

Magnecord Ink

JULY-AUGUST 1952

WRUL, Voice of Freedom, America, Is Voice by Magnecorder, Chicago

One of the best jobs of selling the American way of life is that being done by Station WRUL, the Voice of Freedom. The Boston station has been telling the story of America and Americans throughout Europe, Asia, Africa and Latin America, and it has relied on Magnecorders to tell it.

Not to be confused with the Voice of America, sponsored by the State Department, WRUL is privately owned and operated. Its non-profit activities are underwritten by private individuals and corporations. It has been a pioneer in the field of selling the American way, beaming behind "curtains" since 1931.

However, its serious "job" did not begin until the encroachments of Communism had swallowed up much of Europe and Asia. Today WRUL and its founder and president Walter S. Lemmon, are staging an all-out offensive against communism and those who preach it.

Over the years, they have found that the only way to get to the heart of people behind curtains, is to speak in the language they understand—the story of American industry and people, told by people like themselves in a manner they can understand, not by professional reporters or Government publicists.

They hear American workers from the assembly lines, factory benches and office desks in Detroit, New Haven, Atlanta. The workers, many of them foreign-born with friends and relatives still in Europe, describe homes, their families, their friends, their work, fellow workers, their their plans.

These interviews are conducted in factories and shops. A WRUL crew moves into a city, arranges interviews with typical industrial concerns, and Magnecorders the program.



Fletcher Coates, WRUL staffer, interviews screw machine operator in Burroughs Adding Machine Co., at Detroit, Michigan.

The unrehearsed Magnecord programs are then translated for broadcast.

In the words of Lemmon, "These recordings will offset Communist propaganda that American workers are slaves. They acquaint foreign countries with our production methods, and show them that Americans are really people like themselves."

INTRODUCE TAPES

Next issue we'll have big news for "hi-fi" fans and other people who have interest and use for pre-recorded tapes. Negotiations have just about been completed with Vox records to market commercially pre-recorded tapes. The tapes will be known as "Magnecordings by Vox."

ADVENTUROUS PT6 TOURS WILD AFRICA IN SCIENCE STUDY

An adventuresome PT6-JA with an IM3-Mixer are important members of an eight-week expedition into the remote parts of French Equatorial Africa and the French Cameroons. The expedition is sponsored by the National Geographic Society, the American Museum of Natural History, New York, and Dr. and Mrs. Carnes Weeks of Midway Plantation, Mount Holly, S. Car.

The PT6 and party left New York by air April 20 for Brazzaville, FEA. From there they proceeded to Fort Archambault, and then into the wild country beyond.

The expedition members will seek specimens of animal and plant life and obtain photographs, motion pictures, paintings and tape recordings of wildlife and native life. Extensive recordings of native dialects and music will be made.

In a press release, members of the party indicated the choice of components (including the Magnecorder) was dictated by the fact that expedition personnel had only a rudimentary knowledge of principles and techniques of recording, and simple and dependable operation under difficult field conditions was a necessity.

An interesting and valuable secondary use of the Magnecorder equipment was in making recordings of detailed discussions by expedition personnel of their experiences on each phase of the trip. These were recorded and transcribed to typewritten reports, and form an invaluable record of the expedition for later reference.

The release concludes with the note: "The only casualty so far has been termite damage to the recorder case."

Allan Jones Magnecords "Guys and Dolls" Cues



Monitoring performances of "Guys and Dolls" at Chicago's Schubert theatre is the latest use to which Allan Jones, radio, stage and screen personality, has put his machine. Jones has the "lead" in the Chicago production.

He uses his Magnecorder at the theater to check his own performances in vocal selections, and review and assist understudies in their interpretations of the various roles. Recently Jones has done a series of

radio spot commercials for the show. These are Magnecorded and played on station Magnecorders.

Jones originally purchased his Magnecorder in 1949. He had been signed to do a daily 15-minute program, "Keeping Up With the Joneses," while in England. The program was recorded and then air mailed to the United States for broadcast. He purchased the Magnecorder on the recommendation of American Broadcasting Company officials.

While in England, he experienced a "close call." His Magnecorder fell unnoticed from the rear end of the family station wagon. It was found by an English truck driver who noted the name and carried it into a nearby pub. The pub owner notified Jones who picked the unit up. The case was battered, but the unit still worked perfectly.

He was assigned by ABC to cover the end of the Berlin "Air Lift," and went to Weissbaden and Templehof. He Magnecorded the entire routine from loading of the planes, interviewing German laborers loading coal, through the take-off. As part of the program he actually "talked" one of the planes off the ground, recording it at the same time in the control tower. The pilot had been told who was handling the operation. Several feet off the runway, he wiggled his wings and called, "Look, Jones, no hands."

Another valuable use is in recording interviews in various stopping points. The local radio person can come, get his Magnecorded interview between stage appearances, on Jones' unit and get back for airing with a minimum of time loss.

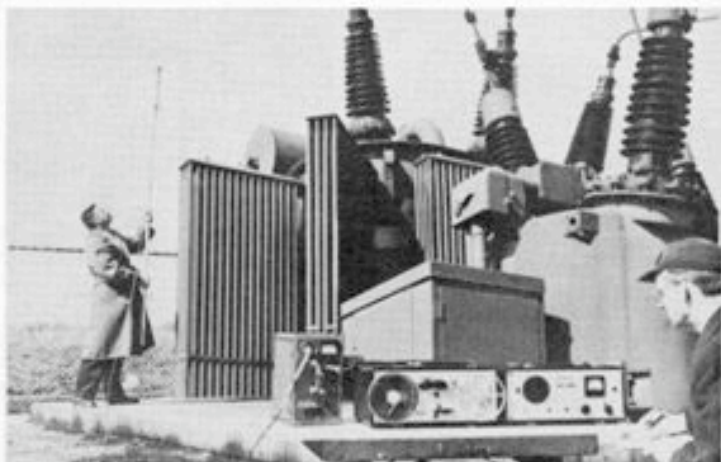
Magnecorders Aid General Electric Power Studies

Research engineers of the General Electric Company have found a simple way to bring the hum of operating transformers into the laboratory for study. The feat is accomplished with the use of the familiar Magnecorder.

Before this comparatively easy method was discovered, data on transformer noise in the field was gathered by taking heavy and cumbersome instruments to transformer locations. Measurements obtained at the site were not always accurate because of the rough treatment and rapid temperature changes to which the instruments were subjected during transportation.

Now the formerly-used sound analyzer and high-speed recorder are left at the laboratory, and Magnecord's high fidelity magnetic tape recorder is substituted.

Studies of transformer noises are conducted by the Engineering Laboratory of the company's Transformer and Allied Products Division at Pittsfield, Mass. Laboratory engineers, using noise data, seek ways to reduce the volume of noise at transformer sites.



In the new method, the output of a sound level meter is fed into a tape recorder and a two-minute recording is made at various microphone locations. Appropriate technical information is recorded verbally with each recording. A standard sound is also picked up by microphone and recorded at intervals of about 15 minutes for calibration purposes.

The result is a permanent record of transformer noise and other per-

tinent field data which may be analyzed under ideal laboratory conditions.

G-E engineers say the use of the Magnecorder for field measurements has the additional advantage of permitting subjective judgments of the less tangible aspects of apparatus noise, such as the "annoyance factor," through playbacks in the presence of known amounts of ambient noise.

Magnecorder Helps "Jelly" Prevent Forest Fires

LIFE (May 12, 1952) decided that the story of "Jelly" Elliott was worth their coverage, and what's good enough for LIFE is good enough for INK. In fact, what's good enough for LIFE may actually be better for INK. Here's why:—

Joseph Rodney "Jelly" Elliott, a former honky-tonk operator and tent show and radio entertainer, isn't serious about much of anything except his family, dogs, hogs, fishing, and keeping America's forests safe. He gave up broadcasting and other interests four years ago when ulcers chased him into the "quiet life" in the swamps near Haile, Louisiana.

At that time, he didn't even worry much about forests, but an advertising group changed that. —The forest services needed a man to carry a message of safety and forest preservation. They contacted a New York advertising council to find the "right" man. A survey of the South showed that 86 per cent of the people interviewed listened, or would listen, to "Jelly" Elliott.

So, three years ago forestry representatives contacted U.S. Record-



Win Adams of U. S. Recording, Washington, D. C., plays back a recently recorded program for editing, while "Jelly" Elliott (left) listens critically.

ing services of Washington, D. C., Magnecord representatives, and Win Adams, recording specialist, joined the forestry heads in the first trek to the South. Eighteen 15 minute programs were taped by Win on his Magnecorder. These were later transferred to discs at U.S. Recording, and distributed to 350 stations in the South.

Results were so completely satisfactory, that the program was requested by more stations. This year, the program will go to 1,500 stations in 38 of the 43 states which have forests. The state and national forestry services, "Jelly" Elliott, Win Adams, and the people here at Magnecord are happy about this.

Neely Crew "Hits Road" to Sell Magnecorders



Magnecorders have been sold to many people for many different uses in many ways. Ordinarily we wouldn't bother our readers with these strictly commercial details. However, recently Neeley Enterprises, our California, Nevada, Arizona and New Mexico sales representatives, made an interesting junket we'd like to describe.

The entire crew packed their full line of instruments and audio equip-

ment including microphones, speakers, amplifiers, and, of course, Magnecorders and in early May took off on a whirlwind tour of California. More than a dozen members of the organization took part in the caravan which included private automobiles, three station wagons and two panel trucks.

First stop was in the Physics Building of Fresno State College where an invitational "Open House" had

been arranged for showing to science students and faculty members of schools and colleges in the area. Next was Sacramento where there was a large turnout of service personnel, and people from industry, radio, and educational fields. A number drove from Reno, Nevada to attend this showing.

The demonstration at Berkely drew 350 people, many from the U. of California. Because of the announced stops in nearby Berkely and Palo Alto, the San Francisco demonstration was scheduled as a "breather," but more than 700 persons attended.

Similar receptions were accorded at other stops at Palo Alto, Santa Barbara, Point Mugu (a Naval development center), National Bureau of Standards in Corona, Inyokern (a Naval testing center), and back to Los Angeles, where more than 1,200 persons jammed the Neely offices.

In all, more than 4,600 persons attended the exhibit at the ten demonstrations, some driving as far as 150-175 miles to attend. The weary Neeley gang traveled 1,300 miles in all.

MAGNECORDER NAMED OFFICIAL RECORDER AT CONVENTIONS

In the hoopla of the extensive television coverage of the national political conventions in Chicago, an important and significant step in local-level coverage was overlooked.

This was the recording services set up for small, independent radio stations by Magnecord, Inc. of Chicago under the auspices of the National Association of Radio News Directors and Chicago News Broadcasters Association.

In all, more than 550 programs from five to thirty minutes were recorded during the two events. Most were 15 minutes in length. Programs were recorded for 78 radio stations in 30 states and Hawaii, as well as the British, Canadian, French and Swiss Broadcasting Companies and the Voice of America.

Stations ranged from KPOA Honolulu and KOMO Seattle, to KFVD and KFVB Los Angeles, to WKNE Keene, New Hampshire, to WTAN Clearwater, Fla. and WIOD Miami. Stations closest to Chicago were WLDS Jacksonville, Ill. and WISC Madison, Wisc.

The people who made use of the facilities were just as widely representative. There were Mrs. W. W. Jarrell, a 70-year old grandmother from WKTG Thomasville, Ga. and Joel Lynch, 17-year old student from WLAG LaGrange, Ga. Convention highlights were reported to WWDC, Washington, D. C. by Hazel Markel, Mutual network commentator, while those to WARL, Arlington, Va., were handled by State Senator Charles R. Fenwick, a delegate.

Practically all the important dignitaries and guests were interviewed in the Magnecord studios. During the Democratic convention, for example, Sen. Russell (Ga.), Sen. Benton (Conn.), Sen. Kefauver (Tenn.), Rep. Roosevelt (N.Y.), Secretary of the Interior Chapman, Sen. Lehman (N.Y.), Mrs. Barkley, Sen. Magnuson (Wash.), Sen. Byrd (Va.), James A. Farley, Gov. Battle (Va.), and Gov. Long (Hawaii) were only a few. The same impressive array were Magnecord during the Republican convention.

In addition to providing the smaller stations with convention coverage to supplement network or press service coverage, the Magnecord facilities were used by network

commentators for local shows. It was far easier to get guests at a convenient hour in the Magnecord studios, record them and then feed them back than wait for the jammed network facilities.

Ralph O'Connor, WISC Madison, Wis. was typical of another group. These had direct lines from the station. However, it was impossible to get interviews during the broadcast hour in a station distant from the convention centers in the Amphitheatre and Hilton Hotel, so the programs were Magnecord and fed back on the line at broadcast time.

We're Proud of This



We're proud that Austin Wood of St. James, Missouri owns and operates a Magnecord. Mr. Wood is blind and his unit was purchased for him by the State Bureau for Blind Vocational Rehabilitation. Wood, totally blind, is an "Ozark fiddler," and he uses his Magnecord to record 15 minute programs which he sells to radio stations.



Among others who also did this were Gordon Gray, WKNA Charleston, W. Va., and Don Hirsch, WJAS, Pittsburgh.

Magnecord also recorded the entire floor proceedings in the Amphitheatre from start to finish of each convention. Pierre Crenesse of the French National Broadcasting System was a familiar figure in the Amphitheatre studio. Each morning he appeared to get the last sentence of each nominating speech or major address as well as 15 seconds of cheering for background to his newscast.

The Magnecord-CNBA-NARND facilities were the only recognized recording services at either convention. They provided convention-accredited union engineers, Magnecorders, recording booths, recording tape, and mailing and handling facilities at both the Hilton Hotel and the Amphitheatre.

Aside from this, it was really a Magnecord event. The Magnecord's portability and dependability made it the only broadcast-quality unit adaptable to the rigorous demand of the networks and general radio. Magnecorders were the only professional units seen on the Fifth Floor (radio and TV floor) of the Hilton Hotel.

Move Sales Office

In a move to consolidate functions and promote closer liaison within the company, the Magnecord sales and advertising offices at 360 North Michigan Avenue, will move to 225 West Ohio Street where production, service, accounting and offices are located. The new offices will be a short half block from the engineering department at 233 West Erie Street. The move is effective August 1. All phones will be WH 4-1889.