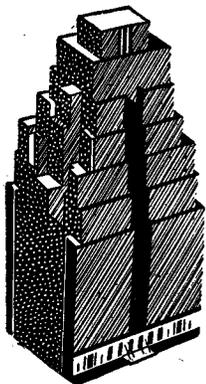


Plans All Set For 1951 Audio Fair



Hotel New Yorker

THE THIRD Annual Audio Fair, scheduled for November 1, 2, and 3, in Manhattan's famous Hotel New Yorker, will complete the metamorphosis which has seen the exhibit develop in just three years into one of the country's major electronic events.

Beginning back in 1949 with 50 exhibitors and a total attendance of 3000 visitors, the Fair occupied only a portion of the New Yorker's sixth floor. Even though the '49 showing was considered a success, its most enthused supporters were forced to admit that, unless 1950 brought a great increase in both commercial support and in attendance, there was little chance for the Fair to achieve the prominence they had hoped for.

Came 1950 and things happened. The number of exhibitors nearly doubled, and attendance jumped almost 300 per cent. An inkling of how firmly The Audio Fair had

staked its position in the electronic industry is found in the graphic words of an *Atlantic Monthly* author who wrote, "... the mood of the visitors was exultant and anticipatory," and in review articles which appeared in such magazines as *Saturday Review of Literature*, *Pageant*, and *Pathfinder*, not to mention most of the recognized technical publications. Truly, The Audio Fair had arrived.

The Fair is held each year in conjunction with the annual Convention of the Audio Engineering Society. Growth of the Convention has paralleled that of the exhibit, and today it is regarded as a symposium of world-wide prominence in every aspect of audio engineering. This year AES members who attend the Convention will be treated to technical papers covering many departures from convention in the field of audio design and application. The technical sessions are assuming an international flavor with the announcement that engineering representatives of well-known European manufacturers will participate.

Theme of the Fair for '51 is *Audio on the Contemporary Scene*. Exhibits are being planned to emphasize and dramatize the full stature of audio and the influence it exerts on people in all walks of life. Items on display will serve the interest of everyone from the music lover looking for an economical assembly of living-room equip-

ment to that of the government official whose responsibility lies in the use of sound devices for psychological warfare.

In addition to commercial displays, there will be a joint showing by Ohio State University and a segment of the Armed Forces. The university exhibit will be built around a dynamic demonstration of the newest in scientific instruments for checking hearing characteristics. The visitor who desires will be afforded the opportunity of using the equipment to determine the sensitivity of his own hearing. The Armed Forces' portion of the display will feature the use of similar devices in connection with various military projects.

It can thus be seen how thoroughly the 1951 Audio Fair will realize the prime objective of its founders—"... to provide an instrument of national research as well as a medium for bringing high-quality audio before the public's eyes and ears."

Irrespective of one's audio interests—whether he be a top-flight design engineer, a broadcaster, or a music lover—he must attend The Audio Fair to keep well informed in his chosen field. As in previous years, admission to all exhibits is free, and technical sessions of the Convention are subject to a small attendance charge.

More emphatically than ever the slogan of the first Fair prevails in '51—*The Audio Fair is YOUR Affair*.