

Give a Listen



3065 ROBIE ST., HALIFAX, N. S.

Phone: 454-8581



Give a listen — Give a gift of sound from Canadian General Electric. It's a gift for all seasons . . . and all reasons. This year CGE goes solid state all the way through thirteen radios and nine record players. CGE captures the immediacy of radio with crisp fidelity and transfers the beauty of your records into rich stereophonic brilliance. Every set is decorator-designed for a specific use . . . and for specific users. How about a kidproof record player for a mini-bopper? Or a go-everywhere portable radio for gadabout teens? There's a CGE quality-styled radio for every room in the house . . . a clock-radio for every sleepy-head in the family. For the dedicated audiophile, CGE builds custom component stereo packaged for beauty and sound. Give a listen . . . whenever you have a gift occasion. Give a listen . . . from Canadian General Electric.



A.



B.

**Mini-boppers like
a little listen.
They'll turn
cartwheels for these
kidproof . . . scuffproof . . .
big-sound gifts**



A. Kids just love a personal, portable radio to call their very own. Eight transistors with battery-saver circuit keep this one running loud and clear with minimum power drain. Durable plastic case in ebony with silver trim; Texon carrying case. Gift-packed with 9-volt battery, ear-phone. A small handful of big gift. MODEL COP 1760 — \$13.95

B. A big-sound record player for small-world happenings. Easy handling for little hands. Parent-pleasing features: solid state circuitry, 4-speed turntable (with pop-up 45 rpm adaptor), compatible mono-stereo cartridge for all records. Beige or white polyethylene cabinet is washable, non-scuffable and guaranteed against breakage for one

year. Wrap up this kid-pleasing gift and watch their eyes pop! MODEL RM 110 — \$29.95

C. Double the fun with a two-in-one. Radio and record player in a compact solid state package. Full performance 8-transistor AM radio plays with lid closed. Three-speed turntable has compatible mono-stereo cartridge that plays all records. Two-way power: use 4 "D" cells — or save batteries by plugging built-in cord into ordinary outlet. Kidproof, scuffproof high impact case is uniquely designed with an easy-grip handle. Comes in Aqua with white trim. A great show-off gift for junior jazzers. MODEL RP 3060 — \$39.95



Sassy swingers like to tote-a-long a listen

A. Bag this Wildcat solid state stereo and take it on a party prowl. Its super slimline styling is so beautifully totatable. Dual 6" Dynacoustic speakers and variable tone controls give balanced stereophonic sound. Drop-down changer plays all 4 speeds (with 45 rpm spindle). Automatically plays 6 records, repeats last record or shuts itself off. Dual sapphire stylus plays all records. The high impact ebony polystyrene cabinet is guaranteed against breakage for one year. Wildcat fits the teen scene . . . hang a gift tag on it, man. MODEL RS 210 — \$89.95

B. The Partymate makes fun things happen. In a dependable solid state way. Front-mounted 6" Dynacoustic speaker plus tone and volume controls deliver lots of shout power. Plays 4 speed (with pop-up 45 rpm adaptor). Compatible mono-stereo cartridge plays all records. Smart beige polystyrene cabinet with molded handle is guaranteed against breakage for one year. Makes a coveted birthday present. An ideal special award. A real teen-tempo gift. MODEL RM 120 — \$39.95

C. The Swingmate . . . a popular partymaker with a lively upbeat. Automatic changer takes 6 records to keep the fun moving. Plays all 4 speeds (with 45 rpm spindle). Compatible mono-stereo cartridge plays all records. Solid state power and a 6" Dynamic speaker send out the livingest sound. Modern-line beige polystyrene cabinet is guaranteed against breakage for one year. A portable gift that's in tune with the now generation . . . give it to them now. MODEL RM 140 — \$64.95

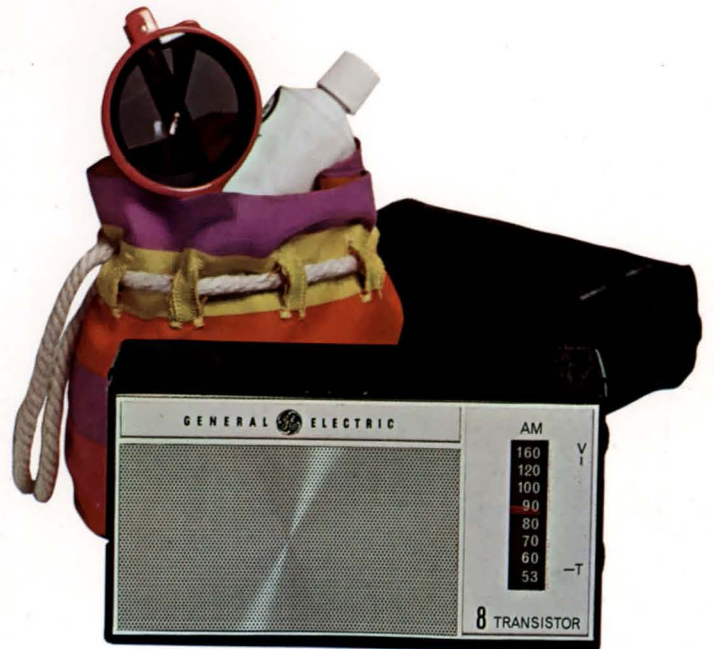
D. Zingy 8-transistor portable gads about everywhere — bash, beach, barbecue. Battery-electric power: use 4 AA cells . . . or save batteries by plugging into house power (with AC adaptor). Vernier slide rule dial assures on-target tuning. Use earphone in a crowd . . . on a bus or subway. Silver-trimmed ebony cabinet has leatherette carrying case. Gift-packed to tote-a-long. MODEL P 1030 — \$21.95. AC Adaptor AD-1 — \$7.95



B.



C.



D.



GENERAL  ELECTRIC

 SOLID STATE

VOLUME

160 140 120 100 80 70 60 55

**Give a happy listen . . .
the more the merrier**

A. Radio fashion designed for kitchen fashion. Petite style AM radio only 4" high. Excellent reception for music, commentaries and crisp news. Makes a good cook-and-clean companion. Reliable solid state, 4" Dynamic speaker and built-in antenna add up to fine tone. Easy-care, molded polystyrene cabinet in soft ermine white . . . or smart walnut grain keyed to modern settings. This is sound gifting for any list. MODEL TA 300 — \$29.95

B. A little white AM radio tucks in neatly anywhere. Make it a beautiful surprise for her dressing table . . . or for his bookshelf. Here's solid state performance, a 4" Dynamic speaker, long-distance antenna all built into a sleek polystyrene cabinet. Let this gift radio send out happy birthday or Merry Christmas sounds. MODEL TA 200 — \$22.95

C. To Mother . . . with love. Attractive AM radio in smart looking walnut grain polystyrene to be used wherever she fancies. In the kitchen. In the sewing nook. Or take it to the cottage. Built-in antenna pulls in distant stations. Solid state circuitry and dual 4" Dynamic speakers send out exceptional quality sound. Mark this popular item on your gift calendar. MODEL 15R47 — \$31.95

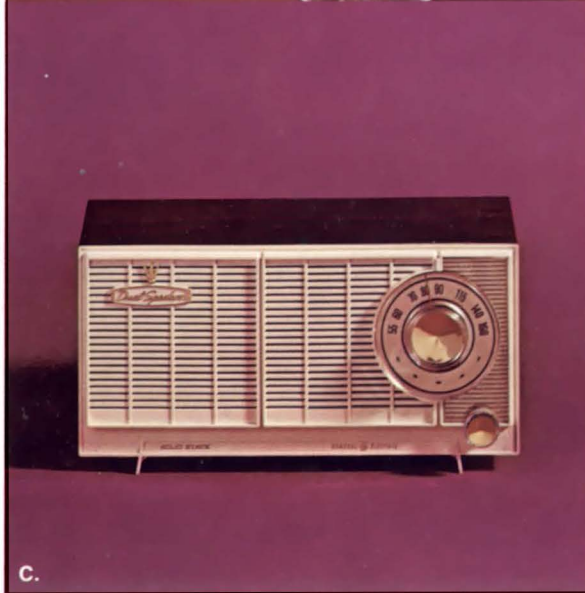
D. Quality-styled, quality built FM/AM radio. Looks good from any angle. Walnut grain polystyrene wraps right around the back. Beautifully-woven fabric grill sets off the front. Show it off on a kitchen island . . . or rec room counter. Solid state power, dual 4" Dynamic speakers and variable tone control produce a full range of vibrant sound. Slide rule dial assures pinpoint selectivity. Built-in antenna can tune you in to the best in FM programming and AFC can lock it in for your listening pleasure. A gift for all the family . . . for all seasons. MODEL TF 200 — \$54.95



A.



B.



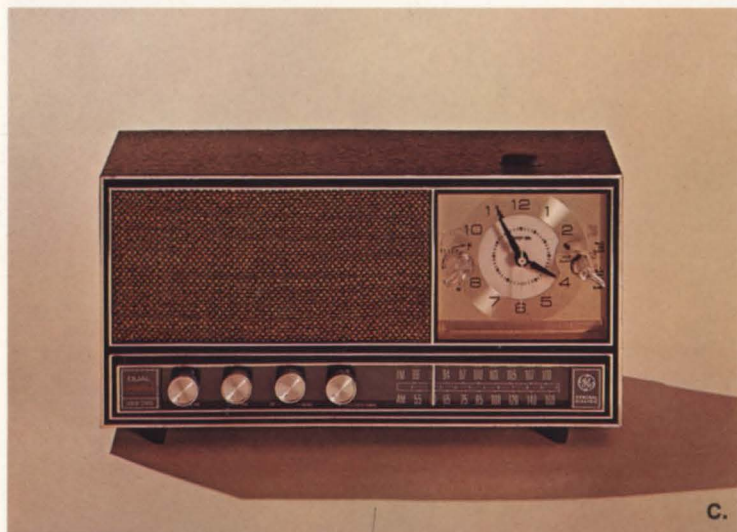
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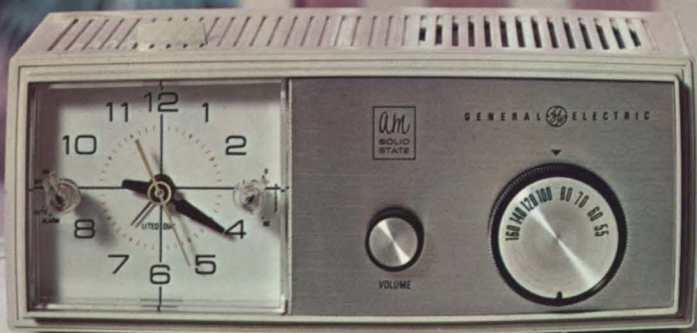
Give a timely listen to a sleepyhead

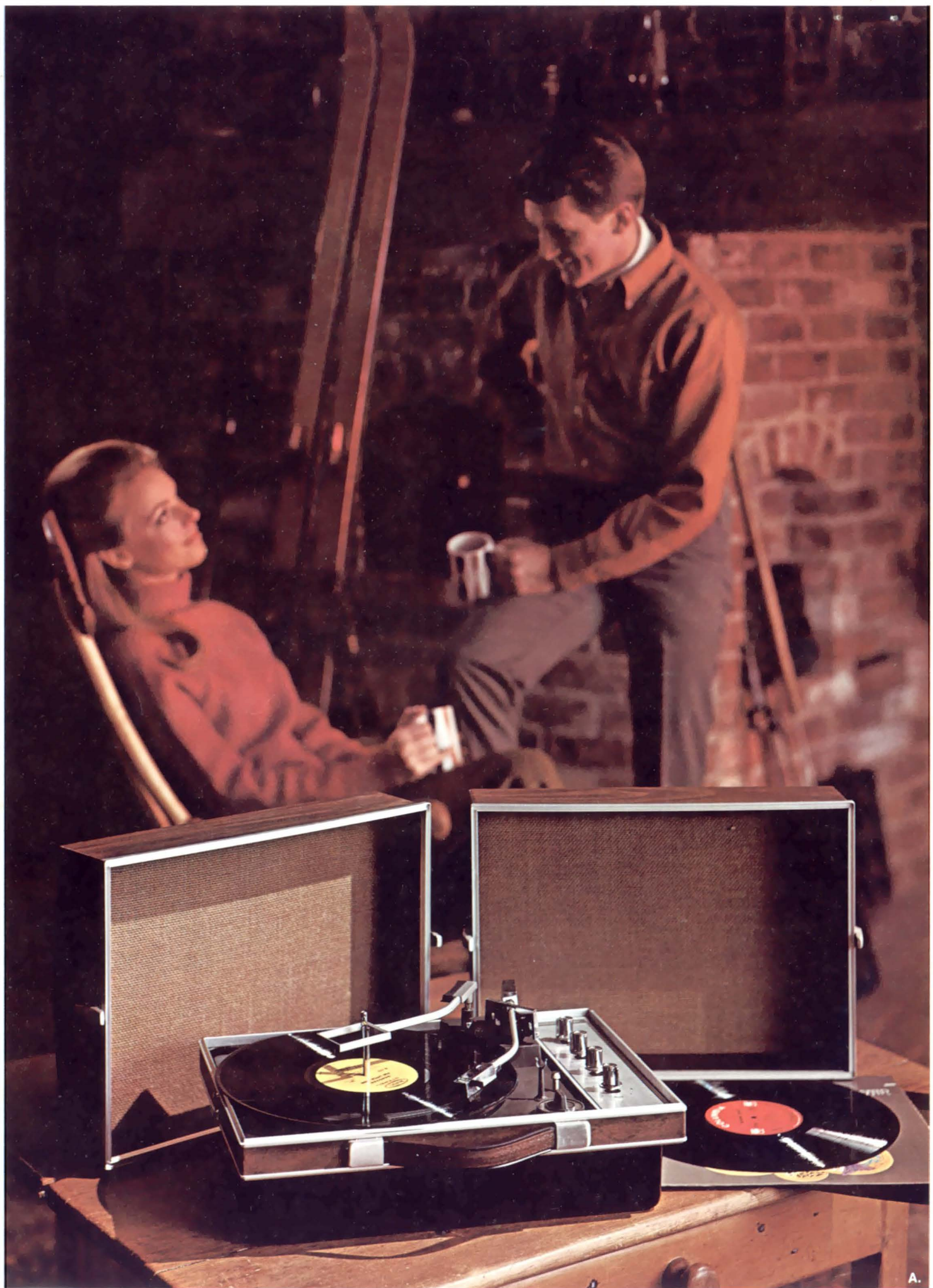
A. A beautiful timer for beauty sleepers. A petite solid state clock radio, only 4" high, wakes her up gently with music and/or alarm. By touching the Snooz-Alarm, she dozes off again for extra moments of precious sleep. The alarm nudges her again in 10 minutes. At bedtime, soothing music lulls her off to sleep. A slumber switch turns off the radio automatically. The lighted dial glows softly by her bedside all through the night. Whether you choose this adorable clock-radio in ermine white . . . or in walnut grain polystyrene, she'll love this dream of a gift. MODEL CA 300 — \$44.95

B. The hand-rubbed feel of satin walnut. The hand-loomed texture of the fabric grill. Express the look of quality in an elegant clock-radio that graces a bedroom, dining room or family room. Solid state power, dual speakers and variable tone control are quality-built into the radio for quality sound. Slide rule dial and AFC on FM gives precise, drift-free tuning. Set the clock to wake you every morning to music and/or alarm. Set it to shut off by itself at night while you doze off to sleep with relaxing music. Let the lighted clock dial glow cozily all night long. Give yourself a listen . . . then rise and shine. MODEL CF 400 — \$89.95

C. Time the good life with this clock-radio. At the end of a long day, drift off to sleep with pleasant FM music. Time the Slumber Switch to shut off radio automatically. Let the lighted clock dial glow cozily all night. Every morning, dream on till the last minute. Time the music and/or alarm to wake you up. Time the Snooz-Alarm to take 40 extra winks. Solid state radio offers superb reception with its dual speakers, variable tone control, precision slide rule dial and AFC on FM. Richly woven grill sets off the walnut grain polystyrene cabinet. A high style gift for today's bedroom. Or den. Or office. MODEL CF 200 — \$64.95

D. Set a clock-radio in every bedroom. Old, young and in-between, everyone likes to drift off to sleep with sweet music and wake up to music and/or alarm. Everyone will like the solid state performance and fine tonal quality of this popular little number. Modern design white polystyrene cabinet blends attractively with any decor. A wide-awake gift idea for everyone in the family. MODEL CA 200 — \$34.95





Give a listen of luxury



B.

A. The beauty and fidelity of stereo components captured in a posh portable. Here's beauty in a contemporary mood. 4-speed turntable with automatic changer is accented with lustrous chrome. Counter-balanced tone arm has retractable cartridge and lifetime diamond stylus. Here's fidelity in faithful reproduction. Solid state circuitry assures 14-watt peak music power. Separate controls give personalized listening. Each wing has one 8" and one 3" Dyna-power speaker. And the wings separate up to 20 feet for brilliant stereophonic sound. All components fit together in a walnut grain vinyl-on-steel cabinet. Truly, a gift of quality from CGE. MODEL 14A68 — \$199.95

B. First-class traveller. FM/AM 12 transistor portable goes everywhere you go, indoors or out. Battery-electric power: use 4 AA cells or save batteries by plugging built-in cord into ordinary outlet. You get excellent reception with precision slide rule dial, AFC on FM. Smart jet black padded vinyl case is saddle stitched. Earphone for late-night listening. It's a gift that will go a long way. MODEL PE 1162 — \$49.95

C. The look of elegance is reflected in the satin-rubbed walnut cabinetry and the rich fabric grill. Travel the slide rule dial of this FM/AM radio and enjoy superb solid state sound. Let the AFC lock in your FM stations. Dual 4" speakers and variable tone control bring out the full sound spectrum for the most discerning listener. A gift of sound appeal, for those who cherish the best. MODEL TF 400 — \$79.95

D. What a magnificent way to enjoy the stereo beauty of FM radio as well as your fine records. Custom co-ordinated components are decorator-designed in one prestige package. Radio has slide rule dial tuning and AFC on FM. Drop-down automatic changer with counter-balanced tone arm plays all 4 speeds. The eloquence of living sound comes to you through solid state circuitry producing 14 watts peak music power. Each detachable wing has one 10" and one 3" speaker. Separate controls give you a harmony of sparkling trebles and booming basses. An irresistible gift that sets a new level of luxury in home entertainment. MODEL RC 290 — \$269.95

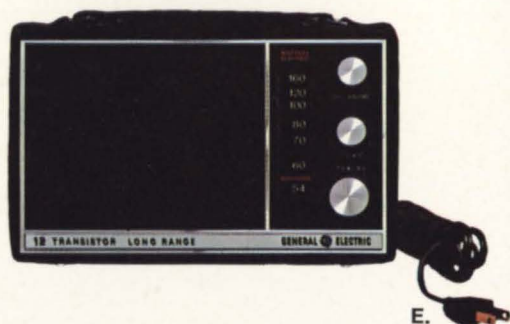
E. Lots of go-power in this AM 12-transistor long-range portable. Excellent reception in or out of town. Take it to the cottage . . . in a boat. Battery-electric power: use 4 AA cells . . . or save batteries by plugging built-in cord into ordinary outlet. Slide rule dial and variable tone control give precise, quality sound. Saddle-stitching trims the jet black padded vinyl case. Earphone for private listening. A popular gift just for him or her. MODEL P1040 — \$34.95



C.



D.



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F.



G.

F. Sound Hound Stereo, a master creation of portable components. Quality styling throughout. 4-speed turntable with automatic changer; retractable cartridge with lifetime diamond stylus. Quality sound all the way. Large 8" speaker in each wing and separate controls give distortion-free reproduction. Solid state circuitry delivers 14 watts peak music power. Make it a gift for yourself and revel in vibrant sound. MODEL RS 240 — \$149.95

G. Pack up . . . pick up . . . and go with the Trimline. Rich brown vinyl clad steel portable has functional drop-front design. 4-speed automatic changer has retractable cartridge with lifetime diamond stylus. Each detachable swing-away wing has a large 8" speaker. Solid state throughout, delivers 14-watt peak music power. Separate controls for personalized listening. Trimline is the style and sound of today. Give a listen...give this super sound. MODEL 14A66 — \$159.95

Give a listen you can give with assurance

Care is the keynote in Canadian General Electric sound equipment. It comes with every CGE home entertainment product. When you buy a CGE radio or record player, you are assured of expert care for the life of the product. Should it ever need attention, you will find it at your nearest CGE service centre. On a long-term basis, you will find that CGE matches quality care with quality performance. CGE builds in special features that offer you the best in home entertainment equipment.

Solid state — Electronically engineered circuitry using tiny transistors in place of large tubes. Solid state transistors deliver instant sound — no warm-up, dissipate less heat into surrounding area, maintain lower operating temperature and give longer, more dependable performance.

Battery-electric power — Operates on battery cells . . . or save batteries by plugging into ordinary outlet. Most CGE sets have built-in cord for automatic changeover. Some sets require AC adaptor. Under normal use, you can save up to \$10 per year in batteries.

AFC on FM — Automatic Frequency Control locks in FM stations and eliminates drifting.

Slumber switch — Can be set to play up to 60 minutes of soft music. You can fall asleep, confident that the radio will shut itself off automatically, quietly.

Snooz-alarm — You touch the control to shut off the alarm and get 40 extra winks. The alarm sounds again after 10 minutes to give you a nudge. You can repeat procedure at 10-minute intervals until you are ready to rise.

CGE total design — CGE designs and builds its own turntables and changers. The complete unit is planned to give you the finest in music reproduction.

4-speed turntable — Plays all speed records: 16, 33, 45 and 78. A 45 spindle or adaptor is included in every CGE player.

Automatic changer — Gently handles 6 records automatically. Can repeat-play last record . . . or shut off automatically.

Counter-balanced tone arm — Sensitive tone arm adjusts tracking pressure to protect records.

Retractable cartridge — Exclusive CGE cartridge retracts automatically if pressure is applied to it. Gives extra protection to stylus and records.

Lifetime diamond stylus — A diamond stylus offers the longest life but for minimum record wear, should be replaced after approximately 500 hours' usage. During the life of the set, CGE will replace your diamond stylus with a small service charge to cover handling.

Compatible mono-stereo cartridge — All CGE cartridges will play both monaural and stereo records without excessive wear, under normal playing conditions.

Give a listen . . . with a CGE guarantee

Warranty on radios — All CGE radios have 90-day free carry-in service warranty, 90-day free warranty on all parts and components.

Warranty on record players — All CGE record players have 90-day free carry-in service, 90-day free warranty on all parts, 1-year warranty against breakage on all plastic cabinets, lifetime warranty on every diamond stylus.

Service — When you own a CGE product, you are assured of fast, skilled service from factory-trained specialists wherever you live. When you need service, you can count on prompt attention to your problem by CGE's own skilled people . . . or service technicians trained by Canadian General Electric. There are 185 authorized service agencies carrying genuine CGE parts made for your product. CGE cares for your equipment in every way, all across Canada.

