"...I was fortunate to have been involved in the development of magnetic recording equipment as early as 1929, and I remained directly involved in this field until 1955. This was a period when major technological advances were made and magnetic recording was thrust to the forefront of information storage techniques.

This book is a record of my experiences with magnetic recording..."

—Semi Joseph Begun Introduction

MAGNETIC RECORDING: The Ups and Downs of a Pioneer

The Memoirs of Semi Joseph Begun

The engaging story of one of magnetic recording's most respected pioneers begins in pre-World War I Germany, moves through the 1930s with the early development of the Lorenz steel tape machine, and on to the activities at the United States' Brush Development Company during World War II. A rare personal insight into the emergence of a major audio technology by one of its most impressive contributors.

Soft cover. Prices: \$15.00 members; \$20.00 nonmembers
Please send copies of "Magnetic Recording: The Upsand Downs of a Pioneer" to:
AES Member Number
Name
Company
Address
City
State Zip or Country Code
Check one:
□ VISA □ MC □ AMEX #
Exp. Date
Total Amount
Circa et una
Signature

ORDERING INFORMATION

United States: Orders can be either prepaid in U.S. dollars drawn on a U.S. bank (please make checks payable to Audio Engineering Society) or prepaid by credit card. Please complete order form and return to: Audio Engineering Society, 60 East 42nd Street, Suite 2520, New York, NY 10165-2520. Tel: (212) 661-8528, Fax: (212) 682-0477. e-mail: HQ@aes.org. Web site: www.aes.org. Prices: \$15.00 members; \$20.00 nonmembers.

United Kingdom: Orders must be prepaid in pounds sterling. Make cheques payable to Audio Engineering Society. Please complete order form and send to: AES British Section, P.O. Box 645, Slough, SL1 8BJ, United Kingdom. Tel: Burnham 44 (0) 1628 663725, Fax: 44 (0) 1628 667002. e-mail: UK@aes.org. Prices: £9.38 members; £12.50 nonmembers.

Continental Europe: Do NOT send payment but indicate method of payment (credit card, Eurocheque, cheque in local currency or postal order) to: Michael Williams, lle du Moulin, 62 bis de l'Artois, F 94170, Le Perreux sur Marne, France. Tel: 33 1 4881 4632, Fax: 33 1 4706 0648. e-mail: PUBEUR@aes.org. You will receive a proforma invoice in the required currency indicating details of payment.