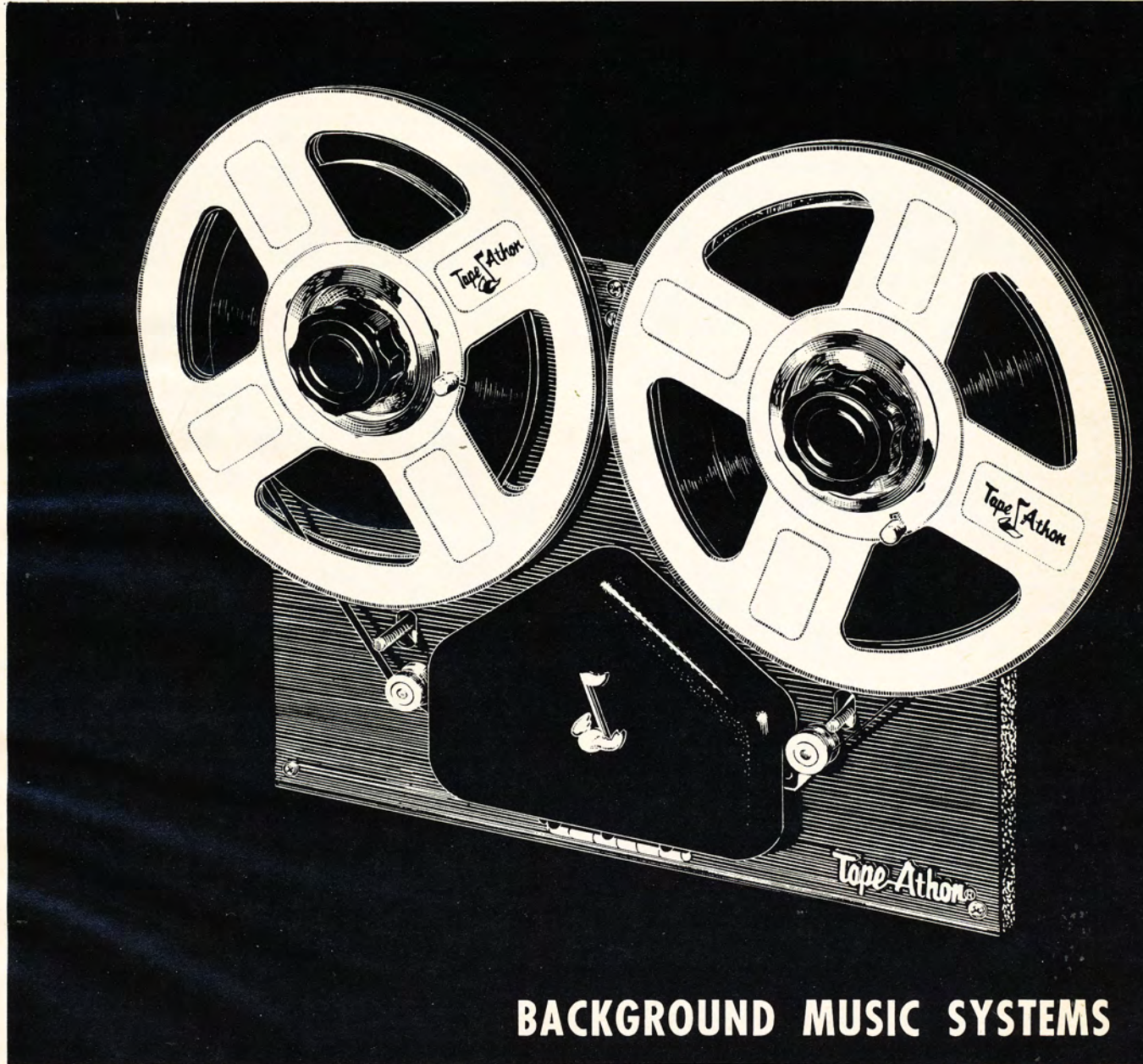


Tape Athon TAPE TRANSPORTS



BACKGROUND MUSIC SYSTEMS

TAPE-ATHON CORP.

523 SOUTH HINDRY • INGLEWOOD, CALIFORNIA

Tape-Athon

TAPE TRANSPORTS

BACKGROUND MUSIC

To complement the fine quality of the Tape-Athon player, Tape-Athon makes available the country's largest library of CUSTOM background music. These recordings of the world's top artists have been carefully recorded, edited, and programmed to provide just the right mood for every situation.

TAPES: Two distinct libraries:
Outright Sale
Lease-Exchange

Both libraries supplied directly from Tape-Athon to insure proper programming for the specific customer's need or requirement, and available through a nationwide network of dealers.

Tape-Athon's Lease-Exchange is an automatic service so designed to supply the user with fresh music programmed for his location on a monthly basis.

STEREOPHONIC

All Tape-Athon players are also available in full range stereophonic versions. For full details write directly to Tape-Athon Corp.; 523 South Hindry; Inglewood, California.

TAPE SPEEDS

All Tape-Athon tape players are available in models for 7" and 10½" reels at tape speeds of 1⅞, 3¾, 7½ ips and the new, exclusive 2 ips player.

And only from Tape-Athon do you get the very latest development in tape equipment engineering—the exclusive Tape-Athon 2 ips system. Designed to fill the need for customized background music source, the 2 ips player offers extra fine performance, long playing time, and built-in durability.

REEL SIZE	SPEED	CONTINUOUS WITHOUT REPETITION	
		D—MODEL	M—MODEL
7"	1⅞ ips	2- 8 HOURS	16 HOURS
	2 ips	2- 8 HOURS	16 HOURS
	3¾ ips	2- 4 HOURS	8 HOURS
10½"	1⅞ ips	2-16 HOURS	32 HOURS
	2 ips	2-16 HOURS	32 HOURS
	3¾ ips	2- 8 HOURS	16 HOURS

SPECIFICATIONS FOR ALL MODELS

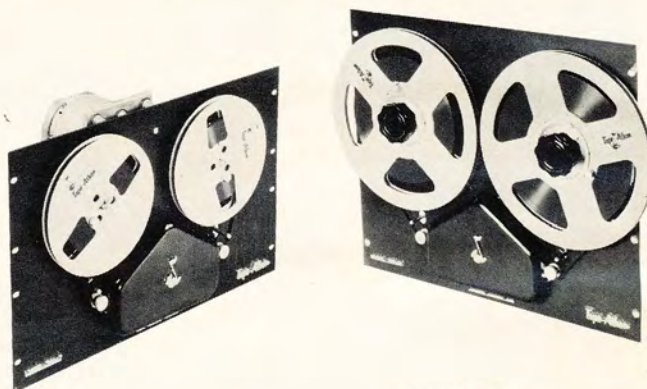
Tape Speeds	1⅞, 2, 3¾, or 7½ ips
Response	Flat within 1 db from 50 to 6000 cps at 2 ips 50 to 8000 cps at 3¾ ips
Wow and Flutter	Less than .2% at 3¾ ips Less than .25% at 2 ips Less than .3% at 1⅞ ips
Signal to Noise Ratio	55 db at 3¾ ips
Reproduction	Dual track heads
Reversing	Standard—automatic and manual
Motor	8 pole, 3 wire, reversible, prelubricated, ball-bearing
Automatic Tape Tension Shut-Off	¼ oz. safety switch (dust-proof)
Tape Clutches	5" ounces, automatic reversing
Relays	Enclosed dust-proof type
Power Requirements	117v. 60 cycle, 38 watts

Tape-Athon professional tape transports have been engineered for precise playback of magnetic tape recordings without the problems of constant attention, without mechanical failures or extensive maintenance. Highest quality components and excellent design provide a marked degree of reliability and conveniences to these instruments not found in the ordinary commercial deck. The drive motor is an 8-pole, prelubricated, reversible unit that will not burn out on stalling. Clutches are stabilized and permanently oiled for smooth, continuous operation. Dust-proof relays are standard equipment and overall construction is extremely durable.

automatic reversing

For maximum convenience, Tape-Athon standard transports are equipped with dual-track heads and an automatic reversing mechanism allowing a complete tape to play continuously in both directions before repeating. This automatic reversing is accomplished by an exclusive mechanism that requires no special tape leader or loops. In case of failure of tape tension due to a break or other factors, another switch automatically shuts down the mechanism to prohibit damage to the tape.

RACK MOUNTED



702-7-R
702-7-RP (with preamp)

702-10-R
702-10-RP (with preamp)

Rack mounting versions of Tape-Athon's famous tape players are made for use with the 7" and 10½" reels and are 19" wide to fit standard module racks. The tape deck is the identical, automatic unit used in all Tape-Athon players and comes mounted on a heavy gauge panel that has been drilled for quick and easy rack installation.

Once installed and set in operation these players run virtually unattended until it is desirable to change programs. And Tape-Athon's clean and uncomplicated design makes changing reels a 20-second job.

The Rack-Mounted players can be used in any situation where Portable or Console models are applicable but where it is more desirable to make the player a permanent, customized installation or where rack-mounting space is available.

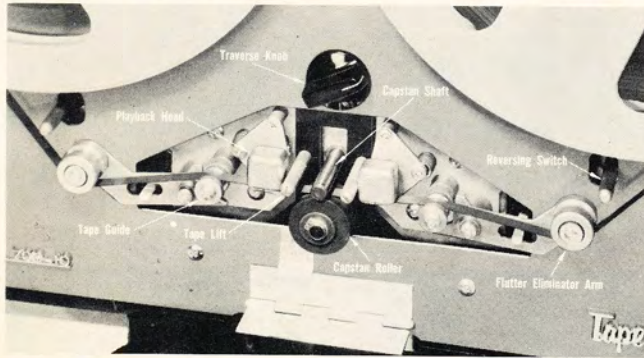
amplifier

No amplifier available with the rack mounted, however, several are available in console cabinet models.

DIMENSIONS: 12½" H x 19" W x 7¾" D
WEIGHT: 20 lbs.

Model	Reel Size	Preamp	Amplifier
702-7-R	7"
702-10-R	10½"
702-7-RP	7"	Yes
702-10-RP	10½"	Yes

Tape changing is quick and simple. Threading the player is fool-proof and can be accomplished in a matter of seconds.



Tape-Athon tape transports are available on short delivery in three different models; rack mounting, console and portable models with 7" or 10½" reels, and in four different tape speeds.

ADVANTAGES

RELIABILITY—day in-day out operation without break-downs, or service problems. Safety switch action, enclosed dust proof relays, stabilized clutches, rugged construction.

MINIMUM OF ATTENTION—operates by itself, plays 2, 4, 8, or even 16 hours of different selections and then automatically reverses the tape by an exclusive mechanical system.

LOW COST—the Tape-Athon Tape Player costs only a fraction of other machines of comparable quality and fidelity.

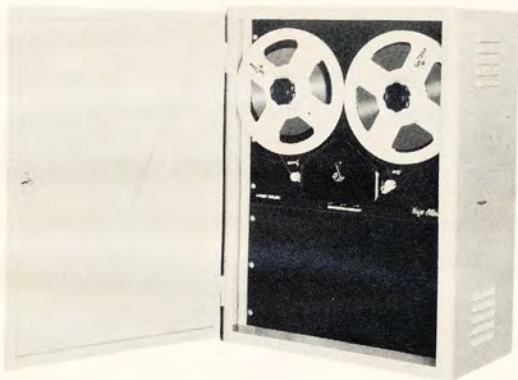
HIGH PERFORMANCE—sparkling reproduction of any taped program. Excellent response over a wide frequency range. New flutter elimination keeps wow and flutter to a minimum.

FEATURES

Only Tape-Athon has so many features in a compact, low-priced instrument. *New Flutter Elimination Arms* drastically reduce bothersome wow and flutter; *an exclusive tape lift* automatically lowers the tape from the playback heads; *all micro-switch action* provides quick, smooth operation; *a new mechanical-reverse* eliminates any special treatment of the tape.

CONSOLE

PORTABLE



702-10-CP (with preamp)
702-10-CA (with preamp & amplifier)

The Console model is for the larger, more permanent installation where a rugged cabinet with a locking panel door is required. Space requirements are small—the Console model is enclosed in a sturdy steel cabinet with latching door and occupies only two square feet of floor space.

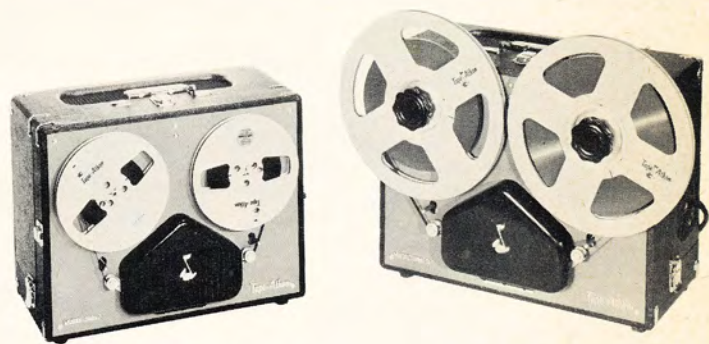
Its ruggedness, simplicity of operation, and packaging make it an excellent selection for industrial plants, office buildings, retail stores, shopping centers, and other locales where long periods of unattended operation are called for.

amplifier

The Console player is available with an optional built-in 15 or 30 watt amplifier. The amplifier may also be equipped with a microphone input for paging purposes, if desired. A pre-amplifier is included as standard equipment.

DIMENSIONS: 28¼" H x 21¾" W x 14½" H
WEIGHT: 123 lbs. (145 lbs. with amplifier)

Model	Reel Size	Preamp	Amplifier
702-7-CP	7"	Yes
702-7-CA	7"	Yes	30 Watt
702-10-CP	10½"	Yes
702-10-CA	10½"	Yes	30 Watt



702-7-P (with preamp) 702-10-P (with preamp)
702-7-A (with preamp & amplifier) 702-10-A (with preamp & amplifier)

The Portable model is a compact, precision tape player designed to provide background music in its most convenient form at a price to fit any budget. Available in models with 7" or 10½" reels, the portable unit comes complete with its own covered carrying case and built-in preamp or amplifier. Small size and extreme flexibility make the portable player an excellent choice for use in professional office suites, retail stores, motels, or restaurants, or as on-location equipment with new or existing sound systems.

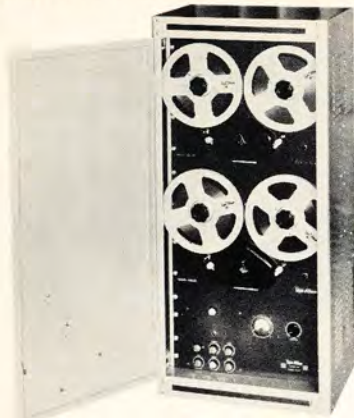
DIMENSIONS: 14" H x 16¾" W x 10" D
WEIGHT: 32 lbs.

Model	Reel Size	Preamp	Amplifier
702-7-P	7"	Yes
702-10-P	10½"	Yes
702-7-A	7"	In Amplifier	3 Watt
702-10-A	10½"	In Amplifier	3 Watt



ROYALTY SERIES

THE LIBRARIAN a complete broadcast system



FEATURES

- Electronic Interspersion Eliminates Monotonous Sequencing
- Instantaneous Push-Button Selection of 144 Programs
- Includes Amplifier, Monitor Speaker, DB Meter, Timing Clock
- Completely Equipped for Phone Line Connections
- Automatic Standby for Continuous Play
- Constant Sound Level via AGC
- Rugged Tape-Athon Decks for Reliable Service
- Ideal for Broadcasting Centers, Music Operators

OTHER ROYALTY SERIES

MARKETEER A new merchandising combination that unites custom-tailored background music with commercial messages interspersed between musical selections. It's an efficient, automatic salesman talking to every customer in supermarket, department store, convention display, etc.

Technical specifications are same as Librarian except that there is a 10½" and a 7" transport (commercial messages), and separate audio level controls for the music and the message channels. Designed for POINT OF PURCHASE application.

PROGRAMMER A notable new achievement in tape playing equipment including its unique control panel with 4 position switch and clock permitting an almost infinite variety of non-repetitive, automatic programming. Incorporates all features of the Librarian, plus one (or two) extra transports which are used to inject special programming for a particular time of the day. (i.e., Cocktail Hour, followed by Dinner Hour, followed by regular Librarian programming, etc.)

M-702, D-702 Two new 4-channel ¼" players.

ARCHITECTS SPECIFICATIONS

The tape transport shall be of the reel-to-reel type driven by an 8-pole, reversible motor which shall have a 24-hour stall factor without burn-out. It shall operate at a tape speed of 1⅞, (2), (3¾), (7½) ips using two 7" (10½") reels and be capable of continuous play with automatic reversing. The tape-reverse mechanism shall be electro-mechanical and shall operate at end of tape without special treatment of tape or tape leaders.

Clutch tension of the tape-driven mechanism shall be a maximum of 6.5" ounces and two built-in safety switches shall be provided to stop operation of the machine should tape tension be relaxed by breakage or other reason. Dust-proof relays shall be used as standard equipment.

The front panel shall contain controls for changing tape direction and track, for locking the tape between capstan and drive shaft, and for lifting tape from playback heads. The capstan pressure roller itself shall be of such resilient material not to take permanent set when kept in locked position for long non-operating periods.

The tape player, with preamplifier and/or amplifier shall have a frequency response flat within ±2 db from 50 to 8000 cps at 3¾ ips. Wow and flutter shall be less than 0.2% at 3¾ ips and signal to noise ratio shall be 55 db at 3¾ ips. The player shall be a Tape-Athon model—or equivalent.

The Librarian tape player by Tape-Athon is a design breakthrough in the field of broadcasting background music. Here is a completely integrated, high capacity music system capable of continuous and automatic programming of numbers, completely avoiding the monotony of repetitious sequences.

This complete system operates automatically to provide the widest selection of tailored background music available today. Once set in operation, the intersperser action and end-of-tape reverse are completely automatic functions. An automatic standby is also incorporated to run one tape continuously when the other deck is not operating.

The Librarian is the ideal answer for the music operator servicing a large number of customers by phone line, or the broadcasting station interested in maximum capacity at minimum cost.

Contained in the Librarian's steel cabinet are:

Two rugged time-proven Tape-Athon 10½" tape decks.

An exclusive intersperser switch for pre-setting virtually any sequence of selections desired. Simply moving the switches to right or left positions sets the pattern and cuts the decks in or out accordingly. With two Tape-Athon background music tapes, it would take years before selections came up in the same sequence.

Isolated transformer and distribution terminals for 5 or more phone line connections, complete and ready for instant hook-up for serving many locations at a modest cost.

A 15-watt monitor amplifier.

A monitor speaker with volume control mounted in the cabinet allows the operator to hear the entire program.

M-702 Reproduces 16 hours of music on a 7" reel without repetition. 32 hours on a 10½" reel. Designed for "high density" applications.

D-702 Reproduces two separate and distinct programs simultaneously from a single reel of tape. Designed for those applications such as hotel-motel where one type of program is desired for sleeping quarters, another for restaurants or cocktail lounge. Other applications: hospital-cafeteria, factory-office.

Technical specifications same as Standard series.

NORTON CHIMES Complete Deluxe Tower Chimes Systems for church, carillon tower and civic institutions. Available in sizes to meet any installation. Basic system consists of automatic control unit, tape transport, and power amplifier. Norton tapes feature only the highest quality recordings of hymns, carols, patriotic, and other secular and non-secular special occasion programs. Westminster Peal and Hour Strike, Angelus and custom tapes available.

Detailed specifications on any Royalty model available directly from factory.

REPRESENTATIVES

ARIZONA, Phoenix

Verne Linsley Co.
2902 W. Villa St.
Area Code 602 AP 8-2266

CALIFORNIA, Campbell (FOR ROCKY MOUNTAIN STATES)

Thomas M. Morris Assoc.
847 El Solero Ave.
Area Code 408 377-6600

CALIFORNIA, Oakland

F. W. Moulthrop Co.
1530 E. 12th St.
Area Code 415 AN 1-7676

FLORIDA, Bradenton

Ernie R. Jensen & Assoc.
5315 8th Ave. Dr. W.
Area Code 813 742-8172

GEORGIA, Atlanta

Cartwright & Bean
3223 Cain's Hill Pl. N.W.
Area Code 404 CE 7-2273

HAWAII, Honolulu

Bill Kolans & Co.
11435 Circle Dr.
Area Code 1932 811-628

ILLINOIS, LaGrange

Edward N. Severson
11435 Circle Dr.
Area Code 312 CH 6-4054

INDIANA, Indianapolis

Doug Cook & Assoc.
1519 E. 46th St.
Area Code 317 CL 3-0393

LOUISIANA, Metairie

Cartwright & Bean
1812 Bullard Ave.
Area Code 504 834-8312

MASSACHUSETTS, Lexington

Walter R. Hatfield Co.
P. O. Box 226
Area Code 617 DO 2-9330

MICHIGAN, Plymouth

J. Malcom Flora
165 W. Liberty
Area Code 313 GL 3-4296

MINNESOTA, Minneapolis 10

The Fisher Co.
3006 W. 50th St.
Area Code 612 926-9097

MISSOURI, Kansas City

T. H. Ellis Sales Co., Inc.
7711 State Line
Area Code 816 JA 3-5323

NEW YORK, Great Neck, Long Island

Sid Collin
63 Somerset Dr.
Area Code 516 HU 2-0153

NEW YORK, Jericho, Long Island

Gilbert E. Miller Assoc.
47 Birchwood Park Dr.
Area Code 516 WE 5-8641

NORTH CAROLINA, Charlotte

Cartwright & Bean
625 Harwyn Dr.
Area Code 704 537-8561

TENNESSEE, Memphis

Cartwright & Bean
660 S. Cooper St.
Area Code 901 BR 5-1914

TEXAS, Houston

Spivey-Cole Co.
P. O. Box 12321
Area Code 713 MI 9-1221

WASHINGTON, Seattle

M. K. Widdekind Co.
222 First Ave. N.
Area Code 206 AT 4-8020

CANADA, QUEBEC, Montreal

E. S. Gould Sales Co., Ltd.
19 Le Royer St. W.
Area Code 514 288-5225

(FOR ALL OF CANADA)

Area Code 514 288-5225

Tape-Athon, Corp.

523 SOUTH HINDRY

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