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# Tape Firm Hunch Hits Bullseye

By W.W. EDGAR

Little more than four years ago, Andre Blay, an ambitious 38-year-old resident of Mt. Clemens, figured he had obtained sufficient knowledge as an employee of the Lear Jet Corp. in Detroit, manufacturers of audio tapes, to strike out on his own.

He was confident that this knowledge, coupled with the experience he had gained several years earlier as manufacturing manager of the Corning Glass Co. in Corning, N.Y., would stand him in good stead.

So, taking Lee Nicholson, an engineer, with him, they formed the Magnetic Video Corp. with its headquarters in Farmington Hills.

Thus began one of the most fabulous stories in the industrial world in the past few years. Not only did the venture prove successful from the start, but the figures prove beyond a doubt that young Blay had the right hunch.

Starting from scratch with nine employees in September of 1969 the company has grown to the point where it now boasts 65 employees and from a \$250,000 business in the first year to more than \$3 million in the past 12 months.

The latest chapter in this amazing story is being written in a new 14,000 square foot facility on Inopex Circle in Farmington Hills where more than five million tapes are expected to be produced annually.

This new facility has enabled the young firm to divide its activities - producing video tapes in the original building just off the expressway at Halstead Road and audio tape in the new building.

The audio division produces the CHARM line of recorded cover performances, music of top hits and famous artists in both the eight-track and cassette formats. They are marketed through hundreds of distributors throughout the nation with about 10 per cent of the production going to European countries.

Equipped with the latest manufacturing facilities, 240 inches of eight track can be produced each second and a

KATHY KEMPANY keeps the assembly line running. Here she is filling cassettes on three machines on the way to producing five million tapes a year. (Evert photo)



BARBARA MELTON starts the process of producing the cassettes by loading the master reel. From here, words and music are recorded on the assembly line of magnetic reels. (Evert photo)

40 minute album can be taped in three seconds.

Strangely, Blay explained that most of the master tapes are obtained from London, England, because they are a better tape and have a better blend of music.

He also explained that most top recording artists in America are tied with recording companies.

"We stress the best blend of music and the young, unrecognized singers for most of our tapes. The plan has proven successful."

As he looked about the large manufacturing area where tapes were spinning in all sections, Blay, a positive individual, smiled and remarked:

"We may outgrow this building within the next two years."

While the new expansion was being opened, work is going on apace in the video building in the older industrial park.

Here video tapes are made and distributed for television commercials and distributed throughout the country.

So great is the demand that a TV studio is being set up for the actual filming of the commercial and the master tape.

"We're counting on big things here," the young president commented.

Big things?

The success in the past four years has been so great that the firm has gone public

**Laphan's**

**Madonna Hires Admissions Director**

John Winkler Jr., assistant director of admissions at Villanova University, in Pennsylvania, will become director of admissions at Madonna College, Livonia. His appointment was announced today by Sister Mary Donatha, Madonna president.

Winkler is also a candidate for a master's degree at Villanova, where he has held his current position for the past four years. He has experience at Philadelphia College of Textiles and Science, where he counseled and coached men's and women's sailing teams.

A reserve Army officer, Winkler served in Germany. Winkler, a Philadelphia native, is a graduate of East Stroudsburg (Pa.) State College.

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