The 1952 Audio Fair in Review

A return in retrospect to the greatest audio show of all. Until next year, that is.

HARRIE K. RICHARDSON

If yours was not the good fortune to attend the 1952 Audio Fair, you missed witnessing the culmination of the maturing process which has transformed the audio industry from a loosely-bound package of diverse interests into a monolithic mass which welds together in common objective many of the basic arts and sciences.

Of course, this is but another way of saying that audio has grown up—a thought we have been hearing for years on end. And we don’t question the correctness of its expression in the past. On the other hand, we feel that the time has come to broaden its meaning—to give it the absolute quantity which prevails when an industry achieves the stability that comes with self-sufficiency.

Impressive proof that the audio industry has reached this stage was displayed in abundance at the 1952 Fair. Even the most casual analysis of visitors verified the belief that today’s audio fan is far removed from the puttering individual whose chief satisfaction—whether in audio or anything else—lies in putting things together and taking them apart again. In the space of but a single year the character of the audio fan has undergone the transformation which the industry itself is now reflecting. Simply speaking, audio manufacturers today are serving individuals who are interested in audio chiefly because of its ability to add to the richness of their existence, and who care little, if at all, about audio because of its technical enchantment.

It is for these reasons that we believe audio has at last achieved maturity in the fullest meaning of the word.

Among the 13,000 visitors who attended the 1952 function were hundreds of prominent persons, including the distinguished Dr. E. H. Armstrong, inventor of FM broadcasting, whose presence lent both dignity and authority to the Fair as the accepted meeting place of the audio industry.

Following is this reporter’s annual effort to convince you that, until you’ve thrilled to an Audio Fair, you just ain’t been around.

Success on a national scale was clearly evident in the impressive display of Philadelphia’s Acro Products Company. In addition to the now-famous Acrosound output transformers which were first introduced at the 1951 Fair, there were shown many new devices with which the company is making a bid as a leading manufacturer of audio components.

Packaged sound systems in highly original cabinets, together with an excellent switching system for A-B testing, made the exhibit of Allied Sound Corporation, New York, both inviting and satisfying. In both respects it reflected the firm’s lavish new sound studios in mid-town Manhattan. Newest of the country’s major distributors of fine audio equipment, Allied Sound has gone all out in providing music lovers and audio fans with the industry’s most pretentious demonstration facilities.

As in previous years, Alpha Wire Corporation graced the Fair with an informative showing of wire and cable for practically every conceivable audio application. The importance audio is assuming in the general field of electronics is well exemplified by the annual participation of Alpha—major supplier to the entire electronics industry—in the Fair.

The title of Altec Lansing Corporation’s exhibit might well have been “The Three Sixes”, judging from the tremendous...
Interest shown in the company's new 602A, 602A, and 604A coaxial speakers. Still another six might enter the picture if we afford one attention to the 606A corner speaker enclosure. Although other Alter products—incorporating the famous 215A microphone and Peerless transformers—were displayed, the Three Sixes won the battle for attention hands down. This was the first public showing of the new Altec speakers in the East.

The growing interest of music lovers in professional tape recorders for home use was evidenced in the Ampex Electric Company display of the famous Ampex Model 4500 recorder housed in a handsomely finished mahogany cabinet. Also shown were the latest Ampex models for home stations and recording studios, including the new stereophonic recorder.

Interest in the Amplifier Corporation of America exhibit was easily captured by the new Electro-Magnetic tape recorder. Weighting only 2 lbs. and not over $2500, the Magnetics offers every feature of the most expensive disc-type office dictating machine. Available also are such useful accessories as remote-control microphone, typewriter control box, and voice-activated starting mechanism. From where this observer sits, it appears that the Electro-Magnetic will well pace the field in the switch from disc to tape for office dictation.

Elouent proof that audio fans are susceptible to life's more easily aspects was found in the exhibit of New York's Arrow Electronics' Audio Center. Surrounded by a representative display of equipment was a large light-hearted purse with the feature missing. Several hundred odd purses were placed in a box immediately below the purses, and visitors were permitted to select a piece at random in the hope that it would fit the open space. Those who succeeded were given a trade certificate good for merchandise in the Arrow sound room. Thousands of participants pressed for the success of the purse gimmick in bringing the name Arrow to their attention.

If we had to name a single most popular display at the Fair, it is a certainty that The Audak Company exhibit would be the probable choice for top honors. Maximilian John, of The Audak Company, president, long known for his virtuosity in the field of pick-up design, had graphic evidence that his reputation as a capable showman is well deserved. Two noted musicians—David Sarser, violinist with the NBC Symphony and co-designer of the famous Musicians Amplifier, and his virtuosity in the field of pick-up design, had graphic evidence that his reputation as a capable showman is well deserved. Two noted musicians—David Sarser, violinist with the NBC Symphony and co-designer of the famous Musicians Amplifier, and his similarly similar-Ampex—were on hand to receive their annual congratulations from prominent industry figures for publication of another fine directory of tape recording companies. The “Audio Record” is published by The Audio Exchange, Jamaica, N. Y., with a prominent display this year, bearing the name “Another Audio Exchange Service—FREE with each copy of PIRIN.” Sharing this suite with The Audio Exchange was Jeff Merrell Associates, New York, who presented an unusual showing of music, with the Quasar stereo cabinet, which was no exhibit more satisfying to the true music lover—”the person who thinks of audio as an adjunct to his living room or in the home recording studio.”

Entry of Ampex into the field of multichannel sound reproduction held the spotlight in the exhibit of Audio & Video Products Corporation, New York. Superb program material and excellent switching facilities permitted listeners to A-B high-quality single-track recordings with Ampex's new “StereoPhonic Sound.” In addition to now operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc., Audio and Video has formed an Instrumentation Division and a Commercial Products Division in addition to operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc.

This was the second appearance at the Audio Fair of two British products—Acoustical O.C.D. and Hannay duplex Recorders. The demonstration consisted of playing twenty recordings of the condition of musical reproduction at an unannounced interval. It was the reproduction that any distinction between the two was largely a matter of personal taste. Adding to the demonstration's dramatic proportions was the fact that both musical instruments employed were Stradivarius, valued at well over a hundred thousand dollars. Strictly by chance.

As might be expected, Audio Devices, Inc., provided one of the Fair's more interesting showings of recording materials. Bryce Haynes, ad manager, and Bob Brown, who handles the A-D account for Richard & Company, advertising agency, were on hand to receive their annual congratulations from prominent industry figures for publication of another fine directory of tape recording companies. The “Audio Record” is published by The Audio Exchange, Jamaica, N. Y., with a prominent display this year, bearing the name “Another Audio Exchange Service—FREE with each copy of PIRIN.” Sharing this suite with The Audio Exchange was Jeff Merrell Associates, New York, who presented an unusual showing of music, with the Quasar stereo cabinet, which was no exhibit more satisfying to the true music lover—“the person who thinks of audio as an adjunct to his living room or in the home recording studio.”

Entry of Ampex into the field of multichannel sound reproduction held the spotlight in the exhibit of Audio & Video Products Corporation, New York. Superb program material and excellent switching facilities permitted listeners to A-B high-quality single-track recordings with Ampex's new “StereoPhonic Sound.” In addition to now operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc., Audio and Video has formed an Instrumentation Division and a Commercial Products Division in addition to operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc.

This was the second appearance at the Audio Fair of two British products—Acoustical O.C.D. and Hannay duplex Recorders. The demonstration consisted of playing twenty recordings of the condition of musical reproduction at an unannounced interval. It was the reproduction that any distinction between the two was largely a matter of personal taste. Adding to the demonstration's dramatic proportions was the fact that both musical instruments employed were Stradivarius, valued at well over a hundred thousand dollars. Strictly by chance.

Precision audio equipment for specialized professional usage was the keynote of the Audio Instrument Company exhibit. Design and development engineers here are a sort of unofficial headquarters. On hand to explain and demonstrate the phenomenal instruments shown was the “dean” of the audio industry, C. J. Jensen, Jr., of Audio Devices, Inc.

Living evidence that audio fans are not without a sense of humor was offered by The Audio Exchange, Jamaica, N. Y., with a prominent display this year, bearing the name “Another Audio Exchange Service—FREE with each copy of PIRIN.” Sharing this suite with The Audio Exchange was Jeff Merrell Associates, New York, who presented an unusual showing of music, with the Quasar stereo cabinet, which was no exhibit more satisfying to the true music lover—“the person who thinks of audio as an adjunct to his living room or in the home recording studio.”

Entry of Ampex into the field of multichannel sound reproduction held the spotlight in the exhibit of Audio & Video Products Corporation, New York. Superb program material and excellent switching facilities permitted listeners to A-B high-quality single-track recordings with Ampex's new “StereoPhonic Sound.” In addition to now operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc., Audio and Video has formed an Instrumentation Division and a Commercial Products Division in addition to operating one of the country's most complete recording studios, recording and distributing pre-recorded tape through its subsidiary A-V Tape Libraries, Inc.
The Fair offered no better example of aggressive expression and expansion in the audio field than that shown by David Bogen Company, Inc. Within the past year Bogen has added a new high-quality preamplifier, several new high-quality speakers, and a reinforceable wireless output system to its line of equipment. All of these items helped to make the Bogen exhibit completely satisfying. Custom-built music systems with a capital C were shown in the display of Bogen Music Systems Company, N. Y. Taking part in the Fair this year for the first time, Bogen, in the strength of its firm new engineering, will be expected to achieve a position of leadership in the field of custom design.

Combined in bringing binaural disc recording to the audio public for the first time were Cook Laboratories and R. T. Bozak & Company, Ltd. Surprising indeed was the fact that the records and equipment shown were commercial entities. In every respect—not laboratory models as might have been expected—and are already available as stock items from a number of progressive dealers. The recordings were made by Cook and are designated as binaural recordings of the firm's Sounds-of-Our-Times series. In the Cook-Bozak exhibit reproducing equipment included two Bozak full-range speakers, and a dual-channel tape arm made by Linear.
Tuner kits which afford remarkable performance, yet are priced surprisingly low, were featured in the display of Collins Audio Products Company. For several years, the manufacturer of high-priced tuners, Collins has been a leader in bringing custom quality within range of the modest budget.

Philadelphia's Dunby Radio Corporation diversified its display to include custom-built components as well as complete music systems. Emphasized was the company's ability to perform with equal agility in the design of high-quality amplifiers and line cabinets.

The Daven Company presented an impressive display of precision devices ranging from audio attenuator to wire-wound resistors. Clearly evident was the fact that Daven is maintaining without relinquishing its leadership in the field of precision equipment.

If the Fair offered an award to the exhibitor displaying the greatest number of individual products-Electro-Voice, Encord would win hands down. A single quotation from the official Fair directory, in which is listed the products shown by various manufacturers, indicates the completeness with which E-V is hit-netting a large share of the audio industry. Let us say—"low, mid, high, and super-high frequency drivers." Evidence of the company's stature in the loudspeaker field may be found in the fact that E-V speakers were chosen to reproduce the broadcast program from WQXR and recorded at the Society's "sounding off." Items seen in the E-V display ranged from tiny microphone to the massive Piatichian four-way speaker system.

Completely packaged sound systems comprised an impressively selected display of Electronic Workshop Sales Corporation, New York. General attention was the unique assembly, first described in the article "Electrical" in the May 1952 issue of J. STRIKING cabinet design featured the E-V exhibit of the Fair's more intriguing.

Even a casual description of the equipment shown by Fisher Recording Equipment Corporation would occupy far more space. However, in his recent address, Principal interests of music lovers were featured in the new 21st Series high-compliance pickup cartridges. The feature on the large-scale was the Fisher-developed diode for lip-synching magnetic tapes with silent film for TV broadcasts. A bit more realistic would be the fixed Fisher tube type recorder which sells for some $200 around twenty-seven hundred dollars. Realistic? Odd we may say, Yikes!

Avery Fish, president, Fisher Radio Corporation, took a well-deserved bow for the new Fisher 40-watt all-triode multi-channel preamp-control unit. Shown in conjunction with the Conversor tape recorder, for which Fisher is exclusive Eastern distributor, the new amplifier assembly was deeply impressive.

The Super Horn, a new patented corner speaker enclosure, was the center of interest in the exhibit of Gately Development Laboratory, Clifton, N. J., and was successful in its capacity to retain a portion of leadership. Introduced as a companion item to the well-known GE variable-reluctance pickup, a new photo electric, and a new pickup, the company will make an announcement of major importance in audio equipment during the passing of many moons.

You can always count on Gray Research and Development Laboratory, New York, for equipment displays which are both entertaining and informative. Although Gray is highly involved in the research of various electronic media in TV broadcasting, evidence that the company's first love is not forgotten was shown by its impressive exhibit of tone arms and equalizers.

Making its initial Audio Fair appearance, Grayline Electronic Engineering, Chicago, introduced a new demonstration which is certain to capture the attention of musical dealers everywhere. Drums to the surprise of the spectator (it's almost like a portable phonograph), the Phonograph record player is virtually automatic. In fact, it does not require manual operation except to mount the record on the tone arm--demonstrated. This, together with other automotive features, partially removes the element of damage to records.

Any doubt prevailing in the minds of Fair visitors regarding the truthfulness of the slogan "Harrison says it", was dispelled beyond question by the display of the pioneer's new orion, Manhattan dealer, H. A. Scott--Collaro record changer being shown by Jack Willson--River Edge Industries. H. H. Scott—Collaro record changer being shown by Jack Willson--River Edge Industries.—Rek-O-Kut line of disc equipment.


30

AUDIO ENGINEERING • DECEMBER, 1952
Down and across—Fred Cunow with Telefunken microphone—two-motorized Thorens changer, plays top and bottom—Tung-Sol tubes make new friends—V-P Sam Baraf of United Transformer Co.—attractive display of V-M record changers—Waveforms, Inc. display always crowded—Webster-Chicago with disassembled Web-Cor changer—Terminal Radio Corp. spotlighted Tapak tape recorder—University Loudspeakers Inc. in new cabinet—Ultrasonics 2 1/2 cu. ft. corner speaker—Paul Weathers with his capacitance pickup.

[Continued on page 60]
Audio Fair

(from page 32)

Entering the Fair for the first time, Feitel Radio Corporation gave a graphic example of the reasons for its ascension to a position of leadership in the important field of high fidelity. The space of one short year. Obviously to the high-fidelity audience, the new products represented the excellent design and performance features of Feitel. And this was not just as obvious to contemporaries and competitors as was the adroit salesmanship of Audition. Clearly, known as one of the country's most astute merchandisers of electronics.

From out Chicago came Precision Electronics, Inc., with a thoroughly interesting exhibit of the firm's line of tape recorders and the famous Scott Level Meters and the Scott Level Meters in the suite occupied by Sun Radio Corporation. Along with the hi-fi speakers for which the company is justly noted, along with the excellent demonstrations done by the company's personnel, there was displayed the new Scott line of tape recorders, wire recorders, and record changers. The record changer to end all record changers was observed in the exhibit Of Switzerland's Thorens Company. Along with standard models which play records in the RCA Westminster series of radio-phonographs which were marketed several years ago.

Long tube manufacturer to exhibit at the Fair was the Stromberg-Carlson Company. Along with their usual exhibits which also included a new line of manual mixers, the company also introduced a new line of condenser microphones. Long known as a world pioneer in the science of recording equipment, Stromberg-Carlson had one of the most complete lines of tape recorders, wire recorders portable phonographs, and record changer to end all record changers. The record changer to end all record changers was observed in the exhibit Of Switzerland's Thorens Company. Along with standard models which play records in the RCA Westminster series of radio-phonographs which were marketed several years ago.

Long tube manufacturer to exhibit at the Fair was the Stromberg-Carlson Company. Along with their usual exhibits which also included a new line of manual mixers, the company also introduced a new line of condenser microphones. Long known as a world pioneer in the science of recording equipment, Stromberg-Carlson had one of the most complete lines of tape recorders, wire recorders portable phonographs, and record changer to end all record changers. The record changer to end all record changers was observed in the exhibit Of Switzerland's Thorens Company. Along with standard models which play records in the RCA Westminster series of radio-phonographs which were marketed several years ago.

Long tube manufacturer to exhibit at the Fair was the Stromberg-Carlson Company. Along with their usual exhibits which also included a new line of manual mixers, the company also introduced a new line of condenser microphones. Long known as a world pioneer in the science of recording equipment, Stromberg-Carlson had one of the most complete lines of tape recorders, wire recorders portable phonographs, and record changer to end all record changers. The record changer to end all record changers was observed in the exhibit Of Switzerland's Thorens Company. Along with standard models which play records in the RCA Westminster series of radio-phonographs which were marketed several years ago.

Long tube manufacturer to exhibit at the Fair was the Stromberg-Carlson Company. Along with their usual exhibits which also included a new line of manual mixers, the company also introduced a new line of condenser microphones. Long known as a world pioneer in the science of recording equipment, Stromberg-Carlson had one of the most complete lines of tape recorders, wire recorders portable phonographs, and record changer to end all record changers. The record changer to end all record changers was observed in the exhibit Of Switzerland's Thorens Company. Along with standard models which play records in the RCA Westminster series of radio-phonographs which were marketed several years ago.