

HIGH FIDELITY trade news

Dealers ahead 5% ...but crying see page 29

higher
overhead

consumer
caution

security

excessive
money



Announcing

THE **10** DOLLAR
convincer



A REVOLUTIONARY SELLING TOOL THAT
CONVINCES YOUR CUSTOMER TO BUY SCOTT.

A REVOLUTIONARY CONCEPT THAT KEEPS
YOUR SCOTT CUSTOMER HAPPY FOR DECADES...

This is a Plug for High Fidelity's Most Liberal Service Policy:



If any Scott Modutron printed circuit board ever needs service, we'll replace it . . . free during the two-year warranty period; and for only \$10 thereafter

Let's face it . . . electronic devices are becoming progressively more complex, and therefore more difficult and costly to repair.

Scott engineers have solved this problem two ways. First, they minimized the need for service through careful selection of parts. Then, they went on to simplify servicing through use of replaceable Modutron circuit boards.

WHAT'S A MODUTRON CIRCUIT BOARD?

All major Scott electronic circuits are modularized on separate plug-in printed circuit boards. Each board plugs into place on the chassis. This means that a failure in any major circuit can be repaired instantly by plugging in a replacement board. Scott's new Modutron service policy allows replacement of any plug-in printed circuit board at deliberately low cost . . . no matter how long you've owned your unit!

HOW DOES THE MODUTRON EXCHANGE POLICY WORK?

If your Modutron unit ever needs servicing, here's all you do:

Take or ship your component to a Scott Warranty Service Station.

Your unit will be electronically tested and the problem isolated.

The warranty station will exchange the defective board for a perfect one right from stock, or contact Scott for air shipment.

Service is faster than ever before, and you pay only a nominal amount for trouble-shooting, any necessary alignment, and the standardized \$10 exchange cost (or the equivalent in 1970 purchasing power) of a perfect factory-rebuilt Modutron circuit board, providing there has been no physical damage to the original board.

HOW DOES THIS AFFECT MY WARRANTY?

The Modutron exchange policy is a supplement to Scott's regular Two-Year warranty. During the first two years of ownership, there is no charge for either parts or labor costs. The Modutron exchange policy is additional protection . . . assuring you of continued service at minimal cost no matter how long you keep your Scott unit. Scott is proud of its long-standing policy of servic-

ing its products regardless of age. Even today, Scott owners can bring in amplifiers they bought in 1947, Scott's first year of production, and receive prompt, complete service.

SCOTT AUDIO COMPONENT, LOUDSPEAKER SYSTEM, AND STEREO MUSIC SYSTEM WARRANTY

All H.H. Scott professional quality tuners, amplifiers, receivers, compact stereo music systems, and loudspeaker systems are warranted against defects in material and workmanship for two years from the date of sale to the consumer. The unit must be delivered to and picked up from either an authorized Scott warranty service station or the Customer Service Department, H.H. Scott, Inc., 117 Powdermill Road, Maynard, Massachusetts 01754.

This warranty covers repair and/or replacement of any part found by the manufacturer, or his agent, to be defective, including any associated labor cost.

The above warranty does not apply to (1) accessory parts explicitly covered by the field warranty of an original manufacturer (2) units subjected to accidental damage or misuse in violation of instructions; (3) normal wear and tear; (4) units repaired or altered by other than authorized service agencies; and (5) units with removed or defaced serial number.

HOW WILL THIS AFFECT FUTURE SERVICE COSTS?

The 1970 CONSUMERS GUIDE published by BUYERS GUIDE magazine says . . . "as for out-of-warranty repairs, modular circuit design can cut service bills by 40-80% compared to what it costs to have a non-modular receiver repaired."

WHAT SCOTT UNITS ARE COVERED?

Most of Scott's new receivers, plus all Scott components presently under development, incorporate Modutron construction. Included are the 342C FM stereo receiver, the 382C AM/FM stereo receiver, the 386 high-power AM/FM stereo receiver, and the Scott 2506 compact stereo systems.

SCOTT®

H. H. Scott, Inc.

111 Powdermill Road, Maynard, Mass. 01754

Export: Scott International, Maynard, Mass. 01754

© 1970, H. H. Scott, Inc.

Something our
competitors
would like to say.
(Honestly.)

Like most manufacturers, we're always interested in knowing how effective our advertising is. Every year, part of the answer comes from High Fidelity and Stereo Review who check on sales that result from the ads in a typical mid-season issue.

Both publications use similar procedures. Ninety days after the issue is published, they contact the readers who had requested product information and ask if they had bought any products. (Stereo Review asks all those who write in, High Fidelity samples nearly a third of them.)

For Dual, at least, both publications have shown very consistent results every year. Our percentage of the market has increased steadily since these studies began, and by early 1968, Dual took first place in number of units sold. By early 1969, readers had bought more Duals than the next three makes of automatics combined.

Evidently, the more prospects know about Dual, the more likely they are to become Dual owners.

Somewhat related to consumer demand is warranty card response. Spot checks of serial numbers on the cards we receive indicate that most Duals are sold within hours after reaching the dealer.

Important contributors to these sales results are the test reports. As you may have noted, the four reports on the 1219 published to date allow us once again to reprint every word, just as we've always been able to do. We're happy to do so, because we regard editorial comment as more convincing than advertising claims.

On still another subject, we were wondering the other day if anyone besides ourselves (and a few reps) ever read this column. So we thought we'd test it.

If any of you have had an unusual sale or discussion with a customer about Dual, we may print it. In any case, we'll send you a useful gift if you tell us about it.

Here for example, is what we think would be a prize winner: Consumers frequently ask us if they really need the 1219 instead of a lower priced Dual.

We tell them it depends on the kind of satisfaction they get from similar items, such as fine watches or cameras. If they enjoy having the ultimate in refinements and features, and in knowing that there's nothing better, than it's the 1219 for them.

How would you answer this question?

United Audio Products, Inc.
120 So. Columbus Ave., Mt. Vernon, N.Y. 10553.

APRIL, 1970

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HIGH FIDELITY TRADE NEWS—Vol. 14, No. 4. Copyright © 1970 by St. Regis Publications, Inc. Published monthly by St. Regis Publications, Inc., 25 W. 45th St., New York, N. Y. 10036. Publishers: J. T. Schwartz and

L. D. Solomon. Controlled circulation postage paid at Miami, Fla. 33152. Advertising rates on request. This magazine assumes no responsibility for equipment loaned to contributing writers for developing story material unless specifically authorized by the executive editor. Change of address notice must give old as well as new address. Attach address label from recent issue. Printed in U.S.A.



"...intelligent and imaginative design and engineering."

Stereo Review

"...extracts every subtlety from the record groove."

The American Record Guide

"...provided with nearly every refinement one could imagine."

Audio

"...outstanding in all significant performance areas."

High Fidelity

When independent testing labs talk like this about the Dual 1219, there's little more for us to say.



No one is likely to be surprised at the performance of the 1219 under test lab conditions. Every Dual ever tested has lived up to its performance claims. Or surpassed them.

And as always, complete reprints of all the 1219 reports to date are yours for the asking.

We also have something new in consumer literature, a 16-page booklet on what to look for in turntables and tonearms. It was originally an article in Stereo Review that we thought every consumer should read. So we obtained permission to reprint it.

This booklet is also available in generous quantities. We always like to do whatever we can to make it easier for you to make sales. Especially when most of them are likely to be Duals.

United Audio Products, Inc.,
120 So. Columbus Ave., Mt. Vernon,
New York 10553.

Dual



4 part harmony

A hi-fi system is no better than each of its parts. The finest amplifier and speakers can't deliver any better sound than is originally fed in by the turntable. The turntable so many retailers are offering today with their finest systems is the BSR McDonald 600.

It's precision made in Great Britain by BSR, the world's largest maker of turntables. It has every professional feature needed for optimum fidelity.

Handsomely styled and sensibly priced. For your deluxe systems it's the BSR McDonald 600. Other superb BSR McDonald automatic turntables are available that offer you this prestige name, extraordinary quality and top mark-up for your hi-fi systems in every price range.

Contact your BSR rep or write for detailed literature and price list on this outstanding nationally advertised turntable collection—BSR McDonald.

NEW

dealer's choice



**BASF tape display
merchandise... a
complete store
within a store**

It displays
It stocks
It motivates
It sells

BASF TAPE First in profits First in sellability

BASF "ageless" recording tape is the #1 choice of Hi-Fi dealers all over the country. Its tremendous sales appeal keeps it moving off the shelves at a rate that is paying off handsomely in profit dollars. The Perma-Store plastic storage box, colored leaders, switching foils, and other exclusive features makes BASF the best buy in the industry . . . and the public has caught on.

And now there is more . . . Look at these great new high-volume business-building tape products:

Use this FREE display to stock the following fast moving items.



BASF LH (low-noise, high-output) tape. A real breakthrough in premium-quality recording tape . . . combines ultra-low noise

with extra-high output . . . has dynamic range to 8 db greater than other low-noise tapes . . . comes on professional-type reel with all well-known BASF features. Including the Perma-Store plastic storage box at no extra cost.



Compact cassettes now available in the unique BASF Perma-Store plastic

storage box. Another sales-stimulating "first" from BASF. Special BASF low-noise tape provides clear, brilliant recordings . . . makes happy customers. Three models available, providing 60, 90 and 120 minutes playing time.



Tape Recorder Starter Kit. Developed to help the novice HI-FI enthusiast get started on the right foot. An easy-to-sell piggy back item that boosts profits from tape recorder sales. Each starter kit contains: Popular 4-Reel assortment of BASF Magnetic Tape; professional-type tape reel; a complete hobby box for splicing, editing and marking tape; 3 detailed instruction manuals covering all aspects of tape recording.




Write or call today for complete information.

BASF SYSTEMS INC




Crosby Drive,
Bedford, Massachusetts 01730
Tel: (617) 271-4000

Introducing... The Stereo "Deceiver"



I'D LIKE TO SEE
A GOOD INEXPENSIVE
STEREO RECEIVER,
PLEASE.

CERTAINLY,
SIR.




A SONY?
I DON'T THINK
I CAN AFFORD...

THE NEW STR-222,
SONY FM STEREO
FM/AM RECEIVER.



WELL?



FABULOUS
TREBLE!
MAGNIFICENT
BASS!
I CAN'T STAND
IT ANYMORE.
HOW MUCH?

ONE HUNDRED
AND
FIFTY
DOLLARS.

I DON'T KNOW. IT'S GREAT LOOKING BUT...



HOW MUCH?

JUST TRY IT ON FOR SIZE.



Rowland B. Wilson

I'LL TAKE TWO.

\$149.50

"The Deceiver"



STR-222 Sony FM Stereo-FM/AM Receiver

Tuner Section: FM sensitivity 2.0 uV for 30 dB quieting. Harmonic distortion, 0.8% in FM stereo. Amplifier section: 24 watts at less than 0.8% distortion, both channels operating into 8 ohms. Frequency response, 20Hz-50kHz, ± 3dB. Power bandwidth, 30Hz to 15kHz, IHF. Special Features: Mag/Ceramic cartridge selector, tuning meter, high filter switch, speaker selector switch, loudness defeat switch, headphone jack. Suggested list (including walnut case) \$149.50

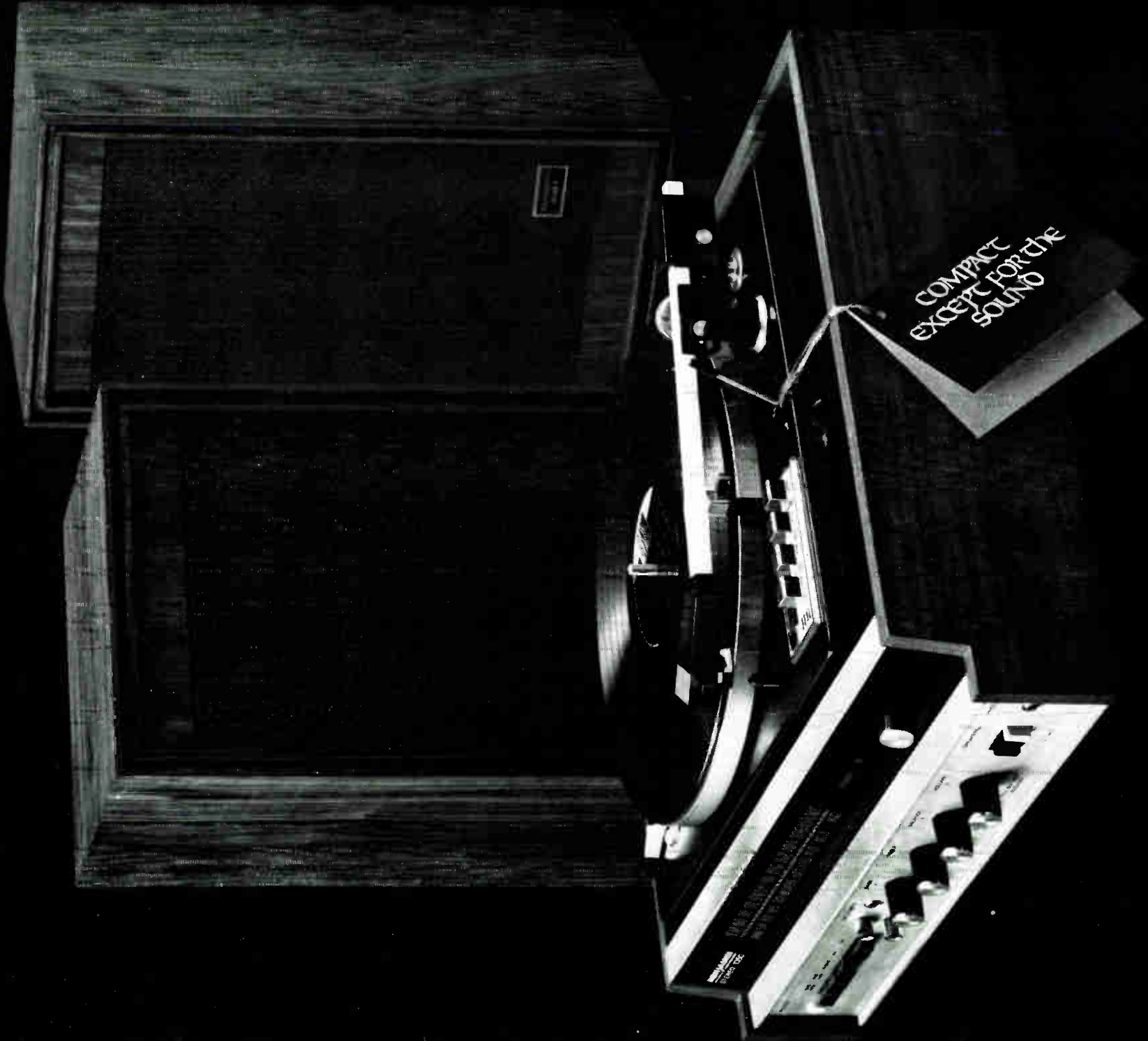
Sony Corporation of America, 47-47 Van Dam St., Long Island City, N.Y. 11101

We could have used a \$59.50 changer.

Others do.

- We used a Miracord. You know the name and you know the quality. It's the same product your component customers would purchase. And the same holds true of each and every component in the Benjamin compact stereo systems.
- Miracord automatic turntables — acknowledged by the leading experts and independent consumer testing laboratories as the finest available today.
- EMI speaker systems — from the English parent company of Angel and Capital records. Audiophile-accepted, and characterized by their smooth, natural sound. Genuine oiled walnut enclosures.
- ELAC stereo magnetic cartridges with diamond styli. Made by the pioneer in stereo magnetic cartridges and the manufacturer of Miracord automatic turntables.
- Benjamin receivers — made by a company that has always catered to the audiophile with all of the audiophile conveniences, features, specifications and performance.
- Benjamin offers the component dealer top component values from \$299 to \$599. And, Benjamin offers the kind of selective distribution through component dealers that protects his profits. We have an excellent program to offer you. Get full details by contacting Nat Gold, Benjamin Electronic Sound Corporation, Farmingdale, N.Y. 11735, a division of Instrument Systems Corp.

Component craftsmanship by Benjamin



COMPACT
EXCEPT FOR THE
SOUND

YAMAHA
SR-505

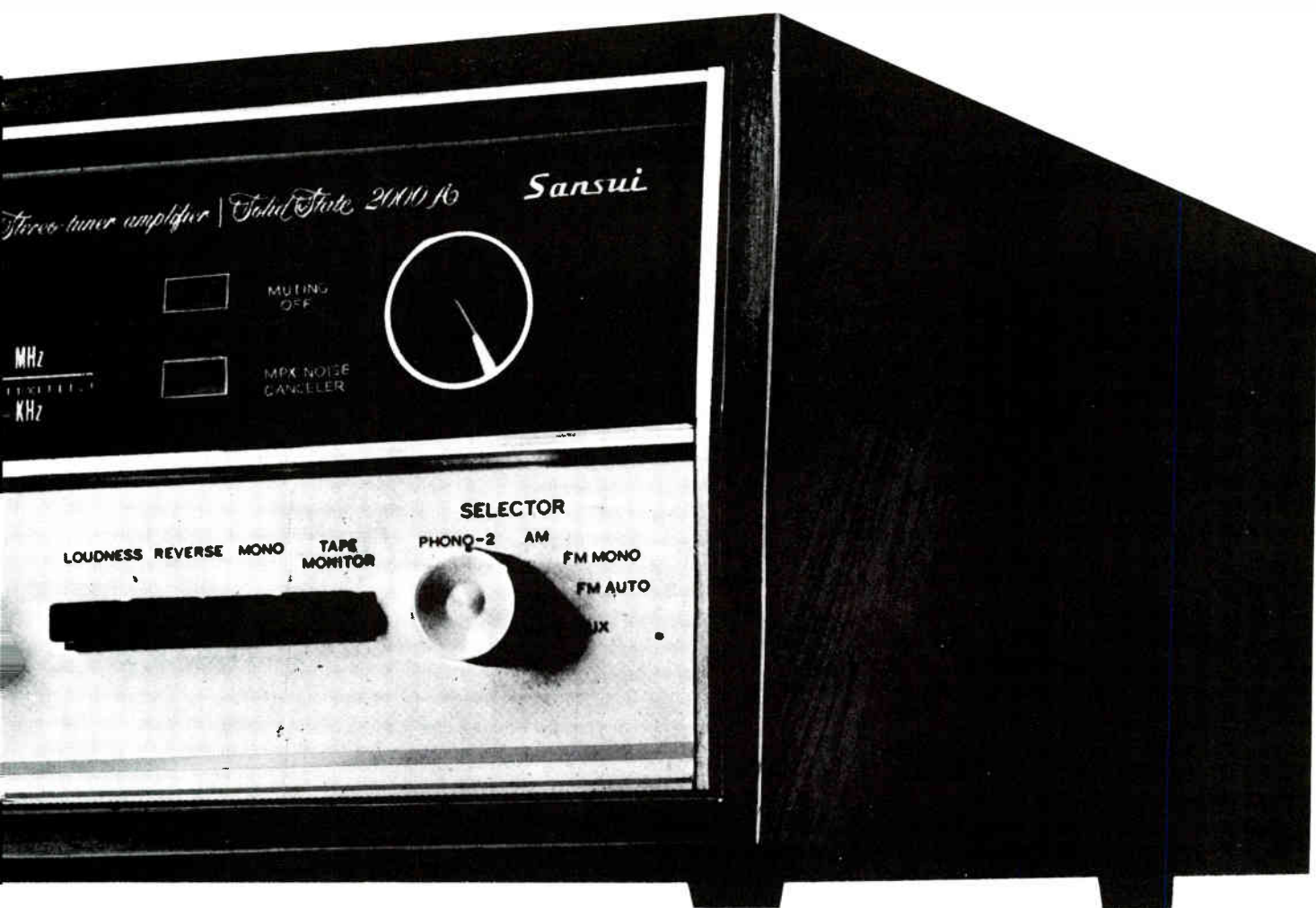
FABULOUS SUCCESSOR TO THE



THE NEW SANSUI 2000A

AND STILL AT THE SAME PRICE

FABULOUS SANSUI 2000



Here is an AM/FM Stereo Receiver, redesigned from the chassis up, that's sure to bring the traffic. Big 120 watts (IHF) of Music Power . . . wide dial linear tuning . . . 1.8 μ V (IHF) FM sensitivity . . . plus a host of new and exciting features at **\$299.95** (with a full mark up, of course.) Learn about the latest chapter in the Sansui Success Story from your Sansui Representative or Mr. H. Tada, V.P. at 212-721-4408.

Sansui[®]

SANSUI ELECTRONICS CORP.

Woodside, New York, 11377 • Los Angeles, California, 90007

SANSUI ELECTRIC CO., LTD., Tokyo, Japan • Frankfurt a.M., West Germany

Electronic Distributors (Canada), British Columbia

MUNTZ GOING CASSETTE AFTER SALE

A group of five investors, headed by Barney Philips, has taken over Muntz Stereo-Pak in a cash sale, and will market a home entertainment line that will be 50% cassette within a year. Philips, who was Earl Muntz's production contact man in Tokyo, is acting president. "Madman" Muntz has resigned and reportedly will be looking into "another phase of the business, not in competition with the people who purchased the company." Watch for a possible company name-change.

ADC DEALER TRIP IS PARIS-BOUND

The ADC dealer trip scheduled to leave for Luxembourg on May 2nd is now slated to leave the same day for Paris instead. And on a 747, no less. The scheduled return stopover in Iceland is off. Too cold, perhaps.

DARREL FLETCHER OUT AT LWE/ACOUSTRON

Darrel Fletcher has left the marketing VP spot at LWE/Acoustron. Dick Kuebler now in his place. The company is reported to be readying a three-motor cassette deck for introduction in the fall with a \$250 price tag. Acoustron is also said to be expanding their outlets, as well as tripling the size of their production facilities in Houston.

NEWS OF THE INDUSTRY IN BRIEF.....

AR has resigned from the IHF.....Dr. McDonald of BSR is said to have liquidated \$40 million of his holdings in the record changer manufacturer. He is still reported to have some BSR financial involvement though.

It may not replace lovemaking as the prime night time activity, but stealing stereo tape players out of cars can't be far behind. State Farm Insurance says it has paid claims for 26,900 stolen tape decks valued at \$2.5 million and 199,000 tapes worth \$1.2 million in 1969 alone...Don Hassler has bought into Bill Kessler's Audio Specialists retail store in Phoenix.....

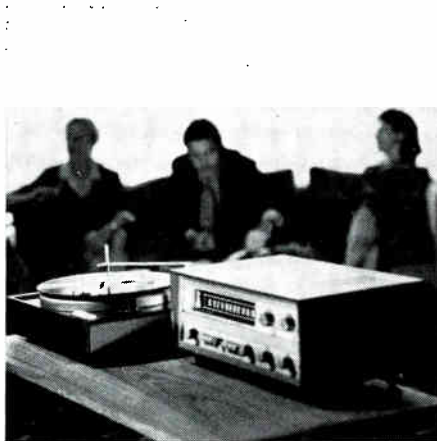
Larry Grundy, VP, reports that Data Packaging of Cambridge (of computer fame) will be entering the blank cassette & 8-track field via the CES. The company was primarily an OEM manufacturer.....Markman Company has moved to new and larger quarters at 6611 Odessa Avenue, Van Nuys, Calif. 91406 (213-787-6151). The decor is said to be "Spanish Modern, Early Jewish, with subtle touches of Upper Afganistan in the powder room."

.....Irv Stern, formerly of the Lee Chair & long-time Harman-Kardon rep, is now executive vice president of JBL.

Only Pickering offers Dynamic Coupling Factor... your assurance of greater listening pleasure



A sophisticate who can afford the finest in stereo components and equipment, would select the Pickering XV-15 Cartridge labeled 750E, 400E or 350. They're the proper ones to deliver "100% Music Power."



With the more simple equipment that characterizes today's informal living, the XV-15 with a DCF of 150 or 200 will assure "100% Music Power."



A Pickering XV-15 Cartridge with a DCF of 100 or 140 will guarantee "100% Music Power" on the type of set up that the young in your house use for dancing or listening.

The Dynamic Coupling Factor is an index of maximum stylus performance when the cartridge is related to a particular type of playback equipment. This resultant number is derived from a Dimensional Analysis of all the parameters involved. To select a pickup for a professional manual turntable, with its sophisticated, dynamically balanced tone arm, tracking at an ultra-light force, a higher DCF index would be required than, say, for a pickup to be used in an ordinary record changer. For maximum distortion-free response, this index to application relationship properly determines maximum stylus performance in your playback equipment. 100% music power is assured at all frequencies — linear response from 10 to 20,000 Hz virtually a straight line — due to the extremely low mass of its moving magnetic system — 1/5 to 1/10 of ordinary pickups.

There are seven DCF rated XV-15 models. Each is equipped with the famous patented V-Guard "floating stylus" — the easily replaceable stylus assembly that protects the diamond and record while it plays. In addition each model includes the DUSTAMATIC™ brush that automatically cleans the record groove while it plays.

PICKERING

For those who can **HEAR** the difference



THE NEW PICKERING XV-15/750E. PREMIER MODEL OF THE XV-15 SERIES. TRACKS AT ½ TO 1 GRAM. DYNAMIC COUPLING FACTOR OF 750 FOR USE IN FIRST TONEARMS. \$60.00. OTHER XV-115 CARTRIDGES FROM \$29.95. PICKERING & CO., PLAINVIEW, L. I., N. Y.

Who's going to give you the business



35 years of
sound innovation

Trust US to develop more business for you in Chicago and in 1970 with a line of products it's taken 35 years to perfect. See US in Booths 3602, 3604, 3606, 3608 and 3610 at the N.E.W. Show, Conrad Hilton Hotel.

UNIVERSITY SOUND 

Box 26105 Oklahoma City, Oklahoma 73126
A quality company of A.T.V. Ling-Altec, Inc.

in Chicago? Trust US.



**IT'S TRUE
WHAT YOU
HEAR...**



THREE HUNDRED
FIFTEEN DOLLARS*



FOUR HUNDRED SEVENTY-
SEVEN DOLLARS*

At C/M Laboratories, performance is measured only by the ability to re-create the original sound source.

The Model CC-1 stereo control center is the most versatile of all pre-amplifiers. Function selectors permit mixing of any combination of signals. Mode selectors allow every possible combination of channels, including blend crossfeed.

The perfect catalyst between the stereo control center and your speakers is the C/M Model 911 two hundred watt stereo power amplifier.

Both are available through those better audio dealers who feature the full product line of solid state equipment from C/M Laboratories: creators of the finest equipment of its kind in the world. All prices fair-traded;* from one thousand fifty dollars to one hundred twenty-six dollars, the unit.

We invite your inquiries.

C/M LABORATORIES

327 Connecticut Ave., Norwalk, Conn. 06854

C/M Laboratories is sincerely interested in obtaining new dealers who wish to expand their quality merchandising concept in fine domestic equipment. Contact: G. T. Thalberg, VP Mkt/Sales (203) 853-2345, or write direct.

It's NEWS

Harper to Fisher post

Donald J. Harper, who has served as Emerson Electric Company's executive coordinator with its Fisher Radio Division, has been named executive vice president of Fisher.

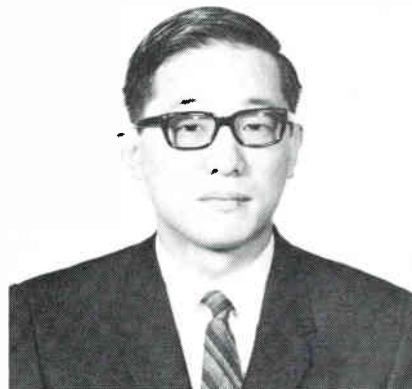
Tillett Editor of Audio



North American Publishing Company announced the appointment of George W. Tillett as editor of *Audio* magazine. He has previously been affiliated with Fisher Electronics, Audio Dynamics, Armstrong Wireless Co., Wharfedale, Heathkit, and Decca.

Kai to Pioneer Post

Ken Kai has been promoted to the position of sales manager for Pioneer Electronics USA Corp., it was announced by Nobuyoshi Kono,



vice president of the firm.

Formerly assistant sales manager, Kai has been with Pioneer since the start of its U.S. operations in 1965.

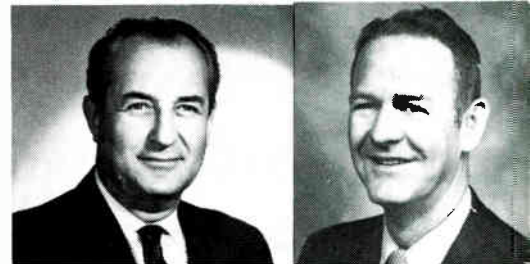
Daley to Superscope

Joe Tushinsky, chairman and president of Superscope, Inc., announced the appointment of John Daley as general manager of its recording division. He will be responsible for A&R, sales and marketing, import-export, and mail order.

Additionally, Daley will act as manager of Superscope's new ASCAP and BMI publishing firms, and will establish a rock music line.

University names two

The University Sound division of LTV Ling Altec, Inc. announced the appointment of two new regional sales managers.



Ross

Jones

Charles Ross has been named western regional sales manager. Before this appointment he was a sales manager at Columbia Records.

Former vice president of Whar-ton Communication, V. Frank Jones, will manage the midwest regional sales district.

TEAC appoints May

Jim May has been named assistant sales manager of TEAC Corporation of America, according to Mikio Mitsubayashi, sales and marketing manager of the company. May previously was purchasing agent with Technical Industries, Inc., of California.

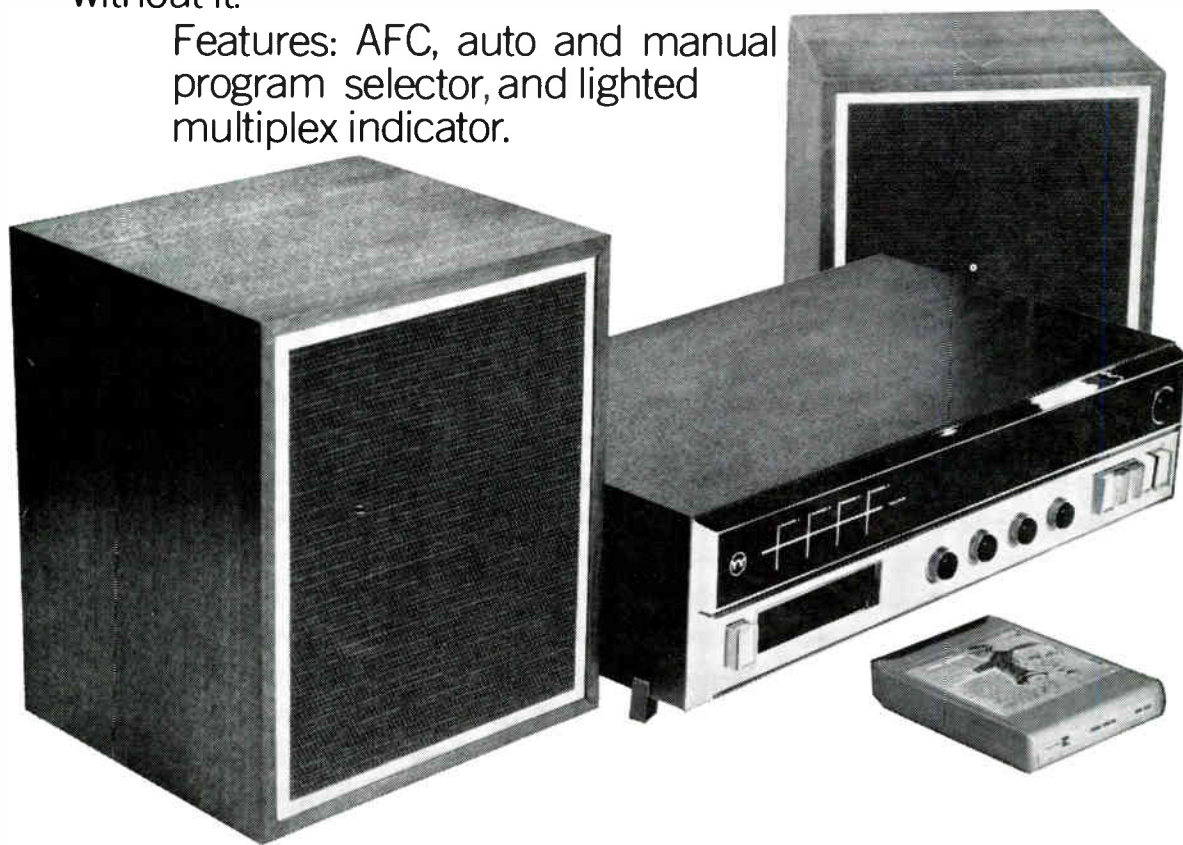
In another announcement, Tom-oma Tani, executive vice president, indicated that the company has formed a new wholly-owned subsidiary, TEAC Europe N.V., with facilities in Amsterdam, to serve as a distribution and service center for Europe.

(Continued on page 20)

What a terrific, beautiful thing it would be to own an 8-track stereo cartridge player with an AM/FM-stereo radio.

Think of all the beautiful music you'd hear. Cartridge after cartridge. And station after station. All of it sounding terrific. Because it has terrific walnut speakers. And a full 20 watts of output. What a beautiful new thing. And the price is right. Once you own it, you'll never know how you lived without it.

Features: AFC, auto and manual program selector, and lighted multiplex indicator.



Webcor 

A Division of Consolidated Merchandising Company, 59-50 Queens-Midtown Expressway, Maspeth, New York 11378.

Hull to Advent

Joseph B. Hull resigned his position of vice president of Audio Lab, Inc., of Boston, to assume the new post of assistant sales manager of Advent Corporation.

According to Don Boynton, Audio Lab president, no successor has yet been named to fill Hull's position.

Sony ups McDonnell



Sony Corporation of America announced the appointment of John McDonnell as advertising and sales promotion manager of its video products division. He will be responsible for all advertising, public relations, exhibits, and sales aids and support activities.

McDonnell has been with Sony since 1966, and most recently was assistant advertising and merchandising manager.

Craig names new reps

Steve Solot, Craig Corporation national sales manager, announced the appointment of two new district sales representatives.

Kenneth H. Day, formerly manager of the Craig products department at A & W Electronics, will cover the New England area.

William R. Wrchota will cover the Indiana and Kentucky territories.

L. K. Warden, senior marketing vice president has announced the formation of a new Corporate Marketing Services Department, following the consolidation of the firm's products and distribution divisions.

Bill Walsh, formerly sales manager for the products division, will head the new department. Etta Delson will serve as national cooperative advertising manager. She had been advertising manager for the distribution division. Former literature division supervisor Roland Watts will be responsible for catalog and literature disbursement and inventory. Hank McCance will continue as public relations manager, with increased responsibilities.

Bell & Howell names two

John Skitch, formerly with Lionel Pacific, Inc., has been named controller of Bell & Howell Magnetic Tape Company, according to Sidnet Brandt, company president.

Also, William Klee has been appointed director of purchasing and personnel. He served as a staff scientist at Los Alamos, and has worked with the Sandia Corporation and Lockheed.

Sennheiser names VP



The new marketing and sales VP for the Sennheiser Electronic Corporation (New York) is Cornelius Hofman, from Amsterdam, Holland. He formerly was affiliated with N. V. Kinotechniek of Amsterdam, a distributor of professional sound and film equipment.

JBL names six

Barney Rigney, director of marketing for James B. Lansing Sound, Inc., announced the appointment of Van Austin as director of communications and the promotion of Bing Stafford to the position of technical editor and public relations coordinator.

Bart N. Locanthi, who had been vice president of engineering, has been promoted to vice president of research for all divisions of the Jervis Corporation, JBL's parent company.

JBL controller Sterling Sanders has been named vice president of operations. Al Schwartz, former manufacturing manager, has been raised to the position of vice president of manufacturing. Walter F. Dick has joined the JBL sales staff in the capacity of professional applications engineer.

Expansion at H-K

Harman-Kardon, Inc., has organized a separate international sales department to service both foreign and U.S. military accounts abroad. The new department is to be headed by Helen Fenwick.

Additionally, it was announced that two new domestic sales representatives have been named.

Straube Associates, with offices in Boulder, Colorado, and Morgan, Utah will handle the Rocky Mountain territory. An additional sales office is planned for Albuquerque, New Mexico, with opening set within the year.

CEMS/Inc., of Chicago, will represent Harman-Kardon in Illinois and eastern Wisconsin.

Gilbert-Felix names two

Richard Felix, president of the Gilbert-Felix Agency, announced that Myron Matzkin has been appointed director of public relations, and that Marjorie Thompson has been named to the public relations staff.

Farr honored in Phila.

Mort Farr, long-time tv and radio dealer, was honored for his 50 years in retailing at a recent testimonial dinner in the Warwick Hotel in Philadelphia.

Brand Names judges

Jack Luskin, president of Luskins, Baltimore, and Howard L. Greenhouse, president of Auto-Home Electronics, Woodbridge, Va., have been named to the judging panel of the Brand Names Foundation's Brand Names Retailer-of-the-Year awards competition.

THE DEPENDABLES!

TAPE DECKS by KENWOOD



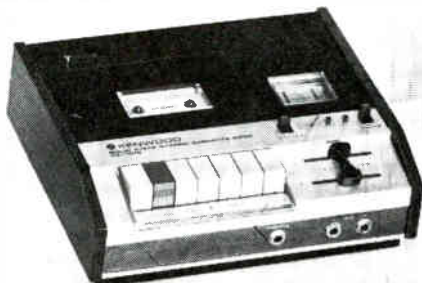
MODEL KW-8077
... 6 heads, 3 motors, automatic reverse record/playback, automatic repeat playback, solenoid-action micro-touch controls, search system, easy tape loading lever, 5-step equalizer system, remote control (optional)



MODEL KW-4066... 3 heads, 3 speeds, low-noise silicon transistors in special recorder playback preamp for high signal-to-noise ratio and low distortion, sound-with-sound, tape monitor switch



MODEL KW-5066... 4 heads, 3 speeds, recording bias adjustment system, 400 Hz test signal oscillator, sound-on-sound/echo recording with level-control, noise filter, automatic shut-off



MODEL KX-7010... stereo cassette deck with exclusive micro-gap head for superior sound reproduction, pop-up cassette ejector, pause control, hi-filter switch, dual VU meter, 3-digit counter with reset button

For illustrated brochure and complete specifications write...



the sound approach to quality

KENWOOD

15711 So. Broadway, Gardena, California 90247
72-02 Fifty-first Avenue, Woodside, New York 11377
Exclusive Canadian Distributor: Magnasonic Canada, Ltd.,
Toronto, Ontario; Montreal, Quebec; Vancouver, B.C.

An Embarrassment of Riches.

Where should we begin in speaking of the new LANDMARK 100? Almost anywhere might do, because there are so many good things to point out. And one feature leads to another — almost inevitably — since this is truly an integrated system with each component intimately related to every other. So let us start at the end you can hear — the loudspeakers.

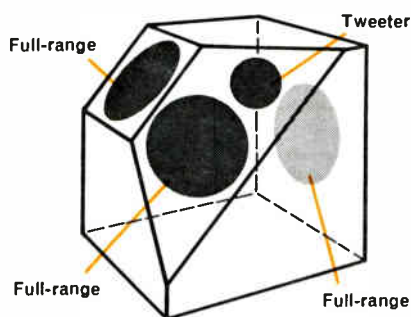


Acoust-Array cube speakers

We Introduce Acoust-Array™

At first glimpse they seem to be two simple cubes. Hardly big enough to represent a revolution in sound. Yet they are at the heart of two major advances.

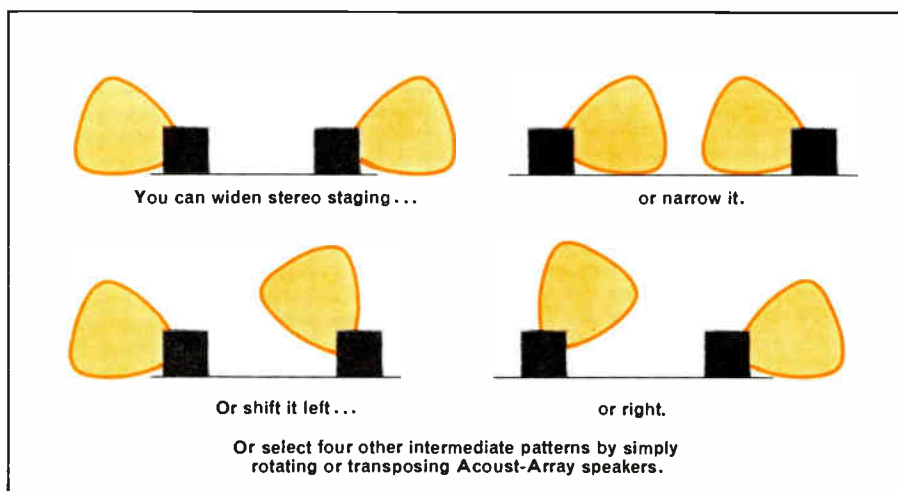
The first is Acoust-Array — a concept you can see best from the back of the speaker cube.



Note that one edge and one corner have been trimmed at a slant, with a grille covering the area. Why? Because there's not just one full-range speaker in each cube, but three. Plus a tweeter on the corner. So sound is dispersed in three entirely different, carefully calculated directions.

Omnidirectional? Not Really

Aha! Another of those "omnidirectional" speakers! Not so. Unlike the circular speaker designs that spray highs around the room like a lawn sprinkler (in hopes that the sound will hit something useful) or the somewhat more



scientific reflective sound speakers that demand critical speaker placement, Acoust-Array speakers are built to do just two things:

1. Widen the actual source of sound, regardless of speaker location — even if it is tight against a wall. Acoust-Array takes advantage of your room's natural acoustics to more closely duplicate the openness of the concert hall.
2. Control the apparent location of the speaker to permit widening or narrowing the stereo perspective, or shifting the effective sound source left or right. All by simply turning the cubes on one side or another, or exchanging them left-to-right.

You Gain Another Freedom

It works so well that you can now hear what others have long been claiming... better stereo separation anywhere in the room... plus a certain independence from the rigid rules of the past which demanded a single "best" location for any stereo pair. Look about you. Do you see two "ideal" and useable locations for stereo speakers in your room? If not, you're typical and LANDMARK 100 Acoust-Array speakers can help.

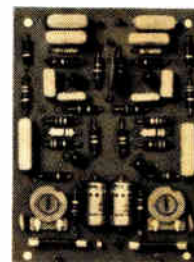
But improved dispersion and good stereo separation would be almost beside the point if the sound quality were poor. Yet what can you expect to hear from these small cubes? With normal

component design, bass would be severely limited by their small size. It is precisely here that the integrated approach pays off — and where we introduce our second major advance.

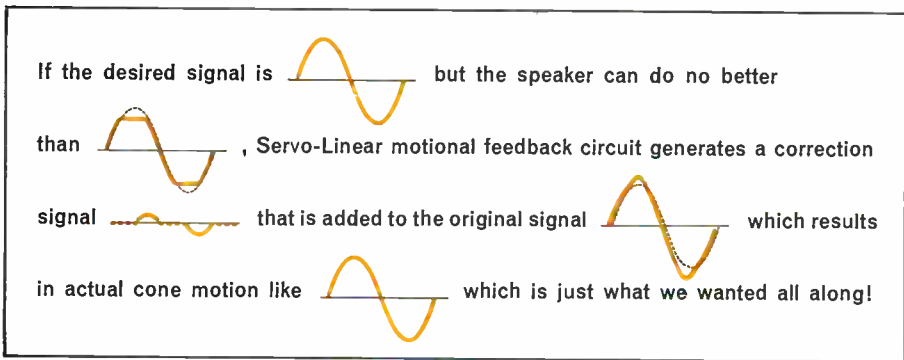
Servo-Linear™ Motional Feedback

Let's get right to the point. Small speakers can provide extended bass only if driven very hard. But too much power means serious distortion as the small speaker over-reaches its elastic limit. And too little power means weak bass. But we weren't content to settle for the usual compromise. So we added Servo-Linear motional feedback to our integrated system. What — you may ask — is that?

We devised a simple, yet ingenious circuit that continuously monitors the velocity of the speaker cones... and compares it with the input signal. If there is any difference, a correction signal is instantly added so that cone motion and amplifier agree perfectly. The design corrects for any non-linearity even at the extremes of speaker excursions. It even compensates for variations in outside acoustic conditions.

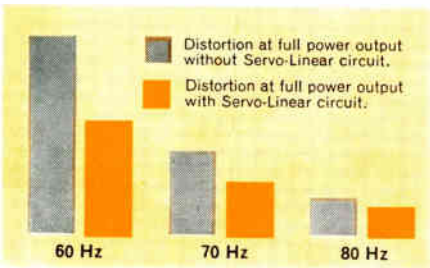


Servo-Linear motional feedback circuit



Distortion Slashed

The result is the sharp reduction of every type of distortion (frequency, transient, harmonic, intermodulation) within the limits of available amplifier power. And with 80 watts (IHF)—or 100 watts \pm 1 db music power if you like big numbers—full room volume is assured.

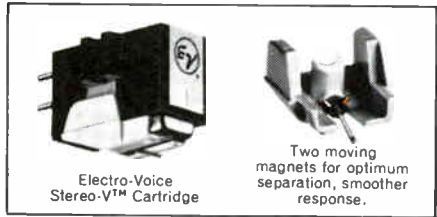


Servo-Linear motional feedback cleans up bass response at high power levels by reducing speaker distortion up to 42%.

But There's More

All this work on the output section of the LANDMARK 100 would be to no avail if it didn't excel at the input

end. And it does. For instance, a brand new E-V magnetic cartridge is installed in the Garrard automatic turntable.



Only the Electro-Voice magnetic cartridge offers TWO moving magnets, each oriented to respond perfectly to a single stereo channel. But we go one step further, to eliminate the high frequency peak observed in so many cartridges. It could only be done by lowering stylus mass so that the moving system resonance occurs at about 30 kHz—well above anything on record. It's a difference you can hear and enjoy.

And of course there's a sensitive FM Stereo tuner (1.9 uV IHF) and AM tuner, both with ceramic IF filters, and a total of 4 integrated circuits. Plus tape inputs and outputs, and an extraordinary stereo amplifier with a power bandwidth of 20 to 25,000 Hz (almost unheard of in any compact system).

In Summary

Needless to say, listening to a LANDMARK 100 compared to any other compact is a revelation. Indeed, it has been compared favorably with component systems costing considerably more. And that brings us to the price. Just \$399.95 Suggested Retail. Little enough for a good compact, it's phenomenal for the revolutionary LANDMARK 100.

For a fascinating discussion of the many E-V LANDMARK 100 new ideas, including Acoust-Array and Servo-Linear motional feedback, write us today.

If you've been looking for a product that can generate customer excitement... that can revitalize your salesmen and your sales... ask your E-V rep to put LANDMARK 100 through its paces. It can be a most profitable experience. And that's a promise.

ELECTRO-VOICE, INC., Dept. 404B
607 Cecil Street, Buchanan, Michigan 49107



LANDMARK[™] 100

Integrated Music System



AT LAST... A COMPACT YOU CAN SELL FOR ITS SOUND!

Electro-Voice[®]
A SUBSIDIARY OF GULTON INDUSTRIES, INC.

Letters to the Editor

The following letter was originally sent to IHF, and we feel it deserves to be brought to the attention of High Fidelity Trade News readers.

Mrs. Gertrude Nelson Murphy
Executive Secretary
Institute of High Fidelity
516 Fifth Ave.
New York, N.Y.

Dear Gertrude:

Sandy Cahn, of *Audio* magazine, and I were discussing the future of the hi-fi shows and I had some thoughts which he felt had merit. So I thought I'd pass them on to you.

Instead of discarding the old show format entirely, I would suggest a one-year experiment involving some modifications.

1. Locate the show in a likely suburb. For NY, that would be either Westchester, eastern Nassau, or NJ. (There seems to be general agreement that the Sam Goody show in NJ last year pulled well.)

2. Feature several rooms located around the show that would be devoted to tips and advice for the consumer. For example: tape recording from records and the air, where to place components, selecting and installing antennas, how to select components. These rooms would be serviced by manufacturers on a rotating basis throughout the show hours.

Since the orientation would be toward the newcomer to components, this aspect of the show should be promoted heavily.

3. Not so clear-cut, but worthy of discussion is the question of allowing sales at the shows. Not by the manufacturers, but in special rooms set aside for area dealers who would have hours allocated on a rotating basis.

With the market continuing to expand as it has been, I don't believe the question of shows should be whether to continue them as before or to abandon them, but what kind of shows might be needed today.

Considering the years and hundreds of thousands of dollars invested in shows over the past years, I believe the entire question should be explored as thoroughly as possible. For example, a comprehensive questionnaire could be drawn up for all the members and completed either by mail or by personal interviews by

an independent research firm.

Other information deemed of importance to the members might also be incorporated in such a study, including the role that they believe the IHF should play now and in the future.

I believe an IHF is very important, but with a stronger role than in the past.

Joe Lesly
VP/Account Supervisor
Ries Cappiello Colwell, Inc.
New York City

This is a "news blackout?"

All media has its share of critics. Jerry Joseph, sponsor of SEE-70, charged High Fidelity Trade News with a "news blackout" on his pet project. The project was amply publicized in a full-page story in the October, '69 issue. A subsequent mention of SEE-70's removal to new quarters appeared in February's "As We Go To Press" section.

High Fidelity Trade News offered its columns to Jerry to voice his charges in writing. Instead, the following publicity release, which is reproduced below, was received. We would have preferred his criticisms and charges out in the open.

—The Editors



In response to your inquiry about SEE 70, the following information should bring you up-to-date on the industry's first permanent International High Fidelity Exhibit.

SEE 70 is planning to open in mid April with the following manufacturers committed to exhibit:

AKG-NORTH AMERICAN PHILIPS CO.	FM GUIDE	RCA RECORDS
AMPEX CORPORATION	HARMON-KARDON, INC.	RADIO STATION WRFM
BOSE CORPORATION	HEGEMAN LABORATORIES	SANSUI ELECTRONICS
R. T. BOZAK	KENWOOD ELECTRONICS	H. H. SCOTT, INC.
BILLBOARD PUBLICATIONS	KOSS ELECTRONICS, INC.	SHARPE INSTRUMENTS
BRITISH INDUSTRIES	LIBERTY RECORDS	SUPERELECTRONICS
C/M LABORATORIES	LONDON RECORDS	ROBERTS
COLUMBIA-EPIC RECORDS	LWE (ACOUSTRON)	TAPE RECORDING
DECCA RECORDS	MGM RECORDS	TOUJAY DESIGNS
DYNACO, INC.	PE	TRANSAUDIO
EICO	PIONEER ELECTRONICS	ZIFF-DAVIS PUBLICATIONS
ELPA MARKETING	RECTILINEAR RESEARCH	UNITED AUDIO PRODUCTS

EXPECTED IN SHORTLY: ELECTRO-VOICE, BARZILAY, EMPIRE,

PANASONIC, SHURE BROS., TELEX COMMUNICATIONS, MARANTZ, IHF.

The audio dealers in the metropolitan area of New York are unanimously enthusiastic about SEE 70. Here are typical authorized quotes from some top pros: "The only continuous industry showcase in the home entertainment field open to the general public. Excellent public relations format. I think it deserves the support from every facet of the audio industry."...Harold Weinberg, LAFAYETTE RADIO. "This will be time for the industry to finally grow up by having its' own permanent exhibit. I'm for it!"...Joy Schwob, SAM GOODY. "Should have been done five years ago. Consumers will be sold on the concept of components without the worry of individual salesmen pressure. The entire industry including dealers should support it."...William Colbert, AUDIO EXCHANGE. "Fantastic idea... long time in coming. This area needs a sustaining market place. Should be supported. We're for it."...Marvin Lazansky, KORVETTE.

Space here does not permit discussing our promotional program for SEE 70 in detail. Here are some of the highlights: WRFM New York's second largest FM station to broadcast live daily. FM Guide will insert a news supplement on SEE 70 in every issue. This magazine has a readership of over 100,000. SEE 70 will be mentioned on more than 20 FM stations in conjunction with FM Guide. A daily listening audience of over one million persons will hear about SEE 70. Artists from RCA, Columbia, London, MGM, Decca and other famous recording labels will appear in person at SEE 70. ... Dealer Trade Show week in September.

Jerry Joseph
Jerry Joseph, I.P.D.
Design Coordinator and Show Manager

*Sell a complete stereo system
around any of these
Pioneer Outperformers*



SX-1500TD AM-FM STEREO RECEIVER

Exclusive microphone mixing. Audio output: 180 watts (IHF); FM Tuner Sensitivity: 1.7 μ V (IHF); 6 sets of inputs; accepts 3 speaker systems; walnut cabinet. \$399.95 incl. microphone.



SX-990 AM-FM STEREO RECEIVER

Audio output: 130 watts (IHF); FM Tuner Sensitivity: 1.7 μ V (IHF). Completely versatile with inputs for: 2 phono, tape monitor, microphone, auxiliary & main amps; walnut cabinet. \$299.95.



SX-440 AM-FM STEREO RECEIVER

Audio output: 40 watts (IHF); FM Tuner Sensitivity: 2.5 μ V (IHF); Frequency response: 20-70,000 Hz. Oiled walnut cabinet. \$199.95.



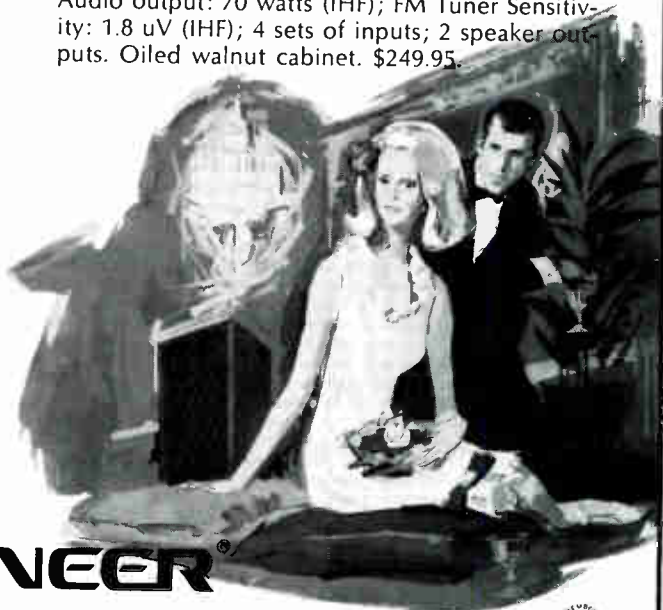
SX-770 AM-FM STEREO RECEIVER

Audio output: 70 watts (IHF); FM Tuner Sensitivity: 1.8 μ V (IHF); 4 sets of inputs; 2 speaker outputs. Oiled walnut cabinet. \$249.95.

Depending on the number of refinements your customers are looking for in an AM-FM stereo receiver, Pioneer has one to fit their budget.

But you don't have to stop there. With Pioneer's complete line, you can sell them virtually every component they need to build a complete stereo system.

For further details on the Pioneer line, see your Pioneer rep — or write directly:



PIONEER ELECTRONICS U.S.A. CORPORATION, 140 Smith St., Dept. T-4, Farmingdale, N.Y. 11735 • (516) 694-7720
West Coast: 1335 W. 134th Street, Gardena, Calif. 90247 — (213) 323-2374 & 321-1076 • In Canada: S. H. Parker Co., Prov. of Ontario



The undergro

**your
thing**



Any radio, TV set,
cassette or
tape recorder with
a phono jack.



our bag

Garrard's X-10 module,
a precision
automatic turntable.
Complete and ready to play.

new groove

Just plug our bag, into your thing to obtain
precision record playing capability.

Play 7", 10", 12" records at 33 $\frac{1}{3}$, 45, or 78 rpm.

The X-10 is complete with matched stereo ceramic
cartridge, diamond stylus, base and dust cover, **\$52.50.**

See it at your high fidelity dealer or
write Garrard, Dept. CS589, Westbury,
New York 11590 for literature.

Garrard

und Garrard.

The advertisement reproduced on this page represents one of the new directions Garrard is pursuing. It is no secret that the youth market (known to the now generation as the *underground*) is a burgeoning one.

We recognize that to bring the *underground* and the dollars they have to spend into your store requires a different approach, utilizing a new language.

Garrard is doing just that with advertisements such as this appearing in the Village Voice, Psychology Today, Evergreen Review, and the 100 top college newspapers.

Creative innovation in the development of marketing directions for the component high fidelity industry is vital both to Garrard and to you . . . and it is another reason that Garrard's continued pre-eminence in the automatic turntable field is deserved.



British Industries Co.

**Sound like this you won't hear
in any spec sheet.**



**So shouldn't you
lend an ear for just two minutes?**

Hear the Denon TRC-121 side by side with *any*—yes, any—comparable unit you sell.

Sample the FM/AM sound. Play pre-recorded cassettes. Record from radio or "live." Try it on batteries or plug it in.

Then, if you don't agree our new Denon sounds better, don't stock it. It's as simple as that.

What's behind it all?

Like all Denon Products, this new AM/FM Radio Cassette Recorder comes out of one of the Orient's largest and most modern laboratories.

It's dependable. You can count on that. A swarm of post-purchase problems won't come home to haunt you. We've got a 60-year, world-wide reputation to live up to. And a big

future to protect with dealers like yourself.

Our massive manufacturing facilities are right on top of tomorrow to give you a full line of radios, phonos, tape recorders and TV that rank with the best.

And that's a story you should lend an ear to, too. We'll be glad to oblige.

Denon backs you up with a springtime bevy of consumer ads

in gorgeous full-color:

DENON[®]...THE SOUND PEOPLE

Doing business with Denon is sound business in more ways than one. See your Denon Rep for details. Remember, it's stock-up time now!



Nippon Columbia Corporation of America, Inc., 6 East 43rd Street, New York, N. Y. 10017—a subsidiary of Nippon Columbia Co., Ltd., Tokyo.

Market Report:

So. California dealers ahead...but are they happy?

Like Alice behind the looking glass, hi-fi salesmen are running fast to stay in the same place. Most stores are busier, attending to more shoppers, but what dealers considered an "average system" ticket in the past is probably about \$125 lower this year. More systems must be sold to match last year's dollar volume.

by Naomi Sheldon

By high fidelity industry standards, business is not too good right now.

Dealers' sales are up an average of five per cent or so, in contrast to fifteen or more percentage points in previous years. Profits for some dealers are slightly up; other dealers are finding themselves squeezed by higher overhead, expensive money and consumer caution.

This year the area reps have several fewer stores to call on. One small suburban store (Woodland Sound) and one big one (Griffey Electronics) went into liquidators' hands with some reported loss to suppliers. A long-in-trouble San Clemente dealer has closed his doors. In West Los Angeles, Federated Electronics has given up attempts to improve the position of its Federated Purchasers store and in the South Bay area Sterling is reorganizing its three Bay Electronics outlets.

There are more complaints about competitive price-cutting, even in firmly fair-traded brands. Manufacturers' lines of credit are more strictly limited than ever before: even new Japanese entries into the market are revising their formerly-liberal policies. In many cases, bank

borrowing costs may be higher than true profit on inventory purchased with borrowed money.

Security is an increasingly-costly overhead item. Burglaries, window-smashings and internal pilferage are on the upswing. So are shoplifting and bad checks. And higher insurance rates are higher.

There are complaints of rising rents and rising taxes and rising prices of merchandise from U.S. and German factories.

In short, local reps and their salesmen are listening to a volume of beefing that one describes as "an uproar." This may be because many local dealers are paring inventories even more than has been customary for fiscal year-end tax purposes. Most are trying to switch their customers to the items they have in stock. What new merchandise they order, they order carefully and reluctantly.

Yet the picture isn't quite as grim as all that. **High Fidelity Trade News** interviewed a dozen representative Southern California dealers, and heard a dozen dealers say that their business is pretty well holding on to gains made in previous years, and even growing in some areas.

In Los Angeles County, the

fourth quarter of 1969 was suddenly, inexplicably soft. For many dealers sales picked up — equally inexplicably — after December 15, and January sales slightly surpassed all previous Januaries. Many dealers went into 1970 with large stocks of items that the public doesn't seem to want very much, such as reel-to-reel tape recorders in the \$200-400 range.

The whole middle of the market — systems over \$400 and under \$1800 — is reportedly still "soft—no better than last year."

Most stores are busier, attending to more shoppers, but what the store considered an "average system" ticket in the past is probably about \$125 lower this year. More systems must be sold to match last year's dollar volume. Like Alice behind the looking glass, floor salesmen are running fast to stay in the same place.

Consumers are buying considerable quantities of component systems in the under-\$400 range. In these low-cost systems, **White Front** and **Fedco** shine. According to rumor, the two chains' combined component sales were more than \$15 million last year.

At the opposite extreme, there's a definite increase in super and

super-duper system sales, all the way up to \$5000.

In product categories, last Fall's trends are gaining momentum. Higher-priced changers (when available). A real push in selling higher-priced cartridges to go with them. Some youth-market demand for separate amplifiers and tuners, and for manual turntables. Big speakers — although many dealers are less than enthusiastic about omni-directional, equalizing and other technical innovations, and completely apathetic about four-channel sound.

Cabinet sales keep going down. Used equipment sales keep going up.

Sales of tape recorders in the over-\$400 ranges are holding steady. Sales of \$200-and-under cassette instruments seem to be gaining as swiftly as last year's most optimistic predictions.

Accessory sales swing

Perhaps the biggest surprise as dealers go over their books now, is the big upsurge in accessory sales. Microphones in the \$200-a-pair-and-up category. Earphones. Raw tape.

Earphone sales are "fantastic — way up," according to **Mark Papel** of **Papel Brothers** in East Los Angeles. **Bob Clonts** of **Wright's House of Hi-Fi** in San Diego says, "I don't understand it. The damn things give me a headache. But we had three dozen sets on hand for Christmas, and we ran out." **Norma Jessel** of Los Angeles' **Coast Audio** says, "We've sold at least six dozen in the \$30 range in the last few months." **Ken Salmachia** of **Glendale Music Company** (three brown-goods stores, plus concessions in nine Buffums' department stores) says, "Earphones are a demand item."

The gain in earphone sales seems to be about 20 per cent for everybody.

A number of dealers agree with **Walt Henry, Jr.**, of **Henry Radio** (stores in Los Angeles and Anaheim) about an unexpected upsurge in "high price — \$200 a pair and up — microphones." Henry says, "People are doing a lot of live recording of everything from rock groups to church choirs."

John Valvo of **Thrifty Electronics/Sound Shack** says, "Mikes like the Sony C-25 are popular and lately we've sold at least 20 or 25 pieces of the \$80-90 Shure mixers."

Raw tape sales are also at least 20 per cent ahead of last year for most dealers, both in reel-to-reel and cassettes. Most of the gain seems to be in premium-quality product. **Merrill Shupe** of **Stereo Hi Fi Center** in Gardena says, "Our tape sales are up at least 20 per cent. Our white box brand went down and sales dwindled but cassettes are way up. Surprisingly, we sell as many C-120's as all the other cassette lengths put together. We're having very few problems with the brand we carry (BASF) and the reel will switch if there's a bad one."

Moving in product categories: Higher-priced changers (when available) . . . Higher-priced cartridges to go with them . . . Some youth-market demand for separate amps and tuners . . . ditto manual turntables . . . Big speakers . . . \$200-and-under cassette units . . . Upsurge in accessory sales (tapes - mikes - phones).

Bob Ramlose of **Henry's Camera** in downtown Los Angeles says, "We're selling more pieces of upper-middle-grade and low-noise tape than we did last year. Why sell something for \$1.25 that you paid 85¢ for when you can sell something for \$3 that you paid \$2 for?" Ramlose added, "When you sell them tape with a library box, they're locked in for return sales." His store, however, does not push two-hour cassettes. Like several other dealers in the area, he figures that C-60's account for about half his volume, with C-30's and C-90's adding up to four-fifths of the remainder."

But **Bob Moussain** of **High Fidelity House** in Pasadena says, "In cassettes, I sell more C-90's than anything else. In tape reels, 1800-foot mylar is the workhorse."

A new and important tape market was mentioned by **Dick Gill** of **Dexter's County Camera** in fast-

growing Ventura, California. Gill said, "We're selling C-60's and C-90's to the schools. Three or four thousand of them a month."

Cassette vs. reel

The answer to the "either-or" in the cassette vs. open reel controversy seems to be turning out to be "both."

But there's a big, sudden, hard-to-explain hole in the reel-to-reel deck market. **Ken Wood** of **Woodland Stereo** says, "Decks in the \$200-300 range are just not selling. I ordered a lot of them for Christmas and they're still on the shelf."

Walt Henry, Jr. says, "I don't understand it. In 1968 I sold three dozen recorders in the \$200-300 range. In 1969 I sold one dozen. It wasn't that we were selling anything else in place of them, either."

John Valvo says, "Portable cassette recorders at \$49-59 are flying out the door. But under-\$400 reel-to-reel just seems to kind of sit there. Customers who want open reel want three motors, three heads and solenoid operation."

Most local dealers echoed the above experience, but there were two exceptions. **Norma Jessel** is a partner in **Coast Audio**, a **Fairfax Avenue** store that grossed over \$100,000 in its first eight months of operation. The merchandise is frankly to "the youth market" and may have monopolized what's left of the market for low-end open-reel equipment. **Mrs. Jessel** says she sells, "A lot of reel-to-reel at \$119 to \$209 — much more than cassettes. If they're going to spend that much money, it's silly to buy a cassette instrument that only records at 1 7/8."

San Diego has its own economy. It's still climbing upward from a severe depression in the early 1960's, and it's not much affected by what happens in Los Angeles, 125 miles to the north. **Bob Clonts** of **Wright's** there says, "Two hundred to three hundred dollars is our biggest range in decks, but all reel-to-reel is pretty soft. There's been no increase in the over-\$400 category."

Los Angeles dealers, for the most part, seem delighted that over-\$400 recorders are doing about as well as last year. Some, like **Bob Mous-**

Record changers . . . high & low

A great many of the lower-priced systems sold are going into consumers' homes with high-end changers and cartridges. Walt Henry says, "I can't believe how many people will buy a \$700 system and include a 1219 that's \$200 with tax and base and dust cover."

Merrill Shupe says, "In changers, we're selling the same number of units, but our dollars are up and it's helped a lot."

Ken Wood says, "Under-\$100 changers are nothing to us any more."

But Dan Clark in Santa Barbara says, "Our sales are still three to two in favor of under-\$90 changers."

Dick Gill says, "It's hard to sell a changer under \$70."

Bob Ramlose says, "We've been selling all the expensive ones we could get, but business is up a bit in cheaper units."

Mark Papel says, "When Dual had trouble shipping, I went back to Garrard."

Bob Clonts says fourth-quarter

non-delivery of high-end changers "hurt us and hurt us good."

Some dealers, like Bob Moussain, note a "slight but significant resurgence" in turntable sales. Moussain says, "When changers get up to \$200, a customer can buy a darned good turntable for just a little bit more. The automatic features don't mean too much to a customer."

Norma Jessel says, "Twenty per cent of our systems are sold with turntables. Mostly under \$100."

But many other dealers agree with Walt Henry when he says, "Turntables are not a high percentage of our business." John Valvo says, "Our turntable sales are zero. It all depends on where the customer is at, and our customers want convenience. The sound difference is not that great."

Bob Ramlose says, "Eighty-seven-dollar turntables are going like a house afire. But a lot of our turntable people are going to the better changers."

sain, peg the cutoff line at \$500 and up. Most dealers agree with Merrill Shupe of Stereo Hi Fi Center that movement is best in the \$500-700 bracket, plus some good but scattered sales of very expensive tape equipment.

Compacts vs. components

Hi fi dealers are finding the compact system almost too easy to sell to walk-in traffic. Most feel, like Dick Gill, that "for \$400 I can fix up a nice component system." More profitably.

Merrill Shupe says, "There's been a slight increase in compact sales, but there's less markup on them. And we seldom sell another upgraded system to the customer."

But Bob Moussain says, "The whole \$200-400 range is going out as compacts."

Where compacts are moving, it's in that price range. Most dealers queried about under-\$200 compacts

responded, "Huh?" or "Nope." Bob Ramlose said, "We have a couple at \$100. They don't sell too well." Ramlose was also the only dealer interviewed who carried any over-\$450 compacts. He said, "Forget it. I took them off display."

We interviewed Ken Salmachia, whose brown-goods Glendale Music Company now has 12 outlets, and he said, "Our module sales — Fisher, KLH and Magnavox — increased at least 30 per cent last year. They've definitely cut into console sales."

"The module customer has no tie to consoles. He's young — from 28 down to 14, and that includes the 60-year-old sports car driver with the pipe. The kids have plenty of money to spend, no doubt about that. Our best-selling module is priced at \$459 and has a cassette recorder in it."

Salmachia also noted, "Styling is important. What the young people want is real good-looking stuff. If it

sounds good, that's a plus."

Console sales, at least in the mass-market price ranges, continue to decline. Walt Henry speaks for a great many dealers when he says, "Furniture sales are miserable." We found no one who wanted to contradict him.

However, there's a lot of good news in the area of high-end — \$1800 and up — system sales, with or without cabinets.

Big ticket systems move

Ken Wood says, "I'm concentrating more on the high end and picking up sales." Bob Clonts says, "We're selling a lot of four- and five-thousand dollar systems. More and more people are becoming aware, willing to spend money for a quality initial system."

Walt Henry says, "I've sold at least ten systems in the \$2000 area since December 1. Most customers are upgrading — it's at least their second system."

Bob Ramlose of Henry's Camera says, "I wrote two super systems Monday. Around \$2000 each. We're doing a lot better in that bracket. It's hard to say where the market is — some first-time people go all the way, and I don't know whether they realize the value or whether they're buying prestige. But ordinarily the buyers are upgrading — you've got to go through the drill about three times with them."

The stores that are doing well in this high-end-to-experienced-audio-philosophers business are frequently stores that are adding emphasis to their used equipment departments. Henry's Camera, for example, bears out Dick Gill of Dexter's contention that "if you're in the camera business, you're a trading fool."

Walt Henry of Henry Radio (no relation) says, "Used equipment is seven to ten per cent of our total volume. We like the business. It introduces us to a different type of customer."

From Santa Barbara, Dan Clark reports, "In the used equipment business, we've been clods. But we finally decided to put our stock up by the front door. It goes out by the carload now, almost." (Santa Barbara Audiovision grossed \$3/4 million last year, despite dropping its
(Continued on next page)

television franchises to concentrate upon audio componentry.) A large proportion of the store's customers are students from the nearby University of California at Santa Barbara. Clark explains, "These kids have got more dollars in their pockets than anybody."

Clark is one of the few dealers to report a growing market for systems in the \$1000-1500 category. His customers buy "a lot of Bose speakers that require a lot of power to drive them — high end Fisher, Kenwood, Marantz and Sansui receivers."

For most dealers, wherever they've pegged their "middle" price brackets, business is off in those brackets. But it's up in lower-priced systems.

Merrill Shupe says "We're selling more in the \$400-600 range, and it's helped keep total volume up."

Bob Moussain says, "Our customers are buying \$400-600 systems instead of those for \$800 to \$1000."

John Valvo notes, "Christmas was kind of strange. People either wanted portables or super systems. We've been holding up pretty good, selling a lot of smaller-ticket items."

Up in Ventura County, Dick Gill of Dexter's says, "Six-fifty, seven hundred dollars is now the upper end for us." His hi-fi department, which was opened in October, 1968, grossed over \$200,000 last year. Gill carries only ten brands of merchandise and aims at turns every 30 days. But he says, "December was spooky."

In Los Angeles, even-newer Coast Audio features complete systems as low as \$179. Norma Jessel says, "The majority of our systems are under \$500. We're not competing with Magnavox or the May Company."

High-end cartridges

All the interest in better record-playing equipment has caused a sudden corrolary increase in sales of higher-priced cartridges. Six months ago, few local dealers were enthusiastic about them. Now most agree with Ken Wood: "I might as well sell a \$60 super job and make some money on it. I do, on about 60 per cent of our systems."

Merrill Shupe says, "It's either

giveaways or over-\$50. Cartridges at \$75 and \$100 are doing well."

But Walt Henry says, "We're selling a lot more \$35 and \$40 values for a \$5 step-up from the giveaway. People are more sophisticated now about cartridges. They're not going in blind."

And Bob Clonts notes in San Diego, "People are walking in and asking for better cartridges, to upgrade their systems."

In electronics, the sale of instruments, piece by piece, for upgrading goes on steadily. Several Japanese lines are doing very well, riding a tiny boom in amplifiers and separate tuners.

Merrill Shupe says, "Separate amp-pre-amps and tuners are very strong. If the guy is talking about a \$300-400 receiver, half the time it's easy to get him up to \$500 for the two pieces."

Big speaker sales good

The electronics sales are plainly helped by a good, steady market in high-end speakers. Ken Wood notes, "I just got the Servostic line and sold a \$6000 system. The speakers required two additional power amplifiers."

Merrill Shupe adds, "Old customers are upgrading. I've been selling more Klipshorn speakers at \$1500 a pair than ever before. Six or eight pairs in the past few months."

Bob Ramlose says, "There's a big trend toward heavier speakers — \$500 a pair and up — this year. Most dealers agree."

But two of our interviewees were probably finding lower-priced speakers almost equally profitable. They're building their own.

Mark Papel says he's "doing very nicely" with his Soundelay line, at prices ranging from \$59 to \$259 each. They're built in the store from TruSonic parts, by former Roberts promotion manager Don Monroe.

At Coast Audio, Norma and Jerry Jessel are building "CSC Monitor System" speakers, listing at from \$60 to \$180 per pair. As we noted earlier, business is brisk in their low-end market. They were forced to enlarge their store four months after it opened, and they now have five employees. And their customers will probably be upgraders.

Dealers on 4-channel

Local people are largely lukewarm about four-channel sound. Every dealer queried pointed out that when stereo came in, the recording companies had a big backlog of stereo recordings ready for the market, but so far Vanguard has produced only half-a-dozen four-channel tapes.

Merrill Shupe says, "Speaker placement is critical and the result with four speakers could be worse in some cases. I don't want four-channel in my store at this point."

Bob Ramlose says, "It won't be a revolution. It will be more of an add-on item for the serious gadgeteer. Notice I said 'serious gadgeteer,' not 'serious music lover.'"

Bob Moussain says, "Personally, I feel cool about four-channel. I don't know why. I'm not qualified to make any judgment yet. I've read about it, but that's all."

In Anaheim, Walt Henry has already held a four-channel demonstration. (*See last month's issue.*) His comment: "There has to be some source material before you can see whether a market exists."

In San Diego, Bob Clonts says, "I'm not going to invest a whole lot of money, but it's something that creates interest. The San Diego symphony and U.S. International University here have contracted with us to put in a four-channel recording studio. The trouble is, those dudes up in Los Angeles don't seem to want to ship us the four-channel recorder we ordered. I'm writing a bunch of fiery letters."

And in Santa Barbara, Dan Clark is already making four-channel recordings at the local university, using a Crown recorder he modified with Nortronics heads. Clark says unequivocally, "Yes. Four-channel is the coming thing. It will take two years to get going, and longer than that to filter down to the mass market."

In the meantime most local dealers are concentrating hard upon selling what they have on hand — "more inventory than I wish I had" in Walt Henry's words.

Part of the problem is help. Every dealer interviewed was fighting to keep his overhead down, and most said they were succeeding fairly

well. As Merrill Shupe put it, "We're trying to do more volume with less people, more efficiently."

Dan Clark says, "We're up only one man this year, and we're all working longer hours." He adds, "I feel sorry for anyone trying to find good help these days."

Ken Wood says, "I've never had a high overhead, but now I'm fighting to keep it down. I've had to add a full-time bookkeeper to the payroll."

In most stores, the salesmen are busier. Wood notes, "I seem to have about double the floor traffic I had last year, and sales are up, but not that much."

Bob Moussain explains, "People are shopping. Kicking the tires much harder."

How they're promoting

Almost all local advertising rates are climbing and several smaller dealers are cutting down on newspaper space and radio time. Most are taking a hard look at what they're getting for their advertising dollars, and some are exploring new means of bringing customers into their stores.

Two of the dealers, for the first time, are taking booths in general interest consumer shows. Mark Papel, with some co-op help from Superscope and Sony, is participating in this year's Los Angeles Sports, Vacation and Recreational Vehicle Show, which is expected to draw 75,000 visitors. Papel says, "Only one in twenty who stops by the booth will be enough of a prospect to deserve literature. I'll give them cards entitling them to special show prices on some items. Hopefully, I'll recover expenses and build long-term trade."

In San Diego, Bob Clonts will display compacts and cassettes to young women who pay admission to a big local Bridal Fair, but he is now cutting back on newspaper display "because the rates are so confounded high."

Ken Salmachia of Glendale Music says, "The people in modules had better start advertising and hit where the market is. I don't believe the way to reach kids is in *Playboy*."

Art Grobart of Discount Record Centers says, "The majority of peo-

ple don't even know what a cassette is or what it will do."

Howard Ex of Thrifty/Sound Shack has a dealer-level suggestion. He says, "The biggest single problem we have is that manufacturers are not advertising enough, and not doing it properly."

"I suggest that the factories come up with a master plan for each city or each area and offer it to the dealers who want to join, and try it for three months. It's all a matter of consistency, but it's got to hit the grass roots. For instance, we all need AM radio." □

Audio Exchange runs 'caravan'



Seen in the photo, taken at Audio Exchange's Jamaica, N. Y. branch, are Mike Richardson, store manager (2nd from left), Jack Anthony (center, with cup), and Bill Newman, ass't. to the president of Audio Exchange (2d from r).

The latest in the Audio Exchange chain's series of rep-run hi-fi equipment "caravans" was devoted to record playing equipment. Nearly a dozen manufacturers were on hand for the week-long event. Reps were nearly unanimous in their preference for this type of promotion as opposed to single-manufacturer clinics.

British Industries' Charlie Clon-dike said, "It's great for the customer, and that's the name of the game." Rabco's Gerry Rosenberg, Empire's Irv Kranick, and Phil Fields, representing BSR, agreed,

and mentioned that they liked the conviviality and overall "spirit of competition."

Sony Corp. district manager Dan Batista said that the caravan arrangement "equalizes us . . . it keeps us honest. Everyone has the same advantages and disadvantages."

The lone holdout favoring the single presentation was Jack Anthony, of John B. Anthony Co., representing ELPA and Stanton. "I prefer it alone," he said, indicating that he feels that a rep can "accomplish more" when he has the consumer's "undivided attention."

B & H to offer recorded line

It was reported that the recorded products division of Bell and Howell Magnetic Tape Company will start marketing prerecorded cassettes this spring.

The cassettes will be made available on an experimental basis directly to retailers already handling Bell & Howell products, as well as to others through distributors.

The initial release will consist of 50 classical titles, retailing at \$4.95. on B&H's Piper label.

At the AAMA Show....

Cassettes come on strong to vie with 8-track in cars

The availability of more and more prerecorded cassettes is providing the momentum for the concept move into the automobile. And 8-track isn't standing still — it's moving into the home.

by Fred Petras

Although eight-track cartridge players for automobile use are currently outstripping in-car cassette players by a 20 to 1 in sales, this lead will be cut sharply in 1970.

This was one key trend noted by **High Fidelity Trade News** at the Automotive Accessories Manufacturers of America (AAMA) Show held in New York City. Of the 204 exhibitors, at least 32 showed sound-on-the-move and related products. Other trends noted were the following:

- Equipment manufacturers are strongly concerned with player theft and are trying to do something about it.

- More companies are providing equipment for in-dash mounting.

- More manufacturers are producing smaller sized players, some for use in glove compartments.

- Cartridges are moving more and more from the auto to the home.

- More recording-type eight-track sets are coming into the marketplace.

- More auto tape equipment features FM stereo than previously, with some of it capable of recording FM stereo broadcasts on the go.

- Sales of cassette/cartridge adaptors are on the upswing and are expected to continue strong for at least the next year.

- The starting price points of both cartridge and cassette players for auto use are dropping.

According to several companies, one of the prime reasons for the developing momentum of cassette equipment is the greater availability of recorded cassettes.

For example, Don Koenen, sales manager for Gibbs Special Products

Corp. noted: "Record companies are finally beginning to push the cassette. They came to the conclusion that dealers can't sell cassette auto equipment unless there are tapes to play them in. I feel that the record companies have more influence on the potential for cassette equipment in car use than the automobile manufacturers have."

A similar view was expressed by John Shalam, president of Audiovox Corp. "Record companies solidly behind the cassette will help push the industry up. Now it's a matter of getting reluctant distributors who are involved mostly with eights to get onto cassettes." Ed Lucasey, national sales manager for Panasonic automotive products, asserted that "Music companies have more power to influence this market than Detroit, but don't sell Detroit short—it's pretty strong."

When appraised of the foregoing opinions, Paul Kaye, east coast division manager for Selectron International (Aiwa), noted: "It's 80 per cent true that record companies are more powerful than Detroit when it comes to the future of the cassette in auto use."

He said further that "The larger the cassette library available in the open market, the more apt a person is to go the cassette route where it's an initial decision between eight and cassette." Jim Gerrity of Norelco claimed that "What's held back the cassette in the car—even though it's a better system than the eight—has been a lack of music. What good are players without music? Until RCA and Columbia went in, you could forget about the cassette in the car."

While not discounting the power of the record companies, a few cas-



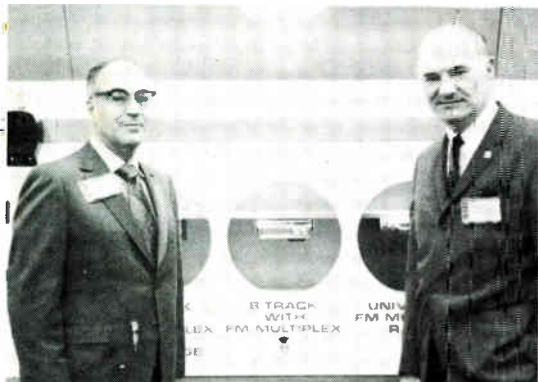
ABOVE From the top; Ed Lucasey, Panasonic national sales manager for auto products. Bob Maniaci (left), president of California Auto Radio, with Charles Balders. RIGHT: From the top; Jim Gerrity (left) of Norelco, with Bernie Tonn of New Hope Corp. Automatic Radio president Ed Housman (left) with VP Don Ross. Paul Kaye (right) of Selectron International (Aiwa) slips a cassette into a combination cassette & 8-track unit. Gibbs Special Products sales manager Don Koerner (right). FAR RIGHT: From the top; Audiovox president John Shalam. Red Gentry (right), head of Motorola auto sound products. Ralph Slotnick, president of Metro Sound, with theft-proof unit.

sette equipment manufacturers were cheered by Detroit in the form of a rumor that Chrysler was going to offer cassette equipment in 1971.

However, it should be noted that rumors such as the foregoing have been around for the past two years.

Sources said the current crop was related to the automatic-reversing cassette auto units now bowing into the market. The auto-reverse sets were said to be the answer to the safety-consciousness pervading the industry in regard to mobile sound.

Three of the trends mentioned are related, i.e., theft, in-dash players, and mini-sized units. One of the growing ways player manufac-



turers are getting around the matter of theft is via removable sets. These come with a special under-dash-mounting bracket that is basically a large connector, and an optional home adaptor. When a person wants to use the player in his car, he merely slides it into the bracket. On leaving the car, he slips the unit out and locks it in the trunk. With



the optional home adaptor the consumer can bring the set home, slip it into the special housing, and get double use from the player . . . and his tapes.

Several exhibitors showed such sets, including Norelco and Panasonic, two pioneers of the concept.

Another approach to thwarting would-be Jimmy Valentines is built-in sets—difficult and time-consuming to remove. Among pioneers of this approach are California Auto Radio, suppliers of the Boman line. CAR has been plugging this concept for over two years, according

to Bob Maniaci, president.

The firm has a unit that is said to be adaptable to in-dash mounting in 75 per cent of the current crop of automobiles. Maniaci considers in-dash installations the best way to foil thieves.

Lucasey showed a brand new Panasonic model (CX451) that is adaptable to in-dash mounting in 90 per cent of domestic cars. (Lear Jet, which did not show at the AAMA, recently announced an in-dash player as its response to the theft problem.)

Another approach to theft is the use of mini-size cartridge and cassette players that can be fitted into glove compartments. Red Genry, manager of automotive sound products for Motorola, sees more of these on the way, a result of advances such as smaller motors and flywheels and the broader use of ICs. Virtually all of the companies that showed players had at least one mini in their lines, either in cartridge or cassette form, and in some cases both types.

In keeping with the trend to slip-in, slip-out players, more cartridge units are being used in the home. Further, as a result of getting "hooked" on cartridge tapes in auto use, many people are buying home units in deck or ensemble form so that they can get double use from their tape investments. Many of the companies exhibiting auto players at the AAMA also showed home-type units.

Some of the home-type cartridge machines feature recording facilities. Showing such sets were Dyn Electronics (two units), Audiovox, and California Auto Radio. The latter also showed an auto type recorder featuring FM stereo reception and recording of same, as well as microphone recording.

Ed Hausman, president of Automatic Radio, revealed that the firm had an eight-track recorder "on the way," in response to strong consumer demand. He said also that eight-track at this stage had great potential in the home market.

Shown by several companies were plug-in adapters that make possible the playback of cassettes in eight-track machines. Selectron outdid the adapter concept. It introduced a combination cassette/

(Continued on page 63)

Advent debuts Dolby unit for consumer use

In a series of demonstrations for the audio press and recording industry, Advent Corporation demonstrated their new consumer version of the Dolby noise reduction unit (slated for release at about press time for \$250) and simulated the function of a new "Dolbyized" cassette system that the company expects to market in early summer.

The original Dolby device, the A-301, is a \$1,500+ item used in professional recording and broadcast applications.



Dr. Ray M. Dolby (left), inventor of the original Dolby process, at the demonstration with Advent marketing director Stan Pressman.

The noise reduction unit is the first appearance of a separate Dolby device for the non-commercial market. KLH has been manufacturing two tape recorder models with built-in Dolby circuitry, under an exclusive arrangement with Dolby Laboratories, Inc., that expires at the time that Advent's unit reaches the market.

The unit operates by boosting low-level signals before recording, and then drops the signal by the same degree during playback, this is claimed to reduce the hiss and other distortion noise normally

added during the recording process.

The professional Dolby unit utilizes four separate frequency bands, but the Advent device only has one (from about 2 KHz upward), which is said to provide 10 dB of noise attenuation in the area where most audible hiss appears.

The Advent noise reduction unit, which makes use of the so-called "B-Type" Dolby circuit, is a self-contained device, about the size of a typical solid state hi-fi amplifier, and is said to be usable with virtually any tape recorder.

In use, it "overlaps" the recorder. One portion of its circuit is inserted between the signal source and the recorder input; and another segment works between the tape player's output and the input of the hi-fi system's amplifier.

Advent's marketing director, Stan Pressman said: "For the first time it is possible for the home recordist to make recordings that are a replica of the source.

"Additionally, seven-and-a-half ips is a very expensive speed, costing about \$2.00 per a copy of an L.P. The Dolby will enable any home recordist to use 3¾ as his primary speed with better results than he now gets at 7½. With the right equipment, he can use 1⅞ as standard; and the fact that the Dolby is available should give a boost to manufacturers to include 1⅞ on better recorders."

According to Pressman, the device aimed at two markets: the specialist-hobbyist, and the masses.

To these ends, The Advent device was designed to work with as many recorders as possible. A calibration system including built-in meters and test-tone oscillator allows the unit, and the recorder with which it is used, to be adjusted for optimum performance with both commercial Dolbyized tapes, and "at home" recording.

Additionally, the unit includes separate mike and line input mixing for each channel, a master recording level control, output level controls for each channel, a multiplex

interference filter, headphone output, and tape/source monitoring switches for each channel. These are provided to add flexibility to the
(Continued on page 65)

Nippon files against Ampex

It was reported that Nippon Electric Co., Ltd. has filed suit in Federal Court in New York, charging Ampex Corp., and its distributor, Sonocraft Corp., with patent infringement.

The suit states that Ampex produces VTR equipment making use of Nippon's invention for fast or slow reproduction, protected by Nippon's patent 3,170,031.

Nippon seeks an injunction against further infringement, as well as damages.

Gains posted at Lafayette

Lafayette Radio & Electronics Corp. posted gains of 0.5 per cent in profits on a sales increase of 6.3 per cent in the last reported six month period.

Net profit was \$1,601,604 as opposed to \$1,593,582, for the same period a year before; both equal to 66 cents per share. Sales rose from \$32,964,496 to \$35,030,092 for the period.

Craig's net earnings off

Craig Corporation reported a decline in net earnings for the last six month period of \$1,092,000, compared to \$662,000 for the equivalent period the previous year. Per-share earnings dropped from 39 cents to 22 cents on an average of 3,003,000 common shares, as compared to 2,802,000 in the previous period.

Sales for the period were \$33,800,000, up from \$25,740,000. Robert Craig, company president, attributed the decline in earnings to a series of temporary setbacks in the first half and slow deliveries of merchandise for holiday selling, as well as lower-than-anticipated performance by the firm's Magnasync group.

Profits double at Sony/Japan

Sony Corp. of Japan reported profits for the last fiscal year up 92.5 per cent at \$24,154,000, as compared with \$12,550,000 for the previous fiscal year.

Sales were \$302,608,000, up 53 per cent from \$197,814,000 for the earlier period.

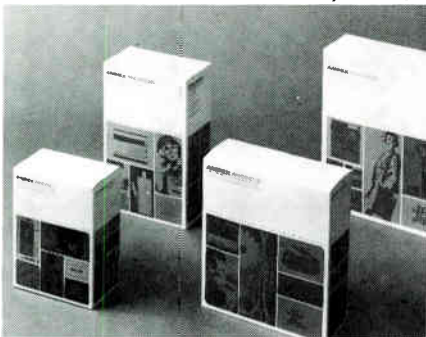
Rocky Mountain T.C.S. underway

Leo Lubliner, president of Electronic Parts Company, a University Sound distributor, reported that the "Total Coordinated Sound" (T.C.S.) concept is under way in the Rocky Mountain area.

The program was initiated at a recent meeting hosted by University Sound's T.C.S. sales manager, Bill Pribble, who said that the Electronics Parts Company is now signing up franchised dealers in the 5-state Rocky Mountain area.

Ampex cited for design concepts

Industrial Design Magazine has given the Ampex Corporation awards for design excellence for the Micro 24 cassette recorder, Model



244 microphone, and the packaging graphics for the Ampex consumer cassette equipment.

* * *

Jules Cohen, national marketing manager for Ampex Stereo Tapes (AST) has indicated that there has been a marked increase in the sales of their \$1.98 microcassette. The AST official said that although the four-song cassette package was originally intended to compete with the single record release, it is now way ahead of the disc.



WHAT HAVE YOU DONE FOR ME LATELY?

An all too familiar phrase these days, no matter where you sit. The details that go into what someone has done for you lately, in any quarter, are sometimes rather oblique.

What we're getting at is one of the IHF's long standing promotion activities--SOUND IDEAS. We discussed this subject briefly in an earlier REPORT, but only in its broadest sense.

Sound Ideas is a publicity activity that the Institute carries out all year long, trying to gain editorial exposure for high fidelity components through the use of photos and stories.

What does this do for you, the dealer? Well, first off, it exposes the type of product you sell and the concept behind it to your customers (or prospects) right in your home town, through the magazines and newspapers they read, and the TV shows they watch.

Now comes the real meat. There probably isn't a dealer reading this IHF REPORT that doesn't have at least one custom installation he has done that he doesn't feel is suitable for use as a Hollywood movie set. Well why keep it to yourself?

The IHF, as we noted, is always sending out photos, captions and stories on component installations. And of course we can always use one of your installations as our illustration.

If you're interested in having one of your installations distributed by the Institute with one of its stories, let us know. Just send an inexpensive black and white snapshot (a polaroid will do) to the IHF at 516 Fifth Avenue, New York, N. Y. 10036 with your name, address and all the particulars on the installation (equipment, owner, type of home, etc.) and we'll get in touch with you.

After all--you sell people on the basis of sound, music, entertainment. Add decor and you'll bring in the ladies.



From the left: George Taube, of Taube/Violante Agency, with E.A.R. president & general manager Bob Enzman, and marketing director Bob Etter.

RCA to make antenna line

RCA has begun manufacturing a full line of outdoor antennas, for monochrome, color, VHF, UHF, and FM, at the company's plant in Memphis. Previously, RCA had marketed antennas made by outside manufacturers, primarily Winegard.

Ercona to hold price levels

Ercona Corporation reported that prices for Leak speaker systems and high fidelity components, PML microphones, accessories, and headphones, and Omega phonograph styli are being maintained at their 1968 level.

"We have been holding prices down the last two years, and have no plans to raise prices even though our cost have gone up," said Melvin Kendall, Ercona sales manager.

Morse Electro files offering

Morse Electro Products Corp. has filed a registration statement with the Securities and Exchange Commission proposing a public offering of 321,000 common shares of stock. The firm will reportedly sell 300,000 of that total, and two principles of the firm will sell the balance.

W. C. Langley & Co. heads the underwriting group handling the sale.

Pioneer opens speaker plant

It was reported that Pioneer Electronic Corp. is planning to start production of speakers for televisions, radios, and tape recorders in Taiwan in May.

Initial production is slated to be about 100,000 units per month, with Pioneer purchasing all the speakers produced, for export to Hong Kong and the United States.

The operation, capitalized at \$600,000, will be a 50-50 joint venture with local interests.

Speaker equalizer debuts from new manufacturer

Elektra Amplidyne Research — E.A.R. for short — is a company name that some may think sounds peculiar. A sort of prospectus-writer's dream.

But then, E.A.R. feels that a lot of things sound peculiar. Like speaker systems, for example.

The new firm has come to market with an equalizer device to correct this, calling it "the most competitively priced unit currently available."

Bob Enzman, president and general manager, told **High Fidelity Trade News** that the new product differs from the three other equalizers presently available in that the E.A.R. SE-III "is an active speaker equalizer that operates regardless of room acoustics." The other units currently available to consumers, according to Enzman, are environmental equalizers.

"And with the other three brands," he added, "dealers have to also carry the manufacturers' brand of speakers. This is not the case with us as we do not have a speaker line.

"This, plus our price of \$129.50, puts us in a very competitive situation."

And this is probably just what the company wants, as the exec added that the company was looking for high turnover.

According to marketing director Bob Etter, loudspeakers are the weakest link in a home stereo system. "What we offer the consumer is the ability to flip a switch and electronically achieve the results that usually require a team of experts.

"We can guarantee a retailer that he can flatten out the response of any speaker that he has in stock. We feel that this can be done based on the brands of speakers tested with our equalizer so far. We can certainly improve speakers with smooth, gradual roll-offs and flatten them out beyond the intention of the original design.

He went on to say that the 35 equalization curves available with the unit have been designed to countermand the response curve of the average speaker. The SE-III operates in five steps from 20 cycles to 20,000 cycles.

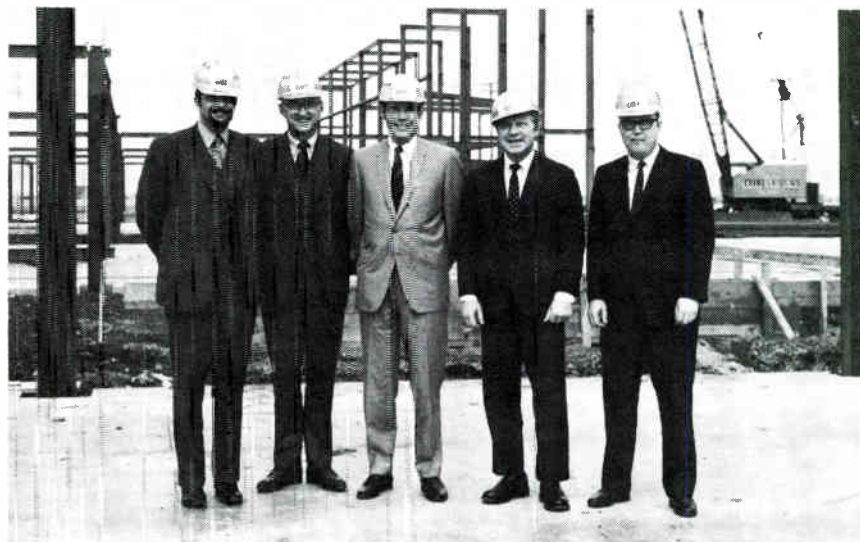
"Our limitation is really the speaker's limitation," he added.

Price is an important point with
(Continued on page 66)



hi-fi camera eye

"Since when do we let our wives come to the convention?" Shown plotting the New York-New Jersey DMR conference, which will be held at the Concord Hotel June 17-21, are (from left) A. D. Adams, public relations chairman; Jack Simon, reservations chairman; Walter E. Schwartz and Tom A. Marchiano, co-chairmen.



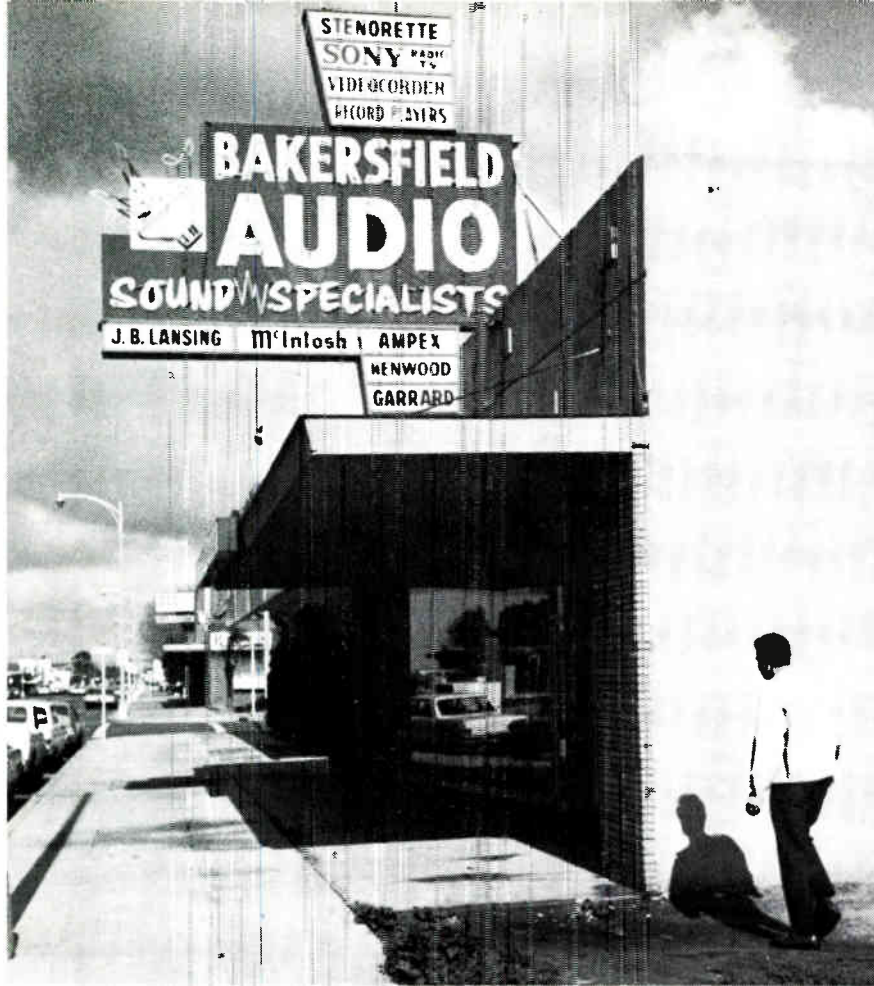
"How do you like our new hats? Aren't they nifty?" Beaming proudly at the site of GRT's new corporate headquarters are (from left) Harry Stern, vice president-operations; — Jimmie G. Peterson, treasurer; Alan J. Bayley, president; Christopher F. Coburn, vice president-marketing; and Lawrence Handy, director of industrial relations.



"Brusha-Brusha-Brusha, new Ipana Toothpaste." The teeth belong to recording star Ed Ames, who is the 10,000th audiophile to take delivery of Altec Lansing's Valencia speakers. So why don't they sell a pair to Raquel Welch?

The envelope read "Scott invites you to a press party—at your own desk." Inside was that firm's latest means of attracting attention to their new "Modutron" program.





The Leeks of Bakersfield: Big business in a small city

The motto of Bakersfield Audio is "Knowing your field and being reliable." And that helps make the family-run business one of the top dozen hi-fi operations on the West Coast in actual volume.

by Andrew G. Willett

Ken Leek says, "This is a small town. If something goes wrong with a product five years after purchase the guy will bring it back and expect you to fix it. If you can't, you lose him as a customer and all his friends and relatives. You lose very many friends and relatives and you aren't in business anymore."

Marjorie Leek says, "People here are as much our friends as our customers. It's hard to tell which way they're most important to us. What the English language needs is a word

that combines the meanings of 'friend' and 'customer.'"

Ken Leek says, "How did our store happen? Well, it sort of created itself, out of our own needs."

Marjorie says, "We were looking for a small town to raise our children in, and a way of making a living that would allow us to stay in the same place while they grew up. Stability is important for children."

Today the Leek's mama-and-papa store, Bakersfield Audio, ranks among the top dozen high fidelity

operations on the West Coast in actual volume. Perhaps more significantly, the family-owned business has survived several attempts by big-city operators to establish outlets in Bakersfield. Lafayette and Radio Shack, which have been there for some time, are reportedly barely breaking even.

Ken Leek says, "We've watched maybe thirty people come up from L.A. and go broke in one year. Quite a few in hi-fi, and we got all the grief of servicing what they sold. Right now there's a college professor here peddling cut-rate components from his living room—"

"And there's mail order," Marjorie adds. "People around here are accustomed to buying from catalogues. They come in and ask us about a lot of hyphenated names that we never heard of. Last week a young soldier came in and asked me to help him pick out a U.S.-made tuner to be ordered from Germany. Of course I helped him—but the price he was paying was less than I could buy it for. I could understand if it were a German product. But this was a U.S. national brand, with shipping expense for 10,000 miles."

Then we heard the sound of the cash register drawer. Ken Leek said, "See the man that Jerry's waiting on? He's been a regular customer for twelve years. That's the third tape recorder we've sold him."

If the Leeks are fierce in defense of their territorial imperative, it's because they had a lot to do with creating an audio market in the southern end of California's central valley.

Ken says, "This is a hard-sell community. Doesn't pay much attention to national advertising. Only once in a dog's age will anybody walk in and ask for a brand name."

Marjorie says, "Our typical customer is like that fireman who came in on his day off and heard a system playing in the sound room and asked whether we had a piano in there. We took him in and showed him a \$250 amplifier and he asked, 'You mean people spend that kind of money just to make music sound better?' We told him that \$250 was just a beginning. Well, he kept coming back and bought a couple of thousand dollars worth of equipment from us. One night a friend of his went over and listened to it and

told him, 'You know, I just paid \$300 for a high fidelity outfit at Sears and it don't sound half as good as this homemade stuff of yours.'

Ken says, "Experts keep talking about beaming our ads at the group of people who are interested in good sound. There isn't any such thing. Our customers are people who have been exposed to it and like it, and they can be anywhere, any age, any walk of life."

The city of Bakersfield (population 80,000) lies just across the Tehachapi Mountains from the Los Angeles basin, 120 miles or an hour and 40 minutes' driving time from downtown Los Angeles. It's the major market town for all of Kern and parts of Kings and Tulare Counties—some of the richest ranch country in the United States. With irrigation and increasing mechanization the hot, flat valley land yields

"The whole point in high fidelity is that it's a quality product. If you buy it, it should work. If we buy it, it should work."

enormous quantities of fruit, vegetables and cotton. The foothills of the Coastal Range to the East and the Sierra to the West hold beef cattle forage and feed lots. At the higher elevations Basque shepherds guard millions of sheep.

Prosperity was pushed along after World War II when it was discovered that Bakersfield was sitting smack on top of one of the largest and richest oil reserves in the world.

It's a Marlboro advertisement kind of countryside: big men in big stetsons barreling down back roads in pickup trucks; small, white-clapboard towns where headlines in the weekly newspapers concern Ladies' Aid luncheons and the high school football team's hard-won victories. The kind of a place where everybody looks everybody straight in the eye.

Where people who don't want to stand the scrutiny of open-book lives emigrate off to the anonymity of some big city.

Bakersfield itself is a quiet community. Store manager Jerry Frank says, "What do we do at night? Well, we can sit around and watch paint dry. Sometimes for a real gas, we go down to the Santa Fe railway station and watch the lizards play."

Humorist Frank was lured out of Los Angeles by the Leeks 13 years ago and has never returned. His dry wit contributes to the store's happy atmosphere. Such happiness seems to be high on the Leeks' priority list.

Marjorie says, "We know we aren't going to get rich. But we're going to have fun. That's what I like best about the high fidelity business. The whole industry has fun. Everybody else on a first-name basis. We can get together at shows once a year and compare pictures of our grandchildren."

The Leeks found their way into the business slowly. Ken had a degree in mechanical engineering from Berkeley, where Marjorie had been a history major. After World War II when they decided to settle in Bakersfield, they had to, as Ken puts it, "figure out a way to make a living."

He says, "We opened a tiny shop, started selling and servicing alarms. After a while, we built up a big intercom business—had a couple of very good years after the 1952 earthquake here when everyone was rebuilding." That business became less profitable as cheaper, less complex home intercom systems were introduced. Commercial sound volume went down as the local market neared saturation.

Meanwhile, Ken Leek was building his own high fidelity system. Marjorie recalls, "We had a lot of kids and very little money and we really needed carpeting worse than we needed the hi fi. Ken got some components and tied them into this second-hand Magnavox we had, but it didn't sound very good with the bare floors."

By 1954, Ken had acquired Electro-Voice Aristocrat speakers, a Garrard SP-12 changer and a McIntosh MC-20 amplifier. More importantly, perhaps, their youngest

child entered kindergarten that year and Marjorie actively entered the business.

They took the high fidelity system out of their living room and put it in the shop window.

They went down to a high fidelity show in Los Angeles and ordered some back-up merchandise.

Occasionally a salesman made a call upon them and was gratefully received. But such visits were rare—and still are—Ken explains, "The round trip up here takes three hours



Ken & Marjorie Leek's Bakersfield Audio has survived several attempts by big-city operators to establish outlets in town.

of driving time. If we don't buy anything he's got, he could still do better in the same amount of time in L.A."

As for service from factory warranty stations, the Leeks long ago decided to forget it. "When you slip a product down to L.A. for repairs,"

(Continued on next page)

Ken says, "it takes at least a month. Maybe three. What happens at the authorized stations is that the guy who lives in L.A. can bring it in and stand there and bellow, and the service people are intimidated and get his work out first. No, we don't complain. We'd really be in a fix if we were 120 miles away and unpleasant to get along with.

"We do all our own service. No, the factories don't reimburse us for warranty work. It has to be part of our sales cost.

"The whole point in high fidelity is that it's a quality product. If you buy it, it should work. If we buy it, it should work."

Bakersfield Audio has dropped a number of lines because of unsatisfactory quality control.

The store tries to avoid doing repairs for anyone except its own customers. Ken says, "During the last couple of years, it's dawned on us that the guy who doesn't trust us is dangerous. A guy who doesn't know us can say that while we were fixing one thing we broke something else."

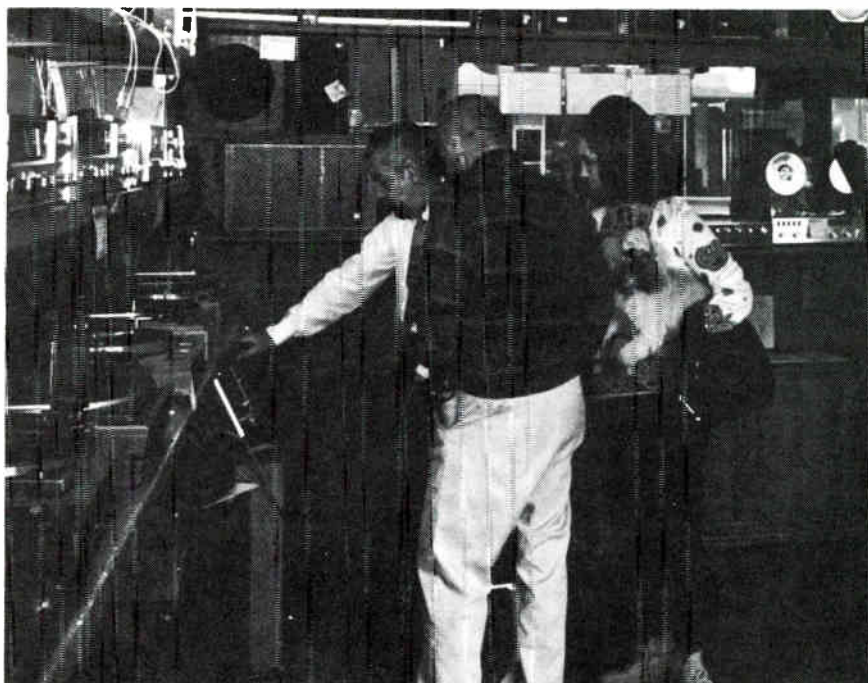
Mention of equipment brought back from Viet Nam made him shudder. "We worked on one receiver that a kid had paid 30 per cent less than our cost for. We dropped \$65 on it just in parts before we gave up."

Currently, twenty per cent of the store's volume is in tape recorders—a respectable figure considering that low-cost cassette units account for a large proportion of it. Marjorie says, "A few years ago, we told people that if they didn't want to spend at least \$250 for a tape recorder, they should forget it and spend the money for something else. Today prices are lower and quality is better."

The Leeks are also "doing a lot of business" in compacts. Ken says, "There is a market for them, and it's a market we couldn't service any other way." Their major compact line is Sony of America.

Sony also makes the small TV sets that Bakersfield Audio sells in significant quantity. Marjorie says, "People already have three or four, and then they come in and buy another one for the camper."

Video tape recorders are a growing business. The Leeks have carried them for the past three years. Ken says, "Sales have been nothing to



Bakersfield's salesman has to satisfy both the wife and the poodle.

write home about. We sold maybe seven or eight last year. The guys from L.A. were coming up and undercutting us on bids so much that we were ready to get out. But the guys from L.A. didn't come up and service what they sold. Now we're beginning to make the local sales—doing quite a lot of institutional business with schools and local government."

Last year Bakersfield Audio had considerable success with a new line—Grundig Stenorette dictating machines. "Marjorie took it on all by herself," Ken explains, "and sold seven dozen in the first few months. I guess three-quarters of the doctors in town have bought them."

He adds, "The way things wax and wane in a market like ours, we have to be diversified or we'd be up the creek without a paddle."

The Kern County boom in dictating machines will probably level off as the Leeks run out of professional people to sell them to. But at that time, Marjorie will probably have discovered some other new and profitable product line. That's the kind of challenge she enjoys.

She explains, "From the beginning, I've wanted to sell what I could know and feel secure in talking about. At first, it was only records and cabinets. We never did get into Citizens' Band or ham equipment because I didn't know enough about them."

The telephone rang and Mrs. Leek excused herself. We eavesdropped while she answered a number of highly technical questions about changers and cartridges.

Later she said, "It used to be that when I answered the phone and the caller heard a woman's voice, he'd ask to be transferred to somebody who knew something. Nobody would believe that you knew which end of a screwdriver worked unless you had pants on."

A third member of the Leek family is now learning the business. Son Jim, 22, took his degree in chemistry at Berkeley but decided that working in the store was "much more interesting than sitting in a laboratory." His young wife, Nancy, occasionally helps out in the office, which is presided over by Marjorie's mother, Mrs. Mary de Beque.

As the business grows, the Leeks are seeking new financial management methods. Both Ken and Marjorie say, "As long as you're on the floor, a computer in your head tells you what's going on. But when you get away from the floor, you need some other kind of computer. NARDA runs surveys and tells its member-dealers about successful new accounting methods. If the IHF could do something like that, it would be a real service to a lot of

(Continued on page 65)

Consumer elec. sales up in '69

Total 1969 U.S. sales figures of consumer electronics products, including domestic label and foreign label imports, were released by the marketing services department of the Electronic Industries Association. Radios, tape equipment, and televisions hit all-time highs; and phonograph sales were down only slightly from their record 1968 figures.

Although EIA's figures for tape

equipment (including reel-to-reel, cartridge, and cassette) are incomplete, recorder and cassette sales increased 24.3 per cent over the previous year, from 5,573,145 units to 6,929,527. Additionally, tape cartridge player imports doubled for the year.

Phonograph sales were 6,320,248, down slightly from 6,494,612.

For the first time, radio sales passed the 50 million mark. Sales were 51,352,742, up 9.6 per cent from 46,832,140. Personal radio sales hit 39,413,857, and radios with both AM and FM outsold AM-

only models for the first time. Auto radios declined to 11,938,885 from 12,509,841.

Television sales were 13,307,889, compared with 1968's figure of 13,211,206. Color TV sales were 6,191,307, compared with 6,213,347 the year before. Monochrome sets, at 7,116,083, were up from 6,995,736 units in 1968.

Hitachi Maxell push U.S. sales

It was reported that Hitachi Maxell Co., which formed a sales subsidiary, Maxell Corp. of America, in New York, is pushing for some \$2.5 million in U.S. sales this year, primarily in batteries and high quality tape.

The firm is currently concentrating on tape for musical and other acoustical purposes, but intends to get more involved in computer and video tape operations in the future.

Hitachi Maxell's music tape has been recently approved in quality tests by RCA, Capitol, and other U.S. recording companies.

The firm grossed \$33 million in sales last year, of which 35 per cent was from exports. Sales to the U.S. accounted for 30 per cent of the export total.

Food chain uses cassette promos

Bell's Food Stores of Buffalo, N.Y., has a new way to keep employees in the know about store promotions.

The company invested some \$1,500 in cassette recorders for its 34 stores. The recorders are patched into the store PA systems and deliver their messages to employees prior to opening time in the morning.

One side of the cassette contains a number of employee-directed bulletins; and the other side contains "commercials" to be played while consumers are in the store.

Local radio personalities are used to prepare the tapes, which have made staff meetings unnecessary. Bell's is now expanding the program to include training programs for new personnel.

Bogen powers modern artists



Patrick Clancy, Pulsa artist, adjusts the volume control of the Bogen M120 amplification system employed in the Museum of Modern Art's outdoor sculpture garden exhibit, which is part of MOMA's environmental art exhibition, entitled "SPACES."

Modern art may not be for everyone, but Bogen has taken a liking to it by providing a dozen of their M120 amplifiers for a show of environmental art at New York's Museum of Modern Art.

The exhibition, called "SPACES," involves five artists and a collaborative group called Pulsa, to create an artistic environment in empty space. The space is used as a vital part of the works of art, rather than merely existing between the viewer and the art work.

To these ends, polydirectional microphones are used to scan the mu-

seum's gardens and transmit the ambient sound to the amplifier bank that totals 1,440 watts, at the same time that closed circuit television cameras are monitoring the areas. Sound picked up is then modified and sent back to the garden areas. Strobe units and other lighting effects are synchronized with the sound effects, as are infra-red heaters, which produce a constantly changing environment, which is in fact, cued by those within the environment.

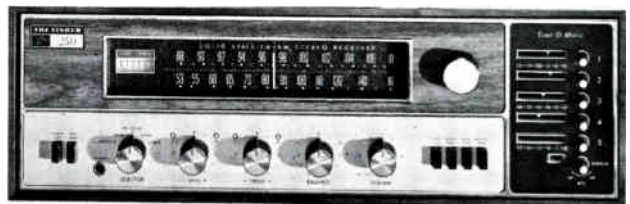
And you thought Picasso was way out!

Now Fisher gives you more W.P.D.

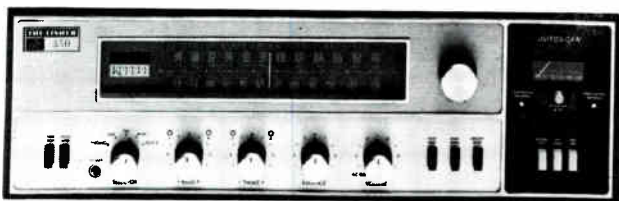
New Fisher receivers
give you more Watts Per Dollar
than ever before.



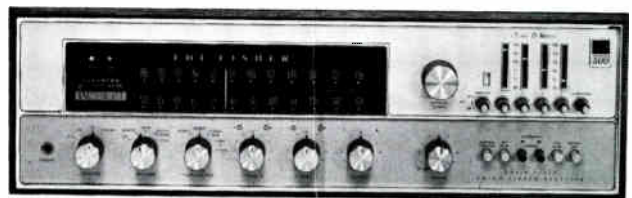
110 watts, \$279.95
The Fisher 210-T



120 watts, \$329.95
The Fisher 250-TX



180 watts, \$399.95
The Fisher 450-T



200 watts, \$449.95
The Fisher 500-TX

The Fisher[®]

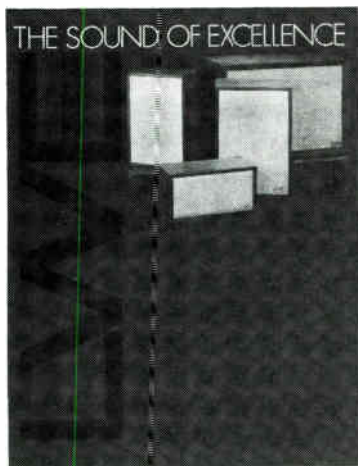
FISHER RADIO, 11-35 45TH ROAD, LONG ISLAND CITY, N.Y. 11101. OVERSEAS AND CANADIAN RESIDENTS WRITE TO FISHER RADIO INTERNATIONAL, LONG ISLAND CITY, N.Y. 11101.
*PRICES SLIGHTLY HIGHER IN THE FAR WEST

To help you sell

LWE speaker brochure

The LWE division of Acoustron Corp. has made available a 10-page brochure that details the LWE line of "electronic suspension" speaker systems.

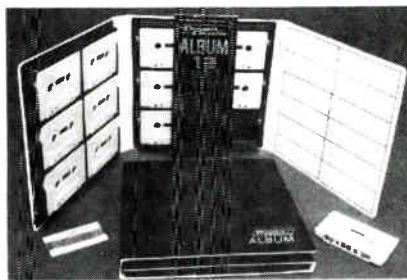
The two-color illustrated brochure is dubbed "the Sound of Excellence," and includes information on both complete speaker systems and "instant kits." The kits, which sell for up to 30 per cent less than complete units, consist of sound components mounted on a completely wired baffle board in an unfinished wooden cabinet. The user finishes the wood and adds a grill cloth.



Catalog available from LWE, Division of Acoustron Corp., 2418 Bartlett Street, Houston, Texas 77006.

Channel cassette album

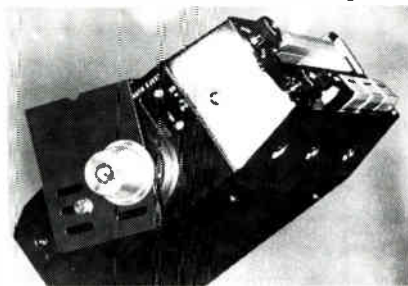
An indexed album with a capacity of twelve cassettes is available from Channel Marketing, Cherry Hill, New Jersey. The black grain unit, which holds the cassettes in individual compartments that are said to prevent tape unraveling, includes a sheet of gold foil with which the consumer can apply his name and the volume number to the cover.



Carrying catalog number CA12, the unit comes packed in one-dozen cartons, with a suggested retail of \$3.49 each.

Car tape deck lock

Bolen Industries has available a new locking device that can be used to secure a tape player to an auto dashboard, firewall, or other panel.



The manufacturer reports that 25,000 different key combinations are available for the 7-pin tumbler cylinder lock.

The \$10.95 item is available from Bolen Industries, Inc., 789 Main Street, Hackensack, New Jersey 07601.

Bogen intercom chart

A wall chart, designed to be used by salesmen as an aid in the selection of intercom and phone systems, is available from Bogen.

The two-color chart includes illustrations, diagrams, and brief descriptions of eight series of Bogen intercoms, and lists wire requirements, supplementary devices needed for installation, as well as optional equipment such as paging adapters and outdoor remote units.

Designated #433, the selection chart is available from Bogen Division, P.O. Box 500, Paramus, New Jersey 07652.

Siemens catalog

Siemens Corporation has available a full-color 20-page tri-lingual brochure detailing the Siemens line of stereo receivers, portable and

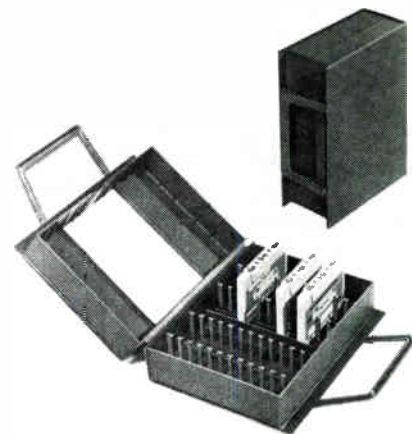
home multi-band radios, radio-cassette recorder combinations, monochrome and color televisions, and accessories.

From Siemens Corporation Components Division, 685 Liberty Avenue, Union, New Jersey 07083.

Walco "Case-ette"

A new cassette case that can be used either to hold cassettes on a shelf, or used as a carrying case with fold-away handles is available from Walco Electronics Division, Clifton, N.J. 07015.

The 9" x 7" x 3" polypropylene case is styled like a book with leather-type graining and is available in a number of colors. It will hold two dozen cassettes, yet is said to be small enough to fit into a glove compartment. An index sheet and 24 number tabs are provided, as are gold foil volume and number tabs to label the outside of the case. Suggested retail price is \$4.98.

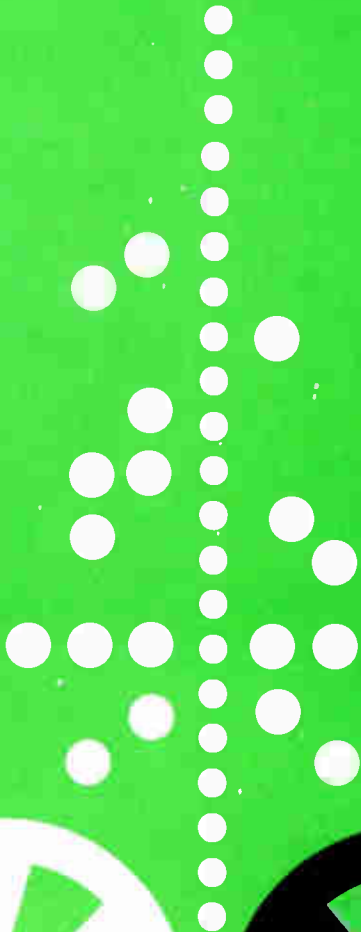


CCA cassette

Cassette Corporation of America announced the availability of a new "pin-type," pre-leadered cassette, which is claimed to feature smoother wind and rewind and silent operation.

The unit features a pair of lubricated steel pins and two flanged guide rollers in the tape loop. These devices are said to provide a flat "tape pancake" and better controlled tape wind and rewind to reduce crosstalk, flutter, static electricity, and chatter.

For further information, contact Cassette Corporation of America, 640 South Commercial Lane, Carlstadt, New Jersey 07072.



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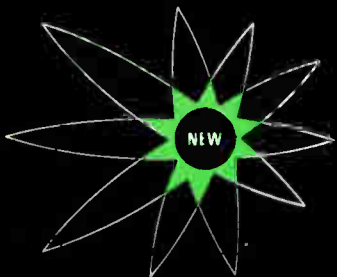
LOGIC

to be in on the action;
Johnny-on-the-spot
at the New Show



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ELECTRONIC INDUSTRY SHOW CORPORATION, 100 SOUTH WACKER DRIVE, SUITE 1702
CHICAGO, ILLINOIS 60606, PHONE: (312) 263-4523

Products

Ampex: recorder

MODEL: Micro 9. **PRICE:** \$49.95.
SOURCE: Ampex Corporation, 2201
Estes Avenue, Elk Grove Village, Il-
linois.

A new addition to the Ampex cas-
sette equipment line is the Micro 9,
a monaural recorder that features
"random function (keyboard) con-
trols" that permits switching from one
function to another without going
through the "stop" mode.



The 5½ pound unit, that uses door
loading, offers AVC in the record
mode, transistor-regulated motor
speed control, and earphone monitor-
ing; and comes with a leatherette case,
remote control microphone, and ear-
phone. It may be powered off internal
batteries, AC, or, with an optional
adapter, a 12-volt source.

EPI: speaker

MODEL: 150. **PRICE:** \$139.
SOURCE: EPI, 539 Centre Street,
Boston, Mass. 02130.

Epicure Products' new Model 150
speaker system is said to have been
designed to appeal to both the audio-
phile and the decor-minded housewife.



The 11" x 15" x 25" unit, which
makes use of solid walnut and brass

trim with a dark grill cloth, was de-
signed by LBA Associates for EPI.

The manufacturer reports that the
speaker system provides even disper-
sion from 35 to 13,000 Hz; and a
frequency response of 35 to 15,000
Hz ± 3 dB.

Kenwood: receiver

MODEL: KR-7070. **PRICE:** \$549.95.
SOURCE: Kenwood, 15711 Broad-
way, Gardena, California 90247.

Kenwood's new top-of-the-line re-
ceiver, the KR-7070, features both
automatic and remote control station
selection, and boasts a frequency re-
sponse rated by the manufacturer at
5Hz-120KHz ± 1.5 dB.



The unit, with an amplifier rated by
the manufacturer at 300 watts
(IHF), makes use of a crystal filter
IF stage, 4 ICs and 3 FETs in the FM
tuner stage, to produce a reported
1.5 uV. sensitivity. Additionally, KR-
7070 makes use of individual 2 dB
step-type controls for bass and treble,
a "presence" control, which is de-
signed to have the effect of changing
proximity to the sound, and a muting
switch which provides 20 dB of at-
tenuation.

Muntz: tape player

MODEL: Apollo 12. **PRICE:** \$99.95.
SOURCE: Muntz Stereo-Pak, Inc.,
7715 Densmore Avenue, Van Nuys,
Calif.

Muntz Stereo-Pak reports that their
new "Apollo 12" tape player is the
first 4 and 8-track compatible porta-
ble that is fully stereophonic.



"Apollo 12" weighs 14½ lbs. and
measures 4½" high, 11½" wide, and
10¼" deep. Power output is reported
to be 10 watts with a frequency re-
sponse of 50 Hz. to 10 KHz. and
maximum S/N ratio of 55 DB; cur-
rent drain is 55 m.a.; wow and flut-
ter .25%.

HANDLE WITHOUT CARE!



ADC's no compromise answer to the
speaker space problem — an ultra
compact system carefully created by
hand. Only 11⅞ x 7¾ x 8¼, the ADC 404
can be easily positioned in any room to
achieve maximum performance. And
this pint-sized perfectionist looks
as good as it sounds.

The 404 shares the same uncompro-
mising standards common to all
ADC speaker systems—to provide
the highest possible sonic accuracy
for its size.

So, if you're looking for a true high
fidelity speaker system that sounds
bigger than it is with a reasonable price
tag, listen to the 404 and see how
good things come in small packages.

SPECIFICATIONS

Type . . . Bookshelf
Cabinet . . . Oiled Walnut
Dimensions . . . 11⅞" H x 7¾" W
x 8¼" D
Frequency Response . . . 45 to 20,000
cps ± 3 db. Measured in average
listening room
Speakers (2) . . . Special high compli-
ance 6" linear-travel piston cone
woofer. Hi-Flux, super radiator dome
tweeter with wide dispersion
Nominal Impedance . . . 8 ohms
Power Requirements . . . 6 watts RMS
minimum
Price . . . \$55.00 each

Write for details about other
ADC speaker systems. From \$75-\$325.



AUDIO FOR AUDIOPHILES



Breaks the sound barrier.



This is the A-6010U, top of the TEAC tape deck line. And these are just a couple of its sound industry breakthroughs: Unique phase sensing auto reverse operates electronically at any chosen point on the tape. Or it can

take a sensing foil if desired. But don't look for this system on anybody else's machine. Separate heads for record and playback allow off-the-tape monitoring while recording; most other machines in this price range

can monitor the sound source only. Breaks down sales resistance, too: this and the rest of the fine line from TEAC turn prospects into customers, browsers into buffs — and inventory into supersonic sales.

A-6010U

• Exclusive symmetrical control system • Dual-speed hysteresis synchronous motor for capstan drive • 2 exclusive eddy-current outer rotor motors for reel drive • Pause control • Unique tape tension control • 4 heads, 4 solid-state amps, all-silicon transistors • Independent LINE and MIC input controls

TEAC®

TEAC Corporation of America
2000 Colorado Avenue
Santa Monica, California 90404

Products

Atlas-Rand: compact

MODEL: Keystone 3800-SX.
PRICE: \$199.95. **SOURCE:** Atlas-Rand Corp., Keystone Place, Paramus, New Jersey 07652.

The Keystone 3800-SX is a new AM/FM multiplex stereo receiver with an 8-track stereo cartridge player.



The manufacturer underlines the fact that the unit has a single function selector for 5 different modes, push-button channel selector, indicator lights and an illuminated tuning panel. Other features include pushbutton FM/AFC, headphone jack, stereo indicator (FM), separate volume, tuning, tone and balance controls.

GBC: VTR package

MODEL: VR-50. **PRICE:** \$595.
SOURCE: GBC Closed Circuit TV Corporation, 74 Fifth Avenue, New York City.



A new videotape package, said to be the lowest-priced complete system on the market, is available from GBC.

The recorder in the package is a 1/2-inch tape unit made by Sony for General Electric. The helical scan device employs one audio and two video heads, and is compatible with all other 1/2-inch Sony VTRs.

The camera is a GBC model VX-922, a solid state unit with crystal-

controlled 15,750 Hz horizontal frequency. It features 550 line resolution, dual focus, 4000 to 1 automatic light compensation, and an f1.8 25 mm lens. The third part of the system is a Sony CVM 51UWP 9" receiver/monitor, which is used both for receiving broadcasts and processing them for taping, and as a monitor for playback.

Hallicrafters: shortwave

MODEL: S-120A. **PRICE:** \$59.95.
SOURCE: The Hallicrafters Company, 600 Hicks Road, Rolling Meadows, Ill. 60008.

A transistorized table model broadcast and shortwave radio receiver has been introduced by Hallicrafters, who claims that the new model features up to twice the conventional reception due to BFO (beat frequency oscillator) and advanced circuitry.



Frequency coverage is 0.54-31MHz in four bands: standard AM broadcast; shortwave bands I (2.0-5.0 MHz), II (4.8-11.5 MHz), and III (11.0-30.0 MHz). Audio output is over 1000 milliwatts.

Sharpe: headset

MODEL: RH-27. **PRICE:** n.a.
SOURCE: Scintrex, Inc., Sharpe Audio Division, Amherst Industrial Park, Tonawanda (Buffalo), New York 14150.



Sharpe announced a two-way radio system completely self-contained in a set of headphones with an attached microphone. The RH-27 is available tuned for any of 22 frequencies in the

27 MHz band, and, as it operates at less than 100 milliwatts, does not require any FCC license.

It uses a push-to-talk button, but other models are available with full duplex function or VOX switching. Transmit and receive crystals may be on the same or different frequencies as desired.

Roberts: tape recorder

MODEL: 800-X. **PRICE:** \$539.95.
SOURCE: Califone/Roberts, 5922 Bowcroft Street, Los Angeles, Calif. 90016.

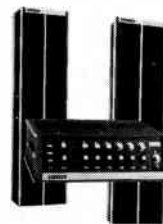


Roberts has added the model 800X tape recorder to its line. The manufacturer states that the 800X delivers 40 watts peak music power. Frequency response is reported to be 30-22,000 Hz \pm 3 db at 7 1/2 ips, signal/noise ratio at better than 50 db.

Other features include automatic reverse, three motors, cross field head system, sound-on-sound, and switched equalization to balance tone characteristics for each speed. The recorder comes complete with two 4" x 6" speakers.

Shure: p.a. system

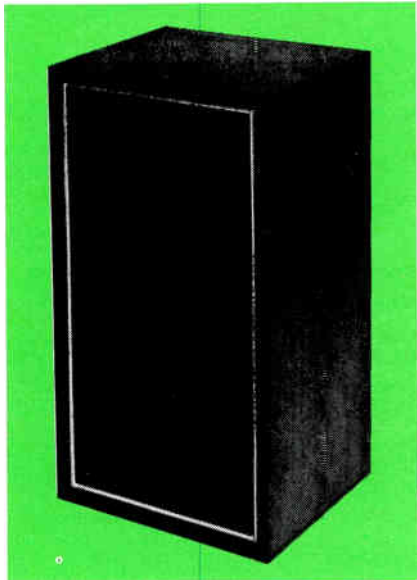
MODEL: VA302. **PRICE:** \$1095.
SOURCE: Shure Brothers, Inc., 222 Hartrey Avenue, Evanston, Illinois 60204.



Shure has announced their new model VA302 "Vocal Master" PA system, intended for use by vocalists and singing groups. The unit, which the manufacturer rates at 100 watts rms, may be used either as a portable or permanently installed system.

The complete system consists of an amplifier console having six microphone inputs with individual controls for volume, base, treble, reverb, and auxiliary echo; and two speaker columns, each utilizing two 10" and four 8" speakers.

ADC: WORLD'S MOST PERSNICKETY SPEAKER MAKER.



We make 303AX speakers for fussy audiophiles. Each one is crafted by hand and contains a two-way acoustic suspension system that's accurate enough to please even the most discriminating listener. The ADC 303AX lacks the distortion and coloration often found in speakers in its price range. Which makes it a superb value in a full-sized bookshelf speaker.

Of course, there's only one way to find out how really accurate our speaker system is. Go to your nearest ADC dealer and compare it to other models. After all, hearing is believing!

SPECIFICATIONS

Type . . . Bookshelf.
Cabinet . . . Oiled Walnut.
Dimensions . . . 23 $\frac{3}{4}$ " H x 13" W x 11 $\frac{3}{4}$ " D.
Weight . . . 37 lbs. each.
Frequency Response . . . 33Hz-20kHz \pm 3 db (measured in average listening room).
Speakers (2) . . . High accuracy, wide dispersion tweeter with Hi Flux Magnet and 10" high compliance woofer.
Nominal Impedance . . . 8 ohms.
Power Required . . . 10 watts min.
Price . . . \$100 suggested resale.

Write for details about other ADC speaker systems. From \$55-\$350.

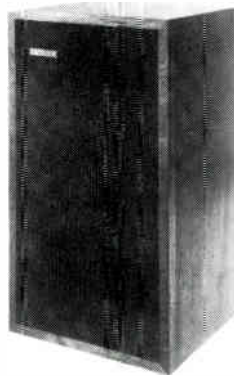


AUDIO FOR AUDIOPHILES

Products

ADC: speaker system

MODEL: 210. **SOURCE:** Audio Dynamics Corporation, Pickett District Road, New Milford, Conn. 06776. **PRICE:** \$75.



A new addition to the ADC line is their model 210 two-way speaker system. The unit uses an 8-inch woofer that reportedly has a frequency response down to 37 Hz, and a wide-dispersion cone tweeter that is said to handle tones up to 18 KHz.

The drivers are mounted in a non-ported walnut veneer cabinet measuring 20" x 11" x 10", which is loaded with acoustic dampening material. An external three-position treble control switch is provided to match the speaker to room acoustics.

Harmon-Kardon: amp

MODEL: Citation Twelve. **PRICE:** \$295 (wired) \$225 (kit). **SOURCE:** Harmon-Kardon, Plainview, Long Island, New York.

The first unit to be announced in Harmon-Kardon's revived Citation line is the Model Twelve, a solid state stereo power amplifier rated by the manufacturer at 60 watts (RMS) continuous power output per channel.

Frequency response is said to be from less than $\frac{1}{2}$ Hz to 100 KHz \pm 1 db at normal power level. Reported total harmonic distortion is less than



0.2 per cent at rated output, 20 Hz-20 KHz, and unmeasurable at normal listening level. The manufacturer indicates that IM distortion is less than 0.15 per cent at all power levels, tested at 60 Hz and 6 KHz.

Sony: receiver

MODEL: STR-222. **PRICE:** \$149.50. **SOURCE:** Sony Corporation of America, 47-46 Van Dam Street, Long Island City, New York 11101.

The Sony Model STR-222 receiver, priced at \$149.50, is a new low price point for the company. It features a reported output of 8 watts (RMS) per channel at less than 0.8 per cent harmonic distortion at the rated output; and a frequency response of 20 Hz-50 KHz \pm 3 dB.



The FM tuner portion has a sensitivity rated by the manufacturer at 2.0 uV. (S/N = 30 dB.) Stereo separation is said to be better than 40 dB at 1 kHz. A stereo indicator light is provided, as are a speaker selector switch and loudness and high filter controls.

University: PA deck

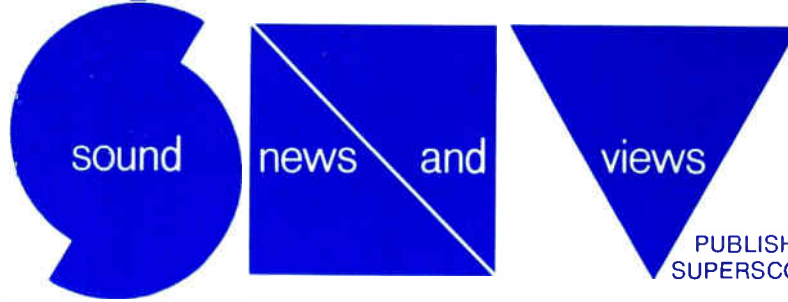
MODEL: CP-1. **PRICE:** n.a. **SOURCE:** University Sound, 9500 W. Reno, Oklahoma City, Oklahoma 73126.

A new cassette player, said to be the only unit on the market specifically



intended for public address applications, and designed to be mounted on top of their "Power Line" or any other PA amplifier, is available from University Sound.

The unit features piano-key-type switches, and a pop-up loading door, and can be used with any high impedance, high level input.



War on Copy Cats

By Joseph S. Tushinsky
President, Superscope, Inc.

Tape piracy, the problem of unauthorized duplication of copyrighted recorded material, has recently been in the news. Tape "pirates" seek to profit by two primary illegal methods: They make illicit copies of legitimately produced tapes without paying artists' and publishers' royalties, or licensing fees. Second, they can combine hits from different labels and artists to offer combinations that legalities and contracts would otherwise make impossible.

These practices have become so widespread that honest record and tape producers' sales are being affected. Without wishing adversity upon any legitimate recording company, wouldn't it be ironic if a tape pirate's success put his recording source out of business? If this hypothetical situation were to happen and the legitimate manufacturer went out of business, the pirate's success would destroy the source of his product! There would be no one to contract for artists and composers. There would be no one with the financial backing and creative staff to conduct the expensive promotion that brought the hits to the public's attention in the first place. In fact, were it not for the proven acceptance already developed by the legitimate recording company it is doubtful whether the pirate would undertake the risk involved in even choosing an album

Continued on SN & V - 4, Col. 2

It's Happening in Burbank

A lot of jokes have been cracked lately about how quiet life can get in "beautiful downtown Burbank." But let the jokers beware! Frequently a calm exterior is only a front for some pretty exciting business and truly dynamic people. We didn't have to work hard to discover that there is more happening in that notorious city than meets the eye. All we did was walk into the Audio Mart on West Magnolia Street and knew immediately that Burbank has some very special things going for it — like Gene Hogan and the spectacular audio business he has built. The Audio Mart isn't just a place where equipment sits until someone decides to take it home, for Mr. Hogan knows that customers thinking of buying *quality* merchandise both need and enjoy the preparation that precedes their purchase. So the shop is designed with a feeling of permanence and atmosphere conducive to browsing, listening, looking, and, buying. This totally flexible environment has been achieved through what can only be called "creative combination." For example, one section of the Audio Mart utilizes the striking Sony/Superscope display package, while in another part of the store the finest Marantz equipment is shown-off against the background of a "mini" art gallery. We were so impressed with how well the Marantz equipment and the paintings worked together that we began asking Gene a lot of questions about how he had arrived at this unique method of presenting stereo systems and tape recorders to the public. Not surprisingly, Gene responded to our inquiries with all the enthusiasm reflected in his business operation.

SUPERSCOPE: How did it all begin?

GENE HOGAN: We started in

1960. The store was just half the size it is now. It started out with nothing but shelves and counters and boxes of merchandise stacked in corners.

SUPERSCOPE: So you were really a pioneer?

GENE HOGAN: There were older dealers around. As a matter of fact, I can remember Joe and Fred Tushinsky, President and Vice-President of Superscope, Inc., bringing tape recorders around to sell . . . delivering them, too, I might add.

SUPERSCOPE: What progressive changes did you make and why?

GENE HOGAN: In about 1960 we remodeled and gave the store more of a salon atmosphere. In 1965 we took over the other building and enlarged our service department. I do something every year . . . change something. It's just constant progression.

SUPERSCOPE: You utilize the Superscope display right down to all of our specifications. How has it worked?

GENE HOGAN: Fantastic! My business with Superscope has increased considerably.

SUPERSCOPE: How do you feel about Superscope's advertising program?

GENE HOGAN: Without a doubt, Superscope's advertising has made it what it is.

SUPERSCOPE: What are your feelings about Marantz?

GENE HOGAN: It's a good line or I wouldn't have put it in. The lower-priced receivers convinced me to add it.

SUPERSCOPE: Gene, your art show intrigues me. Was there some spontaneous way that you came to do this?

Continued on SN & V - 3, Col. 1

“When you buy the number-one tape recorder buy the number-one tape!”

Benton D. Miller

Howard Sound
Denver, Colorado



“That’s what I tell all my customers.

“I find Sony’s reputation as the number-one tape recorder makes it a lot easier to sell Sony tape. Because it’s easier to sell, it’s more profitable.

“And Sony tape costs just a few cents more than bargain tape, but to most customers, the difference between so-called bargain tapes and Sony professional-quality tape is worth the pennies extra. That’s extra profit!

“Sony tape is available in all sizes of reels and lengths, plus, Sony/Superscope lets you cash in on the booming cassette market with 60-, 90-, and 120-minute Sony quality tape cassettes.

“If you want to see how much money there is in selling tape, see what the name ‘Sony’ can do. No other manufacturer can say: ‘When you’re number one in tape recorders, you don’t make the number-two tape!’ ”

SONY SUPERSCOPE The Supreme in Stereo
You never heard it so good®

Burbank . . .

Continued from SN & V - 1

GENE HOGAN: Yes. I have a friend who is a painter . . . Jerry Downes. He used to work for Disney, and he was struggling after he quit work. To help him out I made an arrangement to buy his paintings and sell them here. He's been doing so well I'm actually finding it hard to get paintings from him anymore.

SUPERSCOPE: Do you find that customers who are attracted by the paintings stay longer and then buy equipment or other merchandise?

GENE HOGAN: Yes, most definitely. People will come in, look at the paintings, then come back and buy audio gear.

SUPERSCOPE: What other ideas have you inaugurated here that have increased your sales?

GENE HOGAN: Well, my window display is one. It cost Superscope a lot of money. We have no foot traffic down this street, only automobiles. And people in cars can't see equipment in a window. So we ended up hand building a bunch of large components: a receiver, a giant-size Sony tape recorder and speakers.

SUPERSCOPE: Can you give us some figures on your gross sales for last year.

GENE HOGAN: Our gross sales were in the neighborhood of \$320,000.

SUPERSCOPE: What percentage gain in profits did you have over 1969?

GENE HOGAN: We had a gain of 22%.

At this point in the interview, we remembered that Hogan has his own printing press in back of the store to produce a newsletter about the Audio Mart.

SUPERSCOPE: What do you put in the newsletter?

GENE HOGAN: Well, it incorporates my evaluation of products, comments, opinions, and answers to frequently asked questions. We get people calling and asking when the next newsletter will be coming out.

SUPERSCOPE: How many people are on your mailing list?

audition

By Bob McIntire

I've just been listening to one of the Superscope tape releases in the popular "Easy Listening" category. It's all enjoyable but the tunes which keep running through my head come most frequently from two of the new albums. The first album is **Romance!** (Superscope A025-N), with the immensely talented guitarist, Antonio Koga, and his orchestra. As the name implies, the album is a collection of love songs played in a most intimate and lyrical manner. And then there is the memorable album

A Whiter Shade of Pale (Superscope A022-K), with the ravishing Scarborough Strings. I suspect that the pleasure of cross-country road trips this summer will be enhanced immeasurably by the strains of these soaring arrangements streaming from the speakers of thousands of cassette and cart-ridge players.

GENE HOGAN: We just started and our list consists of about 3,000 names.

Our conversation was then interrupted by a customer purchasing a Superscope prerecorded tape 3-Pak.

SUPERSCOPE: How are the 3-Paks selling?

GENE HOGAN: We just got them in, but they have started to go. I think it will be a good thing.

Gene Hogan's success in what used to be "sleepy" Burbank is being duplicated in Seattle, where he recently purchased another audio store. Imagination and a positive outlook, coupled with help from Superscope and Marantz, can produce more vital growth for audio retailers like Gene Hogan, regardless of geographic location.

Let's face it dealers, Sony/Superscope, its Recording Division, and Marantz can make it happen for you, too, if you wish.

When you're number one in tape recorders you don't make the number-two tape.

It costs a few pennies more. But Sony professional-quality recording tape makes a world of difference in how much better your recorder sounds—and keeps on sounding. That's because Sony tape is permanently lubricated by an exclusive Lubri-Cushion process. Plus, its extra-heavy Oxi-Coating won't shed or sliver. Sony tape is available in all sizes of reels and cassettes. And remember, Sony professional-quality recording tape is made by the world's most respected manufacturer of recording equipment.



You never heard it so good.

©1968 SUPERSCOPE, INC.

SONY **SUPERSCOPE**

Sun Valley, California 91352



A Wonderful Era

By Irving Tushinsky
Executive Vice-President
Superscope, Inc.

To glance over a year's accumulation of these columns, as I have just done, is to gain an impressive view of a multi-faceted organization. We've reported a long series of product features and production developments from Sony, Marantz, and Superscope that combine to form a fine record of progressive research and technology.

Take a look at some of the subjects we've discussed recently:

The Roto-bilateral head. This feature of the Sony Model TC-780 permits recording and playback in *both* directions with a simple three-head assembly hitherto found only on one-directional machines. Previously, a six-head assembly had been required for two-directional tape recorders, increasing both "tape-scrape" and production problems in precision head alignment.

Sony SLH-180 magnetic tape. It was known before the introduction of this product that the finer the grade of magnetic oxide used, the smaller the amount of sonic distortion. But it was also known that extremely fine-grade oxide reduced dynamic range to a noticeable degree. Then metallurgists at the Sony tape installation at Sendai, Japan climaxed an exhaustive research program. They discovered a method for utilizing oxide particles *ten times* smaller than normal — while actually *improving* upon the dynamic range obtainable with regular tape.

Sony Magnetodiode (SMD). Here was a development of significance to the entire electronics industry. The SMD is a device which "senses" magnetic signals and is from 100 to 1000 times more sensitive than other magnetic-sensitive devices. Mechanisms currently in use — such as servo-control motors

— can be produced less expensively when they incorporate the SMD. And the SMD will pave the way to such items as friction-free, contactless switches and brushless electric motors.

Marantz. The introduction of an exciting line of new components heralded the beginning of a marketing program to bring Marantz precision audio equipment to the medium-price consumer. Also introduced was a gleaming series of smartly styled Marantz compacts, in keeping with Superscope's proven marketing strategy of satisfying the middle-range consumer's desire for prestige products.

Superscope Duplicating. Superscope recently entered the recorded software business with the opening of its new San Fernando, California duplicating plant. Today, a few miles from the ancient historic Mission San Fernando Rey de España, the modern Superscope Duplicating Division is in full operation. Preparations are now in progress for an additional second and third shift to triple the present output.

Thus, Superscope and its divisions are moving ahead. As we've indicated, growth is continuing. Marantz spreads its roots, Superscope extends its activities, and Sony refines and perfects the instruments which have helped to create today's tape market.

The future promises a host of achievements which will continue to fascinate the modern consumer. Tomorrow's advances will include such intricate devices as a reciprocal flywheel in a portable cassette player. This will drastically reduce wow and flutter, no matter how the instrument is moved and shifted during playback.

War On Copy Cats . . .

Continued from SN & V - 1

to release illegitimately. In summary, the pirate relies upon the honesty of everyone but himself.

The Recording Industry Association of America (RIAA) has estimated that in 1968, out of \$150 million credited to tape sales, \$50 million went to unauthorized duplicators. Los Angeles Times report-

er Robert A. Rosenblatt revealed in an in-depth story on Feb. 28, 1970, that one legitimate record company is suing for \$2 million in damages from 15 individuals who were reportedly making \$50,000 a week selling pirated tapes.

The RIAA in stepping up its war on tape pirating, has hired Jules Yarnell, former Justice Department lawyer, to act as an industry commissioner. Yarnell will coordinate individual legal battles and attempt to obtain a uniform national law. Currently New York and California are the only states where counterfeiting and pirating of tape is a criminal offense. They are regarded as civil offenses in other states.

We feel the most effective, immediate stop-gap, though, is enlisting the assistance of our dealers. If dealers refuse to provide a market to unscrupulous tape pirates, they will pose less of a threat to legitimate sales.

The dealers can join this battle by getting as much information as possible from the illegitimate tape sales representative and passing it on to us. A business card is ideal. Superscope, Inc. will join with other manufacturers in the industry to stifle this menace.

Although Superscope's Recording Tape Duplicating facility in Sun Valley, California, is too new to have yet experienced much difficulty with pirates, we recognize the threat to the entire industry and especially to the public, who demands quality not found in pirated tapes. We sincerely hope the RIAA is successful in legislating the proposed revisions of the federal copyright law and obtaining criminal penalties for tape pirates. Henry Brief of the RIAA summed up our feelings perfectly when he said: "Very often an injunction or payment of a fine isn't enough to stop these guys. But if a man gets locked up, that might be a different story."

a Marantz sale is sweeter



Life is sweet for a Marantz dealer. He's got an imaginative group of people behind him: artists, writers, photographers, printers, and publishers — a dynamic promotional team — working full time to sell the quality leader in the audio field, Marantz components.

Month after month, dramatic, full-page Marantz advertising appears in Esquire, Playboy, High Fidelity, Audio, Stereo Review — magazines that grab the guy who's ready to buy stereo.

As a Marantz dealer you also receive promotional kits packed with radio copy and hard-selling ads, all ready to run in your local market. And — here's the whipped cream in your coffee — Marantz' comprehensive co-op advertising program foots half the bill for your local radio and newspaper space! With all that solid sales-support behind you, there's a lot more profit up front. Get your share of the goodies.

marantz®

How sweet it is.

New. Computer- designed turntables.®



LESVOX PRF/6.

After feeding the results of world-wide research into space-age computers, Lesa's technicians have developed a computer-designed turntable of unequalled quality; crafted especially for professional sound reproduction.

Control turntable speed with amazing accuracy using the exclusive Lesa built-in illuminated stroboscopic speed indicator. Visual assurance of the correct operating speed within $\pm 3\%$. This original Lesa feature is not available on any other turntable at this price.

Other computer-designed features:

- Six-pole asynchronous induction motor maintaining accurate speed constance even through voltage variation of 0.2% thru $\pm 10\%$.
- Pneumatic silicone hydraulic cueing control lever.
- Non-magnetic 11½" turntable weighs 6 lbs., 10 oz. Antistatic rubber mat.
- Low equivalent mass counterweighted tone arm.
- Stylus pressure control from 0 to 5 grams.
- Stylus descent adjustment.
- Anti-skating control.
- Reject button.
- Anti-resonance die-cast bearing plate, combined with steel and aluminum plates.
- Cartridge holder. Takes all standard cartridges up to 16 grams) with 1/2" mounting pitch. Slide-in clip.
- 33/45/78 rpm speed selector.
- Single-play or automatic selector.
- Spindle rotates with turntable assuring maximum speed control.
- Stylus height adjustment.

The Lesavox PRF-6 can be played either manually or automatically using the interchangeable spindles, which are standard equipment, of course.

Technical specifications

Psophometric wow: $\pm 0.06\%$ (DIN 45545) Flutter: 0.03%
Signal/noise ratio on both channels: (DIN 45500) linear: ≥ 39 dB;
psophometric: ≥ 68 dB
Power supply: 110-117 VAC Weight: 27½ lbs.
Size: (with lid) 17½" x 14½" x 8½"; (w/o lid) 17½" x 14½" x 7½"
Suggested list price: \$179.95 (less base, cover and cartridge)

LESA

Computer-designed turntables.®

Now available on a limited-production basis.

Distributed exclusively by Imperial Sound Co., Inc.
a division of Components Specialties, Inc.
39 St. Mary's Place, Freeport, N.Y. 11520

Limited franchises available.

Panasonic files with the S.E.C.

Matsushita Electric Industrial Co. (Panasonic) of Osaka, Japan, filed a registration statement with the Securities and Exchange Commission for 1,750,000 common shares to be offered to stockholders on the basis of one new share per 40 held.

The company also registered 200,000 American depository receipts and 100,000 international depository receipts for its common stock.

GBC reports 70% sales rise

GBC Closed Circuit TV Corporation reported that their sales for the last six month period rose 70 per cent to \$1,539,497, compared to \$849,568 for the first half a year ago.

Net profit after taxes was \$81,656, providing 30 cents per share, compared to \$44,241 and 28 cents for the previous year. It was pointed out that although earnings almost doubled, the per share earnings increased by only two cents due to the increase in the weighted number of common shares from 159,500 to 276,045.

Korvette sued for \$250,000

A Philadelphia couple has filed suits for \$250,000 against E. J. Korvette, Inc., and a justice of the peace in that city on a charge of false arrest.

Edgar and Ruth Martinez state in their Federal Court complaint that Mrs. Martinez was arrested by a Korvette detective, accused of stealing merchandise, and, despite proof of purchase, was convicted and fined \$59 by J. P. Charles E. Thomas of Wyncote, Pa.

The couple contends that Mrs. Martinez was found innocent when her conviction was reversed in Montgomery Common Pleas Court. They also charge that the Justice of the Peace threatened her with imprisonment unless she paid the fine.

The suit seeks \$100,000 compensatory damages and \$150,000 punitive damages against each defendant.



Washington Newsletter

by Larston D. Farrar

Attack on consumer fraud

The Federal Trade Commission has launched what Caspar W. Weinberger, new chairman, calls "a broad attack against fraud and deception practiced against consumers."

He defined "consumerism" as meaning "buyers' rights" and stated that the FTC will employ its resources in close cooperation with state and local governments to "insure that consumers will be advised of their rights and ways to protect themselves under federal, as well as state and local laws."

The FTC plans to initiate new programs to insure close working relationships with federal, state and local officials concerned with consumer protection.

"This united action should assist the Commission, as well as others concerned with consumer problems, to stem abuses existing in local markets," Mr. Weinberger asserted.

"Since the FTC's responsibility over unfair and deceptive practices extends only to situations involving interstate commerce, we will seek the cooperation and active assistance of state and local governments in attacking purely local frauds at that level . . . Where state or local governments do not have adequate laws to protect consumers, FTC will furnish guidelines, on request, and assist local officials in securing new legislation and adopting local consumer programs, if they wish . . . We must always remember that in many ways the best experience and greatest competence for dealing with consumer problems is located right in state and local governments now."

Anti-crime booklet

The U.S. Chamber of Commerce here has released a 72-page book giving advice to businessmen on how to detect organized crime in

their own companies—and what to do about it.

Desk Book on Organized Crime, a compact detailed report, is available from the News Department, U.S. Chamber of Commerce, 1615

H Street, N.W., Washington, D.C. 20005.

The purpose of the book is to point out the symptoms of organized crime techniques to businessmen. It suggests what they can do to combat these techniques, and it tells them where they can get help. It is written so that company supervisors can learn how to cope with organized crime techniques.

"Practically every type of business and industry in the United States is currently being exploited

(Continued on page 63)

ar
EQUALIZER
makes any speaker system

"come on strong"

Now . . . any speaker system, from bookshelf to studio size, can sound as *great* as the designer intended! Here's why. The SE-III Solid State Equalizer *dramatically* flattens and extends frequency response even at the very high and low ends. Thus, it restores the drama, realism and excitement of the original source material. Simply plug in between pre-amp and amp or directly into receiver. You be the judge. Ask our reps for test results, then let your own ear decide. Besides being new, there's a volume and profit potential that's nothing to sneeze at! Price \$129.95

For further details, see our nearest rep or contact us directly.

Elektra Amplidyne Research
P. O. Box 698 • Levittown, Pa. 19058



Our guarantee has teeth in it.

We back up every Audio Cassette (including our C-120) with a lifetime guarantee (but you'll probably never need it). We're the experts in the field. We make a non-jamming, trouble-free cassette.

Every Audio Cassette is manufactured in accordance with the U.S. Philips Corporation Standardization Agreement to match the specifications of the major recording companies. And we sold them over 9,000,000 Audio Cassettes last year.

We're ready to be put to the test right now
... and we won't bite the hand that feeds us.



14600 So. Broadway • P.O. Box 140 • Gardena, Calif. 90247 • (213) 321-6841 • Telex: 67-4311

Products

Sony: recorder

MODEL: 110. **PRICE:** \$99.50.
SOURCE: Superscope, Inc., 8150
Vineland Avenue, Sun Valley, Calif.
91532.



A new portable Cassette-Corder, featuring a built-in electret condenser microphone, and a separate remote control dynamic mike, is available from Sony Superscope. Cassette ejection and other functions are controlled by piano-key-style push buttons.

The unit features an AVC record circuit, an audible end-of-tape alarm, and a high level input to accommodate radios or televisions. It may be operated with either a built-in C cell battery pack, rechargeable ni-Cad cells, or AC; and comes with microphone, earphone, leather case, and 60-minute cassette. It weighs less than 5 pounds, and measures 5½" x 2¾" x 9¾".

Concord: system

MODEL: F-600. **PRICE:** Under \$250. **SOURCE:** Concord Electronics Corp., 1935 Armacost Ave., Los Angeles, Calif. 90025.



Concord announced it has introduced the F-600, which contains a 35 watt AM/FM/FM stereo receiver, built-in stereo cassette deck, microphone and a pair of detachable speaker systems in one portable carrying case. Operation is on standard house current.

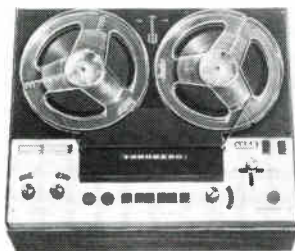
The manufacturer notes that the F-600 can record off-the-air or "live" material onto the cassette, and play original or pre-recorded cassette tapes. The unit can also function as an amplifier and speaker system for phono or playback from another tape deck. Tape recordings can also be made from a record changer.

Tandberg: recorder

MODEL: 6000X. **PRICE:** \$499.
SOURCE: Tandberg of America, Inc., P.O. Box 171, 8 Third Avenue, Pelham, N.Y. 10803.

The first in a new series of solid-state tape recorders has been announced by Tandberg. The Model 6000X is a three speed, four head (with cross-field bias) machine, that makes use of 57 solid state devices.

The recorder features peak-reading V.U. meters, automatic overload pro-



tection, mike/line mixing for each channel, hysteresis-synchronous motor, cueing, source/tape monitoring, sound on sound, add-a-track, and remote control.

The manufacturer reports the frequency response as 40-22,000 Hz \pm 2.5 dB @ 7.5 ips; 40-18,000 Hz \pm 2.5 dB @ 3¾ ips; and 40-9,000 Hz \pm 2.5 dB @ 1¾ ips.

Tenna: car tape player

MODEL: TC 83-IFMX. **PRICE:** \$139.95. **SOURCE:** Tenna Corporation, 19201 Cranwood Parkway, Cleveland, Ohio 44128.

Inspired by frequent car stereo tape player thefts, Tenna has developed a combination 8-track stereo tape player and FM stereo radio with a built-in burglar alarm. In case of attempted theft, the horn blows automatically to attract attention.



Crown announces:

**THE END OF THE
LIMITED
CONTROL CENTER**



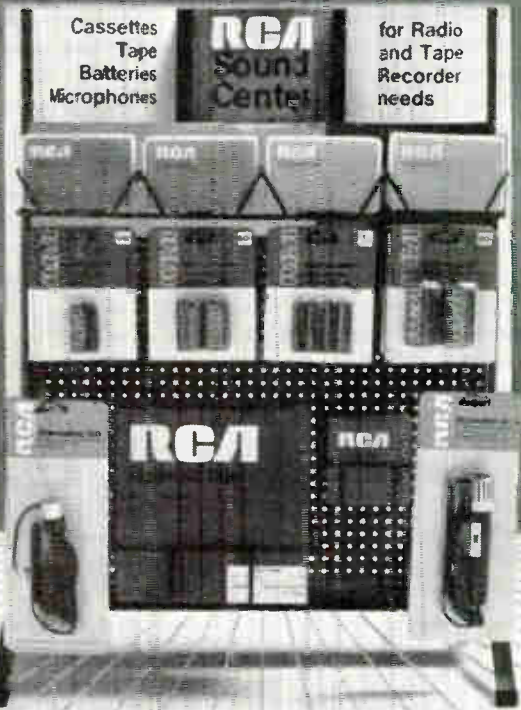
**CROWN
MASTER
CONTROL**

The DC300 is a difficult act to follow, but Crown intends to do it, with a new concept in control center design. Whereas other control centers have limited flexibility that shackles the creativity of the audiophile, Crown's new MASTER CONTROL will be the ultimate in flexibility and performance, a perfect companion piece for the highly acclaimed DC300 basic amplifier. Like the Crown recorders and amplifiers, this control center will be the type of product people expect to see at their audio specialist.

Introduction of this unit is just around the corner. Watch for the start of the advertising and promotional campaign. Crown dealers are advised to place their stocking orders *now*. For other dealers, this is an ideal time to take on a profitable and prestigious Crown franchise. Phone your area Crown sales manager today — area code 219 + 523-4919. Or write Dept. TN-4, Box 1000, Elkhart, Indiana, 46514.



Crown
MADE ONLY IN AMERICA



**Use our name
to take advantage
of the tape recorder
boom,**





Get the RCA SOUND CENTER

(a pre-packed assortment of reel tapes, cassettes, batteries and microphones plus free counter display)

We've just made it easier for you to exploit the *full sales potential* of the booming tape recorder market (over 33 million in use by the end of 1970). The household name in electronics has an all-in-one "total tape market" merchandiser for you. With this compact counter display, you can sell more of everything the tape recordist needs: 30, 60, 90 and 120 minute cassettes...9V, "AA", "C" and "D" batteries for the mushrooming cassette recorder market...super-fidelity 3" and 7" reel tapes...plus omnidirectional and unidirectional microphones to replace or upgrade the one initially sold with each recorder.

Give the SOUND CENTER space—the best you have—and watch it go to work. Every one of its products comes with a built-in, sell-on-sight feature no other manufacturer can duplicate—that name...RCA!

For complete details on the new SOUND CENTER (CX1000), contact your Authorized RCA Distributor.

RCA Electronic Components, Harrison, N.J. 07029

RCA

Citation is back.



Minimum resale prices—
(Kit) \$225. (Wired) \$295.

TECHNICAL SPECIFICATIONS AND FEATURES FOR CITATION TWELVE POWER AMPLIFIER

- Continuous Power Output:** • 120 watts, RMS, both channels driven simultaneously @ less than 0.2% THD, 20-20,000 Hertz @ 8 ohms.
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- Damping Factor:** • 40:1.
- Frequency Response:** • 1-70KHZ, ± 0.5 db @ normal power level. Less than $\frac{1}{2}$ Hertz—100KHZ, ± 1 db @ normal listening level.
- Power Bandwidth:** • 5-35,000 Hertz.
- Phase Shift:** • Less than 5 degrees at 20 Hertz.
- Rise Time:** • Better than 2 microseconds @ 20K Hertz.
- Dimensions:** • $5\frac{7}{16}$ " H x $12\frac{5}{16}$ " W x $12\frac{5}{8}$ " D (complete with metal cage).
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- Finish:** • Olive, black trim and gold escutcheon.
- Outstanding Features:** • Two individual power supplies deliver superb regulation for absolute stability and extended low frequency response. Handling of transients is effortless at any power level.

- Thermal cutouts remove power from output stage when heat build-up exceeds 80 degrees C. Series-type limiting relays protect amplifier from short circuits. Reset automatically once short is removed.
- Absolutely stable with any type of speaker system.

The Citation Twelve is available as a factory wired and tested amplifier or as a simple-to-construct kit. No special technical or mechanical skills are required. Instructions are complete and easy to follow. See and hear the Citation Twelve soon. We think you will agree it represents a remarkable breakthrough in high fidelity.

For complete technical information, write to Harman-Kardon, Inc., 55 Ames Court, Plainview, N.Y. 11803,

harman kardon

A subsidiary of Jervis Corporation



Washington Newsletter

(Continued from page 57)

or penetrated . . . by a conglomerate of crime," the book warns. "By and large, business has been a sitting duck for underworld sharpshooters. How much organized crime reaps from its entry into legitimate business and industry is open to question. But in a single midwestern city where racketeers had control, or had large interests, they affected 89 businesses with total assets of more than \$800 million."

The book warns businessmen to make particularly certain that credit and sales personnel are aware of the "bankruptcy" racket, in which organized crime specializes, and it urges them to review dollar cut-off points for credit and to check credit accounts closely from the beginning.

In addition, the book gives details on how to combat dummy or fraudulent associations, gambling, labor racketeering, loan sharking, monopoly and coercive competitive practices, illegal uses of stocks, bonds, credit cards and illegal takeover of a legitimate business, plus a number of other organized crime techniques.

AAMA: 8-track vs. cassettes

(Continued from page 35)

eight-track player featuring automatic reversing in the cassette mode and automatic eight-track playback.

Some new low price points were established at the AAMA event. California Auto Radio showed an eight-track player that costs the dealer \$19.95, enabling him to promote it as a leader at \$24.95, or with a larger margin at \$29.95. The company also introduced a mono cassette auto player to sell for \$29.95, and a stereo unit with a retail tag of \$39.95.

Few statistics were available from AAMA exhibitors. However, Richard Shanahan, national sales manager for automotive sound at Motorola, said that eight-track equipment sales could reach the \$400 million level this year. "It's a youth-ori-

ented business," he stated, "And they're very affluent with a lot of disposable income.

"Also, they've literally been brought up on sound."

Mini-skirts in the maxi-stores

The mini-skirts are running the maxi-stores. Mass merchandiser F. W. Woolworth appointed five women to be store managers last year.

Qatron changer to be marketed

Qatron Corporation has reached an agreement with CLASS Student Services, Inc. for the marketing of Qatron's new 8-track cartridge changer.

The unit will be merchandised through CLASS's Student Guide, which is distributed on 1,300 campuses, and its network of 700 student sales representatives.



Left to right: SUPER SIX... a new speaker that can be mounted either horizontally or vertically. SUPER MIDGET... "smallest with the mostest" in economy speakers. SUPER MONTE CARLO... smallest speaker utilizing the modified Helmholtz principle.

The Frazier SOUND value in speakers is pictured above with three winners. All retail for less than \$100... are finished in oil walnut with off-white linen grille. Beauty with power makes all three a wise choice for listening pleasure. For quality to fit any budget — see FRAZIER speaker systems at your nearest dealer. Write for his name and address.

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Piezo is the world's leading manufacturer of low priced, high-quality microphones. These are precision microphones — fully guaranteed — priced to sell fast. And only Mura sells them.

Mura has blister-packed four of their best-selling models, and offers them on a handsome pegboard panel for easy selling. These four microphones alone (Models DX-109B, DX-118B, DX-132B and DX-133B) will fit 90% of all tape recorders and cassettes on the market. Your inventory investment and floor space are held to a minimum.

Each mike contains special plugs or an adaptor — to insure correct fit. In addition, a handy cross-reference chart on back of each card tells your customer exactly which mike matches his recorder.

Amazingly Priced For Fast Selling

Mura blister-packs these microphones to make them *easy to see* . . . MURA's furnishes a cross-reference chart to make it *easy to choose* the correct mike . . . MURA supplies a pegboard display for *easier self-selling*. And the profit *you* make is easy to take! That's how **MURA MAKES THE SELLING EASY**

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See us at Booth 3313 — NEW show

The Leeks of Bakersfield

(Continued from page 42)

us."

The Leeks were also interested in programs offered by some white goods manufacturers, which offer their dealers fixed amounts of time on factory-owned computers.

They had words of commendation for one of their suppliers' accounting aids—Superscope's lucid monthly statements of co-op funds earned, used, expired and remaining. They said, "Everybody talks about what great ad programs they have, but Superscope's is the most *workable*. They clear the difficulties out of the way and make it easy to advertise with them."

The Leeks advertise consistently in the local newspaper, on radio, and in the yellow pages. In-store merchandising has become increasingly sophisticated as the operation moved twice to larger quarters. The present "F" Street store was remodeled last August and Marjorie notes, "That was the best August we ever had, while there was sawdust all over the place. One of our reps' salesmen says that's not unusual—there's a kind of excitement at a time like that."

Over the long pull, though, Ken Leek explains the growth of Bakersfield Audio in one sentence: "The only thing that's successful in this town is knowing your field and being reliable."

Advent Dolby demonstration

(Continued from page 36)

simpler recorders that lack these features, as well as to offer the convenience of centralized control.

It was reported that in the future, Advent might offer a simpler, "bare essentials" Dolby device at a lower price for audiophiles who do not need the extra control facilities. But Pressman pointed out that the company felt that it was best to introduce the Dolby concept to the market through a universal model, to permit its use with as wide a variety of recorders as possible.

However, he did continually emphasize that to make the most of the Dolby's capabilities, a "quality" tape recorder should be used.

* * *

A second demonstration simulated the operation of a Dolbyized cassette system, which Advent has not yet completed, but plans to have on the market by June or July.

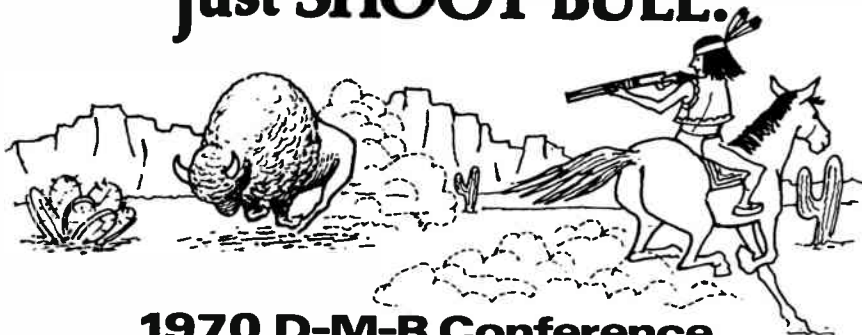
Advent feels that their greatest market would be in the production of Dolbyized play-only equipment, which Pressman said could

be produced to retail at from \$35 to \$50 more than conventional players, rather than the more expensive two-stage complete decks.

To this end, Pressman mentioned that, Advent was trying to get recording companies and duplicators interested in using Dolby encoding, as well as the newer tapes. Demonstrations for the recording industry have been scheduled, and Dr. Ray M. Dolby, inventor of the original process, said that Columbia is con-

(Continued on page 66)

At the New York—New Jersey D-M-R Conference, you won't just SHOOT BULL.



**1970 D-M-R Conference
Concord Hotel
Kiamesha Lake, New York
JUNE 17-21**

At the D-M-R (Distributor-Manufacturer-Representative) Conference you get twenty minutes to pass the marketing peace pipe with every manufacturer you select. That's twenty minutes of straight-from-the-shoulder conference about his policies and products. No horsing around. No crossed smoke signals. Purpose? To increase distributor sales and profits, to take advantage of D-M-R specials, and to ultimately promote understanding throughout the electronics industry.

Mix pleasure with your business out on the golf range or enjoy the Concord's superlative swimming, boating and gym facilities. Special ladies and childrens programs, too, so the whole family can enjoy D-M-R.



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Further information from:

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Union City, New Jersey 07087



sidering making use of the system.

The Advent cassette unit, which includes a complete Dolby system similar to the one available separately, but without some of the frills, is expected to retail for about \$250, the price of the separate noise reduction unit.

Both of the Advent Dolby devices will be marketed through the network of Advent dealers.

An equalizer from the E.A.R.

(Continued from page 38)

the company. Said Enzman, "If the tag were higher, we would be competing with the other guys in the field.

"It's necessary to get the best possible price for this item, without prostituting it for the sake of money. We want the component system owner to become aware that this equalizer is what we are doing now, and this is the type of thing

we will do in the future."

And reportedly in that future are a preamplifier, power amp, as well as an integrated amplifier.

The new company's rep list now includes Bob Reiss Associates in New England and upstate N.Y.; Eldisenco for metropolitan N.Y. and northern N.J.; Gene Rosen in the Washington, D.C.-Philadelphia area; and World Wide Reps covering the Southeast.

Repping, Minnesota, North and South Dakota, and Wisconsin is Clark Gibb; J. Malcolm Flora in Michigan and Toledo, O.; Carmine Vignola for Mississippi, Iowa, Kansas, Nebraska, and southern Illinois; Irving Rose in northern Illinois plus eastern Wisconsin; and Schroeder covering Indiana, Kentucky, Ohio, western Pennsylvania and West Virginia.

According to Enzman, the pricing situation on the E.A.R. equalizer is different from most other manufacturers in the industry. "Where most others price themselves at a third off

on one to five pieces," he said, "we do it on an order of one to two pieces. This is because we realize the capacity of the dealer to handle this type of product.

"And, after all, he doesn't know our company."

Rich's posts record sales

Rich's, Inc., of Atlanta, posted record sales for the last fiscal year in the face of a dip in profits attributed to pre-opening expenses for new stores, improvements on existing facilities, and interest charges.

Total unaudited sales for the year were reported to be \$186,391,000, up from \$172,052,000 for 1968. Net earnings, at \$8,731,000, were down 0.4 per cent from \$8,764,000 (including a non-recurring profit of \$748,200 on a real estate sale). Per-share earnings dropped 2 cents to \$3.22.

What's so dangerous about the new EMI 105?



**Let your competitor down the
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New 3-way speaker system EMI 105 in the dangerous loudspeaker tradition. \$169.50. Other dangerous EMI loudspeakers start at \$54.95.

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Why distributors bank on Maxell

If you're a distributor, these small cassette tapes can give you a bigger bank account. They're new Maxell cassettes. Maxell satisfies customers as no average cassette tape can. Distributors profit by 'em — like Midas. Maxell meets all standards set by the inventor of cassette tapes. If you know your tapes, you know that's unusual. Maxell comes from the advanced-tape engineers of Hitachi, Japan's largest manufacturer. Completely trouble-free 60, 90 and 120 minute cassettes. Write for more facts and our profit story — if you'd like to put plenty in *your bag*.



MAXELL CORP. OF AMERICA 501 Fifth Avenue, New York, N.Y. 10017

Tapes for demonstration

The following are some recent prerecorded tape releases we find especially suitable for demonstration purposes to compliment equipment being sold:

Ampex (London Phase 4) *A Wagner Festival: New Philharmonic Orchestra; Carlos Paita, cond. L-75035* (reel).

Ampex (Deutsche Grammophon) *Royal Fanfares at Versailles: Orchestre de Chambre; Paul Kuentz, cond. L-9431* (reel).

Ampex (Vanguard, Bach Guild, Everyman) *The President's Choice: American Airlines Astrostereo CW-224* (reel).

Ampex (London) *Puccini's La Boheme* Tebaldi, Bergonzi, Bastianni, Siepi, Corena - Serafin, cond. D 31014 (2) (cassette).

Ampex (London) *Puccini's Tosca* Nilsson, Corelli, Fischer-Dieskau - Maizel, cond. D 31132 (2) (cassette).

Ampex (Audio Spectrum) *Marches from the Opera* London Philharmonic Orchestra - Linz, cond. E-5831 (cassette).

Ampex (Gordy) *Cloud Nine* The Temptations GYX 5939 (cassette)

Ampex (Scepter) *On My Way* B. J. Thomas SCX 5570 (cassette).

Certron adds to tape plant

With the addition of a new 30,000 square foot plant, Certron Corporation has doubled the size of its Anaheim, California plastic molding facility.

Located at 1241 Shurman Street, the plant will be used primarily for the molding of components for data processing tape storage and handling, according to Edwin Gamson, Certron president.

The firm has more than 450,000 square feet of manufacturing space, including a 250,000 square foot molding facility in Chicago.

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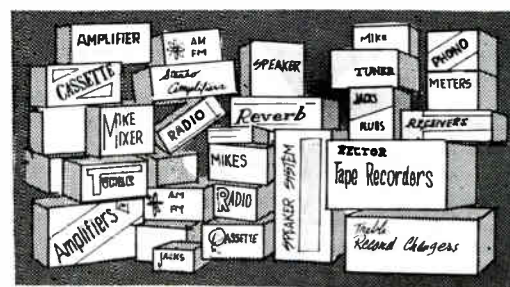
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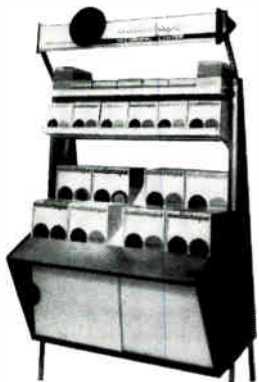
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Home entertainment distribution wiring system designed for easy installation



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- AM/FM Stereo

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Mr. Joe Wanger—Manager

Home Office: Houston, Texas

Correction Dept.

The Products for Profits section in the March issue of *High Fidelity Trade News* listed the price of the Pioneer SX-440 AM/FM stereo receiver as \$189.95. The correct price is \$199.95.

DISTRIBUTORS & REPS WANTED

Tape manufacturer announces new telephone answering equipment division. Featuring in line trouble free circuitry. For information, write: Telephone Dynamics Corp. (Nassau) Brand, Box 514H, North Bellmore, N.Y. 11710.

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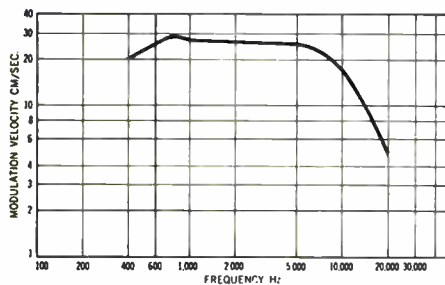
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