

### What Is Hi-Fi?

## A Tweeter, A Woofer, and You

By HARRY R. ASHLEY

**President, Electronic Instrument Co., Inc. (EICO)**

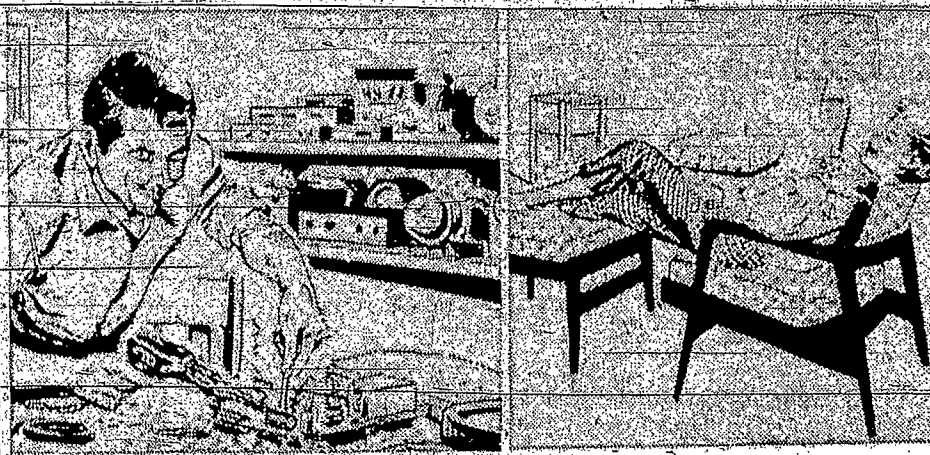
When was the last time you listened? Silly question? Don't you listen every day to a million and one sounds—a screech of brakes, a fire engine sirening away, the radio and TV?

Our lives are flooded with sounds—but how many do we hear? Very few. For the most part, this is a good thing. Obviously, the factory worker who listens to every third, fourth, or fifth of his machine will be a nervous wreck at the end of the day. The office worker who hears the dictating clock of his co-worker's typewriter every second that it is working will be biting his finger nails up to his elbows.

So for our own preservation, we are endowed with the ability to shut out or ignore sounds. BUT THIS very ability to disregard sounds has had its bad side, also.

We no longer realize that there is beauty in sound. We have become accustomed to "second rate" or "junk" sounds which we hear from our radios and phonographs. If we can't recognize the melody of a tune, we are satisfied. Nothing more need be done.

But when we attend a musical play or a concert, or hear a live orchestra, there is an excitement which runs through our bodies, our imagination soars when we hear music.



Build your own Hi-Fi and enjoy it more.

High Fidelity, by definition, means a separation of components.

The record player or FM tuner is, obviously, used to receive the sound in your home. The amplifier is the heart of the Hi-Fi system. Through this unit filters the tiny signal voltages generated by the cartridge of the record player. These voltages are multiplied as much as a million times with the amplifier circuit and sent on to the speaker to be converted into sound.

A WELL DESIGNED amplifier will have a separate bass and treble tone plus recording compensation—a ten-watt output rating is considered minimum, higher wattages will result in higher costs but will give superior performance. Do-it-yourself kits are available, too, and you can save more than half with no sacrifice in performance.

The speaker system and cabinet enclosures constitute the final link in the Hi-Fi chain. The importance of a good speaker cannot be overemphasized. The speaker must be able to reproduce all of the program material fed into it.

The ability to handle the frequency ranges of from at least 40 to 18,000 cycles or higher is an absolute, must! Single, dual or three-way speakers.

which are designed to produce nearly natural sound, are available at reasonable prices.

SOME SPEAKERS are designed to produce only the low sounds, these are the "woofers" we hear about. The high range sounds are called "tweeters". Also available are speakers which reproduce the ranges between the tweeters and woofers and these are called "mid range".

Important as the speaker is, the enclosure in which the speaker components are mounted deserves an equal amount of attention. Properly designed enclosures are important because they help the speakers develop natural sound.

The only way to test a speaker and enclosure is to try it in your own home. Most reputable dealers in hi fi equipment will gladly allow you to try various speakers, thus giving you the choice between different speakers and enclosures.

IN ALL CASES, let your ears decide and not your eyes. A shimmer piece of wood does not enhance the beauty of the sound. Listen closely to the sound and compare the different speakers and enclosures—the one that gives YOU the best reproduction is the one, naturally, to buy.

That, briefly, is the story of High Fidelity. There are many other facets of it that we haven't touched on and, no

### WHAT'S NEW In The Parishes

**SACRED HEART CATHEDRAL.** A reception for the Rev. Francis J. Taylor, pastor of St. Boniface Church and the Rev. Edwin R. Wedow, curate of St. Cecilia Church, will feature the annual parish picnic, Sunday, July 12 at Lower Maplewood Park.

This was announced by Auxiliary Bishop Casey, Cathedral rector, who also said that the two priests replacing Fathers Taylor and Wedow, former Cathedral curates will be greeted at the outing. They are the Rev. Edward A. Zimmer and the Rev. Gerald J. Appleby.

The picnic, expected to attract more than 8500 persons will be conducted from 2 to 8 p.m. A ball game between the young men and the married men of the parish is scheduled at 2 p.m. Games and races will start at 3 p.m. Tickets for refreshments may be purchased five for sixty cents, at the Cathedral, after each Mass, Sunday or at the grounds.

Assisting Honorary Chairman Emanuel Liscion and Chairman Robert McGinty with various details are: Subchairmen Frank Grinnan, Emil Sak, Robert Gotham, Tom Bristol, Joe Connelly, Jack Strowger, John Maszalek, Karl Demasse, Harold Dorsey, Max Wheelan, Jack Fleming, Don Bragg, Jim McKeon, Terry Grinnan, Dr. Michael J. Cronmiller, George Esse, Richard Fletwood, Also Rita Fannessy, Lois Wielehan, Ginger Dwyer, Constance Gratzler, Mildred Brennan, Gladys Gallagher, Florence Leary, Eleanor Brophy, Mary Kesseling, Oie Fleming, Ruby Banker, Edna Lam, Alice McDonagh, Edith Hildebrand, Peggy Martino and Hazel Cronmiller.

ST. BONIFACE. This parish will officially welcome its new pastor, Father Francis J. Taylor and curate, Father Andrew W. Casach, at a reception in the school hall, Thursday, July 16 from 7 to 9 p.m. Among guests will be Auxiliary Bishop Lawrence B. Casey, rector of Sacred Heart Cathedral in which parish St. Boniface is situated. All parishioners are invited to meet the pastor and his assistant.

GOOD SHEPHERD. Summer Festival of this parish will be conducted Saturday, July 18 at 4 p.m. on the church grounds, East Henrietta Road. Food and games are included on the program. Father George C. Vogt is pastor.

ST. SALOME. Mission Society members were guests of Mrs. George Mahas, Aragon Ave. for a day's outing at the Mehro summer home, Sodus Bay. A visit to St. John Fisher chapel on East Bay was included in the day's activities.

If you wish, I would be happy to have you write to me personally at EICO, Long Island City 1, New York, and I will try to help you as best I can.

I imagine that the best way to sum up is by making this simple request:

Cup your hands over your ears for a moment and have someone talk to you. Now move the hands from your ears while they are still talking. Is there any difference? Hi-Fi is listening without your hands cupped over your ears.

Chapter Night of the Young Men of the Moose Home, 441 East Ave., Chapter Room, Tuesday, July 14, at 8:15 p.m. There will be initiation, special ceremonies and a meeting followed by a dance.

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**O'Donnell To Manage New Motorist Hotel**  
A former member of Cathedral parish in Buffalo is the manager of the new Mohawk Manor Motorist Hotel in Rochester. He is Michael J. O'Donnell, 51, for 26 years manager of the Stratford Arms Hotel in Buffalo.

The new Mohawk Motorist Hotel is located at 51 Plymouth St. at Plymouth Ave. S. on the Inner Loop. It is the newest drive-in hotel in Rochester with 80 units. The building is air conditioned throughout. Television is available in most every room.

Mohawk Manor brings a new concept in hotel management to Rochester. Although they encourage family and general transient business, they are geared to the convenience of the traveling business man. Accommodations for any size group are available. In the near future restaurant facilities will be in operation.

While we see many advertisements for radios and phonographs which are called "Hi-Fi", actually they have as much relation to high fidelity as the silent screen has to CinemaScope. If all the components of a system are in one box or package, regardless of how pretty the piece of wood is, it is not high fidelity.

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RESOURCES	
Cash	\$ 72,895,581.02
U. S. Government Bonds*	104,411,581.92
Other Stocks and Bonds*	14,914,972.56
Loans*	123,993,285.89
Mortgages*	56,903,747.01
Banking Houses	6,016,518.88
Accrued Interest and Other Income Receivable	1,619,154.03
Other Assets	386,263.97
	\$380,646,055.29
*Net after applying evaluation reserves	
LIABILITIES	
Deposits	\$345,601,618.03
Reserve for Interest and General Expense	887,899.84
Reserve for Federal Income and Other Taxes	1,229,074.00
Reserve for Unearned Discount	2,645,569.64
Dividends-Declared and Payable August 1st	289,616.25
Capital Funds	29,992,277.53
Common Stock	\$10,531,500.00
Surplus	14,000,000.00
Undivided Profits	5,460,777.53
	\$29,992,277.53
	\$380,646,055.29
TRUST DEPARTMENT	
ASSETS	\$438,381,238.55

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