberg-Carlson



No. 74
GRAND RADIO
AND
AUTOMATIC PHONOGRAPH

The Finest

REPRODUCER OF SPEECH AND MUSIC EVER

MADE AVAILABLE TO *discerning music lovers*

FOR forty-one years Stromberg-Carlson engineers have been developing and refining electrical sound reproducing equipment, and building a background of first-hand experience unmatched by any radio manufacturing organization. And in the creation of the New Stromberg-Carlson Grand Radio and Automatic Phonograph their art finds its highest expression.

In every detail of electrical and acoustical science this new creation represents their latest word—their finest thought—put into physical form by inspired craftsmen—men whose hearts are in the work of their hands. No instrument so built could be less than a masterpiece.

By all means arrange at once with your

dealer to hear this finest of all Stromberg-Carlson Radios. You will be amazed at the advances which have been made beyond all previous accomplishments in the reproduction not only of High Fidelity but also of standard broadcast, short wave, and electrically recorded programs.

The Stromberg-Carlson No. 74 Grand Radio covers the entire standard broadcast range—the New High Fidelity channels, police, aircraft and amateur ranges and the 14-, 16-, 19-, 25-, 31- and 49-meter short-wave broadcast bands, bringing in all programs with realism never before experienced outside of acoustical laboratories.

Te-lek-tor remote control of both radio and phonograph operation may be added.

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BRINGING *Studio Quality* **TO HOME REPRODUCTION**
OF ANY BROADCAST OR RECORDED PROGRAM
Standard Broadcast • Short Wave • High Fidelity • Phonographic



REALISM so startling, tone color so exact that keen musical critics are unable to distinguish between original and reproduction—that is the "Studio Quality" achieved in this new Grand Radio and Automatic Phonograph. And the delicate balance of high, low and middle notes which gives fine music its distinctive tone coloring, is maintained with positive precision, not only at normal sound output, but at all intensities, from a mere whisper to full auditorium volume.

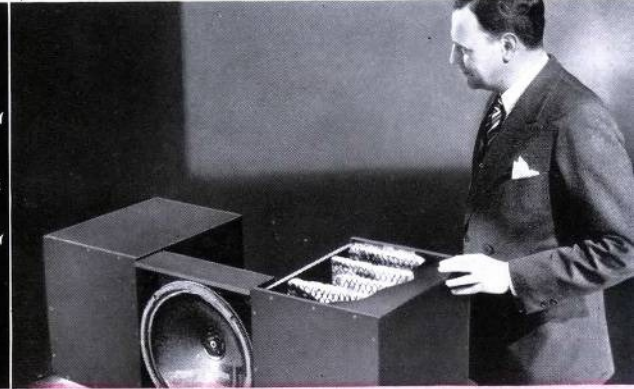
To the extended audio range which is the basis of High Fidelity reception, Stromberg-Carlson has added scores of basic improvements and subtle refinements in electrical and acoustical design. Combined, they achieve a quality of reproduction of both speech and music far beyond the finest previously known.

More than just High Fidelity this new type Radio offers:

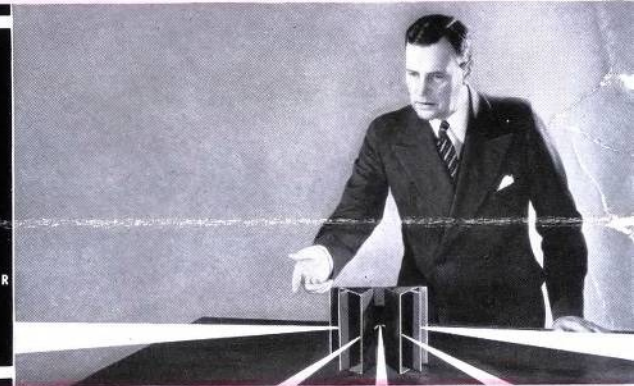
1. Extended Audio Frequency Range (extended both ways not only for higher treble response but also lower bass response).
2. Greater Dynamic Range of volume levels that can be handled without blasting. Eight times the volume range of the average radio. The bass speaker unit alone weighs more than the average console radio.
3. Better Musical Balance, with high, low and middle tones in proper proportion at every volume level.
4. Elimination of Cavity Resonance so that there is no unnatural "boom" in the bass.
5. No Interference of Low Tone Sound Waves from back of cabinet.
6. No Persistence in Vibration of the loud speaker after the current stops flowing in the voice coil.
7. More Uniform Distribution of All Tones to all parts of the room.

Three basic improvements essential to Studio Quality of reproduction are illustrated here. How much they contribute to brilliance and realism on every type of program can only be realized by actually listening in.

Let your dealer arrange an audition. We know you will agree that here, indeed, is the supreme achievement of Radio's Master Craftsmen.



Natural Bass Response—Tremendous Volume Unnatural booming, blurred or fuzzy tones, "rain-barrel resonance" and other shortcomings of standard bass speaker reproduction are all eliminated with the help of the new Stromberg-Carlson Acoustical Labyrinth (Patent Pending). Its enclosed non-resonating air column damps out unwanted vibrations, halts cone motion the instant current stops flowing, and quadruples the effective sound output of the speaker. This permits of tremendous volume without strain on speaker parts, perfect tone control at all intensities, and an extension of bass frequency range equal to that obtainable by a 30% increase in cabinet baffle area.



Wide Angle Sound Diffusion High notes from a radio are normally projected in a very narrow beam, but in the No. 74 Grand Radio, spreading vanes in front of the treble speaker deflect the sound waves fanwise, diffusing the treble notes evenly throughout the room. This makes it unnecessary for the listener to be directly in line with the speaker in order to hear high as well as low notes in their proper values. Spreader vanes are not required for the bass speaker, as the low frequency vibrations are self-diffusing. More uniform distribution of all tones to all parts of the room figuratively grants each and every listener the courtesy of the "choicest seat in the house."



Clearer High Notes—Richer Low Notes By the use of separate bass and treble speakers, fed through a frequency dividing network, the delicate high frequency treble notes and robust low frequency bass notes are reproduced with color and naturalness impossible of attainment when a single speaker attempts to span the entire range of audible vibrations. With each speaker powered in proportion to its needs there are no distortion peaks in either the bass or treble registers. The bass speaker unit of the No. 74 Stromberg-Carlson weighs more than the average console radio complete. Its massive magnetic system gives these radios eight times the volume range of average home radios!

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Remote Control by **TE-LEK-TOR**

TO the wealth of entertainment bestowed by the magic of radio, Te-lek-tor adds the crowning touch—complete control of the instrument from any point where one prefers to listen. By doing this Te-lek-tor adds immeasurably to the pleasure derived from any program, because it permits tuning from the point at which you are listening, *the only point* at which exactly the right sound intensity can be determined.

Te-lek-tor does still more—it permits extending the marvelous quality of entertainment from your splendid radio to every room

in your home, by the simple addition of sound outlets and control boxes wherever desired.

From a Te-lek-tor Control Box, eight pre-selected stations are tuned in at the touch of a button, and any others may be selected as easily as by turning the dial at the instrument. Volume may be increased or reduced at will. Shifting from broadcast to recorded programs or vice versa is just a matter of pressing buttons, and the changing of records, too, is controlled in the same manner.

Ask your dealer to demonstrate remote control by Te-lek-tor.

SPECIFICATIONS—No. 74 Grand Radio and Automatic Phonograph

CABINET Finished in dark walnut with ornamental burl and butt walnut veneers to provide interest. Top of four-piece center matched burl walnut. Space provided for filing record albums behind the two burl walnut doors at each side of cabinet front. The doors which conceal the radio controls and phonograph may be closed while the instrument is playing. Multi-ply, non-warping wood. Rigidly constructed. Height, 48 in.; Width, 41 in.; Depth, 23 $\frac{3}{8}$ in.

TUNING RANGE Four Tuning Ranges covering frequencies from 520 to 23,000 kc.: (1) Standard Broadcast Range 520 to 1,600 kc.; (2) Police Range 1,500 to 4,200 kc.; (3) Short Wave Range 3,700 to 10,000 kc.; (4) Short Wave Range 8,500 to 23,000 kc.

TUNING FACILITIES Four Section Selectorlite Dial lighting only the section of this dial which corresponds to the tuning range in use at any time. Four Position Range Switch which not only selects and illuminates the desired range but also automatically selects the proper antenna. Continuous Fidelity Control. Interlocking

(Electrical) Control. "Vernier" Station Selector Knob, 200 to 1 reduction. Four Gang Tuning Capacitor. Three Pre-Selector (R.F.) Tuning Circuits. Te-lek-tor Fittings. Remote Control by Te-lek-tor may be added.

AUTOMATIC PHONOGRAPH EQUIPMENT Shifts and plays 15 records of any standard make, 10- or 12-inch, or both mixed. Plays both 33 $\frac{1}{3}$ and 78 r.p.m. records.

AUDIO SYSTEM Three stages of Class "A" amplification—Double Push Pull Output driven by a power tube, 30-watt output. Two speakers with Frequency Dividing Network; Stromberg-Carlson 13 $\frac{1}{2}$ -in. auditorium type bass with double Acoustical Labyrinth and 5 $\frac{1}{4}$ -in. treble with sound spreading vanes. Continuously Adjustable Fidelity Control. Bass Compensation. Low Level Bass Compensation. Tone Control. Automatic Volume Control.

TUBES 16, up-to-date: 4 No. 6D6, 1 No. 6A7, 1 No. 76, 2 No. 6C6, 1 No. 6B7 1 No. 42, 4 No. 2A3, 2 No. 5Z3.

