

*"There is nothing finer than a
Stromberg-Carlson"*

Although the company has not manufactured receivers since 1961, their slogan will always be remembered by the critical radio enthusiast for in a period of almost 40 years they earned a reputation for excellence.

S-C was founded in Chicago in 1894 by Alfred Stromberg and Androv Carlson -- both of Swedish descent. The two men were working for the old Chicago Telephone Company when they decided to pool their savings and start manufacturing telephone equipment. It was an extremely competitive but expanding era and their small firm managed to survive through perserverance and fine workmanship.

For competitvie reasons, the two partners sold their Chicago plant and moved to Rochester in 1904. Here they became a major supplier to the Rochester Telephone Co. which is one of the country's largest "independents". Stromberg and Carlson remained with the company for only a year or two. They finally sold their interest in the organization and returned to Chicago. The company continued making telephone equipment and is today one of the largest manufacturers in the country excluding, of course, the big Western Electric/Bell System.

The firm started to manufacture radio components as early as 1910 but not to any great degree until 1915 when they started to produce headsets in limited quantity for the Navy. Other components soon followed such as audio transformers -- all of which tied in very nicely with their experience and manufacturing facilities.

They finally took the big plunge with the appearance of a loudspeaker (horn type) in the fall of 1923 and the first receiver, Model 1A, in early 1924. Considerable thought was given to this five tube receiver. They wanted the best and be free of all patent technicalities. Their choice was Hazeltine's neutrodyne licensed under RCA patents.

It was a rough time to start in the radio business for in 1924 there were several hundred radio manufacturers but so intense was the rough-and-tumble competition that by 1926 the field had narrowed down to about 40 leading set manufacturers. S-C stress-

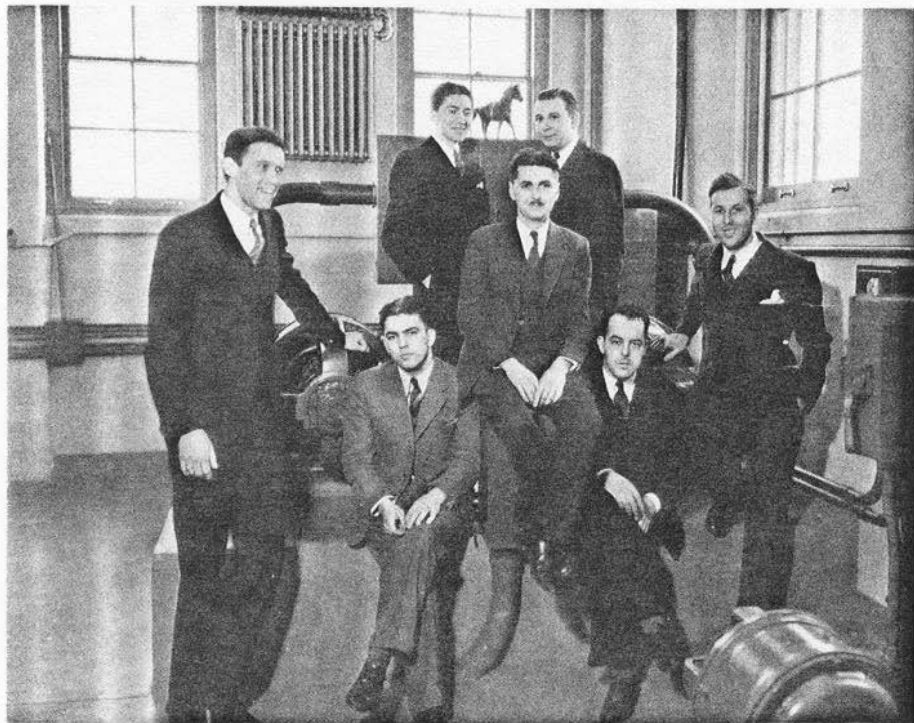


The first receiver manufactured by Stromberg-Carlson Model 1-A (1924). Neutrodyne circuit with 2 RF, Det. and 2 audio -- all 201-A's.

ed quality and soon became a leader in the fine receiver field. There Models 601 and 602 (released August, 1925) were one of the first totally shielded receivers ever manufactured on a production basis. Rapidly, their Engineering Department developed other innovations in receivers such as:

- one piece metal chassis construction including power supply.
- switchboard type cabling in wiring.
- phonograph jack introduced on Model 523, 633 and 734. Sept., 1927
- linear power detection made possible by A.C. screen grid tubes - 1929.
- automatic volume control (AVC) started in Model 846, Summer, 1929.
- visual tuning meter introduced in Model 846.
- acoustical labyrinth speaker system for hi-fi -- 1935.
- the second company in the country licensed to manufacture FM receivers. (G.E. was first) This resulted in a real hi-fi set with co-axial dual speaker system (1939).
- and lastly, pioneered as a TV manufacturer -- 1939 !

Like Crosley with WLW and other radio manufacturers, Stromberg-Carlson owned and operated a radio station --- pioneer broadcast station WHAM which it purchased in 1927. A 50,000 watt clear channel station, it operated under the S-C banner until 1955 at which time the company merged with General Dynamics and the station was sold. WHAM has had several owners since that time and unfortunately is no longer identified with Stromberg-Carlson under whose ownership it pioneered with shortwave and FM transmission as well as regular broadcast. Clarence Dengler, W2IK (ex-8KS), Ken Gardner, W2BGN (ex-8BGN), Walt Malone, W2PZH and Al Bowman, W2ZUX (ex-8KXA) are but few A.W.A. members who were former engineers at WHAM.



OLD WHAM "GANG" IN 1933

Left to right: Charlie Synder (W8ATH), Elmer Grabb (W8DOD), George Driscoll, John Long (W8ABX), Yoe Seiler (W8PK), Wilfred O'Brien and Al Balling (W8ALY). John Long (seated at center) was Chief Engineer. Other amateurs not present included Ray Lucia (W8BEN), Jerry Hall (W8AHK), Walt Malone and of course A.W.A. Director Ken Gardner W2BGN (W8BGN).

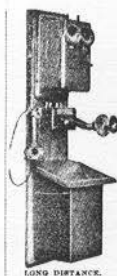


Stromberg-Carlson Model 112 TV receiver made in 1939 using a 10" tube with mirror. The receiver (left) covered the broadcast band, shortwave and FM frequencies !

The company continued to manufacture TV receivers until 1955. From that period on plant facilities slowly changed to electronic and military production with some emphasis on high fidelity receivers and components. The latter were phased out in 1961 leaving two separate divisions in Rochester --- General Dynamics (original radio and TV manufacturing facilities now primarily military) and Stromberg-Carlson Telephone Manufacturing Co.

In retrospect, we can think of Stromberg-Carlson as the Cadillac of the receivers-- whereas Scott and Leutz were the Mercedes and Royal Royce. S-C being a high quality massed produced item and the latter lower production and custom made....

(Material supplied by Harry Lott, W2ARX, ex-8GQ, WIBX, WAHG)



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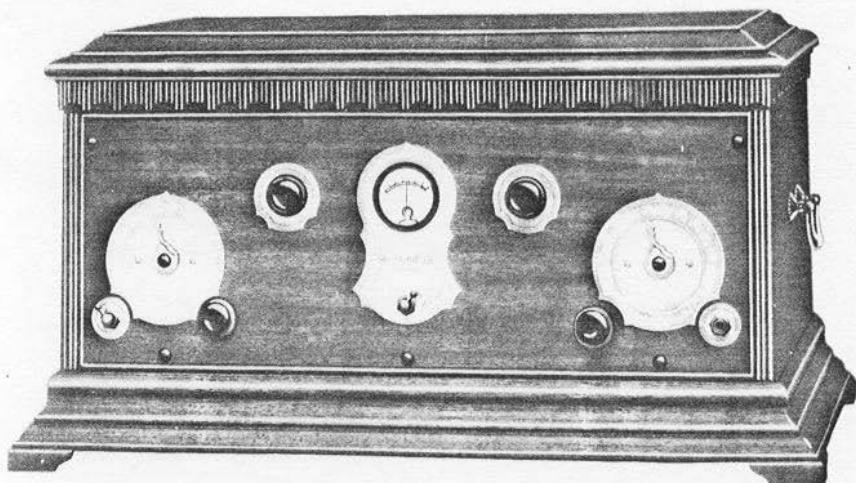
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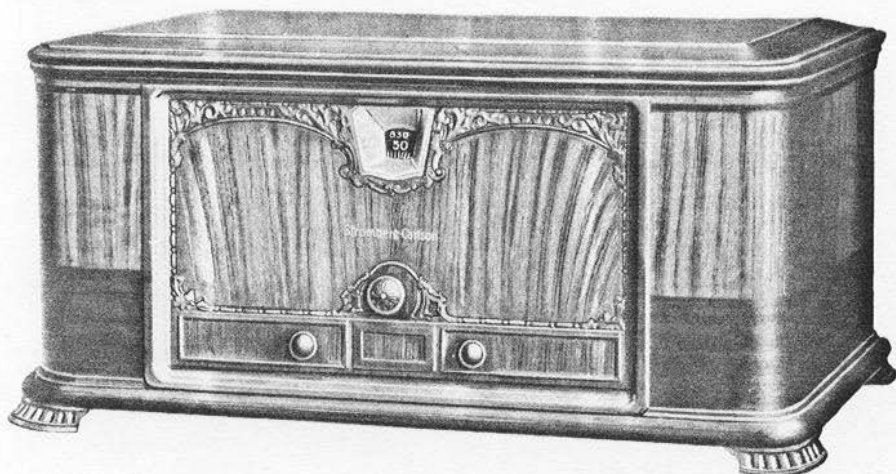
The Stromberg-Carlson
Tel. Mfg. Co., 70-82 W. Jackson Boul.
CHICAGO, U. S. A.

Early Stromberg-Carlson Ad (1901)

About the time this S-C advertisement appeared in the American Electrician, Mr. Carlson was experimenting with radio telephone, according to those who worked with him. AWA has been presented with one of Mr. Carlson's exquisitely made Ruhmkorff coils reportedly used in some of this work. In demonstrations around 1905, we are told, Mr. Carlson exhibited S-C technological progress in radiophone before a national electrical convention in Chicago. No details known.



Model 633 -- the ultimate at the time --- three stages of R.F., detector and two audio --- all beautifully assembled on an all metal chassis and adaptable for A.C. operation. Like its predecessors (500 & 600 series) it had a DC filament voltmeter.



Model 641 A.C. receiver (Spring, 1929) using screen grid tubes. Like the 633, no expense was spared to make this a quality receiver.