

Western Electric

*728B
Loud
Speaker*

*Another in the series of
Loudspeakers which give
... the feeling of presence*



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 particularly suitable for high quality Broadcast Station Monitoring, Wired Program Services, Sound Distribution Systems, Public Address, Radio Monitoring, and general utility.

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.

The 728B is another in the famous series of Western Electric loudspeakers which give the *feeling of presence* — that characteristic which eliminates the consciousness that the program is coming through a loudspeaker.



Front view of the 728B Loudspeaker

SPECIFICATIONS FOR THE 728B LOUDSPEAKER

Frequency Response	Uniform 60 to 8,000 cycles with a gradual roll off to 10 db. down at 10,000 cycles.
Voice coil impedance	4 ohms
Coverage angle	50°
Power handling capacity	30 watts continuous
Efficiency	At a distance of 30 feet on axis the 728B will produce a level of 93.5 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.
Diameter (overall)	12-11/32"
Depth (overall)	3-25/32"
Weight	17 pounds (approximate)
Baffle hole diameter	10-15/16"
Mounting holes	Four equally spaced on 11-9/16" diameter.
Speaker enclosure required	3 cubic feet completely enclosed.

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

SPEAKER ENCLOSURE AND MOUNTING

For optimum performance under average conditions the enclosure should have a volume of three cubic feet, with no openings other than the baffle hole. Since its dimensions are not critical the enclosure can be designed to fit into almost any type of installation — a highly desirable feature.

Sloping-front cabinets are preferred in most installations. The following inside dimensions are for a typical three cubic foot enclosure that will give excellent results. Width 21", height 23³/₄", top depth 9¹/₄", bottom depth 12³/₈".

The enclosure should be constructed of wood not less than ³/₄" thick. Inside surfaces of the box should be lined with sound absorbing material 1" thick. If a grille cloth is used for covering the speaker it should be an open mesh material which has no audible effect on the high frequency response.

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TWENTY-FIVE BRANCHES FROM COAST TO COAST