



# NEWSLETTER

DECEMBER, 1967

HOLLYWOOD, CALIFORNIA

## Happy Holidays

### NEW DIRECTOR OF MARKETING HAS WIDE RESPONSIBILITY

Raymond J. McKinnon, who was appointed in October to the newly created position of Director of Marketing for UNITED and AFFILIATES, has been charged with the responsibility of planning and directing a total marketing program for the corporate family of companies.

Marketing is not just another term for "selling." Its broad concept also includes such important functions as advertising, promotion, new product concepts, public relations and client-customer relations — all of the windows through which our companies and their products and services are viewed by those with whom we have contact.

While Mr. McKinnon will be directing the overall corporate marketing activities of UNITED, WESTERN COAST and U.R.E.I., one of his major initial tasks is the expansion and reorganization of the marketing program of the manufacturing subsidiary, U.R.E.I., a program which is already well under way. The recent acquisition of the WAVEFORMS line of instruments requires a further re-structuring of marketing methods and channels, because of the applications of these products in fields other than audio (aerospace, industrial, scientific research, etc). McKinnon is assisted here by Mr. Allen Byers, former President of WAVEFORMS, INC., now U.R.E.I. WAVEFORMS Product Manager.

Mr. McKinnon brings to UNITED and AFFILIATES a rich background of knowledge and experience spanning over twenty years in electronics with the past fifteen devoted exclusively to marketing at firms such as White Electromagnetics, Inc., RCA and the Stromberg-Carlson Division of General Dynamics.

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Director of Marketing Raymond J. McKinnon (left) discusses Waveforms line with Product Manager Allen Byers.

### A Christmas Message

*Another Christmas Season is here and once more we've caught in the exhilarating holiday spin. Our homes, shimmering with colorful lights, are decorated with fantasies of ribbon, gilt and spun glass. The smells and sounds of Christmas are everywhere — the woody fragrance of pine, the crackling of a log on the hearth, the tempting aroma of a brandied pudding steaming in the kitchen. Music fills the air and brightens our hearts.*

*It's a time of wonderment and beauty and excitement for all; a time to delight in the precious meaning of the season, to enrich our own lives by bringing joy and contentment to others. It also creates nostalgic reflections that touch sympathetic chords in all of us.*

*Here at United and Affiliates, as we look back over the past year, we find it has been a period of growth and expansion, and a time to form many lasting friendships with those we work with and serve. We are sincerely grateful for these associations and hope we've done our job well. May we take this opportunity to thank each of you for your loyalty and support and to wish you and your families a joyous Holiday Season and a New Year that will bring many blessings.*

UNITED and AFFILIATES

### S.E.C. BECOMES U.R.E.I.

Our manufacturing division has expanded so fast it has even out-grown its name! Officially now, it is known as UNITED RECORDING ELECTRONICS INDUSTRIES, or in abbreviation, U.R.E.I.

Recent acquisition of new product lines and anticipated expansion through future mergers and acquisitions, called for a new name with a broad enough connotation to cover the many areas in the electronics field which the division serves.

Universal Audio, Waveforms and Teletronix products will continue to bear their individual labels, but will be manufactured and distributed by U.R.E.I.

The manufacturing plant address and phone number will remain the same.

## "3's A CROWD"

That exciting sound coming from Studio 3 the past four weeks belongs to a young, vibrant group from our neighbor to the north, Canada. With Engineer Chuck Britz, A & R man Steve Barri, and Co-producer Cass Elliott of Dunhill Records at the helm, these six youngsters with the BIG BIG sound are set to knock the recording industry on its ear, according to Jay Lasker, Dunhill President, at a recent introductory cocktail party for the group.

Voted the top Top Folk-Rock Group in Canada, Donna Warner, Brent Titcomb, Trevor Veitch, Ken Koblum, Dave Whiffen and Richard Patterson were heard by Mama Cass at Expo '67 while they were playing at Ontario's Pavilion. She flipped . . . just as all of us at Western Recorders have flipped, and brought them down here to record just as soon as their engagement at Expo '67 was over. Their manager, Sid Dolgay of Universal Performing Artists Canada, Ltd., describes their sound as having gone beyond just folk-rock to swinging contemporary — with class!

It's been a pleasure for all of us at Western Recorders to work with these talented and delightful young people. Watch for them and above all LISTEN to them . . . "3's A CROWD!"

## JOHN P. JARVIS JOINS R & D



The recent appointment of John P. Jarvis to the position of Director of Engineering of United Recording Electronics Industries is another major move toward bolstering a continuing program of new product design and development within the manufacturing subsidiary.

Mr. Jarvis comes to U.R.E.I. from the Langevin Company in Santa Ana, where for five years he headed the engineering department and was engaged in the development of solid-state audio equipment.

Bred in Texas in 1920, John interrupted his schooling there in 1940 to fly with the 12th Air Force in Europe. After the war he joined the Langevin Co. in New York City where he aided in pioneering the first modern-style audio equipment for broadcasting and recording.

In 1952 he went with the Research and Development Department of Muzak Corporation in New York, where he was instrumental in evolving magnetic tape processes and equipment. During this period John was responsible for much original work on problems of recording audio at slow speeds. In 1962 he rejoined Langevin which had relocated in California.

Mr. Jarvis is well-known and respected in electronics engineering circles, and is a past Western Vice President (and present Governor) of the Audio Engineering Society, for which he has authored and presented many outstanding technical papers.

We feel fortunate indeed to secure the services of this fine engineer whose primary area of responsibility at U.R.E.I. is to direct the activities of the Putnam Research and Development Division, now located in Tarzana.



Brent Titcomb, Trevor Veitch and their flower are part of the very talented sound of "3's A CROWD."



## Christmas Gala

*As we go to press, final arrangements are being completed for the annual United and Affiliates Christmas Party, to be held on Friday, December 22, in the California Room of the Golden State Motor Hotel in Burbank.*

*Invitations have been extended to employees of all the companies, their husbands, wives or dates, as the case may be, to gather at 7 P.M. for cocktails, dinner-dancing, entertainment and holiday festivities.*

*Plans for the entertainment are very hush-hush, but with Joe Sidore and Leila Greenstone handling that portion of the affair, we predict that guests will be delightfully surprised. All Joe and Leila will divulge is that other members of the staff will be involved and that prizes will be awarded for a number of events throughout the evening. Music will be by The Harry Guild Trio, but the name of the Master of Ceremonies is to remain a deep, dark secret until he (or she) makes an appearance.*

*Party arrangements are being capably handled by Carolyn Wolf, with the assistance of Dorothy Friend. No one will admit that Santa Claus has been invited but he hasn't missed many United and Affiliates parties. We hope none of our employees will miss it either as it is sure to be a delightful evening. See you there!*

# COAST LINES

From the Heart of the "Happening City" — San Francisco

It was a real privilege to work with Bing Crosby who recently visited our studios to narrate a golf film for Vista Productions, a San Francisco based film company that produces industrial and educational films.

A.C.T. (American Conservatory Theatre) utilized the fine facilities of Studio A to record live music for their Shakespearean production *Twelfth Night*. The 13 musicians were all members of the San Francisco opera orchestra.

Bush Street was jumping November 13 and 14 when Johnny Hodges on alto sax and Earl "Fatha" Hines recorded their second album for the MGM jazz label, VERVE. Johnny Hodges and the Duke Ellington orchestra are appearing at Basin Street West and Hines lives in San Francisco — and Coast Recorders — an ideal time and tie-in. Members of Ellington's band in addition to Johnny Hodges were Cat Anderson, trumpet, Jimmy Hamilton, tenor sax and clarinet, Buster Cooper, trombone, Sam Woodard, drums and Jeff Castleman, bass. Recorded were original compositions by members of the group, with Jimmy Hamilton, Aaron Bell and Nat Pierce doing the arranging. A & R man Esmond Edwards anticipates an April release.

Among the control room spectators as Walt Payne engineered the Hodges-Hines session were Stanley Dance, free-lance critic and writer, and regular contributor to the *Saturday Review* as well as Russ Wilson, jazz critic for the *Oakland Tribune*.

Bush Street continued to jump as Duke Ellington and his orchestra returned on November 16 to cut more material for inclusion in his soon-to-be released RCA Victor album.

## COAST PERSONALITIES

MEL RYAN — newly arrived general manager of Coast Recorders, is from Las Vegas where he was general manager of KORK-FM and in the radio and TV commercial production business. Prior to that, he was in Hollywood for six years with the Peter Frank/Richard H. Ullman Radio Production Company as writer, producer and general manager. Mel will be handling administrative duties as well as sales and client relations — all to help Walt Payne devote more time to studio management.

WALT PAYNE — recently skipped off to Reno to marry Helen Duke Stargardt, whom he now lovingly refers to as his "child bride." The quiet ceremony was performed at the First Methodist Church in Reno and the happy couple are now making their home in the Twin Peaks area of San Francisco. Helen is a U. of C. graduate (no, not U. of California, but U. of Cincinnati).

MEL TANNER — reports from the home front that his son Corky has enlisted in the Marines and will be leaving for basic training on December, 8.

BARBARA KOLAR — has returned to Coast as traffic and office manager by way of Chicago and Hollywood.

## McKINNON (Continued from Page 1)

Ray is an active member of IEEE and a past officer of ASHAE and the Sacramento Valley Joint Engineering Council. Currently he's active in the Los Angeles Region Section of the Marine Technology Society and a member of the American Society for Oceanography. He holds a commission in the U.S. Navy and served in the Naval Air Reserve as an electronic specialist until his retirement in 1963. From this background stems much of his current interest in oceanography, sonar, under-water communications and navigation. Ray classes himself as a "blue-water sailor" and readily reels off sally yarns to back it up.

## NEW MANUFACTURING MANAGER ASSUMES RESPONSIBILITIES



Appointed to the position of Manufacturing Manager, Mr. Richard L. Stover joined U.R.E.I. early in November, assuming responsibility for purchasing, inventory control, production, quality control, plant maintenance and related functions. His background involves twelve years of electronics manufacturing experience in management, industrial engineering staff work and production control of procurement.

After being associated with both large systems-producing companies as well as smaller firms producing electronics components, Dick points out that he prefers "the smaller or medium-sized operation because it offers greater opportunity for innovation and creativity." His keen insight into every area of the manufacturing process quickly manifested itself in the orderly and efficient manner in which he set about to coordinate the many functions and procedures under his control at the North Hollywood plant.

Dick took his undergraduate work at UCLA, majoring in General Business/Industrial Management and is currently attending Southwestern University School of Law with an eventual goal of utilizing his vocational background in the field of corporate law. His interests include art, particularly Andrew Wyeth and contemporaries, as well as an appreciation of all types of music from classical to jazz.

He's a quiet but vigorous individual, imbued with a characteristic enthusiasm that is certain to be a major contribution to the future success of U.R.E.I.

## UNITED TO HAVE NEW 8-TRACK DUBDOWN FACILITY

Studio E at UNITED will be completely refitted within the next three months as part of a continuing program by UNITED and AFFILIATES to keep abreast of constantly evolving recording technology. Design is now being finalized for a brand-new re-recording console and associated equipment racks to replace the present Studio E gear.

The new facility will ease the present dubdown scheduling bottleneck caused by the increasing popularity of eight-track original recording. It also will be fully capable of handling sixteen-track tapes, now a talked-of novelty, but a significant trend for the future.

According to Chief Engineer Jerry Ferree, the new Studio E will include latest state-of-the-art features: all solid-state UNIVERSAL AUDIO amplifiers and limiters, push-button switching, extensive equalization and filtering facilities, visual phase indicators, and vertical faders. Sixteen input positions, four output channels plus monaural will accommodate all modes of re-recording with complete flexibility.

Actual construction will begin early in January, with installation scheduled for approximately March 15.

# GOLFERS HAVE A BALL



Waiting to tee-off at the Canyon Country Club are trophy winner Jimmy Bowen, Don Lanier, "Piggy" Smith and Dick Glasser (left to right).

It'll never surpass the L.A. Open for golfing prowess and prize money, but the 8th Annual Music Industry Golf Tournament will long linger in the memory of the industry's pros and duffers as a fun-filled weekend of relaxation and comradeship that can't be out-classed.

Comic Jackie Miles recently quipped, "If you sit around a bar, they call you a drunk, but if you sit around a clubhouse, they call you a sportsman." And there they were, at the rolling Canyon Country Club in Palm Springs — 170 sportsmen teeing off in flights of four, early on a Saturday morning in October. Here, under the influence of an almost unbelievably blue sky and a bright desert sun, the grins were infectious, the tired old jokes received unqualified guffaws and anyone who wasn't having a good time was either just checking into his room or was lost somewhere on the San Bernardino Freeway. Of course the game was important — the ball, the club, the swing and that little hole out there somewhere between here and par. But that was only a small part of it all. The shrill "Fore" played a poor second to the constant "Hi, good to see you!" and the "Are you ready for this fresh air?"

Music, the common bond among one and all, suddenly became only a good reason for a warm introduction to a new friend. The big urge only a week before to get out that hot new single somehow couldn't produce even a concentrated frown. About the only work that seemed to deserve any effort was smacking that ball "straight down the middle" and occasionally fishing the olive out of a martini.

Historically, the tournament has yearly evoked this carefree, leisurely environment since its inception eight years ago. In fact, the first get-together, originating from an after-dinner conversation among its founders, Bob McClusky, Sidney Goldstein and Dave Jacobs, enjoyed such unqualified approval from its 50 participants, that each succeeding year has seen more entries from all areas of the music industry. This year, Bob Doherty and Phil Kaye represented United/

Western Studios, Jesse Hodges of Hollywood Sound Recorders picked up the Putting Trophy while the Hackers Trophy went to Ted Glasser of MCA Music.

Although nearly all played golf during the weekend, you didn't have to be a first-rate golfer to enter the events. Matter-of-fact you didn't even have to be a golfer. Liberty A & R man, Scotty Turner, when seeking counsel from the Club's resident Pro, was asked, "How long have you been playing golf?" Bearing up under the awful truth, Scotty answered confidently, "All day!" This, however, didn't deter him from subsequently winning the tournament's D-flight trophy, shooting well under 100.

Engineer Phil Kaye, who had played only nine holes prior to the weekend, proceeded to nudge and bat the ball around the course with great satisfaction while constantly bumping into Warner Bros. President Mike Maitland, who happened to be wearing the identical golfing attire as Phil. Next day Phil donned the same clothes, confident that Mike would no doubt switch to new duds. But the minds of great golfers run in similar channels and on the following day Mike donned the same attire. He'd been confident that Phil would make the switch!

On Sunday, the final day of the colorful event, Jimmy Bowen was presented a trophy, not for golfing prowess, but because he was being Jimmy Bowen, having a great time, playing golf and spreading the kind of natural "be yourself" vibrations that measure up to the spirit underlying the tournament. This Murray Wolfe Memorial Trophy, awarded each year to the weekend's best all-around sportsman, is in honor of the late Murray Wolfe, a participant in the first Music Industry Tournament.

As the weekend came to an end, everyone commented on the excellent manner in which officials Dave Jacobs and Dave Pell, had organized the affair. In all aspects from the Saturday evening cocktail party and dinner, to the Sunday buffet and awards ceremony, the tournament reflected the spirit of camaraderie and close fellowship which exists between associates and competitors alike in the music industry.

## A DREAM BECOMES A REALITY

The past year saw the completion of the beautiful new Childrens Hospital, bringing to life and reality a dream that has been building for years. In evaluating the new facilities, equipment, electronic systems and mechanical devices which serve the new hospital, Mrs. Gabriel C. Duque, Chairman of the Development Fund put it very succinctly when she wrote, "We left a very old hospital for a new one, stepping from the past to the future in one great stride that spanned half a century."

Although the new building has been occupied for over six months, the Development Program is not yet complete. Demolition crews have been hard at work removing the old structures. When this is done, skilled artists and craftsmen will transform the campus to a beautifully landscaped area with handsome walkways and driveways. A majestic entrance will rise in place, framed by the great marble tables which honor the names of Benefactors, Sponsors and Patrons. Extensive remodeling in some areas is still to be completed, a second floor extension and a cobalt therapy room still to be constructed.

The work continues, for this is the way of the hospital — it must keep pace with new developments that are occurring constantly in the field of medical science. The dedicated people who give their time and energy to making these dreams come true accept their burdens with confidence, knowing that there are people who do care and who will support their view.

There are countless ways to help children and Childrens Hospital knows them all. We can depend on them, but only if they can depend on us. For this reason we make our annual contribution to Childrens Hospital. We know you share with us the high esteem and warm regard for the work that is being done by this exceptional organization.

PUBLISHED BY

United Recording Corp.

HOLLYWOOD, CALIFORNIA

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