





BEST WISHES

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Tape Firm Hunch Hits Bullseye

By W.W. EDGAR

Little more than four years, ago, Andre Blay, an antitious 36 - year old resident of Mt. Clemens, figured he had obtained sufficient knowledge as an employe 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 Coming, N.Y., would stand him in good stead.

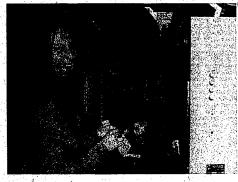
So, taking Lee Nicholson, an engineer, with him, they formed the Magnetic Video Corp. with its headquaters in Farmington Hills.

Thus began one of the industry of the control of the industry of the control of

young Blay had the right hunch.
Starting from scratch with hunch h

and audio tape in the new building.

The audio division pro-duces the CHARM line of recorded cover perform-ances, music of top hits and famous artists in both the eight - track and casette foreight - track and casette for-mats. They are marketed through hundreds of dis-tributors throughout the na-tion with about 10 per cent of the production going to Eu-ropean countries. Equipped with the latest manulacturing 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)

40 minute allum 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, urrecognized 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."

bullet may during the mext 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 blighings here," the young president commented.

Big things?

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

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BARBARA MELTON starts the process of producing the cassettes by loading the master reel. From here, words and music are record-ed on the assembly line of magnetic reels.

and its stock can be pur-classed over the counter.

"We now have 250 stock-bolders." Blay commented.
Present plans call for the releasing of 100 new albums by the audio division during the coming year, while the video products are finding ready markets, not only as TV. commercials but as a means of instruction in our schools.

The rise of the young firm has beer fantastic, and the energetic young fellow from Mt. Clemens who started it feels it is just a beginning.

Madonna Hires Admissions Director

John Winkler Jf., assistant director of admissions at Villanova University, in Pennsylvania, will become director of admissions at Madonna College, Livonia. His
appointment was announcet
today by Sister Mary Danatha, Madonna president.
Winkler is also a candidate
for a master's degree at Villanova, where he has held
his current position for the
past tow years. He has experience at Philadelphia College of Textiles and Science,
where he counseled and
coached men's and women's
sailing teams.

coached mens and saling 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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