Tape/Athon TAPE TRANSPORTS

BACKGROUND MUSIC SYSTEMS

TAPE-ATHON CORP.
523 SOUTH HINDRY • INGLEWOOD, CALIFORNIA
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, pre lubricated, reversible unit that will not burn out on starting. Clutches are stabilized and permanently oiled for smooth, continuous operation. Dust-proof relays are standard equipment and overall construction is extremely durable.

**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 1½, 3½, 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.

<table>
<thead>
<tr>
<th>REEL SIZE</th>
<th>SPEED</th>
<th>CONTINUOUS WITHOUT REPETITION</th>
<th>D-MODEL</th>
<th>M-MODEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>7&quot;</td>
<td>1½ ips</td>
<td>2-8 HOURS</td>
<td>16 HOURS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 ips</td>
<td>2-8 HOURS</td>
<td>16 HOURS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3½ ips</td>
<td>2-4 HOURS</td>
<td>8 HOURS</td>
<td></td>
</tr>
<tr>
<td>10½&quot;</td>
<td>1½ ips</td>
<td>2-16 HOURS</td>
<td>32 HOURS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 ips</td>
<td>2-16 HOURS</td>
<td>32 HOURS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3½ ips</td>
<td>2-8 HOURS</td>
<td>16 HOURS</td>
<td></td>
</tr>
</tbody>
</table>

**SPECIFICATIONS FOR ALL MODELS**

- **Tape Speeds:** 1½, 2, 3½, or 7½ ips
- **Response:** Flat within 1 db from 50 to 6000 cps at 2 ips
- **Wow and Flutter:** Less than 0.2% at 3½ ips
- **Signal to Noise Ratio:** 55 db at 3½ ips
- **Reproduction:** Dual track heads
- **Reversing:** Standard—automatic and manual
- **Motor:** 8 pole, 3 wire, reversible, pre lubricated, ball-bearing
- **Automatic Tape Tension:** ¼ oz. safety switch (dust-proof)
- **Shut-Off:** 5" ounces, automatic reversing
- **Relays:** Enclosed dust-proof type

**RACK MOUNTED**

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.

**DIMENSIONS:** 12½" H x 19" W x 7½" D

**WEIGHT:** 20 lbs.

<table>
<thead>
<tr>
<th>Model</th>
<th>Reel Size</th>
<th>Preamp</th>
<th>Amplifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>702-7.R</td>
<td>7&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>702-10.R</td>
<td>10½&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>702-7.RP</td>
<td>7&quot;</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>702-10.RP</td>
<td>10½&quot;</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
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 breakdowns, 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

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 preamplifier is included as standard equipment.

DIMENSIONS: 28½" H x 15½" W x 14½" H
WEIGHT: 123 lbs. (145 lbs. with amplifier)

<table>
<thead>
<tr>
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<th>Reel Size</th>
<th>Preamp</th>
<th>Amplifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>702-7-CP</td>
<td>7&quot;</td>
<td>Yes</td>
<td>30 Watt</td>
</tr>
<tr>
<td>702-7-CA</td>
<td>7&quot;</td>
<td>Yes</td>
<td>30 Watt</td>
</tr>
<tr>
<td>702-10-CP</td>
<td>10½&quot;</td>
<td>Yes</td>
<td>30 Watt</td>
</tr>
<tr>
<td>702-10-CA</td>
<td>10½&quot;</td>
<td>Yes</td>
<td>30 Watt</td>
</tr>
</tbody>
</table>

PORTABLE

702-7-P (with preamp)
702-7-A (with preamp & amplifier)
702-10-P (with preamp)
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 18½" W x 10" D
WEIGHT: 32 lbs.

<table>
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<th>Preamp</th>
<th>Amplifier</th>
</tr>
</thead>
<tbody>
<tr>
<td>702-7-P</td>
<td>7&quot;</td>
<td>Yes</td>
<td>3 Watt</td>
</tr>
<tr>
<td>702-10-P</td>
<td>10½&quot;</td>
<td>Yes</td>
<td>3 Watt</td>
</tr>
<tr>
<td>702-7-A</td>
<td>10½&quot;</td>
<td>In Amplifier</td>
<td>3 Watt</td>
</tr>
<tr>
<td>702-10-A</td>
<td>10½&quot;</td>
<td>In Amplifier</td>
<td>3 Watt</td>
</tr>
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TAPE-ATHON CORPORATION 3
THE LIBRARIAN a complete broadcast system

FEATURES
- Electronic Interpser 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

MARKETER A new merchandising combination that unites custom-tailored background music with commercial messages interspersed between musical selections. It's an efficient, automatic salesperson 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 may be chosen to inject special program material 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 ¾" 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 1½, (2¾), (3½), (5½) ips using two 7½" (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 heads.

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 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, completely avoiding the monotony of repetitive sequences.

This complete system operates automatically to provide the widest selection of tailored background music available today. Once set in operation, the interchanger mechanism 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 interchanger switch for pre-setting virtually any sequence of selections desired. Simply moving the switches to right or left positions sets the path for ignition of the entire program and end-of-tape reverse.

M-702 Reproduces 16 hours of music on a 7½" 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 four distinct melodies. Automatic control unit, tape transport, and power amplifier. Norton tape features only the highest quality recordings of church, carols, parades, and other secular and non-sectarian 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
Verna Lindsey Co.
240 W. W. St.
Area Code 602 AP 5-2050

CALIFORNIA, Campbell
FOR ROYALTY
Mountain States
Thomas M. Morris Assoc.
241 E. Santa Fe
Area Code 408 371-5600

CALIFORNIA, Oakland
F. W. Mochlt Co.
505 E. 12th St.
Area Code 415 AN 1-7676

FLORIDA, Bradenton
Brisa E. Johnson & Assoc.
3705 6th Ave. Dr. W.
Area Code 813 442-7312

GEORGIA, Atlanta
Carthage & Bean
3202 E. 3rd Ave. NE.
Area Code 404 CE 7-0724

HAWAII, Honolulu
Carthage & Bean
515 P. O. Box 1902
81-608

ILLINOIS, LaGrange
D. I. T. Sales Inc.
1434 E. 3rd St.
Area Code 414 CH 6-4044

INDIANA, Indianapolis
D. C. Allen & Co.
150 E. 46th St.
Area Code 317 CL 5-2303

LOUISIANA, Madison
Cartwright & Bean
1016 Bullock Ave.
Area Code 504 646-8312

MASSACHUSETTS, Lexington
Walter R. Wood Co.
P. O. Box 272
Area Code 617 325-5020

MICHIGAN, Plymouth
Jepson Lane
65 W. Liberty
area Code 313 423-2396

MINNESOTA, Minneapolis
10 The Fish Co.
1004 7th Ave. N.
Area Code 612 461-1072

MISSOURI, Kansas City
T. H. Lewis & Co.
7111 State Hwy. 92
Area Code 816 262-3313

NEW YORK, Great Neck,
Linden Lane
4140 Western Ave.
Area Code 606 623-4855

NEW YORK, Jericho,
A. N. Appleton Co.
319 E. 30th St.
Area Code 336 509-7919

NORTH CAROLINA, Charlotte
Carthage & Bean
625 Haydon Dr.
Area Code 704 289-9591

TENNESSEE, Memphis
Carthage & Bean
631 S. Cooper St.
Area Code 901 357-9591

TEXAS, Houston
Stevens Co.
P. O. Box 1321
Area Code 713 662-6121

WASHINGTON, Seattle
B. R. Smith Co.
321 First Ave. W.
Area Code 206 444-0220

CANADA, Toronto
Carthage & Bean
231 Yonge St.
Area Code 416 595-2262

CANADA, Montreal
E. S. Gould Co.
1780 Sheaffe Ave.
Area Code 514 783-3333

FOR ALL OF CANADA
Area Code 514 783-3333