

db Visits— Gately Electronics

IT'S A PLEASANT DRIVE from our suburban New York offices to the suburban Philadelphia offices and factory of Gately Electronics. We took this journey not too long ago (when gas was still available) to see the plant from where products flow at an ever increasing rate.

Gately Electronics gets its name from Ed Gately, genial boss of the place. Ed began the company in a very modest way, working in a basement shop to produce a suitcase mixer. In 1966 mixer sales justified an expansion into OEM sales of specialized audio products that ultimately evolved in 1968 into the Gately line of products. In this same year, Gately also got into the distribution business by acquiring a local Ampex franchise.

In some ways, Gately Electronics is still a basement operation—not in concept but in location. From the original basement, the company has slowly expanded into adjoining buildings—sometimes going upstairs, sometimes downstairs. They now occupy a group of buildings within which we met Ed Gately and his sales manager Bill Hamilton.

The 1968 Gately line was created with the modular series 8 console components. In 1970 development work was begun on a professional-grade kit line that culminated in the first showing in early 1971 of the Prokit line. The first product was a mixer, the following year had echo and equalization kit components added. A Prokit limiter is currently in development.

In the meantime work was being done on development and expansion of console and component systems. So in 1972, the C-1616 and C-2424 console systems were introduced—Gately's prime package console systems.

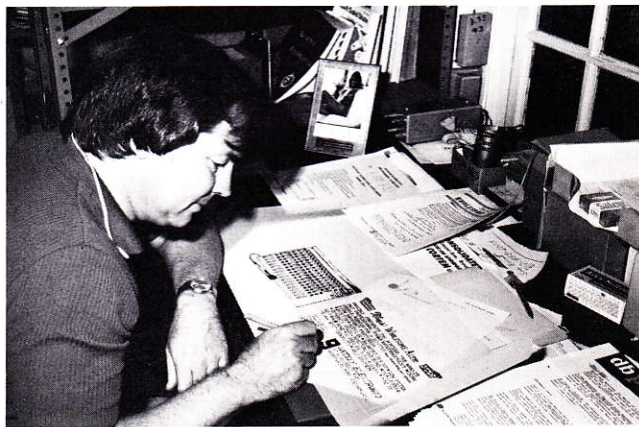
While this was going on, the original involvement with distributor sales of other products was reactivated and increased. Today, Gately Electronics is the U.S. exclusive distributor for both Schoeps microphones and Ortofon professional disc recording equipment. Gately also both distributes and uses in its products transformers made by the Danish firm of G. Jorgen Schou and has most recently become exclusive U.S. distributor-importer of the MSR disc recording lathe system.

Among the lines that the firm continues to distribute

on a regional basis is the original franchise for Ampex, but today you can also buy Scully-Metrotech and Crown equipment from them. In addition to the exclusive Schoeps mics, they are local distributors of Electro-Voice. They are also distributors of Dolby equipment. They have become close to—but not fully—a turnkey operation.

As if all this is not enough, two former employees, John Buffington and Lance Strickland, developed public-address type mixing systems and under a Mom's Wholesale Audio trademark have licensed the exclusive manufacturing and distribution to Gately Electronics.

With all this, Gately Electronics remains in many ways a small company. There are under 20 regular employees in about 6200 square feet of total space and Ed Gately is still sole owner. ■



A separate art and design department occupies a tight corner in which new products to new advertisements are created. The work being done in this photo resulted in the advertisement that has been run in our pages for some months.



In this group, various stages of component assembly are seen. The skilled women workers handle a large part of the individual assembly, rather than strictly working on a pass-along basis—though this technique is also used.

What they don't hear... can do wonders for your ratings!

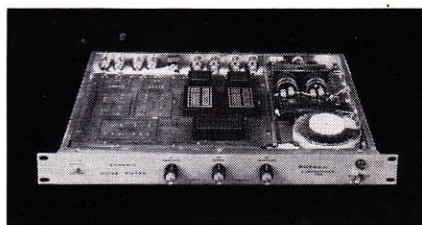
Reducing noise pollution with the Burwen dynamic noise filter may prove to be the most profitable aspect of your programming...

Now you can broadcast discs, cartridges, and tapes with little or no distortion, full dynamic range and very low noise.

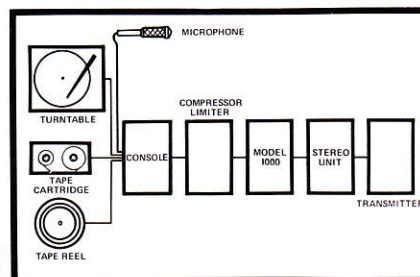
The Dynamic Noise Filter is an automatically variable bandpass filter whose bandwidth changes rapidly with each musical note and whose high and low frequency cutoffs are independently controlled by the spectral content of the input signal.

No signal encoding is required. When installed in your broadcast chain, the Dynamic Noise Filter will reduce the cumulative noise from all sources preceding it 10-11 dB with no audible effect on the music or speech. This is

accomplished with no less than 40 operational amplifiers and other precision components which provide 100 dB dynamic range with high accuracy, flat response over the entire range. You won't believe what Burwen Laboratories' equipment can do... until you don't hear it! For complete details, call or write.



Burwen Laboratories is dedicated to engineering and manufacturing equipment and modular components having absolute perfection in performance and craftsmanship. Burwen Laboratories warrants its products

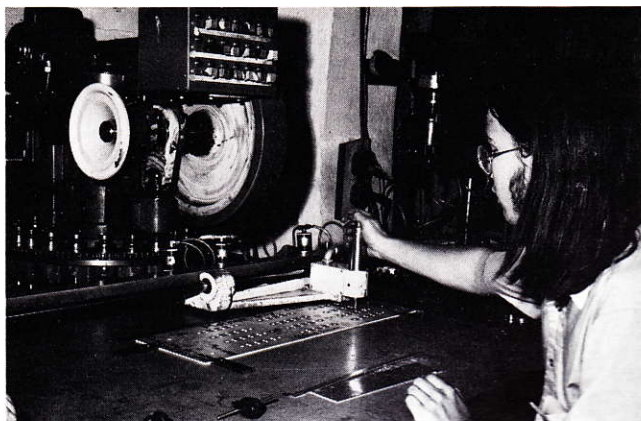


to be free from defects in material and workmanship for a period of two years from date of shipment to the original purchaser.

Burwen
LABORATORIES, INC.

209 MIDDLESEX TURNPIKE, BURLINGTON, MA. 01803/TEL. (617) 273-1488

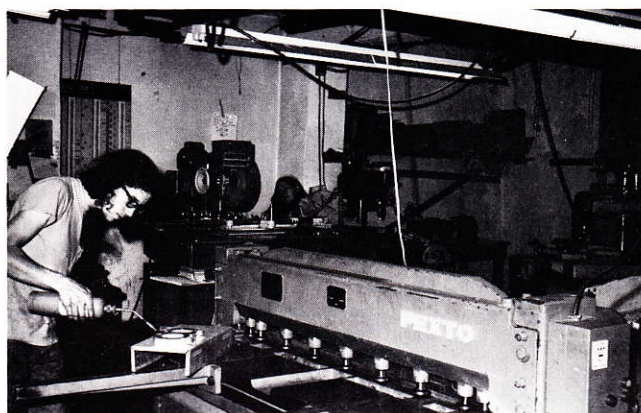
Circle 34 on Reader Service Card



Chris Gately operates this highly sophisticated metal punch machine which turns out panels and chassis according to the way it has been programmed.



Steve Hemphill occupies a corner of the office area in which he builds Prokits to be sold as wired units, but also repairs customer problems that come in.



Here's an overall view of the sheet metal shop. All sheet metal work is done in-house including plating and etching of panels and components.



Gately consoles are constructed with standardized modular design. Each module can be slipped in and out as shown. Also seen is the module's single board. A master mother board is in the console.



In these two photographs the console construction area is shown. Gately makes even the cabinets in his woodworking shop. With modules and components inserted, each console is given a painstaking shakedown before it goes out the door. We were told that it takes an average of seven men working one month to create a finished console.