

# The 1952 Audio Fair in Review

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

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**I**F 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 pattering 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.

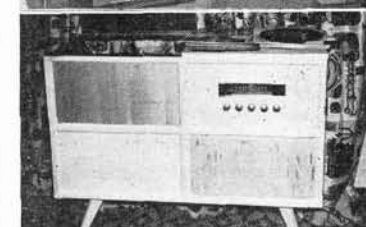
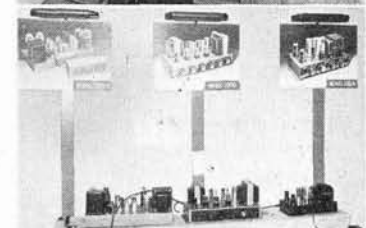
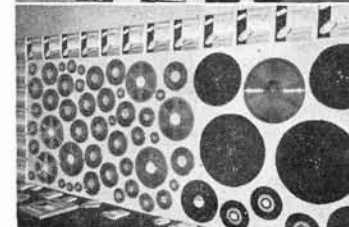
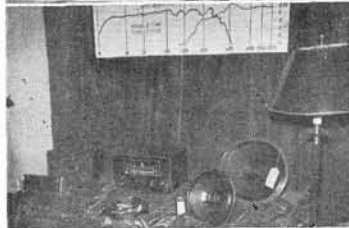
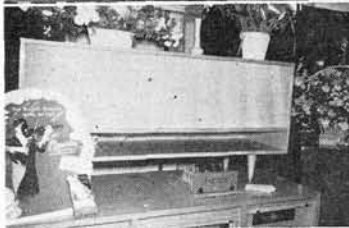
Success on a national scale was clearly evident in the impressive display of Philadelphia's **Acro Products Company**. In addition to the now-famous Acrosound output transformers which were first introduced at the 1951 Fair, there were shown many new devices with which the company is making its bid as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

Packaged sound systems in highly original cabinetry, 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 midtown Manhattan. Newest of the

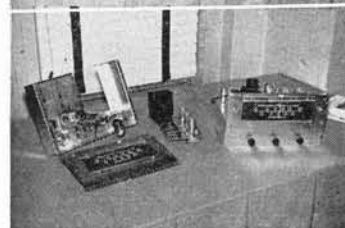
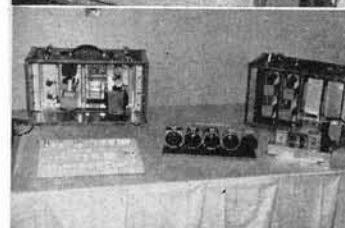
country's major distributors of fine audio equipment, **Allied Sound** has gone all out in providing music lovers and audio fans with the industry's most pretentious demonstration facilities.

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



Counterclockwise—Hal Blumenstein with Mrs. and Dave Hafler of Acro—Allied Sound Corp.—Altec Lansing Corp.—Ampex Electric Corp.—Amplifier Corp. of America—Dave Sarser and sister Sebe for Audak Company—Audio Center of Arrow Electronics—Audio Devices—Alpha Wire—Berlant Associates—H. A. Hartley with H-T speaker—Cook Labs and Bozak Speakers—Bohn Music Systems—David Bogen Company—Bell Sound Systems, Inc.—T. Robinson-Cox of Beam Instruments—Audio-Video Products—Instrumentation Exhibit—C. J. LeBel and L. S. Goodfriend of Audio Instrument Co. Inc.—Audio Exchange teamed with Jeff Markell Associates with touch of humor, and the much needed aspirin.



interest shown in the company's new 601A, 602A, and 604C coaxial speakers. Still another six might enter the picture if we afforded due attention to the 606A corner speaker enclosure. Although other Altec products—including the famous 21B 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 Type 400 recorder housed in a handsomely finished mahogany cabinet. Also shown were the latest Ampex models for broadcast stations and recording studios, including the new stereophonic portable.

Interest in the Amplifier Corporation of America exhibit was easily captured by the new Electro-Magnemite tape recorder. Weighing only 12 lbs. and moderately priced, the Magnemite 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-actuated starting mechanism. From where this observer sits, it appears that the Electro-Magnemite may well pace the field in the switch from disc to tape for office dictation.

Eloquent proof that audio fans are susceptible to life's more earthy aspects was found in the exhibit of New York's Arrow Electronics' Audio Center. Surrounded by a representative display of equipment was a large jig-saw puzzle with one piece missing. Several hundred odd pieces were placed in a box immediately below the puzzle, 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 proved the success of the puzzle 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 Well, Audak president, long known for his virtuosity in the field of pickup design, gave graphic evidence that his reputation as a capable showman is equally well deserved. Two noted musicians—David Sarser, violinist with the NBC Symphony and co-designer of the famous Musicians Amplifier, together with his lovely sister Sebe, cellist with the City Center Opera Company—gave half-hourly performances in the Audak exhibit, demonstrating the fidelity of the new Audak Chromatic reproducer. Prior to the Fair, Dave and Sebe made a series of recordings; the demonstration consisted of playing these recordings, with the

live performers taking over at unannounced intervals. So excellent was the reproduction that any distinction between the two was largely a matter of guesswork. Adding to the demonstration's dramatic proportions was the fact that both musical instruments employed were Stradivari, valued at well over a hundred thousand dollars. Strictly big time.

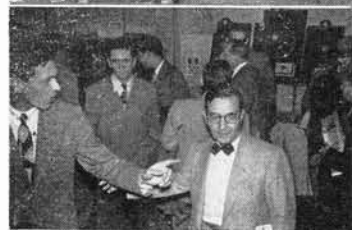
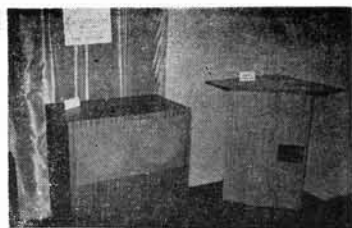
As might be expected, Audio Devices, Inc., provided one of the Fair's more interesting showings of recording materials. Bryce Haynes, ad manager, and Bob Browne, who handles the A-D account for Rickard & Company, advertising agency, were on hand to receive their annual congratulations from prominent industry figures for publication of another fine directory of tape recorders in "The Audio Record." Herewith we tender our own thoughts of approbation for a job well done—one which is of distinct value to the audio industry.

Living evidence that audio fans are not without a sense of humor was offered by The Audio Exchange, Jamaica, N. Y., with a prominently displayed sign bearing the message, "Another Audio Exchange Service—FREE ASPIRIN." Sharing this suite with The Audio Exchange was Jeff Markel Associates, New York, who presented an unusual showing of custom cabinetry. There was no exhibit more satisfying to the true music lover—the person who thinks of audio as an adjunct to his living room which is both functional and decorative.

Precision audio equipment for specialized professional usage was the keynote of the Audio Instrument Company exhibit. Design and development engineers landed here as a sort of unofficial headquarters. On hand to explain and demonstrate the phenomenal instruments shown was the "dean" of the audio industry, C. J. LeBel, company president, founder and secretary of the AES, and vice-president of Audio Devices, Inc.

Entry of Ampex into the field of multidimensional 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." Interesting to note, incidentally, the tremendous growth of Audio & Video Products since last year's Audio Fair. 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., Audio and Video has formed an Instrumentation Division and a Commercial Products Division, both of which are among the nation's leading purveyors of audio equipment to industry.

This was the second appearance at the Audio Fair of two British products—Acoustical Q.U.A.D. amplifiers and Tannoy dual-con-



Counterclockwise—Æ featured by British Industries Corp.—The Carduners of British Industries, Leonard and Gene—Æ's Sandy Cahn with Vic Brociner—Brook Electronics—Browning Laboratories—Cook Laboratories' binaural disc played with special Livingston arm—Cinema Engineering Co.—Collins Audio Products' kits and tuner—Lucite enclosure shown by Jensen—Kelton speaker—C. G. Barker of Magnecord with new synchronizing device—General Electric Co. with diamond styli—Mrs. and Mr. E. J. Gately, Jr. with new corner speaker—Jim Parks of Fisher Radio Corp.—over-size Fairchild dynamic pickup—Electronic Workshop's small new speaker enclosure—Electro-Voice's display well populated, Willard Wilson of Wilmington (Del.) Electrical Specialty Co. in foreground—Daven prexy Louis Newman—Danby Radio Corp. speaker enclosures.







