

# PERMAREC



## HOME RECORDING AND HOME TALKIES

A Perfect and Permanent System of  
Producing Records in the Home  
with the necessary attachments  
to form

### HOME CINE TALKING EQUIPMENT.

*Designed and Produced by*

**MUSIKON LIMITED**

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**T**HERE have been many attempts to produce a permanent, flexible, home-recording record for use on a standard gramophone or radio-gram.

In all cases these productions have failed to achieve there object for one or more of the following reasons :

- (a) Inferior reproduction with metal records using soft or trailing needles.
- (b) Metal records which have to be re-made from metal matrix or pattern. This system is not only expensive and lengthy, but also renders quick recording in the home impossible.
- (c) Short life of metal records when used as recorded without further processing.

Musikon Limited, who for the past four years have been designing and producing sound recording and reproduction apparatus, and indeed have equipped many cinemas and theatres throughout the country, are now able to supply the Permarec flexible, unbreakable, home-recording permanent record, which has the following remarkable properties and advantages :

- (a) Can be recorded and permanently hardened for use within three hours by baking at 80 deg. centigrade for a period of two hours.
- (b) Can be played on any standard gramophone or radio-gram with steel needles.
- (c) Reproduction is equal to any standard proprietary record.
- (d) Has the playing life of any standard record.
- (e) The record, consisting of an **aluminium base**, can be bent and dropped without fear of breakage.
- (f) The record is 10 in. in diameter and gives three minutes running and weighs two and one-quarter ounces, against six ounces, the weight of a standard record. Three of these records take up the space of only one standard record.
- (g) Can be recorded by anyone, with excellent results, on a radio gramophone with the very small additional expense of a microphone and a groove-cutting recorder.

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## APPLICATIONS OF THE "PERMAREC" RECORD.

### For the Home.

- (a) The amateur recording of songs, music and speech, etc., for playing on any ordinary gramophone or radiogram.
- (b) The amateur recording of speech and music, etc., synchronised and arranged as a running commentary to films already taken with 16 or 9.5 m/m Cine Cameras.
- (c) The amateur recording of sound during the taking of 16 or 9.5 m/m films.

From the foregoing description of the uses to which the "Permarec" can be applied it will be readily appreciated that here is the most interesting form of entertainment for the home.

Through the medium of the "Permarec" it is possible for the musically inclined members of the family to make a permanent and true record of their capabilities.

Children's progress in speech and music can be faithfully recorded for future enjoyment and interest and duplicate records sent to relations in distant parts of the world.

Any particularly interesting turn, nationally important speech or instructive talk on the wireless can be permanently recorded for future reference.

By means of the foregoing examples, and many others, it will be understood that a fascinating library of home-recorded records can be built up.

For the "Home Cine" enthusiast there is unlimited scope for the use of the "Permarec" record and Home Cine Talkie attachment.

Films, no matter how old, can be given new life by adding to them music or an interesting running commentary.

## EQUIPMENT.

The record is positively permanent, having a metal base coated on both sides with a plastic chemical substance, and after recording with a "Permarec" Tonator and groove-cutting Recorder attachment must be baked in the "Permarec" Electric Thermion (which is adjusted to give 80 degrees cent.) for a period of not less than two hours and not more than two-and-one-half hours.

Recording can be done at home by anyone possessing an ordinary radiogram or wireless set with very little further expense, the only apparatus required being "Permarec" Outfit A. Consisting of :

"Permarec" Tonator,  
" Recorder and  
" Records.

In cases where speech or song is recorded at home a microphone is required which is supplied in "Permarec" Outfits "B" and "C."

Detailed instructions for recording are given with each outfit.

For recording speech and music synchronised to 16 or 9.5 m/m films, "Permarec" Outfit A.T. covers normal requirements; additional apparatus where required is covered by "Permarec" Outfits "B.T.," "C.T.," "D.T."

A visit to our showrooms will convince you that here is the most interesting entertainment for the whole family. We also have a fully equipped studio and our technical staff will be happy to afford any assistance or give advice to purchasers.

For professional people our service will prove convenient and attractive. Records can be recorded in our studios, processed and delivered in three hours at a cost of only 10/6d. each. Double-sided.

We shall be happy to receive your enquiries.

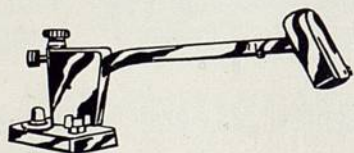
**Records can be baked at our Depot for 6d. each.**



# PRICES AND SPECIFICATION OF PERMAREC OUTFITS AND APPARATUS.

## Permarec Nickel-plated Recording and Reproducing Pick-up.

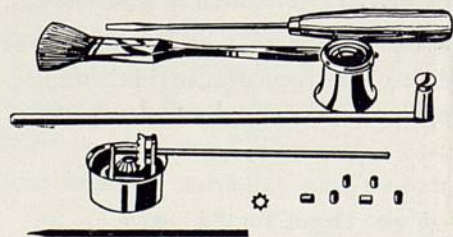
On bakelite base and nickel-plated pillar, with adjustable balance screw, complete with Volume Control and Automatic Stop. With box of needles.



Price : £4 12 6

## Permarec Groove Cutting Attachment

Consisting of Nickel-plated and geared Boss, with Track-arm for attaching to centre pin of turntable. Screwdriver, scribe, brush, magnifying glass and set of split collars for adapting to turntable centre pins.



Price :  
£1 16 0



## Permarec D.R.I. Microphone

Mounted in nickel-plated metal frame on large diameter base. Giving first-class reproduction for music and speech.

Price: £5 5 0

## Permarec Volume Indicator

In polished case with dial indicator for attaching to output of amplifier or radiogram to record constant volume of output.



Price : £7 10 0

## Permarec Electric Thermion

For baking records after recording. Being 12 in. pressed aluminium container with spacers and protective discs. Complete with flex and plugs for 200/220 volts, 230/250 volts. A.C. or D.C. Special voltages to order.



Price : £3 12 0



## Permarec Flexible Unbreakable Self-Recording Record

ready for recording.



Price : 3/-  
(with recording needle.)

## Permarec Special Reproducing Needles



Price : 1/9 Per Box  
of 200

## Permarec Home Cine Synchronising Turntable

Leather covered handle and clip fastenings, containing special Permarec Floating Drive Motor and Turntable with flexible drive to projector and pick-up. Wired ready for use.

Price : £7 7 0

## De Luxe Model

In polished mahogany or walnut cabinet

Price : £10 10 0

## OUTFITS FOR HOME RECORDING AND REPRODUCING

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### OUTFIT "A" Consisting of :

One "Permarec" Recording and Reproducing Pick-up.

One "Permarec" Groove-cutting Attachment, with Accessories.

Three "Permarec" Records.

Price : £6 17 6

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### OUTFIT "B" Consisting of :

Outfit "A" including

G.E.C. Microphone.

Price : £7 16 0

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### OUTFIT "C" Consisting of :

Outfit "A," including

"Permarec" D.R.I. Microphone.

Price : £12 2 6



## OUTFITS FOR HOME CINE TALKIE RECORDING

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### OUTFIT "A.T." Consisting of :

"Permarec" leather-covered case containing floating drive Motor, Turntable and flexible Drive. With Pick-Up mounted and wired for use.

"Permarec" Recorder.

"Permarec" Groove-cutting Attachment, and Accessories.

Three "Permarec" Records.

Price: £14 14 0

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### OUTFIT "B.T." Comprising :

Outfit "A.T." including

G.E.C. Microphone.

Price: £15 12 6

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### OUTFIT "C.T." Comprising :

Outfit "A.T." including

Special "Permarec" D.R.I. Microphone.

Price: £19 19 0



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