

15¢

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SCIENCE NEWS LETTER

®

THE WEEKLY SUMMARY OF CURRENT SCIENCE



Tree Frog Singing

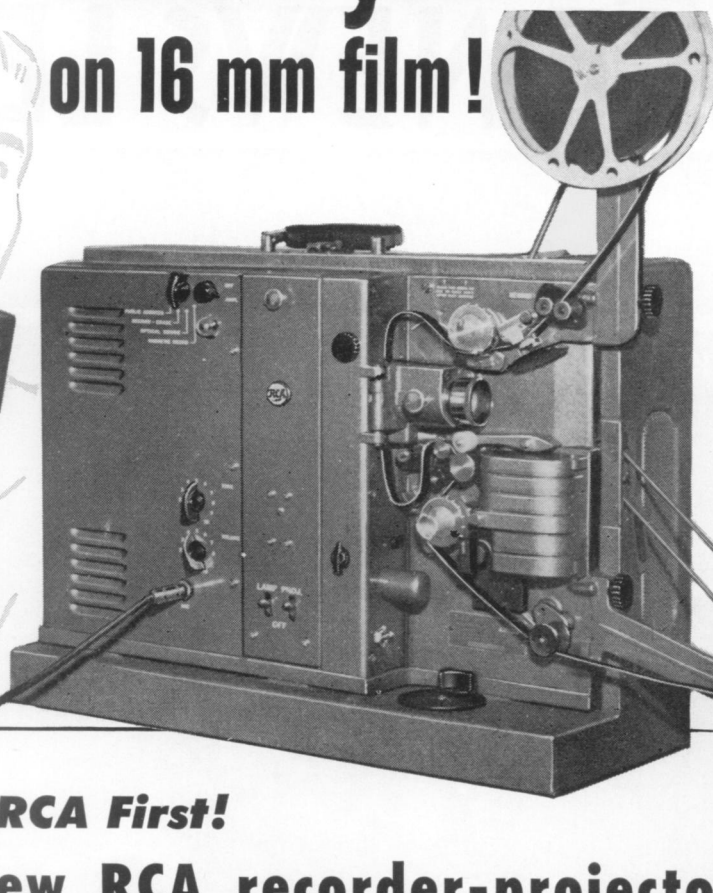
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Now! Record your own sound on 16 mm film!



New RCA Magnetic Recorder-Projector records sound on 16mm film, projects movies and reproduces either magnetic or optical sound track. Can also operate as tape recorder or public-address system.

Another RCA First!

Amazing new RCA recorder-projector

Think of it!

An easy, low-cost way to put *your own sound track* on any single-perforation 16mm movie film . . . thanks to RCA's revolutionary new magnetic recorder-projector. Now you can:

- Record voice or music or both
- Play back instantly
- Erase mistakes and re-record

. . . and it's all so simple that anyone—yes *anyone*—can do a top-quality job right from the start!

Records on Magnetic Stripe

It's *magnetic* sound—recorded on a narrow stripe of magnetic iron oxide, applied along one edge of your single-perforation movie films. (If your film is *double* perforated, a *single*-perforation duplicate print must be made.) Once this magnetic sound stripe has been added, you can do all sorts of wonderful things. For instance, you can . . .

1. Add sound to all your old silent 16mm films, at either 16- or 24-frame speed.
2. Record new, up-to-date sound on all your old 16mm sound movies.

3. Add the new *magnetic* sound track without destroying the old *optical* sound track. Thus you can play back *either* sound track from the same film. (Example: Have English and Spanish on the same film.)

4. Erase and re-record the magnetic sound whenever necessary to keep it up-to-date or to adapt it to any requirement.

All this and superb movies too!

It's really two machines in one: a complete magnetic recorder plus a 16mm film projector. It projects film with clean sharp professional quality and it reproduces sound (from either optical or magnetic track) with clear-cut, lifelike realism. It's the kind of *quality* you'd expect from RCA—builder of big theatrical-type 35mm movie projectors—world famous for sound and film recording.

Best of all . . . it pays for itself!

You'll save enough on your first few film-recording jobs to pay for this new RCA machine. You can put new sound on a 10-minute movie for a cost of only a few dollars . . . actually about 11% of the cost of optical sound! *Salvage all your old movies*—make them useful again. Here indeed is the greatest tool ever developed for folks who use 16mm films. All built and backed by RCA—fore-

most pioneer in 16mm sound-film projection. Performance proved by months of tests and on-the-job use.

Here's how easy it is

No special facilities needed. Anyone can do it 'most anywhere. Here's how:

First—you have a stripe of magnetic iron oxide added to your existing 16mm single-perforation films. (This service is now available, costs only a few cents a foot.)

Second—you project this film in the new RCA Magnetic Recorder-Projector.

Third—as you watch the projected picture, you speak into a microphone and record *your own sound track* on the film. Add recorded background music if desired. Erase mistakes and re-record. Play back instantly.

And that's all there is to it. It's actually so simple you can *sound like a professional* the first time you do it!

More information? Mail coupon Today

Visual Products, Dept. 174BD
RCA, Camden, N. J.

Without obligation, please send me full story on new RCA Magnetic Recorder-Projector that puts *my own sound track* on 16mm movie film.

Name _____
Position _____
Company _____
Address _____
City _____ State _____



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