



# NEWSLETTER

DECEMBER 1968

HOLLYWOOD, CALIFORNIA



## Happy Holidays



### STUDIOS WILL OFFER 16 TRACK RECORDING

We'd planned to hold this announcement as a deep, dark secret, and reveal it to clients with a big fan-fare. But word leaked out about the new consoles under construction, so we've decided to "tell it like it is." 16 Track recording facilities are arriving at United, Western and Coast studios!

Whatever else may be said about the recording business, no one can deny that it's an exciting and ever-changing field. And, believe it or not, nowhere is this more apparent than in the engineering department. Just take a peek in any studio engineering office, and you won't find anyone sitting around on his thumbs. Innovations happen so thick and fast that what's "in" today is "out" tomorrow and what was good enough for yesterday can always be improved upon. It's enough to give the average studio engineer Excedrin Headache —!

Not long ago, it seems, we were heralding the advent of 8-track recording, a development which saw both Western and United making many major additions of equipment and no small number of studio modifications to "keep ahead of the field" and be able to offer the finest of facilities to satisfy the most demanding client requests. Naturally we were proud of these achievements, but could we rest on our laurels? Not in this fast-moving business—almost immediately we had to regroup and set our sights on 16 track recording.

Studios A and E at United, Studio 3 at Western and Studio A at Coast Recorders will soon be equipped with this capability. The consoles, now being fabricated, will be the finest, most up-to-date consoles available anywhere. Each will have 16-track capability, 16 to 20 microphone or tape mixers, plus equalization on all inputs. Echo and reverberation inputs will be available on all channels and there will be a full complement of filters and limiters.

If any of you have ever watched a sound mixer at work, even on 8-track, you know why we have taken great pains to stress ease of operation in the design criteria. Inputs will be selected via a bank of lighted pushbuttons and the actual switching will be done electronically to relieve the engineer of troublesome mechanical switching. We've even included computer-type programming to simplify much of the complicated patching inherent to this type of equipment.

The first of these consoles, due for delivery in March, will be installed at Western in Studio 3. Concurrently, Studio 3 will get a major face-lifting, including a completely renovated control room to complement the new equipment. Mood lighting and improved monitoring facilities will also be provided so this ever-popular studio will better serve the demands of our clients.

(Continued on Page 7)

### A Christmas Message

*Once more we welcome the season of seasons . . . it is Christmas, a hallowed and gracious time. The windows are lit . . . the trees are trimmed . . . the doors of hearts swing ever so slightly ajar. It is the rallying point for the affections and humanity which too often are overlooked in the busy preoccupations of our daily lives.*

*During the past year we have formed many warming friendships with those with whom we work and those we serve. For this we are grateful and sincerely wish to thank each of you for your loyalty and support. We look to the new year with confidence that these friendships and associations will be further enriched and that we may continue to serve you well.*

*We hope that each of you in your own way will find a deep measure of happiness and contentment as you share in the joys of the Holiday Season and that the many blessings and true spirit of Christmas will remain with you and your families throughout the New Year.*

UNITED and AFFILIATES

### COAST RECORDERS SPONSORS "SOUND SYMPOSIUMS"

Ad agency response to Coast Recorders' "Sound Symposiums" in San Francisco during the late months of 1968 has been phenomenal, so reports Coast manager, Mel Ryan.

Ryan defines these "Sound Symposiums" as a round-table discussion involving advertising agency writers and producers to exchange ideas, review mutual problems of locating talent, and most important of all ways and means to produce the best sound in radio and television commercials to please the advertiser and sell his product or services.

Six such symposiums have already taken place and more are planned starting early in 1969.



What would Christmas be without "Tiny Tim?" He cut recent album at Western for Warner Bros.



## MEL RYAN GETS SHOW ON THE ROAD

If you haven't noticed the beaming face of Mel Ryan around Coast Recorders lately, then you just haven't been there! The genial general manager was recently rewarded with a new two year contract which reflects the year of success enjoyed by Coast since he took over last October.

Recognizing the need for new leadership in San Francisco, it was felt that a combination of administrative talent, salesmanship and engineering background was necessary to make progress. Mel Ryan fit the description, and proved the point. By channeling the efforts of the staff, creating a new sales image, and in general introducing a creative, imaginative aura to the studios, the business volume we all knew was latent in San Francisco began to increase month by month. Under Ryan's aegis Coast has doubled the volume of a year ago, making it now one of the fastest growing members of the United group of companies.

We are all pleased with these developments in San Francisco and are justly proud of Mel and his excellent staff.

## COLLEGE ADVISORY BOARD APPOINTMENT FOR COAST RECORDERS MANAGER

COAST RECORDERS manager, Mel Ryan, was appointed to the Radio and Television Department Advisory Board at San Mateo College in September. He joins other Board members who are executives of commercial radio and television stations and electronic manufacturing companies in the San Francisco Bay area.

The Board meets several times a year to plan student curriculum in the radio and television classes. This select group of business administrators also takes turns in class lectures to assist in providing the students with career guidelines for their future in the broadcast or recording industry.

## COAST RECORDERS ON THE MOVE

Coast Recorders, San Francisco, will be announcing shortly the complete details of their proposed move to new and larger quarters.

This new location providing for enlarged and modernized studios is presently in negotiation. The move is scheduled for early in 1969, and planning is almost completed. Expanded activities at Coast is the reason for the need of this new facility.

A special announcement with specific location and plans will be forthcoming in the very near future.

## HOW SWEET IT IS

(Executive Suite That Is)

A few more rungs on the executive ladder were recently filled. Lest those elevated to these positions be carried away with the heady wine of advancement, we hasten to remind them that while the view up there may be great, it's also a harder fall to the bottom. In other words, do not plan to rust on your rungs.

At U.R.E.I., Anthony (Tony) English was appointed Vice-president, Manufacturing. This is a critical job in an enterprise agonized with many of the pains inherent in growth and expansion. A new member of the executive team, English has had a long and successful career in high level manufacturing posts.

Jerry Ferree who has been Chief Engineer at the recording companies, has been rewarded for long and effective service by promotion to Vice-president, Engineering. His innovative contributions as well as applied technical skills, have made a major contribution to the success of the recording service companies.

A. M. (Tony) Parri, who has occupied the dual positions of Secretary-Treasurer, resigned the position of Treasurer to move up to a Vice-presidency, while still retaining the office of Secretary. This move had long been planned, but was not accomplished for lack of a suitable candidate to fill the position of Treasurer. Now the right person has evolved and it is happily announced that

Alan Solomon has been elevated to the position of Treasurer. Al has over two years' service with the corporate complex, as well as extensive experience in responsible administrative and fiscal positions. His contributions have been greatly responsible for improved cost controls and operational procedures resulting in improving employee effectiveness and profit performance.

We extend best wishes for success to these people in their new and greater responsibilities.

## Top Secret is Out

You can be certain that any document marked "Top Secret" that reaches the Accounting Department, will receive expert care and handling from United's new Chief Accountant, Tom Barker. Tom spent four years in the Air Force, as Staff Sergeant, in charge of classified files and Top Secret control.

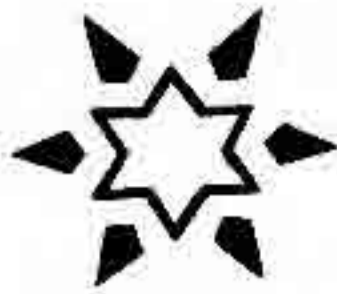
He joined United Recording Corporation after four and one-half years with Hill Refrigeration Corp. as Credit Manager and studied Business at the University of Alabama.

Although still a bachelor, Tom indicates that this state of bliss may not last for long. "No ring has passed, but time is running out." Therefore, all interested young females should act immediately.

Lately, Tom has been playing Contract Bridge and hopes to attain tournament status in the near future.



It's always a pleasure to welcome Bing Crosby who frequently visits Western, United and Coast studios.



UNITED'S  
"White Christmas"  
BALL

As we go to press, final arrangements are being completed for the United and Affiliates "White Christmas" Ball, to be held on Friday, December 20, 1968 in the Gold Room at Pickwick Recreation Center, in Beautiful Burbank. Stellar attraction will be Mr. Gary Owens of KMPC and "Laugh In" fame who will step out of his usual roll of "off-stage announcer" to join in the festivities as Master of Ceremonies.

The committee is going all-out to make this a memorable occasion with plans for a gala evening of dinner dancing and entertainment, starting with cocktails at 7:30 P.M. Unique decorations, being made by members of the committee and their helpers, will carry out the "White Christmas" theme for the enjoyment of over 150 employees and their spouses who will be in attendance. Music will be provided by The Robert Morgan Quartet.

Guests will be treated to special entertainment during the evening in the form of three surprise acts performed by some of our own employees. Putting their creative minds together to plot this are Leila Greenstone, Pat Douds, Annette Saldana, Phil Kaye, Artie Becker and Joe "Spanky" Sidore and His Gang. With all this inventive genius at work, this may well be a hard act to follow!

However, Santa Claus has promised to arrive on schedule to distribute company gifts to employees, and who ever heard of Santa getting up staged? Heading up the party-planning staff is Bob Doherty, ably assisted by Dorothy Friend and Carolyn Wolf.

Although employees at Coast Recorders in San Francisco will not be able to join us for the "White Christmas" Ball, they are planning a special party of their own which, while smaller, will be equally as festive. With Mel Ryan and Barbara Kolar planning this affair, we know that guests are in store for some delightful surprises!

MERRY CHRISTMAS to all and to all a GOOD YONTIFF!



Gary Owens to M.C. "White Christmas" Ball.

## THE HEART THAT GREW APACE

We are pleased to make our annual contribution to Childrens Hospital, marking the tenth year that we have shared in the support of this fine organization. It is particularly gratifying to note that each year we have been able to increase the amount of our gift. While this contribution may be considered a part of our community responsibility, to us it is more than that—it is a privilege shared by countless others.

Recently the new Childrens Hospital was officially dedicated, pointing up another milestone in development from a simple children's hospital to a nationally recognized pediatric medical center. It was truly a memorable occasion and one attended by many dignitaries who spoke of the magnificence of the new building, of the added services now available to children of every race and creed, from every walk of life. Tributes were paid to the tremendous efforts and devotion of a great many people who worked unstintingly to achieve this goal.

Following is an editorial from the Dedication Edition of *The World of Childrens Hospital*, October 1968. These few words describe in simple eloquence the true meaning of this exceptional organization.

In adjoining columns others have noted the greatness of this hospital. We would like to note its heart. It too has grown apace.

It is a singular heart, uniquely large and gentle. It derives in part from the tender, magical warmth children bring to the places they inhabit. But it finds its full dimension in a phenomenon we saw clearly the day of Dedication.

Childrens Hospital belongs personally and irrevocably to each individual who serves it. It is not an institution. It is a living, breathing presence, created, animate from the beginning by an act of charity, loved well and passed along to love. And no one ever since has been able to befriend it without claiming kinship.



Tiny patient cheers friend at Childrens Hospital.

## R & D DIVISION BOLSTERS U.R.E.I. PRODUCT LINE

The PR&D Division has just released two brand-new Universal Audio products for manufacture and marketing by U.R.E.I., and work is well under way on several other projects for both UA and Waveforms.

Recently completed are the Model 2100 Console Input Module and the Model 1100L Power Amplifier, pictured here.

The 2100 Input Module provides all of the amplification, level control, equalization, echo or reverberation send and isolation functions for a complete microphone channel of a professional recording console. The compact 2100 eliminates the need for expensive metal working and finishing for this major section of a custom console, enabling console builders to minimize design and construction time, and eliminating all of the tricky interconnection wiring which would normally be required between equivalent separate system components. Many unique features have been included in the all solid-state 2100 design, including provision for an accessory limiter-compressor control which can be added either at the factory or by the user, and is self-contained within the 2100 module.

The Model 1100L Power Amplifier is the FIRST monitor amplifier meant expressly for the recording control room. Conservatively rated at 75 watts output, the 1100L will drive a monitor loudspeaker to its full ear-splitting capability (mixers and A&R men take note—bring cotton!). The purity of the sound will depend only upon the speaker, for the solid-state 1100L is practically distortionless, and cannot be damaged by over-driving. Model 1100L also incorporates a new concept which Universal Audio has dubbed "Acoustic Power Contour Control". This is a specially designed variable equalizer which can compensate for the deficiencies of speakers, speaker enclosures and acoustical (room) conditions, so that monitor systems can be made to sound identical in various listening areas. Very compact, TWO Model 1100L's mount side-by-side in a single 7" high rack adaptor.

### 521A To Be Introduced

One of the first Waveforms instruments was the 520A Vacuum-Tube Amplifier/Voltmeter. This is a very popular and widely-used instrument which helped greatly to establish the prominence of the Waveforms line. Utilizing electron-tube circuitry, it has long been considered the good, old, "work-horse" of the Waveforms line. In recent years, however, there has been increasing customer insistence on all-transistorized circuitry and it is now very apparent that electron-tube gear is on its way out. So, although the 520A will continue to be marketed for some time, there will soon be a new version, the 521A, which will utilize newest integrated circuitry and be fully transistorized. The solid-state version will incorporate performance features superior even to the 520A and yet will be smaller, lighter and more reliable. Up dating of this instrument is part of a major program of development of modern solid-state equipment which is being carried out by our PR&D Division.



Universal Audio Model 1100LU 75-Watt amplifier.

RIGHT —  
Universal Audio Model 2100S Input Module



## PRODUCT ACQUISITION EFFORTS REWARDING

Diversification and expansion of the scope of product lines of U.R.E.I. are vital to the future growth and progress of the manufacturing division. The R&D staff, under the direction of Mr. John P. Jarvis, plays an important role in the development of these new products—transforming them from just a gleam in a marketing man's eye, or a rough sketch on an engineer's drawing board, to a meticulously designed and tested product ready for manufacture. Of equal importance is the constant up-dating of existing devices to incorporate the latest developments in the state-of-the-art and insure that our products will continue to be competitive and highly reliable. Photos and detailed descriptions of a number of these R&D projects are presented in accompanying articles.

Concurrent with these valuable contributions by the R&D facility, is an active corporate program of seeking out and acquiring rights to the manufacture of electronics products in new fields. One such device—the GASGARD—now in production by U.R.E.I., is primarily targeted for use in the marine field as a monitor to indicate the presence of dangerous gasoline fumes in pleasure and commercial boats. While this is a new field for us, the production facilities and distribution channels required are well within our capabilities.

U.R.E.I. has secured from the inventor, Mr. James Dolan, the exclusive industrial rights to the licensed use of his patent covering a unique type of sensor unit. This entirely new concept affords U.R.E.I. a great competitive advantage over manufacturers of existing gas detectors. A photo of the compact and attractively designed GASGARD is shown here, together with a detailed description of its capabilities.

Not only are we convinced of the tremendous market potential for the GASGARD in the marine field, but a survey has indicated that there are almost unlimited requirements for an industrial version to be used in oil refineries, dry cleaning plants, hospitals, government agencies, and any industrial activities in which the presence of hazardous gases needs to be detected and monitored. At this writing development of the industrial version is nearing completion and it will soon be taking its place on the production line beside its marine counterpart.

Negotiations are also underway for the purchase of design and manufacturing rights to another most exciting piece of apparatus relating to marine navigation. As a general observation, relatively little has happened in this field regarding progress in keeping up with the state-of-the-art, when compared to the revolutionary advances made in electronics in other communication areas. The potential for new products in marine navigation and communications using newly-developed technology coupled with unique operational features not available in apparatus now being manufactured, make this a most lucrative line of endeavor for U.R.E.I. Once negotiations have been concluded we will be in a position to disclose details concerning the planned manufacture and sale of this new product which will further complement the projected program of manufacturing diversification and expansion.

## NEVER FEAR GASGARD IS HERE

In November, U.R.E.I. began full-scale manufacture of the first products in a new line of WAVEFORMS MARINE instruments, with the introduction of Model 100 and Model 200 GASGARD Fuel Vapor Monitors. These are marine safety devices to warn boat operators of dangerous gasoline fumes.

One of the most prevalent causes of major marine accidents is fire and explosion from trapped concentrations of dangerous gasoline fumes. Spillage during fueling, overflowing of fuel tanks, sticking carburetor floats, or leaky or broken fuel lines or hoses are prime sources of trouble. In an automobile, leaking gasoline is quickly diffused into the air, and concentrations are seldom high enough to be a serious fire hazard. Contrarily, engine compartments and bilges of boats trap these heavier-than-air fumes, and when the percentage of gas-to-air becomes high enough, a tiny spark (such as produced by the starter motor or ignition system of the engine) can cause a violent explosion, sometimes completely destroying the vessel and snuffing out the lives of those aboard.

"Gas Detectors" and "Sniffers" have been available for many years but they have employed a "hot wire" type of sensor, which has many disadvantages from an operational and maintenance standpoint. Such devices actually can be a fire danger themselves.

The new GASGARD uses space-age technology—an advanced technique for the detection of dangerous fumes, to warn IN ADVANCE of a concentration of fuel vapor in inaccessible areas. GASGARD uses a patented Cold Adsorptive Sensor (U.S. Patent #3,045,198) developed by Mr. James P.

## GASGARD . . .

Dolan of Seattle, Washington. This tiny device (the small square foreground item in the accompanying photo) contains an "adsorbive-variable" element, whose electrical resistance changes with different type of gases, depending upon their "adsorbive force." Gasoline, for example, can be detected in air in concentrations of only a few parts per million—far below a flash-point concentration. There is no heat produced from the GASGARD sensor, and no possibility of its causing a fire (The "hot wire" sensor, on the other hand, detects dangerous fumes by actually creating a minor explosion within a "Davies screen." Should the screen be damaged, the sensor itself could trigger an explosion.) The GASGARD sensor works full time. It uses so little electrical current that it cannot cause a run-down battery. It may be left on at all times. The "hot wire" sensor used in other detectors requires a heavy current and can be used only momentarily to test for suspected fumes. It is not a constant monitor and the hot-wire element wears out and must be replaced at frequent intervals.

The "hot wire" type of sensor requires some oxygen to produce its controlled "explosion." Therefore, if a great quantity of gasoline fumes should be present, so that the air is displaced from the engine compartment or bilge, the "hot wire" sensor will not operate and this type of Gas Detector would falsely indicate "safe" under these conditions. Since the new GASGARD sensor detects the gas itself and requires no other gas to be present, it will still work perfectly in pure gasoline fumes.

Model 100 GASGARD provides a meter, calibrated in three segments: SAFE (Green), DANGEROUS (Yellow) and EXPLOSIVE (Red). When the unit is ON, a pure air condition in the compartment where the sensor is located will cause the meter pointer to remain in the SAFE segment. If fumes begin to accumulate, the pointer will rise up into the DANGEROUS region. A continuing increase in concentration of the fumes will cause the meter pointer to continue rising until it reaches EXPLOSIVE. (At this point an actual safety factor of at least 2 is designed into the unit.) Higher concentrations will move the pointer off scale.

Model 200 GASGARD provides the same meter functions, but in addition gives a loud audible alarm should the meter pointer approach the EXPLOSIVE segment. The alarm will continue to sound until the unit has been switched off or the concentration of fumes has been reduced to a safe level by engine-room or bilge ventilation.

Model 100 GASGARD (Meter Monitor only) is priced at a modest \$79.95.

Model 200 GASGARD (Meter and audible alarm) sells for only \$109.95.

Extra sensors may be added to either model, for only \$17.95, permitting two remote areas to be monitored simultaneously.

WAVEFORMS MARINE products are being marketed through Marine Dealers and Distributors, and an extensive program of advertising and promotion is now underway. Initial sales orders indicate an enthusiastic reception of the revolutionary GASGARD units by pleasure boat owners everywhere the units have been demonstrated.



GASGARD protects your life and your boat.

## PRODUCT RECOGNITION KEYNOTES SALES PLANS

The old saw about the mouse-trap doesn't ring true, according to Rolf Hertenstein, Director of Marketing, who points out, "You can have the finest product in the world, competitive with anything else and at an unbelievably low price, but the world isn't going to beat a path to your door unless the product is known and recognized. This is what advertising is all about and makes it obvious that U.R.E.I. has to use all means which are economically feasible to let the world know about its products."

This is the keynote of his expanded marketing program for the manufacturing division and Rolf hasn't let any grass grow under his feet as he puts his concepts into effect. While "word-of-mouth" advertising is most convincing, particularly for proprietary products such as ours, it simply does not reach enough people fast and often enough. Rolf is concentrating on more effective methods to carry our product message—media advertising in applicable publications, publicity releases and development of sales promotion tools such as technical data sheets and sales displays.

### ADVERTISING AGENCY SELECTED

His initial step in implementing the sales program was to secure the services of the Farrell-Bergmann Advertising Agency whose job is to create effective advertisements and to place them in the proper publications at the proper time. Since U.R.E.I. is not selling a "one-shot" consumer product, it was deemed far more effective to use a series of repetitive ads than a few splashy (and expensive) ones that soon would be forgotten. Repetitive ads give more mileage by keeping our name and products in front of the public eye continuously. Thirteen ads for Universal Audio and Waveforms products were placed to appear within a three-month period, plus three additional ones for the new "GASGARD" vapor detector to kick off the sales campaign for this new device. 1969 will see 40 additional ads for Universal Audio and Waveforms as well as approximately 18 for "GASGARD."

### ENGINEERING LETTER INTRODUCED

Another significant step in getting our message to professional people in our field of interest is the publication and distribution of Engineering Letters, written and produced by Mr. John Jarvis, U.R.E.I. Director of Engineering. These will be published four to six times per year and sent to our representatives, distributors, buyers and upon request, to any engineer interested in the Audio Field.

The main purpose of this publication is to disseminate technical information which may prove helpful to audio systems designers, installers and operators, and applications engineering tips which may apply both to our products and to those of competitors. In making available to our friends and customers the years of accumulated knowledge and experience of John Jarvis and his fine engineering staff, we offer a service to the industry which can result in better use of our products and better systems performance.

The first issue, which came off the press in time for distribution at the October AES Convention in New York City, was very well received. Those interested in receiving the "Engineering Letter" should address their requests to the Marketing Department at U.R.E.I.

### NEW FORMAT FOR SALES LITERATURE

To further reinforce the image of U.R.E.I. as a manufacturer of products of the highest quality backed by a sales/engineering force of integrity, a single new format for all product data sheets has been created. Recent printings on new products have incorporated the new format and in a few short weeks the whole Universal Audio catalog will be uniform in this respect. The Waveforms catalog will also conform early in 1969 when present supplies of printed material are exhausted.

Another important step in the marketing program is the extension of our national distribution network by the addition of more Manufacturer's Representatives. Although a great deal of groundwork has been done in this area in the past, there are still some territories where nobody looks after our interests and others where people who once represented us have gone into other fields and therefore cannot devote enough attention to our products. We are actively seeking representation in these "vacant" areas, looking first for Manufacturer's Reps who will, in turn, appoint qualified distributors.

### FIELD SUPPORT ASSURED

Experience has shown that nothing is more valuable to increased sales and good will than direct help from the factory as back-up for these field sales forces. With this in mind, members of the marketing team will be making an increasing number of field trips to assure this direct support is available when and where needed.

In summing up the sales picture, Mr. Hertenstein says, "Since the electronics field is so highly competitive, a progressive company has to use every tool at its command to make an impact on the market. Our program is designed to do just this. Together with the new products evolving from the R&D Division and increased production capabilities at the factory, we feel assured 1969 will be a year of major growth for U.R.E.I."

## NEW PRODUCTS DISPLAYED NATIONALLY

Participation in electronics shows and exhibits is an effective way to introduce new products to applications engineers, specifying engineers, buyers and other professional people who attend these affairs to keep themselves informed about new methods and design principles being incorporated into electronic equipment. U.R.E.I., cognizant of this valuable opportunity, has presented display/demonstrations of products at a number of national exhibits during the past year.

Most recent of these was the Fall Audio Engineering Society Convention and Equipment Exhibit held at the Park Sheraton Hotel in New York City last October 21-24. These AES Conventions are just about a "must" for any major manufacturer of audio or related products since professional audio engineers from all over the world are attracted to the technical sessions and product displays.

Interest in the UA booth centered around our two newest solid-state products, the 2100S Input Module and the 1100LU Studio Monitor Amplifier (both described in detail elsewhere in this issue.) While several manufacturers now sell input modules, the 2100S caused quite a stir for both its published performance and its aesthetically pleasing appearance. We also found that a large number of people were very much impressed with the conservatively rated 75-watt amplifier. Although there are many general purpose amplifiers on the market today, the 1100LU was designed to fill a specific need, particularly in the recording industry. The many engineers who saw it in New York acclaimed its special performance characteristics and were quick to recognize its value to their particular applications.

Center of attention in the Waveforms booth was the 610/620 Sweep System. This display was especially effective since it not only demonstrated the capabilities of the instruments, but pointed out how these instruments actually will pay for themselves in a very short time in savings of time and labor.

U.R.E.I. booths were staffed by Rolf Hertenstein, Allen Byers, and John Jarvis who also was very busy with his obligations as Governor of the AES. We also welcomed the help of our New York representative, Mr. Jack Anthony who devoted a considerable amount of time assisting in the booths as well as directing people to our demonstrations.

### WESCON SHOW ATTENDED

In August the Waveforms line was presented at the WESCON Show, held at the Los Angeles Sports Arena. Because of the nature of this event, which primarily attracts manufacturers of components, instruments



Rolf Hertenstein, Director of Marketing, intently points out product features to interested visitor at AES display in New York.

and related equipment, it was a very suitable showcase for Waveforms Instruments. Several UA devices were also displayed in connection with the Waveforms demonstration.

Part of a complex of eight booths arranged by our Southern California representative, the W. K. Geist Company, our exhibit featured the Waveforms 600 Series Response Plotting System. To demonstrate the capabilities of this system, the response curves of a UA Model 500 Equalizer were automatically drawn on a Tektronix Storage Oscilloscope. A notable amount of interest was attracted and several hundred written inquiries for specific technical information were received.

Booth duty at these shows is hard work, but participation gives us personal contact with potential customers who, in turn, have an opportunity to compare competitive equipment on the spot. This allows us to point out at first hand the features incorporated into our products and, of equal importance, permits us to assess competitive products which are being introduced. We feel that our displays this past year have been very effective in promoting the sale of our products and are now looking forward to the Spring Convention of the AES which will be held in April at the Los Angeles Hollywood-Roosevelt Hotel.

## NINE "P" PLAN

The caption refers to the alliterative title given to a program by Tony Parri, Vice-President. More specifically it stands for "Proposed Program for Promoting Parri's Plan for Pumping Pzazz into Prominent Personnel."

The old saw that all work and no play makes Jack has been bandied about so much that it usually meets with a dull response. Yet, today, it is probably a universally accepted conclusion that people who know each other better, tend to work together more effectively, harmoniously, and with greater satisfaction. The best way for people to become acquainted is in a friendly, relaxed atmosphere of an informal gathering.



Members attend first meeting of Nine "P" Plan.

With these points in mind, the United group of companies has encouraged cordial companionship among employees through picnics, golf tournaments, Christmas parties, bowling leagues and other similar events. Also, our preceding issue of the Newsletter revealed that many employees share similar hobbies and interests. All of these things have helped to foster more congenial relationships among workers.

This idea of promoting friendlier association with other employees is now being extended to help achieve more cohesiveness among the company officers and administrative personnel. Over the years, the growth of the companies has resulted in the creation of executive positions and the employment of a staff to fill these key roles. Due to the day-to-day pressures of the work at hand, as well as geographic separation, it is difficult for all of these people to become adequately acquainted with one another. Yet, because of interlocking corporate relationships, there is frequent need for these people to communicate and at times rely on each other. To avoid the possibility of the person on the other end of the 'phone becoming an abstract vision, the "Nine 'P' Plan" has been instituted.

Basically, the plan calls for the administrative personnel to meet once a month after working hours. The gathering will enjoy dinner together, after which there will be an informal discussion of company plans and progress, as well as an exchange of information of general interest. Following the review of company matters, the remainder of the evening will be given over to relaxation and conversation.

The first of such get-togethers was held on November 21, 1968 at the Sportsmens' Lodge. This mutual meeting was limited to officers of the various companies, and attendance was one hundred percent. Dinner was consumed with gusto and the business section of the evening, captained by Bob Doherty, Vice president, provided lively and intense discussion. The congeniality later in the evening proved that the program was off to a successful start.

The enthusiasm with which this program has been received by the executive group indicates that it fills a definite need and gives rise to the expectation of beneficial results.

# PARADISE IN PICCADILLY

Few people know of the existence of the American Electronics English History Society. This seemingly esoteric group boasts 12 members who meet and correspond periodically to discuss and exchange views on English history. The founder member of this society is Allen Byers, Product Manager for the Waveforms Instrument Line of U.R.E.I. Their common bond is an avowed interest in Electronics and English History. The group was formed when Allen Byers made a bargain purchase of several volumes of Churchill's *Life of Marlborough* and was astonished to see the interest displayed in these volumes by several of his colleagues in the electronics industry.

Allen Byers is well qualified to conduct such an organization, as for many years he has been exploring the by-ways of English history and has amassed a formidable collection of 600 volumes on the subject which would grace the shelves of any University library.

The most valuable segment of the library is the collection of *Royal Calendar and Peerages* spaced at 20 year intervals from 1798-1964 which traces the lineage of the British Peerage. Also the 1873 *Baronage and Peerage of England* which lists Bertrand Russell, now Earl Russell, who is living today.

The library consists of many bargain purchases made over the years. The *Royal Calendar of 1798* was purchased from Daubner & Pine, New York booksellers, at a bargain price of 25c. Later Allen had the volume rebound for \$25 and it is now worth considerably more.

One of the more curious features of this library is the fascination English history exerts on Americans and conversely the effect American history has on the English as witnessed by such titles as *The American Commonwealth* by Lord Bryce and *While England Slept* by J. F. Kennedy.

If you ask Allen which of his books he prizes most, he will say, *Biography of an Apartment House*. After savouring your puzzled stare, he will explain that the book is in fact a biography of the "Albany" a Royal Palace until 1780 and now a famous London gentlemen's club, named "Paradise in Piccadilly."

Allen's lifelong ambition is to have a letter published in the *London Times*. He has written five times to the *Wall Street Journal* and been successful each time. By contrast, he's written four times to the *London Times* and has received "Thank you, but . . ." letters in reply. The *London Times* is delivered daily to his office at U.R.E.I. and circulates to plant personnel for lunch hour reading.

Allen is a bachelor who came to California from New York when U.R.E.I. purchased Waveforms. His main problem was finding an apartment which would accommodate 600 volumes of English history and 400 volumes on general subjects. Finally, he located an apartment and had special floor-to-ceiling bookcases constructed which stretch across the entire length of his apartment. His books are now proudly displayed in their new surroundings.



Joey Bishop visited Western to cut album for ABC Paramount. Left to right are Don Blake, Chuck Britz, Ernie Freeman, Joey Bishop and (standing) Art Freeman.



Talented John Gary is shown during session in our studios. Working with him is Dick Bradshaw of Farrell & Thomas Production Agency.

## 16-TRACK RECORDING

(Continued from Page 1)

Consoles for the other studios will follow shortly thereafter, as much of the fabrication is being done simultaneously. Because all consoles will be very similar from the standpoint of appearance as well as operationally, engineers can more easily and efficiently plan sessions in advance. It will also insure that all studios will perform identically from an electrical viewpoint.

February will bring delivery of 16-track recording machines to meet the challenge of this new era. We're also expanding our complement of other recorders, including an additional 8-track machine (we now have seven). These machines, as well as a constantly updated array of portable accessory equipment, will be distributed throughout our facilities to serve the most demanding needs.

The "sweet smell of success" may be very heady, but to those of us in the recording business, it's the "sound" of success that's all important. It's the sound we've been achieving for our clients for many years and it comes in a variety of modes . . . pure sound . . . mod . . . rock . . . soul . . . psychedelic sound . . . synthesized sound . . . you name it and we get it. That's the name of the game and we've got a good, well-equipped team on the field. To resort to cliché—the client strikes the note and we dance to the tune! Lately we've been dancing to a pretty lively beat!

# TONY ENGLISH JOINS MANAGEMENT TEAM

The newest member of United Recording Corporation's expanding management team is Mr. A. N. (Tony) English, Vice president of U.R.E.I.

Formerly Vice president—Manufacturing of Pace Communications Corp. where he was one of the founder members, he comes to United with many years experience in the manufacturing field. His experience in manufacturing techniques will prove invaluable in his new capacity. Previous positions include Plant Manager at Osborne Electronics and Electrical Engineer at Warwick Manufacturing.

Tony is an active member of the South Shores Community, where he's a leader of the Cub Scouts, Y.M.C.A., Indian Guides and an officer of the San Pedro Masonic Lodge. He attends regular meetings of the Radio Pioneers of Southern California.

He considers his position at U.R.E.I. a great challenge and is impressed with the high quality regulation of the UA and Waveforms product lines. His first main objective will be to weld together a team that will be instrumental in realizing the company's goals. He maintains that the company is only as good as its team and that this team must be ready to accept the challenges offered by the development of new products and acceptance of new ideas.



**Lookout Rudy . . .**

**Here  
Come  
de  
Judge!**



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