

The M-33

PUBLISHED BY MAGNECORD, INC. 1101 S. KILBOURN AVE., CHICAGO 24 JULY-AUGUST 1954

MAGNECORD ON THE MOVE—

New Plant Acquired

As part of a general expansion program, headquarters for the world's largest manufacturer of professional magnetic tape equipment will soon be 1101 S. Kilbourn Ave., Chicago. By Sept. 15, Magnecord, Inc. will be firmly established in its new home, which occupies some 72,000 sq. ft. of space on Chicago's industrial west side. Moving operations are already under way, having begun on Aug. 1.

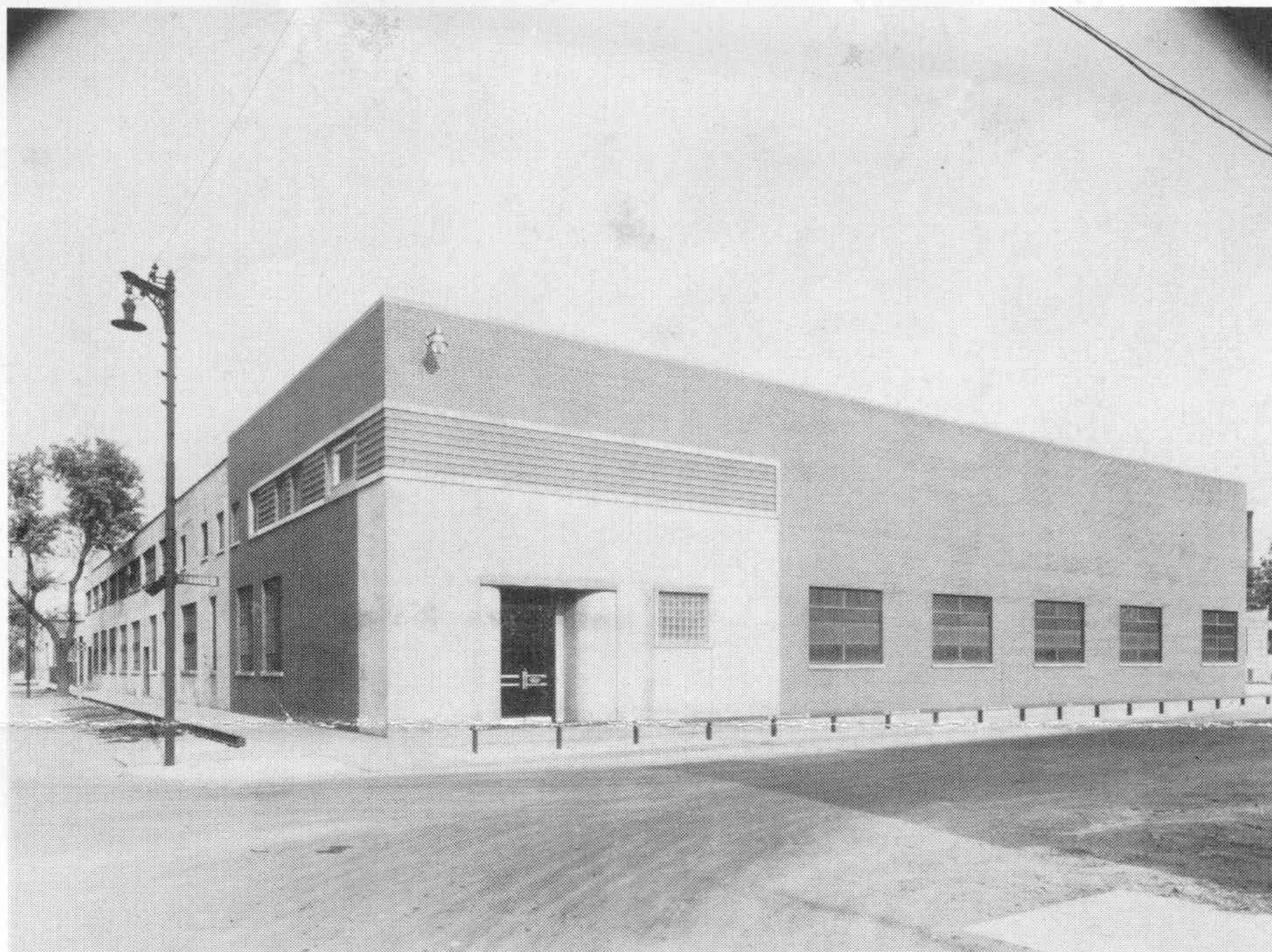
In June the company signed a purchase agreement with the Hammifin Corporation, manufacturers of pneumatic tool equipment, to take over the large, modern plant. Here, Magnecord will have approximately 1½ times the space it has been occupying and has now outgrown, at 225 W. Ohio and 223 W. Erie Sts. The move enables Magnecord to combine all plant operations under one roof, and still permits room for further expansion.

An Ideal Setup

Company officials are enthusiastic about the facilities in the new location. It has been said that designing and building a brand new plant would result in little improvement over what is being acquired ready-made at Kilbourn St. The original building, constructed in 1926, is in excellent condition. An entire new front was added in 1947. The main two-story building is 125 by 244 ft. A new wing contains 12,000 sq. ft. of office space, air-conditioned throughout. The new location also affords an excellent cafeteria and parking facilities.

Second Major Move

The moving operation now in progress is the second involving the entire Magnecord operation. Established in 1946, Magnecord outgrew its original quarters on Chicago's south side in its third year of operation. It then moved to the Ohio St. location. In 1949, additional space was acquired at the same Ohio St. address, and between 1951 and 1953 more area was obtained at 223 W. Erie. Since then there have been no other property acquisitions until the present.



The imposing Kilbourn St. entrance to the new Magnecord plant.

Steam Room

A number of industrial plants — 17 to date — have reported excellent results in improving employee relations after installing a "steam room". This picturesquely termed room is in reality a telephone booth or similar cubicle in which an employee, on his own time, can let off steam on anything that is bothering him. He merely enters the booth, picks up what is ostensibly a telephone, and starts running off at the mouth. At the receiving end is a Magnecorder which keeps pace with the beeper and records everything that is audible, with high fidelity.

Personnel directors report that not only has

morale picked up in many cases after employees have let off steam, but in many cases management has picked up information that has increased efficiency, improved working conditions, corrected inequities, etc.

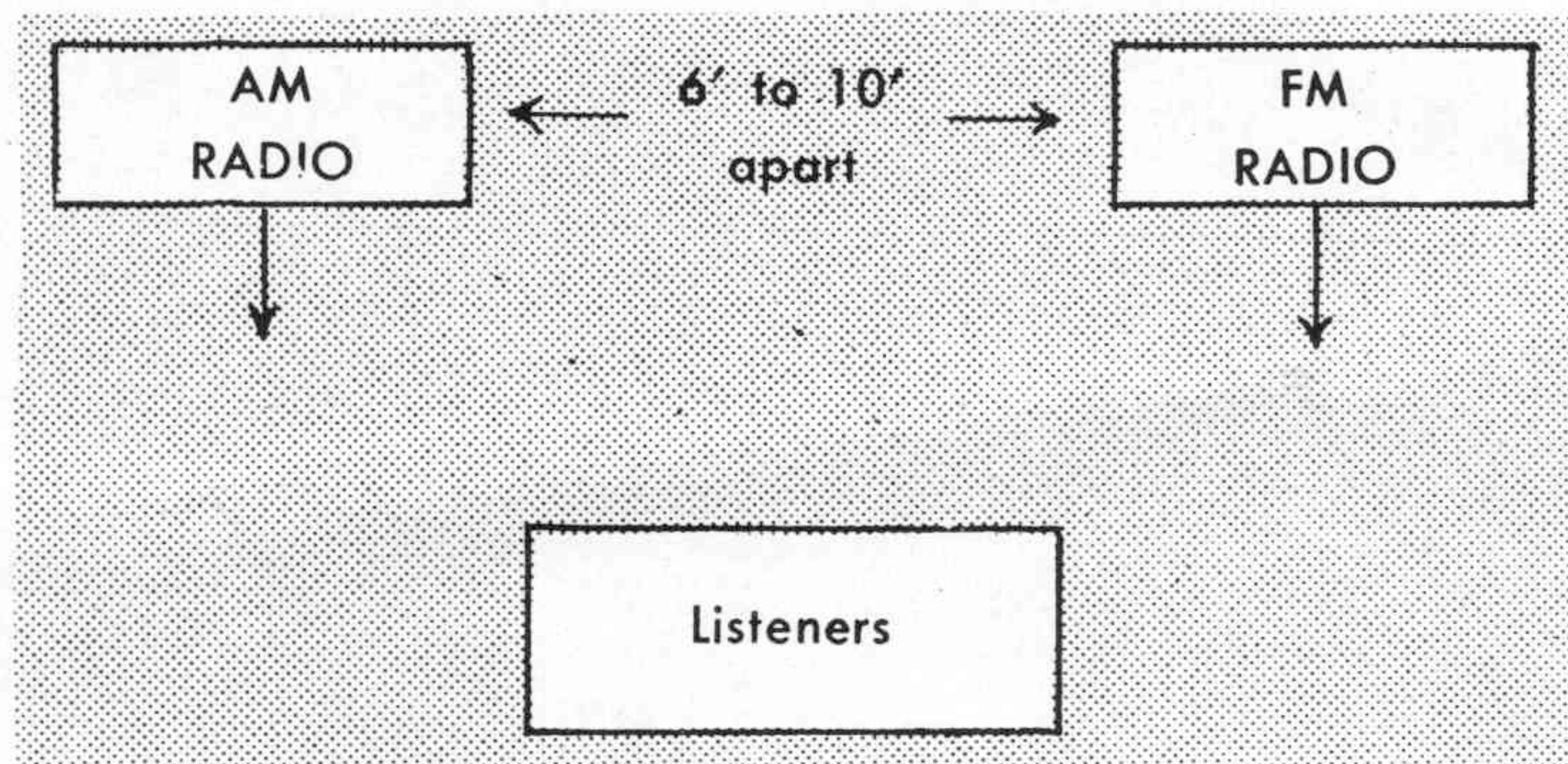
One thing that the directors have unanimously agreed is vital is that all communications be anonymous. Playful or spiteful, employees may have a tendency at the outset to deliver devastating diatribes at the president or other company officials and sign off with the name of Joe Doakes. Investigation, in such cases, has usually proven that Joe Doakes was nowhere around when the blast was let loose, and that it was actually Joe's mortal enemy, Jim Hoax, who waxed eloquent. Astute managements have parodied the old saw and admonished employees entering the steam room that "sticks and stones may break our bones but names will never hurt us — so don't use any, not even your own."



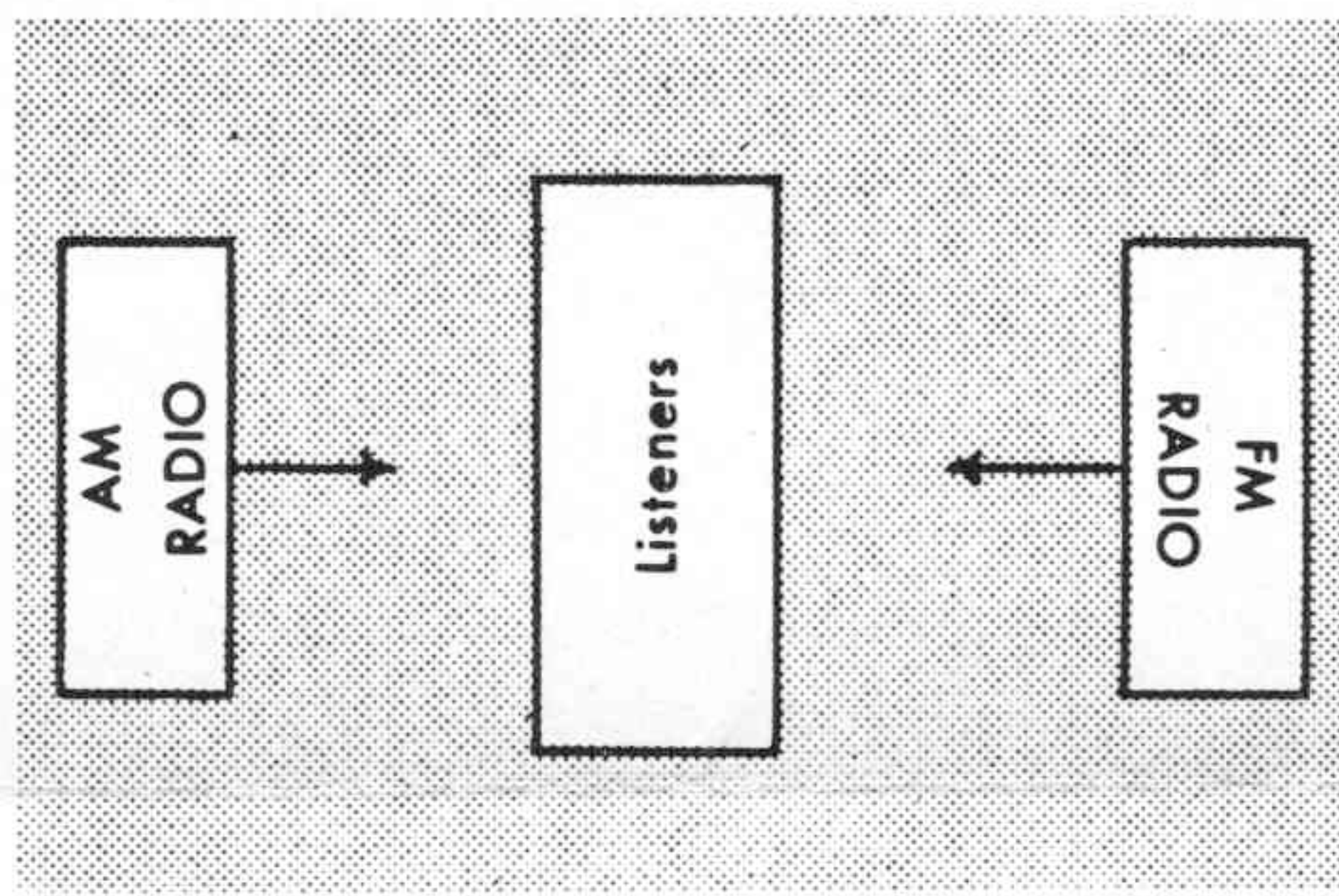
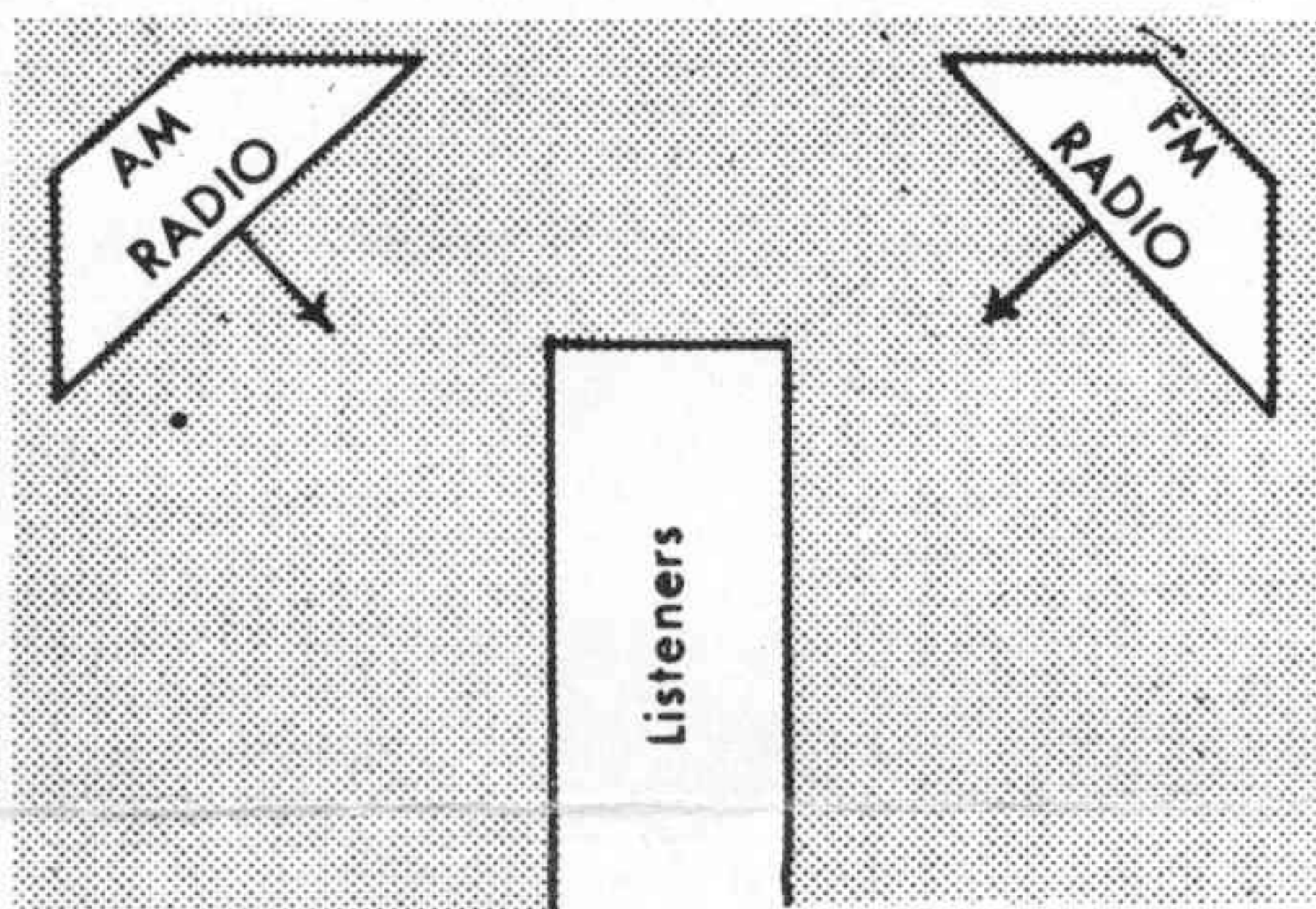
WORLD'S LARGEST AND OLDEST MANUFACTURERS OF PROFESSIONAL MAGNETIC RECORDERS

How to Enjoy Three Dimensional Sound

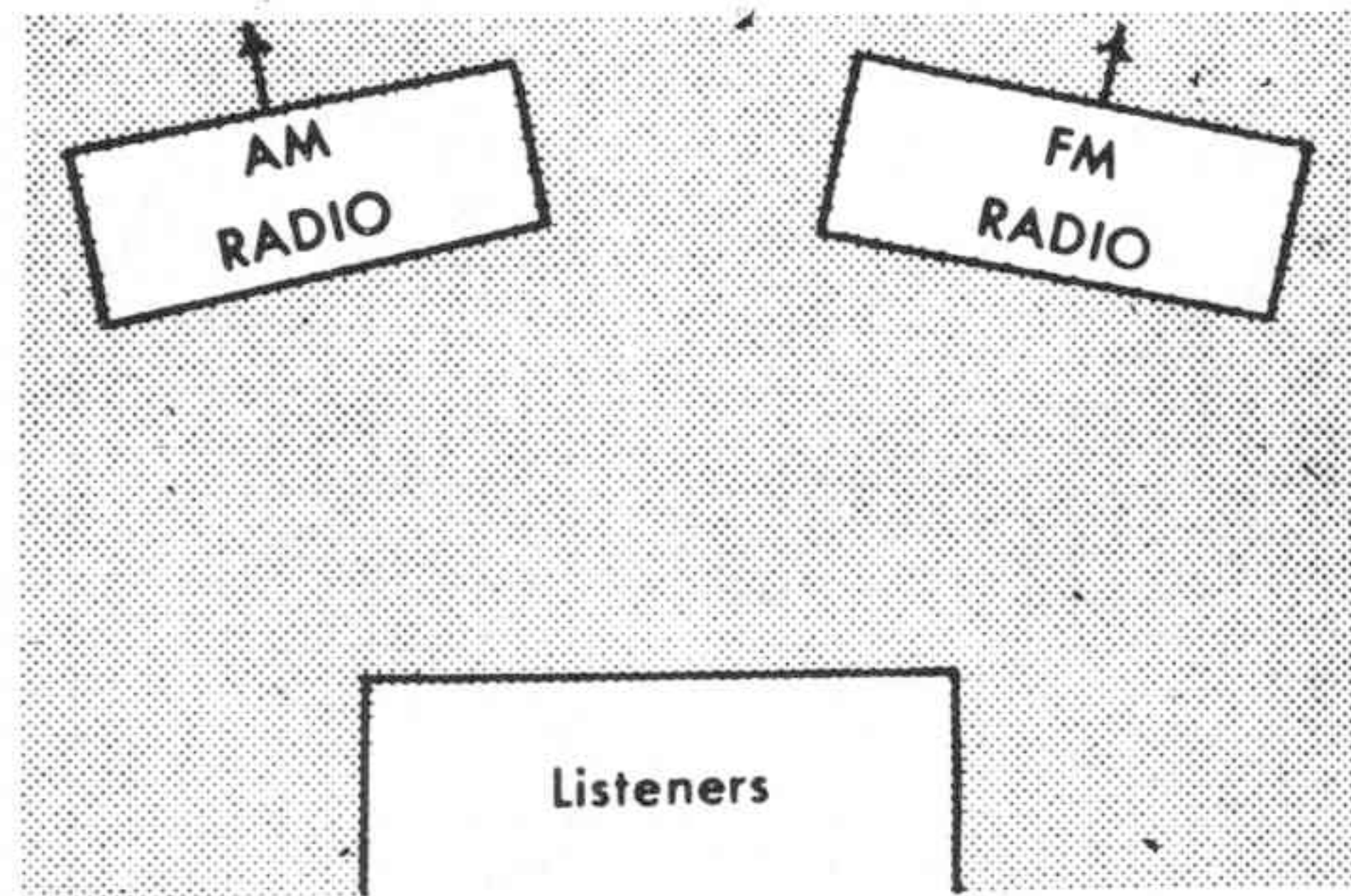
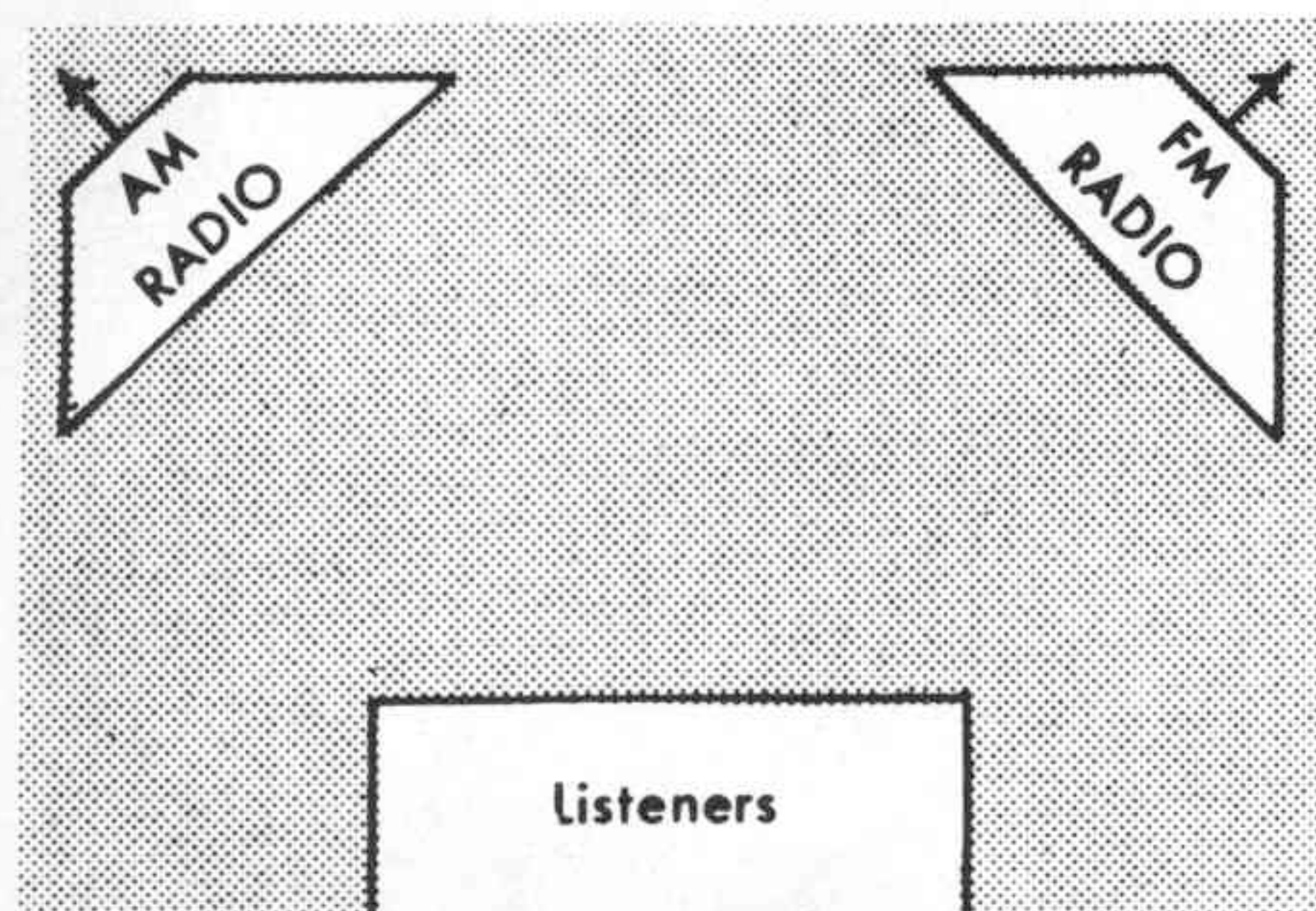
When radio stations WXYZ and WXYZ-FM, Detroit, recently inaugurated a new radio program called "Music in the Third Dimension", they used Magnecord equipment exclusively. To make reception even more enjoyable, they issued printed diagrams demonstrating a variety of ways of arranging radio sets and listeners. A few examples of how to enjoy 3-D sound are illustrated. Detroit businessmen, students and music lovers have relied upon these diagrams for maximum enjoyment of 3-D music.



The preferred method of placing radio sets for enjoyment of 3-D music.



Two alternate methods which are suitable but tend to restrict location of the listener.



Indirect or "rebound" methods of set placement.

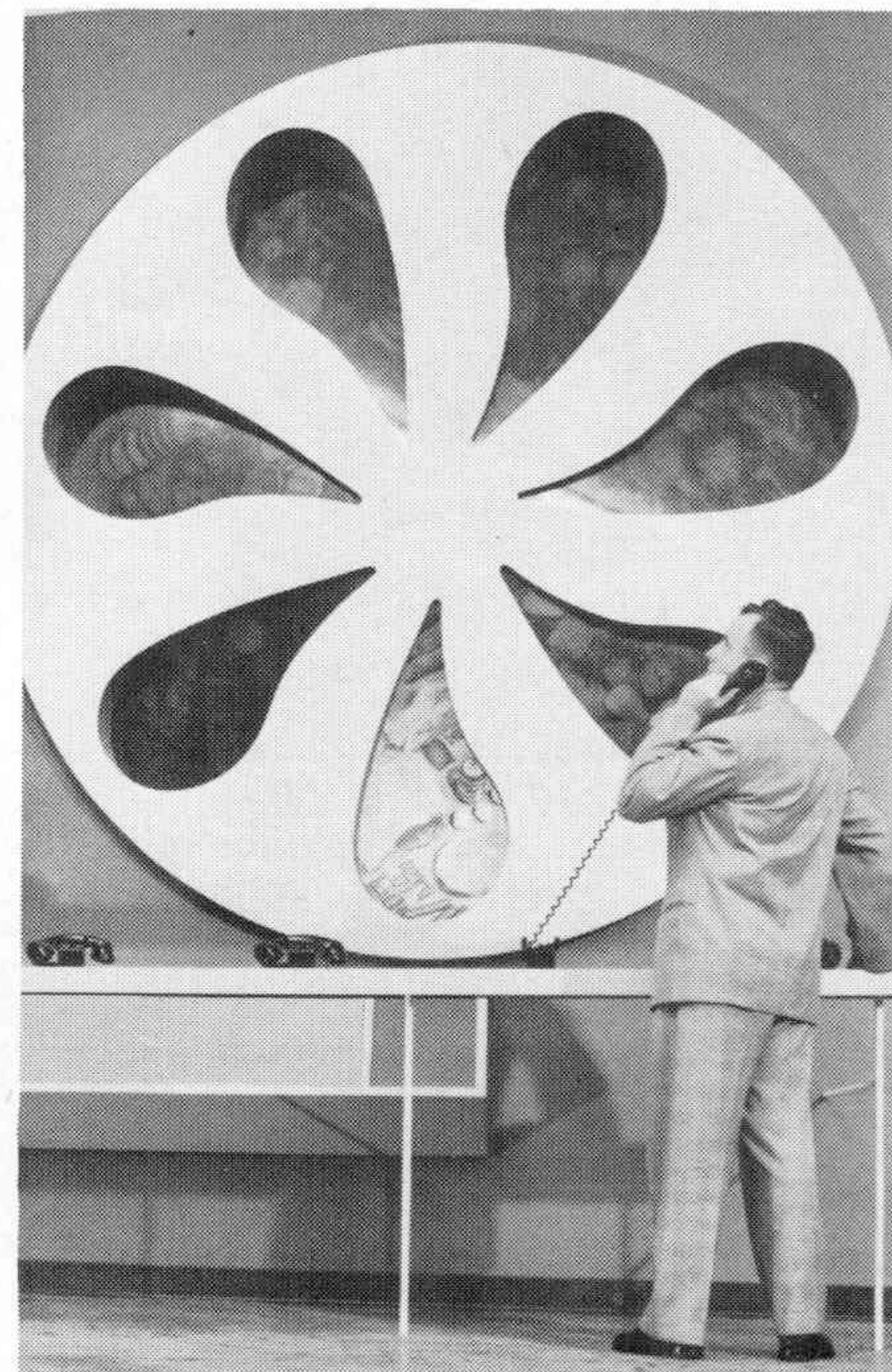
Magnecorders Help Armed Forces Entertain Boys Overseas

U. S. troops in foreign service who hear a recorded interview with Ted Williams, or transcribed versions of the Hit Parade or the Bob Hope Show, are among the millions of people who unknowingly benefit by the usefulness of Magnecord equipment. Using Magnecorders, the Armed Forces Radio Service records top programs and arranges special recorded shows to entertain servicemen on distant shores.

Though few stateside Americans have ever heard these broadcasts, it is estimated that

AFRS probably has the world's largest listening audience. In addition to U.S. servicemen overseas, Armed Forces radio is heard daily by 90 to 120 million foreign listeners, according to the U.S. Department of Defense.

Another dramatic use of Magnecorders is for exchanging personal messages between servicemen and their families. While necessarily a limited service, it has proved to be one of the most popular morale-builders for G.I.s in isolated areas.



Food For Thought

A visitor listens to the story of "Food for Life", exhibit sponsored by Swift & Co. at Chicago's Museum of Science and Industry. The exhibit, newest in the museum, tells the importance of right eating as a key to longer life, health and happiness. As the giant 7-ft. wheel rotates, one petal at a time of the flower-like pattern lights up. The part each of 7 food groups plays in good nutrition is dramatically described by using a binaural Magnecorder with an endless loop tape reel mechanism. Sound is furnished to 5 positions.

James R. Butler Promotes Magnecord



James R. Butler is Magnecord's new director of advertising and sales promotion. Formerly manager of merchandising and eastern sales for Raytheon Mfg. Co., Butler has spent a 20 year career in the electronic and electrical appliance fields. Prior to Raytheon, he was with Westinghouse Electric Co. and the Norge Division of Borg-Warner Corp.

Weiss at Controls in Instrumentation

Erwin Weiss is now chief engineer in charge of Magnecord's Instrumentation section. This new division handles special industrial applications of Magnecord equipment. Weiss is former chief engineer in charge of color television at Muntz TV, Inc.

Heart Throb

Cynical medicos have said of the time honored stethoscope that the human heart sounds that emanate from this instrument are



comparable to muffled voices heard through an intervening wall. In each case the nature of the sound is apparent but there is much to be desired in the way of clarity and definition.

To overcome the shortcomings of the old-fashioned stethoscope, at least, several medical schools have been experimenting with Magnecorders for registering on magnetic tape the peculiar hisses, squeaks and rumbles of the human heart. Reports in some cases border on the colossal.

The sound of the most timid heart beat can be stepped up in volume to the crescendo of a Niagara Falls. A palpitating heart may be made to sound like a pile driver.

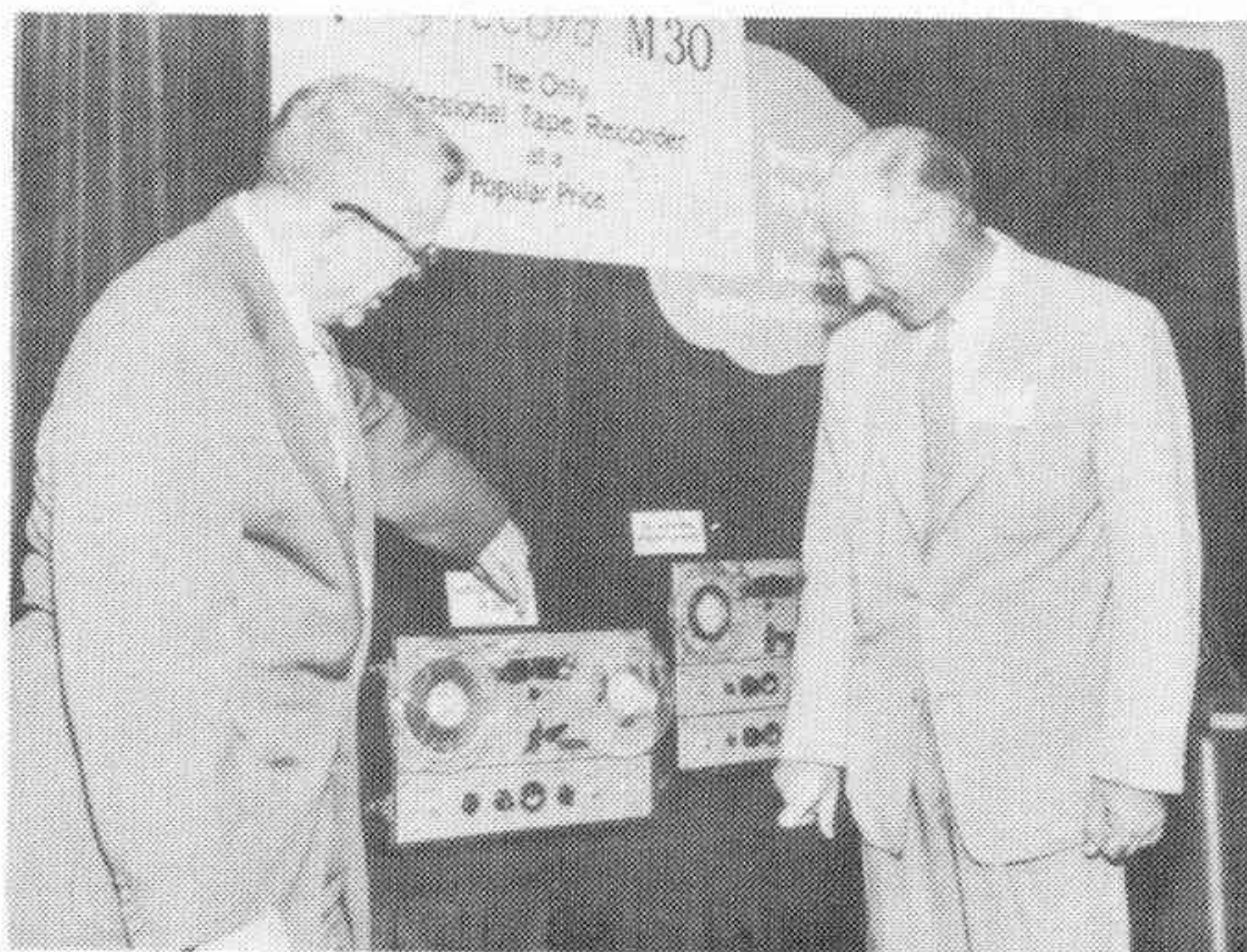
Of course, all heart sounds can also be transcribed with utmost fidelity at normal audio level. Other potential advantages include permanent sound records which may be compared at intervals with current records, continuous repetition of any phase of a recording, and indisputable and accurate heart sounds for diagnosis without any fear of human error in judging heart action.

The most recent development in this area is the use of binaural Magnecorders with two stethoscopic microphones, to make heart recordings. This method gives added depth and fullness to the recording and permits even more accurate analysis. Instances have been reported where hospitals have sent binaural recordings to clinics as the best available record of a particular heart condition.



Lesson Time Lessened

A visitor to the National Audio-Visual Trade Show, held recently in Chicago, tests an experimental language instruction magnetic tape recorder-playback unit developed by Magnecord. Preliminary research has indicated that the time required to learn how to converse in a new language may be reduced up to 50 percent by scientific methods of audio instruction.



At the recent Music Industry Trade Show in Chicago, William L. Dunn (left), president of Magnecord, Inc., demonstrates the new M-30 portable magnetic tape recorder-playback machine to Alec Dexter of the Chicago British Consulate office. The M-30, newest professional model tape recorder in the Magnecord line, is designed for home use to retail at a suggested price of \$299.00.

More than 50 per cent of the equipment used in the professional magnetic recorder field is produced by Magnecord. Other fields in which Magnecord equipment is gaining wide acceptance are Background Music, Communications, Home Recorder, and Instrumentation and Automation.

As pioneers in the manufacture of magnetic tape equipment, Magnecord engineers are constantly developing new applications in



Three pretty conventioners tune in to the "stereophonic sound" of Magnecord binaural recording. This photo appeared in *Convention Daily*, distributed at the four-day meeting sponsored by the National Assn. of Music Merchants.

this comparatively new phase of Electronics. Nevertheless, an up-to-date list of the various uses of Magnecord equipment is virtually impossible. Reports of new adaptations are received daily from Magnecord users. Each new report is carefully studied and tested. As a result Magnecord engineers live in an exciting world of fact and fancy. While testing an instrument that has become the standard for one industry today they may be experimenting with something else that will revolutionize another industry tomorrow.



A Picture with Big Ears

Two-hour-long recorded programs are no problem for Wally Warren, chief engineer at radio station WANE, Ft. Wayne, Indiana.

Warren uses 4800-ft. reels of magnetic tape with a modified 2400-ft. reel adapter. He mounts the extension "ears" on his Magnecord PT6-J amplifier instead of the PT6-AH tape puller, using four 1-inch spacer sleeves, four no. 20 1/4 x 2-in. bolts and two 36-in. neoprene drive belts. Then he aligns

his amplifier on top of the tape puller, bringing his larger reels in line with the tape head, yet allowing the belts to clear the controls on the amplifier.

Last year, Warren used this arrangement for recording a two hour broadcast of the North-South football game while at the same time airing his recording of a two hour broadcast by the New York Philharmonic.



Photo courtesy Eastman Kodak Company

Talking Pictures

The Kodak Colorama in the Grand Central Station, New York, is one of the most dramatic photographic displays in the world. The exhibit and information area on the balcony behind this display is open to the public daily from 10 a.m. to 10 p.m. There is a section in this area called "Photography Today", which is a 6½ minute show projecting 35 full-color pictures illustrating phases of photography such as news, research, industry,

hobby, etc. The pictures are supported by narrative description.

The photographs are actually projections of 2 x 2 inch slides. A binaural Magnecorder, using a dual tape, narrates the photographic story and synchronizes slides by signaling a relay circuit which switches slides automatically. Exhibits are changed monthly but the same Magnecorder equipment has been in use since the project started.

Magnecord Music Wherever You Go



H. Bowen David, Magnecord assistant sales service manager, carries the company's tradition of associating with the finest in music into his personal life. In addition to his Magnecord responsibilities, he conducts the Park Forest (Ill.) Community Orches-

tra, a 55-piece musical group organized this year.

David is well qualified for his post. A musician since the age of seven, he studied at the Juillard School of Music and holds a Bachelor of Music degree from Chicago Musical College. While a music student, he was awarded two Ditson scholarships and studied conducting under Rudolph Ganz and Paul Stassevitch. An accomplished violinist, he has played with the Atlanta Symphony, the Kansas City Philharmonic and the Grant Park Symphony of Chicago and performed under such well-known conductors as Alfred

Wallenstein, Thor Johnson, Paul Whiteman and Andre Kostelanetz.

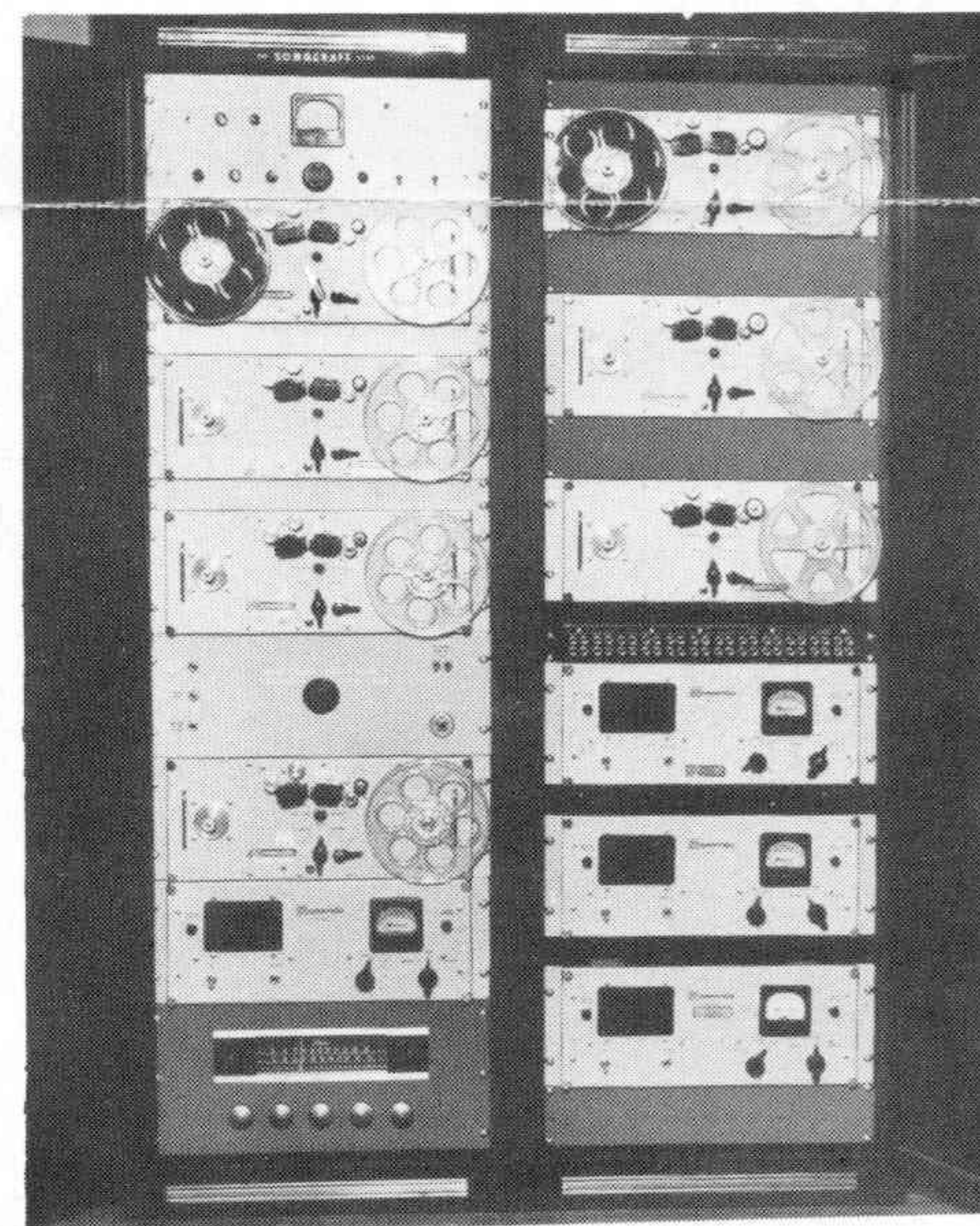
For nine years after receiving his degree he was a member of the American Broadcasting Co. staff orchestra, and was musical director of one of its radio shows.

Prior to attending Juillard School, David studied engineering at Emory University in his native Atlanta, Ga.

Magnecord Man Edits

George E. Gynn, sales engineer for Magnecord, has been appointed associate editor of the Journal of the Audio Engineering Society. In this honorary professional position, Gynn will handle technical papers involving broadcast systems and methods, components and amplifiers.

Before joining Magnecord, Gynn was associated with station KHON in Honolulu, Hawaii, and the State Radio Network of Wisconsin. He is a graduate of the University of Wisconsin, where he majored in electrical engineering.



Education Goes Electronic

A far cry from the equipment found in the one room school of the "good old days" is this recording installation at the Auditory Instruction Unit of the Board of Education, City of New York. In this compact, modern assembly are seven Magnecord PT6AHX mechanical units, four PT6-JX amplifiers and one PT6-D3X dubbing amplifier. All are rack mounted together with an AM-FM tuner. The installation was made by the Sonocraft Corp. of New York City. In other words, this is home work!