



Mayor Alfred Loucks starts the dimes rolling Saturday by cutting the tape opening the Block of Dimes campaign in Salem. Looking on for the brief ceremony at Liberty and State Streets are (left to right) Robert Trevelick, Mrs. Irene Dennis, Drive Co-Chairman Jason Lee, Loucks, C. Barnett, Block of Dimes Chairman William Baldwin, Paul Slaughter, Mrs. David Wright, Mrs. James Clinton, A. C. Case, Thomas Meier, Roy Carter and Dorman Crow. Kneeling are Boy Scouts Jon Haskins and Jim Johnston, and R. W. Haiweger. (Story and picture also on page one.)

Tape Recording Business Jumps Demand Grows

By WAYNE OLIVER

NEW YORK (AP)—Records that play from invisible magnetic patterns in a narrow, ribbon-like tape instead of grooved disks are making big gains in commercial use and are bidding strongly for home use.

Industry officials estimate that the manufacture of the metallic-coated tape and the recorders and players to use it has become a \$15 to \$20-million dollar a year business.

Makers of the recorder-players are enjoying sales 100 per cent ahead of a year ago.

The bulk of the demand has come thus far from business and industry, radio broadcasting, schools, churches and other fields outside the home.

But manufacturers report increasing sales of their new model, simplified recorder-players for home use.

It's the home market the manufacturers would like to reach, as it would dwarf all others if tape players and recorders became popular with the general public.

Additional Instrument
However, the magnetic tape machine is being emphasized as an additional instrument for the home rather than as a replacement for the conventional record player that uses disks. The manufacturers are stressing its value for making home recordings of voices of members of the family, for practicing speech improvement, for making "sound albums" of family parties and events, as well as for recording an entire symphony or opera that can be played back without interruption for record changes. And whenever you have finished with a particular recording, it can be erased and something else recorded on the same tape.

Roy J. Gavin, sales manager of the sound recording tape division of the Minnesota Mining and Manufacturing Corp., which is the largest manufacturer of sound tape, says it now appears that if tape competes with disk records it will be primarily in the long playing field.

Not too Simple
Although tape machines have been greatly simplified in their operation, it's still a lot less trouble to put a cord on a phonograph than to play a reel of tape—particularly for short numbers.

It's only recently that magnetic tape with the music already recorded on it has reached the market. And none of the major record companies has offered its artists and musical libraries on tape, although most would be willing to do so if the demand became great enough.

Possibly portending the future of tape recorders and players in the home is a new model Dumont combination radio-television-phonograph set. It also contains a tape recorder attached to a clock switch that can be set to turn the recorder on for your favorite radio program if you have to be away when it's on the air. You can play it back at your leisure.

Meanwhile, the uses of tape in

signals for automatic devices.

Now being developed is the use of a tiny strip of magnetic tape on the edge of home motion picture film so you can have sound movies at a cost only slightly more than for silent movies.

Recording TV

One of the most intriguing future uses of magnetic tape will be for recording both the picture and sound of a television program without the use of photography or film. The electronic video signals will be reproduced from magnetic patterns in the tape the same way sound is now. You could record your favorite television program and play it over and over again later from the tape—and erase it and record another one on the same tape later. No processing would be required, as with film.

Bing Crosby's research engineers already have demonstrated the recording and reproduction of pictures with magnetic tape but the images were not up to commercial standards. Other researchers also have been able to reproduce crude pictures from tape, but say considerable development remains before the method will become practical.

business and industry are growing rapidly. The master recordings of the major phonograph record companies are on tape. Radio broadcasting companies make wide use of tape for recording programs for later airing. Schools and churches use tape for making recordings of lectures, sermons and other material. Tape is coming into use for dictating machines. It is being used to record information for business machines and control

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