

*National Furniture Company, Inc.*  
MOUNT AIRY, NORTH CAROLINA

RECORDING FOR 3/6/62 MOUNT AIRY ROTARY  
CLUB LADIES' NIGHT PROGRAM

Greetings, Rotarians and all you gorgeous Rotary Anns - we hope you are enjoying the light heartedness of the Mount Airy Mardi Gras season. It has been a real pleasure for your committee to plan and prepare for it. - You Rotary Anns may remember that one of our regular Tuesday programs two or three months ago was a tape recorded presentation on the history and development of High Fidelity music. I am glad to say that the Club apparently enjoyed it, and shortly afterwards, several Rotary Anns asked if they might hear it. This was fine, but since we don't meet often with you ladies as a group, the proper opportunity to fulfill the promise for restaging this program had not presented itself until tonight. Now that we are together, we want you to hear it exactly as first presented except - I - uh - don't know how to break the news gently enough - but to be perfectly frank, during the time this tape has been stored alongside some other tapes it seems to have accidentally picked up some strange sounds and additional unidentified voices, which I have not been able to eliminate. Please overlook these, if you will, and assume a mood receptive to some good solid educational material.

But - enough of this - on with the show!

You see considerable equipment here in the room, and as is probably obvious, it has to do with my avocation, High Fidelity. Never in our lives have we heard more about High Fidelity because it is a relatively new thing which has grown by leaps and bounds during the past few years. Principally, it is simply the reproduction of music with an electronic skill which has been available to us for only a few years. Music, in at least a few of its almost infinitely varied forms, is a pleasure to each of us. (#1) Everyone knows the rich, vibrant quality of a live orchestra, no matter what its size or make-up. There are many occasions when we like to hear such music

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again and again for our individual or family pleasure, and for many years, it has been commonplace for us to listen to our radios or to play records according to our tastes. Unfortunately, prior to true High Fidelity, this music reproduction was not sufficiently realistic, compared to the original playing. (#2) It is interesting to me to trace the evolution of our sound reproducing systems, and in a sketchy fashion, I would like to do just that for you.

During the early years of mechanically reproduced music, the Swiss nation made music boxes, which were distributed all over Europe and <sup>in</sup> the United States. The particular machine to which I had access bears an 1840 trademark and was brought to this country from Paris not long afterward. I know you will recognize these sweet strains. (#3) Pretty, isn't it? Of course, every one of these machines I have ever heard sounds as though it needs oiling. However, I have tried this, so I believe the squeak is simply built in and must be regarded as one of the early problems of music reproduction.

You probably recall seeing wax cylinders on phonographs and Dictaphones made a good many years ago. This is the type of mechanical reproducer originated and developed by Mr. Thomas Edison, and I would like for you to hear music reproduced from one of these wax cylinders made in the early 1900's. (Music) This is not so pretty to me, but it was a tremendous advance because it was the first true recording process.

Then during the 1920's, along came the shellac disc which remained popular for between twenty and thirty years because it was the best we had. A shellac formula was formed and pressed on both sides of a thin metal disc originally, and largely due to its relatively poor quality as well as the reproductive systems we had, it was necessary to revolve it on our turntables at the fast rate of 78 revolutions

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per minute. Consequently, only  $2\frac{1}{2}$  to 3 minutes of music could be played from one record side. Still, the sound and tonal range were quite limited as you will notice from the following- (Music) (#4)

The twelve to fifteen years immediately following the CIVIL WA--  
- uh - I beg your pardon - following World War II saw tremendous advances in the music reproducing field, and the most significant of these was the development and popular acceptance of the vinyl plastic long playing record. Its quality is so good and its tonal range so great that it can reproduce any sound the human ear is capable of hearing. (Music) Its great to hear good popular music like this, and about 1958 we were wondering what the direction of the next improvement would be. As we all know, this turned out to be stereophonic sound, which is simply a method of reproducing sounds and music more realistically than ever before. (#5)

Recording stereophonic sound is done with two or more strategically placed microphones, each making its own individual recording of the same sound source, but with slightly varying time lags so that a dimension of fullness will be evident in the reproduction. When played back, the sound comes through two or more speakers with the result that it is heard through this speaker- and through this speaker- and through this speaker - and through this speaker - or all at one time. (Music) (#6) More commonly, reproduction is done with two speakers only because it is obviously not a natural feeling

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to be surrounded by music. The only advantage of surrounding an audience with sound is the reproduction of startling effects such as are necessary in a show like Cinerama. Speaking of sound effects, the following is quite interesting. (Airplane)★(#7) Although these sidelights are interesting, the many varied types of music available are much more important to the High Fidelity listener, and the range of these types is adequate for any appetite. (Music) (#8 in the middle of this music and #9 at the end)

That's all, folks - but wait - don't go 'way - let's enjoy the rest of the evening with dancing and socializing! - 20 seconds, then music.

- (#1) Whistle - Hey you!
- (#2) Ping Pong
- (#3) Parade - to Dixie
- (#4) Fireworks - Civil War
- (#5) Catching train
- (#6) Rocket skit
- (#7) Whistling airplane to a stop
- (#8) Siren - fire skit
- (#9) Shooting airplane down

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\*Surging power is of tremendous benefit, but only as long as we  
can control it with precision. - Listen!