



# THIRD EAR ENTERPRISES

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## THIRD EAR AUDIO SOUND.

David Marks spent almost a year in the USA working for one of the largest, and most respected Audio Sound companies in the USA, the Boston/New York based HANLEY SOUND INC.

In 1971 Hanley sent out about R10,000.00 worth of Altec, Crown, Shure and JBL sound equipment to the RSA, after Marks had told him of the 'appalling' audio sound conditions in this country. It was only after a few years and quiet a number of "free" outings, that agents, promoters and managers started realising that they would HAVE to pay more attention and money, towards 'Audio Sound' in the presentation of their shows.

In fact, it was the 'Black' promoters, who were presenting shows to crowds of up to 10,000 people, who were the first to use, what was, & still is the largest Public Address system in Africa.

As soon as the 'Hanley' system started working non stop thru '72 & '73 ~~other~~ people (audiences) became aware of what the performers were trying to get thru all these years, unsuccessfully, with a 200 watt power amplifier, column speakers and a microphone. It also proved to promoters that although the audiences are not AWARE of it, one of the prime factors of crowd unrest and violence, at a good time (music) gathering was the fact that what they were (not) hearing was sub-consciously irritating. Even at smaller gatherings and Club meetings, where Music is supposed to be an uninhibited escape, relaxation, pleasure, etc, one can almost "feel" the violent 'vibrations.' In many cases it is the 'boring\*' performances manifested by a bad sound, because even a 'boring' performer can get 'out of it' and ~~become~~ a little happiness if he's at least getting across!

There is as noticeable a difference between "Body" and "Volume" as there is between "Clarity" and "Distortion." Volume and distortion can never create an atmosphere, especially when ones ears have grown accustomed to fine Hi-Fidelity recordings. A sound can be LOUD and pleasant without it having to be an endurance test on the brain, as modern recording techniques have proved, and there is NO difference ~~between~~ between a THIRD EAR public address system, as we have developed it to-day, and the mixing console of a recording studio, amplified 10 times.

Today, all based on the Hanley System, there are a number of good sophisticated Audio Sound Hire companies. But then there are still a great number of Agencies, Promoters and managers who, ~~rather~~ rather than pay the price of a good sound system, insist on taking the general public for as much as possible.

Third Ear though, is still the only company with speakers large and capable enough, of getting a full dynamic audio sound, outdoors, and our Altec designed 4-10 Bass Cabinets (7'x3'x3½' weight 300lbs each) are still the only speakers available in Africa to "Throw" the Low frequencies, the frequencies that gets lost more than any other at an open air meeting.



Membership of the South African Music Rights Organisation limits public performances of our catalogue works to SAMRO licensed establishments.