

## The Fourth Audio Fair October 29 to November 1

**A**UDIO WILL BE KING, and court will be paid by more than 15,000 sound engineers, music lovers, and commercial buyers of sound equipment, at the 1952 Audio Fair, according to a recent attendance estimate voiced by Harry N. Reizes, Fair manager. If the rate of attendance growth established in previous years is maintained, the 1952 exhibit will firmly establish the Fair as the second largest annual electronic event in the country, exceeded only by the yearly convention of the I. R. E.

In order to better accommodate the increased number of visitors, this year's Fair will last four days instead of the usual three, opening October 29 and continuing through November 1, on the fifth and sixth floors of Manhattan's famous Hotel New Yorker.

Conceived originally as an event of specific interest to audio hobbyists and professional engineers, the Fair has become a principal buying mart for audio equipment on a commercial level. Among this year's record-breaking attendance will be many purchasing agents and buyers representing major jobbers and dealers in all parts of the country, Mr. Reizes said.

### Widest Range of Exhibits

Other records will be established by the number of exhibitors participating and in the variety of equipment on display. More than 100 manufacturers already have engaged exhibition space, and items to be shown range from professional recording equipment valued at thousands of dollars to a fifty-cent pocket microscope for examining phono-cartridge styli.

Emphasis in most displays, however, will be placed on medium-priced semi-professional equipment for use in home music systems.

Conducted each year in conjunction with the annual Convention of the Audio Engineering Society, the Fair has paralleled the Society in achieving world-wide recognition. Together, they are regarded internationally as the most prominent of the annual displays and forums devoted to the science of reproduced sound.

Although a number of European manufacturers have taken part in previous fairs, the 1952 event will play host to more than ever before. Among the scientists and engineers who will deliver papers before technical sessions of the Society are G. A. Briggs and Harold Leak, prominent British audio authorities, both of whom are coming to this country solely to attend the Fair and the Convention, according to F. Sumner Hall, Society vice-president and chairman of the convention papers Committee.

The 1952 Fair will emphasize in its exhibits the theme *Audio Today and Tomorrow*. While there is no official contest, exhibitors this year, as in previous years, while preserving an audio *esprit de corps*, are competing actively in the creation of attractive displays based on the Fair's theme.