

# TALK

SOUND

FROM THE MAKERS OF "SCOTCH" BRAND MAGNETIC TAPE

Bulletin No. 13

"SCOTCH" Sound Recording Tape No. 101 was first manufactured in 1950. This tape is paper based with a red oxide coating.

The first "SCOTCH" Sound Recording Tapes were coated with a black oxide. Later, both black and red oxides were used for coating purposes. After extensive field use and laboratory evaluation, a definite preference for red oxide tape was shown. Manufacture of black oxide tape was discontinued for this reason.

Specifically, the red oxide tape showed superiority in two important respects:

First, its substantially lower erase requirement is preferred and often necessary on some types of recorders.

Second, it is free from "memory effect" present in black oxide coatings. This "memory effect" discussed in Sound Tip #11 is the tendency for a recording to "set" or become increasingly hard to erase, and after erasure, to return as background noise or as distortion. These difficulties have in many cases been incorrectly diagnosed as an inefficient erase head, a magnetized record head, or a bad run of tape.

Additional improvements have been incorporated in the No. 101 construction in the form of improved high-frequency response, better uniformity, higher output and increased signal-to-noise ratio.

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Magnetic Products Division



"SCOTCH" is a registered trademark of the 3M Co., St. Paul 19, Minn.