

*The Sensational*  
**AUDIO VENDOR**  
WILL REPEAT YOUR MESSAGE  
*Continuously!*

FITS INSTANTLY  
ON STANDARD  
TAPE RECORDERS



*Cousino INC.* 2325 MADISON AVE. TOLEDO 2, OHIO

USE THE



**Cousino**  
**AUDIO-VENDOR**

**ON YOUR OWN  
TAPE RECORDER**

#### AUDIO VENDORS -

Repeat your 15 second to 30 minute message continuously.

Fit instantly on any standard tape recorder.

Are factory loaded with unbreakable friction-free tape which feeds from the center of the magazine and is automatically rewound.

Repeat new messages, as recorded, automatically wipe old messages from the tape. The last recordings are perfectly reproduced continuously until they are replaced.

Are loaded with Cousino Friction-Free Tape, has one-third the tensile strength of steel, cannot break or tear in ordinary use and will last a lifetime. Fatigue, static, tackiness and binding are completely eliminated.

Require no adjustment.... are entirely self-compensating and trouble-free. The lifetime nylon bearings require no lubrication.

Have been thoroughly proved by impartial fieldtests, including those made by the University of Toledo Research Foundation.

#### APPLICATIONS

**POINT-OF-PURCHASE DISPLAYS** and trade show exhibits where a short reminder message can convert into actual sales the interest and desire previously generated by other forms of advertising. One of the best known lines of home appliances is now using a talking washer, while the most famous dairy company's trademark is a "talking cow."

**HIGH FIDELITY MUSIC RECORDING.** The output of a radio or TV can be plugged into any tape recorder for continuous recording. When it is desired to permanently retain a passage, the recorder is stopped AFTER the number has been recorded and before it is wiped off the tape. Permits the use of shorter tape lengths than are required to record long periods of unknown quality, and always captures the very first note of every selection....impossible when recording is begun only after the selection has started. An ideal method for storing your favorite selections.

**TEACHING.** It's effectiveness as a teaching aid is based upon a fundamental law of learning...repetition. Continuously repeats bits of knowledge or information requiring constant drilling. Especially adaptable in teaching foreign languages, dramatics, voice and dancing, as well as in the correction of speech impediments. Very effective in teaching telegraphic codes and shorthand, where various speeds of dictation are desirable.

**RADIO AND TV ANNOUNCEMENTS.** A series of commercials can be put on one loop. The economy of wiping off the tape and reusing it for new announcements eliminates the expense of new stocks of acetate discs. The tape need never be rewound as with conventional tape magazines, and does not develop the scratches and distortion normally encountered with acetate disc recordings.

**BROADCASTING** aviation weather reports continuously and without interruption.

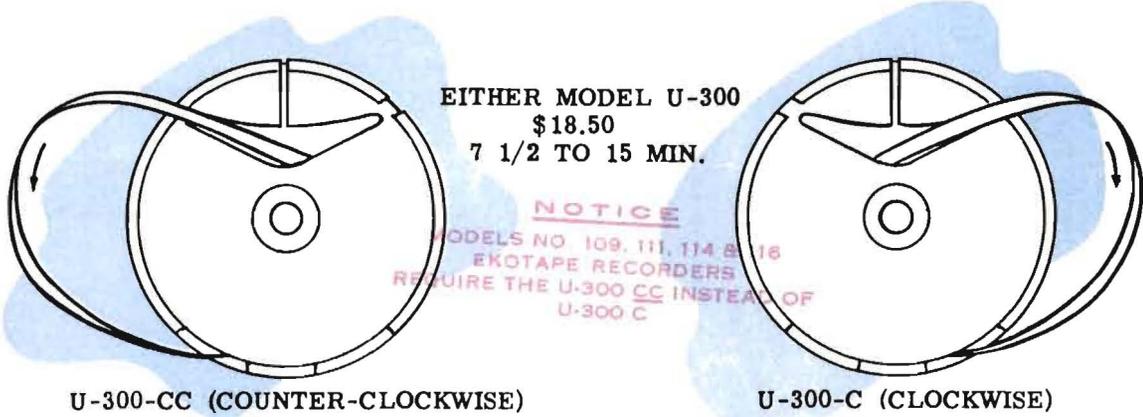
**AUTOMATION.** The Audio Vendor may be used to emit frequency notes to trip various relays and activate electronic controls in proper sequence for operating automatic machinery. Tapes carrying these recorded frequencies can be filed for future use, thereby saving much time in setting up and breaking down intricate control operations involved in mechanical setups.

**HOW TO SELECT A COUSINO AUDIO VENDOR AUTOMATIC MAGNETIC TAPE REPEATING MAGAZINE**

The AUDIO VENDOR will convert any standard magnetic tape recorder into an automatic message repeater in a matter of seconds. It's FRICTION-FREE tape is unbreakable and will operate trouble-free for months, if you follow these instructions.

It is IMPORTANT to understand that all continuous magazines must feed from the CENTER ONLY, and never from the outside tape layers as in conventional reels. For this reason, first determine if your recorder plays tape in a CLOCKWISE or a COUNTER-CLOCKWISE direction.

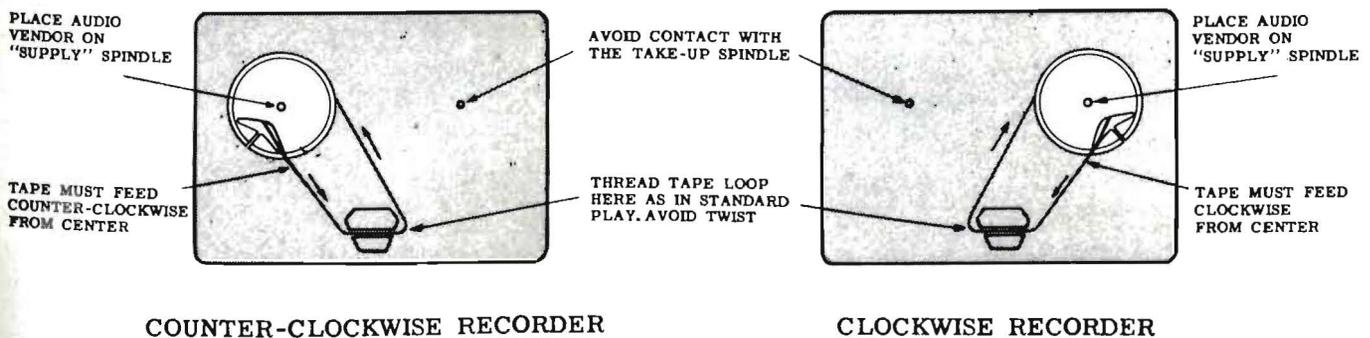
AUDIO VENDOR boxes are plainly marked "U-300-C" for clockwise and "U-300-CC" for counter-clockwise operation.



The U-300 AUDIO VENDOR can be loaded to operate in EITHER direction as illustrated above. Use the following chart in selecting the PROPER AUDIO VENDOR to match the tape feed of your tape recorder.

STANDARD BRANDS OF TAPE RECORDERS	AUDIO VENDOR MODEL																												
	AMPEX	AMPLIFIER CORP.	AMPRO	BELL	BRUSH	CALIFONE	CONCERTONE	CRESCENTONE	CRESTWOOD	CROWN	DU KANE	ECTRO	EDUCORDER	EICOR	EKOTAPE	FEDERAL	KNIGHT	MAGNECORD	MASCO	MINITAPE	PENTRON	PRESTO	RANGERTONE	REVELLE	STEROTONE	TAPE MASTER	TELESONIC	WEBCOR	WILCOX GAY
U-300-CC	M	X	X	X	M	M			X	X	X	X	X	X	X	X	M	M	X	X	M	M	X	X	X				
U-300-C		X					M	X	X	X	X	X		X	M			X					X	X	X				
* CC-2	M	X		X	M	M			X			M			X	M	M	M	M		M		X	X	X				
* C-2		X					M	M	X		X			X				M				X		X					

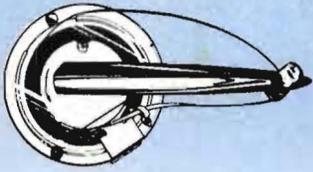
- X Shows correct combinations of Audio Vendors and recorders.
- M Shows combinations which require slight modifications for proper operation. (For specific information, ask your dealer or write to Cousino, Inc.)
- \* CC-2 and C-2 refers to 30 minute Audio Vendor models. Detailed literature available on request.
- † NOTICE: Models No. 109, 111, 114 & 116 Ekotape Recorders require the U-300-CC instead of U-300-C.



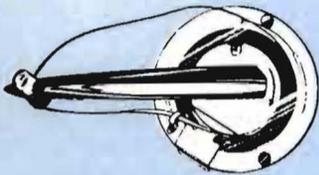
COUNTER-CLOCKWISE RECORDER

CLOCKWISE RECORDER

15 MIN. TO 30 MIN. MODELS \$39.50



COUNTER-CLOCKWISE  
MODEL CC-2



CLOCKWISE MODEL C-2

**NOTE:** ALL Audio Vendors are now loaded to capacity with a NEW Cousino Friction-Free DOUBLE MAGNETIC COATED Tape. The first time-intervals listed above indicate the approximate playing time at 3 3/4 IPS with a STANDARD SPLICE. The second time-intervals indicate the same endless loop converted to DOUBLE PLAYING TIME. This is accomplished in the field by simply breaking the splice, making a HALF TWIST in ONE strand, and re-splicing. This will alternately play each side of the double tape with each complete cycle of the endless tape loop. (Detailed instructions are packed with each unit.)

**OTHER COUSINO PRODUCTS**

COUSINO FRICTION FREE MAGNETIC TAPE, for those who wish to form their own loops, 300 foot length on plastic reel in box @ 3- 1/3¢ ft.....\$10.00



**TAPE SPLICER KIT** - Complete with plastic splicer, steel blade, two dozen pre-cut tape tabs, mounting cards with instructions on back, all neatly packaged in transparent plastic holder.....each.....\$1.50

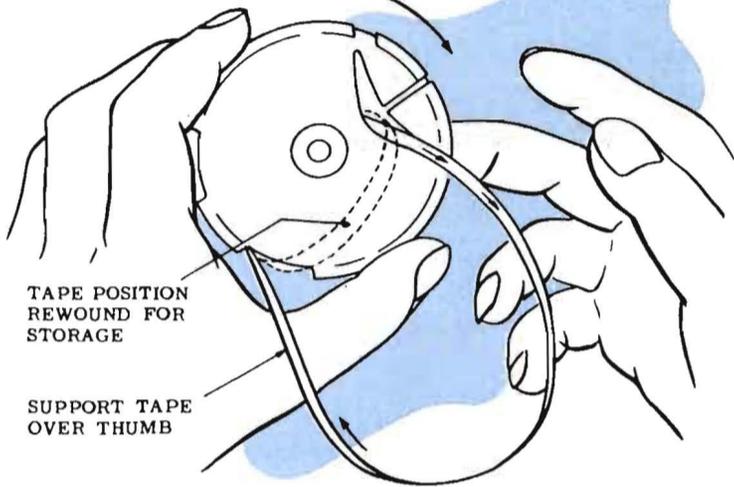


**ADDITIONAL PRE-CUT TABS** mounted on convenient cards, two dozen tabs to a card. Price per card.....\$.25

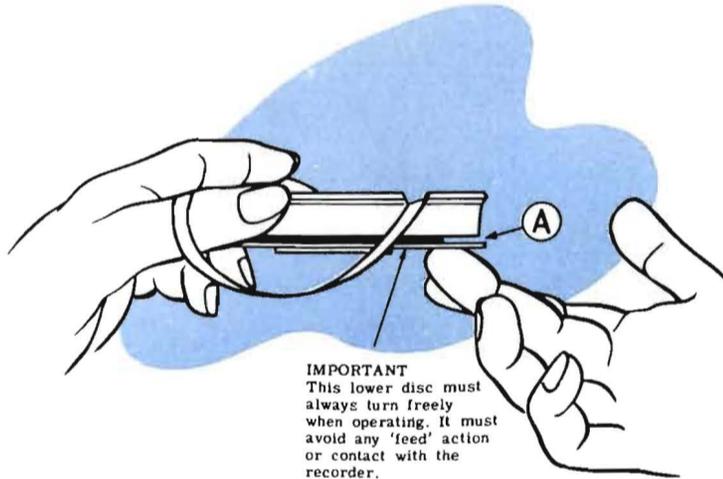
**DIRECTIONS FOR USE OF THE U-300 AUDIO VENDOR**

Mishandling the Audio Vendor may cause trouble, but it can be corrected. For Example: If the tape is run in the wrong direction a large loop will form and the tape will bind. To correct this, remove the magazine from the recorder and hold the upper disc or cover firmly between the thumb and forefinger of the left hand with the tape supported as shown in diagram. Now pull the tape firmly from the center to unbind. As the tape unbinds, use your finger tip of your right hand to revolve the reel disc from below. This will cause the loop to retract.

TO TAKE UP LOOP ROTATE LOWER DISC IN IT'S OPERATIONAL DIRECTION -



**AVOID TWISTS IN LOOP** - Caused by outside layer of tape escaping through space between cover and lower disc. To correct: turn tape edgewise and feed lost layer through the narrow space (A) between cover and lower disc.



**IMPORTANT**  
This lower disc must always turn freely when operating. It must avoid any 'feed' action or contact with the recorder.

# RESEARCH FOUNDATION

THE UNIVERSITY OF TOLEDO

PHONE JORDAN 3741

2801 WEST BANCROFT STREET

TOLEDO 6, OHIO

February 26, 1953

Cousino, Inc.  
2325 Madison Avenue  
Toledo, Ohio

Gentlemen:

You have received a detailed preliminary report of a standard magnetic tape treated with your Audio Vendor process as compared to an untreated sample of the same tape.

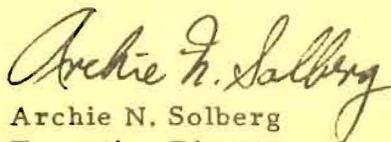
Both tape loops were approximately 280 feet long and were run on the same Audio Vendor magazine and tape recorder operating at  $7\frac{1}{2}$  i.p.s.

At the end of the first week (168 hours) of continuous operation the treated tape was performing efficiently without appreciable loss in sound or physical properties. The test was stopped at this point to test an equal footage of the untreated tape under the same conditions of operation, on the same equipment.

The tension of the untreated tape increased greatly in about one and one half hours and tightened up beyond the point of operation after seven and one half hours.

We will continue running the first loop to the point of breakdown and report also on other experiments now in process, as they are completed.

Sincerely yours,



Archie N. Solberg  
Executive Director

ANS/pas

Eddie Viz  
SAYS



**TEN TIMES STRONGER...  
TWENTY TIMES LONGER!!!**

Cousino  
FRICTION FREE  
MAGNETIC TAPE  
(PATENTS PEND.)

**---TEAR IT. [Tough, eh?]**

HERE, for the first time, is a FRICTION FREE magnetic tape for continuous magazine operation that will give perfect, trouble free performance, in loops of OVER TWO HUNDRED FEET for periods of OVER TWO HUNDRED HOURS!

The old problems of "tape fatigue" - static, tackiness, binding and breaking, have been completely eliminated through the use of this tough tape and a special Cousino FRICTION FREE process, (patents pending).

Cousino FRICTION FREE magnetic tape will not adversely affect either the sound quality or the drive mechanism of your tape recorder. On the contrary, FRICTION FREE adds life to the fixed tape channels and the sound head.

Impartial tests by the University of Toledo Research Foundation prove our claims to be valid. Read their statement on the other side of this paper to assure yourself that Cousino Tape is truly FRICTION FREE and not free fiction!

Cousino also manufactures the AUDIO VENDOR magnetic magazine. Designed to fit standard tape recorders, it will automatically repeat messages from 15 seconds to 15 minutes in length. Each AUDIO VENDOR comes ready to operate, with one hundred feet of our FRICTION FREE tape.

AUDIO VENDOR users who wish to form their own message loops may obtain, from their dealer, Cousino FRICTION FREE magnetic tape packaged on three hundred foot plastic reels.

*Cousino*

VISUAL EDUCATION SERVICE, INC.

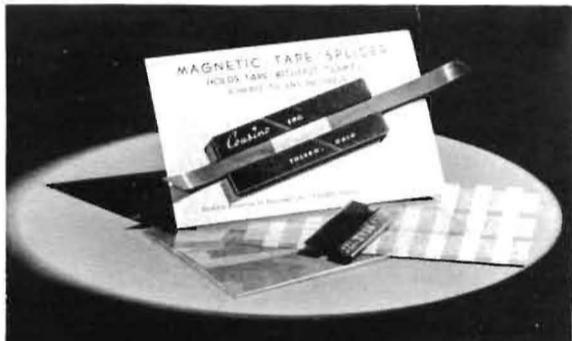
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A Small Item with Big Appeal  
 that means  
**BIG PROFITS ON A SMALL INVESTMENT**

**IT'S NEW — IT'S DIFFERENT!**

# THE COUSINO MAGNETIC TAPE SPLICER KIT



**AT  
 \$1.50  
 LIST**



**CONVENIENT INDIVIDUAL PACKAGES — ONE DOZEN TO A DISPLAY CARD**

Will move off your counter faster than anything you've stocked in years. It's self-advertising. Every tape recorder owner will buy one or more. You'll be reordering regularly.

The kit is comprised of a plastic splicing device, a generous supply of pre-cut tape-tabs, a handy blade, instructions, and a plastic pocket case.

The back of the splicer is provided with an adhesive mounting material for firmly attaching it to the recorder or work table without tools. Can be removed and

replaced without marring finish.

Quick, neat splices are accomplished by simply pressing the tape ends into the groove, overlapping each other. No clamps are necessary. Edge friction holds the tape in place. The ends are trimmed by running the blade through the guide slot. Finally a tape-tab is pressed over the splice.

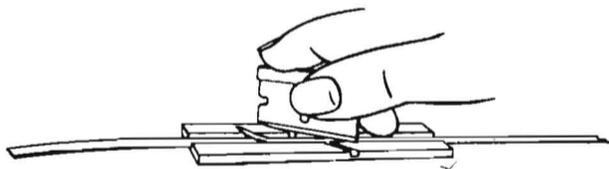
No demonstration is needed. Instructions for using (as illustrated) are enclosed with each kit. Like blades are to razors, the pre-cut tape-tabs are repeat items, selling at 25c per card. Price and discount sheet is attached. Send initial order today.

## HOW TO USE THIS COUSINO TAPE SPLICER

Remove the splicer from the card and the blade from the splicer. The adhesive backing on the splicer provides for convenient mounting on your recorder or work bench simply by pressing firmly into place.

**HOW TO SPLICE:** Press the tape ends into the splicer groove overlapping each other about one half inch **WITH THE OXIDE RECORDING SURFACE FACE DOWN.** Edge friction holds the tape in place without using clamps.

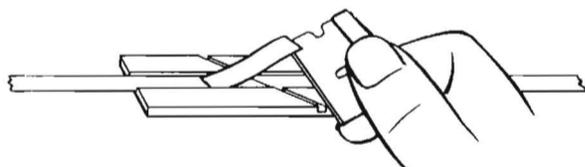
Draw the blade thru the guide slot with sufficient pressure to cut through both thicknesses. Use the corner of the blade to remove the upper one half inch end of the trimmed tape. (The lower end is removed after the tape is spliced.)



## HOW TO USE COUSINO PRE-CUT TAPE-TABS FOR SPLICING MAGNETIC RECORDING TAPE.

Work one end of the blade under a corner of a tape tab and lift it free, leaving the tab attached to the blade, use the blade as a guide to center the tab over the splice.

Press the tape firmly onto the splice by using the back of the blade or your fingernail. Use both hands to remove the tape from the groove, to avoid "roughing" the tape's edges.



**Cousino, INC.**

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**MODIFICATIONS REQUIRED to ADAPT the AUDIO  
VENDOR for USE on SOME MAKES of TAPE RECORDERS**

(Indicated by letter "M" on selection chart)

**AMPEX, CALIFONE, CONCERTONE, FAIRCHILD, PRESTO, RANGERTONE,  
TAPESONIC and other recorders designed to handle 2,400 foot reels.**

Because of the spindle design and spacing required for reels on the above tape recorders Audio Vendors will not operate directly from the spindles as they do on smaller recorders.

An AUDIO VENDOR READY MOUNT SPINDLE has been designed to meet this situation and is available at a price of \$1.00. It consists of a plastic spindle on a disc with an adhesive base and is quickly mounted or removed without marring the recorder finish.

**MAGNECORD:** The counter-clockwise U 300 can be made to operate perfectly on this model by placing it "inside out" on the supply spindle, i.e., the cover plate is placed toward the recorder so that the lower, clear, Audio Vendor disc faces the operator and is allowed to revolve freely.

The clockwise U 300 can also be used if a washer is placed over the supply spindle and is just thick enough to prevent the reel engaging pin from making contact with the lower disc of the Audio Vendor.

In both above cases, a soft rubber grommet can be slipped over the supply spindle to hold the Audio Vendor in position. The standard reel locking clip will not compress sufficiently to engage the spindle grooves.

**CRESCENT:** This recorder has a plastic knob adjacent to the supply spindle (designed to engage a standard reel) that interfere with the free movement of the lower disc of the U 300. A plastic or rubber washer placed over the supply spindle and thick enough to hold the Audio Vendor disc free and clear of this knob will eliminate the problem. Another solution is to remove the plastic supply spindle.

**CRESTWOOD:** The C-2 metal arm will need to have a V notch ground or filed at the point where it strikes the cover guard.

**PENTRON:** to adapt Model C-2 to Pentron Model 9T3-C, simply remove the metal center guard that conflicts with the Audio Vendor arm. Just one center screw holds this guard in place. A small metal angle can be inserted at the edge of the case in those models too small to support the outside adjustment screw of the C-2 Audio Vendor. Tape the base of the supply spindle down to keep it from revolving when using the U 300. (Above metal angle available at a price of \$1.00)

**REVERE:** CC-2 will not fit on the early model RT-100 Revere recorder.

**STEREOTONE:** A groove must be filed in the center nylon bearing of the U 300 to allow clearance over the retaining pin of the supply spindle, or use the READY MOUNT SPINDLE described above.

• • • OVER • • •

*Cousino* INC.

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## HOW TO FORM A MOBIUS LOOP TO DOUBLE THE AUDIO VENDOR PLAYING TIME

All Audio Vendors are now loaded to capacity with a new Cousino Friction Free DOUBLE MAGNETIC COATED tape. Standard, endless tape loops are formed at the factory so that users need not be concerned about "A" or "B" wind tape. Recordings can be made on either the brown side or the black side.

This permits owners of "twin track" or "half track" recorders to convert the Audio Vendor loop to DOUBLE PLAYING TIME. This is accomplished by forming a "MOBIUS" loop, as follows:

1. Pull gently on tape to enlarge the loop to about 8 to 10 inches.
2. Insert tape in a Cousino tape splicer, black coating up, and then cut across tape.
3. Keeping one end of tape in splicer, (black side up) remove the other end of tape and give one half twist bringing brown oxide side up.
4. Replace brown end in splicer so as to overlap the black end. Trim ends and apply splicing tape to complete loop.

RESULTS: A splice with black to brown coating accomplished by half twist of one end. This will alternately play each side of the DOUBLE MAGNETIC COATED TAPE with each complete cycle of the endless tape loop and thereby double your Audio Vendor playing time. (NOTE: This will not work on "full track" recorders as the sound will "bleed through" the tape.)

## HOW TO CHANGE DIRECTION OF THE U-300 from CLOCKWISE or COUNTER-CLOCKWISE

1. Cut across the tape loop, or find the splice and cut it.
2. Remove the center bearing retaining ring by twisting a small screw driver in the slot provided in the cover under the ring.
3. Press down on the center nylon bearing and remove the cover.
4. Hold a flat surface (like a small book, etc) on top of the open coil of tape and turn it upside-down; then carefully lift the disc to remove the cone from the tape coil.
5. Place another flat surface on top of the free tape coil and again turn it upside-down so that the cone can be replaced and then positioned upward again ready for the cover.
6. Pull the end of the inside coil up through the cover slot as the cover is replaced over the nylon bearing.
7. Replace the center lock ring over the bearing and re-splice the loop. Care should be taken not to increase or decrease the original loop size.

NOTE: The C-2 and CC-2 units are fixed and direction cannot be converted.