

Two Sound Investments



BINAURAL ARM

Livingston's new, originally designed Binaural Arm.



UNIVERSAL ARM

The famous Livingston Universal Arm for all records up to 16".

REPRODUCER ARMS

Engineered for Lasting Satisfaction

by LIVINGSTON

An arm by LIVINGSTON eliminates the possibility of having a weak link in the audio chain. Too often the collector fails to realize the importance of this bridge between the record and the equipment. Therefore the magnificent full range music now available never gets beyond the stylus. The advantages of a high-fidelity system depend on getting all of the music "off the record".

Hidden richness is frequently choked off or destroyed by an inadequate "pick-up" arm. LIVINGSTON'S part in the high-fidelity field is accomplishing the delicate task of transferring the beauty of your recordings with negligible wear.

FOR DETAILED INFORMATION CONTACT YOUR LOCAL HIGH-FIDELITY DEALER OR WRITE DIRECT TO US.

"A PRODUCT OF *Livingston* ELECTRONIC CORP."
LIVINGSTON, NEW JERSEY

FIRST AGAIN!

with the only BINAURAL ARM displayed at the Audio Fair



LIVINGSTON is now shipping steadily and currently on all BINAURAL ARM orders.

No need to waste time and space on superlatives—LIVINGSTON made it.

FIRST, STILL!



Naturally we're proud to report that our UNIVERSAL arm, shown above, continues to be the most popular arm. It's comforting to know that people still place confidence in—

"a product of
Livingston Electronic Corp.
Livingston, New Jersey



Binaural

Duplex Arm



by Livingston

was used to play the amazing new **BINAURAL RECORDS** that delighted everyone at the recent Audio Fair

This new Livingston release

- Plays either Conventional or Binaural recordings
- Receives Conventional cartridges
- Is properly designed for easy synch adjustment
- Provides independent vertical suspension for both cartridges
- Practically eliminates tracking error

Yes—**BINAURAL RECORDS** (Cook Binaural, Atlantic, Polymusic, to mention a few) are here NOW. And this new arm, plus a modest second channel, makes it possible to enjoy the tonal depth and rich acoustics of true sound reproduction.

Livingston
Electronic Corporation
Livingston, N. J.

Binaural

Records



by COOK

Now — today — you can order from a large and rapidly expanding list of **BINAURAL RECORDS** — enjoy in your home* the same startling direction, dimension and perspective in sound which caused such a sensation at the Audio Fair.

BINAURAL RECORDS? Yes, economical, durable, practical records at no greater cost than regular 12" LP records. Wide range and low distortion are essential to getting the best out of **BINAURAL**. With the modern, specially developed Cook recording techniques, the playback performance of both tracks is better than 20 to 15,000 cycles with less than 4% total intermodulation.

You can now buy Binaural Records that will bring to your home all the hidden magnificence of

The Organ (Theatre and serious)
The Piano Orchestral Works
Choral Singing Gregorian Chants
Popular Pieces

If your dealer cannot supply you, send us his name. In the meantime, write NOW for a complete listing of Binaural Records (List \$5.95 each)


*—Modification of existing playback equipment is simple. You need only a Livingston Binaural Arm and a modest second amplifier and speaker to get the true binaural effect. Write for your FREE copy of the latest Cook Lab Binaural Manual for full instructions.

COOK laboratories
Manhattan-Pacific Building
Stamford, Connecticut

Get the best from

Binaural

with speakers




Dual Tweeter


by BOZAK

The 3-way speaker system that stole the show at the Audio Fair reproducing the Cook Binaural Organ Records

Dual Tweeter (B-200-x)—the only direct radiating H.F. units. Patented damped-cone construction (Behind the cone is not air alone!)



M.F.* (B-209) the only unit designed solely for *Mid-range performance. 300 to 4,000 cycles, 4½ inch cone.



Woofer (B-199) Lowest cone mass, tremendous linear displacement. Resonance approximately 37 cycles.

All three units give high transient performance. Lowest measured transient distortion (Tone Burst Method). Best transient response (White Noise test).

BOZAK
Manhattan-Pacific Building
Stamford, Connecticut

February 5 - 7, 1953: **Bing Crosby Enterprises** modify an Ampex 400 for three-channel magnetic recording. The demonstration tape made by audio salesman Bill Cara is played every hour at the West Coast Audio Fair in Los Angeles. Segments include the Southern Pacific arriving at the Glendale station; Lawrence Welk and his Orchestra playing their theme song; classical music from the Santa Monica Symphony and George Wright playing the Wurlitzer theater organ installed in his home.