



Digre Positions His Father's Legacy for Future Success

An Interview with MISCO'S Dan Digre



MISCO President Dan Digre joined the company his father founded in 1984.

By
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SHANNON BECKER: Your father Cliff Digre founded MISCO. Tell us a little about him and why he started the company.

DAN DIGRE: My father founded what is known today as MISCO, a manufacturer of loudspeakers, audio systems, and related products serving dozens of markets and related industries. He was the kind of innovator who could make the most out of every situation, turning problems into business opportunities.

For example, in 1947, my mother bought a small radio with "horribly distorted" sound. When the problem turned out to be a bad speaker with a rubbing voice coil, my father—then a student at the National Radio School in Minneapolis—took it to a reconer in St. Paul to get it fixed. When the reconer lost the speaker

and made excuses, my father went into business as Minneapolis Speaker Reconing.

My dad actively pursued the reconing markets, including the then-thriving drive-in theater speakers. His decision made Minneapolis Speaker Reconing the largest reconing service in the country.

In 1956, a customer asked my father to design and manufacture an 8" speaker with the same high quality as his reconed speakers. The initial production run of just 200 speakers was a huge success. However, just as the company began to assemble the second order for 1,000 speakers, the customer died and his company canceled the order.

My dad had 1,000 speakers so he sold the speakers to whoever would take them. Then, repeat orders began pouring in as buyers discovered the speakers' high quality. The line expanded to automotive speakers and 12" speakers for hi-fi sets. Cliff's reconing company grew to become MISCO.

Although my dad was confident in his products, he wanted MISCO speakers to attract more attention in the marketplace and decided MISCO speakers also had to stand out visually. After considerable development, MISCO worked with Hawley products and began rolling out speakers with red molded cones, which came to be known as the legendary "Red Line."

My dad's career in the audio industry was bookended by his service as a World War II combat veteran—first as a B-17 ball-turret gunner and radio operator based in England and 64 years later, as author of his memoir *Into Life's School*.

SHANNON: When did you take over the company and what products does it provide?



Cliff Digre founded what is now MISCO, a company that manufactures loudspeakers, audio systems, and related products.