

## Audio Mag Acquires RCA's Indianapolis Mag Tape Facility

INDIANAPOLIS — Audio Magnetics Corp. has acquired the assets of RCA's magnetic tape facility in Indianapolis. The 126,500 square foot plant is distinctive in several areas; it has capability in industrial audio products; cartridge and open reel manufacturing; video tape for use in consumer and industrial markets; and a class 1000 "clean room" essential in manufacturing video tape.

Audio Magnetics will now be producing audio tape in seven manufacturing facilities: Gardena, Irvine and Compton, all in California; Indianapolis, Mexico, Canada and Portugal. The company has its European headquarters in Switzerland.

"The acquisition of the RCA plant enables the company to focus on more long-term marketing and manufacturing goals in all segments of the tape industry and provides Audio with a strong base for moving forward in more sophisticated areas," said Irving B. Katz, president.

"The future growth of the firm will take place in several principal areas: audio cassette, cartridge and open reel magnetic and video tape to the consumer, education, industrial/institutional and government markets; tape related plastic parts; and consumer products," Katz said.

The emphasis will be in video tape at the company's new Indianapolis facility.

"Video tape, with its limitless potential, is where the revolution in consumer electronics is now occurring," Katz believes. "When video tape becomes a household word, and there is still much to do in its technological development.

## New SONY Package

SUN VALLEY — Superscope, has unveiled a totally new look in packaging for SONY's complete line of cassette tapes.

The new SONY cassette tapes are packaged in see-through plastic boxes which provide protection as well as convenient storage compartments for the cassettes after recording as well as before use. In the dealer's showroom the plastic boxes also serve as individual cassette display cases.

Each of SONY's three lines of cassette tapes has a different color-coded label to facilitate identification. These brightly colored labels distinguish the Chromium Dioxide, Low Noise, and UHF-series cassettes, as well as special color designation for 30 minute, 60 minute, 90 minute and 120 minute cassettes.

There is space on the label's reverse side to list the cassette's subject matter. This index can be displayed through the clear plastic cassette box to simplify locating any particular selection.

## Certron Awarded Lib/Cong Contract

ANAHEIM — The Certron Corp., has been awarded the complete 1972-73 tape mastering-duplicating-packaging contract of the Library of Congress Division for the Blind and Physically Handicapped.

The full contract, valued at some \$100,000, involves the creation of 90-minute cassette tape "voice books" that are eventually made available through Braille lending libraries, according to Edwin R. Gamson, Certron president.

This year's program will call for approximately 125,000 tape units, he said. Certron held two-thirds of the divisions contract during the 1971-72 period, when it was responsible for about 66,000 units.

## ITA Setting Cassette "Seal of Approval"

NEW YORK — The International Tape Association is in the process of finalizing its cassette evaluation program in a giant step toward establishing the ITA Seal of Approval for cassettes.

Eugene M. Barker, director of quality control for Audio Magnetics and chairman of the ITA plastics committee, conducted a combined meeting of the association's plastics, raw tape and duplicator committees at the Ampex Music Division in Elk Grove, Ill.

The meeting of the companies who participated in the study on quality and performance of C-60 cassettes, conducted for ITA by Ampex, was held to review the proposed cassette specification for consumer application. Companies whose product was tested included Agfa-Gevaert, Ampex, Audio Devices, Audio Magnetics, BASF, Irish Magnetic Tape, Maxell, Memorex, 3 M Company, TDK and Wabash Tape. The report of the testing was made by Keyvan Mokhtarian, supervisor of product engineering for Ampex and Allan E. Heath, project engineer for Ampex.

Minutes of the meeting together with the review of test methods and changes agreed upon at the meeting are now being distributed to ITA raw tape manufacturers, blank cassette manufacturers, duplicators and members of the plastics committee who produce components for cassettes.

## Two 8-Trk Tune-Up Double Headers In Double Ended Cases



NEW YORK — Two unusual products for eight-track maintenance, both double headers, have been marketed by Robins Industries as their newest in a broad line of consumer-electronics accessories. One combines a tape-drive capstan cleaner and a "beeper" head cleaner end-to-end in a unique flip-flop cartridge case; the other provides a non-abrasive drive cleaner and a head cleaner in similar siamese-twin fashion.

The new double-header cartridges fit eight-track players from either end.

One tuneup unit, THC-14, lists at \$3.85. At one end it has a cleaning tape with recorded beeps to signal the number of times the player head has been contacted. (It should be run for three "beeps" after 40 hours of equipment use.) Back-to-back is the capstan tape (for a 10-second application after 40 hours), which cleans and polishes the capstan drive to help eliminate "wow" and "flutter" and prevent tape pull out and breakage.

The second double-ended cartridge, THC-15, lists at \$5, including a supply of special head-cleaning solution designed to work with the non-abrasive polyester cleaning fabric in the cartridge. One end is for cleaning the player head after 15 hours usage.

Robins, which for years has been located in College Point, N. Y., is scheduled to relocate to Commack, L.I., N. Y. in June, 1972.

## Pop Best Bets

**GREAT SONGS OF THE 30's**—Greta Keller—Stanyan 10042

Greta Keller and the songs of the 1930's make a marvelous combination, particularly since many of these selections have been unavailable for years. Tunes like "The New Step" and Rodgers & Hart's "10¢ A Dance" were recorded in Berlin at the very beginning of the 30's. Other unforgettable works include "Remember Me?" "Goodbye To Summer" and "I'm Gonna Lock My Heart." The sound throughout the album is remarkably good. A lovely bouquet of songs from one of the great singing artists of the century.



**NAZARETH**—Warner Bros. 2615

Certainly there has been abundant attention directed toward English rock groups, and Paul McCartney has been making Blarney-rock with "Give Ireland Back To The Irish." Now the Scots are entering the picture with Nazareth, a three-piece hard rock group with occasional soft edges. Their brand of hard rock isn't innovative, but more than holds its own in the Mountain-Zeppelin bag on record. The quartet recently toured America with Deep Purple, and although the tour was shortened, Nazareth anchored in American soil and should be back soon. Listen to "Country Girl" and "King Is Dead" while you're waiting.



**FLAMINGOS TODAY**—The Flamingos—Ronze 1002

Their biggest hit, "I Only Have Eyes For You," is currently enjoying new popularity via the Jerry Butler version. What more opportune time then for these master balladeers to make a fresh new stand for musical acceptance on a large scale? For the oldie freaks, there is a new version of their legendary "Golden Tears." At the opposite end of the continuum, a lyrically strong integration and pro-busing song, "Why Can't Susie Go To School With Lucy." Probably more successfully than most, this seven-man group has managed to retain their old sound while seeing groups like The Stylistics and The Chi-Lites looming on the scheme of things. Take a lunch today.



**THE REGGAES WITH MARC Sparerib 11-1111**

If you haven't heard the Aces, then you have. Whether you're into Simon's Americanized "And Child Reunion" of Reggae music or Steady. Only starting can market, this Jamaica should hit Reggae with Marc's unine feel, and all ly aware of how ers, they exert should set man Jones" and "D

**TCHAIKOVSKY**—Columbia MG3

Once again a applied to an album two record set finds Leonard the New York Philharmonic performing "1812 Overture," "Capriccio Italien" and selections from the "Nutcracker Suite." Ormandy and the Philadelphia Orchestra are heard on "Waltz" from "Swan Lake," (Act 1) "Andante Cantabile" from "Symphony No. 5 In E Minor" and others.



**JOY—THE GREAT COMPOSERS HITS FOR THE '70'S**—Columbia M 31349

Though the title of this collection is semi-humorous, the music featured is seriously rendered pieces by Bach, Purcell, Rossini, Satie, Mussorgsky, and Mozart. The Philadelphia Orchestra, under the direction of Eugene Ormandy, the Cleveland Orchestra led by George Szell and the Royal Philharmonic Orchestra under the baton of Philippe Entremont are among the ensembles featured.

