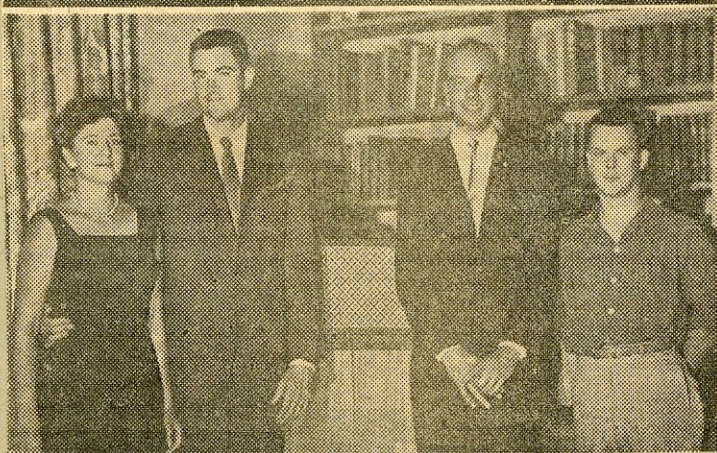
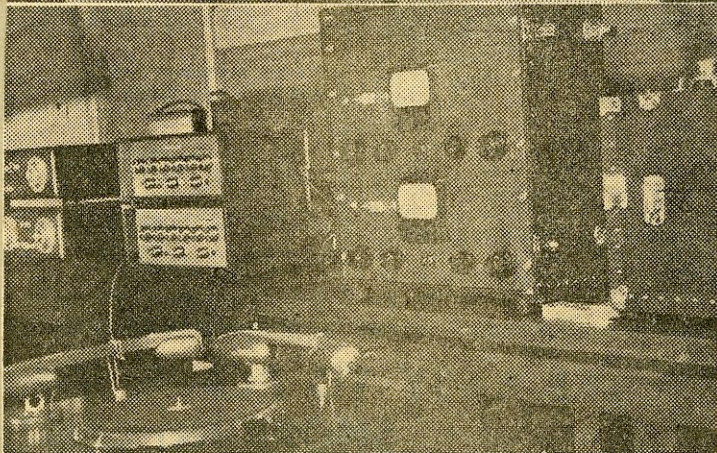
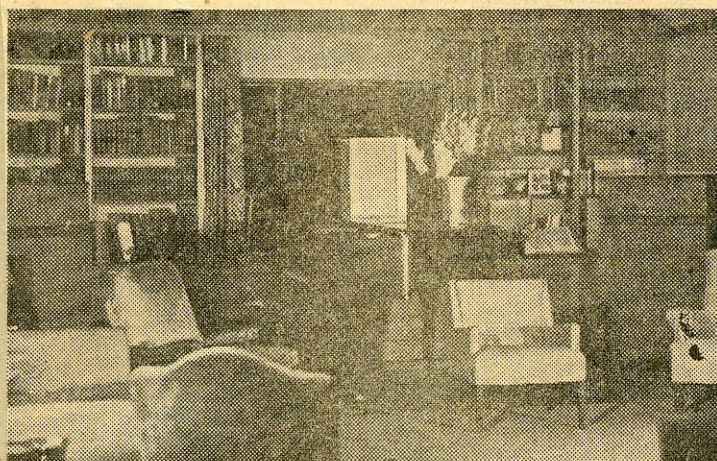


# Music Box Sound Experts Take Hi-Fi Outfit To Europe

*Townman*



Four high fidelity experts from the Music Box are scheduled to leave Boston via Sabena Airlines with nearly a ton of high fidelity equipment which will be set up and demonstrated in the American Theatre at the Brussels Fair for a week beginning August 26.

The equipment is a definitive hi fi system and is valued at about \$12,000.

The story began in June, when Donald Davis and his wife, formerly of Durant road, Wellesley, visited the Brussels Fair. According to Davis, the equipment shown in the American exhibit was commercial package phonograph, and not at all representative of high quality equipment available in the United States.

Upon returning home, Davis developed the idea of showing the Fair a really fine sound system. Davis and William Bell of the Music Box talked the matter over, and developed their idea of the highest calibre sound reproduction. The equipment selected represented the top drawer components of seven different manufacturers represented in the Music Box Audio room, and is three channel stereo throughout.

Soon Don Davis had an appointment with James S. Plaut, U. S. deputy commissioner general at the Fair, and shortly came an invitation to exhibit the equipment. Mr. Davis stressed that we're representing the component hi fi business as a whole, but we are going as individuals and not as representatives of any commercial firm."

Mrs. Davis is accompanying Mr. Davis for their second trip to Brussels this summer, and also their friend George Petry from Hoopeston, Ill., making a demonstration team of four to staff the exhibit.

For the past week the outfit has been on display for the press at the home of Mr. Bell's father, Nelson S. Bell of Dover. This was done because the equipment looked much better in a living-room than in a store, and it further underlined the non-commercial nature of the venture. The *Boston Sunday Herald* carried a feature story on the system last Sunday, and WBZ-TV has also pictured the adventure.

For the benefit of Hi Fi addicts, the equipment comprises Ampex 350 tape recorders, Scott tuners, Fairchild turntables, arms and cartridges (stereo and monaural), Marantz pre-amplifiers and power amplifiers, with stereo Klipschorn loudspeakers with a third, or center channel. In addition Mercury stereo tapes and records are shown, also Irish brand tape.

After the exhibit ends September 2, Bell will fly back to Wellesley at once. The Davises and Petry will come back by boat with the equipment. Late in September the equipment as demonstrated at the Brussels Fair will be shown in the Music Box Audio room.

## Local Audio Group To Demonstrate At The World's Fair

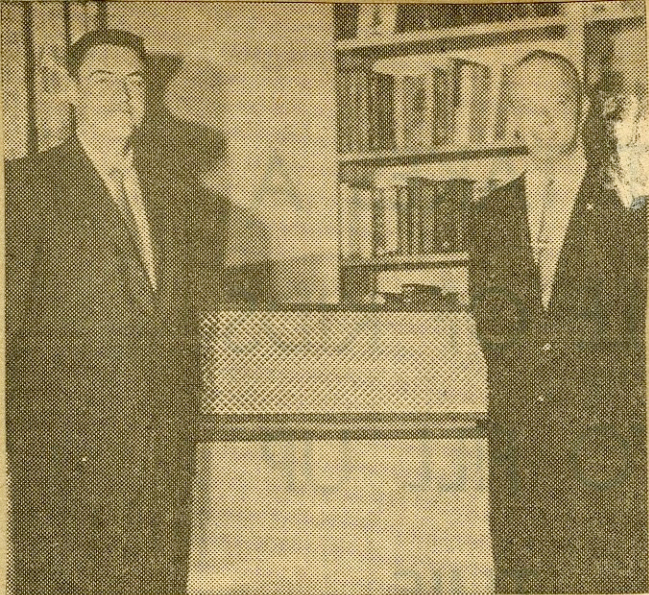
A party of four audio specialists is leaving Wellesley next Wednesday, August 20, for the World's Fair, having been invited to present a week-long demonstration of what is considered the finest Hi-Fidelity equipment in America. They are flying from Boston to New York, where they will continue via Sabena plane to Brussels, Belgium, with 1,000 pounds of equipment.

Two of the party, Mr. and Mrs. Donald B. Davis, former residents of Durant road, visited the World's Fair in May while on a tour of Europe. Mr. Davis, who has been associated with the Christian Science Church in Boston, was also at one time an audio consultant to the Music Box in Wellesley. He found the exhibit at the Brussels Fair labeled Hi-Fidelity was, in his opinion, unrepresentative of the quality Hi-Fidelity Wellesley people may find every day at the Music Box.

Upon his return to the United States, Mr. Davis visited a World's Fair official in Washington, D.C., who happened to be James S. Plaut of Cambridge. As a result of that conference, an invitation was extended to Mr. and Mrs. Davis as well as to William Bell of the Music Box and George Petry, a sound specialist from Illinois who was formerly associated with Mr. Davis and Mr. Bell, to demonstrate their Hi-Fidelity equipment at the Fair for a week.

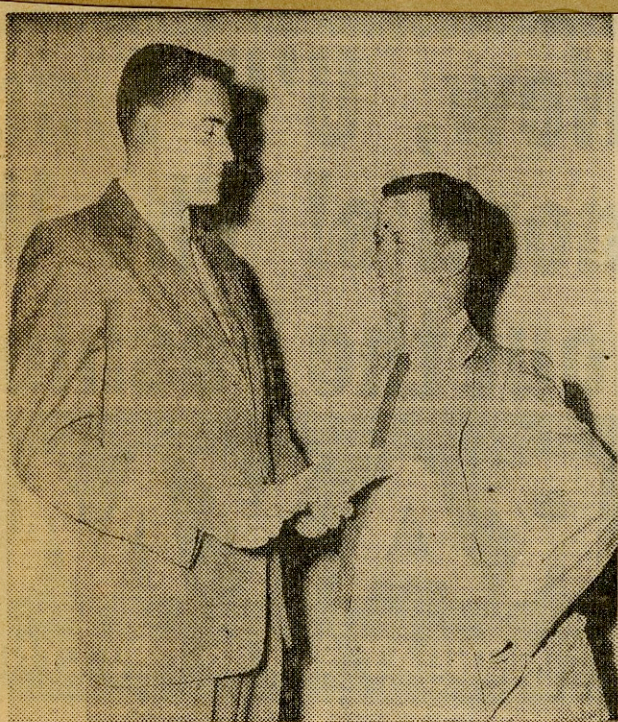
Mr. Bell was the first person to assemble the system which will be used to represent our country's finest Hi-Fidelity equipment, in craftsmanship, before the world. As a pioneer in on-the-spot comparisons of live musical groups with stereo recordings of those groups, Mr. Bell vouches that the system he is taking to Brussels will become a standard in the audio arts.





**OPEN EXHIBIT** — Donald Davis (left) of West Lafayette and George Petry of Hoopeston, Ill., were among four Americans opening an exhibit on high fidelity stereophonic tapes and discs in the American theater at the U. S. Pavilion at the World's fair at Brussels, Belgium. Mrs. Davis and William Bell of Wellesley, Mass., assisted at the exhibit. Davis is a son of Mrs. Hazel Davis, 1520 Summit drive, West Lafayette.





**"OUTPLAY RUSSIA"**—That is the aim of these two members of a private hi-fi expedition to the Brussels World's Fair, Donald B. Davis, left, and William H. Bell, who are taking ton of equipment.

## Sad Tale Erupts Into Pilgrimage

# Patriots Plan Hi-Fi Blast At World's Fair Russians

By FRED BRADY

"What we're going to do," said Don Davis and Bill Bell in their usual top-tempo chorus, 'isi blast the Russians right out of the Brussels Worlds Fair — with the best hi-fi reproduction in the world."

Davis fixed The Herald with a fiery glance and began to warm up. "Think of it," he said, "when we were in the hi-fi room in the U.S. Theater at the Fair there were about 30 people listening to equipment that I say is the poorest commercial garbage.

### Ton of Equipment

"You know what was going on across the street in the Russian theater? They were four deep trying to buy Russian records after hearing them played on a console which I'd say sounded like a 1933 Atwater Kent. Now we're going to take our own hi-fi over and prove that American hi-fi is unqualifiedly the best in the world."

Davis is formally Donald B. Davis, Purdue '53, who has been in Boston for the past three years in the employ of the Mother Church, First Church of Christ, Scientist.

Bell is formally William H. Bell, Antioch College '53, and he now operates a hi-fi shop in Wellesley but he is quick to point out that that has nothing to do with this expedition. This is strictly a private operation which will pay its own way, now that the official invitation has come from the U.S. committee for the Fair.

Davis and Bell are now assembling their ton of equipment which they will air-freight to Brussels and they plan to blast off in the U.S. Theater at the Fair on Aug. 26. Flying over with them will be Davis' wife, Carolyn, and the third partner, George Petry, their friend from Hoopson, Ill.

### Same Old Junk

Daiv and Bell and Petry have raised "between \$5000 and 16000" to cover the whole cost of the expedition and they describe their expedition in this way:

"In a way we're representing the component hi-fi business as a whole. But we are going as individuals and not as representatives of any commercial firm."

Why are they going and lugging a ton of hi-fi halfway across the world?

That goes back to last May when Davis and his wife were horrified at what they heard for American hi-fi at the Fair in contrast to the Russian.

Davis shook his head and said: "The American room itself if correct and restful but what it amounts to is a large edifice full of the same old

junk. The reproduction is pretty horrible."

Back in Boston they told their sad tale to friends including Bill Bell, and if you know hi-fi types, when they tell a tale both the rhythm and volume are apt to lean more toward a satellite blast-off than a string quartette. That's when they got the idea of taking their own stuff over.

### Waste No Time

Davis and Bell suddenly grinned and said in chorus again: "We're sort of nuts on this thing." They wasted no time; went to Washington, saw the proper officials including James S. Plaut, U.S. deputy commissioner general for pretty soon they had their of-the-Brussels exposition, and pretty soon they had their official invitation.

Now for all you fi-fi Herald readers, here is the Davis and Bell list of what they're taking in that terrific ton:

"Ampex tape recorders, Marantz pre-amplifiers and amplifiers, Scott tuners, Fairchild turntables, arms and cartridges, Irish brand tape, Mercury pre-recorded tapes and records, Kilpsch loudspeakers."

That's not all. They're planning on-the-spot recordings of live musical groups at the Fair so that they can give an immediate playback by tape for comparison of the reproduced with the original.

For a moment Bell talked at almost normal rate and pitch as he said; "The current showing at the Fair is not typical of American quality craftsmanship nor of the quality sound which can be produced in this country. The Russians are showing far better stuff — but nothing comparable with what we're going to show."

Then — in chorus again — Davis and Bell said: "We'll make the Russians look sick. We'll reproduce a locomotive with all the visceral effects — the shaking, the trembling, the chuffing, everything but the cinder in your eye."

The expedition flies next Wednesday and a week later it will be: "Moscow, now hear



# U.S. 'Tunes' Hi-Fi at Fair

By Albert D. Hughes

Staff Writer of  
The Christian Science Monitor

Somewhat belatedly, the United States is putting its best "hi-fi" foot forward at the Brussels Fair — but it is largely due to three young American high-fidelity enthusiasts that the country's national competence in this field is being upheld abroad.

On Aug. 21, these three lads — Don Davis, William Bell, and George Petry—are flying to Brussels from New York on a Sabena Belgian World Airlines plane. They will be bringing with them a high-fidelity sound system with representative components of the best equipment manufactured in the United States. By "representative," the boys mean equipment which is also readily purchasable over the counter.

At the 1,100-seat theater in the American pavilion at the Brussels Fair, the boys will play both monaural and stereophonic tapes and discs. They also plan to make on-the-spot pickups of individual performers and musical groups and will give demonstrations of live and reproduced music for audience comparison.

## Components Cited

They expect to have their equipment set up by Aug. 26 at the Brussels Fair and will provide daily demonstrations over the closing days of the August school vacation period in Europe when a great many Europeans are traveling, and up to the closing of the fair on Oct. 19. The boys hope for the widest hearing of American high-fidelity sound equipment possible.

While the boys recognize that opinions vary on high-fidelity sound equipment, here is what they are taking along as representative components:

They are employing Mercury tapes and discs for recorded demonstrations.

For pickups they are using H. H. Scott monaural and stereo AM and FM radio tuners, and an Ampex tape recorder with "Irish" high-fidelity tapes.

Both recorded and live sound is being reproduced through a Marantz Audio Console and

Power Amplifiers connected with Klipsch horn loud-speakers.

By a division of audio circuits, the boys also have produced a three-channel stereo output from their two-channel rig, circuitry they claim provides a genuine feeling of instrument "location" in stereo music reproduction.

## How Plan Evolved

Their venture in high-fidelity began when Don Davis and his wife visited the Brussels Fair earlier this season while on a tour of Europe. They are Grand Prix automobile racing fans.

While awaiting delivery of a Porsche automobile, which is built on order, they visited the American pavilion at the fair, spotted a "hi-fi" room, and heard its demonstration. They came away disappointed and chagrined over what purported to be American high-fidelity sound equipment.

Their concern was even more enhanced by a demonstration at the Soviet fair exhibit of what they claimed was a prewar sound console and by the sight of persons lined up four deep

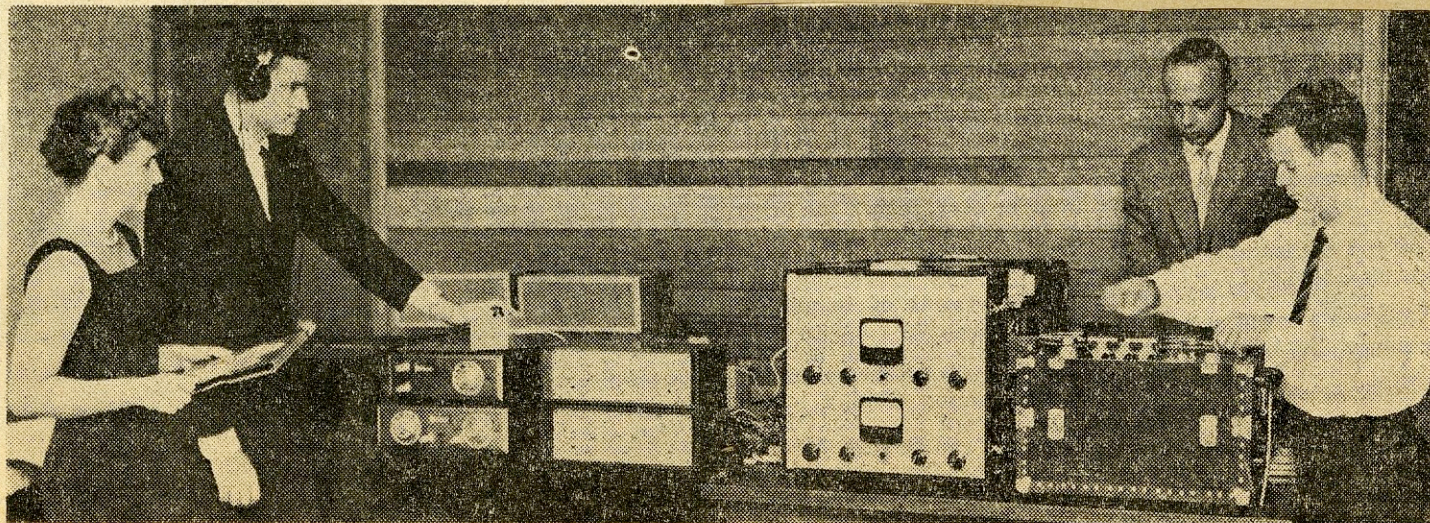
around a Soviet record counter.

At home, Don Davis and Bill Bell, who works with his father in the Music Box shop in Wellesley Hills, Mass., decided to "do something" about the fair exhibit. They sought advice, and were directed to the United States Information Agency in Washington, D.C.

They presented their case for American high-fidelity and USIA officials got in touch with their representatives at the fair. Through them the boys received an official invitation from the fair management to make demonstrations of their equipment.

The boys are paying their own air fare to Europe but they have received some financial help from the components manufacturers to help pay airfreight charges for their equipment.

So it is that during the closing days of the fair, visitors to the American theater will be able to hear what American pride in high-fidelity sound has accomplished as well as examples of what is believed to be American high-fidelity at its best.



Gordon N. Converse, Staff Photographer

## New Hi-Fi Equipment Being Flown to Brussels Fair

Shown, left to right, with new high-fidelity sound equipment which is being rushed belatedly to the Brussels World's Fair in a Sabena Belgian World Airlines plane, are: Mr. and Mrs. Don Davis, George Petry, and William H. Bell. At the fair these

people will play both monaural and stereophonic tapes and discs, in addition to making on-the-spot pickups of performers and musical groups for demonstration purposes and for audience comparison.



# 'Battle of Sounds' Due At Brussels World Fair

Another international battle will be fought out at the Brussels Exposition the last week of August. But it will be a battle of sounds instead of one of architectural displays and political propaganda. And deeply involved in it will be a Southwestern manufacturing firm.

The firm of Klipsch and Associates of Hope, Ark., whose business is the manufacturing of high fidelity loud speaker systems.

It all started when two men from Boston, William Bell and Donald Davis, visited the exposition earlier in the summer. Being specialists in high fidelity sound reproduction, they saw and heard the demonstrations of other countries who have excelled in the development of sound reproduction equipment but were shocked to find that the high fidelity component industry of the United States was not represented in the U.S. pavilion. Feeling confident that this country has no peer in the field, they decided to throw down the Hi-Fi glove to the world.

Shortly after their return to the States they got busy, cut quickly through red tape in Washington, and arranged to put on a demonstration in the U.S. pavilion at the Fair of American achievements. They were given the 1100 seat auditorium for the event, from Aug. 26 to Sept. 2.

For this, they assembled a sound reproducing system such as hi-fi fans dream of. Components are included which are representative of the finest American craftsmanship. That is where Klipsch got into the international battle of sounds. Their "Klipschorn" corner horn loudspeaker system, while marketed all over the world, has never before had a formal public demonstration in Europe.

Two "Klipschorn" speakers have been flown from Hope to Brussels for the occasion. These loudspeaker systems have achieved fame for their ability to reproduce every tone from the lowest pedal note of a pipe organ to the highest tingle of triangles, and to do it with practically no distortion. They accomplish this feat by utilizing the

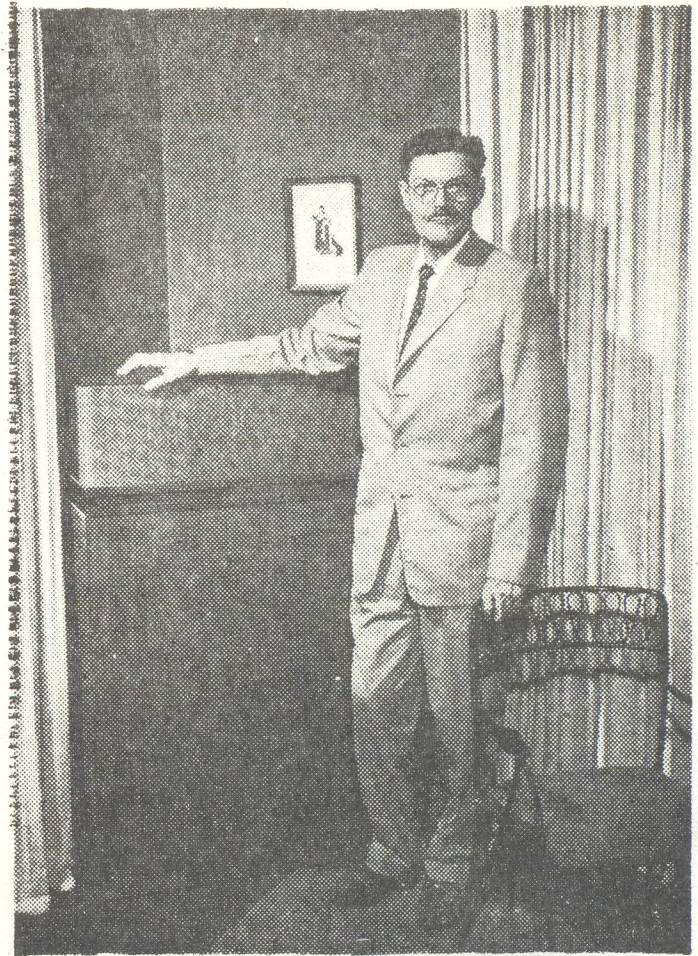
walls and floor of a room corner.

Their designer, Paul W. Klipsch, is an unassuming man who prefers the quiet life of the South Arkansas City. He was sent to Hope during World War II by the United States Army to serve as electronics chief of the ordinance proving grounds there. All through the war he continued his experiments with loudspeakers begun in the thirties. And, after the war, he acquired some of the government buildings on the base for his factory. Throughout these years he has racked up a long list of patents and has been a prolific contributor to audio journals.

While his major contribution is the corner horn system he has conducted research into many other aspects of sound reproduction. One of his most recent developments is three-channel reproduction from two-channel tapes and discs. This will be a feature at the Brussels demonstration.

At his plant, loudspeaker systems are practically hand made and are individually tested under Klipsch's personal supervision.

If the "Sound Battle" of Brussels is conceded to be an American victory, and the prestige of the American High Fidelity industry is maintained, much of the credit will be due to Paul Klipsch, his research laboratory and plant, located on the outskirts of Hope, Arkansas.



PAUL W. KLIPSCH of Hope, Ark., stands beside one of his "Klipschorn" corner horn loudspeaker systems which is representing the American High Fidelity Industry at the Brussels Exposition.



**LOUD SPEAKER MANUFACTURING** is the business of Klipsch and Associates of Hope, Ark., whose factory is pictured above. The "Klipschorn," designed by Paul W. Klipsch, has been chosen to represent American high fidelity sound reproduction at the Brussels Exposition next

week. Marketed all over the world, the Klipschorn will have its first public demonstration in the 11,000-seat auditorium for the event. Other countries demonstrated their hi-fi equipment earlier this summer.



## U. S. STYLE

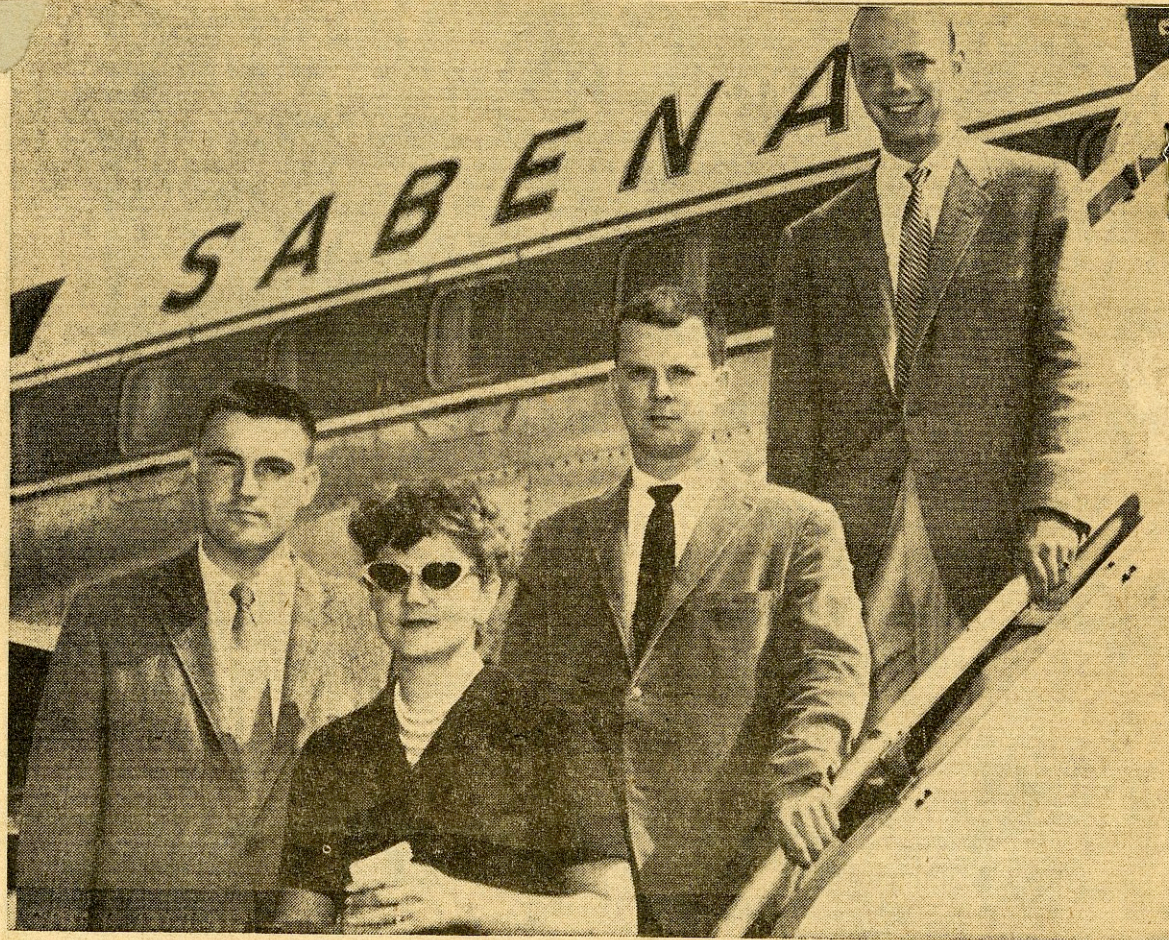
# Stereo Show Newest Hit In Brussels

BRUSSELS, Belgium—Three young American stereocats have successfully invaded the Brussels World's Fair, and are flipping visitors with their own version of a typical U. S.-style audio show.

The trio — Don Davis, William Bell and George Petry—are holding forth in the 1,100-seat theater of the American pavilion, where they are playing both monaural and stereo tapes and disks. They paid their own air fare to Europe, altho component manufacturers quickly aided the project by paying air freight charges for equipment used.

The line-up of the rig used by the boys includes: Ampex tape recorder utilizing Irish-brand tape; H. S. Scott stereo AM-FM tuner; Marantz amplifiers and Audio Console, and a pair of Klipschorn speakers. Mercury disks and tapes are used in the demonstrations.

The capsule audio show, first reported by Al Hughes of the Christian Science Monitor, has been drawing large and enthusiastic audiences.



**GOING TO FAIR**—Mr. and Mrs. Donald Davis (left), West Lafayette, Ind.; William H. Bell, Holliston, Mass.; and George Petry, Hoopston, board airliner for Brussels World Fair. The three men, amongst the leading Hi-Fi hobbyists in the nation, have been selected by the U.S.

State Department to exhibit their Hi-Fi system in the 1,100 seat American theatre at the exposition. Their stereophonic system, which they built themselves, is valued at \$12,000. They will record live artists performing and immediately will play back the recordings.



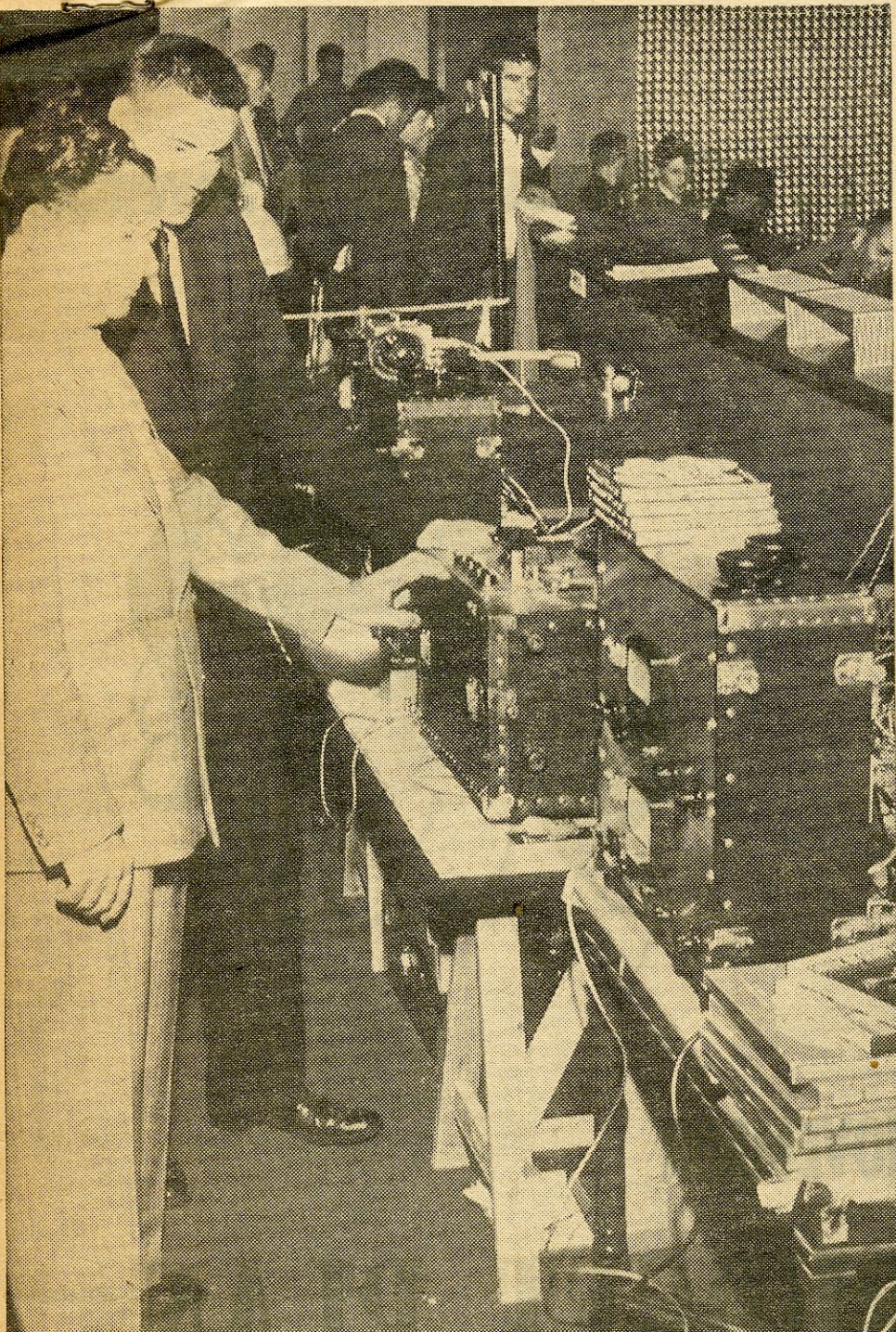
# Hi-Fi Goes to the Fair And Wins U.S. Friends

OF ALL the American couples who visited the World's Fair at Brussels this summer, Mr. and Mrs. Donald Davis probably traveled with the most luggage — 1,500 pounds of it valued at \$12,000 for the trip. Carefully packed and insured against damage or loss, their hi-fi equipment was on display in the theater of the U.S. pavilion. Davis and two other hi-fi enthusiasts had been invited by the U.S. State department to demonstrate American achievement in this field.

For 10 days they staged demonstrations every 30 minutes from 11 a.m. until 3 p.m., explaining their systems in detail and drawing crowds

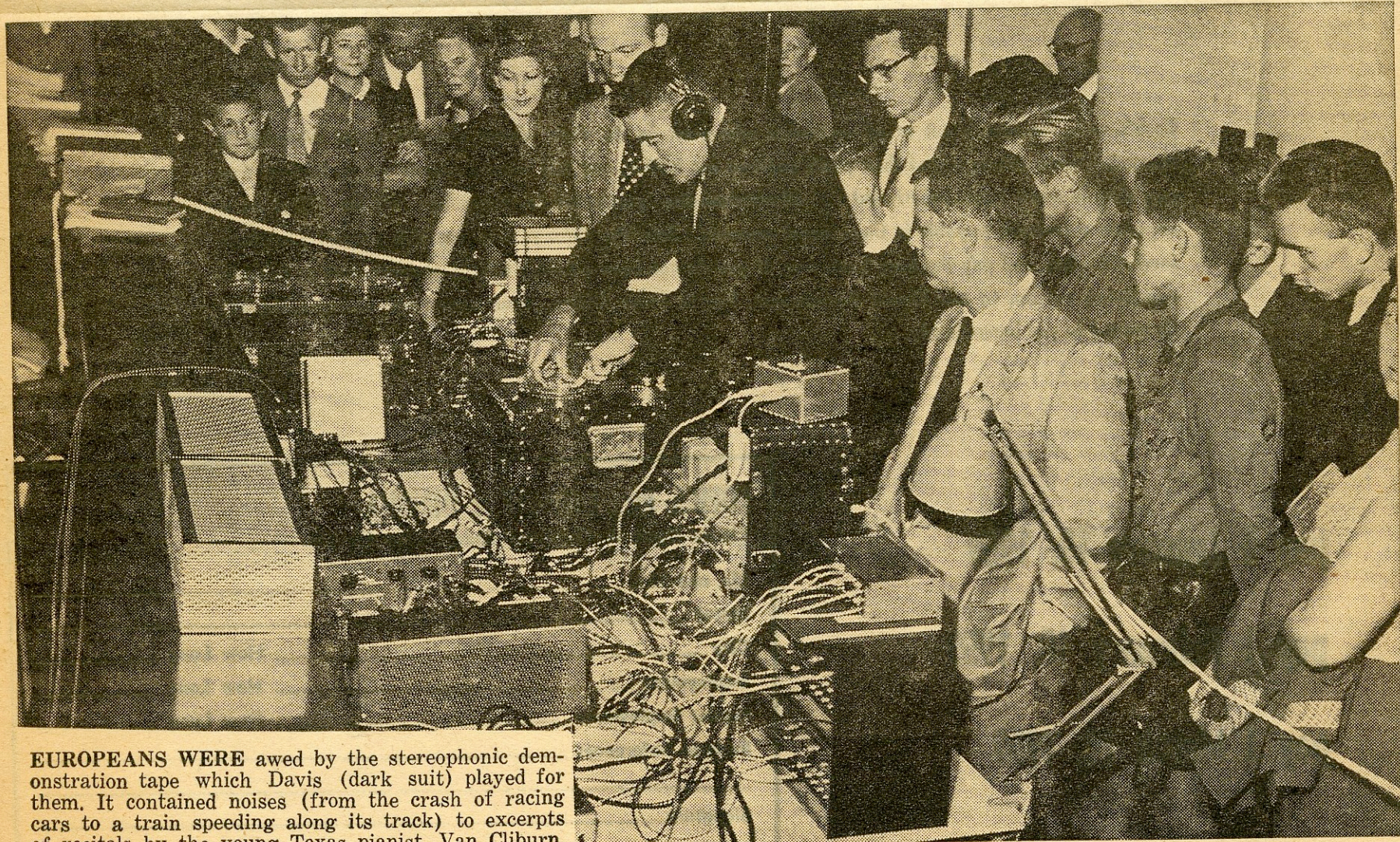
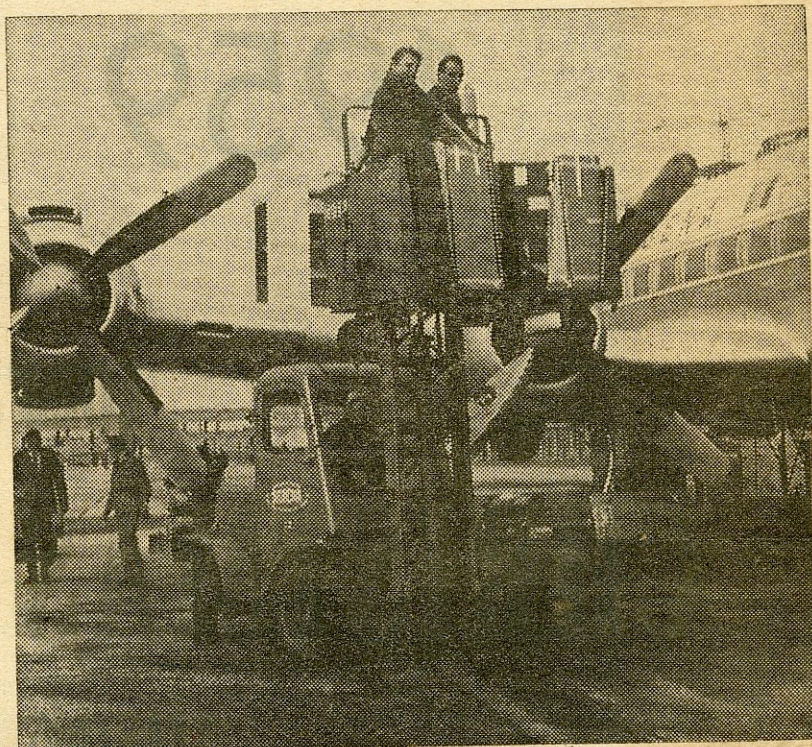
which probably totaled 50,000 persons. Playing everything from a demonstration tape to three years' concerts of the Boston Symphony orchestra (recorded while Davis was in the electrical department of the First Church of Christ Scientist), they found Europeans exceptionally interested in hi-fi. Although popular music had a small following, classical tapes held their interest indefinitely. While there, the first stereophonic broadcast for armed forces in Europe was made from discs originally cut by Davis.

Davis, the son of Mrs. Hazel Davis, 1520 Summit drive, West Lafayette, now lives at Hope, Ark.



DAVIS (dark suit, foreground), shows his equipment to Roland Muneret, chief electrician at the French pavilion and owner of one of the largest hi-fi systems in Eu-

rope. Muneret supplied the Americans with a special power plug of 60 cycles, 10 more than commonly used in Europe.



EUROPEANS WERE awed by the stereophonic demonstration tape which Davis (dark suit) played for them. It contained noises (from the crash of racing cars to a train speeding along its track) to excerpts of recitals by the young Texas pianist, Van Cliburn.