

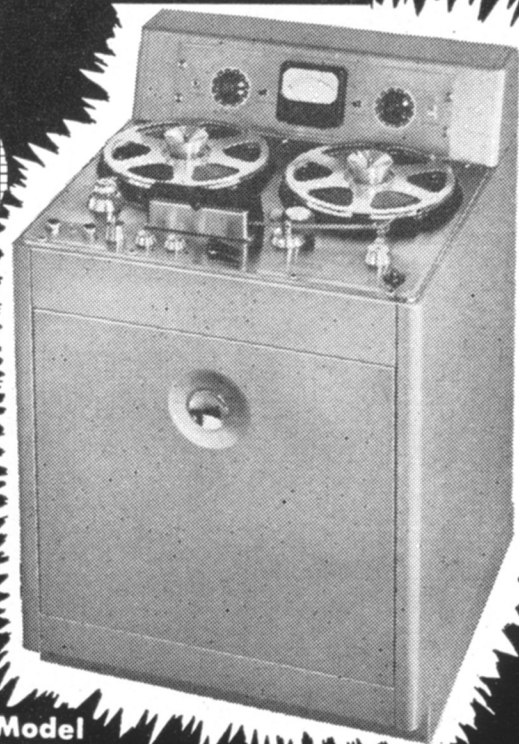
*Something worth thinking about—*

ARE DAILY  
ADJUSTMENTS

*Upping*  
YOUR  
OPERATING COSTS?

There's a big factor showing up in the tape recording world . . . it's the tragedy of *High Maintenance Costs*. Many radio stations are confronted with the daily ritual of recorder checking and adjusting. Added to the time cost of such inspections is the cost of frequent parts replacements and loss of program time.

In contrast, Ampex users find their equipment will operate continuously eighteen hours a day with but infrequent inspection. Upkeep and replacements are almost nil; heads have remarkably long life. Ampex performance is constant over long periods of continuous operation. Long life with low maintenance is assured in each Ampex recorder by high manufacturing standards and complete test of each machine before shipment. It all adds up to one sure fact—Ampex quickly pays for itself out of savings from lower operating costs and added dependability.



**Model  
300**

*Complete Specifications on Request*

Shown is the time proven Model 300 Console. Throughout the field of professional audio recording this machine is the recognized leader.

STANDARD OF THE GREAT RADIO SHOWS



AX  
72

**AMPEX ELECTRIC CORP.**  
Redwood City, California  
*Dealers in Principal Cities*

**AMPEX**

*Magnetic Tape Recorders*