

New Tape Recorder Attracting Much Attention

WAYNE OLIVER
Staff Writer
Records that
invisible magnetic pat-
tern, ribbon-like tape
grooved disks are mak-
ing in commercial use
gaining strongly for home
recording.

It's the home market the manu-
facturers would like to reach, as
it would dwarf all others if tape
players and recorders became popu-
lar with the general public.

Home Recordings

However, the magnetic tape
machine is being emphasized as an
additional instrument for the home
rather than as a replacement
player that uses disks.

The manufacturers are stress-
ing 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 record-
ing 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 re-
corded 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.

Recent Development

Although tape machines have
been greatly simplified in their
operation, it's still a lot less
trouble to put a record on a phono-
graph than to play a reel of tape—
particularly for short numbers.

It's only recently that mag-
netic 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 swith 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.

Used in Industry

Meanwhile, the uses of tape in
business and industry are grow-
ing rapidly. The master record-
ings 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 lec-
tures, sermons and other material.
Tape is coming into use for dic-
tating machines. It is being used
to record information for business
machines and control signals for
automatic devices.

Now being developed is the use
of a tiny strip of magnetic tape
on the edge of home motion pic-
ture film so you can have sound

movies at a cost only slightly
more than for silent movies.

One of the most intriguing fu-
ture 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 sig-
nals will be reproduced from mag-
netic patterns in the tape the
same way sound is now. You
could record your favorite tele-
vision program and play it over
and over again later from the
tape—and erase it and record an-
other one on the same tape later.
No processing would be required,
as with film.

Bing Crosby's research engineers
already have demonstrated the re-
cording and reproduction of pic-
tures 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 con-
siderable development remains be-
fore the method will be practical.

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