

Carrington H. Stone

Sales Engineer

ENGINEERING BLDG., 205 W. WACKER DRIVE
CHICAGO, U. S. A.

January 19, 1939

*Carrington H. Stone
Carpeta General*

Fondo De Cultura Economica
Av. Madero 32
Mexico, D. F., Mexico

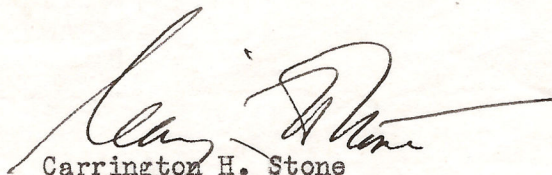
Attention: Mr. Daniel Cosio Villegas, Director

Gentlemen:

Thank you for your January 11 letter, explaining that the phonograph recording equipment you require would be for direct recording outdoors and with the apparatus handled by a non-professional recordist.

We normally deal with phonograph recording equipment of the professional type in which waxes are cut for processing. We will, however, endeavor to obtain information and prices, covering this direct recording apparatus. As soon as these data are available, it will be forwarded to you.

Sincerely yours,


Carrington H. Stone
Export Sales Engineer

CHS:FN

THE M. SIMONS & SON CO., INC.

FOREIGN SALES FACTORS.

25 Warren Street.

New York, U.S.A.
January 27th., 1939.

Mexican Consulate General
70 Pine Street
New York,
N.Y.

Attn: Mr. Manuel Cruz G.- Consul.

Gentlemen:

The following is in connection with your communication #4647, as directed to the factories and laboratories of the Presto Recording Corp. here at New York.

In connection with your inquiry, may we suggest that you confer with the following organization in Mexico City - for prices and full particulars in connection with PRESTO recording equipment:-

Bond Radio Company de México, S.R.L.
Edificio Cidosa
Uruguay 55
Mexico, D.F.
Mexico.

In this same mail we are directing a copy of this communication to Ing. A. L. Dubernard and you will undoubtedly receive prices, delivery data and other particulars promptly. In the meantime, however, it is important for you to answer in detail the following questionnaire so that Ing. A.L. Dubernard has complete information as to just what you actually require.

- A - What is the current voltage and frequency at the point of installation?
- B - Is five minutes of recording sufficient?
- C - Is fifteen minutes of recording sufficient?
- D - Do you require continuous recording?
- E - Do you require recording both at 78 R.P.M. and/or 33 1/3 R.P.M.?
- F - Will 78 R.P.M. only suffice?
- G - Do you require equipment to be portable so that it can

Mexican Consulate General

January 27th, 1939.

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be conveniently taken about from place to place, or do you require permanent installation of this equipment?

Looking forward to the pleasure and opportunity of serving you through our good friends, we remain,

Yours very cordially,
THE M. SIMONS & SON CO., INC.

Núm. 447
Exp.: V/614.1-A/73-32.

ASUNTO: Aparatos portátiles registradores de discos para fonógrafos.

Nueva York, N.Y.,
febrero 15 de 1939.

C. G. Bal
Exp. Bal

Sr. Lic. Daniel Cosío Villegas
Fondo de Cultura Económica
Avenida Madero 32
México, D.F.

Con el presente oficio me permito enviar a usted una copia de la carta que "The M. Simons & Son Co., Inc.", con dirección en 25 Warren Street ha dirigido a este Consulado General relativa a los aparatos portátiles para gravar discos fonográficos que usted desea obtener.

Como usted verá, los representantes de esta casa son la "Bond Radio Company de México, S.R.L." con dirección en Edificio Cidosa, Uruguay 55, México, D.F.

Reitero a usted las seguridades de mi atenta y distinguida consideración.

SUFRAGIO EFECTIVO. NO REELECCION.
P.A. DEL CONSUL GENERAL,
El Cónsul Adscrito,

Manuel Cruz G.
Manuel Cruz G.

ANEXOS.
JJC/eg.-

4

The PRESTO JUNIOR

*Sound
Recorder*

POINSETTIA, INC.
PITMAN, N. J.



LIST PRICE
\$ 149.⁵⁰/₁₀₀

A Mirror for Your Voice

POINSETTIA, INC.
PITMAN, N. J.

PRESTO

RECORDING CORPORATION
139 WEST 19th STREET • NEW YORK, N. Y.

THE PRESTO JUNIOR

What it is

THE Presto Junior Sound Recorder is a new and highly perfected home recording instrument. It makes phonograph records of your speaking voice, your singing, instrumental music or an entire orchestra and it reproduces the records as soon as they are made. It will also play any standard phonograph record.

Presto recordings have a clear, natural tone equal to high fidelity radio reception. Needle scratch is practically inaudible.

Unlike any home recording instrument you have seen in the past, the Presto Recorder does not require pre-grooved composition or metal discs. The Presto Junior cuts its own groove as it records the sound. The records are made on mirror smooth, cellulose coated discs, the same discs used by leading broadcasting stations for making high grade electrical transcriptions. Presto records are permanent. They may be played as often as any phonograph record—using ordinary steel needles.

How it is used

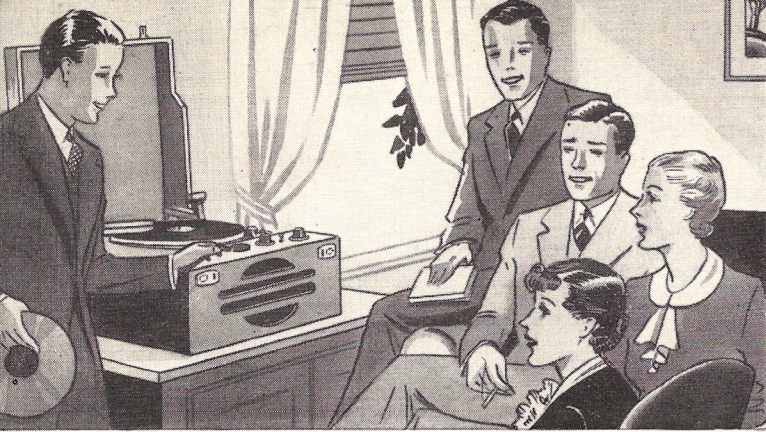
RECORDERS are a never failing source of entertainment in the home. Parents now record the voices of their children — keep the records with their pictures so that they may see and hear their children always as they were when they were young.

Nothing provides more hilarity at a party than recording the voices of your unsuspecting friends. The small microphone, furnished with the Junior Recorder, is easily concealed. The recorder, set up in an adjoining room, will pick up every word that is spoken.

With the Presto Junior you can make talkies of your home movies.

Scores of musicians, actors, radio artists, business executives, salesmen and public speakers now own Presto Recorders. Students as well as professionals find the instrument invaluable in developing their voices and manner of expression. Recording enables them to hear themselves as they sound to others.

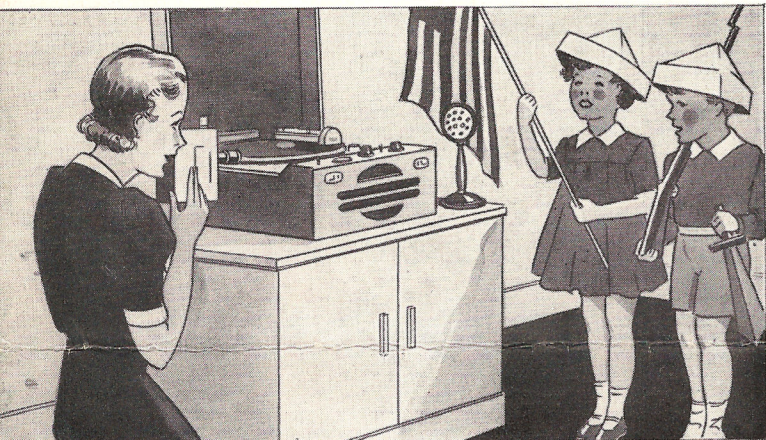
The Presto Junior can also be connected to your radio set to record radio programs off the air. Many Presto



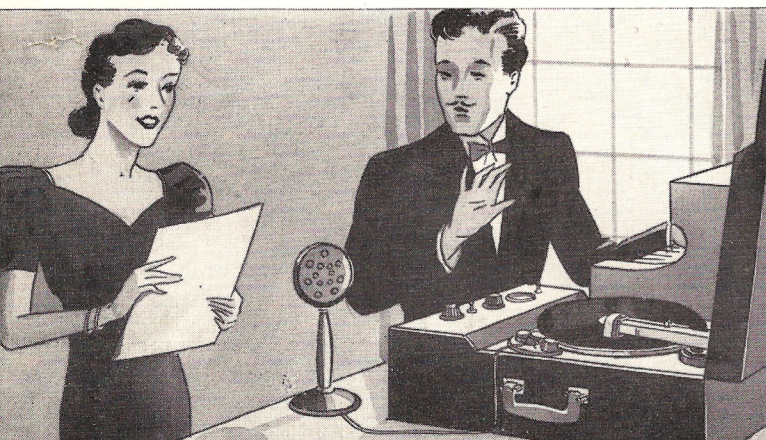
Recording is grand fun at any party. Few people have ever heard their own voices reproduced. It's a new and exciting experience.



There's a wealth of fine entertainment on the air every day. With a recorder you can save the best—play it whenever you like.



The addition of sound doubles the entertainment value of home movies. Presto records can be made with your pictures for home talkies.



Music students make amazingly rapid progress when records are used to show them their faults. Personal recordings give the music teacher undeniable proof of the student's progress.



The
PRESTO
Radio Recorder

Connects to your radio set to make phonograph records of any program on the air.

Plays any phonograph record through your radio set loudspeaker.

R SOUND RECORDER

owners are now building libraries of their favorite opera, symphonies and popular music. They make records of famous speakers and outstanding news events, as they are broadcast, so that they may be kept and replayed years later.

Anyone can learn to make good records on the Presto Junior Recorder. No technical skill is required. If you can play a phonograph you can operate the recorder.

Cost of equipment

THE Presto Junior Recorder consists of a 12" recording turntable, a recording mechanism that cuts the groove in the record as it records the sound, a playback pickup, a five tube amplifier having ample power for home use, a loudspeaker and a microphone with desk stand. These are mounted in a leatherette carrying case measuring 20" x 15" x 10" . . . weighing 35 pounds.

The recorder can be set up for use anywhere. Simply plug into 110 volts AC and it is ready for operation. With a converter the recorder can be operated on 110 volts DC or on storage batteries.

PRICE, COMPLETE WITH MICROPHONE . . . NO ACCESSORIES REQUIRED EXCEPT DISCS AND NEEDLES . . . \$149.00*

*NOTE: The Presto Junior recorder can be furnished to cut both on aluminum and cellulose coated discs at \$5.00 additional.

COST OF PRESTO GREEN SEAL DISCS AND NEEDLES

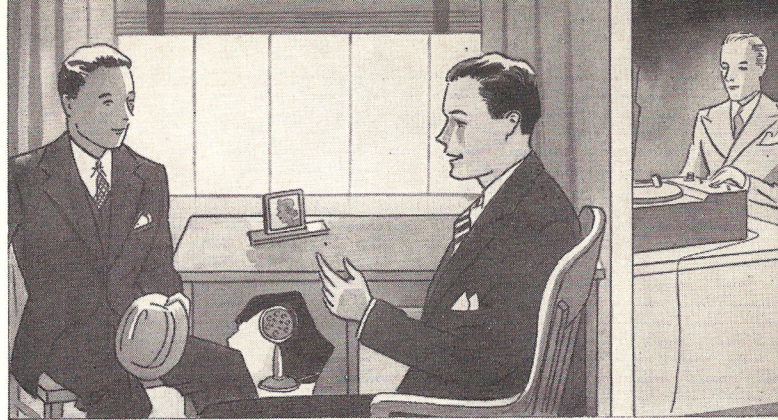
(All Presto discs are double faced and may be cut on both sides)

6" disc, playing 1½ minutes, each side.....	\$.40
8" disc, playing 2½ minutes, each side.....	.55
10" disc, playing 3½ minutes, each side.....	.80
12" disc, playing 5 minutes, each side.....	1.00
Semi-permanent sapphire cutting needles.....each	5.00
Charge for resharpening sapphire needles.....each	1.65
Polished steel cutting needles.....pkg. of one dozen	2.65
Steel playing needles.....pkg. of 100	.75
Disclube, record preservative.....2 oz. can	.35

Precio de los discos de aluminio y vitela de ellos.

Service and Guarantee

ALL Presto equipment is unconditionally guaranteed for a period of one year. Service and replacement parts may be obtained through a nation-wide organization of Presto dealers.



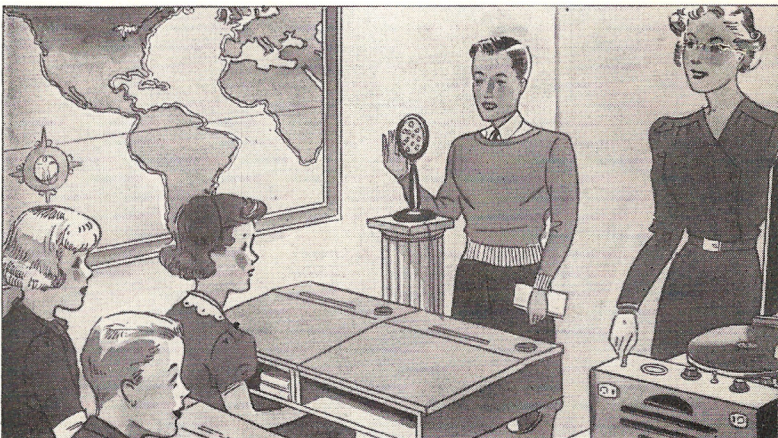
Scores of insurance companies, public utilities, industrial organizations now use the Presto recorder to train salesmen. When the student salesman hears his own faults—he improves rapidly.



All leading orchestras record regularly to develop new arrangements and study the work of individual musicians. Many use records of their broadcasts to audition out-of-town for new engagements.



Stage and screen actors use the Presto recorder while studying their parts and during actual rehearsals. The records tell them exactly how they will sound to the audience.



Several hundred schools and colleges now use recorders as an aid to correcting speech defects and to train students in public speaking. The Presto recorder can be set up in any classroom.

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AVE YOU OFTEN WISHED THAT you could preserve some of the radio programs you like best—new dance numbers by your favorite orchestra — symphonic or operatic selections — descriptions of news and sport events — political broadcasts

With the Presto Radio Recorder you can easily make permanent phonograph records of any of these programs — and listen to them as often as you like—keep them for your friends or family who missed the original broadcast.

The Presto Radio Recorder is attached to any radio set. It makes quality records that can be played many times or more with ordinary needles. And the records play immediately after recording—no processing is required.

The Presto Radio Recorder turns your radio to a radio-phonograph combination, so that you can make phonograph records with a loudspeaker. It does not stop the radio in any way and you can continue to listen while recording.

The recording mechanism makes the record groove as it records the sound.

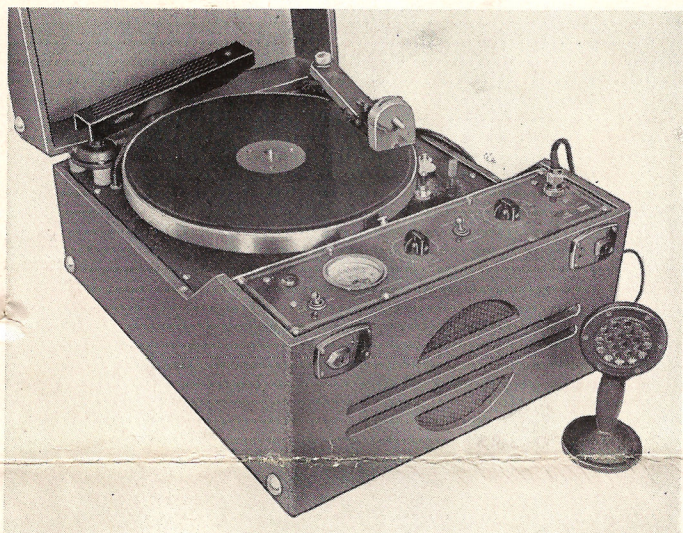
Your radio dealer or Presto Radio Recorder distributor will show you how to use it in a few minutes time.

Presto Radio Recorder
10" blank disc
12" blank disc
Semi-permanent
Steel records
Steel playback



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8



Your Local Presto Dealer is:

He will be glad to show you the Presto Junior Recorder and make a sample recording of your voice or music.

Presto Technical Representatives

ATLANTA, GA.

Morris F. Taylor
440 W. Peachtree St., N. W.

BELMONT, MASS.

Henry M. Lane
350 Lake St.

CHICAGO, ILL.

Brock-Forsythe Co.
20 E. Jackson Blvd.

CLEVELAND, OHIO

Ernest P. Scott Sales Co.
1836 Euclid Ave.

DENVER, COLO.

R. C. Mulnix Sound Systems, Inc.
1322 Lincoln St.

DETROIT, MICH.

Metropolitan Sound Systems
4762 Woodward Ave.

HOLLYWOOD, CALIF.

Norman B. Neely
5334 Hollywood Blvd.

KANSAS CITY, MO.

Office Appliance Co.
302 Reliance Bldg.

NEW YORK, N. Y.

Presto Recording Corp.
139 W. 19th St.

ROCHESTER, N. Y.

George S. Driscoll
199 Brett Rd.

TULSA, OKLAHOMA

Kay Sales Company
317 Central Bank Building

WASHINGTON, D. C.

James S. Moran
1206-18th St., N. W.

FOREIGN . . . EXCEPT CANADA

The M. Simons & Son Co., Inc.
25 Warren St., New York, N. Y.

Australia and New Zealand

A. M. Clubb & Co., Ltd.
76 Clarence St., Sydney, Australia

POINSETTIA, INC.
PITMAN, N. J.

PRESTO

MODEL 16-X SOUND RECORDER



A COMPLETE TRANSCRIPTION RECORDING AND PLAYBACK TURNTABLE
WITH AMPLIFIER, MOUNTED IN A SINGLE CARRYING CASE.

Telephone: CHelsea 2-6425
Cable Address: Presrecord, N. Y.

PRESTO

RECORDING CORPORATION
139 WEST 19th STREET • NEW YORK, N. Y.

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er connect the Presto
to your radio set and
to make records in a few
Ask for a demonstration.



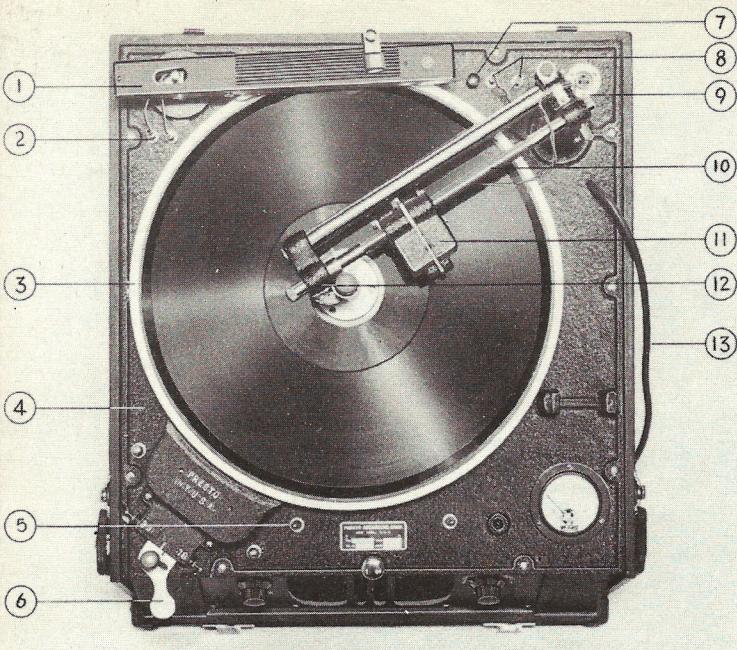
The pick-up plays the record back
as soon as it is recorded.

PRICES

Recorder complete with connecting cords.....	\$98.50
Discs making two 3½ minute recordings—each.....	.80
Discs making two 5 minute recordings—each.....	1.00
Permanent sapphire recording needles—each.....	5.00
Recording needles, per dozen.....	2.65
Recording needles, package of 100.....	.75

PRESTO Radio Recorder

PRESTO MODEL 16-X



A Complete Sixteen-Inch, Two-Speed Recording Turntable FOR RADIO STATIONS

The Presto 16-X recorder provides a convenient means for making recordings outside the studio. The 16-X is small, easy to handle and as light as possible consistent with sturdy construction and ability to withstand frequent transportation. Yet it makes recordings equal in quality to those made on Presto studio equipment.

Because of its small size the 16-X is ideal for installation in a short wave truck or other mobile pickup unit. It is particularly valuable for recording accounts of news events during periods when the mobile unit cannot establish satisfactory communication via short wave or wire line facilities.

The 16-X recorder can be set up for operation anywhere within two minutes. Simply loosen three screws that lock the operating parts in position and the recorder is ready for use.

FOR SCHOOLS

The Presto 16-X Recorder handles all the requirements of the speech, music, dramatic and language departments. It records on the six and eight inch discs used for making periodic samples of the students' progress in speech classes as well as transcriptions playing 15 minutes continuously, used for recording dramatic sketches, radio productions and the longer musical selections.

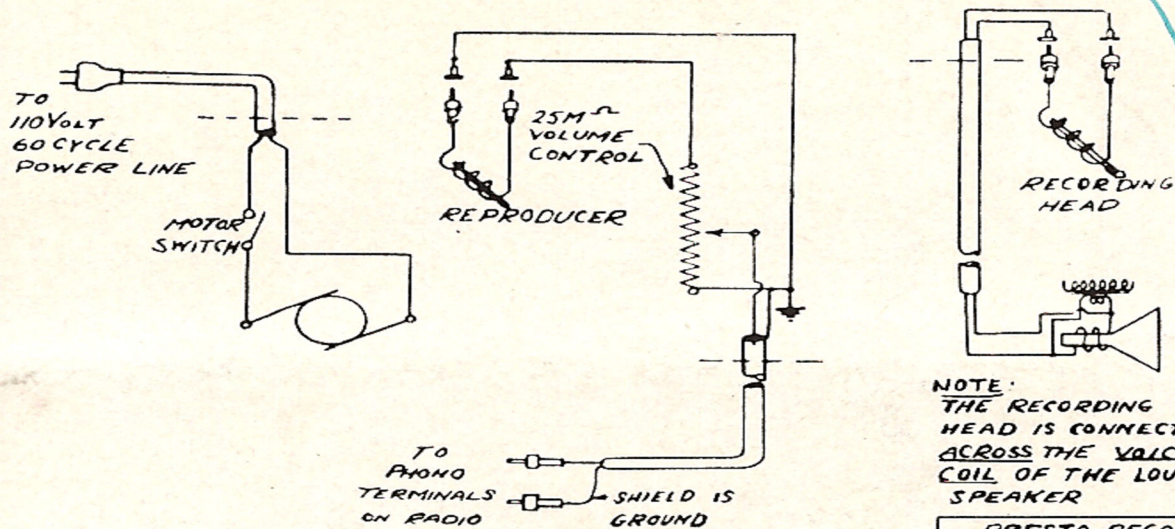
The 16-X enables schools to take advantage of the economy of using 16" discs for recordings of a temporary nature . . . those which are played once or twice, only, for illustrating methods of expression in speech or music. Recording on 16" discs at 33-1/3 R.P.M. costs about half as much as recording on 6" discs at 78 R.P.M.

The 16-X recorder can be attached to any radio set to record complete 15 minute radio programs. It is easily transported between buildings or classrooms, and simple to operate. Any member of the faculty can make satisfactory records without the assistance of a skilled operator.

FOR ADVERTISING AGENCIES

The Presto 16-X recorder is a useful instrument for recording airchecks. It is equally valuable for cutting and editing radio productions and for making individual transcribed announcements for various radio stations.

1. Lateral, magnetic, pickup, counterbalanced to reduce record wear, impedance 5,000 ohms.
2. Pin jacks for pickup connections.
3. Sixteen inch dynamically balanced aluminum turntable for cutting discs up to 17 $\frac{1}{4}$ " diameter.
4. Cast aluminum mounting plate, scientifically braced to prevent warping or misalignment of parts.
5. Turntable motor switch.
6. Two speed turntable drive mechanism with instantaneous speed change lever.
7. Ground terminal.
8. Pin jacks for cutting head connections.
9. Microphone receptacle.
10. Cutting head feed screw, available for cutting inside out or outside in at 96, 112, or 120 lines per inch.
11. Cutting head mounting.
12. Positive drive, overhead cutter feed mechanism.
13. Power cord.



NOTE:
 THE RECORDING
 HEAD IS CONNECTED
 ACROSS THE VOICE
 COIL OF THE LOUD-
 SPEAKER

PRESTO RECORDING CO NEW YORK USA		
CONNECTIONS FOR RADIO RECORDER		
DRAWN BY ENKD	2-4-38	A171

DIAGRAM OF CONNECTIONS

To install radio recorder, connect cutting head leads across voice coil of radio loudspeaker. Connect pickup to "phono" jacks on radio set chassis. Plug power cord into 110 volts, 60 cycle A.C. Follow operating instructions in cover of recorder cabinet.

SOUND RECORDER

ble and Amplifier Mounted in a Single Carrying Case.

Numerous agencies now provide their clients with transcribed sales promotion and sale training talks for distribution to branch offices and dealers . . . recorded comment to be used with industrial motion pictures and slide films. The 16-X recorder handles this work simply and inexpensively.

FOR SALES AND PERSONNEL MANAGERS

The 16-X may be used to record interviews with salesmen and other employees who deal directly with customers. By means of a simple attachment the recorder can be used to make a record of two-way telephone conversations. Salesmen welcome the opportunity to hear themselves in action so that they may correct speech defects and mannerisms and improve their sales tactics. The use of recording in sales training is now becoming widespread among public utility and industrial organizations.

FOR MUSICIANS WHO TEACH

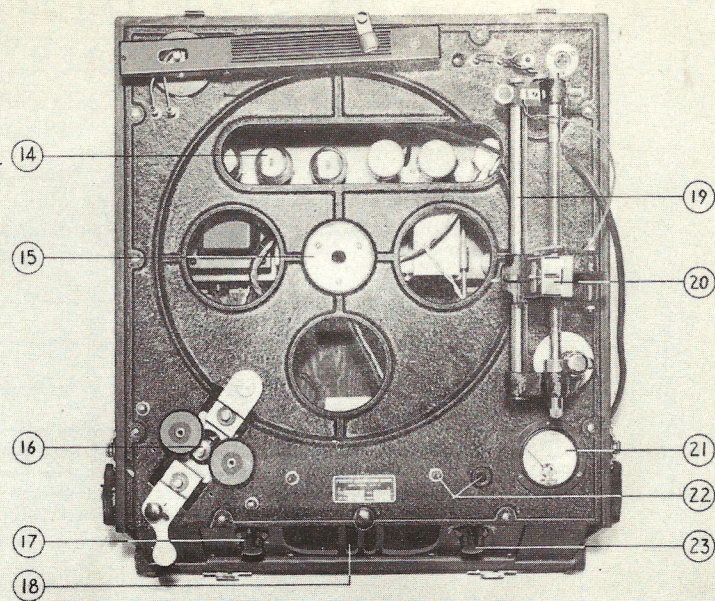
Personal recordings are especially valuable for illustrating faults in the students' technique. Through listening to records of their own work students lacking confidence are encouraged, others are made aware of faults they might never discover by listening to themselves directly. The 16-X recorder will make as many as 20 one minute sample recordings on a single 16" disc. Operatic and symphonic selections up to 15 minutes in length may be recorded and played without interruption.

FOR DOCTORS AND SURGEONS

Who make motion pictures to illustrate operating methods, the 16-X provides an inexpensive means for adding sound to the pictures. The sound accompaniment for a 400' reel can be recorded on each side of a 16" disc. Recordings of certain sounds or groups of sounds may also be made for use in cases of impaired hearing.

FOR RECORDING STUDIOS

That frequently make records outside of their own studios the 16-X recorder serves a double purpose. It is adequate for all studio work and at the same time may be quickly set up in a business office, theatre, hotel, concert hall or in the home without difficulty in transportation or operation. The 16-X thus opens a new and profitable field for those engaged professionally in sound recording.



14. Amplifier for recording and playback. Gain 115 db. power output 4 watts, Frequency response uniform within 1 db. from 70 to 9,000 cycles. Tube complement 6C6's triode connected in first three stages, fourth stage 45's push-pull, type 80 rectifier. Input impedance .1 megohm, output impedance 8 ohms.
15. Bronze turntable bearing.
16. Drive mechanism showing rubber idler wheels operating between motor shaft step pulley and turntable rim.
17. Selector switch for recording, playback and public address operation.
18. Loudspeaker, 8" dynamic type.
19. Cutter carriage guide bar.
20. Presto I-B high fidelity cutting head, response 50 to 6,600 cycles, impedance 8 ohms, required input level plus 20 db.
21. Volume indicator meter.
22. Amplifier power switch and bullseye.
23. Double gain control for both recording and playback.

PRICES OF EQUIPMENT AND ACCESSORIES

I T E M	Price	Code
Presto 16-X recorder with 1-B high fidelity cutting head and velocity microphone with floor stand, 112 line, inside out feed screw	\$560.00	EXIBE
Presto 16-X recorder with 4-A cutting head and velocity microphone with floor stand, 112 line, inside out feed screw	500.00	EXORE
NOTE:—Above prices refer to recorders for use on 110 volt, 60 cycle AC		
For 110 volts 50 cycles add	10.00	EXFIV
For 240 volts 50 cycles add.....	10.00	EXTOO
For 110/220 volts 50/60 cycles add.....	30.00	EXTAT
For 110 volts 25 cycles add	30.00	EXLOW
For attachment to adapt 16-X to cut on aluminum add.....	5.00	EXALU

NOTE:—When ordering 16-X for special voltage or frequency use two code words, for example — EXIBE, EXFIV.

ITEM	DIAMETER	AVERAGE THICKNESS	PLAYING TIME PER SIDE		PRICE	CODE
			78 RPM	33 $\frac{1}{3}$ RPM		
			96 LPI* 112	96 LPI* 112		
GREEN SEAL DISCS†	6" —15.2 cm.	.051	1.3 min. 1.6 **	.40	Sixol
	8" —20.3 cm.	.051	2.6 min. 3.0 **	.55	Eogta
	10" —25.4 cm.	.051	3.8 min. 4.5 **	.80	Taboz
	11 $\frac{7}{8}$ "—30.2 cm.	.065	5.0 min. 5.7	7 min. 8	1.35	Elvet
	12" —30.5 cm.	.051	5.0 min. 5.7	7 min. 8	1.00	Twelv
	13 $\frac{1}{4}$ "—33.7 cm.	.051	5.8 min. 6.8	9 min. 10	1.35	Thyrt
	16" —40.6 cm.	.051	7.5 min. 8.8	13 min. 15	1.80	Sycen
	16" —40.6 cm.	.065	7.5 min. 8.8	13 min. 15	2.00	Sihev
OVERSIZE MASTER DISCS†	11 $\frac{1}{2}$ "—29.2 cm.	.079	SIZE OF PRESSING		PRICE	CODE
	13 $\frac{1}{2}$ "—34.2 cm.	.079	10"			
	17 $\frac{1}{4}$ "—43.7 cm.	.079	12"			
			16"			
CUTTING NEEDLES §	Sapphire Cutting Needles, each.....				5.00	Sapph
	Resharpening Sapphire Cutting Needles, each.....				1.65	Resap
	Type A Steel Cutting Needles, per dozen.....				2.65	Stela
	Type B Steel Cutting Needles, per dozen.....				2.65	Stolb
	Type X Diamond Cutting Needles for aluminum, each.....				12.00	Dimox
	Type Z Diamond Cutting Needles for aluminum, each.....				5.00	Diamz
	Red Shank Steel Playing Needles, per M.....				6.75	Redem

Presto Technical Representatives

ATLANTA, GA.
Morris F. Taylor
440 W. Peachtree St., N. W.

BELMONT, MASS.
Henry M. Lane
350 Lake St.

CHICAGO, ILL.
Brock-Forsythe Co.
402 Michigan Sq. Bldg.
540 N. Michigan

CLEVELAND, OHIO
Ernest P. Scott Sales Co.
1836 Euclid Ave.

DALLAS, TEXAS
J. Earl Smith
P. O. Box 1805

DENVER, COLO.
R. C. Mulnix Sound Systems, Inc.
310—15th St.

DETROIT, MICH.
Metropolitan Sound Systems
4762 Woodward Ave.

HOLLYWOOD, CALIF.
Norman B. Neely
5334 Hollywood Blvd.

KANSAS CITY, MO.
Office Appliance Co.
302 Reliance Bldg.

MILWAUKEE, WIS.
Continental Engineering Co.
3617 N. Greenbay Ave.

NASHVILLE, TENN.
A. C. Omberg
Franklin Road

ROCHESTER, N. Y.
George S. Driscoll
199 Brett Rd.

SIoux FALLS, S. DAK.
Power City Radio Co.
224 S. Main Ave.

SPOKANE, WASH.
Spokane Radio Co.
611 First Ave.

TULSA, OKLAHOMA
Kay Sales Company
317 Central Bank Building

WASHINGTON, D. C.
U. S. Research Corp.
Rialto Theatre Bldg.

FOREIGN . . . EXCEPT CANADA
The M. Simons & Son Co., Inc.
25 Warren St., New York, N. Y.
Australia and New Zealand
A. M. Clubb & Co., Ltd.
76 Clarence St., Sydney, Australia

**HOW SCHOOLS USE
THE PRESTO RECORDER
IN THE
SPEECH, MUSIC, DRAMATIC
AND
FOREIGN LANGUAGE DEPARTMENTS**

You will find in this booklet the answers to many typical questions asked of Presto sales representatives while demonstrating Presto sound recording equipment in schools. The booklet discusses:

1. Recording equipment as an aid to teaching.
2. The performance of Presto equipment.
3. What it costs to install and operate Presto equipment.

For additional information we suggest that you write to your nearest sales representative, whose name appears on page 8, asking for a demonstration of Presto equipment at your school. The demonstration will enable all interested members of your faculty to hear and examine the machine and it involves no obligation whatever on your part.

PRESTO

RECORDING CORPORATION
139 WEST 19th STREET • NEW YORK, N. Y.

Recording Equipment as an Aid to Teaching

WHEN there were no mirrors people could not see their own faces. They seldom thought of improving their personal appearance.

Without sound mirrors we were unable to hear our own voices. We believed our voices satisfactory if we could make ourselves understood.

Now, sound mirrors, in the form of simple inexpensive voice recorders, have come into general use in schools and in the home and a vast number of people have heard themselves talk for the first time. They have discovered their own speech defects and have become interested in speech improvement.

Personal phonograph records have shown them how rapidly their speech could be improved under the guidance of a skilled speech instructor and they have gained confidence in speech training. They have realized that a good speaking voice . . . one of the most valuable business and social assets . . . is seldom acquired instinctively, that it is almost invariably the result of competent instruction and serious study.

The tremendous growth of interest in speech improvement is manifested by hundreds of new speech departments in schools all over the country . . . speech lessons being broadcast on the national networks . . . advertisements of speech courses for business men in the daily papers . . .

new magazines, devoted to speech, selling over 100,000 copies monthly on the news stands.

Parents are now demanding that schools teach their children to speak properly. Business houses are organizing speech classes for their salesmen and executives who failed to receive proper instruction in school. Schools, teaching speech exclusively, are prospering in the larger cities.

For these gratifying developments, speech instructors have waited long and patiently.

The educational uses of recording equipment are not, however, confined to speech training. The sound recorder has become a fixture at all rehearsals of radio, stage and screen productions. Leading orchestras use the recorder continuously while learning new numbers and arrangements. Practically all professional radio artists have their programs recorded "off the air". Concert artists have their entire performance recorded so that they may both perform on the stage and "sit in the audience". Music students now seek schools equipped to record their efforts because experience has shown that personal recordings will enable them to progress more rapidly.

These uses of recording equipment are more fully described in the following pages. The information and illustrations in this booklet were furnished by owners of Presto equipment. Their cooperation is deeply appreciated.

PRESTO RECORDING CORPORATION

THE NEW YORK TIMES, TUESDAY, JANUARY 11, 1938.

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EDUCATION

EDUCATION

EDUCATION

CHAUNCEY DEPEW

said:—"There is no other accomplishment which any man can have that will so quickly make for him a career and secure recognition as the ability to speak acceptably."

LEARN TO TALK AND THINK ON YOUR FEET

Increase Your Speech Power



Granville B. Jacobs, B.S., M.S.
Director of the Course

An advantage of Mr. Jacobs training is that he has not only had wide experience as an instructor but also as a practical business man. He has held key positions in direct sales, sales promotion, and sales training work with The Celotex Company of Chicago, manufacturers of insulation and accoustical materials. For the past 12 years he has been training adults in effective speaking and influencing people. He has trained the staffs of such well known organizations as the Dry Dock Savings Institution; The Riggs National Bank, Washington, D. C.; Brooklyn Savings Bank; Bridgeport City Trust Company and many business and professional groups throughout the East. Granville B. Jacobs Graduate Speaking Clubs have been founded in Washington, Baltimore, Philadelphia, Bridgeport and New York City. The originator of this course was awarded an L. C. Roberts Fellowship for advanced study at Columbia University, New York, in 1922-1923. He has served as special lecturer at the

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MUSICAL COURIER

Use of Self-Made Recordings Found Valuable in Artists' Work
Mera Machnes-Weinstock Describes Her System of Making Discs—Even Radio Programs May Be Recorded

Mera Machnes-Weinstock received an interviewer from the Musical Courier in her New York studio. The subject of our conversation was the making of phonograph records, in which Mrs. Weinstock is engaged. "How did you happen to become interested in this work?" I asked. "I knew that people could not hear their voices as others heard them," she replied. "I was interested in the possibility of hearing myself, as well as letting others hear themselves sing and speak, and by a process not too expensive. "I first went to the early public studios where crude aluminum records were made and played back immediately. Those records did not satisfy me but they set me to thinking toward better ones. I have followed the progress of the art until the present day high-fidelity acetate records became possible."

sings (or plays) I watch the currents on this column level indicator, and I adjust the amplifications accordingly." "Who are your principal clients, Mrs. Weinstock?" "Records are made by persons who apply for jobs, for radio, movies, church positions, theaters. With beginners I try to make a record of the same piece or song every few weeks or months so that they may watch their own progress."

DISCS USED FOR ACCOMPANIMENTS "You mention the use of records for accompanying a singer or an instrumentalist—is this really satisfactory?" "Yes," provided that the record is direct, the accompanist while the record is being made, indicating the tempo, the rests, the *rubatos*, and the principal dynamic accents. I have sung several times before development of your late continuity of training in this course insur

PITTSBURGH SCHOOL OF SPEECH

SPEECH RECORDINGS ARE MADE

The first step, after completing the registration, is to make an electrical recording of the speech condition of the student. At the option of the instructor, additional recordings may be made during the course of instruction. When instruction has been completed, a final recording is cut. This is especially valuable and interesting, as the entire program is toward acquiring normal speech. Often a student, after he has completed his course, finds it difficult to remember how he had previously spoken. The recordings serve as a record of the progress made.

NEWARK EVENING NEWS,
MONDAY, NOVEMBER 22, 1937

Students' Voices Recorded to Teach Proper Speech

St. Elizabeth's New Method Shows Girls Faults in Their Diction

RECORDING

in the

SPEECH DEPARTMENT

In most schools, each student upon entering the course is required to read from a text designed to bring out all of the vowel and consonant sounds. This is recorded on one side of a 6" or 8" record. The records are then played before the class, each student making notes on the instructor's criticism of his record. The records are then filed in a library to which the student has access so that he may play his record occasionally to refresh his memory. At the end of a month of instruction the student records the same text on the reverse side of the record for comparison. The student makes as many as six records in the course of a school year.

In addition to these individual records, sample recordings are often made to stress certain speech peculiarities. Larger discs are most economical for this purpose. Eight one minute sample recordings can be made on a 12" disc, twenty can be made on a 16" disc recorded at transcription speed, 33-1/3 R.P.M.

Speech students in advanced classes are required to make two 15 minute records at the end of each term. One recording is read from text, the other is extemporaneous.

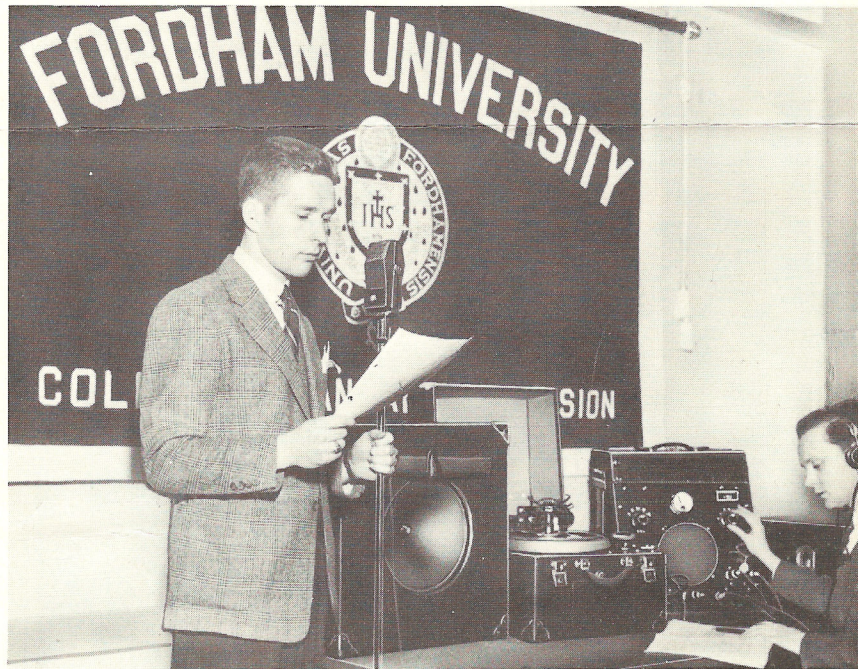
Debate teams, frequently record their entire speeches prior to delivery. In listening to the record they can discover defects which might not appear in reading the text.

Many speech teachers record outstanding speakers as they broadcast on the radio. These recordings serve as illustrations of good speech which may be imitated in part by the students.

Recording gives the speech student a real understanding of his defects and a set of concrete problems to work upon. For the instructor, recording shortens the time necessary to demonstrate the results of teaching and gives absolute proof of the students' progress.



A recording session in the speech class at Alabama College, Montevallo, Alabama, showing Presto Professional Recorder in operation, under direction of Ellen-Haven Gould, Head of Speech Department.



Installation of a Voice Testing Machine at Fordham College, New York City, has proven a valuable asset in the improvement of speech among students. David P. Powers, Professor of Speech, handles the Presto equipment as a student prepares to record a test passage.



Students at Allegheny College, Meadville, Pa., record their delivery of "Arthur the Rat", as an introduction to the course in oral English. Hurst R. Anderson heads the Speech Department.

RECORDING *in the* MUSIC DEPARTMENT

Under the stress of playing an instrument or interpreting a song, neither the music student nor the professional musician can listen to himself as critically as he would listen to others. Like the old trombonist who complained that "he blew into his horn so sweetly and it came out so sour" their perception is a mixture of what they are trying to do and what they actually do. Recordings enable them to perform on the stage and at the same time "sit in the audience". By listening to themselves on a record, professional musicians can detect tendencies toward faulty technique, students overcritical of themselves are encouraged, overconfident students are made aware of their true capabilities.

The Presto instrument will record and reproduce with excellent fidelity any combination of voices and musical instruments. It may also be attached to any radio set to record the work of professional musicians as examples for students to follow.

Many singing pupils are unable to accompany themselves on the piano. For these students, the instructor may record an accompaniment for their use at home.

RECORDING *in the* DRAMATIC DEPARTMENT

Practically all of the important stage productions, motion picture scenes and radio programs are now recorded during final rehearsals so that the cast may listen to themselves and obtain a better perspective on their individual parts. Dramatic coaches working with relatively unskilled players pronounce the Presto recorder one of the greatest of labor saving devices. When the players hear themselves on a record and compare their interpretation with that of the director they learn faster, rehearsals become less tedious and in the end they give a more expert performance.

Because of the widespread demand for radio actors and program producers, many schools are now giving special attention to this form of dramatic work. The Presto recorder teaches dramatic students how to work before a micro-



With a view to making the Chicago Conservatory as complete as possible in every detail, a Presto Model Recorder, of the type used in ninety-one Broadcasting Stations, has been installed. This instrument is especially designed for making records which may be played with a steel needle on any phonograph.

To have a Recording Machine available is a distinct advantage to all students, whether they major in Piano, Voice, Violin, Orchestral or Band Instruments or Dramatic Art. Through the medium of the record it is possible for the student to analyze his work in detail, to detect faults and having recognized them to work intelligently to eliminate them.



The Radio Speech Class at Baylor University, Waco, Texas, rehearses for a broadcast over WACO. A Presto recording of the script and sound effects is made prior to the broadcast to illustrate the criticisms of their director Sara Lowrey.

Proceeds of one dramatic production—paid for the Presto Recorder at Albany High School.

**'GHOST TRAIN'
IS WELL ACTED**

**Albany High Pupils Win
Praise by Performance
of Mystery Drama**

The Albany High School Dramatics Association reached professional heights in its presentation of Arnold Ridley's "The Ghost Train" and drew a solid round of applause for 10 minutes at the final curtain. Outstanding performances were turned in by Maude Adams in the role of Julia Price and by Alfred Sanders as the English Teddie Deakin.

"The Ghost Train," which had a four-year run in Boston, revolves around a clever group of smugglers who have spread a tale of ghost train over a peaceful Scottish countryside and a group of travelers who are stranded at a small railroad station the night the train is scheduled to deliver contraband.

Erie Sounds Added

The use of a sound recording instrument for the first time at the school adds to the ghostly visit of the train to the wayside station. Proceeds from last night's and tonight's performances will be used to help pay for the instrument so that it may be used in public speaking and dramatic classes.

phone and how to adapt their script, action and sound effects to the medium of sound alone.

Many school radio productions are broadcast from recordings to save time and expense in travelling to the radio station and to avoid the inconvenience of having the entire cast absent from classes at the time allotted by the radio station. Presto recordings are now broadcast regularly by over 300 radio stations. Their high quality makes them acceptable to all stations.

The Presto recorder is particularly useful for recording and reproducing sound effects properly adapted to the action of the play. This is often difficult if stock sound effect records are used.

RECORDING in the FOREIGN LANGUAGE DEPARTMENTS

Language instructors find it helpful to record students who have particular difficulty in mastering unfamiliar vowel sounds. When the student hears his mistakes on a record he can usually correct them quickly.

Instructors in more advanced classes make records for the students to translate outside of class. The records give the student an opportunity to hear the language as it is spoken and provide him with a model of pronunciation which may imitate. Fifty to one hundred copies of Presto records can be made inexpensively to provide for each student. The process of duplicating Presto recordings is described on page 8.

SELECTING A RECORDER FOR YOUR SCHOOL

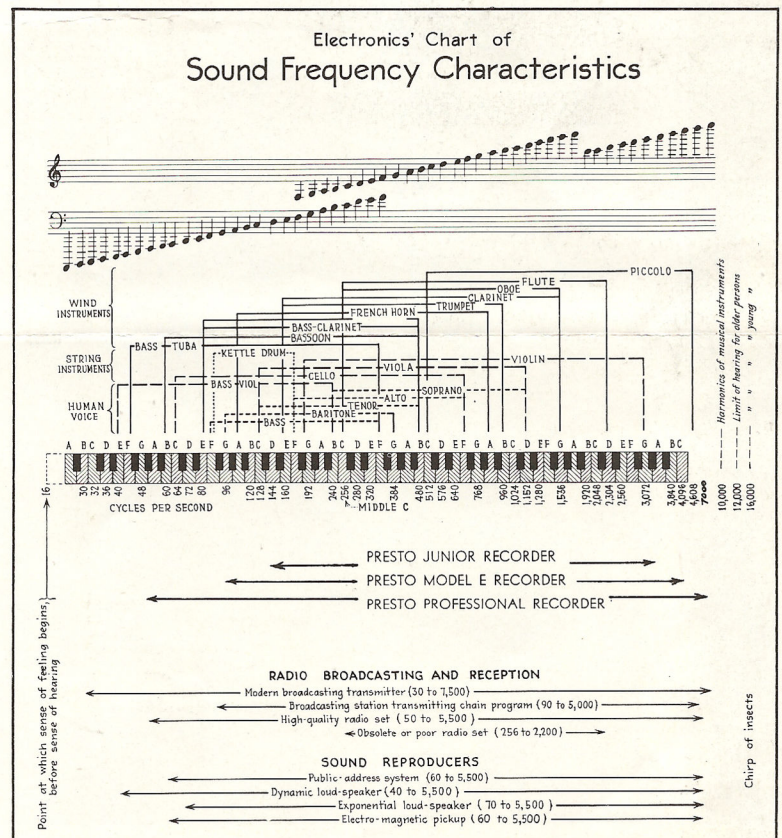
When a school official is asked to purchase recording equipment, the requirements of the various departments are usually as follows:

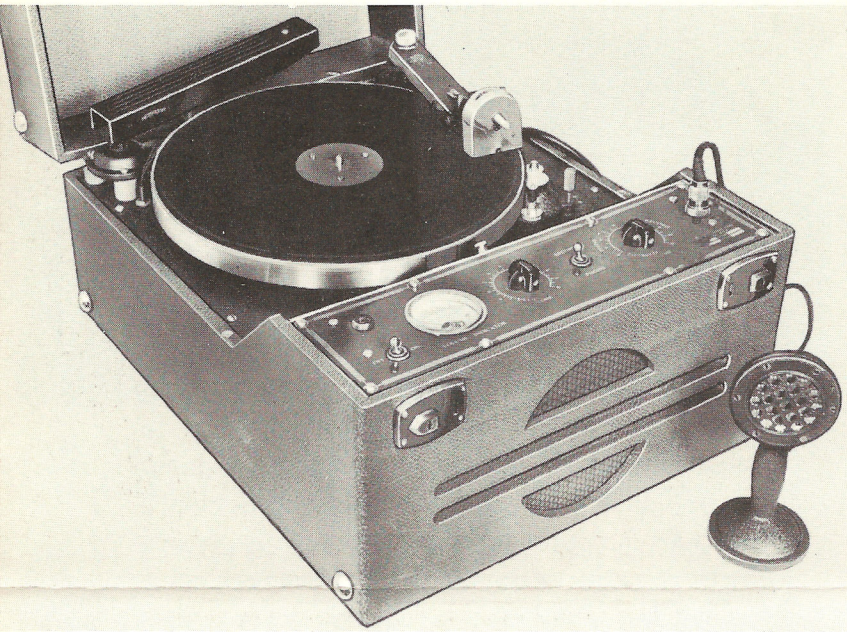
1. The machine must reproduce the students' voices so faithfully that no student can blame his speech defects upon the machine rather than himself. It must reproduce music at least as faithfully as a commercial phonograph record.

Three things determine the fidelity of reproduction obtained from a phonograph record.

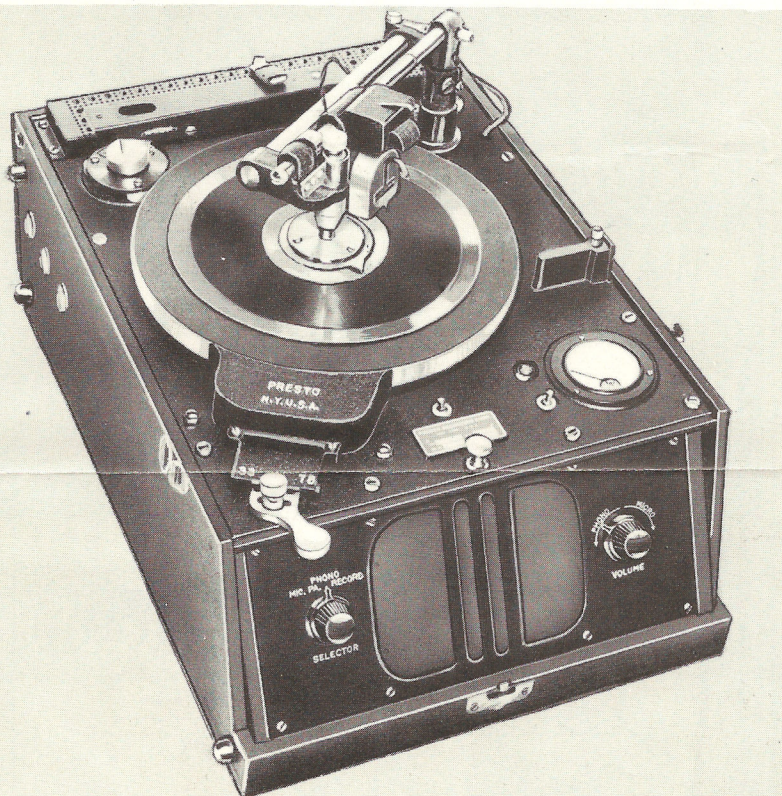
- (a) A uniform response to all of the complex tones which comprise voice and music.
- (b) The reproduction of sound at the same intensity as the original sound.
- (c) The absence of extraneous noise such as needle scratch and hum caused by electrical or mechanical defects.

The accompanying chart shows the range of reproduction provided by various types of Presto recorders as compared with the tonal range of human voices and several musical instruments. This chart indicates that even the least expensive Presto recorder responds to all important voice frequencies. The higher priced Presto recorders are capable of reproducing a range greater than that transmitted by broadcasting stations on the National Networks. All Presto recorders are capable of reproducing a speaking voice at its original intensity and the Presto professional recorder reproduces all music including that of an entire orchestra at full volume.





Presto Junior Recorder, a complete portable recording and reproducing machine for 6" — 8" — 10" and 12" records. Dimensions 10" x 15" x 20". Weight, 35 lbs. Price, including microphone as shown \$149.00.



Presto Model E Recorder now used by over 300 schools. Makes and plays records up to 12" size and also operates as a public address system in auditoriums seating 1,000 or less. Price, including Velocity or Crystal Microphone and Adjustable Floor Stand, \$350.00

Using the Presto Green Seal cellulose coated disc described on page 7, needle scratch is practically inaudible, far less than is heard on commercial phonograph records.

2. The recorder must be simple in operation so that several members of the faculty can learn to make good records after a short period of instruction and thoroughly dependable so that students may record one after the other without delays or break downs.

The Presto recorder is so simple in operation that in most cases, no more than one half hour of instruction is required to master its operation. All unnecessary controls and adjustments have been eliminated so that the instrument can be depended upon to operate in the same way and produce the same results at all times. Unless damaged by a serious accident, the machine will give years of satisfactory service without adjustment or unusual maintenance.

3. The recorder must be purchased from a well established concern that will be able to furnish service and replacement parts indefinitely.

The Presto Recording Corporation was chartered in 1934 and has supplied over 80% of the recording equipment and discs now in use.

If repairs are required, service and replacement parts can be obtained promptly from Presto factory representatives and dealers located in all principal cities.

THE COST OF RECORDING

Complete Presto recorders range in price from \$149.00 to \$2,500.00. The lowest priced model, the Presto Junior recorder, is designed to be used by individual speech students and musicians. The Model E and X recorders selling at \$350.00 and \$560.00 respectively are designed especially for use in schools and will take care of all the requirements of the various school departments. Where plays or radio programs running more than 15 minutes in length are to be recorded or where the public address feature is to be used in auditoriums seating over 1,000, the larger models are recommended.

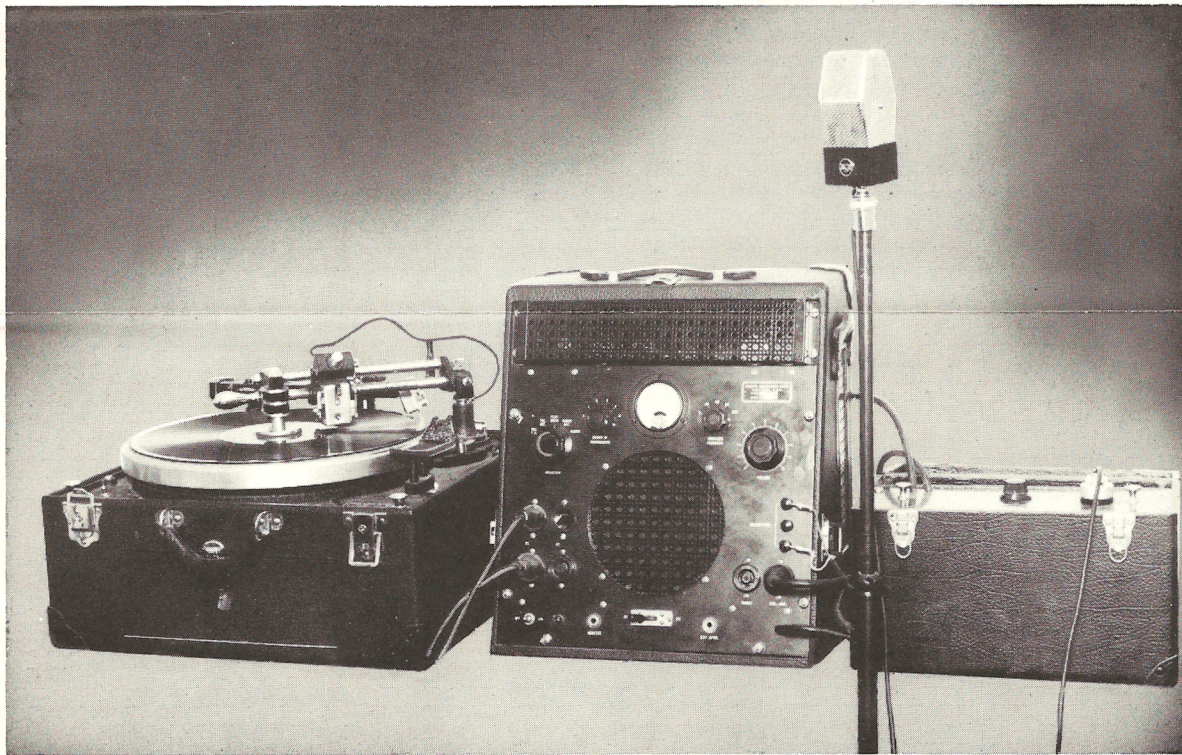
In most schools, the cost of blank discs is borne by the individual students. The average charge for discs is made sufficient to cover the cost of needles and accessories. The cost of discs is approximately 95% of the entire operating cost. The recorder draws no more electricity than an ordinary radio set.

Presto recorders embody the latest engineering principles and in their present state of development are not subject to rapid obsolescence. Schools ordinarily charge off depreciation and obsolescence on a five year basis.

There is often a question as to whether recordings should be made on aluminum or acetate discs. Aluminum discs cost from one-half to one-third as much as Presto cellulose coated discs but do not give a sufficiently good quality of reproduction of speech or music to be generally useful. The value of a record lies in the fact that it reproduces the students' voices with absolute fidelity. For this reason, it is recommended that Presto Green Seal discs be used exclusively except for occasional sample recordings. All Presto recorders can be adapted to cut on aluminum at a few dollars additional cost if desired.



Presto Model "X" Recorder, similar to the Model "E", except that it is equipped with a 16" turntable. Makes and plays records up to 17 1/4" size at either 78 or 33 1/3 R.P.M. and operates as a public address system. Price, including Velocity or Crystal Microphone, Adjustable Floor Stand and Presto High Fidelity Cutting Head (range 50 to 7,000 cycles), \$560.00.



Presto professional recorder (Types 12-C and 16-D) recommended for schools that can afford the finest in equipment. Illustration shows type 6-D two-speed recording turntable, 85-E amplifier and 40-A preamplifier mounted in leatherette carrying cases and an RCA 74-B velocity microphone with 70-A stand. Provision is made for adding a second turntable for continuous recording and a radio tuner designed especially for recording programs off the air. Prices of complete professional recorders \$719.00 and up.

PRICES OF DISCS AND NEEDLES

ITEM	DIAMETER	AVERAGE THICKNESS	PLAYING TIME PER SIDE		PRICE	CODE
			78 RPM	33 $\frac{1}{3}$ RPM		
			96 LPI* 112	96 LPI* 112		
GREEN SEAL DISCS†	6" —15.2 cm.	.051	1.3 min. 1.6	**	.40	Sixol
	8" —20.3 cm.	.051	2.6 min. 3.0	**	.55	Eogta
	10" —25.4 cm.	.051	3.8 min. 4.5	**	.80	Taboz
	11 $\frac{7}{8}$ "—30.2 cm.	.065	5.0 min. 5.7	7 min. 8	1.35	Elvet
	12" —30.5 cm.	.051	5.0 min. 5.7	7 min. 8	1.00	Twelv
	13 $\frac{1}{4}$ "—33.7 cm.	.051	5.8 min. 6.8	9 min. 10	1.35	Thyrt
	16" —40.6 cm.	.051	7.5 min. 8.8	13 min. 15	1.80	Sycen
16" —40.6 cm.	.065	7.5 min. 8.8	13 min. 15	2.00	Sihev	
OVERSIZE MASTER DISCS†	11 $\frac{1}{2}$ "—29.2 cm.	.079	SIZE OF PRESSING		1.25	Evlin
	13 $\frac{1}{2}$ "—34.2 cm.	.079	10"		1.80	Trios
	17 $\frac{1}{4}$ "—43.7 cm.	.079	12"		3.00	Sevyt
CUTTING NEEDLES §	Sapphire Cutting Needles, each.....				5.00	Sapph
	Resharpening Sapphire Cutting Needles, each.....				1.65	Resap
	Type A Steel Cutting Needles, per dozen.....				2.65	Stela
	Type B Steel Cutting Needles, per dozen.....				2.65	Stolb
	Type X Diamond Cutting Needles for aluminum, each.....				12.00	Dimox
	Type Z Diamond Cutting Needles for aluminum, each.....				5.00	Diamz
	Red Shank Steel Playing Needles, per M.....				6.75	Redem

DUPLICATING PRESTO RECORDINGS

Records identical with standard phonograph records or electrical transcriptions can also be made from Presto recordings. Such records are known as pressings. The process of manufacture is as follows:

The original or master record cut on a Presto oversize Green Seal disc is treated on one side to render it electrically conducting. It is then placed in an electro-plating bath and copper plated to a thickness of approximately 1/16". The copper plating is then removed from the original disc and placed in a

hydraulic press. When the copper plate is pressed against a plastic material such as acetate, the impressions in the surface of the copper disc are accurately transmitted to the plastic material. By this process duplicates of the original recordings can be made in any desired quantity. When masters are to be made for processing, it is necessary to use the Presto oversize Green Seal disc. When double faced pressings are to be made, two masters are required. Oversize master discs may be cut on both sides but only one side can be plated.

Presto Technical Representatives

ATLANTA, GA.
Morris F. Taylor
440 W. Peachtree St., N. W.

BELMONT, MASS.
Henry M. Lane
350 Lake St.

CHICAGO, ILL.
Brock-Forsythe Co.
402 Michigan Sq. Bldg.
540 N. Michigan

CLEVELAND, OHIO
Ernest P. Scott Sales Co.
1836 Euclid Ave.

DALLAS, TEXAS
J. Earl Smith
P. O. Box 1805

DENVER, COLO.
R. C. Muinix Sound Systems, Inc.
310 - 15th St.

DETROIT, MICH.
Metropolitan Sound Systems
4762 Woodward Ave.

HOLLYWOOD, CALIF.
Norman B. Neely
5334 Hollywood Blvd.

KANSAS CITY, MO.
Office Appliance Co.
302 Reliance Bldg.

LOUISVILLE, KY.
Peerless Sound Equipment Co.
703 S. First St.

MILWAUKEE, WIS.
Continental Engineering Co.
3617 N. Greenbay Ave.

NASHVILLE, TENN.
A. C. Omberg
Franklin Road

ROCHESTER, N. Y.
George S. Driscoll
199 Brett Rd.

SAN FRANCISCO, CALIF.
Recording Equipment Co.
519 Market St.

SIOUX FALLS, S. DAK.
Power City Radio Co.
224 S. Main Ave.

SPOKANE, WASH.
Spokane Radio Co.
611 First Ave.

TULSA, OKLAHOMA
Kay Sales Company
317 Central Bank Building

WASHINGTON, D. C.
U. S. Research Corp.
Rialto Theatre Bldg.

FOREIGN . . . EXCEPT CANADA
The M. Simons & Son Co., Inc.
25 Warren St., New York, N. Y.
Australia and New Zealand
A. M. Clubb & Co., Ltd.
76 Clarence St., Sydney, Australia

HOW RADIO STATIONS USE INSTANTANEOUS RECORDINGS

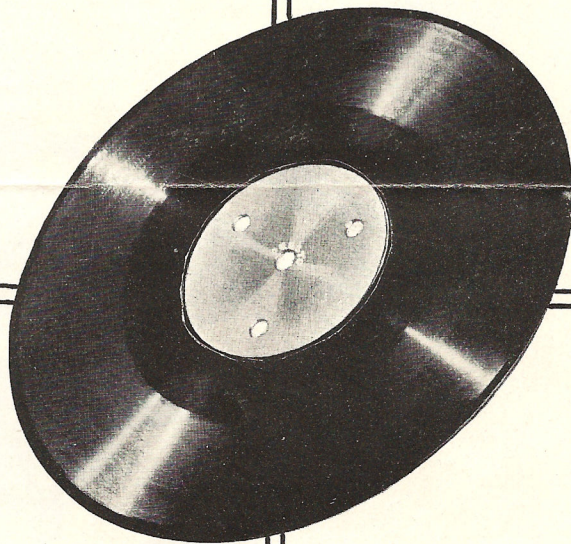
To

Make Money . . .

Sell Time . . .

Promote Operating Efficiency

Half a million blank discs were sold last year for instantaneous recording, more than half of them to broadcasting stations. This booklet describes the uses made of instantaneous recordings in radio stations, the equipment and accessories required for recording and information for stations that contemplate entering the recording business.



PRESTO
RECORDING CORPORATION

139 WEST 19th STREET • NEW YORK, N. Y.

Telephone: CHelsea 2 - 6425
Cable Address: Presrecord, N. Y.

Here are some of the ways broadcasting stations use instantaneous recordings:

1. There is a constant demand from radio artists, advertising agencies and program producers for recordings of their programs. Instantaneous recordings enable artists to study their own work — improve their microphone technique. Advertising agencies use instantaneous recordings of commercial programs as proofs for their files. Program producers and directors make recordings during rehearsals for criticism prior to the broadcast.

2. Regional advertisers using the dominant station in their territory frequently wish to use smaller stations to intensify their coverage in certain sections or to extend their coverage. Recordings of the program are made by the originating station and circulated among the smaller stations.

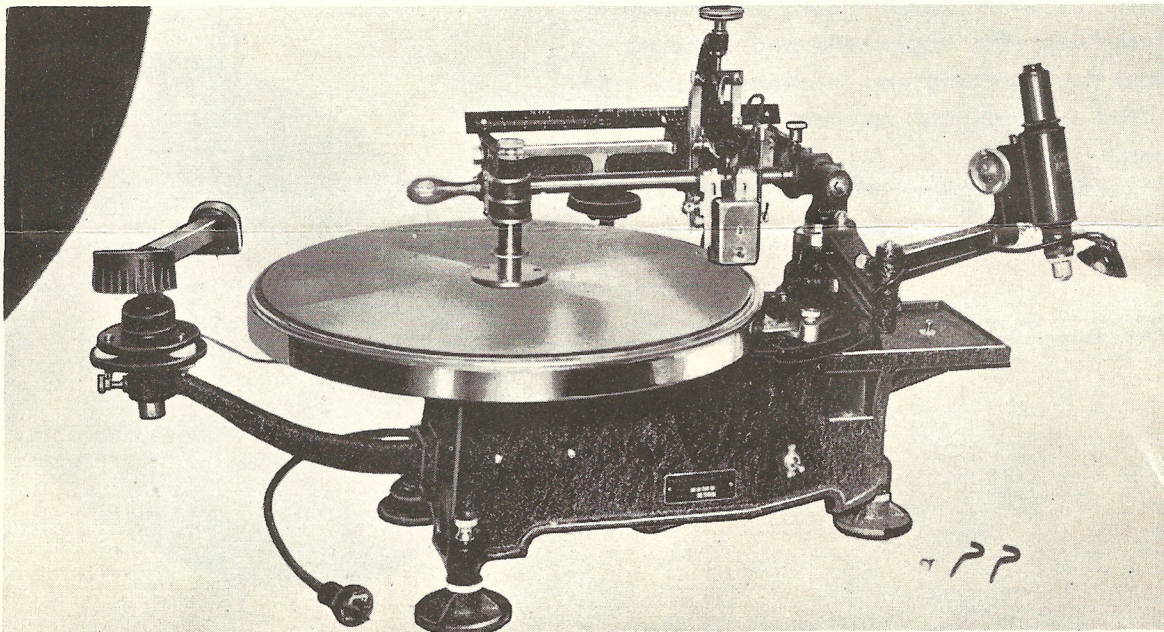
3. Advertisers who are rapidly extending their distribution follow their salesmen with radio publicity. Instantaneous recordings of a program tested in their local area are distributed to the new sections as their distribution grows. The station originating the program handles the recording work.

Average prices charged by radio stations for instantaneous recording are as follows:

6" record, one side, 1½ mins.	\$ 1.00
6" both sides	1.50
8" record, one side, 2½ mins.	1.50
8" both sides	2.75
10" record, one side, 3½ mins.	2.50
10" both sides	4.00
12" record, one side, 5 mins.	3.00
12" both sides	5.00
16" transcription, one side, 15 mins.	10.00
16" both sides	15.00

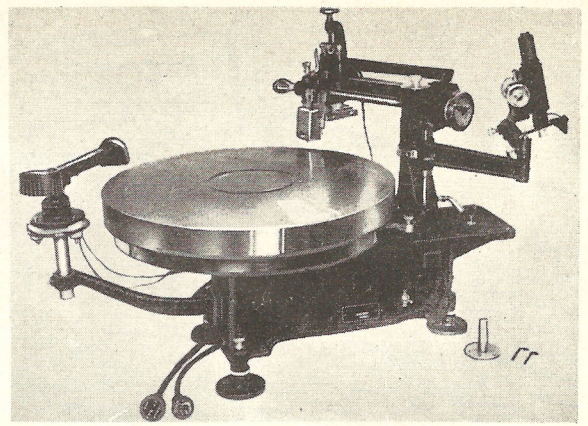
Master recordings made on Presto Oversize Discs can be duplicated in any quantity.

The cost of processing masters and the production of pressings can be furnished on request.

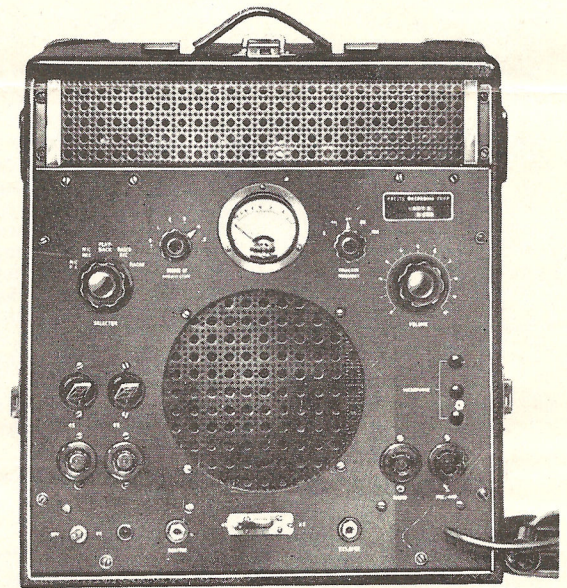


PRESTO STATIONARY RECORDER — For commercial transcription studios, phonograph record manufacturers and radio stations that can afford the best in equipment. Three of the four largest record manufacturers now use this recorder. For making masters they use Presto Green Seal discs instead of wax.

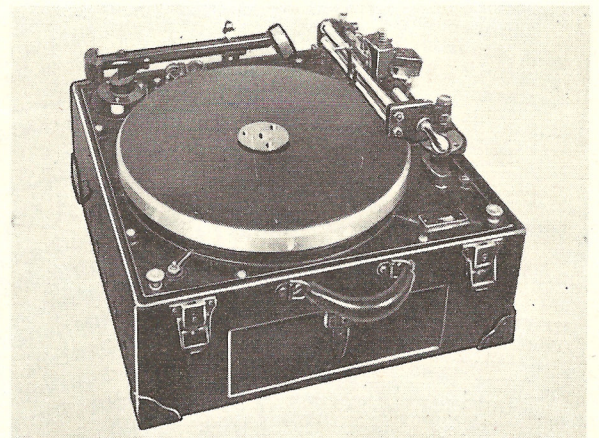
4. News and sport commentators have frequently sold themselves on several stations. By making instantaneous recordings, they avoid travel from station to station thus making more money for themselves and at the same time a profit for the station making the recordings.
5. Many spot advertisers using live talent on individual stations have found that one or two programs outpull the others. They record the good programs for use on stations where the local programs have not been effective.
6. One of the most general uses of instantaneous recordings is in connection with the sale of station time and programs. Given two stations of equal power in the same city, the advertiser will prefer the station having the best programs. Knowing this, station managers frequently record portions of representative programs during the week as a sample for demonstration to prospects. Transcriptions are demonstrated by station salesmen or representatives at the prospect's office on light weight, portable playback machines.
7. One station recently contracted to broadcast daily "Man on the Street", broadcasts. They found the streets deserted on Sunday. Thereafter they recorded a second series of interviews on Saturday and broadcast the recorded program the following day, thus avoiding cancellation of the Sunday broadcast. Another station records all "Man on the Street" pickups to avoid the accidental broadcasting of profanity or other remarks not in good taste.
8. Many stations sell time locally subject to change or cancellation if the time is requested for a network broadcast. When such changes occur, they record the local program in the studio at the usual time and broadcast it when the schedule permits. Thus they avoid inconvenience to the artists and sponsor and retain the revenue from both programs.
9. One station records the highlights of the year's special program features for rebroadcasting on New Year's Day or the station anniversary. Large institutional advertisers have been found eager to sponsor such programs.



PRESTO WAX RECORDER for cutting either wax or cellulose coated discs. Equipped with independent cutting head drive mechanism and spiraling attachment for starting and run-out grooves.



PRESTO EQUALIZING AMPLIFIER — An amplifier having the special characteristics required for 33 1/3 RPM recording. Handles two tables for continuous recording. Gain 95 db, output 10 watts, response 30 to 12,000 cycles. Also available on relay rack panel.



PRESTO PORTABLE RECORDER — The table used to record the "Hindenburg disaster" and other outstanding news events. Makes records up to 16" size at either 78 or 33 1/3 RPM.

Disk Pinch-Hitter

Baltimore—An inquiring reporter broadcast by electrical transcription is being put on by WFBR, Baltimore. The twice-a-week Tydol feature is handled by Henry Hickman, of the WFBR staff, usually from the lobby of the Lord Baltimore Hotel. Mr. Hickman is on vacation and the transcriptions were made to fill in while he is away.

RADIO DAILY

RECORDED AMELIA

WQAM Switches to Presto as Condenser Blows Out

THE DECISION of WQAM, Miami, to have recording equipment on the scene for WQAM's broadcast of the start of Amelia Earhart's flight around the world from Miami, prevented an embarrassing situation when a condenser in the transmitter, used to feed the station to the station blew out before Miss Earhart's scheduled take-off. Lines were quickly switched to the Presto recording a 55-minute description of the take-off, by Leslie Harris, staff announcer, was recorded.

BROADCASTING

Spieling Checkup

Schenectady—Sound recording equipment is being used by Manager Kolin Hager of WGY to keep check on the vocal and grammatical efficiency of announcers. An engineer records the voices without warning. At staff meetings later the records are played, also without warning, whereupon comments and criticisms are invited. Keeps mikers on their toes.

MOTION PICTURE DAILY

Neat Promotion

WMBG, CBS affiliate in Richmond, Va., did a neat promotional job on the premier broadcast of the Philip Morris show last Saturday when it gathered together some 75 tobacco jobbers in the studio to hear the initial offering and immediately following transcribed the opinions of the Richmond tobaccoists as to their reaction to the programs. The records are now in the hands of the radio staff of the Biow Agency, New York, which handles the account.

MOTION PICTURE DAILY

Simple After All

Los Angeles, Feb. 28.—Harrison Holliway, station manager of the Earle C. Anthony stations KFI-KECA, is a genius—or so his announcing staff thinks, at any rate.

Announcers there have been struggling for months with sign-off announcements in Chinese, French, German, Italian, Hawaiian, Japanese, Russian and Spanish, for the benefit of foreign listeners. Holliway solved the problem by having greetings electrically transcribed.

MOTION PICTURE DAILY

Recording Stunt

MARTIN BLOCK, WNEW's (New York) ace Special Events announcer covered the Dick Merrill-Jack Lambie arrival at Floyd Bennett airport via portable recording equipment, dashed back to WNEW's studios and played back the discs less than two hours after the Daily Express came to a halt—right in the midst of his "Make Believe Ballroom" broadcast.

BROADCAST MANAGEMENT

Disk Interviews for Night Airing

WSIX, Nashville, is now presenting its sidewalk interview program in an unusual manner. This broadcast known as the "Voices of Nashville" has been aired daily at 1 o'clock. Now the program is being recorded at the same hour from the registration in front of the Princess Theater, but not put on the air until 11 o'clock the same night. This gives the people interviewed a chance to ask questions an opportunity to answer themselves.

RADIO DAILY

WANTED

Experienced announcer. A fast growing independently owned station. State education, experience, age and salary expected. In lieu of personal audition if really inconvenient for applicant, photograph may be sent with recorded audition if desired.

WRITE BOX 123,
VARIETY, NEW YORK

VARIETY

- Radio artists prevented from taking holidays because of their contracts for radio broadcasts, frequently record several programs ahead to free themselves for a few days or a week.
- Program producers and directors find instantaneous recordings valuable for cutting and pacing their productions. Some programs are recorded two weeks to a month in advance and auditioned for critics. When final rehearsals start, the program may be judged from a fresh viewpoint and examined in the light of listeners reactions. Many motion picture and stage productions are now being "audience tested" in advance and the practice is being adopted by radio producers.
- A large Eastern station records samples of the work of all announcers each week. The records are made available for self-criticism by the announcers and the system has resulted in a major improvement in their work.
- Orchestra conductors sometimes have difficulty in making a certain criticism clear to the musicians. They make a short record of the part in question then play the part themselves. The comparison on the record helps materially in making clear the director's criticism.
- Announcers are often kept on hand for several hours, waiting to give a commercial announcement following a network show. With a recorder on hand, they make the announcement when convenient and let the control operator handle it at the proper time.
- Several stations have their new talent and applicants for announcers positions record their auditions whenever they come in. The program director listens to the records when convenient rather than setting aside certain days of the week for auditions.
- No restaurant owner likes to broadcast his orchestra from an empty room. To avoid this, instantaneous recordings are made when a crowd is present, to give atmosphere, and the transcriptions are broadcast as a station schedule permits. By the use of a portable recorder, it is possible to save line charges and the time of remote control operators.

17. Special event programs are often marred by periods of inaction during which the announcers are forced to fill in. By recording the events and editing the records, a fast moving program can be produced and broadcast from one half to one hour after the events take place. Portable recorders can be furnished to operate on 12 volts D. C. for field work.

18. Call letter announcements take up the equivalent of one announcer full time each day. Numerous stations record such announcements and have the control operator play them. Twenty station breaks can be recorded on one sixteen inch disc, reducing the cost of call letter announcements to about \$2.00 a month.

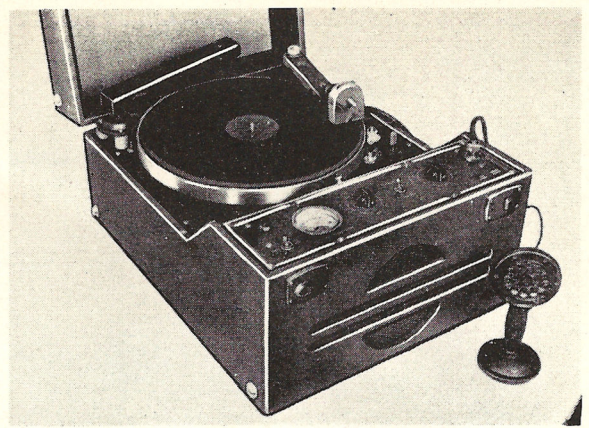
19. The use of instantaneous recording for the production of sound effects is unlimited. Night club noise may be used to give atmosphere to programs of recorded music. The background noise of local news events can be used to bring the story of life. With a portable recorder, the program director can obtain exactly the sound effects he wants, instead of trying to fit the show to the effects available in his library.

20. Some stations have advertisers in several adjacent towns. The portable recorder can be used to pick up programs in the individual towns, saving the cost of extra studios and wire lines.

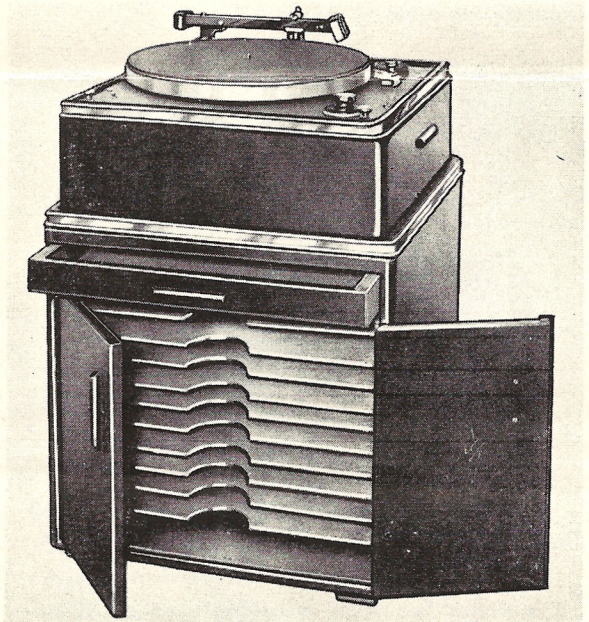
21. Morning newspapers whose circulation covers an area of several radio stations can use recordings of news comment made as the paper goes to press. The recordings are distributed with the papers and broadcast in several cities at the time the papers appear on the stands the following morning.

22. Some stations are called upon to feed programs to their network at the time a local feature is scheduled. They record the network program while the local show is on and broadcast it in the following period.

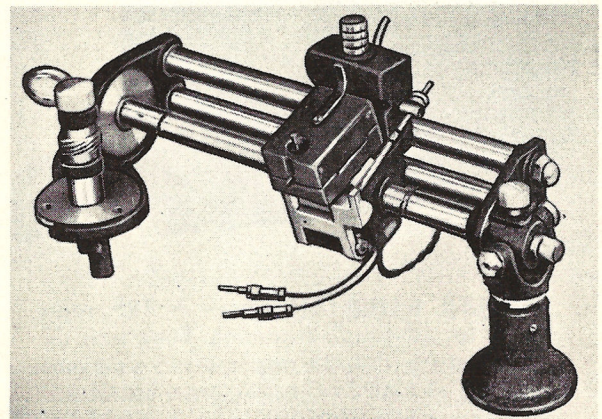
23. A department store in a large city cooperated with a broadcasting station to run a con-



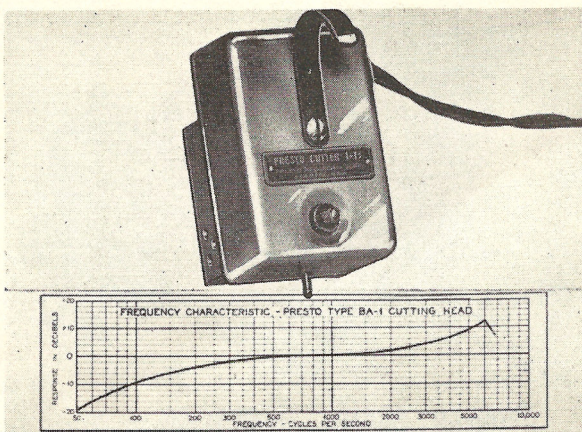
PRESTO JUNIOR RECORDER — A small, lightweight recorder ideal for remote pickup, stunts, etc. Dimensions 20"x15"x10", weight 38 pounds. Records voice with sufficiently good quality for broadcasting. Operates at 78 RPM only.



PRESTO TRANSCRIPTION TURNTABLE — A 16" 78/33 1/3 RPM table equipped with the exclusive Presto instantaneous speed change. Furnished with lateral magnetic pickup. Provision made for adding vertical pickup or recording mechanism.

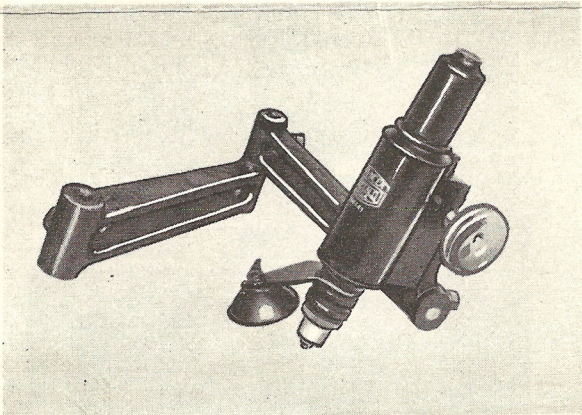


PRESTO OVERHEAD CUTTING MECHANISM — A complete feed screw assembly and cutting head which may be added to any high grade turntable for making instantaneous recordings. Available in 12" and 16" sizes.

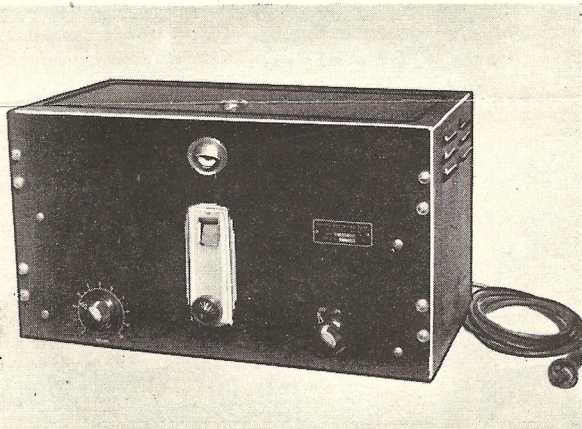


PRESTO HIGH FIDELITY CUTTING HEAD

— The only cutting head designed specifically to match the characteristics of the Presto Green Seal cellulose coated disc. Makes recordings at 78 or 33 1/3 RPM giving flat response from 50 to 6000 cycles.



PRESTO MICROSCOPE — A high grade 40 power microscope for examining the depth, spacing and quality of the record groove. An essential for good recording used by all experienced recording engineers.



PRESTO RADIO TUNER — A TRF radio tuner for off-the-air recording. Band pass circuits provide flat top response curve preventing loss of high frequencies experienced with ordinary radio receivers. Also available on relay rack panel.

test for the purpose of finding the child in the city with the best radio voice. A Presto portable recorder was set up at the department store and the contest was advertised in the local newspapers and on the radio station. The department store offered to record the voices of all children brought to the store.

Each child made a recording about one minute in length, giving his name and address and a short recitation. At the conclusion of the contest, the records were broadcast and listeners were asked to vote for the winner. The stunt resulted in a tremendous increase in store traffic and sold a worthwhile contract for the radio station.

24. Another station set up a Presto recorder at a local food show, placed the microphone in various exhibitors booths and had the exhibitor's representatives in the booths ask for opinions on their products. The visitors who made recordings were told that they would hear their own voices broadcast from the records later on that evening. The exhibitors sponsored several hours of time each day on the radio station running the stunt.

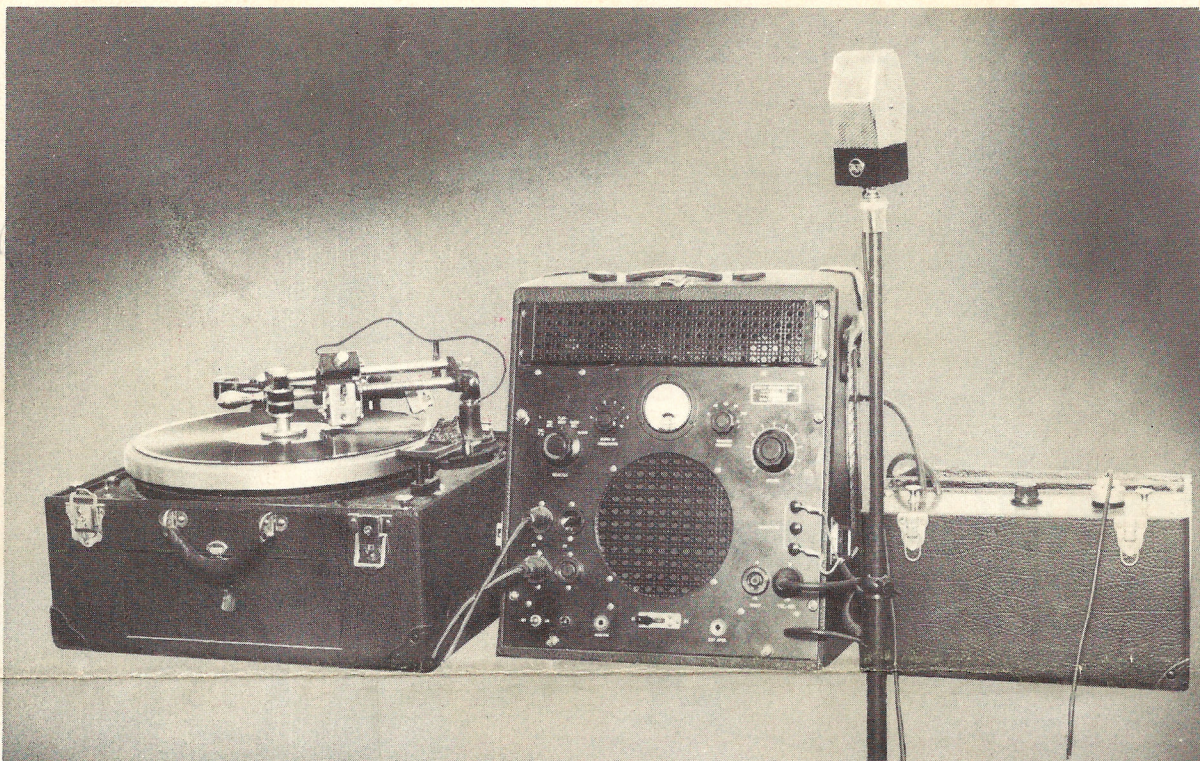
LEGAL AND BUSINESS ASPECTS OF RECORDING

Most of the uses of instantaneous recording equipment do not involve the employment of musicians or the reproduction of copyrighted musical selections.

When musicians are to be employed, however, for making electrical transcriptions or phonograph records the station or studio making the recording should first communicate with the local branch office of the American Federation of Musicians to ascertain the wage scale to be paid to the musicians for such recordings and to obtain a release for the musicians to be employed. The address of the local office of the Federation can be obtained by writing to American Federation of Musicians, 1450 Broadway, New York, N. Y.

When copyrighted musical selections are to be recorded an agreement specifying the fees and royalties to be paid for recording such selections should first be obtained from Harry J. Fox, Agent and Trustee for the Music Publishers Protective Assn., 45 Rockefeller Plaza, New York, N. Y.

When transcriptions are to be sent to a foreign country to be broadcast approval should first be obtained from the Federal Communications Commission, Washington, D. C.



PRESTO complete 16" portable recording equipment used the world over by radio stations, advertising agencies, and recording studios for making phonograph records and electrical transcriptions. The equipment is suitable for both studio and field work.

Presto Technical Representatives

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The M. Simons & Son Co., Inc.
25 Warren St., New York, N. Y.

Australia and New Zealand

A. M. Clubb & Co., Ltd.
76 Clarence St. Sydney, Australia

PRESTO DISCS & NEEDLES

For Instantaneous Recording

GREEN SEAL DISCS

BLACK SEAL DISCS

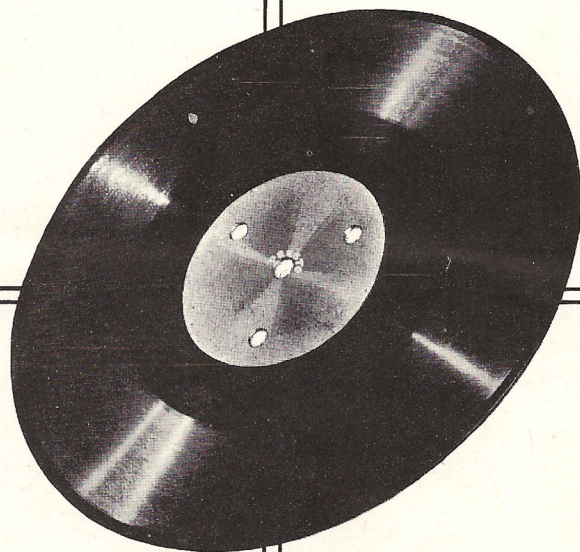
ALUMINUM DISCS

CUTTING NEEDLES

PLAYING NEEDLES

DISCLUBE

2 New York:
\$ 719 - 208
140
579
+ needles



PRESTO
RECORDING CORPORATION
139 WEST 19th STREET • NEW YORK, N. Y.

Telephone: CHelsea 2-6425
Cable Address: Presrecord, N. Y.

HOW TO USE PRESTO DISCS AND NEEDLES FOR INSTANTANEOUS RECORDING

INSTANTANEOUS RECORDING is a term used to describe a phonograph record or electrical transcription which can be played as soon as it is recorded without damage to the record and without intermediate processes.

Aluminum and cellulose coated discs are most generally used for instantaneous recording. Presto supplies aluminum discs and two grades of cellulose coated discs. The latter are known as the Green Seal disc and the Black Seal disc.

THE PRESTO GREEN SEAL DISC

The Green Seal disc is the best grade of disc made by Presto. It consists of a heavy aluminum disc coated on both sides with a cellulose compound developed by Presto for instantaneous recording. The coating is soft enough to be cut by a steel or sapphire recording needle and yet durable enough to be played with a steel reproducing needle immediately after cutting. The coating compound is strained and filtered to remove all impurities and is applied to the metal base in air conditioned rooms where the temperature, humidity and purity of the air are rigidly controlled. This produces a disc which is mirror smooth, uniform in consistency and absolutely free of grit or other extraneous matter which might dull the cutting needle and produce surface noise.

Recordings made on the Green Seal disc are equal to the finest lateral cut records in fidelity of reproduction. The surface noise on a well cut disc is practically inaudible, far less than that heard on commercial phonograph records.

The Green Seal disc is unbreakable and non-inflammable. The thread cut from the disc during recording, however, is inflammable and should be disposed of in a closed metal container.

Each Green Seal disc is shipped in an individual envelope and when ordered in quantities of 25 or more, the discs are shipped in sealed metal containers in which they may be stored for an indefinite period.

HOW TO CUT THE PRESTO GREEN SEAL DISC

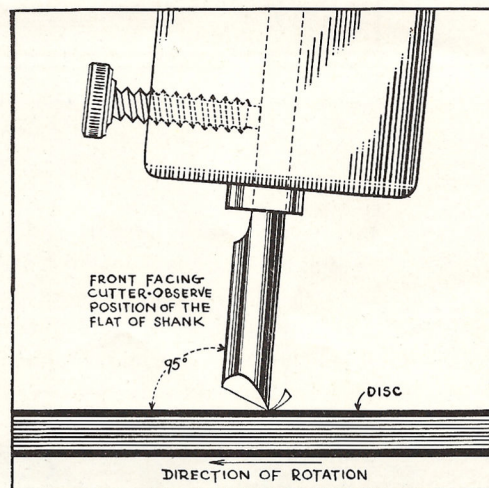
1. Use the Presto sapphire or hand polished steel needle. Dull or improperly ground needles will produce a noisy record.
2. Test the needle by cutting a few grooves on a test record before each recording. A hissing or squealing noise will be heard if the needle is dull or set at the wrong angle. Illustration shows proper angle.

3. Handle cutting needles with care. They are easily damaged. To start cut, lower needle gently on disc with the table running.
4. Proper groove depth is .003". The thread cut from the groove should be the thickness of human hair. Adjust depth of cut with counter-balance spring on cutting head.
5. Do not allow thread to become tangled under the cutting needle. Allow thread to wind up on center spindle when cutting from outside in.
6. Records cut at $33\frac{1}{3}$ R.P.M. will have slightly more surface noise than those cut at 78 R.P.M. Records made at $33\frac{1}{3}$ R.P.M. should not be cut closer than $\frac{3}{8}$ " from the center of the disc. Cuts made closer to the center will not reproduce the higher frequencies.

HOW TO PLAY THE PRESTO GREEN SEAL DISC

The Presto Green Seal disc may be played immediately after it has been cut. No baking or drying process is necessary. Best results, both in quality of reproduction and playing life, will be obtained on turntables which are accurately levelled and which are equipped with the latest type of balanced electrical reproducer. A slanting turntable will cause the needle to rub against one side of the groove and wear the record more rapidly than if it were resting in the center bearing equally against both sides.

The lighter the pressure of the reproducing needle on the record, the longer the record life will be. The best grade of electrical reproducer exerts a pressure of $1\frac{1}{2}$ to 2 ounces on the disc.



Surface noise on a well cut Green Seal disc will be inaudible throughout the record for about six playings. The noise increases to that of an ordinary phonograph record after about the 25th playing. Thereafter, it has a life equal to that of a shellac record.

THE PRESTO BLACK SEAL DISC

The Presto Black Seal disc is coated with the same compound as the Green Seal disc and may be cut and played in the same way. The base of the Black Seal disc, however, is considerably thinner than that of the Green Seal disc, making the disc flexible and less durable than the Green Seal disc. The Black Seal disc is less expensive than the Green Seal disc and is recommended for voice reproduction and test recordings.

USE OF DISCLUBE

Disclube preserves the life of Green Seal and Black Seal discs. It is applied to a record with a soft cloth immediately after cutting and tends to harden and lubricate the groove, reducing the wear caused by the reproducing needle. Disclube also protects the record from fingerprints and dust which cause surface noise on a freshly cut disc. Disclube dries within a few seconds after it is applied. Its use is particularly recommended where records are to be played on portable acoustical or electrical phonographs.

DUPLICATING PRESTO RECORDINGS

Duplications or dubbings of a Presto recording can be made by connecting the pickup of one turntable to the recording amplifier and playing the record on to a second disc. This process can be repeated until the original record becomes noisy or the quality begins to deteriorate.

MAKING PRESSINGS

Records identical with standard phonograph records or electrical transcriptions can also be made from Presto recordings. Such records are known as pressings. The process of manufacture is as follows:

The original or master record cut on a Presto oversize Green Seal disc is treated on one side to render it electrically conducting. It is then placed in an electro-plating bath and copper plated to a thickness of approximately 1/16". The copper plating is then removed from the original disc and placed in a hydraulic press. When the copper plate is pressed against a plastic material such as acetate, the impressions in the surface of the copper disc are accurately

transmitted to the plastic material. By this process duplicates of the original recordings can be made in any desired quantity. When masters are to be made for processing, it is necessary to use the Presto oversize Green Seal disc. When double faced pressings are to be made, two masters are required. Oversize master discs may be cut on both sides but only one side can be plated.

RECORDING ON ALUMINUM

Recordings made on aluminum discs have a higher surface noise and are not as faithful in reproduction as those made on the Presto Green Seal and Black Seal discs. Aluminum discs, however, are inexpensive and because of their low cost they are used extensively where natural quality of reproduction is not a necessity. A needle pressure of 15 to 18 ounces is required for recording on aluminum. Presto manufactures a special weight which may be attached to the cutting head to give the necessary pressure.

PRESTO CUTTING NEEDLES

The Presto sapphire cutting needle is best suited for cutting Green Seal or Black Seal discs. Sapphire needles produce a minimum of surface noise and have an average cutting life of 10 to 15 hours. Sapphire needles may be resharpened about 8 times.

For ordinary recording work, the Presto hand polished steel needle is satisfactory. Recordings made with the steel needle are practically equal to those made with the sapphire for one or two 16" recordings and satisfactory thereafter for several additional records. The surface noise, increases rapidly as the needle becomes dull. The Presto type A cutting needle has a flat shank for centering it in position under the cutting head set screw. The type B cutting needle has a round shank.

A diamond pointed needle is required for cutting on aluminum. Unless damaged by accident, the diamond pointed needle will last for several hundred hours of recording.

PRESTO PLAYBACK NEEDLES

Presto Green Seal and Black Seal records can be played with steel, fibre, or thorn needles. Best results will be obtained with the Presto red shank steel needle. Thorn needles must be used on aluminum records.

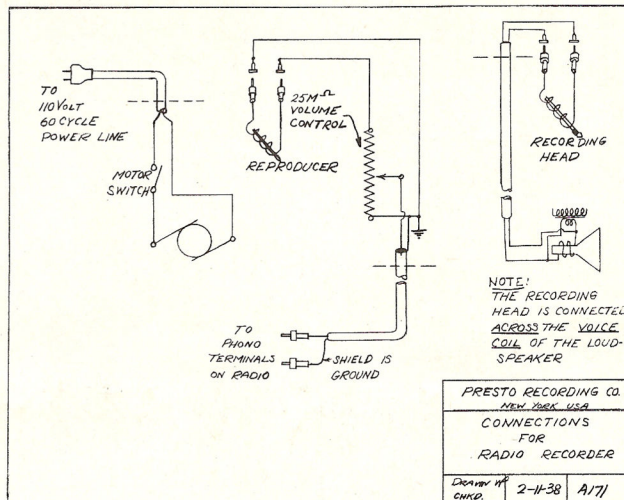
The use of bent playback needles is recommended where Presto discs are played on acoustical phonographs as they reduce the wear caused by the heavy pickup.

PRICE LIST

ITEM	DIAMETER	AVERAGE THICKNESS	PLAYING TIME PER SIDE		PRICE	CODE		
			78 RPM	33 $\frac{1}{3}$ RPM				
			96 LPI* 112	96 LPI* 112				
GREEN SEAL DISCS†	6" —15.2 cm.	.051	1.3 min. 1.6 **	.40	Sixol		
	8" —20.3 cm.	.051	2.6 min. 3.0 **	.55	Eogta		
	10" —25.4 cm.	.051	3.8 min. 4.5 **	.80	Taboz		
	11 $\frac{7}{8}$ " —30.2 cm.	.065	5.0 min. 5.7	7 min. 8	1.35	Elvet		
	12" —30.5 cm.	.051	5.0 min. 5.7	7 min. 8	1.00	Twelv		
	13 $\frac{1}{4}$ " —33.7 cm.	.051	5.8 min. 6.8	9 min. 10	1.35	Thyrt		
	16" —40.6 cm.	.051	7.5 min. 8.8	13 min. 15	1.80	Sycen		
16" —40.6 cm.	.065	7.5 min. 8.8	13 min. 15	2.00	Sihev			
BLACK SEAL DISCS†	6"	.021	Same as Green Seal Discs		.35	Hexol		
	8"	.021			.45	Octal		
	10"	.021			.65	Decim		
	12"	.025			.80	Duode		
ALUMINUM DISCS‡	6"	.036	Same as Green Seal Discs		.15	Alhex		
	8"	.036			.20	Aloct		
	10"	.036			.35	Aldec		
	12"	.036			.45	Alduo		
	16"	.036			.85	Alseg		
OVERSIZE MASTER DISCS†	11 $\frac{1}{2}$ " —29.2 cm.	.079	SIZE OF PRESSING		1.25	Evlin		
	13 $\frac{1}{2}$ " —34.2 cm.	.079	10"				1.80	Trios
	17 $\frac{1}{4}$ " —43.7 cm.	.079	16"					
CUTTING NEEDLES §	Sapphire Cutting Needles, each.....				5.00	Sapph		
	Resharpening Sapphire Cutting Needles, each.....				1.65	Resap		
	Type A Steel Cutting Needles, per dozen.....				2.65	Stela		
	Type B Steel Cutting Needles, per dozen.....				2.65	Stolb		
	Type X Diamond Cutting Needles for aluminum, each.....				12.00	Dimox		
	Type Z Diamond Cutting Needles for aluminum, each.....				5.00	Diamz		
PLAYING NEEDLES	Red Shank Steel Playing Needles, per M.....				6.75	Redem		
	Bent Steel Playing Needles for Acoustical Phonographs, per M.....				6.75	Bense		
	Thorn Playing Needles for aluminum, per C.....				6.00	Thorn		
	Sharpener for Thorn Needles.....				2.50	Sharp		
DISCLUBE	2 oz. can35	Disoz		
	Per pint				1.65	Disnt		
	Per quart				2.65	Diqut		
	Per gallon				10.00	Digal		
NOTES	<p>* Lines per inch, determined by pitch of feed screw.</p> <p>** Records smaller than 12" are not cut at 33$\frac{1}{3}$ RPM. Playing time at 33$\frac{1}{3}$ RPM is based on a minimum groove radius of 3$\frac{3}{8}$".</p> <p>† Green Seal and Black Seal discs are manufactured by a special process developed by Presto. All users of Presto discs are protected in any patent infringement suits under a bond issued by the National Patent Corporation.</p> <p>‡ Presto aluminum discs are licensed under United States Letters Patent No's. 1,312,461; 1,421,045 and 1,444,960; also Dominion of Canada Letters Patent No. 232,922.</p> <p>§ When ordering needles for use with the Presto wide range cutting head kindly specify long sapphire or long steel as required.</p>							

PRESTO RADIO RECORDER

(Temporary bulletin)
(for PRESTO dealers)
February 10, 1938.



The PRESTO RADIO RECORDER meets a wide demand for a simple, low priced recording turntable capable of making high grade instantaneous recordings. It may be attached to any radio set to record programs off the air or it may be connected to a public address system to record from the microphone. It plays back its own records or any standard phonograph record.

The radio recorder is a portion of the PRESTO JUNIOR RECORDER. It consists of a 12", 78 RPM recording turntable, rim driven by a 110 volt, 60 cycle, constant speed motor; a magnetic pickup (impedance 2000 ohms); a magnetic cutting head (impedance 15 ohms); and a cutting head feed mechanism driven from a worm and gear on the turntable shaft.

The recorder makes the record groove as it records the sound. It cuts 100 grooves an inch providing a playing time of 1½, 2½, 3½ and 5 minutes respectively on each side of a 6", 8", 10", or 12" PRESTO GREEN SEAL cellulose coated disc.

The cutting head requires about .1 watt of audio power to record the maximum sound level in the groove. It may be connected across the voice coil of a radio set loudspeaker or to the 15 ohm output of a public address amplifier. The pickup matches the impedance of the phonograph input terminals of most radio sets and public address amplifiers.

The PRESTO RADIO RECORDER is mounted in a polished walnut finished cabinet with cover. Three 6 foot cables are brought out from the rear of the cabinet, one for 110 volts motor supply, the second, terminated in clips for connection to the speaker voice coil and the third terminated in pins for standard pin jacks.

The list price of the PRESTO RADIO RECORDER is \$98.50. The discount schedule is the same as on the PRESTO JUNIOR RECORDER. First shipments will be made Feb. 25th. Order through your nearest PRESTO representative whose name appears on the reverse side.

PRESTO
RECORDING CORPORATION
139 WEST 19th STREET • NEW YORK, N. Y.

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