



A NEW DIGEST ON RECORDING



VISITORS' WINDOW - NBC RECORDING ROOM

NBC's Recording Division Is Carrying Big Load For Many Government Services And Civilians

The Engineering Department of NBC's Radio Recording Division teems with activity. A super-trained staff, including recording engineers, studio engineers and clerks work with some of the finest, most delicate high fidelity recording equipment in the world today. An apprentice in the engineering room is not even allowed to touch a recording machine until he has been trained to handle it.

Research Is Continuous

Improved record quality is the constant aim at NBC. Research and development is continuous and the results are evident in the latest recordings. The full benefit of this experimental work will be felt after the war when more improved equipment becomes available.

Big expansion of studio, technical, and manufacturing facilities is planned, for post-war, according to Recording Supervisor, George E. Stewert. Right now, the recording division is one of the most fascinating places in New York City, and the stream of visitors who gaze through the huge plate glass windows into the engineering room never ends.

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Schirmer's Has Doubled Its Recording Business Audiodiscs Used Exclusively

"Anything can happen—and does—in a recording studio," says engineer, Bob Hyndman, recording chief for the famed house of G. Schirmer, Inc., in New York. Known the world over as a leader in the Sheet music field, Schirmer has added to that an enviable reputation in recording. Many stellar lights from the theater, movies and radio record their personalities. As a result Schirmer's are scheduling twice as many appointments this year. The main reason for the big increase is the desire of "just plain folks" to make recordings.

"But," went on Mr. Hyndman, "we

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Audio Headquarters Now Your N. Y. Listening Post

The art of making fine quality disc recordings is one of constant change and improvement, one where the correct technique must be combined with a best quality recording blank if true fidelity is to be achieved. With the idea of increasing your enjoyment or profit, Audio Devices is going to send you this digest on recording — approximately monthly.

National Chains Interviewed

To get the most out of your recording blanks, you should know what the experts are doing. For that reason your Audio Record reporter is busily interviewing radio stations, networks, and recording companies. We will show pictures of various plants, pass along advice and "tips of the trade" that you will find interesting and helpful.

Many News Sources

Many surprising sources have stories that will point out new uses for recordings and new and better methods of using them.

For instance, the Office of War Information has a wealth of stories pertaining to entertainment, education, and morale building in our armed forces that we will pass along to you. There are schools and colleges with articles of how recordings are aiding education and with post-war, we will have lots to tell you about family heirloom recordings, family parties and home sound movies.

All Users Considered

We plan to print articles by engineers giving you information on the use and handling of records. Colleges and school educators will give you reports of uses they have made of recording blanks. The dealer angle is also important and will be more so, once priorities are lifted for civilian and private home use. Perhaps you've had an experience others will find helpful—if so, send it along with pictures that will help explain it.



AMPHIBIOUS OPERATION?—Seaman Gerard Grandmont of the Navy and T/5 Maurice Hogan of the Army make a free recording at "99 Park," headquarters of the New York City Defense Recreation Committee, Inc. The booth is sponsored by Gem Razor Company. The hostess mails the record home, morale is upped, and another future civilian knows how to make recordings.

Office of War Information Now Using Recordings To Counteract Totalitarian Propaganda Effects

The task of de-Nazi-ing the many years of German propaganda imposed on French people is beginning to reach its stride in the OWI's Voice of America radio broadcasts. The half-hour radio dramatizations in French of American movies and the 15-minute news stories of American institutions and day-by-day American life are already two outstanding successes. The latter programs are broadcast by short-wave, re-recorded in Paris and re-broadcast nightly at 11:00 PM Paris time over the French national network (Radiodiffusion Francaise). They are also broadcast directly from OWI's transmitters in New York and London and beamed at France. Both sources are used because the French network was left so crippled by the Germans that it alone is unable to reach many parts of France.

French Cooperation

In exchange for the French network broadcasting OWI's informational programs, the OWI is broadcasting over its own transmitters in New York, London and Europe, a 15-minute French program to these same inaccessible areas. This is the "Ce Soir en France" (This

Evening in Paris) show which reports on French political and editorial trends. Both countries are pleased with the results of such an arrangement.

Portugal — Italy

Another program of a similar nature began March 25th to Portugal, called "Answering the Portuguese People," and is sent weekly. This was started because of the interest and curiosity about the United States prevailing in Portugal. Leading educators and writers participate, and recordings are made of the discussions. The subjects discussed range from such queries as to whether American women have the same opportunities as men, to how much information is available on prefabricated houses.

The success of this Portuguese program augurs well because of the "Fan-mail" received from Italy and Spain, two other countries receiving such programs, is mounting steadily.

The OWI Italian show has been so popular that it was recently requested for re-broadcast over the Italian national networks.

Schirmer's Business Doubled

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manage to get a lot of laughs too. Like the quiet little man who had arranged for an appointment two weeks in advance. When all was set, the platter spinning and the signal given, he said not a word but just sat gazing into the mike. Half-a-minute, a full minute—the engineers were going mad, but the little fellow just smiled. After a disc was cut he waved his hand and the same performance was repeated. Three records were cut to this vast silence. Then he asked for a play-back and the entire staff gathered in growing mystification. The little man nodded and moved toward the desk. He paid his fee and smiled happily. 'I'm recording my thoughts,' he said.

A Junior Genius

"Recently, a woman came in with a reluctant looking seven year old boy in firm tow. In demanding tones she asked to try the piano and was seated at the Baldwin in Studio A where she rippled over the keyboard. 'No tone,' she declared coldly. She was patiently led to Studio B where she tried the Steinway. 'No soul,' declared milady. 'Finally,' said Mr. Hyndman, "I took her into our large studio to another Steinway. Here let me say that Walter Damroch, Ernest Hutchinson, the concert pianist, and Harold Bauer, head of Julliard Music School, all think our pianos are pretty good. Anyway, I was relieved when our customer announced that the third piano would do. After all, an artist is an artist. 'Come Junior,' she ordered. Junior came and plunked down at the Steinway grand. He's going to play 'Anchors Away,' the lady condescended to explain. And tinkle it out he did!"

An Audio Booster!

Mr. Hyndman was enthusiastic about the qualities of Audiodes. "You'll be glad to know," he said, "We use Audiodes exclusively at Schirmer. This after having tried every disc on the market. We have sound business reasons for this choice. Frankly, we have fewer complaints, cleaner grooves, and clearer sound with Audiodes. And we find, after keeping careful check, that Audiodes have a longer life."

The World on Records

"We do a lot of the colleges. Yale's 'Wiffenpoof's. The Harvard Show. Vassar, Smith, Hunter. About thirty-five of the independent recording companies. As for languages and folk music, you couldn't name one we haven't caught for posterity, from three of the leading Russian groups, down through Arabian, Serbian and many others.



Handling Recording Discs

By E. Franck, Research Engineer

The problem of handling and storing recording disks is easily answered. Don't touch the surface and leave fingermarks, either before or after recording. See picture at right. Recording discs must be handled with respect. But don't be like some people who seem afraid to touch one. Easy does it! Pick up the disc carefully with both hands and hold firmly. You can turn and twist it to any angle that way, and I've yet to see one dropped when held right. That's the method our own inspectors follow and they handle thousands daily.

While the storage of recording discs is simple some recordists take fancy precautions which are not necessary and sometimes even harmful.

Store new blanks convenient to the recording room. For a moderate stock, a single tier of strong shelves along an inside wall is satisfactory. For larger stocks, double tiers with access from both sides is best. Select a spot with even temperature. Avoid sunny windows or windows where rain could blow in. It is a good plan when taking a box of blanks from stock to the recording room to open the box in the storage room. This keeps box dust or dirt out of the recording room.

Recorded discs are best stored on edge in individual paper envelopes. A filing number should appear on both disc and envelope. A metal cabinet is the best container but not essential. And don't crowd the shelves. There should be room enough to take discs out without bending or scratching. Avoid putting more than one record in an envelope—the grooves of one may impress marks on the other, if under pressure.

In fact, there are only three rules to follow. Keep away from dust, don't crowd, and store in a place of average temperature and humidity. We definitely do not recommend any type of coating or special cellophane envelopes.

The method of storage we have suggested is based on our own experience for a number of years and that of some of our customers, who find that Audio-discs produced and recorded in our first year of manufacture still give perfect reproductions.



Close-up of NBC engineer operating recording machine. Also illustrates correct method of handling record.

NBC's Recording Division

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Among the many programs originating from NBC is the official program of the U. S. Army Recruiting Publicity Bureau, "The Voice of the Army," now being broadcast on more than 800 stations and in its sixth year.

V-Discs

Under the auspices of the Special Services Division of the U. S. Army 250,000 records of the latest songs and arrangements by top bands, orchestras and singers go overseas every month. NBC Radio-Recording Division and RCA Victor Division are proud of their contribution to this tremendous morale-building program. Lt. Col. Howard C. Bronson and Capt. Robert Vincent are in charge of V-disc production for the Army. The U. S. Navy also uses V-discs on board ships and at Naval stations. Many Government Departments Served

In addition to V-discs, NBC notes increasing recording activity for the U. S. Navy, Naval Air Stations, the Radio Section of the Bureau of Public Relations, U. S. Marine Corps, Office of War Information, Coordinator of Inter-American Affairs, U. S. Treasury Dept., War Loan Drives, U. S. Dept. of Agriculture, U. S. Dept. of Interior and U. S. Public Health Service.

Recordings For Independents

National independent organizations using NBC recorded programs include the American Red Cross, National Tuberculosis Association, National Foundation for Infantile Paralysis, "The March of Dimes," and the YMCA, and the NBC Thesaurus service.

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This Is Your Publication

You Are Invited To Use It
And Shape It To Your Needs

We want this paper to bring you news and information. We also want it to be a friendly little sheet where you will see articles and pictures of yourself—your friends—your customers—and men who are in the same type of business as yourself.

You Are Invited To Help

The sources and interest of any publication depend largely upon the information sent in from its readers. You can help give it the "Personal Touch" we want. Have you had an interesting experience in recording? Have you discovered a new use for recording blanks? A new technique? Have you had an interesting sales experience, or do you know the story of a friend or customer who has? If so, send it in—pictures too. Mail your letters or photos to: Audio Record Editor, 444 Madison Avenue, New York 22, N. Y.



"Who-Dun-Its" Use Recordings

The mystery was solved by a recording machine! Two of the recent Charlie Chan pictures, "The Jade Mask" and "The Scarlet Clue," produced by Monogram, featured recordings and recording machines. Photo is scene from "The Scarlet Clue" showing Sidney Toler as "Charlie Chan" with Robert Homans.



better recordings

And they are better! Radio experts cannot be sure whether they are listening to a "live" show or an audiodisc transcription. For high fidelity, minimum surface noise, low distortion and maximum frequency range, there is nothing finer than an Audiodisc.

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