

C H E E R S



B & K Goes Pink...



You
feel like
dancing

1984:
THESE WERE THE HITS

★ ★ ★

1. **PINK NOISE:** "Sine Sweep", "Wide Range Distribution" and other evergreens
2. **THE GLIDING FREQUENCIES:** "Lateral Modulation", "Log-Sweep", "Calibration, Calibration"
3. **THE PHASIC 4000s:** "Phases, Phrases", "Behind the Phantom Line", "XTC thru' XLR"



After a pause of several years the ***Cheers*** phoenix rises again from the ashes of austerity, complete with a new editorial staff bearing no resemblance to the old. As with previous editions of this illustrious and august journal, the random scribblings have mysteriously found their way into print without the aid of the technical illiterature department. This transformation having been achieved through the wonders of modern electronic jiggy pokery and telepathy, not to mention apathy.

As these scribblings are purely random verbal phlebotomy any relationship to characters living, stuffed or dead is the result of coincidence. Offended persons should therefore, sue the dice thrower, not us.

To paraphrase the great bard (him with the wig, quill pen and funny trousers),

*"'Tis tales told by idiots
Full of sound and fury
Signifying nothing"*

[Macbeth, Act 3]

we hope that they bring a smile to all who read this publication which has been generously supported by a grant from the home brewers association.

So without further ado,

Cheers



The present editor.

The past editor.

Disclaimer: This collection of originals was written and drawn on the back of old cornflake packets at ca. 6.00 a.m., during our own free time. (That being our story and we're sticking to it).

Dear sir,

As you may be aware of, we here in Austria have become more and more concerned about the influence of excessive noise on human beings. More standards, recommendations and laws are published to protect people from aircraft, community, industrial and other sources of noise than any where else on the globe.

In Austria it also has been realized, that the dB(A) is one of the parameters which must be reduced in order to achieve lower noise levels.

Lately, a very sophisticated technique for reducing the amount of dB(A)'s people are exposed to has been released and become effective: **THEY HAVE BEEN BANNED.** Yes, the Photographic Display of dB(A)'s is now forbidden and so no more shall the dB(A) appear in advertisements, brochures etc. Thats noise control for you.

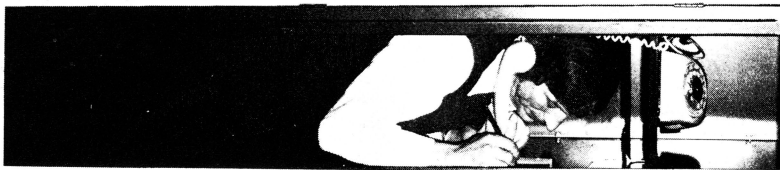
Hr. Sepplhosen, B&K Austria

Dear Mr. Sepplhosen

Thankyou for your comment, but we'd rather not talk about this particular field of noise reduction. You see the banning of noise can be very effective, all you need is a bit of paper with an official looking seal which says "we hereby declare that this noise is banned", and bob's your uncle. No fancy sound level meters, no expensive recorders, no extortionate frequency analyzers - you see no anything that B&K makes. Not good eh. Then, of course, with no turnover B&K would be hard pushed to provide all those nice, cooshy, expenses-paid agents courses... you get the drift? So be a good boy and keep quiet about this one, will you.

Cheers Ed,

OL' BLUE EYES IS BACK AGAIN



"Space Advertising, good morning."

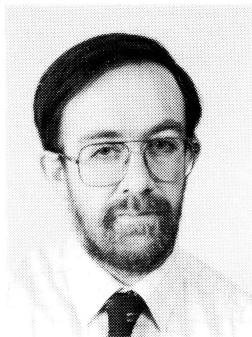
WRITE YOURSELF INTO THE FUTURE

join the B & K Technical Literature department

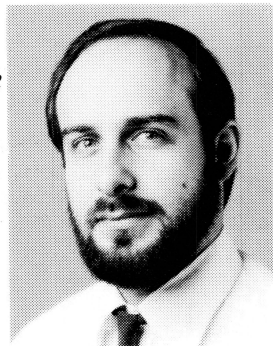
*Here's what some of the
department members have
to say:*



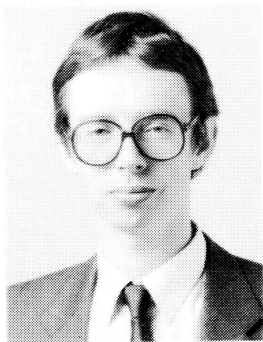
Gohn A. West (major)
"Anythings better than life
at the front....and lots of
lully girls to kiss...."
(4ft 3")



Phillip Hollyberry
"New problems are creat-
ed to be solved every day"
(3ft 9")



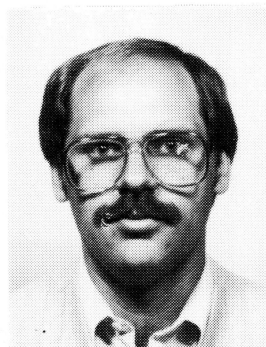
Stanley Slicer
"...unlimited (tax-free)
travel. I aim to be the
smoothes operator in
darkest Africa next year"
(4ft 6" x 4ft 6")



Rolf Waldorf
"...und plenty of scope for
researching der lost DIN
standardabweichtunger
(1.3715 m)



Jean-George Pitarch
"It is, how do you say, fan-
tastique....but the food..."
(4ft x 2ft)

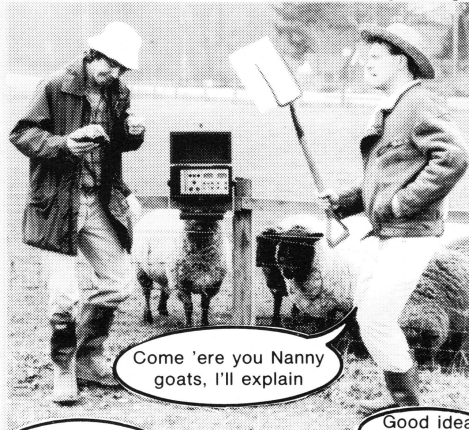


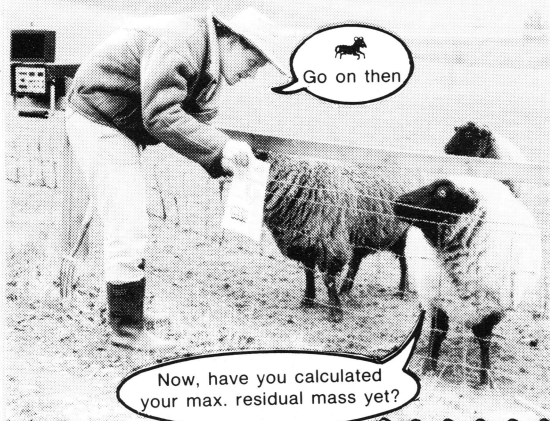
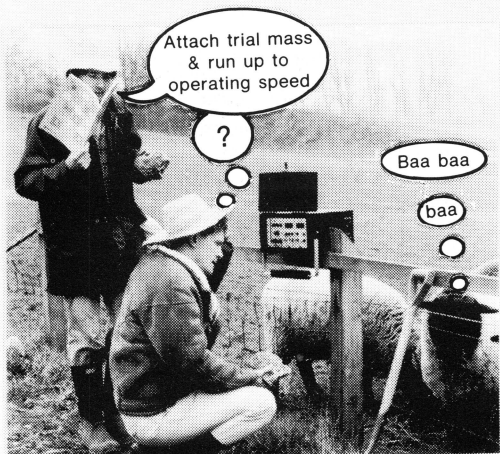
David Streaky (jnr.)
"Well I'd say this sure is a
cute little ol' country you
guys have got here"
(large)

Applicants must speak fluent Danish and be under 4,5 ft (1,3716 m) in height.

For further information write to J. J. Jessen or P. P. Petersen, B & K Nærum.

Field Balancingor a day in the life of Larry the lamb





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DANISH

Some visitors to Denmark will have noticed that the natives speak Danish most of the time. It is a language very rarely heard outside the mother country, the consequence being that foreigners know not the first word of it. As an aid to agents or customers who are planning a trip here in the near future, we at *CHEERS* have compiled a short list of key phrases which, if learned by heart, will help you to get by. This basic introduction to Danish will also be helpful to foreign engineers who have lived in Denmark for less than 4 years.

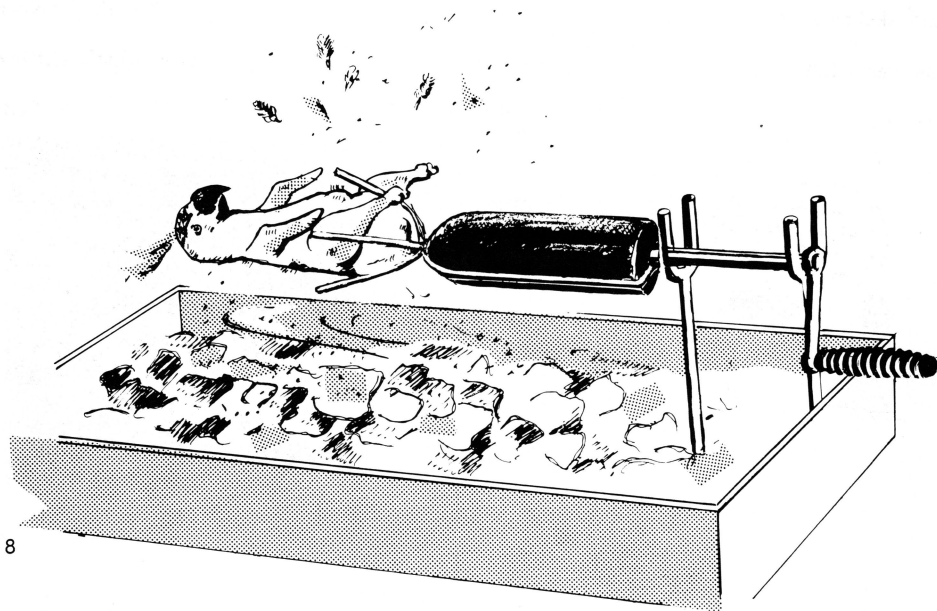
Of course, knowing a little of the language helps you to understand the nature of the people who speak it. Did you know, for example, that there is no word in Danish for "please", an arrangement which is entirely suited to the national tendency toward rudeness. (This may seem quite deplorable to those of us who are of a more refined temperament, but is a situation with which most German visitors are quite happy.) Also, Danes speak very quickly, so quickly in fact that a scientific commission was recently set up in Brussels to research the phenomenon. Their early results indicate that the rate at which words are generated by Danish vocal chords is greater than the rate at which electrical impulses from a Danish brain reach these vocal chords, three times as great, in fact. Therefore, over 60 % of words spoken by Danes originate in a location other than the brain. Current encephalograph tests performed on the lower posterior regions of the Danish anatomy are producing telling results.

Part of the difficulty of learning Danish lies in the pronunciation, and the attendant apparent disparity between what is written and what is spoken. However, the following hints will ensure minimal confusion when attempting to communicate:



APPLICATION PRIZE 1984

The 1st prize in this year's "interesting new application" competition category goes to Mrs. Rumba Bumba of Papua New Guinea.



- 1 Say only the first half of the word
- 2 *d* is pronounced like *g* as in *gnat*
- 3 The pronunciation of the first vowel of the second word of the sentence you are currently speaking is identical to the pronunciation of the second vowel of the third word from the end of the twelfth sentence you said last thursday afternoon, unless it's raining. If this is the case, it is always pronounced like *o* in *facetious*.
- 4 Fill your mouth with old socks, orange peel, and marshmallows.

And now those useful phrases:

DANISH

Hvordan har du det?

Fint, tak!

Hvad er der i vejen?

Hvor ligger Istergade?

Jeg er meget glad for at træffe dem

Min taske er fyldt med hummere

Jeg behøver nogen arbejdsløshedsunderstøttelse

Schyy! jeg har tømmermænd!

Har du et lommebillard?

Min mellemørebetændelse er ikke særlig god, i dag.

Tak skal du have.

Det var så lidt.

Værsgo.

ENGLISH

How are you feeling?

Mind your own business!

What's that in the road?

Can you tell me the way to the red-light district?

I've got a lovely bunch of coconuts.

My case is full of lobsters.

I work in Dept. 3

Good morning, vicar

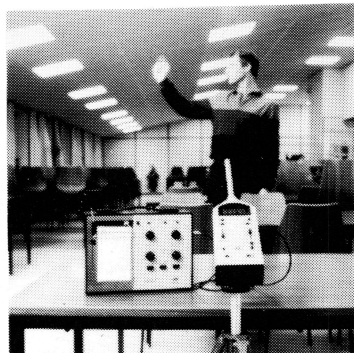
What seems to be the problem, officer?

Thank you

Thanks for nothing.

Gosh, that's a little one.

Sod off!



EXODUS

Upon that day, Brian the Brit arose from his bed of mineral wool, drew his cloak of green and black about his shoulders and went forth from his anechoic chamber. Out into the free field he strode and summoned his people about him as he went.

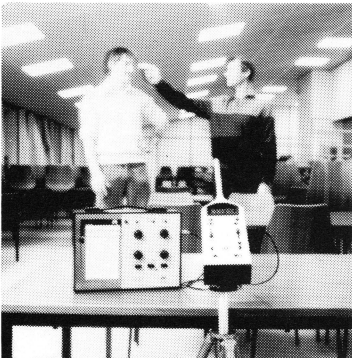
Then Brian spake unto his people saying "Be of good cheer, fellow Brits, for this night I have dreamt a dream wherein the Great Instruction Book of the World did lay open before mine eyes. And it was written that our people should travel northward to the land of frozen meatballs where the blond haired Danes dwell and there shall find employment and all manna of social services. These things shall come to pass as I have fortold ye providing we follow the instructions. We shall follow the brightest star in the heavens and where the star comes to rest there shall we find haven and good working conditions."

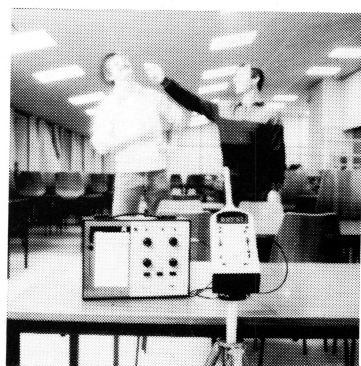
While Brian spake thus, the Fundamental Source in the Skies lent power to the sound of Brian's voice so that the whole environment reverberated with his words.

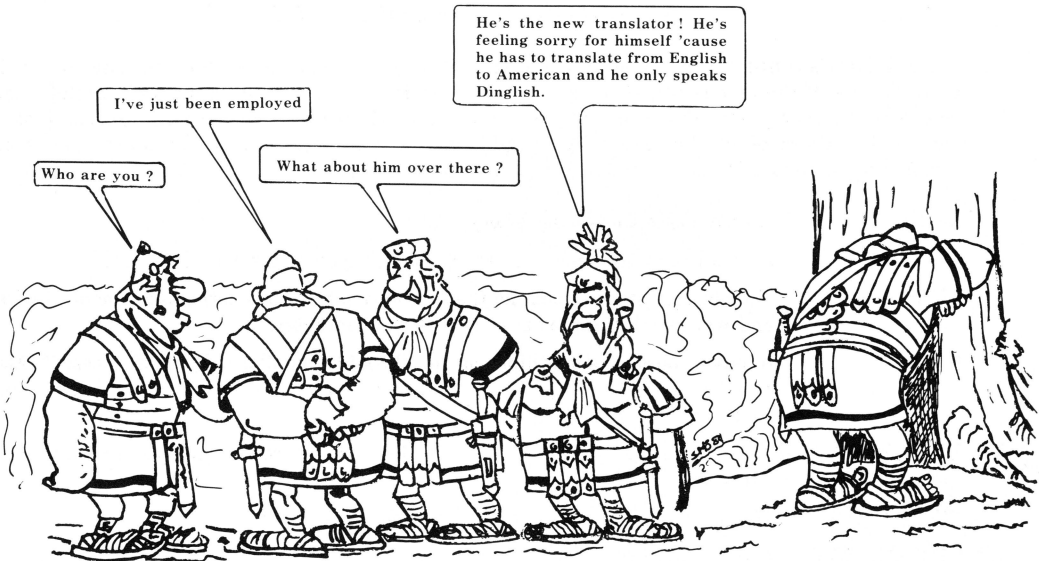
And the people of Brian rejoiced and went away with uplifted skirts to prepare for the Exodus. Thereupon the Brits did gather up their flocks and herds, their wives and children, their goods and chattels, their pigeons and gusunders, their dog-eared school reports and their wordly possessions and did flee the land of Britain that very night for they would escape the plague of unemployment and the damned time clock that had besat the land for many years.

And it came to pass that after many weary days the star came to rest over a pyramid near the town of Næruzeth. And there did the people of Brian settle and did propagate according to an inverse square law.

Will the Brit Nits find eternal peace work? Read next years exciting insemination.







In the annals of science, one family stands out as being responsible for the names of more units than any other. This family is none other than the Chelli family, that lived in Clacton-on-Sea around 1630. Units have been named after the three brothers Torri, Vermi and Botti.

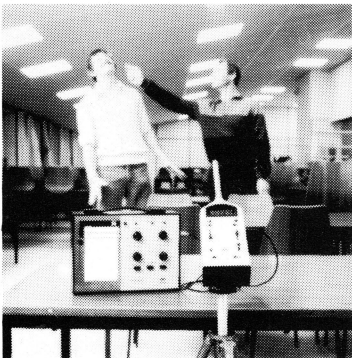
The Torr – used for the measurement of pressure. (1 mm. of mercury)

The Verm –is a unit of length (1 Verm = length of a standard spaghetti)

The Bott – is a unit of tri-axial acceleration, as measured at the base of the spine

Addendum:

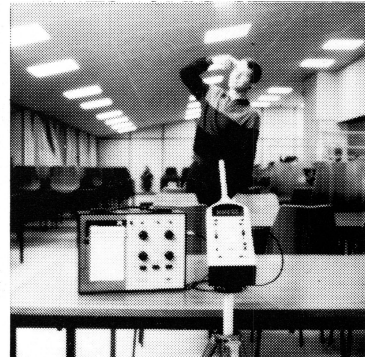
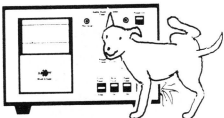
A distant Chinese cousin Brue Lee Chelli later joined up with a man called Care. E. Chelli (no relation) to form a well known firm who are instrumental in making these units household names.....



ALL ABOARD THE INTERFACE BUS

Brüel & Kjær's continuing leadership in the area of measurement and analytic instruments is, in part, because of the management's unconvincing attitude toward the use of modern, digital interfaces, and the computers that can now be connected to them (the management, not the instruments). For those of us that are a byte frightened by the emergence of computers and their peripherals, here is a layman's guide to computer terminology.

ASCII:	A Silly Code Indicating Idiocy
BIT:	A small part of something, as in, "Would you like a bit of cheese?"
BUS:	No, not that stupid machine that's always late. A bus is the assortment of wires and whatnot lurking at the back of the computer.
BYTE:	A larger part of something, as in, "Would you like a byte of cheese?" Also something that the orthodontist says about your child - "He/she has a bad overbyte."
BUS DRIVER:	The stupid person that makes the above-mentioned stupid machine late each morning.
COMPATIBLE:	Means it won't work with anything, not even itself.
CRT SCREEN:	A television with only one channel.
FIRMWARE:	For more details on firmware, consult the advertisements on pages 30 & 31.
FLOPPY DISK:	Phonograph record that's been left out in the sun.
HARDWARE:	The parts on the outside of the computer.
HARD DISK:	Phonograph record before it's been left out in the sun.
IEC/IEEE BUS:	A four-wheeled vehicle driven by unlicensed engineers.
INTERFACE:	Cockney slang for "into her face"
"K":	The number of letter K's that the computer can remember, i.e. a 64-K machine has a capacity of sixty-four K's.
MEMORY:	I forgot this one.
MODEM:	A device that automatically runs up the telephone bill. Similar to teen-aged daughter.
RAM:	A male sheep.
ROM:	Rambling Osculatory Masseuse
PROM:	Personal ROM.
SOFTWARE:	The parts on the inside of the computer.
TERMINAL:	What one becomes from working with computers for too long.



Battery Test for Salesmen

B.ATTERY is the author of several handbooks concerning the operation of battery-powered instruments. "Help - My Batteries are Flat" (1975) and "Battery Charger and Mains Outlet Detection" (1976) are two of his best-known works.

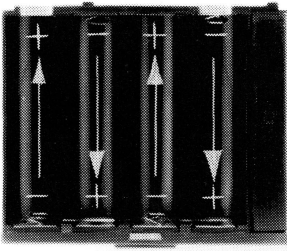
In 1974 he graduated from the Battery Park College (City of N.Y) with a Master's Thesis entitled "A New Double-Positive Poled Battery". Since then he has devoted himself to the solution of battery-related problems.

In October 1980 B.ATTERY joined B & K as a dry celled specialist.

...About the problems with + and -

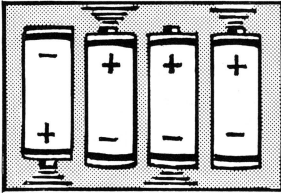
Inserting batteries in equipment requires a great deal of intellectual and manual skill — that is why manufacturers frequently reserve 1-3 pages in instruction manuals to explain how to do it.

If you have doubts about your own capabilities to handle the problem — try this test. It may be most revealing:

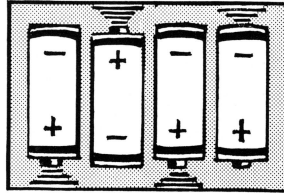


- ◄ This foto shows the battery drawer of a commercially available sound level meter

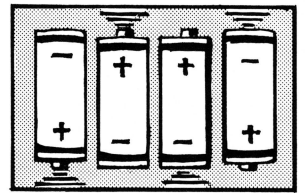
How would you insert the batteries? Check the appropriate box!



A ☐

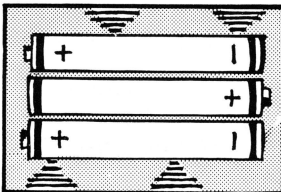


B ☐



C ☐

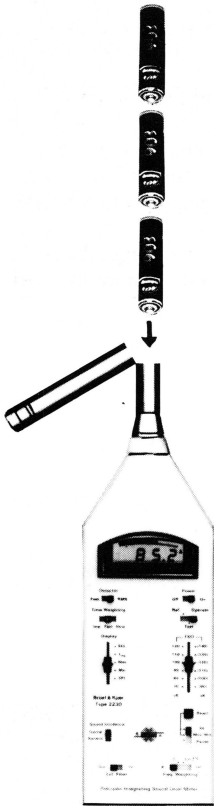
A customer is completely helpless and shows you the battery drawer of his SLM.



You suggest:

- ☐ Use Alkaline batteries
- ☐ Buy the power supply
- ☐ Reverse polarity

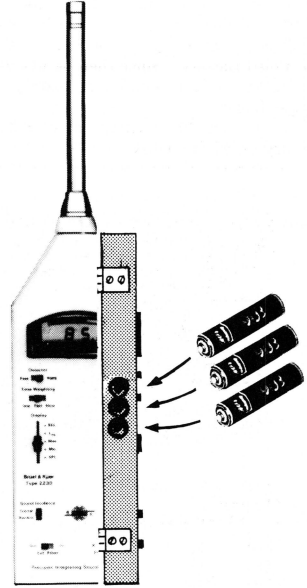
This is another instrument. How would you insert the batteries?
(No reason for sweat – just remember how you did it the last time)



A ☐

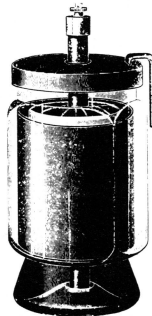


B ☐



C ☐

Are you familiar with the international classifications of battery types?



This is a

☐ LR13 $\frac{4}{7}$

☐ LR6 $\frac{1}{2}$

☐ I DUN'NO



N.B. According to the international standard “Insertion of batteries in battery-powered instruments for mains-independent operation”, prolonged exposure to problems related to the insertion of batteries may have harmful side-effects.

Staff Day Sweetener

FEATURES:

- HARD CASING (tough to crack)
- EYE LEVEL VIEWER (can hypnotize your bird)
- SINGLE FINGER CONTROL (nine free fingers)
- DEODORANT SPRAYER (allows you to get in-range)
- AUTOWASH (Gets you really cool)
- BEER BOTTLE OPENER (saves you loosing your teeth)

Sizzingly new, the only self-motivated office worker. The ultra-modern SDS 8118a received an accolade for its progressive features at the congress of Electronics Wizards and Active Communications (EWAC). The SDS has a corridor speed of 35 km/h and is 60% efficient at person avoidance. American football armour and padding is available as an optional extra for staff. It can make tea, but prefers coffee.

Description

The instrument is designed to have state of the art electronics and an acceptable appearance. All normal requirements of the average office worker have been covered in the basic design, other customer needs can be supplied on demand. The spokesman for EWAC gave the following report on the SDS: "It outperforms all other competitors in the field and some of those in the office". The refreshment service covers all size of people. A&B by this proudly introduce themselves into the area of Hospital Servicing and Staff corruption.

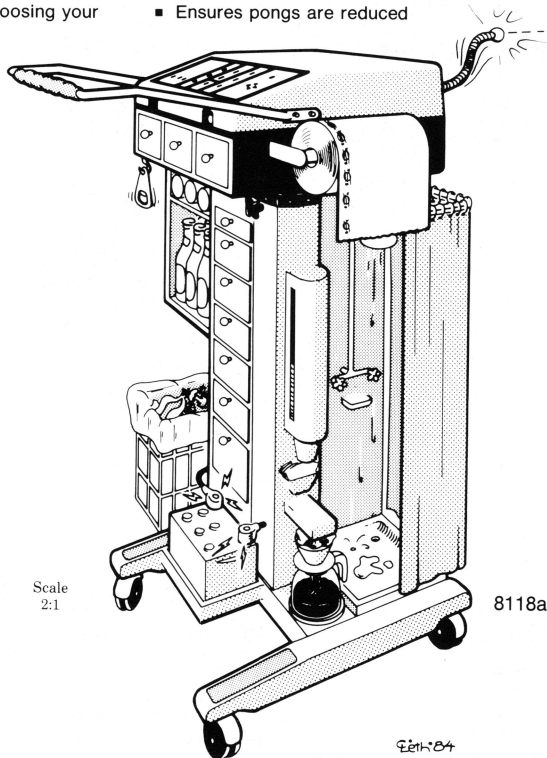
Operation

The SDS is Auto-Mobile. It is simply a matter of pressing the Green button to the left when it is required to move and similarly a matter of pressing the Red button to the right when it is required to stop.

- ACUPUNCTURE ALARM (gets you up in time)

USES:

- Sweeten the staff's tedious labour routine
- Provides iodine tea to restrain the over fresh staff
- Awakes your staff three times daily
- Ensures pongs are reduced



There is a roller-bar *Standard Pram handle* suited to left or right hand driving.

The drawers and heating units are operated as usual for such devices, and as an extra a disposable hand-towel might be installed. Likewise a cash register might be

installed. Operating buttons are already installed on the front panel.

Installation

Installation is quite simple. A problem which occurred when the instrument was to be packed was

that the wheels had to be deflated, to suite the transportation box. A&B therefore kindly ask you to pump-up the wheels again **after** removal of the packing to obtain

smooth and easy corridor racing. Likewise it is recommended to stock-up the drawers and trays. Furthermore the perculator should be filled with enough water to pro-

duce the first requested cup of coffee or tea.

Maintenance

Regular maintenance comprises the following almost selfexplanatory areas:

Daily supplies of consumable articles

To achieve continous service the following should regularly be supplied in the drawers:

Chocolate Drops
Wine Gums
Sweets
BonBons
Curlers
Fruits
Soap
Shampoo
Teabags
Instant Coffee
Chewing gum
Shaving Cream
After shave lotion
After eight Mint
Draught Beer and Soft drinks

Lubrication of wheels

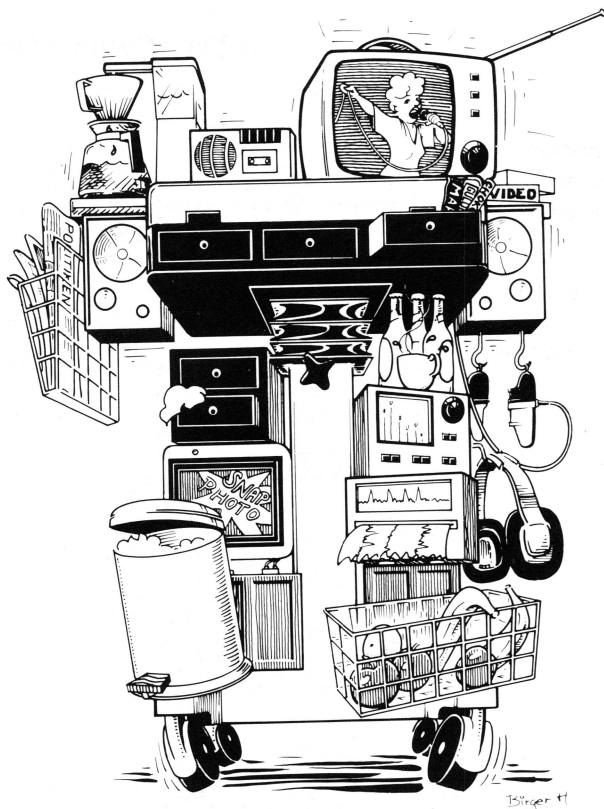
Oil the bearings using oil Type Iou Kr25.

Sparingly apply the goose grease to the steering rack.

Pumping the wheels

In case of a flat tyre, the air-stimulator in the rear slot (not illustrated) should be found, and the valve adaptor terminating the hose put onto the wheel valve. A couple of jumps on the handle will make the SDS unit balance correctly.

Remember to replace the pump to avoid broken legs etc.



Specifications 8118a

<p>OPERATING MODES: Horizontal always</p> <p>Transportation: Auto Mobile</p> <p>DUTY CYCLE: Three times a day</p> <p>ELECTROMAGNETIC COMPATIBILITY: Complies with Class B requirements of Standard Community Noise Rules</p> <p>ENVIRONMENT: Temperature Range: -5 to 45°C (+23 to</p>	<p>133°F)</p> <p>Boiling Water: 100.1°C (212.2°F)</p> <p>Humidity: 0 to 90% RH non-condensing</p> <p>Ambient Pressure: 18 MDogs/acre</p> <p>MEASURING RANGE: 2 ft. to obstacle in any direction</p> <p>POWERING: Battery + 2 photoelectric cells</p> <p>DIMENSIONS: Metal cabinet, excluding knobs and feet Height: 1326 mm (52.2 in)</p>	<p>Width: 769.5 mm (30.3 in) Depth: 769.5 mm (30.3 in)</p> <p>WEIGHT: 0.5 kg (1.1 lbs)</p> <p>ACCESSORIES INCLUDED: Perculator..... UA 9876 Waste Bin..... WB 8765 Disposable Hand Towel..... DH 7654 Sweet Jar (3 pcs)..... SJ 6543</p> <p>ACCESSORIES AVAILABLE: Potty (Adult Size)..... WC 1234 Draught Beer Firkin..... OL 2345 Football armour & padding..... PC 3456</p>
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Cheers Inc. Ltd. A/S

World Headquarters: Eskimo Nell Devices, Aurora Borealis Avenue,
Greenland

Telephone: (01) 4916 · Telex: (02) 253649

The Netherlands, Mills and Tulips, Up the Cannals, Without der Van; Egypt, Tomb of Tutankhamun, Up the Nile, Without a Camel; Espania, Bulls and Lances, Death of Toreadores, Up the Horns, Without a Parachute.

What's on



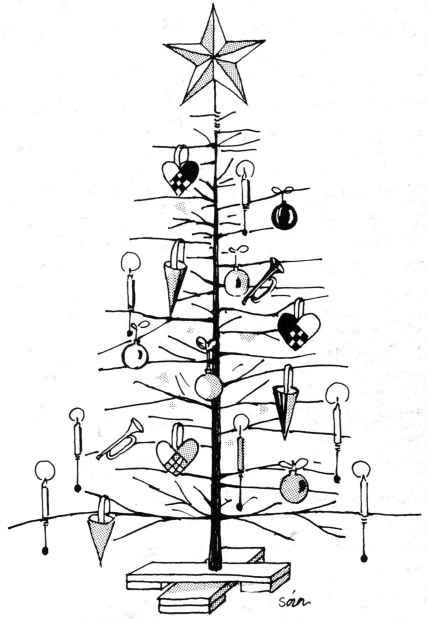
the menu?

The new application nodule to help purpose-design your meals is now under going it's trials. This noodule which gives the very latest in the state-of-the-art cooking has been developed to serve three course meals in minimum time. These rapid meal systems should appeal to every business man with a *heavy* schedule. No longer will these pillars of society be required to eat roadside jaw benders. The new system will be based on such original and dynamic tasty perceptions, that even the most discerning gourmets will be taken into the heights of a delicate summer's day in a romantic paradise of flavour. Just look at the choice this system could give the average fast food kiosk and you will realise that a truly astonishing boundary has been driven back.

The menu shown here is a christmas extravaganza to excite the most demanding critic of quality food fare. It's all, in a manner of speaking, "ultimate delight in umpteen dishes". Picture a meeting where there is one man who must satisfy the most important HIGH ROLLERS in town. There he is in the boring reality of an office meeting and someone suggests lunch, he could be the man that says "I'll take you to a noud-up at the JET JAWS INN". Here is the challenge for

the pizza packem inns, the chippy's last smoke over the fat, a pace-setter for the burger house bustle.

Be that fortunate decisive man who says "our chain must go noodle now".



Cheers Inc. Ltd. A/S ^c\$_C

World Headquarters: Eskimo Nell Devices, Aurora Borealis Avenue, Greenland
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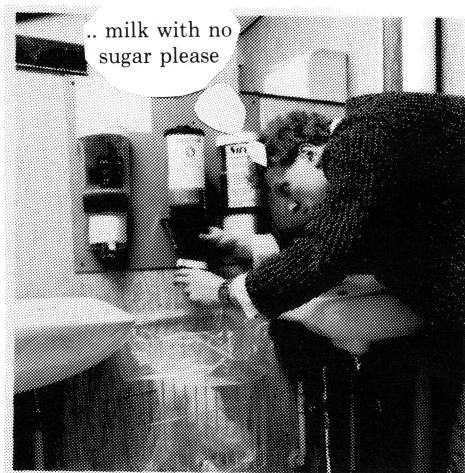
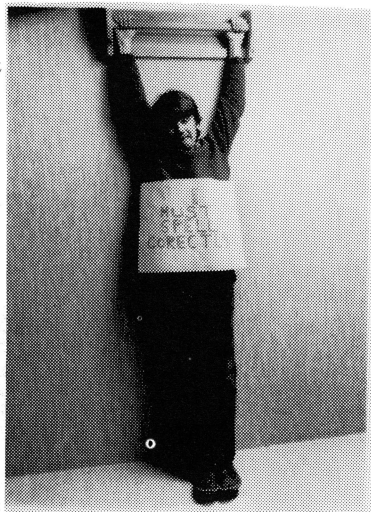
The Netherlands, Mills and Tulips, Up the Cannals, Without der Van; Egypt, Tomb of Tutankhamun, Up the Nile, Without a Camel; Espania, Bulls and Lances, Death of Toreadores, Up the Horns, Without a Parachute.

Themes From The Toilet

For those of you not familiar with the new standard of B & K toilet accessories, here's a brief guide to some of those otherwise seemingly mysterious artifacts to be found on your daily visit:

THE LITERARY RACK

Obscene torture tool used by B & K management to punish spelling errors (oh no, not again).



DISPENSER FOR DIRTY DICKS

The art of hand washing, a very important part of daily hygiene, has risen to such heights of sophistication that the following high-tec equipment has recently been installed in the B & K toilets, with such features as:

Sound-actuated soap-dispenser;

Servo-controlled anti-overflow plugs;

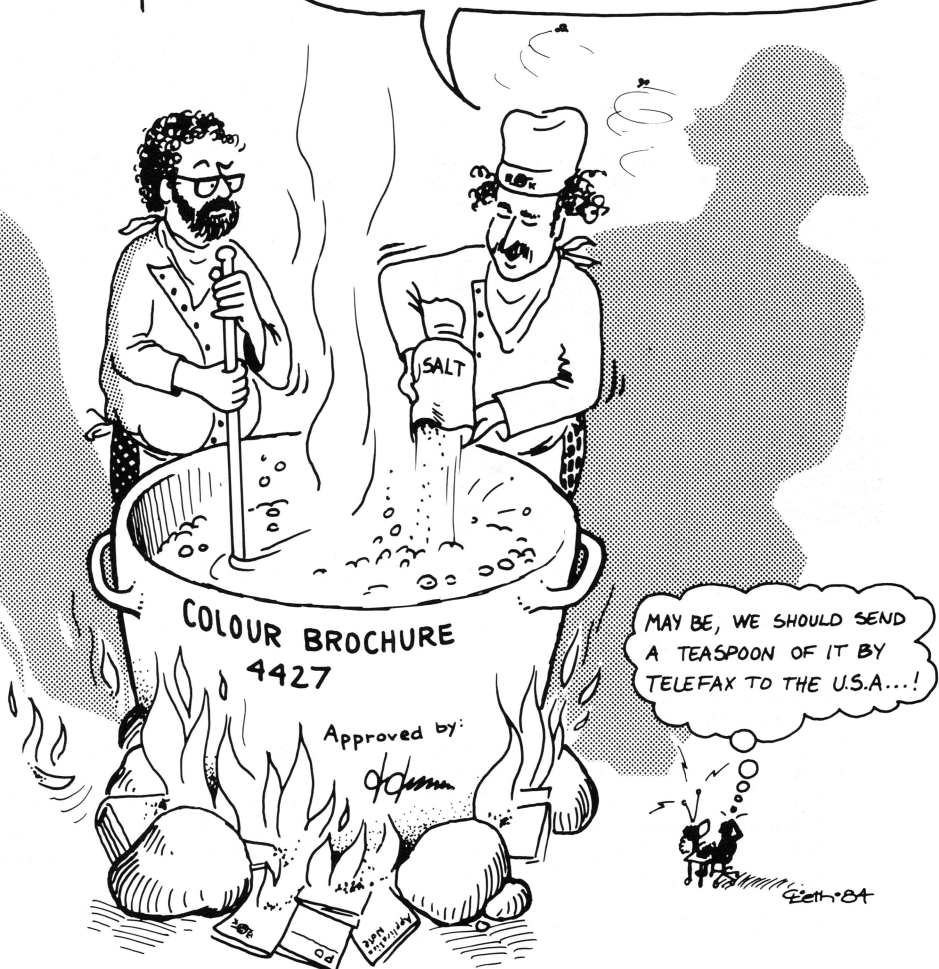
Central station hardware with 10 Mbytes main memory and 250 Mbyte winchester disk, equipped with the BZ 7340 non-washable Toilet Applications Package (TAP);

Large mini-12" display with 6 different cursors: Random Access Tap (RAT), Bi-channel Underwater Response Karzy (BURK), Single Windowed Inter-Nodulated Effluentizer (SWINE), Instant Dumping In Overflow Trousers (IDIOT), Junior Edmundsens Robotised Kidneys (JERK), Anti-Slooshing Spectrum (ASS);

and yes it evens makes a cuppa whilst you're waiting

ARE YOU SURE THAT YOU SHOULD PUT
MORE SALT IN THIS BROCHURE ?

YES ! 127 ENGINEERS HAVE BEEN
INVOLVED IN IT, BUT THERE IS
A LITTLE PROBABILITY THAT THEY
ALL FORGOT TO PUT SALT IN IT !!



CORRECTION(S)

Structural Testing using Modal Analysis (BG0112-11)

Your attention is drawn to page 5 under Excitation Signal Types, column 3:

The word drops should be replaced by streams.

The word alleviated should be replaced by relieved.

We apologise for any inconvenience this may have called.

Department 3, 31 September 1984

After an extremely long processing period, an exiting new instrument is soon to be released by B&K. It's not officially for sale yet, so we lack details, but the main features are as follows:

It's a multipurpose, portable, compact, user-friendly and not all-electronic instrument, used in a multitude of applications and in many walks of life: As an impact exciter in modal analysis and noise measurements, an unbalance corrector, a thermal pickup, a prestige object, etc, etc, but as its close to Xmas we'll only highlight some of its more domestic characteristics.

Its portability makes it easily carried in the car and, as all other B&K portable instruments, it will considerably increase the weight of the latter, improving road holding characteristics on snow or ice covered roads. Its large calorific mass also results in a nice warm car immediately after installation, permitting you to comfortably wait for the cars own heating to start, without requiring alcoholic means. You see, as always B&K instruments are cheaper in the long run.

To match B&K's reputation of high-reliability instruments, and ensure ease of repair, it is made from a solid block of real, common-or-garden granite. It's therefore ideal for an original Xmas present idea, advantageously replacing the emerald necklace which, although certainly cheaper, has a much less exciting colour.

All-in-all a very welcome addition to the B&K line of human environmental instruments and, if on christmas day your mother-in-law is getting you down - a rope around the ankle and the Type xxxx can make that day just a little bit quieter.



minotaur

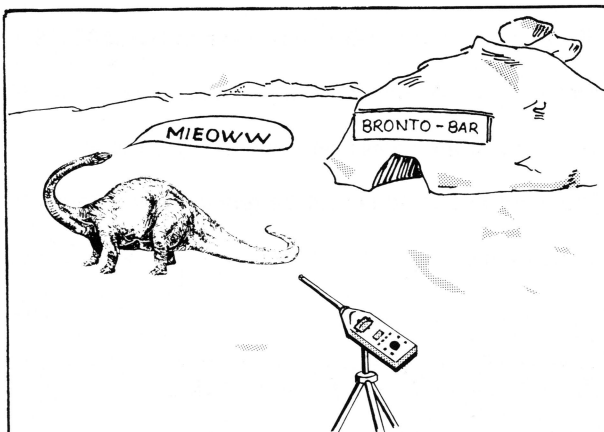
the mythological newsletter that's half man and half bull

Noise and Man

At home, at work and in our recreation, we've got to admit it, *homo sapiens* is about the noisiest bunch of sorry-sobs ever to proliferate on this green planet of ours.

In an attempt to come up with something noisier than modern man, acousticians and archeologists have recently put their heads together to find out if it is possible to retrospectively "measure" prehistoric sound levels. The result is a technique for determining the primary *Permanent Remanent Acoustic Trace* (PRAT) — an ossified acoustic record of the past. The technique is excruciatingly laborious; the PRAT lies deeply hidden below secondary acoustic traces and in order to get at the primary PRAT, a sophisticated acoustic "cleaning" process must be used. The fossil is subjected to "black noise" — synthesized anti-noise of all possible sounds which could have occurred since the primary PRAT was imprinted.

Of course, heating a specimen above the Curie temperature eradicates all trace of the primary PRAT, so records of the terrifying Brontosaurus Bawl were



lost for ever once Neanderthal man opened the first Bronto-burger joint. Paleoacoustic studies on other fossils have shown, however, that a *Woolly Mammoth* with toothache or the *Great Bear-with-a-Sore-Head* that roamed the northern skies about 23 000 BC could only manage levels in the region of 105dB(A) on a good day. Pretty tame stuff compared with modern man.

Today, with the upsurge in family disputes, flying pickets, and Mick Dagger, the *Mammoth*

pales into insignificance. We've got to accept it. We cannot justify our noise pollution by taking solace in any supposition that we were not the worst.

A whole new field of science is opening up. Paleoacousticians everywhere are frantically gathering fossils in the hope that some prehistoric encounter produced a sound level greater than *Woodstock*, thereby laying the ails of the twentieth century at the door of some bygone era. Hopes that moon-rock studies will reveal a real biggy for the

Subserviants on umpteen continents

Rent & Tear Rainmakers, Inc.

Qzctcoatl Quay

DeAndes

Tsunami Test & Trading Co

655 Marina Trench

S. Japan, C

Cool & Clear

Onde Pole

Antartica

Broon & McKlintok

4 Bowers Burns Bridge

(just rownd the
corner from the
postmistress)

Mosko, Airshire

O'Bryan & Kiery

Portopaddi Road

Co. Klaver

Drool & Cheers Nelsen's Passage Schoopenhaighn

Ail & Cure

(Medico Division)



acoustic signature of the Big Bang and therefore causally ad-monish man of all blame for all time ("creation created the big-gest") seem slim.

Present day instruments seem unable to cope. Nevertheless, if you want to try, we've produced a brochure and demo-tape out-lining the principles of paleo-acoustics. Entitled "Sounds of Silence - In Search of the Big Bang", you can receive your copy by circling **No. 1** on the reply card.

Noise and Woman

Cats pace up and down relentlessly, dogs whine, and snakes and lizards are particularly active. The scene could be San Francisco some 24 hours before the great earthquake of 1906 or Glasgow any Friday night. But, recently veterinary acousticians found that similar phenomena preceeded that Amazon cry which arose as more sober-minded citizens helped chain Emily Pancake to the railings of 10 Downing Street in protest of those scream-inducing evils of the early 20 century: franchise for debutantes, income tax and the gold standard. "Screaming for Emancipation - Acoustic Emissions in the Sensitive 2 - 4 kHz Range", an historic but redundant account of these events is now available. Circle **No. 2** on the reply card.

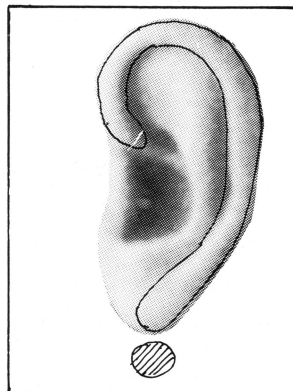
Noise and Noy's - dislexia redefined

"Definitions relating to Acoustic Terminology", has now been accepted as a full-draft proposed revised recommendation and is available from your local institute.

When Does A Noise Annoy?

- * Did Brotosaurus create the highest SPL and if nobody had instruments to measure it, was it an SPL?
- * Did it annoy?
- * Could an artificial ear have been used and how would it have subjectively perceived the apparent noise?

These and similar questions have provided philosophers, from Spinacha to Jack Russel, with many hours of idle amusement since the discovery of paleoacoustic remanents. True prisoners of conscience and gloom mongers as they are, their train of thought proposes that even if a real biggy of a prehistoric sound level turns up in fossil samples now being examined, no-one could measure it and therefore it does not constitute a record-breaking SPL. Thus, modern man must bear the infamy of being the noisiest species to evolve. The subsequent invention and refinement of instruments capable of measuring



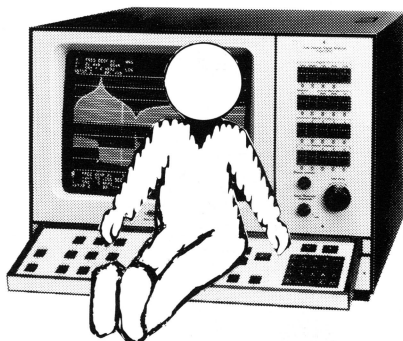
noise are not acceptable as mitigating circumstances. At a recent convention, this ideology was summed-up in a paper entitled "It doesn't matter how you put it, you cop-out Jack" (price 2s/6d from the Varsity Press).

Not to be outdone by such airy-fairy ideologies, the practical modern acoustician has now turned his attention to such musings. The resulting hypothesis is equally shaky, but through lengthy discussion contends that the Bronto-bawl was indeed louder than the internal combustion engine and had Neanderthal not boiled the PRAT' out of the beast, the evidence would exist to this day. The blame, if any, lies not with *homo sapiens* but with the stone-age short-order cook. Read the full treatise "Apparent Loudness 23000 BC", circle **No. 3** on the reply card.

Name and Address:

I would like to receive the information described under No. (please circle)

- | | |
|---|----|
| 1 | 7 |
| 2 | 8 |
| 3 | 9 |
| 4 | 10 |
| 5 | 11 |
| 6 | 12 |



At last! A real-time bench

Furthermore I would like:.....

Please, do not remove label! Thank you

doolittle & drinkmore
marketing consultants
5623 madison ave.
new york city, n.y.

December 25, 1984

Büel and Kjeer
Nearum, Donmork

Hiya fellas,

You may remember that we wrote to you some years back with suggestions on improving your corporate image. Well, looking at your subsidiaries we are mighty glad to see you took our advice.

For our part we've kept up our intensive market research and now have the answer for your new zippy advertizing campaign.

Trouble with all your existing advertizing is your green boxes look just like the other guys green boxes. You need something that hits your customers smack in the eyes, so to speak. So we've produced a couple of samples to give you the general idea.

Think it over and get back to us a.s.a.p.

Yours Truly,

Bernie

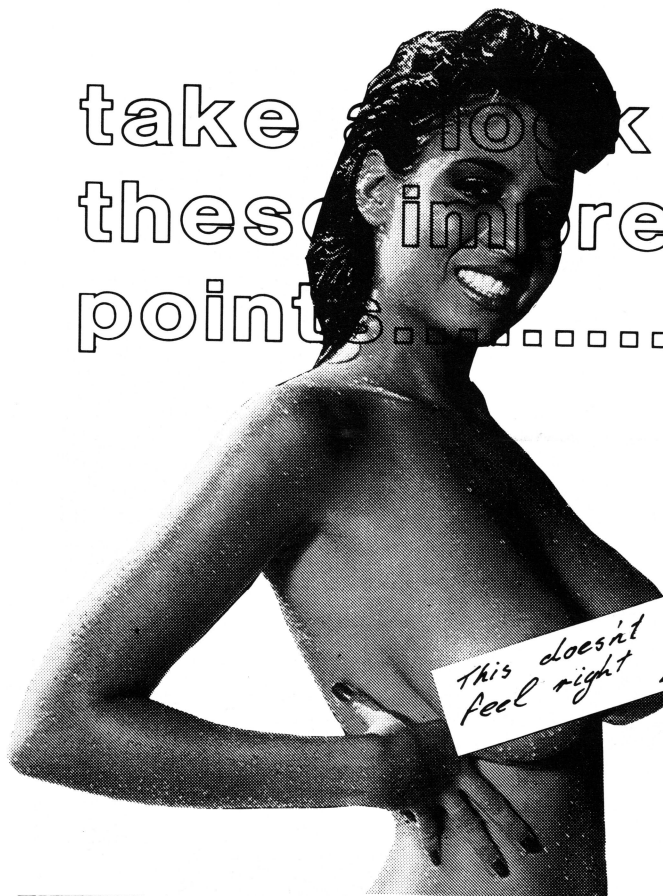
Bernard J. Schlockmeister
Western Hemisphere Area Manager

P.S. From the 1st. 85 we'll be known as Doolittle, Dooless & Brewmore. Our beloved Drinkmore died of overindulgence.

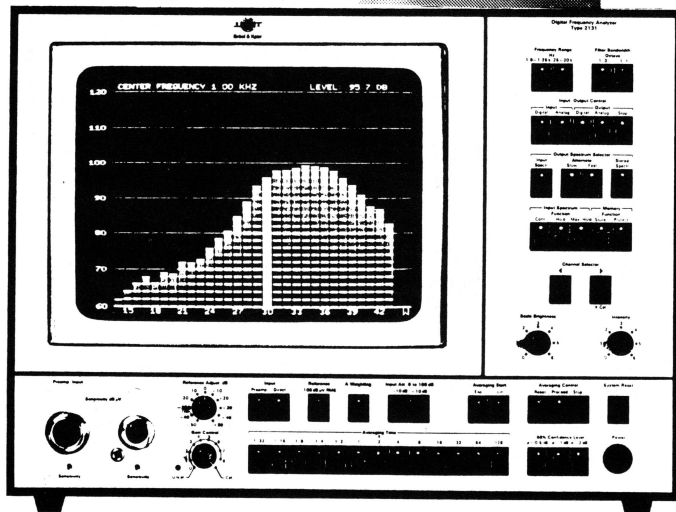


I can see you haven't read the instruction manual

take a look at these impressive points.....



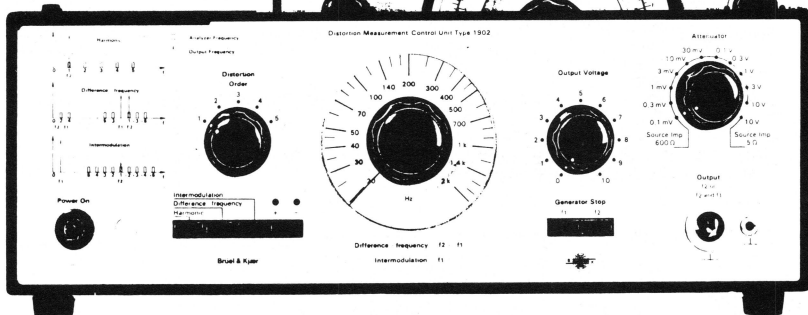
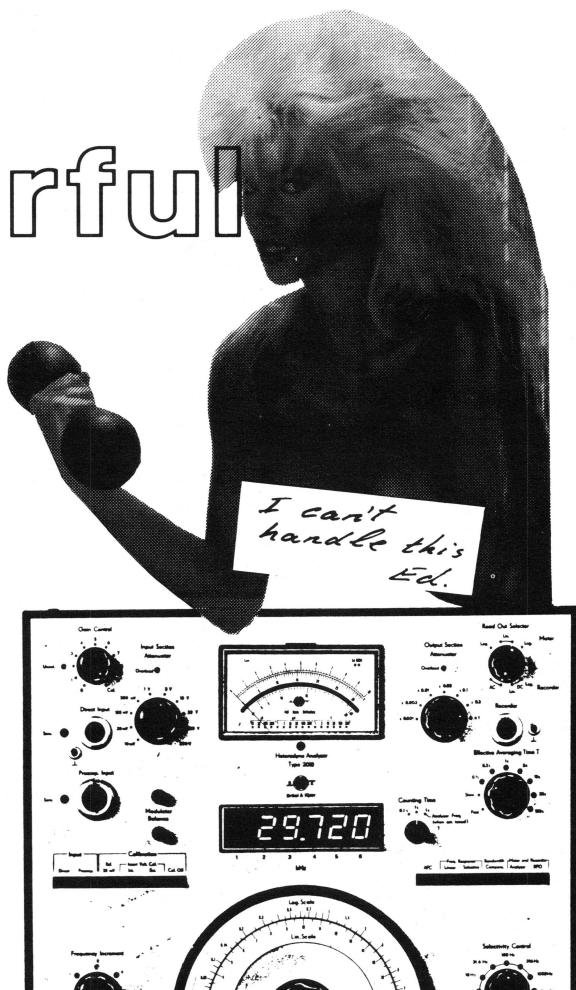
- Real-time 1/3 octave analysis in 42 channels with centre frequencies from 1,6 Hz to 20 kHz
- Real-time octave analysis in 14 channels with centre frequencies from 2 Hz to 16 kHz
- Almost entirely digital construction gives exceptional operational flexibility
- Digital true RMS detector for wide crest factor capability
- Pushbutton control for ease of operation
- Linear and exponential averaging with selectable averaging time
- Exponential averaging with selectable statistical accuracy
- Both analogue and digital input and output
- Hold facility
- Independent memory for later recall and comparison with other octaves
- Max. Hold facility allows really big ones to be held
- Displayed on a calibrated large screen with 60 dB resolution
- Alphanumeric read-out of channel level and centre frequency data
- All major controls externally programmable
- Optional plug-in interface to IEC interface bus



a powerful pair

Brü & Korr's
solution to
distortion
measurement
problems

With the
introduction of Distortion
Measurement
Control Unit
Type 1902,
B & K now has the equipment neces-
sary for soft and smooth swept
Harmonic,
Difference Frequency
and Intermodulation
distortion
measurements to
IEC 268-3,
DIN 45 403 and
SMPTE and CCIF



Dear Sir,

It gives me great pleasure to report booming sales of the Pistonphone here in Australia.

You may be aware of the strange musical taste displayed by the Aboriginal peoples of the outback, but you may not be aware that the Pistonphone provides the perfect accompaniment to Aboriginal music.

I suggest that you could write an application note on this as there is no mention of such an application in the manual. The Pistonphone is played by holding in the preferred orientation (upright or horizontal) and "cupping" over the cavity with the free hand. This produces a rather pleasant waa-waa sound very close to that produced by the traditional aboriginal instruments.

This all of course raises an important technical question regarding the purity of the sound generated by the pistonphone. It is well known that a pure sine tone is most uninteresting musically and indeed in extreme cases can produce nausea. The Pistonphone is supposed to produce a pure sine tone at a frequency of 250 Hz, so why should it have any musical appeal? This question intrigued us for some time until we realised that what one hears from the Pistonphone is a mixture of a pure tone at 250 Hz and **MOTOR NOISE**! Bearing this in mind it may be appropriate to modify the 4220 to **increase** the noise from the motor.

I hope that you will give this matter the attention that it deserves. It might also be a good idea not to include the calibration barometer and the adaptors. This would save cost (remember these are poor people), and frankly, for the moment, we do not see any possible use for these items.

I remain,

Yours Sincerely

Benjamin Gooleygone,
(area rep. Central Australia)

CORRECTION(S)

Precision Conditioning Amplifier Type 2650 (033-0061)

Section 2.2, Rear Panel: under the subheading CHASSIS, the word plug should be omitted from the accompanying text.

We apologise for this most unfortunate mistake and for any inconvenience caused to our colleagues in the sales department and subsidiaries.

Department 3, 25 December 1984

Dear Mr Gooleygone

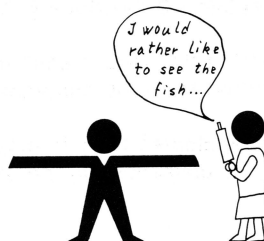
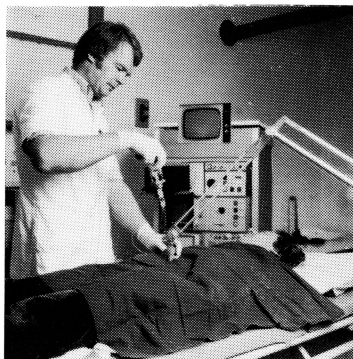
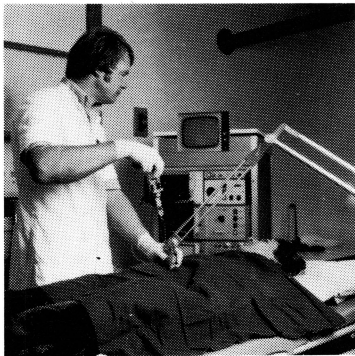
Many thanks for your interesting letter. We certainly appreciate any news about unusual uses of our equipment, and its nice to know that we here back at headquarters are, as always, using our high-tec state-of-the-art technology to help the Aborigenees and their like. However, we would first like to point out that of course the extraneous noise causing the mixing cannot be blamed on the instrument's motor noise. As always our products are thoroughly tested before production with the specific intention of weedling these waa-waa's out. As a point of interest though, we did infact for many years have a similar problem with a prototype, causing this same waa-waa noise but this, however, turned out to be a fly stuck in the battery compartment. So, after much consdieration we can only put down your strange phenomenon to the environmental conditions peculiar to Australia. The heat of the outback, the background noise of passing "roos" and the odd can of Fosters has been know to cause all sorts of strange noises, in particularly the famous "ooooaaahhhh, christ its hot" recorded by W. Allaby in 1823 and the "didgeridoo-oo-oo" recorded by Rolf Harris in 1970.

I do think though that an application note specific to this particular application is out of the question. However, as I am sure you are aware that we are entering the market of popular sound recording, and a new record entitled "Lets play B&K" is now in production. Amongst others, this features on vocals the very popular local duet, better known for their other world famous song and dance act, "Terrible Twitch and his Twinkling Tonsils". Perhaps your aboriginal friends could provide the backing. If you could provide a tape we'll forward it to the appropriate department.

Again many thanks for the news, keep them coming.

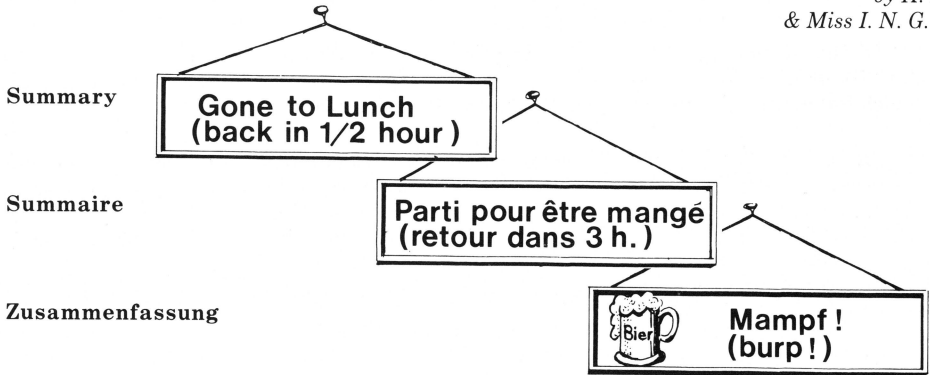
Ed

P.S. Hows your son Little Gooleygone getting-on after the operation?.



Give Enough Monkeys Enough Word Processing Terminals and You'll Find a Technical Literature Department Sooner or Later

by K. Kong
& Miss I. N. G. Link



Computers. EDP. Electronic Text Processing (ETP). Word Processors. Translating Machines. The list goes on.

Through the eyes of many of its exponents, technical writing seems to be in the throes of what could most probably be described as an existential problem. This particular existentialism takes the form of a series of questions in which you may find yourself asking, "What is the point of it all, the tech. author's lot?". (It's a bit like a Christmas party game; you ask yourself, "is there life after ETP, and if so what about the Lunch Break?", and the rest of us play 'twenty questions'.) With the current avalanche of new Word-Processor technology, the present authors recently found themselves facing such questions. This is our much belated reply, having always been lousy correspondents and better co-respondents.

Runaway Technology and Technical Writing, what'll be the end product? It's really a matter of coalescence, of metaphysics. We can look at it in terms of two opposites, Yin and Yang, active and passive fecundating some third entity — the technical Instruction Manual. We can also think of it in terms of a double burger with cheese, but the chances of getting a Ph.D. seem slimmer.

When we look at the breathtaking pace at which ETP software companies are developing new tricks, it's quite a revelation to think that only 100 or so years have passed since *QWERTYUIOP* was engraved on the dislexic keycaps of the first *TYPEWRITEROQUE*, which name was later abbreviated to give us the machine today we all know and love, the *TOPYWIQUER*.

What does the Word Processor of the future hold in store? Already H-yphenatio-n P-rogra-ms are, so-to-speak, comfortably installed in the lounge of many ETP suites. Spelllling-Chequers stand redly to cross the threshold, and Translating Machines ist in der Hall zer Hats gehanging. Where will it end and who'll star in the sequel? The Complete Oxford English Dictionary and Encyclopædia Britannica may one day be contained on a micro-chip no larger than a flea's toenail, although the index may prove tiresome to read.

We've come a long way since that simple dual-function, *Shift/Unshift Topywiquer* keyboard. Today's sophistication, with multi-function *Shifts*, *Anti-shifts*, *Super-* and *Hyper-shifts*, allows complex expressions to be accessed via user-friendly mnemonic 38-cipher format-calls. Some state-of-the-art machines are so advanced that they allow access to the aesthetically pleasing "full-stop" at a single keystroke. With such tools at hand, clearly the imagination of the operator is no limitation. Will we one, day soon see to our complete surprise automatic punctuation of a sort?,\$!.

There is another aspect. The generation of random text has always been a possibility. Often a byproduct of our work. Given a sample piece of text, computers today will even produce random prose which imitates to absurdity the elusive style of the originator.

We can thus foresee a future Tech.-Lit. department where a pool of some several tens of thousands of chimpanzees randomly tap pushkeys in the hope of producing a finished manuscript. Such a group of apes would be collectively described as Random Access Monkeys or, in hi-tech jargon, RAMs. The 64kRAM could be supervised by an additional single editorial gorilla (the Read Only Monkey, or ROM), a kind of department leader whose function would be to sift the output for suitable manuscripts which could then be arbitrarily stuffed into instrument boxes before leaving a factory.



Fig. 1. ROM, the Read Only Monkey, an editorial gorilla. The Tech.-Lit. department leader of the future may be charged with sifting the output of thousands of Random Access Monkeys in the hope of finding a manuscript which makes sense

Is this Planet of the Apes scenario feasible? The authors commissioned a hi-powered, real-slick-looking Danish Tech.-Lit. department to work in close-cooperation with the world-renowned Pennywise Circus on an intensive in-the-field assessment of such a plan. The result is astounding. Here, we will reproduce the manuscript in its entirety. For our own part, we reserve further comment. The judgement is yours.

[drum roll, lights dim forestage, etc....]

OPERATIONAL MANUAL: THING TYPE 01

CHIDDILY 1: CONTROOO

OO OO

OOOLS

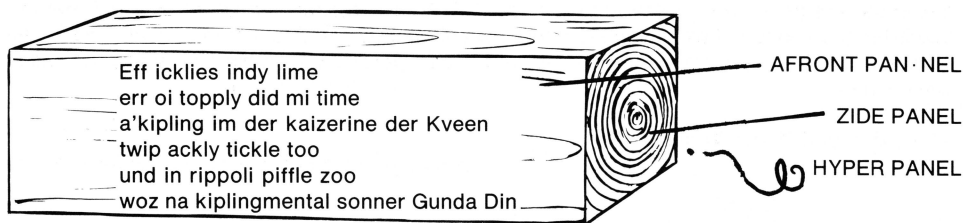


Fig. 1. Mahogony box-text surplied wid de Thing

AFRONT PAN·NEL:	Oriental shopkeeper for connexion of Dirac input
ZIDE PANEL:	Round corner from Afront Pan·nel
HYPER PANEL:	For dirac connexion of advertising agency <i>[shurely shome mistake, ed ROM]</i>

CHIDDLYTOP 3: OFFSTERUPTION

2.2. MENU

[censored, ed ROM] ..., Model B with close-fitting light-green bodice and Model D for 19" rack-mounting and thumbscrew. The Thing has basically 7 modes of operation:

1. "ON":— Street Lights Dim
2. "OFF":— Low Energy Mode
3. "IDLING":— Operator Compatible

- 6. "WORK TO RULE": User definable via pre-programmed application packages
- 5. "GENERAL STRIKE":
- 7. "PREPULVERIZED":— 0V external pulverization voltage required. By activation of this mode or waiting several billion years, the Thing irreversibly collapses under its own weight to a mathematical singularity, offering considerable savings in space and power consumption

and the Thing will manage all seven modes either free-standing on its four rubber feet, fully prostrate or supported by two sober peripherals. Operating temperature range is up to +150°C (gas mark 5) in a pre-heated oven, and the mains fizz holder is located ... eh, see section 7.5.2.

For operation from 100 to 115V or 200 to 240V, 50 to 60Hz single phase AC mains supplies, forget it. When tapping the national grid, thick rubber boots and fully-paid insurance premiums are recommended. The short-circuiting of 115kV sub-station transformers and personnel trained in the service of all-electronic equipment should be avoided. Thing may also be powered from six 1,5MW Tokamak cells, a sort of nifty solar powering offering true portability and full employment.

4.1.-4. Use Wid Udder Things

[see respective prose for udder Things, ed ROM]

CHIDDLYWIKUER 5: SELF-SERVICE

The Thing has been designed [honestly, ed ROM]. To provide the user with many years of safe, trouble-free operation, it should be immediately disconnected and secured against unintended operation. Service, bed & breakfast, 35 miles, ... er_ ergo gergle pip, err ergo gergle pip, err ergo gergle pip, err ergo gergle pip,



....the fault, dear Brutus, lies not in the stars, but in CPU 2, where the voltage should be +2,5V at pin 3

... be +2,5V at pin 3, be +2,5V at pin 3, err ergo gergle pip, err ergo gergle pip, ... pip, ... pip, ... pip, ...



THE DEVELOPMENT OF A TECHNICAL WRITER



1 st YEAR
BEWILDERED



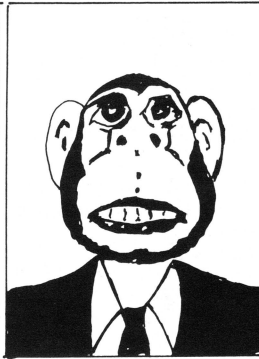
2 nd YEAR
DISILLUSIONED



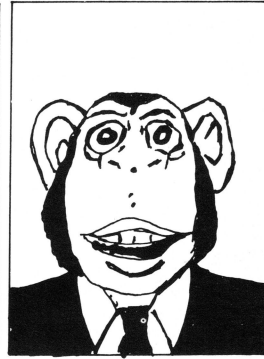
3 rd YEAR
DESPAIRING



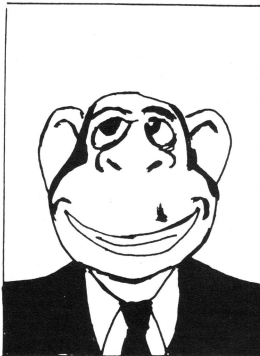
4 th YEAR
DAMAGED



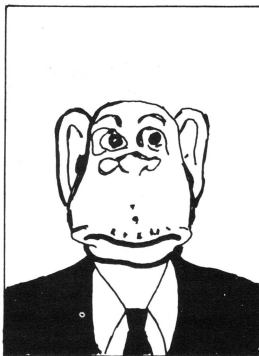
5 th YEAR
IRREVERSIBLE



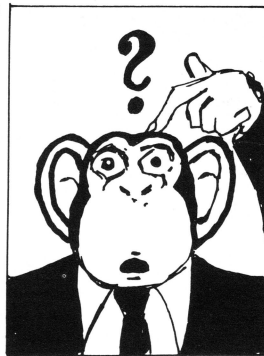
6 th YEAR
DERAILED



7/8 th YEAR
INSANITY



9 th YEAR
SENILITY



10 th YEAR
THE FINAL PRODUCT

Drool & Cheers

Nelsen's Passage
Schoopenhaign

Ail & Cure
(Medico Division)

Subserviants on umpteen continents

Rent & Tear Rainmakers, Inc.
Qzetcoatyl Quay
DeAndes

Tsunami Test & Trading Co
(a division of Tsunami Mass Trans-
port Company)
655 Mariana Trench
S. Japan C

Cool & Clear
Onde Pole
Antartica

Broon & McKlintock
4 Bowers Burns Bridge
(just rownd the
corner from the
postmistress)
Mosko, Airshire

U.S.T. Inc.,
Pongy-by-the-Pool
Rancid
Wiltshire

Eskimo Nell Devices Ltd
Aurora Borealis Avenue
Greenland

O'Bryan & Kiery
Portopaddi Road
Co. Klayer

The Krakatoa Open Mining Co
Lava Flows
Lower Indonesia

Beer & Kurry
8 Tandoori Tops
Shikta Pass
New Delhi

Rule & Rare
Stow-on-the-Wold
The Wold

Brullo
Sphynx Passage
Cairo
Egypt

Béhéké
Boulevard des Sondes
Corbeille
07-France

The Time Capsule Company
Himalaya Heights
The Cairngorms

Lionheart Cool KG
Burtonwag 3-5
2345 Quickrun
Germany

Roo & Koala
Eucalyptus Pongs
Fire and Brimstone
Downunder

Amon-Ra Solarium Services Ltd.
Up the Nile
East of Eden

Liberté, Égalité, Déjeuner
4 Rue de Day
Sur le pont
Fronce



Zeus & Laryngitis, Inc.
2 Epidaurus Way
Gorgons Head
Grease

Rock & Rattle Monitoring Ltd.
Rock Road
Gibraltar
tel.: 3
telex: 3rock

Coal & Beer
12, Illlanddyddid Rd,
Aberration Ave.
Pontyficat Pass
Wales

Brillo & Cheerio
25 Tapdancers Lane
Co. Cork
Eire

Grin & Bear
17 Alphonsins Camp
Buenos Noches
Ar. Gentin



Next in line for the "think tank"



Cheers Inc. Ltd. A/S  World Headquarters: Eskimo Nell Devices, Aurora Borealis Avenue,
Greenland Telephone: (01) 4916 · Telex: (02) 253649
The Netherlands, Mills and Tulips, Up the Cannals, Without der Van; Egypt, Tomb of
Tutankhamun, Up the Nile, Without a Camel; Espania, Bulls and Lances, Death of
Toreadores, Up the Horns, Without a Parachute.