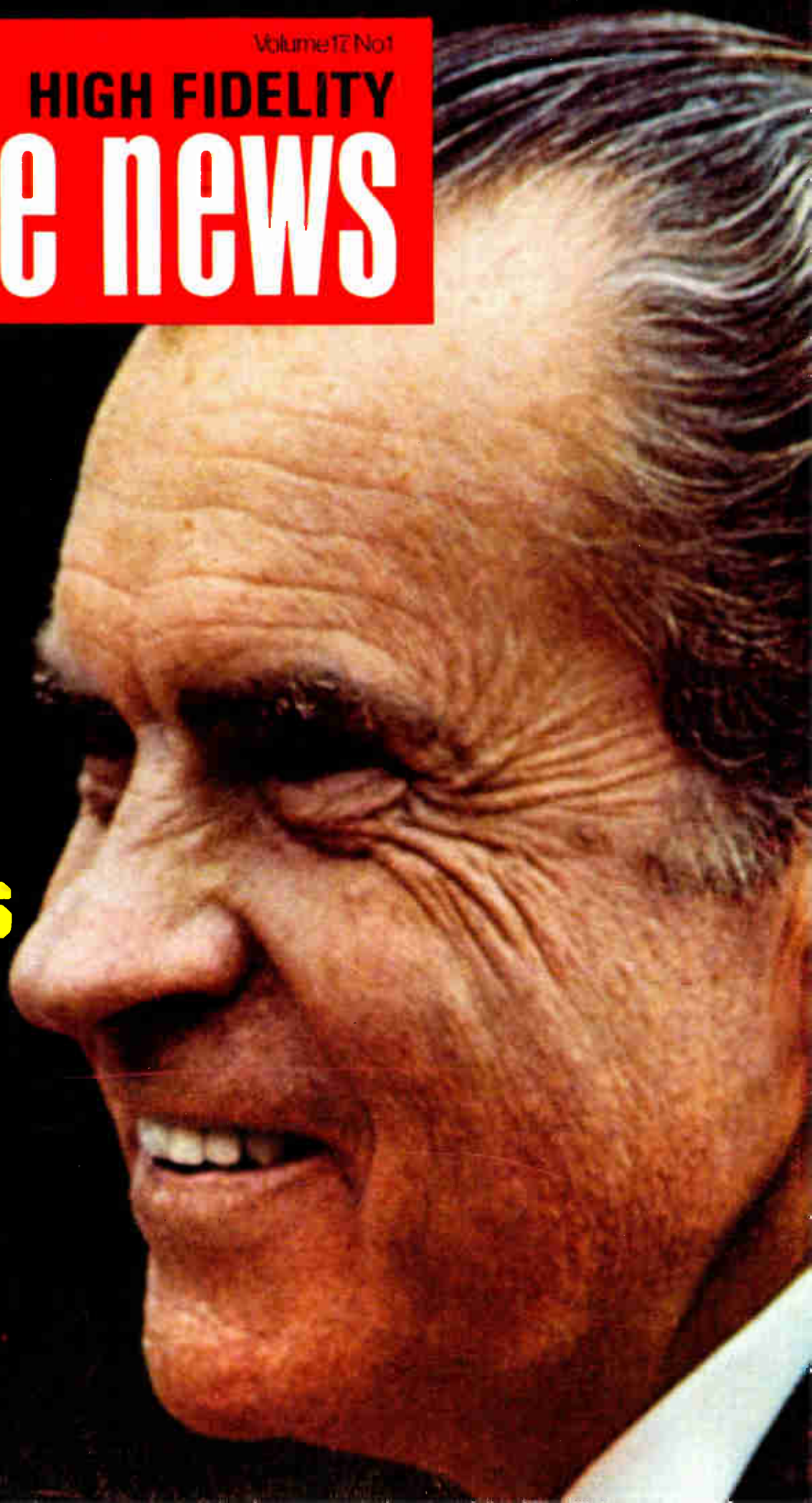


January 1973

Volume 17 No 1

HIGH FIDELITY
trade news

**HI-FI
BUSINESS
UNDER
NIXON IN
'73**



Introducing the remarkable new

KENWOOD

4

CHANNEL

AM/FM-STEREO RECEIVER



**...featuring SQ Decoder with Logic Circuits... Ambient Retriever Circuits
... Low-Noise Tuner... High Power... Remote Volume Control**

The KENWOOD KR-6140A combines in one attractive component features, performance and flexibility rarely found in even the most expensive 4-channel receivers. It provides complete compatibility with all presently available 4-channel sources: Discrete tape, SQ Matrix, other matrices, and derived 4-channel from stereo broadcasts and recordings.

One of the unit's many fine features is the built-in SQ decoder with logic circuits that enables the playback of the most popular 4-channel record system and the reception of derived 4-channel broadcasts for an exciting new experience in FM-stereo listening.

The KR-6140A incorporates a powerful amplifier that delivers 320 watts (IHF) Music Power (200 watts at 8 ohms)—ample power that easily drives as many as 8 speakers. The superbly-crafted FM section, with combined FET and tuned circuits, insures maximum sensitivity (1.9 μ V) for noise-free reception and minimal adjacent-channel interference. The silky feel of the flywheel tuning action and KENWOOD's long linear dial scale make accurate tuning quick and easy.

You'll discover new flexibility, too, in the well-arranged control facilities. A full complement of front-and-rear Tone, Balance and Volume Controls provides optimum compensation that permits you to tailor overall response to your own special room and speaker acoustics. Microphone input mixing; a dual tape monitor; and refinements such as High and Low Filters, FM Muting, and Loudness control are just a few of the many extra features that make the KR-6140A a flexible and responsive unit.

The true measure of its remarkable performance, however, lies in your own listening experience. Visit your nearest KENWOOD Dealer soon, and capture the excitement of 4-channel with the quality and value that only KENWOOD can offer.

For complete specifications, write . . .



KENWOOD

15777 So. Broadway, Gardena, Calif. 90248 ■ 72-02 Fifty-first Ave., Woodside, N.Y. 11377
In Canada: Magnasonic Canada, Ltd., Toronto, Ontario; Montreal, Quebec; Vancouver, B.C.

The New KENWOOD Receivers are More Professional than Ever!

Three elegant new models give your customers a choice of power and sophistication—all with advanced new circuitry, tough new materials, and top professional features that make the choice difficult indeed!



KR-6200...240-Watt (IHF)
FM/AM Stereo Receiver

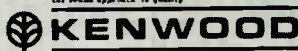
KR-7200...260-Watt (IHF)
FM/AM Stereo Receiver

KR-5200...140-Watt (IHF)
FM/AM Stereo Receiver

Basic to all three new receivers is KENWOOD's advanced engineering which provides direct coupling for exceptionally flat response throughout the audio spectrum... exclusive dual protection circuit... new NPN and PNP silicon low-noise transistors for quiet performance... and newly-developed DSD circuitry in the MPX stage for improved stereo separation. A host of luxury features includes a 2-system tape monitor, provision for three sets of stereo speakers, and a new linear FM dial scale. That's for starters! Check the specs, check the performance, and you'll be convinced these new KENWOODS bring your customers more professional features, more professional performance than ever.

	TUNER SECTION			AMPLIFIER SECTION						
	KR-7200	KR-6200	KR-5200	KR-7200	KR-6200	KR-5200				
FM Sensitivity	1.6 μ V	1.7 μ V	1.8 μ V	Continuous Power Both Channels Driven @ 8 ohms from 20-20k Hz THD & 1M (@ rated output) Freq. Resp. (+ 2 dB) Power Bandwidth Controls	55 W/Ch	45 W/Ch	30 W/Ch			
S/N Ratio	68 dB	66 dB	65 dB							
Capture Ratio	1.5 dB	1.5 dB	2.0 dB							
Selectivity	75 dB	65 dB	60 dB							
Stereo Sep. @ 1k Hz	40 dB	40 dB	40 dB							
Front End	3 FET, 4 Gang	2 FET, 4 Gang	2 FET, 4 Gang							
IF Stage	IC/3 Mech. Filtr.	IC/3 Mech. Filtr.	IC/3 Mech. Filtr.							
AM Sensitivity	15 μ V	15 μ V	15 μ V							
								0.5%	0.5%	0.5%
								20-40k Hz	20-40k Hz	20-40k Hz
				10-30k Hz	13-30k Hz	17-30k Hz				
				Triple Tone	Triple Tone	Phono, 2 Aux				
				'Mike Mix'	Phono, 2 Aux					
				2 Phono, 2 Aux						

For complete information see your
KENWOOD Sales Representative, or write...



the sound approach to quality

15777 So. Broadway, Gardena, Calif. 90248 ■ 72-02 Fifty-first Ave., Woodside, N.Y. 11377
In Canada: Magnasonic Canada, Ltd., Toronto, Ontario; Montreal, Quebec; Vancouver, B.C.

Phil Schwartz one of Sony's Hi-Fi Experts



Show your customers the light

Flick the function switch of the new Sony 7065 and show your customer how a light on the dial tells him what function is in use: Phono, FM, AM, tape, Aux, and even MIC (for non-tuner functions, the station numbers dim). No more squinting or stooping to see what function he has selected.

Now that you've shown your customer how the light makes life easier for him, turn on the sound. And what sound! 60 RMS watts per channel into 8 ohms at 20 Hz to 20 kHz. The sound is clean (0.2% distortion) and clear (90 dB S/N on Aux, 72 dB on phono).

Let him twist the man-size flywheel tuning knob. He'll hear the 7065 pluck signals clearly from even the most crowded dial, or from fringe locations (thanks to the sensitive 2 μ V FET front end and a 1 dB capture ratio).

Then let him switch to AM (the center-channel meter winks out, while the signal-strength meter stays lit). He'll recognize that AM isn't just an afterthought. The 7065's AM section is as quiet and sensitive as the AM medium allows.

Now, let him handle the controls. He can use the smooth-acting levers to switch in the positive muting, the two tape monitors (with direct dubbing, naturally), and loudness compensation. Or the knobs that click in his choice of three speaker pairs, high and low filters, or mix one or two microphones with any other source.

Finally, tell him the Sony 7065 price. Just \$459.50 (suggested retail) including the oil-finished cabinet. He'll see the light. Sony Corporation of America, 47-47 Van Dam St., Long Island City, N.Y. 11101.

New **SONY**® 7065 Stereo Receiver

JANUARY, 1973
VOLUME 17 NO. 1

trade news

Give yourself
a promotion

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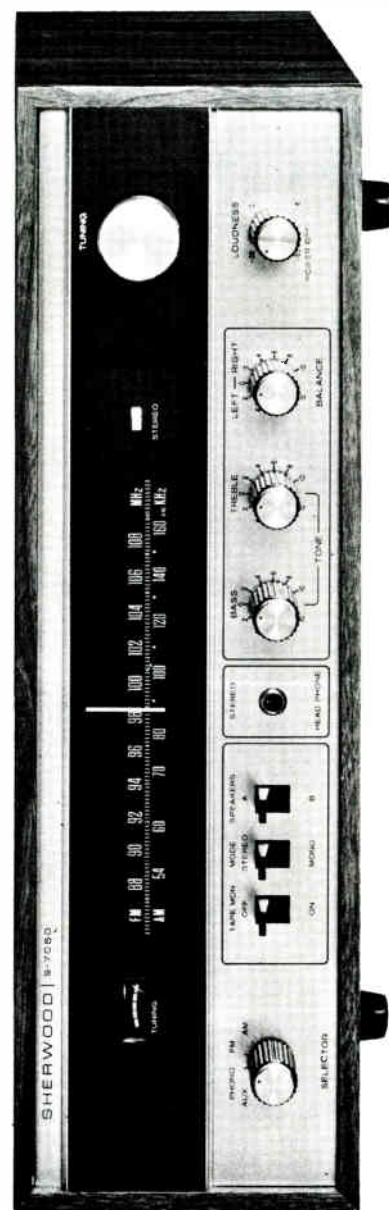
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Introducing Sherwood 7050. Something to build a traffic-building system around.

It has 36 watts IHF (10+ 10 watts RMS @ 8 Ohms). 3.5 uv FM sensitivity (IHF). FET front end. Plus provision for two sets of speakers.

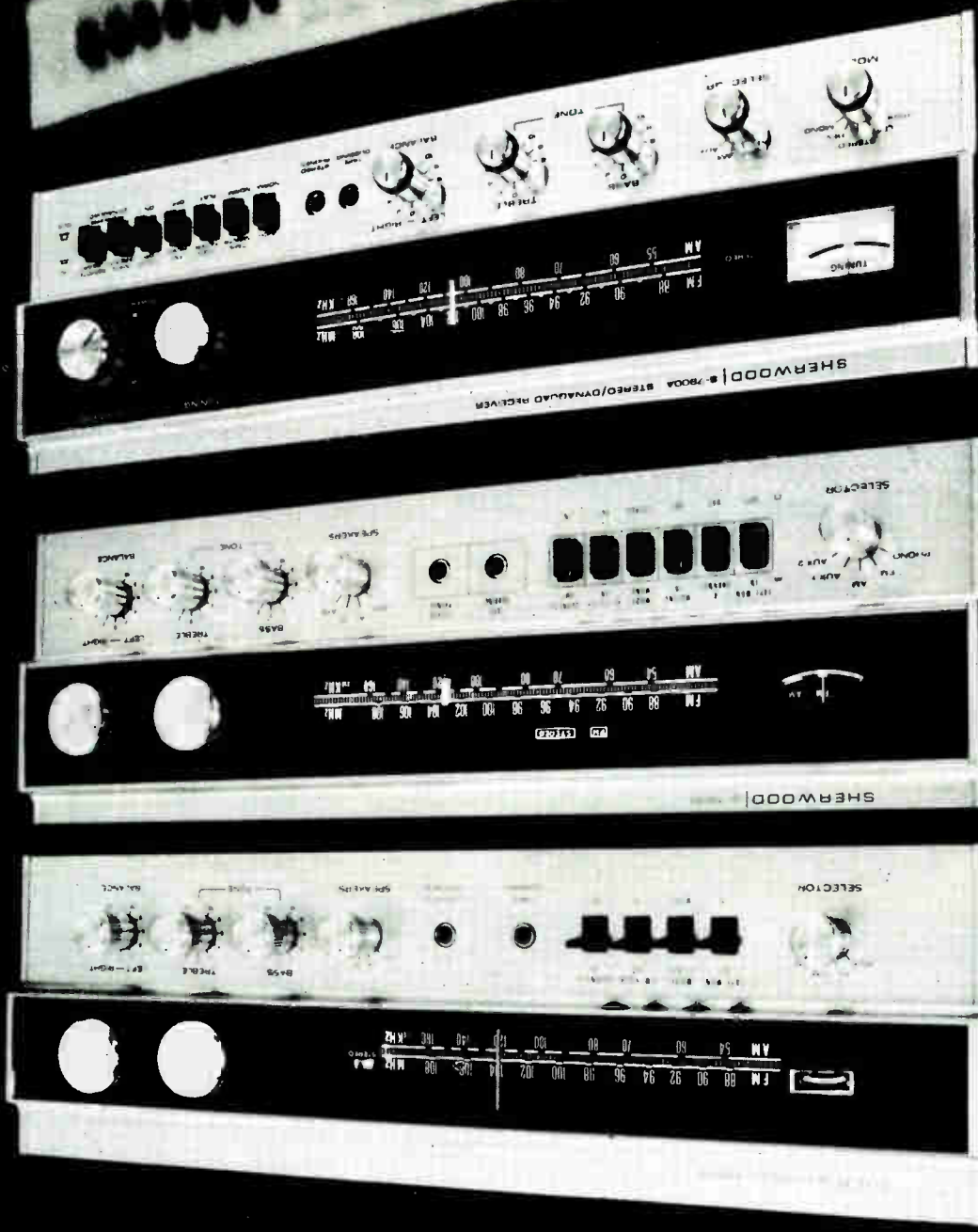
All for just \$159.95. Including wood case.

We would like to have priced it ten dollars lower. But we knew you wanted more than just a radio.

Excitement
by Sherwood



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The Sherwood Excitement Machines

Three new receivers. With the features you want. At prices you can afford.

199.95 A successor to the popular ST100 that includes more low frequency (50db) improved styling, 10db coupled amplifier, 15-50KHz bandwidth, 10db better selectivity (50db) improved styling, 10db includes walnut case. Model ST100A. Price \$200.00.

299.95 The most powerful \$300 receiver yet includes aux. inputs (80, 1KHz), 1.8 uv FM sensitivity, illuminated selector provision for 4-channel decoder (doubles as 2nd tape monitor), 10db price includes walnut case. Model ST200.

429.95 Most companies wouldn't have tried to improve a top rated success like our S8900, direct (120 watts) success like our S8900, direct illuminated tuning meter, front panel control of 4-channel decoder (which doubles as 2nd tape monitor), 4-gang tuning condenser, 1 large matrixing circuit, which doubles as 2nd tape Dynarquad circuit, front panel control of with AM for \$459.95). Model ST200A.

Sherwood Electronic Laboratories, Inc. 4300 North California Avenue Chicago, Illinois 60618

The Sherwood Experience



“Thank you dealers of America, for making us Number 1 in stereo.”

— Philip S. Morse, Chairman and President

We gave you what no other American stereo manufacturer could give you.
Compact stereo units with the most advanced design and features.

Futuristic slide controls.

200 Watt I.P.P.

Built-in FET (Field Effect Transistors)

I.C. (Integrated Circuitry)

Built-in 8-track tape.

Professional Garrard changer.

2 foot JUMBO air suspension speakers.

A line of quality stereos uniquely designed to give your customers the best buy
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largest stereo manufacturer.

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Boston, Mass. 617-879-6250/Kansas City, Mo. 913-888-0110/Philadelphia, Pa. 215-885-0822/Detroit, Mich. 313-292-2100

Shown at left: Model TG4817 8-track tape player, AM/FM/FM Stereo Receiver
and Automatic Record Changer music system in Walnut Finish Cabinets. 200 Watt I.P.P.

....EIA pre-CES home entertainment statistics predict the industry's volume will approach \$6 billion at the manufacturer-importer level. Units sales are put at 100 million, including 20 million tape recorders, 7 million phonos, 55 million radios and 17 million TV sets.

* * * *

....AR has rejoined the IHF.... Ampex Stereo Tapes added 19 new Q-8 titles at \$7.95, for a total of 47 listings....Pioneer to show three receivers at the June CES offering both SQ & CD-4 capability.

* * * *

....Almost 122,000 people attended the recent All Japan Audio Fair in Tokyo, doubling the previous year's record attendance. Four-channel was the big attraction.

* * * *

....Don Harper resigned the presidency at Fisher Radio. Emerson Electric (parent company) president V. T. Gorguze has been named Fisher chairman, and heads a management team for day-to-day operations until a new president is found.

* * * *

....Sony has agreed in principle for a joint venture consumer product plant in South Korea....Bowmar, which claims to be the biggest U.S. producer of calculators, says they'll add 10,000 dealers this year.

* * * *

....Rep Leo Holtz, formerly with Carduner Sales (B.I.C., etc.), has gone to Gil Miller (Pioneer, Tandberg, etc.).

....In a turnabout move, RCA will resume domestic production of 8-track mechanisms soon. All production will be at its Minneapolis facility by the end of the year; the same site for its resumed domestic production of AM/FM tuners.

* * * *

....3M made "its most radical software changes in 25 years," going low-noise across the board, establishing three cassette lines, dropping footage designation on open reel in favor of playing time, re-designed packaging, a new top-end 8-track blank, dropping C-30s in favor of C-45s, and 40- & 80-minute cartridges in favor of 45- & 90-minutes.

* * * *

....Jack Doyle has been named president of Pioneer Electronics of America (car stereo), and Bill Kita has been moved up to V.P. spot.... JVC received a U.S. patent for the CD-4 discrete system.

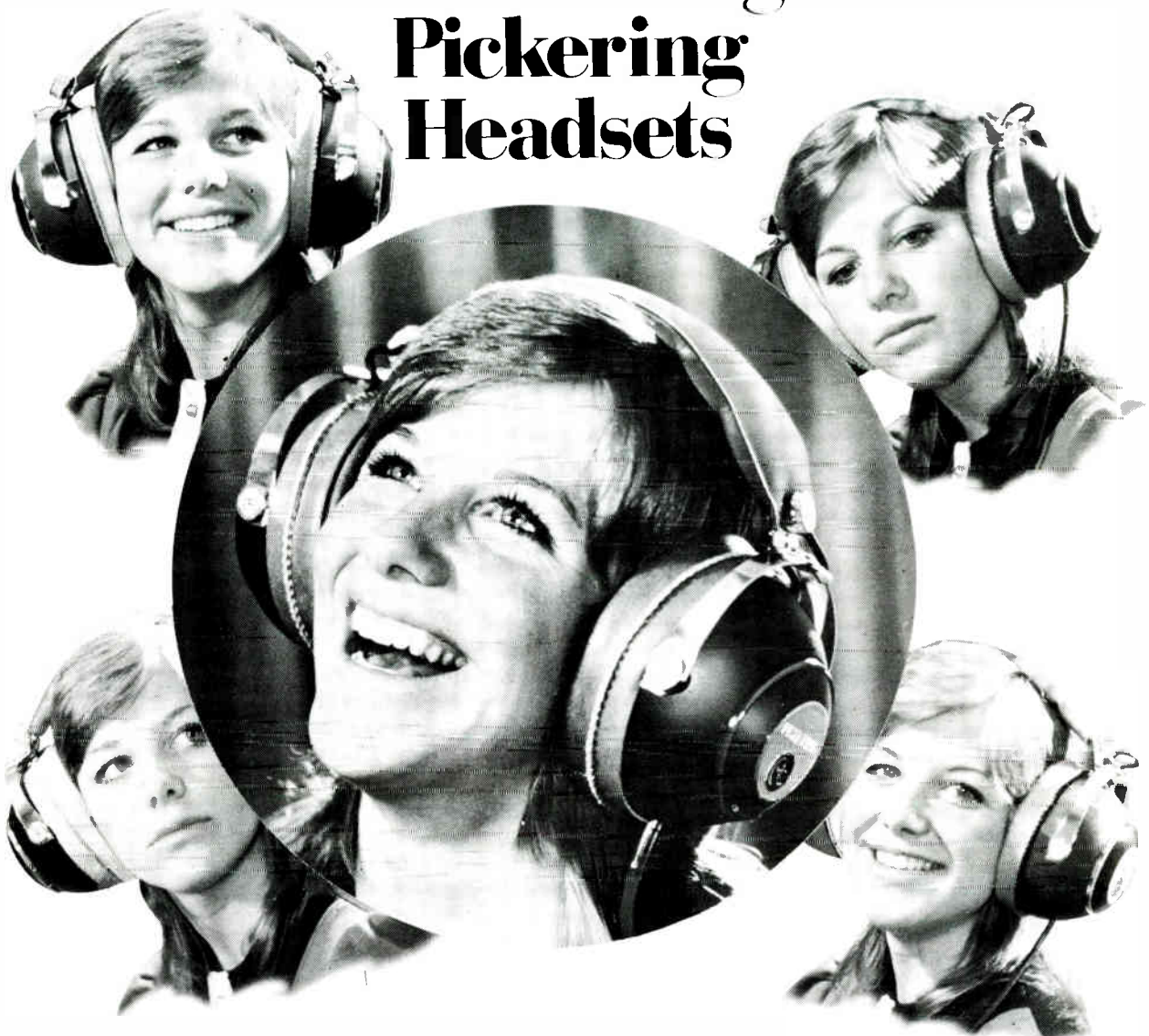
* * * *

....Kansas City audio dealer David Beatty made a quick trip to NYC recently to specifically take the Society of Audio Consultants examination, and scored the highest grade on the test to date.

* * * *

....MCA has shown a single-play video disc system at a tentative \$400 ticket, with a changer version at \$500. Software is targetted at \$1.99 to \$9.95, depending on content & length. The optical system (no physical contact) makes use of a low-powered laser. Availability said to be mid-1974.

Introducing Pickering Headsets



They make the difference for those who can hear it.

You will hear the difference the moment you put them on. For Pickering has engineered a remarkable difference into these fine headsets.

Their sound is unmistakably natural, imparting a fuller sense of realism to the music. And Pickering's attention to important details goes even beyond the electro-mechanical innovations which result in their extraordinary reproduction performance.

Nothing has been done in a perfunctory manner in the new Pickering headsets. Their matchless styling is the result of tasteful employment of color dynamics, making their appearance as impressive as their sound. They can be comfortably worn over long listening periods. From the natural conforming adjustable headband, to the softly comfortable ear cushions, right on down to the flexible heavy-duty plug—every detail is spe-

cial with Pickering.

When it comes to headphones, however, words simply can't do it. Demonstration does. Put ours to the test against any other comparable units . . . you'll hear the difference.

ILLUSTRATED: Pickering Model PH-4955, a true two-way reproduction system with individual woofer and tweeter and L-C crossover network in each earpiece. Frequency Response: 22-20,000 Hz. Hand-stitched foam-filled headband and ear cushions, coil cord and flexible heavy-duty plug. Only \$59.95. Also available, Model PH-4933, with single full-range speakers. Only \$39.95.

For complete information write Pickering & Co., Inc., Dept. F, 101 Sunnyside Boulevard, Plainview, New York 11803.

 **PICKERING**

*"for those who can **hear** the difference"*

No matter what shape your living room's in, the SQ Quadraphonic system can turn it into a concert hall.



Stereo gave you the directional information you needed to distinguish the instruments on the left from those on the right.

Quadraphonic sound gives you *that*, plus control over your room acoustics. You get concerts, not as they sound in your living room, but as they sounded in the concert hall.

And, of course, with SQ you get all the other advantages of the leading quadraphonic system.

Buy an SQ record and play it in stereo, if you like. It's completely compatible.

Choose SQ 4-channel equipment from over 50 different famous brands — and don't think you're trying something experimental, either. There are over half-a-million SQ units in circulation.

Choose recordings from among the musical greats — over 100 albums by Bernstein, Boulez, Santana, Andy Williams, Percy Faith and more, with soon-to-be released albums by Barenboim, Zukerman, Stern, and an amazing "Monster Concert" album that will show you just what it's like to have a concert hall — in your living room.



MQ 31520

CQ 31247

CQ31610

M2Q 31398
A 2-record set

SO On Columbia
*Quadraphonic
Records

*A trademark of Columbia Broadcasting System, Inc.

Also available on tape

IF YOU TELL THEM THE NAME IS SANSUI—THEY LISTEN



AND IF THEY LISTEN—THEY BUY

Because the Sansui name has come to stand for the highest reproduction standards in home equipment, you'll have no problem getting customers to give these truly new speakers a fair hearing. That's all we ask, and all you'll ask. These speakers that speak for themselves will do the rest of the job.

The new AS series embodies everything that has given acoustic-suspension types their deserved prominence. But they also incorporate the usual "Sansui difference" — the extras that produce a definite audible improvement thanks to new state-of-the-art design limits. Like the new woofer cones blended of selected pulp and wool, then impregnated with a custom compound for unusually well-damped sound. Like leakproof, mitred-joint cabinets of super-hard wood panels filled with special sound-absorbent material for lowered resonances — and almost unbelievable extension of low-frequency response. Like newly developed cone tweeters with excellent transient response and widened dispersion characteristics.

They'll sell themselves if you let them.

AS100: 2-way system with 10" woofer and 3" tweeter. Response: 45 to 20,000 Hz. Peak power: 40 watts.

AS200: 3-way system with 10" woofer, 6.5" midrange and 3" tweeter. Response: 40 to 20,000 Hz. Peak power: 50 watts.

AS300: 3-way system with 12" woofer, 6.5" midrange and 3" tweeter. Response: 35 to 20,000 Hz. Peak power: 60 watts.



SANSUI ELECTRONICS CORP.

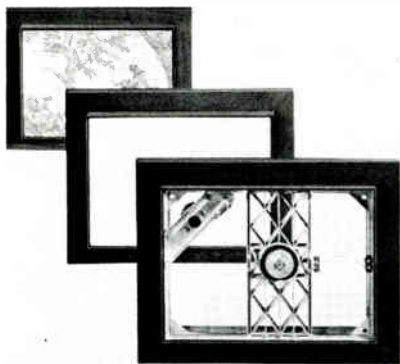
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SANSUI ELECTRIC CO., LTD., Tokyo, Japan • Sansui Audio Europe S. A., Antwerp, Belgium

WINTER SHOW PRODUCTS

Fisher: sound panels

MODEL: Sound Panel **PRICE:** \$138
SOURCE: Fisher Radio, 1140 45th Rd.,
 Long Island City, N.Y. 11101

Fisher's omnidirectional wall panel speakers use a high density acoustical polymer diaphragm activated by high and low frequency drivers. The unit radiates sound in a 360 degree area. Eight fabric panel designs are currently available.



Specifications for the unit are reported as: impedance, eight ohms; minimum power requirement, eight watts RMS; maximum power capacity, 25 watts RMS; dimensions, 29-3/4" x 23-3/4" x 2-3/4".

Yamaha: receiver

MODEL: CR-700 **PRICE:** \$330
SOURCE: Yamaha International Corp.,
 6600 Orangethorpe Ave., Buena Park,
 Calif. 90620

Yamaha's Model CR-700 receiver comes with pushbutton function controls for tape monitor, aux, phono, FM muting, FM/AM selection, power and speaker selection. The unit also features



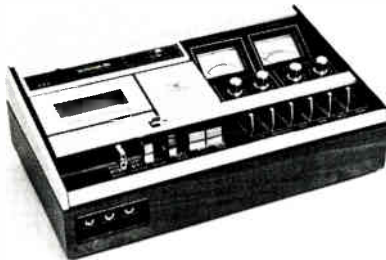
low and high filter, loudness control, signal strength tuning meter and illuminated channel indicator.

Yamaha specifications include: output 80 watts RMS, both channels driven; sensitivity, 1.7 uV (IHF); harmonic distortion, 0.2% mono and 0.4% stereo; and s/n ratio, 70 dB.

Wollensak: Dolby deck

MODEL: 4765 **PRICE:** approx. \$300
SOURCE: 3M Company, St. Paul,
 Minn. 55101

The Model 4765 cassette recorder just introduced by 3M features Dolby noise reduction for cassette record/play and decoding FM broadcasts for systems use, chromium dioxide and standard tape



switch with indicator light, mic/line mixing, pause control, twin VU meters, digital tape counter and headphone jack.

ESS: 4-ch. speakers

MODEL: Satellite 4 **PRICE:** \$525
SOURCE: Electrostatic Sound Systems,
 9625 Oates Drive, Sacramento,
 Calif. 95827

The Satellite 4 from ESS is designed for four-channel systems and is composed of one centrally placed tuned bass woofer and mid-range tweeter units in four separate enclosures. The bass unit,



with a 12-inch woofer, is powered by its own 100 watt RMS amplifier and has its own volume control. The mid-range tweeter units require as little as 15 watts each.

Panasonic: 4-ch. center

MODEL: RE-8840 **PRICE:** \$379.95
SOURCE: Panasonic/Matsushita, 200
 Park Ave., New York, N.Y. 10017

The Model RE-8840 from Panasonic is a four-channel, eight-track player with FM/AM/FM stereo radio and a built-in

four-channel balance (scope). The player may be converted to car use with an optional car bracket. The unit's four air-suspension speakers each contain an



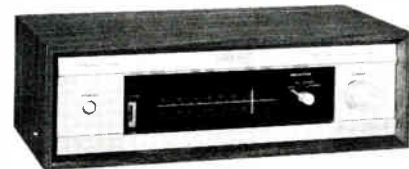
eight-inch woofer and a 2 1/2-inch tweeter.

The eight-track player features lighted program indicators and jacks are included for headphones, phono, tape, four-channel auxiliary, rec out and remote balancer.

Superscope: tuner

MODEL: T-208 **PRICE:** \$89.95
SOURCE: Superscope, Inc., 8150 Vine-
 land Ave., Sun Valley, Calif. 91352

The Model T-208 stereo tuner introduced by Superscope features pushbutton power switch, stereo indicator light,

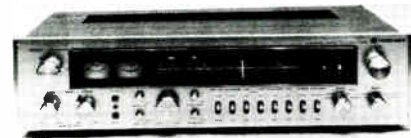


signal strength tuning meter, balanced flywheel tuning and slide rule dial with illuminated pointer.

Toshiba: receiver

MODEL: SA-504 **PRICE:** \$499.95
SOURCE: Toshiba America, Inc., 477
 Madison Ave., New York, N.Y. 10022

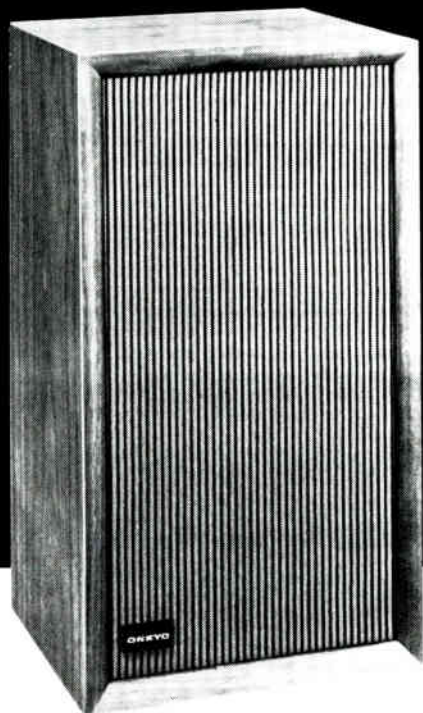
Toshiba's Model SA-504 four channel receiver can handle discrete, SQ or matrix inputs and features twin earphone jacks, separate rotary bass and treble controls for front and rear channels,



front and rear speaker controls and silver toggle-like function switches.

Reported specifications for the Model SA-504 include: output, 30 watts RMS, four channels driven across eight ohms; and tuner frequency response, 20-15,000 Hz.

What is there about the Onkyo Model 15 Speaker System that you must hear?



Plenty.

There's no question about it. The Model 15 Scepter Speaker System is the cleanest sounding, most uniquely well-balanced speaker you may ever hear . . . in its class. It's equally at home with Moody Blues, Bernstein's

"Mass", or hard "Rock" as it is with a Wagnerian opera. Onkyo's outstanding ability to recreate instrumental and vocal definition with utmost integrity is clearly evident. And, the virtually distortion-free, transparent response is something you must experience!

The Model 15 is a 3-Way linear suspension system with 10" Woofer, Super-Hard Duraluminum Dome Mid-Range and Dome Tweeter. We rated it 40 watts, but it doesn't mind being pushed. Like all Onkyo's speakers, it features our exclusive, integrated, RC filter crossover network for excellent transient response and smooth transitions at the crossover points. The overall quality of design and construction . . . the craftsmanship, is far superior to any competitive system! Audition the Model 15. Compare it to others. It is one of five Onkyo Scepter Speaker Systems exemplifying "Artistry in Sound".



and it's only \$149⁹⁵

WE GUARANTEE THAT PRODUCT PERFORMANCE
WILL MEET OR EXCEED PRINTED SPECIFICATIONS

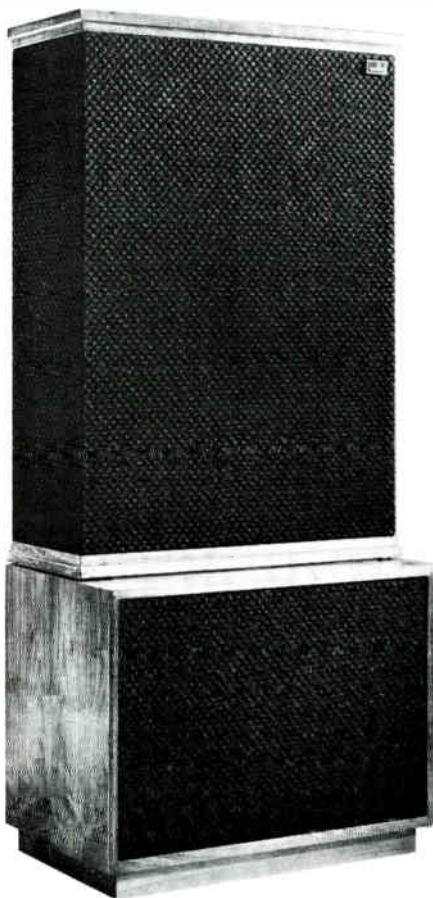
ONKYO
Artistry in Sound

Mitsubishi International Corp./Onkyo Sales Section
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AURALINEAR SPEAKERS

... from the people who brought you the DC300

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Crown area sales managers (219) 294-5571

Introducing the first loudspeakers worthy of the CROWN name . . . Auralinear Speaker Systems. Four models of electrostatic hybrids that cover the entire high end market, from \$335 to \$1165 per unit. This speaker line is as far ahead of the average speaker on the market as the DC 300 was ahead of other amplifiers when it was introduced.

Most audiophiles recognize that the electrostatic speaker has had the potential for the finest response and lowest distortion of any speaker design; however, it always suffered from three major weaknesses:

1. It could not deliver realistic sound pressure levels, especially at low frequencies.
2. The elements themselves were fragile and subject to random failure.
3. They exhibited poor dispersion characteristics.

In our work over the last two years, all of these problems have been beautifully resolved. Now we can offer to you a new dimension in sound accuracy which we call Auralinear, a marriage of unique wideband electrostatic radiators with special acoustic suspension woofers.

Whenever Crown undertakes a product design, the goal is to deliver the most accurate sound reproduction possible. In the Auralinear electrostatic design, you will be able to hear clear high frequencies with none of the crackling, frying sounds that characterize many of today's electrostatics. It is an honest sound that is "head and shoulders" above other speakers in the most difficult comparison of all - live vs. recorded sound. This difference was dramatized at a recent IHF show when three blind audiophiles dropped in on an Auralinear demonstration. "This is the first time we have heard instrumental reproduction that is so real we cannot tell it from a live orchestra," they unanimously exclaimed. This is what we mean by honest sound.

The people who brought you the DC300 and IC150 are now happy to supply Auralinear Speaker Systems to the finer audio specialists. Crown - charting new horizons in the science of audio reproduction. Crown International, Box 1000, Elkhart, Indiana, 46514.



CROWN

Made Only in America

JVC: cassette deck

MODEL: CD-1668 PRICE: \$269.95
SOURCE: JVC America, Inc., 50-35
56th Rd., Maspeth, N.Y. 11378

JVC's Model CD-1668 cassette deck features automatic noise reduction system (ANRS), built-in bias and equalizer changeover switch, hysteresis synchronous motor drive, auto eject and auto



stop, memory counter, digital tape counter, twin VU meters, and slide record controls.

Specifications for the Model CD-1668 are reported as: frequency response, 30-19,000 Hz (chrome tape) and 30-16,000 Hz (normal tape); s/n ratio, 50 dB at 1,000 Hz without ANRS, 45 dB at 1,000 Hz with ANRS; wow and flutter, 1.13% RMS; and crosstalk, 60 dB at 1,000 Hz.

The ANRS is said to be interchangeable with the Dolby system of noise reduction.

RCA: car players

MODELS: 12R600, 12R800, 12R301
PRICES: \$115.95, \$119.95, \$64.95
SOURCE: RCA Parts and Accessories,
Deptford, N.J. 08096

The Model 12R600 from RCA combines an eight-track player with an FM radio. The unit features program control, track indicator lights, volume, tone and balance controls, and AFC.



RCA's Model 12R800 four-channel eight-track has slide volume and tone controls, slide balance control, program indicator lights and selector button.

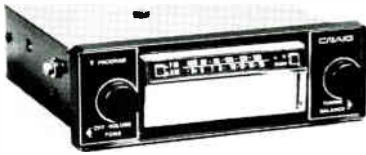
The Model 12R301 has automatic channel switching, pushbutton program selection, program indicator lights, tone control and slide balance control.

The units can be installed with the RCA "Quick Release" bracket for easy removal and home use with the RCA home converter.

Craig: AM/FM/8-Tk.

MODEL: 3128 **PRICE:** n.a. **SOURCE:** Craig Corp., 921 West Artesia Blvd., Compton, Calif. 90220

The Model 3128 AM/FM/eight-track features always-on automatic frequency control, automatic or manual program change, pushbuttons for AM/FM,



stereo/mono, program change, and separate controls for tuning, volume, tone and balance.

Inserting a cartridge automatically turns off the radio and starts the tape.

Sony: clock-cassette

MODEL: CF-800 **PRICE:** \$199.95 **SOURCE:** Superscope, Inc., 8150 Vine-land Ave., Sun Valley, Calif. 91352

Sony's CF-800 cassette-corder with AM/FM radio and digital clock can be set for timed play at low volume with automatic operation programmed at

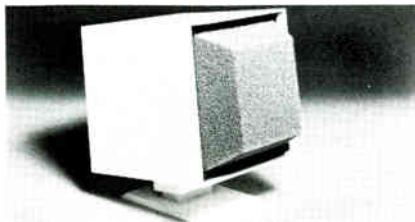


high volume. The unit also features end-of-tape shut off, slide volume and tone controls, digital tape counter, microphone, earphone and cassette.

Sound West: speakers

MODEL: Indoor/Outdoor **PRICE:** \$14.95 **SOURCE:** Sound West, Inc., 14201 Bessemer, Van Nuys, Calif. 91401

The new indoor/outdoor speaker line offered by Sound West comes in round, square and octagon shapes with lift out foam grilles. The 6" x 7½" x 7" speakers



weigh two pounds and are corrosion proof. Grill colors include rust, sea blue, desert gold, black or white. The enclosures are available in white only.

Your customers have some questions about 4-channel? We have the answers.



EVX-44 Four-Channel Universal Decoder \$99.95 suggested retail

Q. With so many different matrix encodings (E-V, SQ, QS, Dyna, and all the rest) how do I know which decoder to buy?

A. Simple. Choose the new EVX-44 Universal Decoder. It plays ALL matrixes accurately without switching, no matter how they are made.

Q. The EVX-44 has an extra Separation Enhancement circuit. Why?

A. To keep a soloist firmly in the front of the room by increasing center-front to back isolation to as much as 18 dB (at the cost of some back left-right separation). The enhancement is automatic and unobtrusive, acting only when the center soloist is performing. It can also be switched "on" continuously or "off" completely if preferred. The circuit works equally well with all encodings and even with 2-channel stereo records.

Q. What if so-called "discrete" records become popular? Won't I be wasting my money buying a matrix decoder now?

A. Not at all. Major record companies are firmly committed to matrix four channel. In addition E-V decoders enhance 2-channel sources, adding a feeling of ambience and dimension that is rivaled only by actual 4-channel material. Discrete demodulators can't do this. After all, 2-channel records, tapes, and FM won't disappear overnight, no matter what happens with 4-channel sound. Our decoders can even "enhance" the main channels of discrete 4-channel recordings. So your E-V decoder will be useful for years to come.

Q. Why does E-V offer two decoders?

A. Cost, mostly. The original EVX-4 is still a great bargain. It does an excellent job of decoding matrix records and is tops for enhancing 2-channel stereo. But the new EVX-44 does a more accurate job with all matrixes, and it has the separation enhancement circuit. It's quite a bit more complex, hence more expensive. E-V thinks you should have a choice.

Q. I don't want to buy 2 stereo systems to get 4-channel sound. What should I do?

A. Choose the EVR-4X4 4-channel AM/FM receiver. It has everything including the Universal Decoder circuit built right in. Simply hook up 4 loudspeakers (hopefully E-V!) and whatever tape or record players you prefer, and play.

**When it comes to 4-channel . . . there's no question about it.
Electro-Voice moves the market!**

ELECTRO-VOICE, INC., Dept. 132B, 607 Cecil Street, Buchanan, Michigan 49107
In Europe: Electro-Voice, S.A., Römerstrasse 49, 2560 Nidau, Switzerland
In Canada: EV of Canada, Ltd., Gananogue, Ontario

a **Gulton**
COMPANY

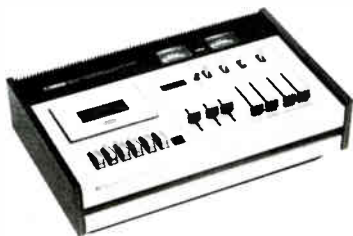
ElectroVoice®

WINTER SHOW PRODUCTS

Yamaha: Dolby deck

MODEL: TB700 **PRICE:** \$289
SOURCE: Yamaha International Corp.,
 6600 Orangethrope Ave., Buena Park,
 Calif. 90620

The Model TB700 Dolby deck from Yamaha features pushbutton function controls, pause control, slide record and volume controls, variable speed control,



three-position tape selector for low-noise, chromium dioxide and standard tape, DC servo motor, automatic stop, twin VU meters and digital tape counter.

Reported specifications for the Model TB700 include: tape speed, 1 7/8 ips; wow and flutter, 0.15% weighted RMS; s/n ratio, 48 dB without Dolby and 58 dB with Dolby; and frequency response, 30-13,000 Hz, standard tape and 30-16,000 Hz, chromium dioxide tape.

Motorola: car unit

MODEL: TF852AX **PRICE:** \$199.95
SOURCE: Motorola, Inc., Automotive Products Division, 9401 West Grand Ave., Franklin Park, Ill. 60131

The Model TF852AX from Motorola contains an AM/FM/FM stereo radio and an eight-track player in a panel-



mounted unit. It features track indicator lights, pushbutton controls for on/off, radio, tape, FM and AM, and local and distant reception.

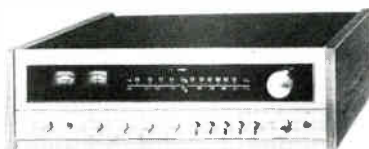
Speakers for the TF852AX are available at additional cost.

Hitachi: receiver

MODEL: SR-1100 **PRICE:** \$419.95
SOURCE: Hitachi Sales Corp. of America, 48-50 34th St., Long Island City, N.Y. 11101

Hitachi's Model SR-1100 receiver features loudness switch, low and high filter, mode, tape monitor, FM muting, front panel microphone jack, headphone jack, signal-strength and center-of-channel tuning meters, and stereo indicator light.

Specifications for the Model SR-1100 include: output, 110 watts RMS, both channels driven across eight ohms; sen-



sitivity, 1.6 uV (IHF); distortion, 0.3% mono and 0.8% stereo at 1,000 Hz; and s/n ratio, 70 dB.

Audioanalyst: spkr.

MODEL: A-200 **PRICE:** \$225 East Coast, \$239 west of the Mississippi
SOURCE: Audioanalyst, Inc., P.O. Box 393, Bristol, Conn. 06010

Audioanalyst's Model A-200 is a sealed four-way speaker system with a 12-inch woofer, five-inch midrange, 3 1/2-inch tweeter and two angled two inch super



tweeters. The unit features 180 degree dispersion and level controls allow mid-range and tweeter adjustment. The oiled walnut cabinet measures 27 x 15 x 12 3/4 inches.

Kenwood: receiver

MODEL: KR-5200 **PRICE:** \$349.95
SOURCE: Kenwood Electronics, 15777 South Broadway, Gardena, Calif. 90248

Kenwood's Model KR-5200 features inputs for two tape decks with jacks for one on the front panel, pushbutton con-

trols for high and low filter, loudness, FM muting and tape monitor, stereo indicator light and signal strength tuning meter.



Kenwood specifications include: output, 30 watts per channel, both channels driven across eight ohms; frequency response, 20-20,000 Hz; sensitivity, 1.8 uV (IHF); and capture ratio, 2.0 dB.

Sanyo: 8-Tr. deck

MODEL: RD-8200 **PRICE:** \$139.95
SOURCE: Sanyo Electric, Inc., 1200 W. Walnut St., Compton, Calif. 90220

The new Model RD-8200 eight track deck is designed for both two- and four-channel tapes. It has a 2/4 channel head and four preamplifiers. An auto-



matic sensing system determines playback circuitry depending on whether a two-channel or four-channel cartridge is used.

Grundig: receiver

MODEL: RTV 250 **PRICE:** \$129.95
SOURCE: Grundig Electronic Sales, Inc., 355 Lexington Ave., New York, N.Y. 10017

The RTV 250 offered by Grundig comes with two "air-suspension" speaker systems and features vertical slide rule blackout dial, slide controls



for treble, bass, balance and volume, pushbuttons for power and functions, headphone jack and walnut cabinet.

Two 10" x 16" x 6" speakers contain a 6 1/2-inch woofer and a 2 1/2-inch tweeter with a 9-foot cable.

BEHIND EVERY NEW HARMAN/KARDON RECEIVER THERE'S A SWITCH THAT MAKES IT SELL FASTER.

Behind every new Harman/Kardon receiver there's a switch that changes stereo to 4-channel. And vice versa.

Which is no big deal when you consider other 4-channel receivers will play stereo too.

What is the big deal is the way our switch does the switching.

And the sound you get because of it.

When you switch other receivers to stereo, you literally disconnect the two back channels and the amplifiers that power them. So if a receiver was 60 watts in 4-channel, it becomes a threadbare 30 in two. Or something considerably less than full-powered stereo.

With the new Harman/Kardon receiver, your customer does better.

It has a unique bridging circuit that combines the power from four channels into two. For example, from 18 watts RMS per channel in 4-channel, our 75+ more

than doubles to 45 watts RMS per channel in stereo. So it's not only full powered, but sounds as good as the best stereo receiver available.

(In fact, it's practically indistinguishable from the stereo receiver many regard as the best available—the H/K 930.)

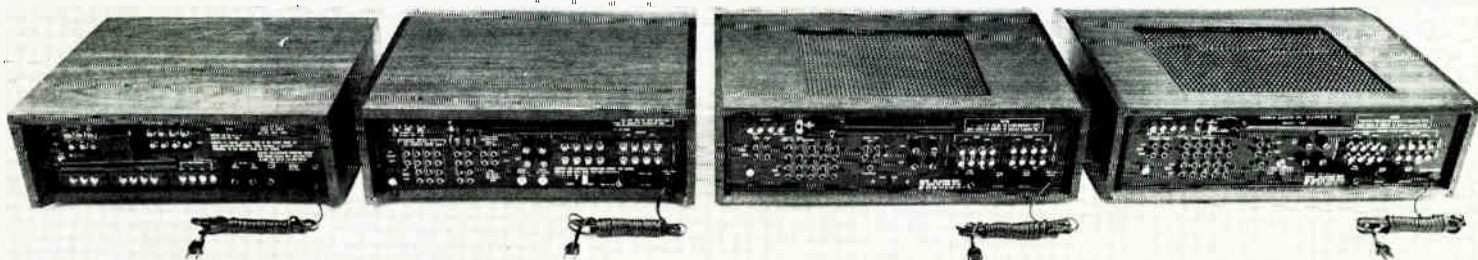
So our little switch offers your customers a lot less to make up their minds about.

If they want 4-channel sound, they get better stereo sound than any other 4-channel receiver can offer, as a bonus.

And if they want stereo, they get sound equal to the best stereo system available. With the option to switch to 4-channel as a bonus.

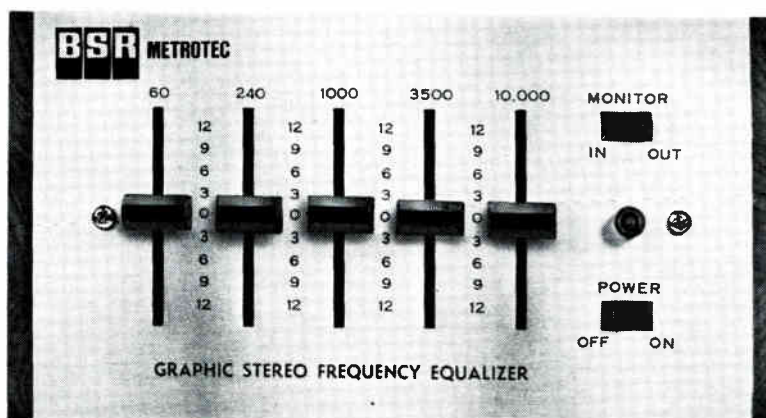
In all, our switch can help you sell four new Multichannel receivers faster. The Harman/Kardon 50+, 75+, 100+, 150+. For complete details, write Harman/Kardon Inc., 55 Ames Court, Plainview, N.Y. 11803*

harman/kardon
the music company



He'll skip the rent, miss some meals, maybe hock his guitar.

But somehow he'll come up with the hundred bucks.



(The Frequency Equalizer. It completes the system.)

If you'll let a customer play with a BSR-Metrotec Frequency Equalizer, he'll buy it. Because it simply does more than anything else he can buy to improve the sound of his stereo system. It's useful, it's fun, and your customer can see and hear it work.

The Equalizer dramatically sells itself, by letting the customer become an active participant in playing the music, not just listening to it. When he slides the levers he makes real things happen. The music really changes.

With the BSR-Metrotec Equalizer, your customer will hear music—probably for the first time in his life—exactly the way *he* likes it, and he won't settle for less ever again.

He'll have to have it! The improvement in sound is that obvious. That important to him.

An equalizer is an extra sale with every system. It'll make an inexpensive compact with small speakers sound hundreds of dollars better; and add an extra measure of flexibility and control to the most exotic component system.

Operation is simple enough for any stereo neophyte, and the circuitry is sophisticated enough to impress the most demanding audiophile.

The BSR-Metrotec Frequency Equalizer. It completes any stereo system. It gives its operator control over everything. He can re-engineer a record, re-design his speakers, compensate for bad room acoustics and equalize old records and radio show tapes just by sliding some levers.

The BSR-Metrotec Equalizer can make speakers located in the wrong part of the room sound right. It'll equalize a recorder for different tape formulations, make a mediocre phono cartridge sound good and a good one sound better.

Your customer can use it to make sound effects for home movies, tailor frequency response to different listening levels, eliminate tape hiss and record noise, and balance the sound for good fidelity with a room packed with people.

It will do other things too, and your customer will love discovering them. It's the perfect add-on sale for every system, and the perfect answer to the browser who asks "what's new?"

The BSR-Metrotec FEW-1 Frequency Equalizer. The most demonstrable \$100 add-on sale you can make.
BSR (USA) Ltd.,
Blauvelt, N.Y. 10913.

BSR
METROTEC

So You think You've seen and heard it all... right? wrong!

Because AKAI has the newest, most remarkable stereo products ever to enter the market.

You may think it's difficult to add to a line which is already the most complete in its class. But AKAI has done it. With products that are truly innovative... exciting... **really** new. Unavailable until now.

The new AKAI line is the most salable ever—designed for rapid turnover. With a dealer margin that can't be beat.

The unveiling will be at the Winter Consumer Electronics Show in Chicago. January 12th through 16th. Suites 613A-614A-615A at the Conrad Hilton.



AKAITM

AKAI America, Ltd./2139 E. Del Amo Blvd.,
Compton, California 90220

Until you've seen AKAI, you haven't seen anything.

LETTERS

Can Dept. Stores Sell Hi-Fi?

Minneapolis, Minn.

I do not agree with Bernie Mitchell's comments concerning distribution to

department stores, printed in your November issue.

Mr. Mitchell attacks department stores for treating hi-fi as "a seasonal business," and states that "a shoe buyer has to handle hi-fi," and that "the problem is both an incompetent buyer and an incompetent seller."

I agree, this has been the case in the past and is still the case with many department stores. What disturbs me is Mr. Mitchell's refusal to recognize the fact that department stores can sell hi-fi if the proper marketing approach is used.

The following is what we have done at Dayton's:

1) Developed a separate management staff whose function is to train the commission salesmen. This staff has spent over a year developing a trained sales force, all before our Soundtrack hi-fi department was introduced. This has been followed by close evaluation of the performance of these hi-fi salesmen, further training, and weeding out where necessary. Our men are well paid, as evidenced by the fact that we are hiring men away from competitive hi-fi stores.

2) A capital investment program, which already has seen remodeling of two departments and which calls for the complete remodeling of two more departments next spring. We will and do have sound rooms in these new areas.

3) An aggressive advertising and merchandising program which has enabled us to be a factor in the hi-fi market after three months.

We at Dayton's are in the unique position in that we know the strength of the "low-fi" or compact market through the results of our past merchandising efforts.

How many people in the hi-fi industry realize that many customers can be stepped from a \$188 compact to a hi-fi system by a competent salesman? The department stores sell to a different customer than the specialty audio store. The specialty customer has qualified himself by the very fact that he has found and entered the store. The department store customer doesn't know what kind of sound a pair of Bose speakers can put out, and when we demonstrate the speakers he will never again be satisfied by what he has at home. This customer will never enter a specialty store as the specialty store cannot reach him.

How has the "low-fi" industry grown from nothing five years ago to larger than the hi-fi industry today?

I believe the strength and vitality of the "low-fi" market is due to the tremendous demand for better sound. It is to the hi-fi industry's shame that they have not captured more of this market.

I think that the hi-fi industry will enjoy strong, exciting growth, and this growth will be spearheaded by open-minded, innovative hi-fi resources that are currently present. The parochial marketing philosophy which I have encountered, characterized by Mr. Mitchell's comments, will hinder this growth.

Paul Geenen
Soundtrack
Dayton's

(Letters continued on Page 24)



Sound is to the audiophile what salt is to pepper, diamond's to a girl, or an oasis to a desert. Each has a most important relationship. That's why an audiophile, a real sound expert prefers TRUSONIC JR-200M's magnificent studio quality reproduction. Clean, undistorted sound from this 12" 3-way speaker system again demonstrates the incomparable electronic technology of TRUSONIC. THE PRICE? You

can pay twice as much, but you won't find a better studio quality system. Write TRUSONIC for complete information on JR-200M.

Just a few of JR-200M's impressive engineering features are 12" woofer for distortion-free low frequency bass performance 5" mid-range speaker for clean voice and horn reproduction, and a horn-loaded dome radiator tweeter for high frequency. A carefully engineered crossover network, plus individual level controls to adjust midrange and tweeter sound independently, are included. Size is: 24" x 15 1/4" x 12" deep. Finish: Hand-rubbed oil finish, Walnut veneer.

NET \$149.95



1100 E. Franklin Street, Huntington, Indiana 46750
West Coast Facility: 4950 Santa Anita Ave.
Temple City, California 91780

At Pilot, great specs are only the beginning.

No dealer likes to see the customer he sold yesterday come through the door today with a faulty piece of equipment in his arms.

It's an expensive headache for everyone.

But there is a solution to the problem. It's simple. Just sell components that work the first time out of the box.

Pilot does just that.

Pilot components are built to such close tolerances and with such tight quality control that for all intents and purposes failure is a thing of the past.

Take the new Pilot 254 stereo receiver. Every 254 that comes off the line is painstakingly checked and rechecked, undergoing

over 30 separate tests.

And because Pilot quality control is so stringent, it also means that each 254 meets or exceeds every one of its published specifications.

Since Pilot engineers demand margins of performance and reliability that far exceed ordinary production standards, you sell components that stay sold. Components that work the first time they're used and for years to come.

For complete information on the entire Pilot line and the name of your nearest Pilot rep write: Bill Hooper, Pilot, 66 Field Point Road, Greenwich, Conn. 06830.

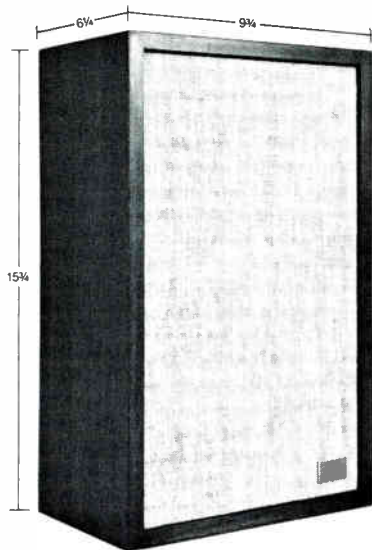
The end is equipment that sells and stays sold.

The Pilot 254 Stereo Receiver \$429.90.*

*MANUFACTURER'S SUGGESTED RETAIL PRICE



A SUBSIDIARY OF NATIONAL UNION ELECTRIC CORPORATION



AR-7

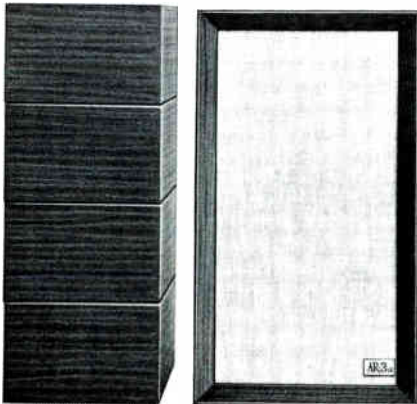
a new standard of excellence in a speaker of small size

The AR-7 is the smallest speaker system Acoustic Research has ever designed. It is purposely small.

Recognizing the space demands imposed by four channel stereo music systems, AR decided to develop a small speaker to permit installation in areas where our larger speakers are not appropriate. At the same time, this speaker must offer the extended range usually associated with speakers of much larger dimensions.

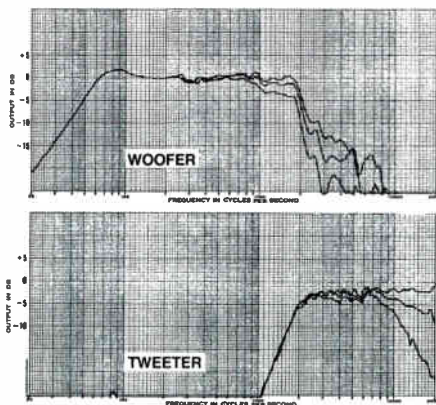
That the AR-7 has achieved both design objectives is clearly evident.

The size ($9\frac{1}{4} \times 15\frac{3}{4} \times 6\frac{1}{4}$) is such that four AR-7's occupy less cubic volume than a single AR-3a.



The accuracy of the sound is such that we show these power response curves

and guarantee each AR-7 speaker to match the curves within ± 2 dB. Such accurate, full frequency range performance from an enclosure of this size did not come easily. It required years of development and state-of-the-art technology.



The woofer of the AR-7 uses such advanced design and manufacturing techniques that its low frequency response extends substantially below that of competitive speakers of far greater size.

The tweeter of the AR-7 is similar to the tweeter used in the highly acclaimed AR-6. It produces smooth, wide dispersion sound. Both the woofer and the tweeter use high temperature voice coils, permitting higher power handling capability.



Though the AR-7 was designed primarily with four channel stereo installations in mind, its accurate wide frequency response makes it a wise choice for high quality two channel stereo systems.

At \$60.00 (List) each, you can provide your customer with superb AR sound for less than ever before. Because of the small size, you'll find it far easier to sell four channel systems that really sound better without taking up much space.

We think you'll get excited again when your AR rep demonstrates the 7's. So will your customers.



Acoustic Research, Inc.
24 Thorndike St., Cambridge
Massachusetts 02141

What makes you so sure there will be a tomorrow?

Only after experiencing the phenomenon of the dawn of a new day over and over again do we take for granted that there will be a tomorrow. You may call it faith and trust. But faith and trust is a hard combination to beat. Maybe that's why so many progressive audio dealers have come to rely on Pioneer as a primary source of supply.

We've built our reputation on performance. Performance of reliable service. Performance of quality

products. Performance of dedicated people.

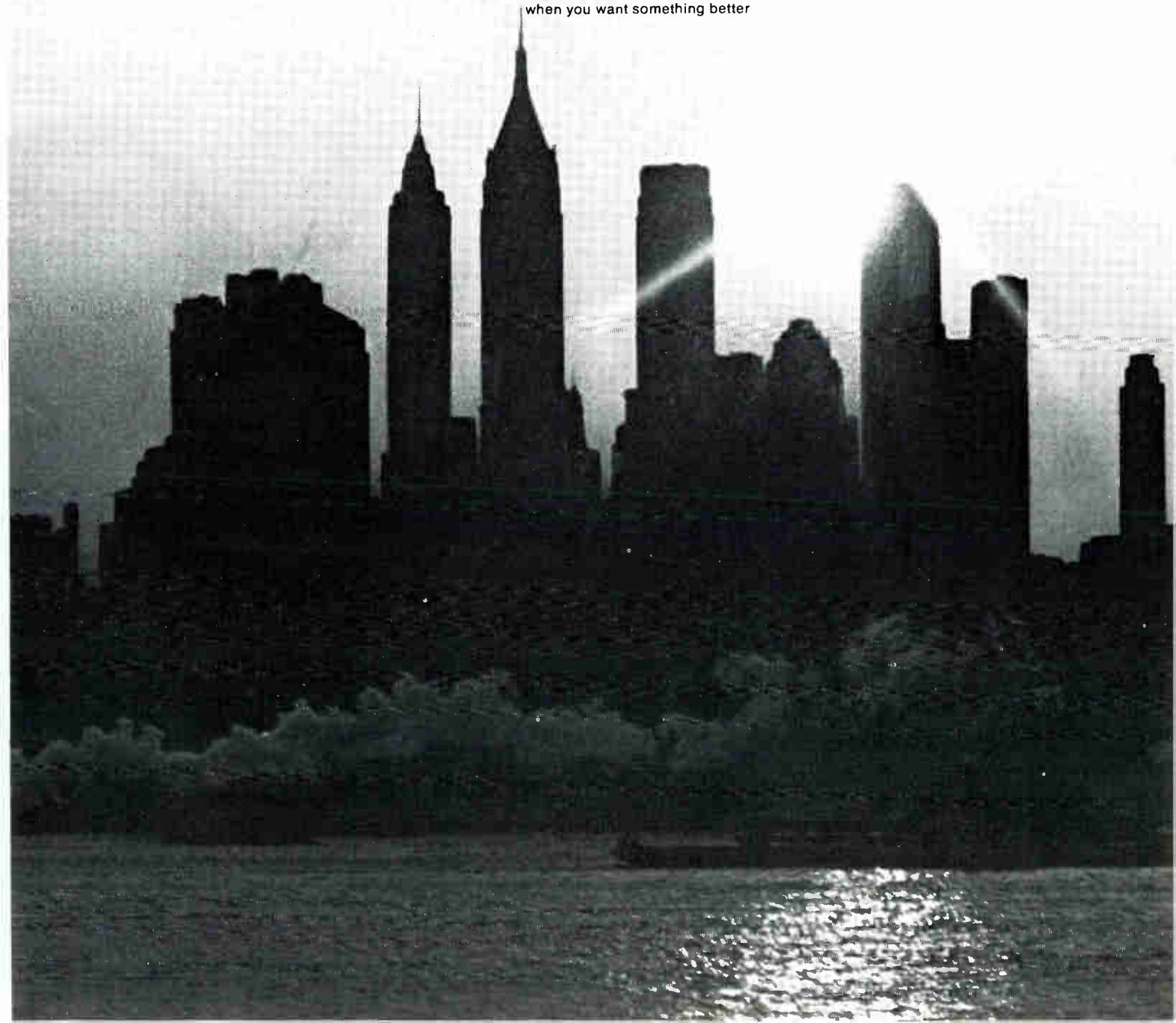
Combine all this with three giant computerized warehouses packed with complete inventories of the industry's most diversified and respected products, and you realize why Pioneer dealers are not only certain there will be a tomorrow, but are looking forward to it with complete confidence.

The biggest selling season in years is about to start. If you're

looking for a company and a product line you can consistently depend on, why not call us today. Make sure there's a tomorrow.

U.S. Pioneer Electronics Corp.,
178 Commerce Rd., Carlstadt,
N.J. 07072 (201) 935-4300.
West: 13300 S. Estrella Ave.,
Los Angeles 90248 (213) 323-3101.
Midwest: 1500 Greenleaf Ave.,
Elk Grove Village, Ill. 60007
(312) 593-2960. Canada: S. H. Parker
Co., 67 Lesmill Rd., Don Mills, Ont.

 **PIONEER**[®]
when you want something better



LETTERS

Standards In Advertising

Editor's note: The following is a copy of a letter from Pioneer president Bernie Mitchell to Sylvania, whose recent ad compares its receiver products to that of established component manufacturers.

Carlstadt, New Jersey

Pioneer has, as you would expect, watched with great interest as you (GTE Sylvania) have placed your new receiver ad in many of the nation's leading publications. Your ad contains some dis-

tortions of actual truth, and as such, it involves some risk on your part which I'm sure you appreciate.

It has always been Pioneer's policy to understate our power on our specification literature to assure that every unit sold meets or exceeds our published specifications. We have also tried to state amplified power in every possible way so as to minimize confusion and to assure fair comparison — at least fair comparison with other manufacturers who state specifications honestly. By this I mean that we state: 1) IHF wattage at 4 ohms; 2) IHF wattage at 8 ohms; 3) continuous power at 1 KHz, single channel driven; 4) continuous power at 1 KHz, both channels driven; 5) both of the above at 8 ohms and both of the above at 4 ohms; 6) power output in the range of 20 to 20 KHz single channel; 7) power output at

20 to 20 KHz both channels driven, and 8) both of the above at 4 ohms and both of the above at 8 ohms.

In checking and testing your receivers, we seem to detect that you have selected your own most favorable rating (you do not state both channels driven or single channel driven) and also that you have selected Pioneer's both channels driven specification. The fact that you did not totally define your basis for comparison creates what I am advised is a serious legal problem. The fact that you took our very conservative published specification and did not bother to test it creates another very serious legal situation. The fact that you drew a conclusion that is not necessarily supported by the data presented — "any choice but a Sylvania has to be a second choice" — also creates a very serious legal situation. This conclusion is justified only if all of your specifications are independently tested and honest, and only if style, reliability, features and many other criteria are not relevant, which they are.

The high fidelity industry would be anxious to welcome new participants and Pioneer would be happy to have you as a competitor if we felt your interest was in making a contribution to the industry, the state of the art, the growth of high fidelity or even in being an honest contributor. But if your interest is, as it seems, to attempt to sell product by destroying the credibility of your competition or by discrediting years of research and technology and integrity by distortion and oversimplification, then your arrival on the scene will be met as a challenge which we are perfectly competent to meet.

If in fact we decide to test your ad in court and have you prove the validity of your claim, we will annex as part of that suit that you will have to communicate a retraction to as many people as have seen this ad times three. I will not do anything through our legal department until I hear your reply.

Bernard Mitchell
President
U.S. Pioneer

* * * *

If we don't have a common ground for arriving at equipment standards, then the problems such as this between Sylvania and its competitors (Pioneer, etc.) will never be resolved. And the cynicism that exists in the minds of the dealers because of situations like this, will be intensified.

The only way to overcome the problem will be for the IHF to firmly address itself to standards, as more of the same will be coming as the mass market giants develop programs for our industry.

— The Editor

DEALER INVITATION FREE ADMISSION PASS

Save time by receiving badge and hotel reservation form in advance. Please enclose your business card or letterhead if possible.

- 1973 WASHINGTON HI-FI SHOW**
February 9, 10 and 11, 1973
- 1973 MIAMI HI-FI SHOW**
March 23, 24 and 25, 1973

Check one or both and mail to:

HIGH FIDELITY MUSIC SHOW, INC.
P.O. Box 67, New Hope, Va. 24469 • Phone (703) 363-5836

Name _____

Company _____

Address _____


_____ Zip _____

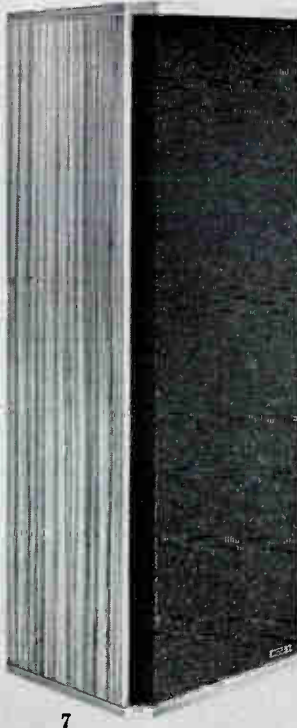
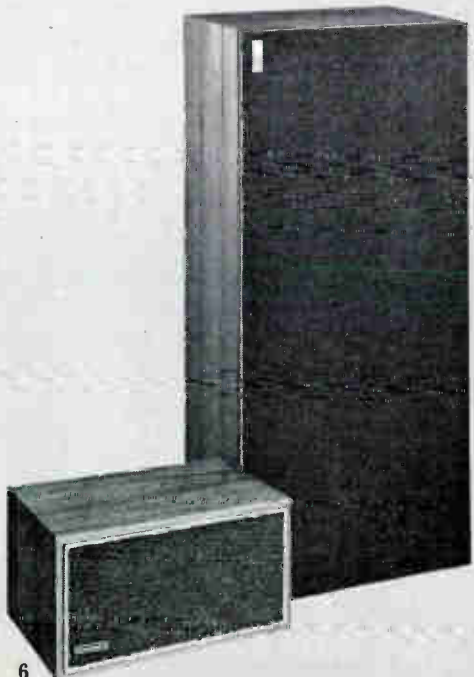
Telephone: (Code): _____ / _____

73-6

The Sound of Celestion



Celestion 



Hervic
ELECTRONICS, INC.

1508 Cotner Avenue / Los Angeles, California 90025
Phone (213) 478-5086

Celestion Presents The Ditton Series — Ditton High Fidelity Loudspeakers offer the ultimate sound experience for the perfectionist. Master British craftsmanship combined with nearly half a century of expertise in precision engineering ensure the quality for which Celestion is world renowned. Celestion offers you a choice of 7 loudspeakers... from miniature to full studio size.

1. CELESTION "COUNTY" — Celestion's newest speaker system featuring their exclusive pressure dome mid-range unit and IIF 1300 tweeter with a fine, matching coil bass unit and crossover network. 25 Watts. 19" x 10" x 9 1/2"
2. DITTON 25 — Ultra wide response 20 Hz to 40 K Hz using 1 HF 2000, 2 HF 1300's, massive bass speaker plus A.B.R.* 60 Watts. 32" x 14" x 11"
3. DITTON 44 — Smooth response using 3 precision speakers, including HF 2000 as used by B.B.C., etc. 30 Hz to 30 K Hz. 44 Watts. 29" x 14 1/4" x 10"
4. DITTON 120 — Incorporating HF 1300, special bass driver and A.B.R.* 20 Watts. 17 1/4" x 9" x 7 1/4"
5. DITTON 15 — The famous high performance bookshelf loudspeaker. HF 13000, ultra linear mid-bass, A.B.R.* 30 Watts. 21" x 9 1/2" x 9 1/4"
6. DITTON 10 MARK II — True hi-fi sound from a tiny precision speaker. 20 Watts. 12 3/4" x 6 1/4" x 8 1/4"
7. DITTON 66 — Deluxe studio monitor floor enclosure incorporating new pressure dome mid-range unit and IIF 2000 super tweeter, A.B.R.* 80 Watts. 40" x 15" x 11 1/2"

*Auxiliary Bass Radiator

HERVIC ELECTRONICS INC.

1508 Cotner Avenue
Los Angeles, California 90025

Please send me full information and details on Celestion Ditton High Fidelity Loudspeakers.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

People News

George T. Saddler has formed **Electronic Homes Company**, which will manufacture, market and distribute a line of blank cassettes and



open reel tapes. For the past four years, Saddler had been the marketing manager for TDK Electronics Corporation, a subsidiary of TDK Electronics Company, Ltd., Japan.

* * * * *

George Benedetti is **Acoustic Research's** new vice president of manu-



facturing. He has been with the company since 1957 when he joined the firm as production manager.

* * * * *

Two new additions to the **Markman Company** find **Bob Begun** joining the outside sales force and **Mary Leahy** filling the post of sales secretary. Begun comes to the company after six years as a technical representative of the Marantz division of Superscope. Miss Leahy is a recent graduate of California State University.

* * * * *

The special products marketing division of **Car Tapes, Inc.**, Chatsworth, Calif., will distribute the **Jensen** line of automobile speakers to the automobile accessory aftermarket and recreational vehicle industry.

* * * * *



William Kist new VP sales at JVC

ABOVE: William P. Kist is the new vice president-sales for JVC. Kist, formerly director of sales for Fisher Radio, joins JVC to direct the sales promotion of the firm's new Laboratory Series, a high end specialty line, and a new high fidelity product group.

Mike Roth Sales, Van Nuys, California, is the new representative firm for **Irish Magnetic Recording Tape**. The outfit will carry the Irish line in Arizona, Hawaii, Southern California and southern Nevada.

* * * * *

Balatron Marketing, Inc., Arlington, Virginia, has been named **Bang and Olufsen of America** sales representatives for the Mid-Atlantic states.

* * * * *

The **UNIREP Organization**, Fort Lauderdale, Florida, is now handling **Lear Jet Stereo** for the state of Florida. The sales firm is headed by George Larkin and Edgar Smith.

* * * * *

Robert A. MacDonald has been named senior vice president of **GTE International's** entertainment products division. He joined the firm in 1971 as vice president of home entertainment products. Prior to that, he had been president of **Philco-Ford Canada** since 1964.

* * * * *

John Spellman has joined **Ampex Stereo Tapes** as special markets manager. He will operate out of the Elk Grove Village, Illinois, facility and be responsible for the development of premium, O.E.M., special product, direct mail and dealer direct programs.

(Continued on page 70)



Dual seminar at Harvey Radio

ABOVE (l to r): Ed Saumell, Sid Rothman and Murray Fink, of Stang Sales Corp., cover the highlights of the Dual line during a recent sales seminar held at New York's Harvey Radio. About 12 sessions have been held so far, with more scheduled for this and the coming months. The seminars are held in different marketing locations to allow area store salesmen to attend. The 35-minute slide, question and answer presentation covers manufacturing procedures and testing equipment used in the construction of Dual changers.

"A silent giant that's built to last - probably forever..."

Stereo & Hi-Fi Times

and other rave reviews about the Empire 598II Turntable.

"The feel of precision machinery ... rumble was inaudible ..."

Hi-Fi Stereo Buyers Guide

"No acoustic feedback even directly in front of loudspeakers."

Hirsch Houck Laboratories, Stereo Review

"Absolutely no speed error at either 33 $\frac{1}{3}$, 45 or 78 rpm."

High Fidelity

"The turntable suspension is almost impervious to jarring or bumping."

Audio Magazine

"Built to last ... gives great results."

FM Guide

Listening is believing — ask your hi fi dealer for a demonstration. Write for your free "Empire Guide to Sound Design."



World Famous Turntable Systems

EMPIRE SCIENTIFIC CORP.
Garden City, New York 11530



Now. Hear This.

And what you'll hear is the APL-16, a new reflecting speaker system that reproduces concert hall sound—from fundamental bass to the highest treble harmonics—without audible distortion.

Neither size, complexity, nor cost have been considered as design limitations in this elegant floor-standing enclosure. The speakers are identical, acoustically coupled, full-range 4½" high compliance drivers strategically placed within a single, airtight, infinite baffle. All 16 drivers are coupled in phase to a pure resistive Passive

Equalizer* designed to compensate for minute irregularities in their free response. Each driver operates simultaneously over the entire range of audible frequencies without any RLC crossover or dividing circuits which would induce phase shifts and distortions.

Not only is the APL-16 the ultimate in sound reproduction, but its elegant cabinetry represents the finest craftsmanship in the industry. Each of the uniquely styled units is solidly constructed to last a lifetime. The five vertical panels are covered with a rich brown grille cloth woven from pure monofilament nylon to assure acoustical transparency, and the

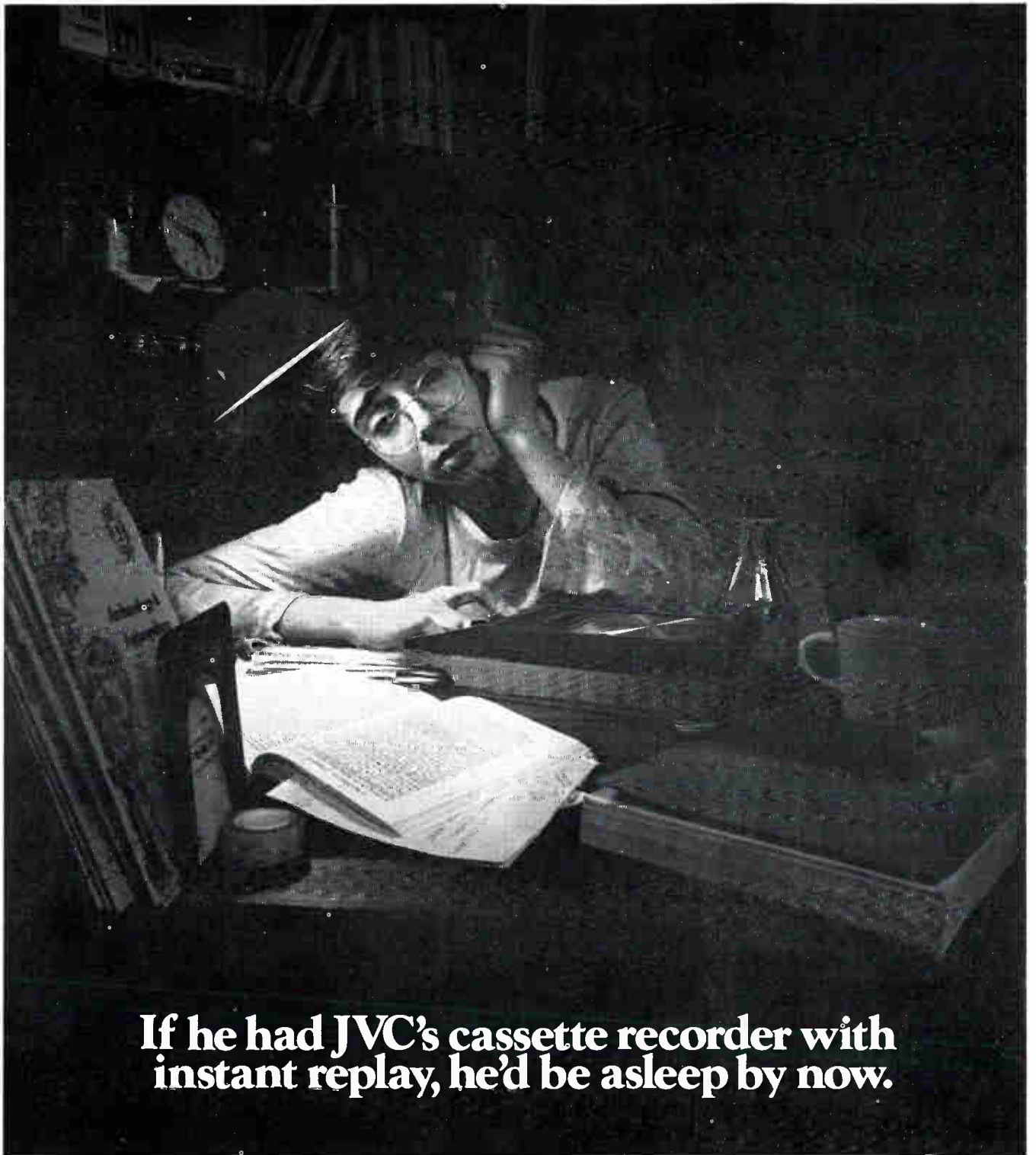
pentagonal tops and bottoms are finished in oiled walnut, hand rubbed to a satin finish.

Performance, attractive styling, and quality construction make the APL-16 a sound investment for dealers as well as discriminating audiophiles. The APL-16 makes an appealing floor display: it is nationally advertised and there's an attractive dealer margin. Dealers also have the special satisfaction of knowing they've given their customers a lifetime of listening enjoyment from a speaker system that reproduces true concert hall presence.

For dealer information, write:
Applied Physics Laboratory, Inc.,
P.O. Box 5301, Knoxville, Tennessee 37918. Ph. (615) 688-2081.



*patent pending



If he had JVC's cassette recorder with instant replay, he'd be asleep by now.

Your customers know taking notes on any cassette recorder is easy. The real test comes when they try to study.

Because when they want to go over something a few times and have to stop the machine, put it in rewind, stop it again and then start it, something happens. They begin to concentrate more on what they're doing. And less on what they're studying.

JVC's portable cassette recorder puts an end to all this busy work.

It has a review button. All they do is push it and the set rewinds. When they lift their finger, it starts playing again. It's simple. And it makes studying simple.

But don't get the idea that this set

is all work and no play. Because it lets your customers pick a chord out of music as easily as a note out of a lecture.

A 4" speaker and a powerful 1.5 watt amplifier make sure they get the kind of sound they're used to from bigger machines. And it gives them the kind of features they'd also expect—a tape counter, a system for mixing sounds from its microphone and input jack, and even an automatic stop. Naturally it has a built-in condenser mike.

When someone's pulling an all-nighter, it's the kind of machine that'll pull along with him. And even let him get some sleep.



JVC JVC America, Inc., 50-35 56th Rd., Maspeith, N.Y. 11378
 Distributor in Canada: Magnasonic Canada Ltd., Montreal,
 Toronto, Winnipeg, Edmonton, Calgary, Vancouver, Halifax.

Editorial

If there has been any theme in these pages that has appeared more than any other, it is the need for the products of the "true component industry to maintain their distinction from the products of the brown goods manufacturers.

In past years, this need has been aided by the package producers themselves. From time to time, although they have made few separate units and promoted them for short periods as "components," their impact on the "true component" market remained minimal. And their efforts soon faded.

Perhaps the component market itself was too small to warrant any real sustained effort by those giants, many of whom had sales equal to or exceeding the entire IHF membership.

Another reason may have stemmed from the products themselves. Though labeled as "components," they couldn't appeal to anyone who was primarily interested in a component system, let alone withstand any actual comparison of features and performance.

Within the past couple of months, however, we've seen something significant appearing in the pages of some of the magazines published for hi-fi buffs as well as in some of the mass consumer magazines. We're referring to ads by Sylvania, which are very different from anything that has yet come from such a manufacturer.

To the reader of the audio magazines carrying its ad, this giant presents a direct comparison of its receiver with those of several prominent component brands. To be sure, this approach can raise many questions. For example: Is the comparison fair? Is it meaningful? Is it confusing? Should the ad have been accepted?

But those questions don't concern us here and now. What does concern us, on behalf of those manufacturers with whom we have a long and emotional affinity, is that a company with the size and resources of a Sylvania has now decided that the component market is big enough and profitable enough for it to compete head on.

(Continued on page 64)

AT LAST, THE BEST DOESN'T COST THE MOST.



The best used to cost the most because its market was tiny and parts were expensive. Now the market is tremendous, and the cost of great circuitry has gone down. Introducing the Fisher Studio Standard series—state-of-the-art receivers and speakers at reasonable prices. The more you sell, the less they cost to make. The less they cost, the more you'll sell. Fisher Radio, 11-40 45th Road, Long Island City, New York 11101.



Fisher 504 Studio-Standard 4-Channel Receiver

Continuous sine-wave power, 20 Hz to 20 kHz	40/40/40/40 watts at 4 ohms
4-channel matrix decoder	SQ
FM sensitivity (IHF)	1.8 μ V
FM front end	Dual-gate MOSFET with AGC
FM input capability	Up to 3,000,000 μ V (3 V)
MPX decoder	PLL (phase-locked loop)

Fisher ST-550 Studio-Standard Speaker System

Drivers	15" woofer, two 1½" midrange domes, two 2" cone tweeters, two 1½" side-dispersion domes (total of 7)
Dispersion	"Controlled" type (neither omni nor directional)
Power-handling capacity, rms	300 watts for 2 sec. 100 watts for 60 sec. 50 watts long-term average

FISHER
Studio-Standard

あなたがお店からつまみ出したあの妙なかっこうをした少年は、そのあとであなたのライバルの店に行って10万円の買物をしたかも知れません...



ROLLING STONE

『ローリングストーン』誌からのお知らせ この雑誌の1500万の読者の中には、ハイファイ装置のためにお金を惜しみなく使う、妙なかっこうをした少年がたくさんいます。ローパー・オーガニゼーションのおこなった1971年5月の調査によりますと、40パーセント以上の少年が音響装置のために300ドル（92万4千円）以上支出しており、500ドル（15万4千円）以上の装置を買った少年が20パーセントもいます。そして、この調査は、これから先12ヶ月間に、彼らが少なくとも30万台のテーブデッキやレコーダーを買い、20万台のレコードチェンジャーやターンテーブルを新調し、更に17万5千台以上のチューナーやアンプやレシーバーを買い求めることを予測しています。少年たちがあなたのお店にやって来たら、どうぞ親切にしてあげてください。

*Roper Organization Study—May, 1971

78 East 56 St, New York 10022; Tel. (212) 486-9560; Richard Lasky 東部広告部長
 625 Third St, San Francisco 94107; Tel. (415) 362-4730; Laurel Gonsalves 広告部長
 6606 W. Sunset Blvd, Los Angeles 90028; Tel. (213) 461-3571; Gary Walters 西部広告部長

GARRARD PRESENTS THE PRE-PACK. A NEW AUTOMATIC TURNTABLE IN A NEW PACKAGING FORMAT!



GARRARD
42M
an advanced automatic
turntable with
precision features
\$49.95



SHURE
or
PICKERING
Cartridge
with
Elliptical Stylus...
pre-mounted
and balanced
\$34.95



GARRARD
B1
Base
\$5.95



Prepacked
in a
full-color
display carton
with convenient
tote handle.
Total retail value
\$90.85

A tremendous success at the CES. Ask your Garrard representative for full details on merchandising and promotion.

Mfg. by Plessey Ltd. Dist. by British Industries Co.

Only the sound is heavy.

Up to now, when you sold a lightweight phone, you sold a lightweight sound. That's a heavy burden to bear when you're in the audio business.

But not any more. Because in developing the new HV-1 Stereophone, Koss engineers have come up with a high velocity Stereophone that offers not only unusual lightness and hear-thru characteristics, but also the exciting, full-range Sound of Koss as well. And that should make your customers more comfortable and your conscience a lot lighter.

What did we do that nobody else has been able to do? By reducing the mass of the moving diaphragm assemblies used in the new Koss HV-1 High Velocity Stereophone, we were able to achieve a wide-range

frequency response of unusual fidelity. Highs are brilliant and crisp... while the bass is deep and rich without muddiness or boominess.

We also designed the new HV-1 to fit close to the head. Which gives it a stylish, low-silhouette appearance without the cone-type projection found in other headphones. And which also permits a finer acoustical tuning of the element cavity at the factory. So when your customers buy a new Koss HV-1 High Velocity Stereophone, they'll never have to take the sound lightly. But then, nobody has ever taken the Sound of Koss lightly.

Your Koss Representative is ready to put a little high velocity into your sales. Ask him about the new HV-1... and our high velocity sales aids. At \$39.95, the HV-1 will lighten your sales burden.



 **KOSS HV-1 stereophone**
from the people who invented Stereophones.

KOSS CORPORATION

4129 N. Port Washington Ave., Milwaukee, Wis. 53212, Koss S.r.l., Via dei Valtorta, 21 20127, Milan Italy

HOME ENTERTAINMENT ELECTRONICS UNDER NIXON IN 1973

By Fred Petras

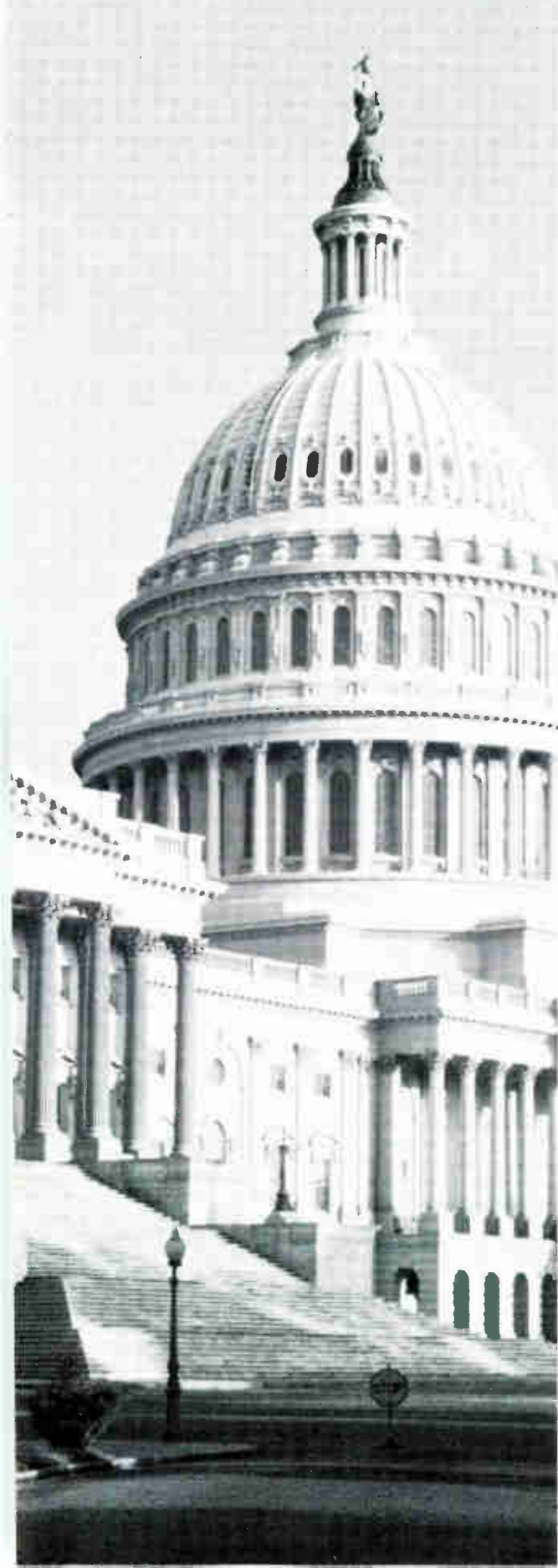
Based on sales hikes they experienced in 1972, audio component manufacturers are predicting that their businesses will continue on the upswing in 1973 — and that they may very well do even better than they did last year.

They base their expectations on:

- A generally healthy & moderately improving economy;
- The ever-growing size of the total audio industry;
- The significant portion of this growth coming from the hi-fi conscious youth market;
- The stimulus of 4-channel sound;
- Multiple-system ownership;
- The trading-up to better (and more costly) equipment, engendered in part by audio specialists pushing for the bigger-ticket, bigger-profit sale in the light of increasing competition;
- Consumer desires for high quality & status-plus gear.

Based on how well they did in 1972, *audio specialty dealers*, too, are expecting 1973 to be another good year, and hopefully, even better than 1972.

In addition to the reasons given by manufacturers, they further note that because “everybody and his uncle is getting into audio one way or



Radio Shack president Lou Kornfeld (center) told us: "We've already had an extremely gratifying first quarter for fiscal 1973. We ended 1972 well ahead of projections." He added that if the economy holds up, the industry "might break every sales record in the book."



another" they have had to step up their sales efforts to maintain their share of the market. In the process, they have stepped up promotions, improved their approaches to prospective customers, sharpened their sales pitches, and have made more aggressive attempts to close sales than in the recent past. Result: fewer "walks," and an even better share of the market than before.

A byproduct of all this has been a noticeable shift in the marketplace: mass merchants who had visions of becoming potent forces in audio have cut back or are now cherry-picking stock assortments. The shift has put the typical brown goods dealer wanting to branch out deeper into audio in the position of weighing his next move; should he hire highly knowledgeable help — *if* he can find it — and also become an audio specialist, or should he, like the mass merchandiser, limit his participation to compacts and total-line packaged systems which are easy enough to sell with ordinary sales

help?

Nineteen-seventy-three will not be a year devoid of headaches and problems. Importers see their position as somewhat shaky in the light of a possible currency revaluation, and steady increases in the cost of labor, parts, shipping, etc., putting them in a less viable competitive position with domestic U.S. manufacturers. Suppliers generally feel that four-channel, while definitely on the sales upswing, has a long way to go, and that a lot of money may be lost in the process of putting it across.

A key consideration is coming up with products that will not become obsolete as the 4-ch. technology advances. They feel that confidence in 4-ch. sound must be generated, so that dealers in turn can project this confidence to the consumer.

Manufacturers who are truly concerned with their image and their dealerships are also working on what legitimate specialty audio dealers consider to be their biggest problem in 1973 — the inroads of

discount mail-order outlets. The general feeling on the part of both suppliers and dealers is one of helplessness and hopelessness, with dealers feeling extremely bleak about the matter. Suppliers maintain that they are doing their utmost to thwart the mail order discounters, but are frustrated by transhippers, by variations in state regulations (fair trade/non-fair trade), and a government that is hostile to the concept of fair trade pricing/franchising in its many ramifications.

Dealers feel that they are victims in the overall situation. They feel they are being "used" by mail-order cut-price outlets to provide vital information and demonstrations that the mail-order outlets don't offer. They feel especially bitter toward manufacturers and importers who "sell through the back door" to mail-order discounters, and are trying to drop such lines or short-sell them in favor of lines that are doing their best to combat the matter.

Some legitimate dealers, after having done whatever they could to offset mail-order discount house inroads, have adopted an "if you can't fight 'em, join 'em" posture and have opened their own mail-order adjuncts. This puts suppliers in the position of unwittingly supporting the "scourge" as Shelby Young, head of the 37-store Playback, Inc., chain calls the mail-order discount invasion.

WHAT INCREASES ARE IN PROSPECT?

What kind of increases are manufacturers looking for in 1973? Fisher Radio, says president Don Harper, is looking to a 10 per cent increase; he admits this is actually a conservative estimate. Jeff Berkowitz, tape recorder sales manager of Panasonic, is projecting a 10 per cent increase in straight portable cassette recorders, and 20 to 25 per cent in radio/cassette portables which he sees as the main trend in portable tape equipment in 1973.

Bill Kasuga, VP of Kenwood, expects the company to do between 20 and 25 per cent better in 1973, versus 10 to 15 per cent for the industry as a whole. Irv Stern, executive VP of marketing for JBL, envisions a 25 per cent increase, which he regards as a conservative projection. Bernie Mitchell, the new-named president at Pioneer, feels his company will do better than the 15 to 18 per cent increase he predicts the audio industry will enjoy.

Hiroshi Tada, vp and general manager for Sansui, and George DeRado, executive VP and general manager for TEAC, declined specific percentage point predictions, but said they expected substantial increases in 1973.

For 1972 the above companies reportedly enjoyed the following increases in sales: Fisher, "better than 15 per cent"; JBL, approximately 30 per cent; Pioneer, about 50 per cent; and TEAC, about 60 per cent. Sansui, Kenwood, and Panasonic reported sales increases in 1972 to be "substantial," "definitely ahead," and "good," respectively.

Former Fisher president Don Harper (left) says that the company is looking to a 10 per cent increase — but adds that this is actually a conservative estimate . . .



WHAT'S GOING TO BE SOLD?

A number of trends — some on-going, some new — will be prominent and significant in 1973. Considered to be the most singularly important to the four-channel segment of the industry is “strapping” or “power bridging,” coupling the four amplifier circuits of a 4-ch. receiver or amplifier for double — or more — power in straight two-channel stereo operation. This concept, being promoted heavily by Fisher and Harman-Kardon, will also get emphasis from the handful of other companies currently producing equipment with this feature.

Manufacturers and dealers see strapping as an innovation that will help both groups to put across four-channel sound with a minimum of fuss, complications and confusion. They see it as an answer to the dilemma at retail; what to say to the hesitant customer who is thinking about 4-ch. sound, but is skeptical of it, and fearful that should he buy now, it might be obsolete in a short time, leaving him “hung” with a big investment.

Strapping, according to Lowell Fisher of the 106-store Team Electronics group, “is an ideal way to show the advantages of both two and four-channel stereo.” JBL’s Irv Stern feels strapping will stimulate and be very good for business — if it is presented as a valid, no-compromise approach to multi-channel sound. He warned the industry to not “kid the public” by presenting non-strapped 4-ch. equipment as strapped merely because it offers both two and four-channel sound.

Bill Kasuga of Kenwood — which recently added a strapped four-channel amplifier to its lineup — also has high hopes for strapping (which Kenwood calls “BTL” in its line). He feels that non-strapped receivers and amplifiers now in the market will likely become the first major wave of obsolete four-channel products when strapping catches on.

Dick Schram, merchandising manager for 25-store Pacific Electronics, views strapping as “a factor in the increase in the credibility of quadraphonic sales. It will be significant if the initial positive reaction of our sales people is any criterion. If the consumer reacts the same way, sales should be very fine.”

Jay Schwab of Goody’s sees strapping as a means

of “solidifying the pattern of sales . . . People buying strapped equipment will feel that they’re not buying potentially obsolete equipment. One of the most important aspects of it is that you can promote four-channel sound without running the risk of losing a two-channel sale.”

Expected to be of less consequence to audio specialists this year will be compact music systems, which more and more they view as a non-specialist product, or merely as an accommodation. Lou Kornfeld calls them a “fifth wheel.” Of greater consequence will be the “total” pre-packaged systems of a few key manufacturers and the systems that stores themselves work up to accommodate various price points, brand names, equipment combinations, etc. Most of these will utilize private label speaker systems. (Such speaker systems, incidentally, were named as generally the most profitable single product that audio stores handle.)

Many of the ensembles will be “building block” types, geared to the person who wants to go four-channel but wants to do it in stages. Receivers with power bridging will be the basic “block” of many such systems, it was predicted.

Component systems are also looked on by both suppliers and retailers as the key to the ever-expanding and highly sophisticated youth market. While many compact sales are being made to young people, the rate has dropped of somewhat in favor of true component systems with their greater potential for upgrading and which the young folk consider truer values than compacts.

The under-35 group is also looking for greater power than compacts offer in receivers and amplifiers, with a view to eventually buying bigger speakers than those initially purchased as part of the system. Kenwood’s Bill Kasuga said that individual tuners and amplifiers would continue to move well as parts of audio component systems being offered to young consumers.

Four-channel sound sales, while not spectacular at this point, are moving steadily ahead. Well enough to elicit a prediction from Hiroshi Tada of Sansui that by the end of 1974 the industry will be doing 50 per cent of its high end business in \$300 and over receivers. Don Harper feels that by year’s end two-channel will account for less than 50 per cent of audio sales, with most people buying strapped equipment which they may not necessarily want for quad at that point, but which they will utilize at the time that they do decide to go four-channel. Pioneer’s Mitchell said that 4-ch. equip-

HOW DEALERS SEE 1973



Lou Kornfeld
Radio Shack

Key audio dealers surveyed by **High Fidelity Trade News** expressed themselves as follows: Lou Kornfeld, president of Allied/Radio Shack: "We've already had an extremely gratifying first quarter for fiscal 1973. We ended 1972 well ahead of projections." He added that if the economy holds up, the industry might "break every sales record in the book." Pacific Electronics marketing VP, Ted Bennett: "It will be a good year. We'll be doubling the number of our outlets, but will do more than double the amount of business we did in 1972 — which was substantially ahead of 1971."

Team Electronics, Lowell Fisher, marketing VP: "It will be an extremely strong year. We look for at least a 25 per cent growth." A marketing spokesman for Kennedy and Cohen, Miami: "It will be an exceptional year for us. Our recent month by month increases have been very gratifying." (K & C recently switched totally out of compacts, and thrust heavily into audio component merchandising.) Jay Schwab, merchandising VP for Sam Goody: "We're looking for an increase of 10 to 15 per cent." Shelby Young, Playback: "We're very bullish . . . especially about the first quarter. If wage and price controls are dropped it'll give business a big shot in the arm."



Lowell Fisher
TEAM Central



Jay Schwab
Sam Goody, Inc.



Shelby Young
Playback

ment accounted for 12 per cent of industry sales in 1972, and will be somewhere around 20 per cent by year's end.

Four-channel sound will be strong in Q-8 form, a number of sources predicted. George DeRado of TEAC predicts that Q-8 compact systems in the \$259 to \$279 range will be "tremendous" in 1973. Jeff Berkowitz of Panasonic regards Q-8 as "the salvation of the 8-track cartridge," and thinks it will be a major factor in putting across the concept of four-channel sound.

Many industry sources feel that the automobile

will be a kind of showcase for 4-ch. sound, and that surround-sound will develop first in an auto environment before moving into the home.

The cassette is expected to become more important as a hi-fi medium in 1973, continuing a trend that could best be pinpointed to the advent of Dolbyized decks. Some dealers assert that there is an over-abundance of high end cassette decks in the marketplace and that a shakeout of companies producing them will occur. Jay Schwab, for one, claims that high end cassette decks will over-saturate the

(Continued on next page)

The Military Market

Any way you slice it, a sizeable market for American goods has arisen through the distribution facilities of the post exchange.

Right now, the military represents nearly 425,000 men, women and children in Europe and 385,000 in Asia (with 35,000 in Vietnam). Off-shore audio component sales are not bound by the state-side cost-price limitation of \$200 for a complete system.

The average purchase in this \$50 million G.I. audio component market is in the \$400 to \$500 range (at discount). Costs go down and turnover and profits rise because the military complex is like the U.S. "discounter," just as the commissary is the "supermarket." Profits are slim and they go back to the troops. Thus, a \$600 pair of speakers would cost the G.I. about \$400.

The smart manufacturer tries to tap the domestic PX business which runs about \$100 million a year in audio (keeping in mind the price limitation of \$200 for a system).

(Continued from previous page)

field if they keep on coming at the rate they have been. He predicted that only the highest quality, best-accepted brands/units will prevail.

Jeff Berkowitz countered Schwab with the comment, "The cassette deck market is NOT saturated. This market is just starting. More and more people are getting into it because they realize that it is a market." Dick Schram expects more Dolbyized decks in the future — some at lower prices due to a drop in the cost of the basic Dolby circuit chip, and some in the \$400 to \$500 range. DeRado said there will be a trend in 1973 to make cassette decks that are almost as good as reel models.

Not much has happened in the reel-recorder field lately, and not much is expected to happen in 1973. Reel equipment has settled down to become a steady profitable business for those giving it the proper attention. Shelby Young noted that a shift in

brand name acceptance was taking place, with two relative newcomers challenging a company that has been more or less dominating the reel recorder field. TEAC's DeRado sees the high end of the reel field growing at a moderate rate, with medium-priced reel equipment at a sort of sales plateau, due to the inroads of high end cassettes.

Two trends are seen shaping up in the speaker field. According to Schram, one trend is to smaller speakers where the sale involves low power four-channel equipment. The other is a trend to larger systems where the sale involves high powered quad equipment. Big speakers are also favored by current two-channel stereo owners who are trading up, or where they are branching out to four-channel and relegating their existing speakers to rear-channel use. JBL's Irv Stern noted that the company was doing well in a new price area, \$126 — where it had not had product before. He said that generally, more dealers were selling more speakers — "We're beginning to sense for the first time the effects of four-channel sound" — and that most of JBL's action was in bookshelf models, plus a columnar model at \$186, with continued strong action in its pace-setting bookshelf/floor model, Century 100.

Dealers reported that they did not anticipate any "sleeper" products to materialize in 1973, and that 1972's projected sleeper — VTR — just did not make the grade. Shelby Young stated that "We're still looking for something to happen to video, but it's not. There's a lack of product at the right price." Schram feels that a total VTR system under \$900 is needed, "Then VTR will take off like a shot."

Lowell Fisher told us VTR would not "happen" until 1974, "and that's a wild prediction." Kennedy and Cohen's spokesman said, "It'll be a long time before VTR is saleable." Kornfeld said, "I don't see VTR as a consumer item in the near future."

The nearest to a sleeper was security products, carried by many audio stores. Kornfeld noted that while Allied/Radio Shack was selling security products, they were low-end items, and amounted to "only a little part of the total sales pie." Shelby Young said security products had a place and that "every consumer is a potential customer." Playback handles a line ranging from \$19.95 to \$49.95, and makes up security "packages" selling up to \$150.

As far as the average audio equipment sale figure goes, both suppliers and merchants say it will be bigger in 1973. The bigger figure will reflect more sales in the 4-ch. category, higher quality equipment, higher powered receivers and amplifiers, more elaborate basic systems, and to a lesser degree, actual product price increases.

THE DISCOUNTER IN '73

Mail-order discount house competition — as noted elsewhere in these columns — is of major concern to legitimate audio specialty dealers. It is also of concern to manufacturers interested in maintaining good relations with their dealers. Following are some of the statements made to **High Fidelity Trade News** during its survey on the audio industry's outlook for 1973:

Irv Stern, JBL: "A big threat are mail order discounters and other rank discounters (in non-fair-trade states) who say to the consumer, in effect, 'We'll sell to you at lower prices.' Implicit in that invitation is a suggestion that prospects go into a legitimate displaying dealer, and then go back and buy from the mail-order price cutters and heavy discounters.

"We've budgeted a whopping amount of money to do everything possible and legal to support fair trade and controlled franchise policies, to protect the kind of equipment, the kind of ultimate effect that well-organized equipment gives to the consumer who spends a lot of money, and to make sure the hi-fi dealer is around to be there to sell it that way and to maintain it that way and to answer the questions, in order to perpetuate the specialty kind of business."

George DeRado, TEAC: "The mail-order discounters will destroy themselves. There's already evidence that they're gobbling themselves up. The small dealer, and the so-called specialist, have to be more specialized because the guy buying high-end reel and other equipment wants understanding, and recommendations, and wants to know a lot about what he's buying, and also wants to A-B it."

Hiroshi Tada, Sansui: "We at Sansui feel that the way to help our dealers is to dry up the source of supply of the mail-order discount houses. We are careful to trace out and dry up such outfits. We also are careful in appointing only a limited number of franchised dealers; we have a restrictive policy of naming

dealers. We as a manufacturer are fighting to maintain fair trade, but the Government doesn't agree. We do whatever we legally can, as we can, in each trading area, to fight off the quick-profit people.

"It is in the interest of the public to be able to have a component equipment demonstration — which they can get only in a legitimate, professional type audio store."

Don Harper, Fisher Radio: "The specialty dealer's salvation is to find a line (like our Studio-Standard) that is committed to be sold only in specialty stores. Dealers should concentrate on products not commonly sold by mail-order discounters and mass merchants because such out-

have often created the impression

Jeff Berkowitz, Panasonic: "Dealers should look for lines that are not sold to mail-order discounters, only to true specialty type audio dealers."

Bill Kasuga, Kenwood: "Mail-order discounters are ruining the audio market. There's nothing we can do to stop them, fair trade or not, franchising notwithstanding. We need Government help in the matter. Where a store has a mail-order division, we can't hold back supplying it with goods; we have no way of stopping. We can take no legal action against mail-order price cutters. We know for a fact that the Government is all for consumers; it doesn't look out for manufacturers

“. . . Legitimate manufacturers selling to such outfits (discounters) do so at the cost of their good dealerships.”

lets don't have the expertise to sell them."

Bernie Mitchell, Pioneer: "Clearly the biggest problem for this industry — for it to grow to its full potential — is that it needs capital to flow in at the manufacturer level and retail level. And for capital to flow in, the industry has to grow more mature in its profit potential. I think the biggest difficulty in 1973 for the hi-fi industry is the discount mail-order operator who is really driving capital away from this industry, because he's making it so difficult for the industry to attain any profitability for new investments.

"Dealers should stick with lines that support them, that keep their marketing policies compatible with those of their dealers' business objectives. Dealers must also — in addition to creating an illusion of having superior *knowledge* — communicate an illusion of product *value*.

"In their attempts for 'purity' they

and our industry's interests."

Only one dealer cared to comment on the position of manufacturers *vis a vis* mail-order price cutters. That was Shelby Young, head of Playback, Inc. "I take issue with blanket statements to the effect that manufacturers are really trying to stay out of discount mail-order operations. Some are, some are not. Some who *claim* they don't sell to the giveaway artists actually *do* sell to them. Legitimate manufacturers selling to such outfits do so at the cost of their good dealerships.

"I'll tell you something . . . In the end, Mr. Manufacturer will not build his line and will not prosper through selling 'off the top' for such a small margin that it's impossible for him to serve the account after he sells it. He sells it, and runs . . . that's what it amounts to.

"If Mr. Manufacturer would play the game right, it would be a hell of a lot cleaner industry."

THE ECONOMY CONTINUES WHERE 1972 LEFT OFF

Prospects for a bright 1973 selling season for the short term loom excellent while the longer term outlook could easily include three or four more years of prosperity if — and only if — Washington can harness federal spending.

Because of the home entertainment industry's high-growth products ranging from home video players and electronic desk calculators — as well as a plethora of odd-ball loudspeaker designs, interactive electronic games and solid state color TV — the public is setting all kinds of buying records.

With the President's new-found emphasis on control of federal spending, there seems to be no need for shock therapy to slow the pace of American business nor shackle the gains posted by the industry that have pushed sales beyond \$6 billion at factory levels.

Still, a cautious attitude still dominates the psychology of business planners, investors and consumers because current federal spending will top \$252 billion this year and result in a federal deficit of \$24 billion. According to economists, if federal spending can be held to \$270 billion by 1974, the federal deficit will decline to near \$11 billion.

More important to the industry is that consumer spending this year will leap another nine percent, compared to an estimated eight percent in 1972. However, there are indications that there will be many changes in the unpredictable tempo of various kinds of consumer spending.

In terms of the whole economy, plant and equipment spending is expected to rise by about 11 percent; gross national product will leap nine percent; inflation will rise to only four percent, only slightly above 1972's rate, meaning that the economy's growth rate in real terms will be about five percent, still well above the nation's long-run ex-

perience.

Major industry radio and TV producers can expect to reap the after-tax benefits befitting a bullish economy; look for conservative increases in corporate profits of 12 percent after taxes in 1973, off slightly over the 15 percent gains that surprised many last year.

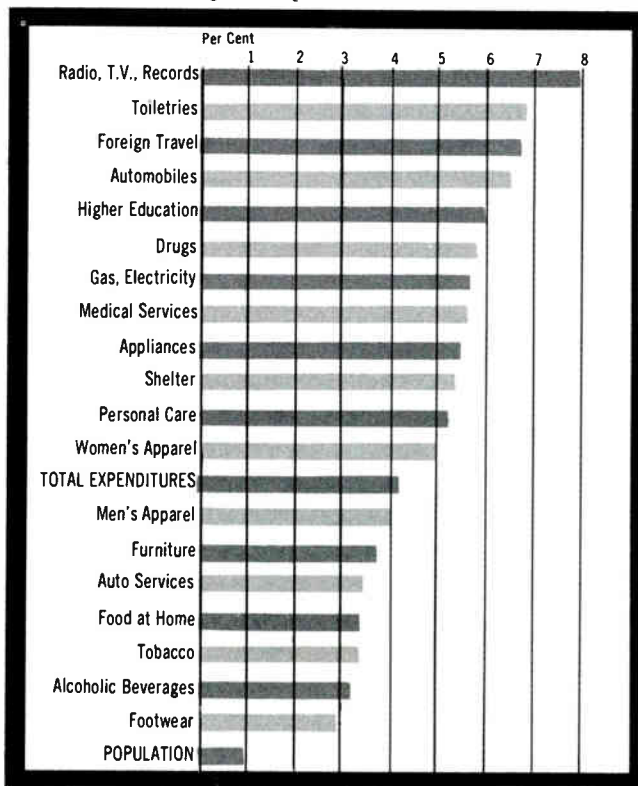
On the international scene, expect President Nixon to work towards correcting the balance of payment and strengthening the dollar in foreign exchange markets. It's possible that with the lowest rate of inflation of any major industrial nation, the U.S. can cut its trade deficit nearly in half in 1973, dropping to \$3.3 million from \$6 billion last year.

Expect interest rates to rise and a credit squeeze that will, fortunately, not take the shape of the 1966 or 1969 credit crunch. It's recommended that companies expecting to borrow this year should line up their credit now, and take care of their long-term financing at 1972 rates.

One of the problems still lingering about is that of productivity. Strangely, American workers are not rejecting the notion that labor is good in itself. Instead, workers are taking their work more seriously than ever before, at least in the opinion of H. I. Romnes, former chairman and chief executive officer for Ma Bell. "Workers are simply demanding that jobs provide more satisfac-

DISCRETIONARY SPENDING

Projected Growth by Sector
Average annual growth rates: 1968-1980



(Conference Board)

tion, and job enrichment can accomplish actual improvements in productivity," Romnes said.

A major Administration goal for Nixon's second term is to avoid crippling strikes that could upset brisk business expansion and threaten price stability. A heavy schedule of contract negotiations is evident with nearly five million workers involved as compared with half that number in 1972.

For the next few months, at least, the President is expected to avoid anything approaching a "crack-down" on organized labor and with his new labor oriented secretary of labor, it's a good bet that we can see some new forms of arbitration substituted for drawn-out strikes in key industries. The Miller-Hartke bill affecting run-away industries will be a faint whisper in 1973, as the President tries to iron out problems without legislation.

A favorable implication for the new year is that the dollar is strengthening and there is a possibility that exchange controls in both Europe and the U.S. will be eased. There will also be modification on current domestic economic controls. Top officials believe that Congress will extend the Stabilization Act in standby form, to permit a return to controls later on, should inflation get out of hand; rent controls will be abolished and controls on interest rates are just not in the cards.

Hence, the industry will have to make their plant expansion moves early in the year and face some stiff requests from workers for pay raises.

The President intends to push ahead with plans to nail down a larger share of foreign markets for U.S. industry. The most serious economic matter facing his four years in office involves relations with the Common Market countries of Europe and with Japan.

Nixon is using all his bargaining power to chip away at the hold Europe and Japan have on their respective markets. The U.S. wants in and Nixon wants to develop more permanent trade relations with the old trading partners as well as new found friends — Russia and China. The U.S. wants to sell its goods around the world and may home entertainment industry firms may find themselves doing business in fresh parts of the world.

It's an upward economy for 1973, that's for sure.

As The IHF Sees '73

*Herb Horowitz
IHF President*

"Things look very promising for the high fidelity component industry. It's doing about \$500 million per year now, and I believe that it will go to \$1 billion in the next few years because (1) The economy is turning up; (2) Millions of college students, practically all of whom own systems, are graduating into the world — and once you're hooked on hi-fi, you're hooked for life. Today there isn't a room in a dorm without a hi-fi, and most of them are component systems. And these millions of young consumers will always be upgrading, too.

(3) Four-channel — now there's a phenomenon happening once every 50 years. You can resell everyone who currently owns a system. Look what stereo did for monaural; (4) The most important aspect of growth is the total exposure. It is impossible to lead a daily lifestyle without encountering a system in someone's home. Fifteen or 20 years ago, I was the only person in my neighborhood with a component hi-fi system. Today, 50% of the people in my community own systems. Everyone, at all income levels, can afford a good high fidelity set-up.

The end of the year has been spectacular. I get many calls from brokerage houses and investment banking firms, as all these people are suddenly hot for hi-fi. With the defense emphasis phasing out, com-

mercial investment will be going into areas such as high fidelity. Empire had the greatest year in its history for sales and profits, and it's true for the entire industry. I, for one, am expanding my plant.

The heavy Japanese influence on the industry is ending now, and in fact, it is approximately one-third Japanese, one-third American, and one-third European. Twenty-five percent of Empire's business is now export, and we, as a company, sell more to the Japanese than we buy.

The nature of the IHF reflects this 1/3-1/3-1/3 segmentation. American companies have learned to compete with Japanese pressure by automation.

My advise is not to go West — but invest.

Invest in hi-fi."





IMPORTS

Last year, everyone was yelling "foul" about alleged dumping of audio imports. This year, it's an entirely different matter with Japan coming closer to the realization that it has to cooperate with the U.S. in order to compete.

Certainly, the issue of dumping audio goods has reached its nadir. Now looms the specter of co-existence between East and West.

Business has been good in recent months for audio manufacturers and importers, but several things have been militating against the Japanese including charges of subsidies, the chance of imposing countervailing duties and a revaluation of the yen. The most hopeful sign is that the Japanese will police their own situation, keeping American suppliers from praying for the revaluation to make domestically-produced audio products more attractive to the

UNSETTLED

American consumer.

Both Magnavox and Zenith have been urging Treasury Department investigations into countervailing and it's expected that about the time of the Japanese elections this month, the matter will be settled.

Several other things might happen in January. First, there is a strong possibility that the Japanese revaluation will be about 10 percent, or reduce the yen from 308 to 280 or 270 to the U.S. dollar. Secondly, a surtax could be imposed on imports but, this is still ill-defined. If the surtax is employed, it would be shared by the off-shore manufacturer and importer. Thirdly, and most likely, an import quota will be assigned. This is already in effect on 18 Japanese import categories and could be extended to include home electronics. A quota could actually force U.S. buyers to reduce their purchases of Japanese goods to a predetermined amount based on past purchases.

The idea is to equalize the balance of payment between the two countries. So far, it's a one-way street with the U.S. selling "peanut shells" and the Japanese "autos."

Since all signs point to some steps being taken to harness the tide of imports, American audio buyers are beginning to bypass Japan, flocking to set up operations in Taiwan and Hong Kong. Since Japan lowered its

tariffs on audio goods by 20 percent, some U.S. firms are even thinking of reciprocating by invading that country with their middle-price products. High-end sales of audio imports have flourished in Japan since the mid '60s.

Even today, Japan has priced itself out of the lower and medium price market as a world supplier. Japan has patched its political differences with Taiwan and is in that country even stronger than before it developed a marketing affinity for Mainland China.

The expected yen revaluation will cause some backlash to the U.S. economy that could actually damage some domestic firms. First, Taiwan buys about 30 percent of its components from Japan and this will force U.S. manufacturers already on Taiwan to haul in components from the U.S., not Japan. Sounds strange, but it's logical.

Right now, RCA, Zenith, Motorola, Admiral and Philco have plants on Taiwan and manufacture everything from audio components to color TV. Those U.S. firms that must do business with Japan will pay the higher costs, but not those who do business in Taiwan under Tariff Schedule Sec. 807 which exempts from duty the value of any U.S. made content in imported products.

Hong Kong is learning to cope with the more complicated products beyond the transistor radio, fast becoming a source of savings on high intensive labor. Some say that Korea, like Mexico, is assembly-oriented, not manufacturing oriented. They simply lack the initiative and capability to produce sophisticated electronics.

It's a big gamble, too, going to Korea where freight costs can mount to 20 percent of total costs and where taxes can be a tremendous burden. Even Electro-Voice is rumored to have their Korean firm up for sale. It produces over \$500,000 worth of amplifiers, tuners, cartridges and headphones annually.

Regardless of the steps Japan takes or doesn't take to stay in harmony with the U.S., American producers continue to look to Asia for more manufacturing support. And it's working. Today, Hong Kong is passing Japan as the largest supplier of transistor radios. The chances of Japan regaining her old vitality remains slim. There remains the strong possibility that President Nixon will make his move this year to balance the trade deficit — if Japan doesn't.



PHILLY CHAIN FIGHTS LOCAL DEALER GROUP — PROMOTES OWN SHOW

by Art Salsberg

Saul Robbins, owner of six High Fidelity House outlets, threw a three-day consumer hi-fi show in the Philadelphia/Main Line area — a market in which the worth of shows has been the subject of much debate — and scored a winner.

Held at the City Line Motor Inn, Bala Cynwyd, Penna., with easy access for Philadelphians and South Jerseyites, the selling show drew a reported 11,000 people. Net proceeds of the admission (\$1, or 50¢ with a newspaper ad coupon) were donated to The United Fund.

"I think that this show took some of the wind out of Ed Gorak's sails (the spokesman for the Delaware Valley Hi-Fi Dealers Association & promoter of the *Daily News* hi-fi supplement)," said Robbins, "who has been saying that show promotions are not for this market area.

"In fact, other dealers here have now gotten the 'show message.'"

Another contested area—4-channel—was also mentioned by Robbins: "People were genuinely interested in 4 channel, contrary to what Gorak has been saying about this market. In fact, we sold out all the equipment we had available."

This was a *selling* show, with High Fidelity House set up in its own room to consummate sales to showgoers. The equipment manufacturers and their sales representatives cooperated with the dealer in setting up exhibit rooms. Most of the equipment on display was supplied by the dealer himself. Dealer salesmen roamed casually through the show,

assisted by pocket paging devices to keep in touch with the dealer's sales room. Manufacturers and sales reps manned their own exhibit rooms, with about 50 manufacturers being represented.

"The area didn't have a show like this and the public needed it," Saul Robbins told *High Fidelity Trade News*. "This is the first show I've sponsored and the reps and manufacturers were very cooperative. The factories supplied most of the equipment we're giving away as door prizes (over \$3,000 worth)."

Show Specials

Robbins created a number of specially priced systems for the show. Additionally, he had a closeout sale of a major brand compact system. Discounts on components were only slightly higher than normal, Robbins said.

Here are some examples of show prices that were moving merchandise: Systems: Harman-Kardon 230A 45-watt AM/FM stereo receiver, Garrard 40B turntable w/base and dust cover, Pickering stereo cartridge and two Elite Goodman EE10 speaker systems, \$197; Marantz 2230 60-watt AM/FM stereo receiver, Dual 1215S turntable with base and dust cover, Empire 999 PEX stereo cartridge and two Martin 430 3-way speakers, \$677; Sony 6045 100-watt AM/FM stereo receiver, Garrard 55B turntable with base and dust cover, Empire 66EX stereo cartridge and two KLH 23A speakers, \$497; Kenwood 7200 260-watt AM/FM stereo re-

ceiver, P/E 2040 turntable with base and dust cover, Stanton 681EE stereo cartridge, two Bose 901 speaker systems, \$997.

And here's a sampling of some other show buys, all of which were also made available at any of the dealer's six outlets: Koss PRO 4AA stereo headphones, \$39; Benjamin/EMI compact music system with AM/FM stereo, phono, cassette and two-way speaker systems, \$297; BSR 600X turntable, base and cover, Shure M44E stereo cartridge,



GREATER PHILADELPHIA HI-FI SHOW

PRESENTED BY:

HIGH FIDELITY HOUSE
at the **CITY LINE MOTOR INN**
City Line at Belmont—opposite Lord & Taylor Shopping Center

3 BIG DAYS

FRIDAY, NOV. 10TH — 1 PM - 10 PM
SATURDAY, NOV. 11TH — 10 AM - 10 PM
SUNDAY, NOV. 12TH — 12 NOON - 8 PM

SEE:

HEAR:

WIN:

BUT MOST IMPORTANT OF ALL...

TAKE ADVANTAGE

of the many show specials! High Fidelity House has taken many of its every day special values and cut the prices even further for show period only!

BE SURE TO PICK UP A SPECIAL BROCHURE at the show that will list these values which will not be advertised anywhere else but at the show.

the newest innovations in Stereo & Quad displayed by America's Top High Fidelity manufacturers. Browse, compare the many different values on Stereo receivers, tape recorders, decks, cassette, and eight-track units, speakers, turntables, headphones, cartridges and accessories.

The exciting sounds of stereo... There will be many live displays for your listening pleasure. Browse and compare which units best suit your needs and your individual taste.

Any one of the many valuable door prizes. Over \$3000.00 worth of prizes in all will be given away absolutely free to the lucky ticket holders who attend the show.

Admission \$1.00

NET PROCEEDS OF ADMISSION DONATED TO CHARITY

FROM NEW JERSEY AREA

Address: Ben Franklin or Webb Whitman Bridge
Philadelphia Expressway North to City Avenue. Exit
toward City Avenue. To make your destination clear
to City Line Motor Inn opposite Lord & Taylor Shopping
Center.

SAVE \$1

THIS COUPON AND \$1 WILL ADMIT ONE TO GREATER PHILA. HI-FI SHOW.

NAME _____

ADDRESS _____

PHONE _____

Please Fill In For Door Prizes



Saul Robbins

catching test equipment. For example, Bob Bowman of Tandberg personally brought his new \$349.80 Tandberg TCD-300 cassette tape deck (three motors and hot-pressed ferrite heads) to the Tandberg exhibit room for display purposes, Maxell had its tape analyzer set up, Onkyo had a dual-scope and signal generator working for a visual exhibit, Bozak displayed new bookshelf speaker systems for under \$100, Sony had a color video cassette machine in operation.

Busy Saul Robbins hopes to sponsor more such hi-fi shows for consumers. He said, "I'm enthused about the sales prospects of four-channel," emphasizing that he was never a member of the Delaware Valley Hi-Fi Dealers Association, which at present opposes four-channel.

"We had a low-key pitch with the show," said Robbins, "and as a result many people thought that it was an industry effort, and didn't bring any money with them.

"But even though it's now a couple of weeks after the event, we're still writing orders. And so is the competition. We've all benefited from this."

\$70; Akai 3-head auto-reverse deck, \$299.

In evidence, too, were many examples of new models, as well as eye-

Onkyo hosts Phila. area sales meeting

Onkyo sales head Charlie Ray (center) hosted Philadelphia & So. Jersey retailers at a pre-Christmas sales meeting dealing for both the firm's speaker system and electronics line. The latter has been upped from receivers-only with the showing of a separate amplifier and tuner at the meeting.

Also featured was a test equipment setup that the Onkyo team used to demonstrate circuit features of the line vs. other brands brought to the meeting by the dealers.



Jim Coleman, of the five-store **German Hi-Fi** chain, is not unhappy with the cooperation he gets from hi-fi manufacturers. Although the small dealer is not in the best of bargaining positions, Coleman noted, manufacturers do offer about five to ten percent in advertising and promotion money. "Now if one manufacturer does it, the others have to follow suit."

German, like other small dealers, cannot afford direct price competition with the discounters and large chains. While the store might put out a \$149 system with headphones, they base a larger portion of their hopes on the high-end gear, including custom-designed installations.

The price trend in four-channel equipment runs from \$1,000 to \$2,000, but Coleman reserves these sales for the listener who at least knows his way around a music system. Coleman goes the separate pre-amp — amp — tuner route with those customers sophisticated enough to appreciate the difference. The first-time shopper usually walks away with a stereo system that can be upgraded to four-channel.

In the custom installation end of

In a discount audio market more typified by cigar-chomping guys in shirt sleeves, attractive Hyacinth Francis at N.Y.'s **Audio Unlimited** pulls her own weight as a salesman. In the sound business for 13 years, five with Audio Unlimited, Hyacinth got into this type of selling for the same reason men give for climbing Mt. Everest: because it's there.

Her sales background includes no manufacturer's seminars — she's a self-taught saleswoman who finds customers more knowledgeable today and coming in with questions about RMS, selectivity and capture ratio. She handles these inquiries as efficiently as she fields the question: "Which one sounds better?"

Audio Unlimited's price trends go to the \$500 receiver, with few customers interested in breaking their systems down to amps and tuners. The store moves no private-label merchandise and four-channel is not a big sales area.

Audio Unlimited is an old operation with a bright, new look. And the light comes from more than the overhead fluorescents reflecting off chrome trim. ●



the business, high-end is stressed also. "If a man is accustomed to good music," Coleman said, "he's going to pay to have a \$400 unit installed in his Rolls or Mercedes."

But the \$400 figure was the low-end of the high-end price bag. One custom installation recently undertaken by German Hi-Fi for a 16-room mansion (plus a three-room apartment) in Englewood Cliffs, New Jersey, included line transformers, master antennas, video surveillance, intercom units, telephones, quad in the apartment, stereo in the main rooms and music at the pool. The price: \$20,000. ●

German Hi-Fi's Jim Coleman bank's on high-end & custom work to compete with the chains & audio discounters.

NEW YORK

by Alan Weinstein

Hyacinth Francis at Audio Unlimited is one of the few salesgals in the industry.





January is a bigger month than December for Len Chase of Electronic Workshop. The reason: Christmas bonuses.

The Electronic Workshop, located on the second floor of a building on 8th Street, one of Greenwich Village's more heavily trafficked streets, is moving the high-end equipment with separate tuners and ampli-

ROUNDUP

Michael Kay, Lyric Hi-Fi, is heavy with high-end gear for wealthy clientele, but wonders where the middle class is.

Lyric Hi-Fi's Michael Kay wasn't about to give us clear-cut answers about his share of the high fidelity business, but he hinted that Lyric is moving the high-end lines to those who are rich enough not to have to talk price in the first place.

Right now, the New York store is

fiers scoring higher on the sales graph than receivers. That's a twist!

Len Chase explained why to **High Fidelity Trade News**, saying that it's impossible to fight the discounter and "I can't play the chains' game." Chase said he couldn't sell five to ten percent above his cost and expect to stay in business, so he concentrates on the higher priced units.

The Workshop is selling reel-to-reel decks with one popular option being the sound-on-sound feature. Revox is his primary seller there. Dolby cassette decks have proved popular, and are selling in the \$250 and up price range.

Christmas was not as big as expected. He moves high high-end gear when January comes around.

"People get their bonuses in late December, so they use the money to buy components for themselves when January comes around." No Christmas rush here.

Chase echoed a cry heard often today from the electronic dealer when questioned about manufacturers' promotion or advertising money:

"It's always too little and too late!" ●

doing a better business in the separate components (preamps, amps and tuners) than in receiver sales. His receivers run in the \$700 price range when they're moving. Right now the turnover in this area is slow.

Without delving too deeply into profit and loss, Kay said that reel-to-reel sales were soft beyond the slump stage, although Revox and Tandberg decks show some movement. Lyric has not had much call for noise reduction systems, according to Kay.

The Lexington Avenue store is subdivided into four sections: software display up front, a few custom installation pieces (which is included in 80 percent of Lyric's sales), sound demo area and repair facilities.

Lyric depends on word-of-mouth advertising to move their high-end gear. People come in for the more expensive equipment, reports Kay.

He couldn't understand what had happened to the middle-class high fidelity market, those people looking for the \$500 to \$1,000 system.

"If you find out where they are, let me know." We promised Kay we would do that. ●



Ray Ward on Specs.:

"I think common specs are a mistake unless everyone is playing it square."

By Bill Slatkin

"I think common specs are a mistake unless everyone is playing it square," says Ray Ward, sales VP at Shure Bros. "The questions are always 'what is being measured,' and 'what standards are being used,' and 'what methods are being used?'"

The industry's only progress toward common standards has been the color coding of leads, says Ward.

"We avoid all this skulduggery about standards," he says. "The ultimate test is, how does it sound?"

Started in 1925 by S. M. Shure, the company built microphones for professional applications, and then for military use during WW II.

Turning to the consumer market, the firm manufactured and sold crystal and ceramic cartridges in the mid '40s and introduced its first magnetic phonograph cartridge in 1957.

Ward declines to reveal the contribution of each activity to the firm's overall business, nor will he discuss sales and profit. "We're not a publicly held company," says Ward, "so we enjoy the luxury of not disclosing these figures."

Separate sales departments operate domestic marketing, expert sales and the firm's OEM business, with all marketing and administrative offices located in new facilities in Lincolnwood, Illinois, a few miles from the company's main manufacturing plants in Elmhurst. Portions of the Shure product line are also made in a Phoenix, Arizona plant.

While the stereo cartridge is the least understood portion of a stereo system, it is also the most widely sold.

Shure's sales promotion manager, Howard Harwood, says, "I haven't heard the latest figures, but a few months ago, an audio publication took a survey. They found several cases where people owned up to five or six cartridges and maybe only one turntable."

Ward and Harwood believe that aggressive dealer support is critically important for a stereo cartridge maker to maintain a consistent share of the market and continued growth.

The two biggest factors contributing to cartridge sales, according to Ward, are the units included in systems assembled and sold by dealers, and the cartridges purchased by people wishing to update their equipment.

"A consumer who wants to improve his system will often start by buying a new stereo cartridge," he says.

How does Shure Brothers Inc., develop the support necessary at the dealer level?

"We sell to him at a price he can make a profit on. If he isn't making money, the weakness is in his operating policies.

"A dealer should have confidence in a manufacturer on a number of points," says Ward.

"First, the dealer should have confidence that the manufacturer will support, say, the one or two per-

cent of the products that don't work satisfactorily. Nobody's perfect and there's bound to be a few units that don't work right. But it's not the dealer's responsibility to make them good. The manufacturer must stand behind the product and be willing to take the blame for it.

"That means," says Ward, "that we'll replace a defective product. We ask the customer to send it to us and we'll make it good. We pay for all shipping and we handle the transaction, so the dealer doesn't have to find himself in the middle.

"It's not fair to expect your dealers to take on that responsibility."

The sales executive says a manufacturer's third responsibility is to "offer the consumer a view of the company."

As a result, according to Ward, the firm has long engaged in big ticket consumer advertising programs for Shure cartridges. He declines, however, to reveal the dollar value of the programs.

"Finally," according to the sales vice president, "the dealer must have confidence that he paid the same price for the product as his competitors."

Shure products are not fair traded, says Ward, but a suggested price list is published and distributed to all dealers: "Pricing is the same for everyone, whether he's a large or small dealer. There are two price breaks in the schedule based on quantities. They're available to all dealers. We don't believe in offering



one price to one person and then secretly working out another price list with someone else.

"We'd never have reason to feel embarrassed if one of our dealers saw another dealer's invoice," according to Ward, who speaks proudly when given an opportunity to boast about his firm's marketing efforts.

He assumes a low profile, however, when asked to discuss problems which plague the industry, or the company.

"We don't get involved in controversies. When there was a controversy a few years ago about which was better — the elliptical or conical stylus — we came out with both."

Characteristically, he remains aloof from the fracas over retail pricing of cartridges.

Ward maintains that cartridge makers suffer no more from erratic pricing than manufacturers of other components, though he feels the cartridge is more susceptible to discounting than other parts of a hi-fi system "Because it's convenient and because every turntable needs one.

"When stereo first appeared, the one-cent sale (offering a cartridge for one penny with a regularly priced turntable) was a stroke of genius. It eliminated the problem of a customer going from mono to stereo equipment.

"Companies like Rexall have tested the one-cent sale and the two-for-one sale against regular discounts and found the special sales are more effective even though the discount offers customers a better saving.

"That sort of thing is used less and less in the hi-fi business. Now dealers put all the components together and take a discount on the package."

According to Ward, dealers practice a variety of discounting techniques and, with the exception of the fair-traded names, they are protected by law from a manufacturer's influence when establishing pricing plans.

And the Shure marketing executive believes the instances of suppliers influencing retail pricing are rare.

"There may be cases where reps attempt to establish a certain order in the marketplace — whether it's

(Continued on page 64)

ITA staging a February seminar

The International Tape Association will hold its third annual seminar February 11 through 14 in Tucson, Arizona. The ITA Advisory Board Seminar Committee has structured the workshops so that "users," who are successfully using tape and storage information medium, will participate on panels together with ITA members.

The workshops will offer participants an opportunity to learn about production, from scripting to duplication to distribution, in both audio and video. There will be workshops on the financial ramifications, including sound financial planning of installations, as well as justifying the investment.

Details regarding the seminar can be obtained from the International Tape Association, World Tape Center, Tucson International Airport, Tucson, Arizona.

Koss quarter earnings 71% up

First quarter earnings of Koss Corporation were 71 percent ahead of the comparable 1971 period and

shipments increased 40 percent. Both earnings and shipments were new records for the quarter.

John C. Koss, the firm's president, said consumer acceptance of new products and results from back-to-school promotions produced the first quarter gains.

Net income for the three months ended September 30, 1972, was \$194,107, or 12 cents per share, up from \$117,799, or seven cents per share, in the prior year's first quarter. Net shipments were \$2,181,170, compared to \$1,555,089 last year.

Pioneer car stereo to ABC-FM

Pioneer Electronics of America has launched a year-long nationwide radio push promoting its line of car stereos.

The promotion features a 30-week spot by utilizing the entire ABC-FM Radio network of 206 stations in 150 metropolitan areas. Pioneer, which has scheduled 360 one-minute spots over the duration of the network drive, is said to be the first car stereo manufacturer to make use of network radio for a product push.

Jack Doyle, newly-named Pioneer president, said his company is backing the network effort with a support

promotion involving another 30 hard rock and contemporary music stations in 22 key markets. The schedules run through September 1973.

Key markets include Los Angeles, San Francisco, Oakland, New York, Chicago, Miami, Tampa and St. Petersburg. Also included in the lineup are: New Orleans; Birmingham, Washington, D.C.; Boston; Houston; Kansas City, Mo.; St. Louis, Detroit and Cleveland. Also on the roster are Cincinnati, Denver, Seattle, Indianapolis and Buffalo.

NAMM controls its show sound

The National Association of Music Merchants has adopted new, strict sound control rules for the Western Market coast show scheduled for March and Chicago's all-industry convention in June.

The regulations are patterned after those enforced at the annual Frankfurt, Germany, fair and come in response to requests from all segments of the industry.

Demonstrations of instruments will be carried on in sound deletion modules and outside demonstrations must make use of earphones. New rules forbid musical performances outside of the modules.

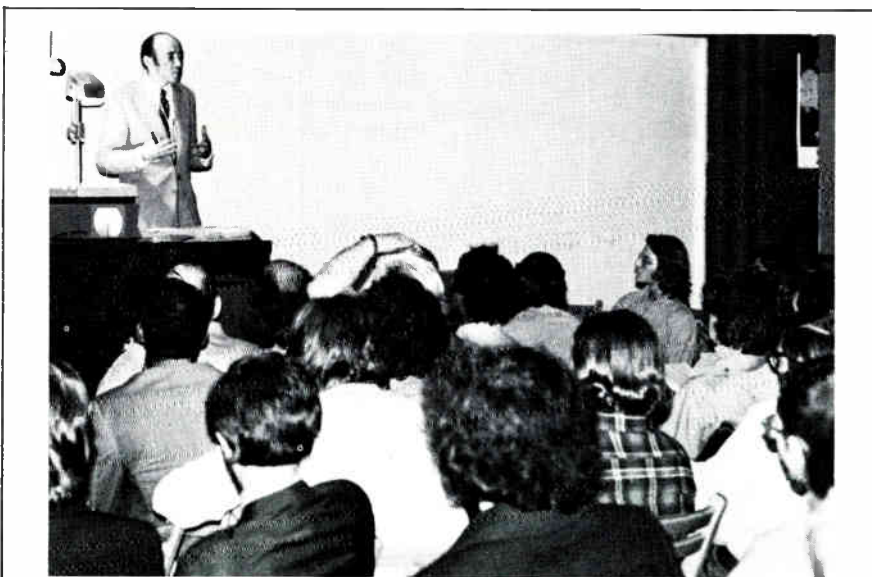
The Association also plans to establish a maximum decibel sound level for the shows' exhibitors.

The Western Music Market is scheduled for March 24 and 25 in San Francisco, followed by the industry convention in Chicago from June 16-June 19.

RCA workers get import aid

About 2,000 former workers at two RCA Corporation Indianapolis plants have been certified by the Labor Department as eligible to apply for trade adjustment assistance. The workers lost their jobs due to increased imports of electronics products.

This ruling follows President Nixon's acceptance of the views of those Tariff Commissioners who voted that the job displacement was attributable to increased imports triggered by tariff concessions.



Frank McAdam at S.A.C. seminar wind-up

ABOVE: Frank McAdam gives a briefing on the audio business at the Society of Audio Consultants seminar, held at the International Hi-Fi Expo in New York. McAdam's lecture marked the last lecture of the series, with students prepared for their examinations the following week and their entrance into the Society.

You're going to feel it!

Impact. From New Customers.

This year, Superex headphones will be making a big impact on America. Your customers will be asking for them, by name. We've made sure.

Impact. Coast-to-Coast.

You're going to feel the impact of our national advertising campaign. We're going to reach millions of potential headphone customers!

Impact. In Print.

We're in all the audiophile publications. National consumer magazines. Concert programs. Underground, above-ground, and college newspapers. Superex will be seen!

Impact. In Your Store.

For '73, we're providing enough material to give you a full headphone department: point-of-purchase floor displays, brochures, mobiles, posters, counter cards. And co-op advertising. A perfectly integrated campaign that will carry a pre-sold customer right to your cash register.

Headphone Specialists For 20 Years.

Before most of the world had even heard of headphones, we were perfecting them. Right

here, in the U.S. Headphones are all we make, so we make them the best. Every pair is thoroughly tested. All our efforts have earned Superex rave reviews. Time and time again.

Headphone Innovators.

During our twenty years, we've made some legendary innovations in headphones. For example: Superex was first with the woofer/tweeter stereophone. First with the transparent headphone. And first to make a high quality electrostatic system that's popularly priced. We plan to keep our great reputation going.

A Very Good Year Is Here.

Business has never been better. Because at Superex, we've got it all! The right headphones at the right prices. A stable sales program. Prompt delivery. And all the extra added attractions that add to your profits! You're going to feel the sales! From our \$19.95 headphone, all the way up to our \$120.00 Superex Electrostatic System. Superex, in '73, is the best sound investment around. And this year, everyone's going to feel it at the same time.

Superex Stereophones.

Feel what you hear



PRO-B VI The Professional
Dynamic Woofer/Tweeter Stereophones
Sugg. Retail Price \$60.00

PEP-77D Electrostatic Stereophones
Sugg. Retail Price \$120.00

QT-4B QUAD-TETTE Sugg. retail price \$65.00

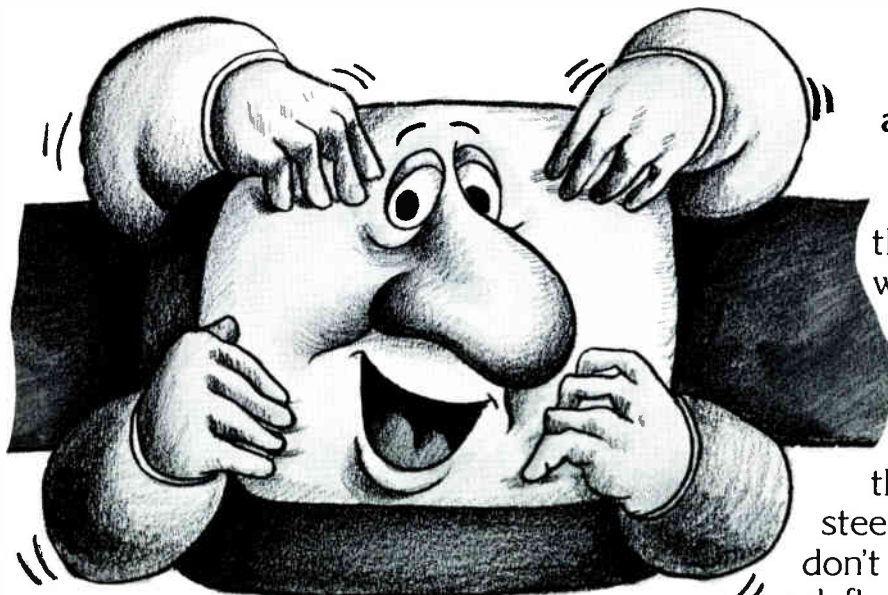
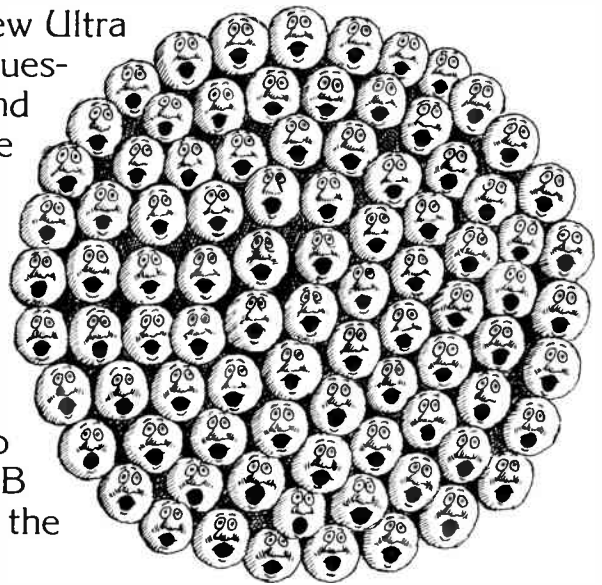
Superex Electronics Corp., 151 Ludlow St., Yonkers, N.Y. 10705. In Canada, William Cohen Corp., Montreal

Maxell's five new can improve your

When we decided to bring out our new Ultra Dynamic cassette, we asked ourselves a question. "How could we improve our cassette and at the same time make the poor dealer a little more happy and a little less poor?"

**A huge improvement in cassette tape.
Magnified 10,000x so you can see it.**

The first thing we did was to improve our tape. We reduced the size of the PX gamma ferric oxide particles and increased the quality of the sound. The Hz now go up to 22,000 Hz; the signal-to-noise ratio's now 8dB above ordinary cassettes; and we've widened the dynamic range. Quite dynamically.



The little pad that takes all the pressure has finally gotten a grip on itself.

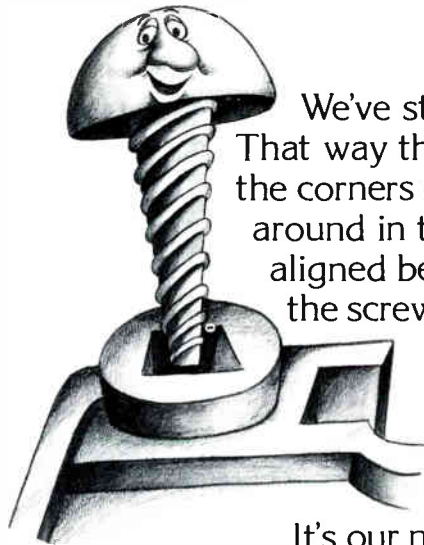
Other cassettes keep their pressure pads in place with glue—or rather don't keep their pressure pads in place with glue. So we've designed a little metal frame that holds the little pad in a grip of steel. And now your customers don't need to worry about signal fluctuations and loss of response any more.

improvements business.

Amazing new miracle ingredient fights dirt fast !!!

The first five seconds of our new cassette is a head-cleaner and what's amazing, new and miraculous about it is that it doesn't rub as it scrubs at it cleans. Because it's nonabrasive.

But the head-cleaner's also a timing leader and we've marked the place where it starts with three little arrows so your customers will always know exactly where they are.



Our screws aren't loose.

We've started putting our screws into square holes. That way the shavings from the threads get trapped in the corners of the holes and can't cause trouble jumping around in the works. Also, the cassette stays properly aligned because the shavings create a tighter grip on the screws.

Our new long-playing cassette is shorter.

It's our new UDC-46. Twenty-three minutes per side. Which just happens to be the average playing time of the average long-playing record. (Our other cassettes are 60, 90 and 120.)

And those are our five new improvements. They add up to better Maxell UD cassettes. And better Maxell Ultra Dynamic cassettes mean happier customers. And happier customers mean more sales. And you know who's happier then.



maxell®

Our business is improving.
So can yours.

Maxell Corporation of America, 501 Fifth Avenue, New York, New York 10017

HOW DEALERS ADVERTISE

Walter G. Salm
Frank Barth Agency
New York City

Image and price are two words used to describe two types of dealer advertising. Both are important — and can work both for and against a dealer who's running a particular sales campaign.

The ultimate object of all advertising is sales. Some of us sometimes tend to forget this as we look on the marketplace from our supposedly secure and unassailable positions as Madison Avenue experts. Naturally we like the looks of a "prestige" ad — one that has a small amount of low-key copy, perhaps a stylistic photo or drawing or two — all very understated because the hard sell is "unfashionable." Yet there's really nothing basically wrong with the hard sell provided it hits the reader at the right time and the right place.

One of the first points to consider is just who you're trying to reach. If it's the burgeoning youth market that's high on your list, then low- to medium-priced starter systems may be the thing to advertise. If you want the middle-income family man (or woman), medium-priced systems with an eye to upgrading may be just the ticket. High-priced merchandise, for all its indubitable prestige, may not pull in the customers, but you probably know that already. In fact you may have spent quite a bit of money to learn that lesson in your market.

In the quest for increased sales, more and more hi-fi stores and dealers are joining bank credit card systems. This is a major selling point; the customer who has a credit card that is honored by your store is

right:
Pacific Stereo
Santa Barbara, Calif.
7 cols., 120 lines
Wednesday
San Jose Mercury

ALL STORES OPEN TIL 9:00 P.M.
BUCKS COUNTY MALL OPEN SUN. 11-5

WALL TO WALL SOUND
THE LARGEST COMPLETE AUDIO STORE IN THE TRI-STATE AREA

SELECT YOUR HI-FI BY THE NUMBERS
WE GUARANTEE You Can't Pay Less for This Merchandise

1 COMPLETE SYSTEM PRICES
KENWOOD
\$169.88

2 COMPLETE SYSTEM PRICES
Sanyo
\$199.88

3 COMPLETE SYSTEM PRICES
PIONEER
\$239.88

4 COMPLETE SYSTEM PRICES
KENWOOD
\$269.88

ARTISTRY IN SOUND
KENWOOD

23 Speakers
\$99.88

Miracord
\$78.88

PARANOID
\$109.88

PARANOID
\$119.88

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

ABINGTON
FEASTERVILLE
NORRISTOWN

left:
Wall to Wall Sound
Wilmington, Del.
7 cols., 154 lines
Saturday
Philadelphia Inquirer

WELL-STACKED VALUES FOR A GRAND OPENING SALE...

The week we open another Pacific Stereo store... we are...
1. **OUR LOWEST PRICE ON OUR MOST POPULAR RECEIVERS**
The Kenwood KR-300...
2. **A SPECIAL ON ARTISTS' SPEAKERS**
The Kenwood KR-300...
3. **SAVE A WHOLE LOT ON TRACS BEAT CAMEE'S AND DOLBY B**
The Kenwood KR-300...
4. **YOUR FIRST USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...
5. **6 TO 10 YEARS OF USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...
6. **YOUR FIRST USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...
7. **YOUR FIRST USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...
8. **YOUR FIRST USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...
9. **YOUR FIRST USE TO SAVE \$10 ON THE KENWOOD KR-300**
The Kenwood KR-300...

PACIFIC STEREO

WELL-STACKED VALUES FOR A GRAND OPENING SALE...

1. COMPLETE SYSTEM PRICES
KENWOOD
\$169.88

2. COMPLETE SYSTEM PRICES
Sanyo
\$199.88

3. COMPLETE SYSTEM PRICES
PIONEER
\$239.88

4. COMPLETE SYSTEM PRICES
KENWOOD
\$269.88

ARTISTRY IN SOUND
KENWOOD

23 Speakers
\$99.88

Miracord
\$78.88

PARANOID
\$109.88

PARANOID
\$119.88

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

ABINGTON
FEASTERVILLE
NORRISTOWN

in a better position to be traded up than the one who has earmarked \$300 cash for gear. The cash customer comes in with a definite budget and possibly a sale-ticketed system in mind, and may well be un-budgeable.

Still, the ardent audiophile will be more conscious of quality merchandise than the average consumer. A low-key, well-planned ad that tells him succinctly what he wants to know about certain equipment — along with the most salient feature, price — will capture his interest. Happily, the devoted audiophile represents an increasing market in today's stereo customer mix. The loud, supermarket-type ad may have the best possible customer-pulling power for your market, and even if such a hard sell, screaming leader ad goes against the grain for your store's image, it might just do the trick.

Ideally, the best kind of ad is somewhere between the extremes of the screamer and the soft, low-key image display. Advertise leaders and specials and certainly promote the concept of lower price for complete stereo systems, but at the same time, try not to convey the image of price-selling only. After all, today's stereo equipment is highly sophisticated and well designed and certainly should be offered on its own merits.

The most appealing ads we have seen don't try to cram too much special sale copy into the page. The image-conscious should remember that newspaper reproduction of a halftone (a photograph of a stereo system reduced to postage-stamp size) will reproduce poorly and the equipment will be almost unrecognizable. One appealing way to avoid this problem was presented in Pacific Stereo's ad in the *San Jose Mercury*. Here, some time and money was spent in having artist's line renderings made of stereo equipment. The ad is attractive, image-conscious, and contains all the needed elements including sale prices. All soft-sell.

In another type of approach, Wall-to-Wall Sound advertised in the *Philadelphia Inquirer* with a high degree of impact, information and sale prices. The ad yells a little, but it displays four preselected systems, along with some very inviting individual sale-priced components. It even makes room for a portable color TV

HAVE YOU HEARD THE LATEST?

There's an old trick in the sound systems business called boosting the bass. It's done in the speakers to impress the innocent. "Wow, listen to that bass!" say the innocent. And they equate it with good sound reproduction. So along comes EPI with the rather daring notion of reproducing sound accurately. The concept is called "I Hear Sound" because, on a frequency response graph, an EPI speaker looks like a straight line. On the bass end, there's exactly the amount of bass that was recorded. With no artificial boosting to impress the innocent. On the treble end, EPI speakers deliver overtones that, on ordinary speakers, just fade out. So what you end up with is a reproduced sound that sounds just like the original sound. With no artificial coloring added. And nothing taken out.

Linear Sound P comes out of eight fantastic speakers, from \$55 to \$1,000, made exclusively by Epiacoustic, Inc.

So if the system you buy doesn't have EPI speakers, you don't have Linear Sound.

LINEAR SOUND IS FROM EPI




OUR ANNIVERSARY SYSTEM

THE LOUSPEAKERS
The EPI 50 is an extremely unique speaker. Audio Magazine recently rated it at the top of the 14 leading "small" speakers. Its performance makes it hard to believe its price and size. It speaks in a much larger and more expressive in the important criteria by which all speakers should be judged: linear frequency response, dispersion and lack of distortion.

THE RECEIVER
The Sony 6036 AM/FM stereo receiver provides enough power to satisfy the EPI speakers. It delivers into the 8 ohm EPI's more than 30 watts of rms power, over the entire audio range, with less than 0.2% distortion. The FM and AM tuner sections of the Sony receiver are both sensitive and selective. Weak stations as well as the strong ones will be received with a surprising clarity and fidelity.

THE TURNTABLE
The BSR 310X automatic turntable is equipped with a manual facility for those who care enough to be up to the 1 P.M. The turntable is an added plus on the 310X. An upgrade will present the extra feature: extra rotating arm, extra LPS. The turntable has two speeds as well as a \$400.00 SHURE cartridge, the 12.75. The 310X is usually priced at \$390.00.

**ALL ABOVE COMPONENTS
Reg. \$389.50 if Purchased
Separately **\$299.00****

**OUR ANNIVERSARY SALE WILL
CONTINUE THROUGH OCT. 31. Stop by
and check our price on any equipment.**

Sound Studio inc.
The sound idea people. 7333 Woodland Rd. Ste. 1000
PHONE: 731-1025

above:
Sound Studio, Inc.
Wilmington, Del.
3 cols., 87 lines
Thursday
Wilmington Evening Journal

set and some new records. The ad comes off well because it doesn't look thrown together.

A fractional display ad in the Wilmington *Evening Journal* for Sound Studio takes even another tack. In offering a budget-priced stereo system, it educates the buyer. "There's an old trick in the sound systems business called boosting the bass," the ad reads. "It's done to impress the innocent. 'Wow, listen to that bass!' say the innocent. . . ." and so on. It's nicely written copy that both captures and instructs the prospective customer. Even with all this instructional copy, the ad still presents a basic system at a bargain price.



Our \$200 stereo is for lovers with more taste than money

This is the system for you if you dig listening to quality hi-fi sound but have a limited budget. The new Nikko STA-2010 AM/FM receiver is an astonishing value. At only \$139.95 including a hand-sanded wall unit case, nothing compares! You get features normally found in more expensive receivers only like tape monitor for record monitoring, errors, loudness for full bass and volume, separate bass and treble trim controls and separate switching. A built-in auto reverse power amp puts in the big musical sound easily, auto 4-channel stereo when you're ready for that. Attractively styled to blend with any home decor, it's engineered to give you years of trouble free performance. The Garrard 40B has to be the best value in auto music changers. It has adjustable stress pressure and damped cueing for minimum record/stylus wear. Complete with turntable dust cap and the popular B-Rodan elliptical Shure M51SE magnetic cartridge, it's warm 75.00. The Audex 220's are 2-way speaker systems with separate drivers for bass and treble. Their acoustic suspension design moves them sound like a fiber 5.20. Among the best in their class, they sell for \$5.00 per pair in usual enclosures. Get the complete system and save over 65.00 at our normal system discount including our 2-year warranty and 1-year speaker exchange.

199⁹⁵

OPEN
SUNDAYS 1-5 PM
EVENINGS 'til 9 PM
SATURDAYS 10 AM-5:30 PM
WEDNESDAYS 10 AM-9:00 PM



Here's how to get more performance for less dollars!

When it comes to fine stereo components, there's no name for quality. The AM/FM Marantz 2220 is all the sophisticated controls for tone control, model. The critical mid-range controls lets you move a vocal or instrumental track - gives you the exact presence you want. For a manual tape monitoring, you can't find a friend's tape handy. You also have hi-fi to enjoy records without the usual short-handled tapes without loss. There's also a listening first speakers, tape monitor, loudness and a 2-way speaker system. And the amplifier section is a 50 RMS watts 500 watts, on the 4 ohm speaker system. The Marantz is the ideal at \$399.95 less worth cost. The best selling BSR 310X total automatic turntable is usually priced at \$390.00.

439⁹⁵

Big sale of BASF tapes

	Reg.	Sale
SP52 7" x 1200"	3.75	3.99
LP35 7" x 1800"	5.42	2.99
DP26 7" x 2400"	7.99	4.11
LP35H 7" x 1800" (low noise)	6.85	3.99

cal hi fi
FISHER ELECTRONICS

Oakland: 2928 Broadway • 834-8291
Berkeley: 2455 Shattuck Avenue • 843-3768
San Francisco: 2298 Filmore Street • 567-7883
Mountain View: 1347 El Camino Real • 968-8211

Best Buy - Member Charge - Cash Discount - For use available

above:
Cal Hi Fi
Oakland, Calif.
3 cols., 101 lines
Sunday
San Jose Mercury News

The message is carried effectively, without trying to cram in half-dozen other stereo systems on sale. It tells the customer that here is a store that cares and that will take the time to explain the differences in major product lines.

Another tastefully handled fractional ad appeared in the *San Jose Mercury-News* for Cal Hi Fi. The ad contains two complete stereo systems. The lead system says: "Our \$200 stereo is for lovers with more taste than money. . . ." Immediately, an intimacy with the customer

(Continued on page 78)

Products

Harman-Kardon: 4-ch.

MODEL: 75+ **PRICE:** \$399.95
SOURCE: Harman-Kardon, Inc., 55 Ames Court, Plainview, Long Island, N.Y. 11803

The Model 75+ two/four-channel receiver for Harman-Kardon has four amplifier sections for four-channel sound and a bridging circuit which funnels the four section output to two speakers for stereo usage.



The unit also features SQ matrix and discrete four-channel circuits, control stick balance control, two/four-channel mode lights, combination signal-strength and center-of-channel tuning meter, and pushbutton controls for speakers, high and low filters, contour, FM muting and two tape monitors, one of which doubles as a Dolby input. Twin headphone jacks are also provided.

Superex: headphones

MODEL: transparent PRO-B VI
PRICE: \$60 **SOURCE:** Superex Electronics Corp., 151 Ludlow St., Yonkers, N.Y. 10705

The Transparent Model PRO-B VI see-through headphones offered by Superex feature an acoustic suspension



woofer, coaxial tweeter and a 15-foot coil cord with swivel clip.

The 18-oz. headphones can handle two watts of power and have a frequency response of 15-22,500 Hz.

Pioneer: turntable

MODEL: PL-61 **PRICE:** \$299.95
SOURCE: U.S. Pioneer Electronics Corp., 178 Commerce Rd., Carlstadt, N.J. 07072

The Model PL-61 two-speed turntable marketed by Pioneer features a brushless DC servo Hall motor, 12¼-inch aluminum turntable platter, oil-damped cueing, magnetic anti-skating device,



height adjustable feet, built-in level meter, stylus pressure direct reading counterweight, oil-finished walnut cabinet and dust cover.

Crown (Japan): cass.

MODEL: CRT-381 **PRICE:** \$89.95
SOURCE: Crown (Japan) Radio Corp., 228 East Harris Ave., South San Francisco, Calif. 94080

The Model CTR-381 from Crown (Japan) has a built-in condenser microphone, automatic level control, external mic input, digital tape counter, record



level/battery meter, earphone, remote control, microphone and auxiliary jacks.

The 6¼" x 1¼" x 3¼" unit operates on four AA batteries or household current.

Onkyo: amplifier

MODEL: A-7000 **PRICE:** n.a.
SOURCE: Onkyo Sales Section, Mitsubishi International Corp., 25-19 43rd Ave., Long Island City, N.Y. 11101

The Model A-7000 pre-main amplifier now available from Onkyo features high and low filters, mode selector switch, two tape monitors, FM muting, frequency shift switches for 125 Hz, 400

Hz, 2,000 and 8,000 Hz and walnut finished cabinet.

Reported specifications for the A-7000



include: output, 26 watts RMS per channel, both channels driven across eight ohms; frequency response, plus 0/minus one dB; and s/n ratio 110 dB.

Panasonic: compact

MODEL: SE-2050 **PRICE:** \$299.95
SOURCE: Panasonic/Matsushita, 200 Park Ave., New York, N.Y. 10017

The Model SE-2050 being offered by Panasonic features an FM/AM/FM stereo radio, a four-speed record changer with cueing, pause control and anti-skate



control. A built-in cassette recorder has push-button controls, auto-stop, AC bias and erase, VU meter and a digital tape counter. Twin two-way air-suspension speaker systems round out the package.

Cerwin-Vega: speaker

MODEL: 217 (R) **PRICE:** \$349.50
SOURCE: Cerwin-Vega, 6945 Tujunga, North Hollywood, Calif. 91605

The Model 217 (R) from Cerwin-Vega is a floor-standing, three-way, direct radiating speaker with controls for mid-range and tweeter. The unit features a



15-inch woofer, a horn midrange and 2½-inch and one-inch tweeters. The 17" x 20" x 27½" unit comes in an oiled walnut cabinet.

Reported specifications include: impedance, 4-8 ohms; maximum power input, 150 watts RMS; and crossover frequencies, 1,500 and 3,000 Hz.

Watts Record Care.

The industry's hottest line for '73!

In case you haven't noticed, record care has become a multi-million dollar business.

Remember when only the serious record collector used Watts record care equipment? That's all in the past. Today, Watts is being snatched up by the entire record buying public. Especially young people — both on and off the campus. Keener ears are aware of the better sound from records receiving the Watts treatment. And they've been making Watts' sales soar. We have created a Watts mer-

chandiser display rack in two sizes. Both are designed for a **fast profit buck**. They deliver: (1) rapid turnover; (2) high profit margin; (3) repeat business; (4) impulse sales . . . with a minimum of investment and care.

Find out how you can get your share of this mammoth market. Return the coupon today.

Watts record care products are available through leading jobbers and distributors. Elpa Marketing Industries, Inc., New Hyde Park, New York 11040.

Watts

for the life
of your records

Cecil E. Watts
RECORD CARE EQUIPMENT
The only way to clean
maintain and protect your records

DISTRIBUTED EXCLUSIVELY BY ELPA MARKETING INDUSTRIES, INC.

Professional
methods for
record care
and use



Mr. Bud Childs, President
Elpa Marketing Industries, Inc.,
New Hyde Park, N. Y. 11040

Dear Bud:

I'd like to get started with Watts Record Care Equipment.

- Have a salesman visit me.
- Please telephone me at _____
- Send more details on Watts Record Care.

Company _____

Address _____

City/State _____ Zip _____

Authorized by _____

T-1-73

Now, from the same wonderful folks who brought you Walter Cronkite, the New York Yankees, Jack Benny, the Long Playing record, Fender Guitars, Barbra Streisand, "The Beverly Hillbillies," Santana and SQ 4-channel sound..

Introducing

COLUMBIA

Blank Recording Tape



With all our studios, record presses, tape manufacturing and duplicating facilities, not to mention CBS Labs... Columbia has gotten to know a lot about reproducing sound—maybe more than anyone else. But we didn't decide to market blank tape until now. Until we knew we could do it better than anyone else.

Our product quality will probably set a new standard of excellence for the industry. Premium, duplicator-grade gamma-ferric

oxides with unvarying recording characteristics. Cassette and cartridge housings packed with engineering and selling features.

Introductory promotions for you and the consumer that can't be ignored. Deluxe packaging and the selling-est in-store displays in the industry. And extensive, hard-hitting national consumer advertising aimed at the prime youth and audiophile markets building on Columbia's reputation as the recording authority.

See us at CES...exhibit area 213.



Manufactured by Columbia Magnetics/a product of Columbia Records/a Division of CBS, Inc.

Shure on Standards

(Continued from page 51)

equal prices or something else — but I suspect that what they think is *cause* is just the effect of natural influences.

"If an item is really a popular seller, the dealers tend to work with a narrower margin because they don't

have to work as hard to make a sale. On the other hand, a dealer needs a bigger return on products that represent more time and effort."

Ward maintains that the technique of placing the entire discount into the cartridge is rarely practiced anymore.

Says Harwood: "The customer know the dealer can't afford to give away cartridges so he figures he's making up the difference somewhere else."

EDITORIAL (Continued from page 30)

In the mass media, such as *Life*, Sylvania has taken an entirely different approach. And here, we have to give this company credit for doing what "we" (the IHF, for example) should have been doing: telling the consumer how and why to do about selecting each of the elements that make up a component system. Consider the headline: "How to get the most music for your money." And the opening line: "Buying stereo can be confusing." The rest of the ad, in our judgement, fulfills the promise. Still, we're not suggesting how effective, if at all, this two-pronged attack by Sylvania may be. There are too many variables and past history to contend with. The component prospect is still influenced more by word-of-mouth and dealer recommendations than any other influence we know of. The IHF brands have many years of momentum going for them in both respects. And there's the very important matter of distribution, which we'll just let Sylvania, *et al* learn for themselves.

What we are suggesting, and by no means for the first time, is this: Let's never forget that the component industry was founded on quality. It grew and prospered with a market that sought out quality and would accept nothing less. The market has long since grown far beyond the buff who knew his way around radio row. Now, our prospect is almost anyone who knows there's a better way to hear music than from whatever he now has.

So it looks as though all those new committees of the IHF — especially standards and promotion — have their work cut out for them.

Dumping too, is a thing of the past, according to the Shure vice president. "It was practiced mostly with the introduction of replacement lines, but it isn't prevalent today."

Shure has never attempted to "unload" discontinued merchandise with closeout prices, according to Ward. "If we were to reduce prices, we would give the same opportunities to all dealers.

"That's the way we develop dealer support.

"We make sure he can have complete confidence in us — confidence that we will take care of our responsibilities and not stick him with our job.

"It's not the dealer's job to get the message to the public. We expect to be treated right on the sales floor, but it's our responsibility to promote Shure products. So we do the advertising and we participate in local hi-fi shows."

And manufacturer funds are made available for dealer promotions, but not — Ward insists — on a co-op basis.

He maintains: "The 50-50 co-op deal promotes dealer dishonesty. If a dealer wants to take advantage of his suppliers, he pays one price for advertising and submits a higher price for reimbursement."

Instead of co-op advertising, Shure Brothers operates a "merchandising fund" for all its dealers, providing the full cost of dealer promotions and sales programs, as long as sufficient dollars are available in the fund.

Development of a discrete 4-channel cartridge is one possibility for the future, according to Ward. But he's rather skeptical about the prospects for quad sound. "It's basically a problem of consumer acceptance. It's a practical problem more than a technical one.

"The question is whether the consumer wants to put four speakers and all the extra wires in his home at the extra expense. I have doubts that the consumer can see fitting all the necessary gear into his environment. I just wonder how far he's willing to go.

"Besides," he says, "the consumer can't get enough 4-channel recordings to make it worthwhile, so there's the difficult chicken and egg situation."

(Continued on page 78)

JENSEN'S NEW SPEAKER SYSTEMS HAVE A LOT OF CHARACTER

The character we're talking about is in the design. It's a new concept called Total Energy Response. And it produces a fuller, richer

sound than ever before.

Total Energy Response goes into every one of our speaker systems. Like the three you see here. Left to right, Models 1, 2, 3.

We're so high on the sales potential of our new line that we're urging people in all our ads to compare a new Jensen Speaker System with any comparably priced make. Right in your store.

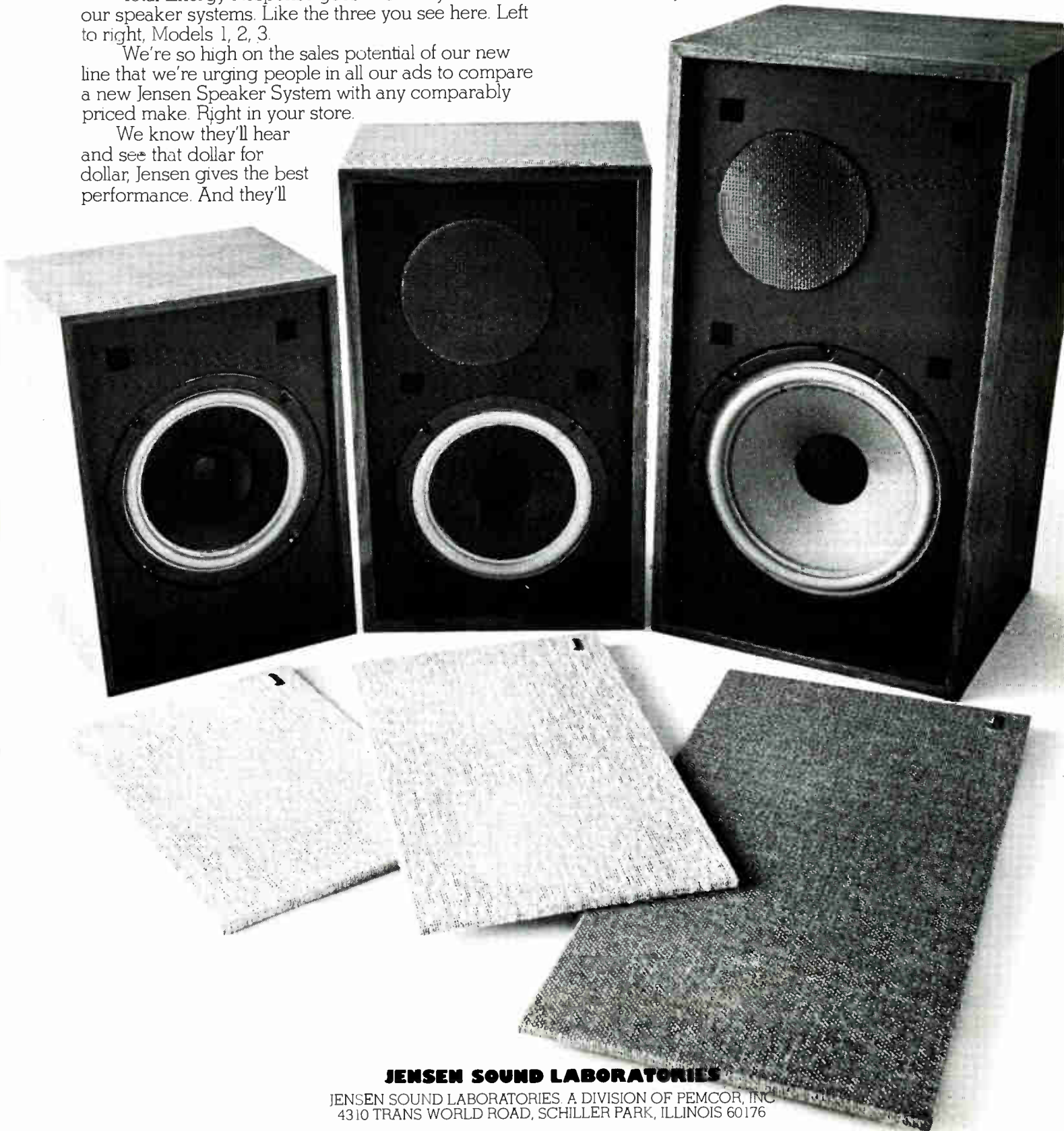
We know they'll hear and see that dollar for dollar, Jensen gives the best performance. And they'll

appreciate a truly outstanding 5 year parts and labor warranty.

All of which makes these new Jensen Speaker Systems an especially good thing for dealers.

For you there's a generous new co-op program. Exceptional profit margins. Plus colorful new literature, packaging and point of purchase displays. Not to mention an attention getting advertising campaign in a wide range of publications.

Want to know more about this new system at Jensen? Call your Jensen rep or write us. We'll put some character in your line of speaker systems.

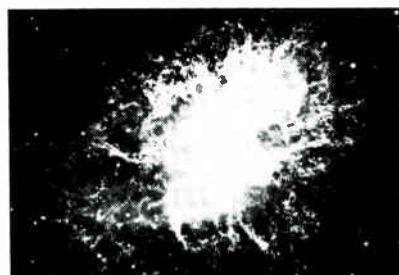


JENSEN SOUND LABORATORIES

JENSEN SOUND LABORATORIES A DIVISION OF PEMCOR, INC.
4310 TRANS WORLD ROAD, SCHILLER PARK, ILLINOIS 60176

Dokorder

Setting New Sound Standards in Tape Recorders

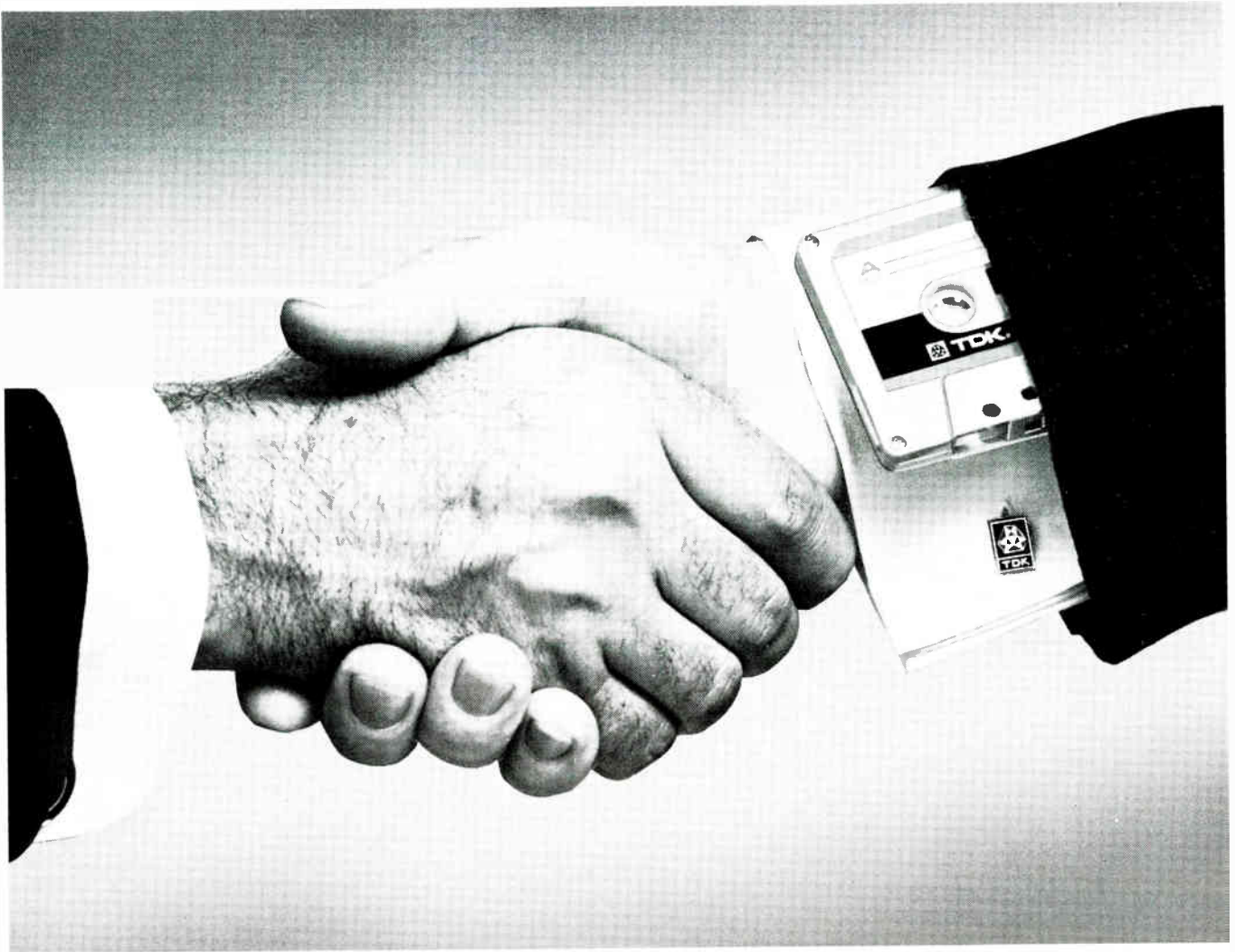


EXPLORE "OUT OF THIS WORLD" SOUND AND STYLE!

The ultimate **9100** "miniature recording studio"... the magnificent **7500** with Bi-Directional Recording... the remarkable **7200** with Automatic Continuous Reverse and Repeat Playback! Each incorporates "Out Of This World" stereo sophistication. Dokorder stereo tape decks offer unprecedented value and Space Age audio engineering features that include Electronic Tape Transport, Precision Micro-Gap MBD Heads, Tape Bias Control, Solenoid Operation, Tape/Source Monitor and other state-of-the-art features for unmatched sales appeal.

WINTER CES VISITORS are invited to explore personally the "Out Of This World" Dokorder line and hospitality, January 12, 13, and 14, at the Chicago Palmer House, Suite 1549W, from 1:00 p.m. to 8:00 p.m. daily.

Dokorder Inc.[®] 11264 Playa Court, Dept. 8C, Culver City, California 90230



make friends with TDK

TDK Super Dynamic (SD) cassettes are the first and only cassettes to be granted the Associated Testing Laboratories' Seal of Quality Approval.



Keep a TDK up your sleeve, and you'll always make friends.

Maybe you don't want to be friends with your customers, but if you do, do right by them — sell them TDK cassettes.

Once you give your customers the opportunity to try these superb cassettes — the ones with the jamproof guts and incredibly pure and extended high-frequency response — they'll be your friends (and repeat customers), for at least as long as you continue to sell TDK.

TDK cassettes and open-reel tape provide the highest output levels and lowest hiss of any products on the market.

TDK cassettes and open-reel tape come in all sizes and price ranges to satisfy every customer need.

Make a new friend today; sell him TDK, for purity in sound.

Purity in Sound



TDK ELECTRONICS CORP
23-73 48TH STREET, LONG ISLAND CITY, N.Y. 11103 • 212-721-6881
In Canada, contact: SUPERIOR ELECTRONICS INC Montreal
Branch Office: Toronto



IHF



REPORT

If the IHF Promotion Committee decides to hold its next meeting in Nome or even Little America, the committee members will be there. Why? Because the Committee's December 4th and 5th meeting in Lincoln, Nebraska has just got to have been one of the most exciting, productive sessions ever.

Agenda

Our agenda included modernization of the Institute's logo; prepara-

tion of a strong high fidelity vs. low-fi advertising program, and review and development of communication techniques including campus hi-fi shows, major high fidelity shows, public relations, posters, books and literature.

Ad Campaign

While agreeing, without reservation, that a streamlined, hard-hitting logo can serve as the cornerstone of an advertising campaign which tells the consumer why and how bona fide

high fidelity equipment is different from its low fidelity imitators, the committee emphasized that the success of both the logo and an educational advertising program will be substantially proportionate to IHF members' display of the logo in their advertising and on their literature. Several designs are under consideration, and IHF approval of a new logo is expected before the first of the year.

January 15, 1973 is our recommended target date for approval of a series of four hi-fi vs. low-fi ads, the first of which is scheduled to appear in high fidelity publications' April, 1973 issues.

We are preparing a dealer "package" which will include the new logo, information on the advertising campaign and tie-in ad mats. The committee has suggested to the Institute's membership committee that a dealer membership category be created.

Campus Shows

You may be asking yourself why five busy committee members (Lee Oser, *FM Guide*; Bill Cato, BSR; Bernie Mitchell, Pioneer; Henry Akiya, Kenwood, and Jerry Shaw, Altec) flew thousands of miles to meet in Lincoln, Nebraska. The answer — to visit a Pioneer campus hi-fi show, and hopefully to learn. And learn we did. Following three hours in the University of Nebraska's Student Union Building, the promotion committee unanimously recommended the Institute's development of an all-member campus program calling for approximately fifty shows per year. A conservative projection of 3,000 student attendance and \$3,000 cost per show indicates that the program will reach 150,000 key consumers each year at an annual cost of no more than \$150,000.

While at the show, Lee Oser spoke with several students. Hardly a sampling, but highly informative. About one-third of them owned high fidelity components; some had low-fi, and others were without equipment. The low-fi owners' reaction to the show were the most interesting. When asked how, following exposure to high fidelity, they felt about *their* equipment, their responses ranged from anger at being ripped off by low-fi to astonishment at the difference in sound. Draw your own conclusions.

In so far as major shows are concerned, the committee, once again unanimously, recommended that IHF hold only two per year in lieu of its current program of three shows directly sponsored by the Institute plus three IHF-endorsed independents. A discussion of high fidelity manufacturers substituting their own trade shows for CES was postponed to '73.

The Promotion Committee is headed by Bernie Mitchell.

Phase Linear 700: The critics lay it on...

"The world's best amplifier!"

W. R. Hickman,
High Fidelity Editor
Seattle Post-Intelligencer

"... in a class by itself"

Julian Hirsch, Stereo Review

"... a product for the all-out audiophile interested only in superlatives! ... in terms of sheer power it is the most impressive we have tested."

High Fidelity

"Based on its sound quality only — regardless of price or power output — the 700 is in our opinion an excellent buy, and probably also a must with the majority of acoustic suspension loudspeakers and the new "hybrid" electrostatic reproducers so popular these days. At about \$1.00 per watt ... the Phase Linear 700 amplifier is probably the best bargain on the market today."

Editor, Hi Fi Newsletter

"An incredible instrument, really too good for home high fidelity use."

Collyn Rivers, Editor
Electronics Today

"... distortion ... was as low as we can go with the present equipment! There's no need to present a frequency response curve ... since it is perfectly flat ... to beyond the limits of our generator! Hum and noise figures were below anything we have encountered before. Breakup, as when an opera singer hits her high C, need never happen again, for now there is the Phase Linear amplifier and when that enormous reserve of power is needed, the 700 is capable of handling practically anything you care to feed it."

C. G. McProud, Audio

"WE WONDER IF 700 WATTS IS ENOUGH!"

Julian Hirsch, Stereo Review



Phase Linear
CORPORATION
405 Howell Way, Edmonds, Wa. 98020

WHAT GOOD ARE THE WORLD'S BEST IRON-OXIDE CASSETTES IF YOUR CUSTOMERS CAN'T FIND ONE WHEN THEY NEED IT IN A HURRY?



Capitol 2 High-Output, Low-Noise (HOLN) cassettes are the world's best iron-oxide cassettes. They are significantly superior to all other iron-oxide cassettes on the market.

How this superiority is achieved is the subject of other literature, available free, on request, from Capitol. Here, we'll just say that a secret process is used that enables us to get more energy from each iron-oxide particle. The process is secret, but the results are not.

Greater energy is not the only major advantage of the new tape. Our Cushion-Aire™ backcoating prevents electrostatic charges from building up, improves the wind, and makes the cassette jamproof. All of which combines to make the Capitol 2 HOLN cassette the best iron-oxide cassette available.

But all of this superiority does your customers very little good if they can't find a cassette when they need it in a hurry.

ENTER THE STAK-PAK™.

The Stak-Pak is the answer to a cassette's prayer. It's a double drawer made of heavy-grade molded plastic, custom-engineered to hold two cassettes. By itself, it's an extremely convenient way to hold two cassettes.

But the ingenious part of the Stak-Pak is that if your customers have more than one of them, they can snap or slide them together to form a chest of drawers. If they have fifty of them, they automatically have a file cabinet that holds a hundred cassettes. The more they have, the higher you can Stak them.

When your customers record a cassette, they put it in a drawer and identify the program with a special drawer label that comes with each Stak-Pak. Presto! Your customers' cassette libraries are magnificently organized for easy and quick reference.

THE DEAL YOU OFFER YOUR CUSTOMERS.

As an introductory special, Capitol is offering four cassettes (packaged in two Stak-Paks), for the regular price of three cassettes alone.

Four for three. It's a deal that's being advertised both in the consumer press, and on the radio (both classical and rock stations).

When your customers discover they can put an end to cassette clutter and get four of the world's best iron-oxide cassettes for the price of three, they're going to head for your store. In a big hurry.

THE WORLD'S BEST IRON-OXIDE TAPE ALSO COMES IN REELS.

Capitol 2 Ultra-High Output, Low-Noise tape, with Cushion-Aire backcoating, is the best-performing reel tape you can sell. At 15,000Hz (3 3/4 ips) Capitol 2 is, on the average, 4.5 dB more sensitive than the top reel tape by the best-known manufacturer.

THE WORLD'S MOST ACCLAIMED CARTRIDGE IS ALSO CALLED CAPITOL 2.



Ask anyone, "What's the best cartridge?" and they'll undoubtedly tell you it's the Capitol 2 Audiopak.® It's been a standard of the industry for as long as there's been an industry.



Capitol 2™

Motorola, Inc., has named Clarence B. Flinn as general sales manager for the consumer products



division. Flinn will be responsible for all domestic sales of the division. He joins the company after 14 years with Admiral Corporation.

* * * * *

Paul Hayden Associates, has announced the addition to their staff of Ernest Sochin as Florida district manager. Sochin was recently president of Stereo Sounds.

* * * * *

Moe Roth has been named southern sales manager for Irish Magnetic Tape. The firm also announced the opening of a Miami sales office on February 15th. The office will be located in the Flagler Plaza Building, 4100 West Flagler St., Suite K4, Miami, Florida.

* * * * *

UniRep, Inc., has announced the transfer of their sales headquarters to new facilities at 1141 S.E. 2nd Avenue, Ft. Lauderdale, Florida. The telephone number is (305) 527-1556.

* * * * *

Arrow Electronics, Inc., is planning to acquire Angus, Inc., a New Jersey-based distributor of electronic parts and components. The agreement is subject to approval by both companies' board of directors, and by the stockholders of Angus.

* * * * *

Sheldon Schak and Associates, Skokie, Illinois, have joined the Audio-Technica U.S., Inc., sales representative force for the firm's line of phonograph cartridges and accessories.

* * * * *



TEAC decks to top salesmen

Stanley Simon (center) of Grand Central Radio looks on as prize-winning salesman Nat Gates (right) receives TEAC 350 from John Schroeder of Bill O'Conner Associates. The prizes were awarded by the rep. firm to salesmen for aggressive promotion and sales of teach TEAC equipment in the New York metropolitan area.

The first winners of the three-month TEAC Sales Incentive Program have been named. Dick Sims of Leonard Radio, and Luddy Marzo of Corner Distr. each came away with a TEAC Model 3300-10 tape deck.

Herman Van Epps, and Less Schneider, Lafayette Radio, and Nat Gates, Grand Central radio each won a TEAC Model 350 cassette deck.

* * * * *

Lafayette Radio Corporation has announced the opening of three new stores, bringing the number in the number of outlets in the fully owned chain to 69.

A new store in the Crestview Shopping Center, Crestwood, Mis-

souri, is the second hi-fi store opened in St. Louis by Lafayette. The 68th and 69th stores were opened in Marlow Heights, Maryland and Chicago, Illinois. The Maryland store is number four in the Washington, D.C. area, while the Chicago outlet is the fifth in that city.

* * * * *

Martin Borish has been named Acoustic Research's vice president of international operations. Borish is currently establishing the headquarters for the international division at Houghton-Regis, England, site of AR's new assembly plant.

* * * * *



. . . . and still more TEAC decks

Salesman Dick Sims of Leonard Radio (right) is all smiles as he accepts TEAC Model 3300-10 as a prize from John Schroeder of Bill O'Conner Associates. The tape machines are part of the rep firm's sales incentive program.

*Reflection
Of
Quality*

WOOFER AND
TWEETER
4-WAY BOOKSHELF
SPEAKER SYSTEM



Audioanalyst

FOR INFORMATION WRITE:
AUDIOANALYST, INC., P.O. BOX 393, BRISTOL, CT. 06010
OR SEE THEM AT YOUR
DEALER

MODEL A-100

Drivers: 10 inch high compliance woofer.
3 inch foam damper cone midrange.
2 inch wide dispersion tweeter.

Frequency response: 40-20,000 Hz plus/minus 3 db down
(free-field) 10 dB @ 30 Hz.

Dispersion: 160 degrees

Maximum power input: 50 watts RMS @ 500 Hz for 5 min.

Cross-over frequencies: 2,000 Hz, 7,500 Hz.

Cabinet: Oiled walnut

Dimensions: 24-3/8 inches high
13-3/4 inches wide
12 inches deep

Warranty: 6 years

MODEL A-200

Drivers: 12 inch high-compliance woofer.
5 inch midrange enclosed in separate
sub-chamber.
3-1/2 inch tweeter.
Two 2 inch wide dispersion super
tweeters.

Frequency response: 38-20,000 Hz plus/minus 3 dB down
(free-field) 10 dB @ 28 Hz.

Dispersion: 180 degrees

Maximum power input: 100 watts RMS @ 500 Hz for 5 min.

Cross-over frequencies: 500 Hz, 2,000 Hz, 7,500 Hz.

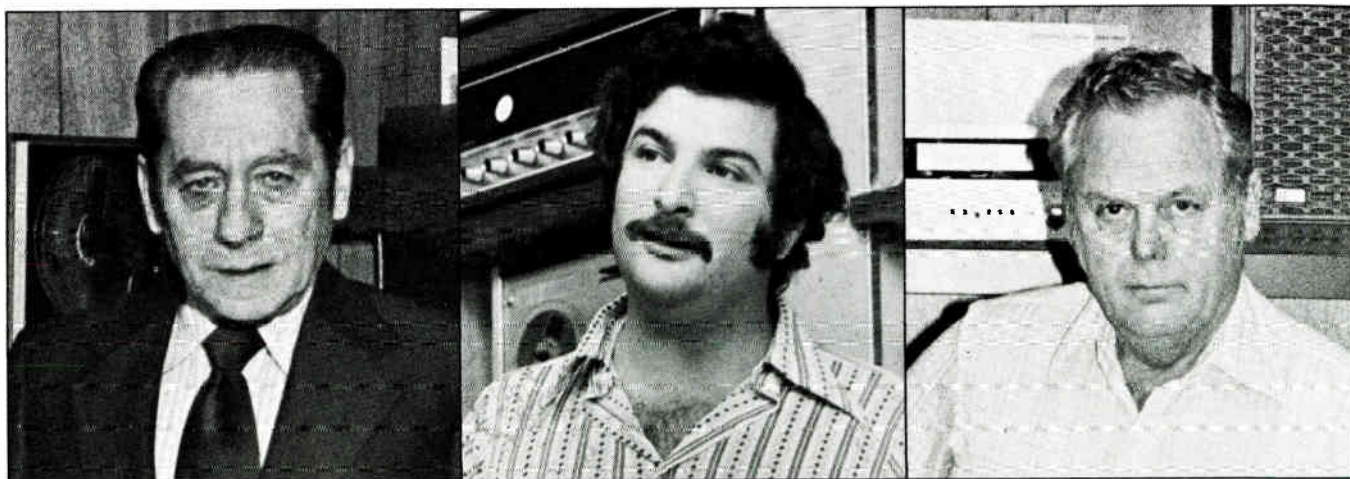
Cabinet: Oiled walnut

Dimensions: 27 inches high
15 inches wide
12-3/4 inches deep

Warranty: 6 years



MODEL A-200
4-WAY FLOOR MODEL
SPEAKER SYSTEM



GLEN BAILEY
AUDIO SPECIALTIES
SHEPHERD MALL
OKLAHOMA CITY, OKLAHOMA
 "You can take any average room and get a theatre or concert hall effect with the Plus 2 System. Before, you couldn't do this without getting the sound directly in your face! And, of course, the signals of the Plus 2 System deal with the standing wave problem so you get a more natural sound. We're very, very impressed with the Plus 2 System."

HARRIS T. LEVIN
SOUND SERVICE COMPANY
PHILADELPHIA, PENNSYLVANIA
 "Frankly, there's no comparison between the Leslie Plus 2 Speaker System and other quad speakers because the Plus 2 System can also be used with stereo. It adds a totally new dimension of sound to stereo... or quad. The sound is very clear and crisp. I have five or six customers a day coming in and asking to hear the Plus 2 System."

LUTHER THOMPSON
MEDICO ELECTRIC LABS
GLENDALE, CALIFORNIA
 "I think the Leslie Plus 2 Speaker System is a sensible way to go because it works in conjunction with a pre-existing two-channel system. The nice part is that with the Plus 2 Speaker's 50-watts RMS built-in amplifiers, when you want to go four-channel, you can. My salesmen are real 'sticky'... so you know we like it if we're selling it."

Bailey, Levin and Thompson Report on the New Leslie Plus 2 Speaker System.

More than 80 audio dealers all over the country have already become franchised dealers for the new Leslie Plus 2 System from the Electro Music division of CBS. The Leslie Plus 2 Dealer Program includes exclusive area franchising, excellent margins, a generous sales incentive program, advertising allowances and a very favorable floor plan. For further information you are invited to write Gary Denney, Ass't Director of Marketing, Electro Music Division of CBS, 56 West Del Mar Blvd., Pasadena, Calif. 91105.



Model 430
 Leslie Plus 2 Speakers.



Model 450
 Leslie Plus 2 Speakers.

Leslie
 SPEAKERS

Leslie is a registered trademark of CBS, Inc.



Nikko's New 5010 Receiver is the New Profit One

Nikko offers you the sound of success.

After our great success with the budget-priced 2010 and 4010 receivers, we're now introducing the "big daddy" of our low end line, the new 5010.

With it you can sell to the growing number of first-time component customers who want something a little more. And it makes a perfect sell-up, too.

The 5010 AM/FM Stereo Receiver retails for a comfortable \$199.95. It delivers the highest power per dollar—a full 22 watts RMS per channel, both channels driven at 8 ohms—of any receiver made.

And it has everything your first-time customer wants: trouble-free solid-state electronics, low distortion, supersensitive radio reception, plus inputs and outputs galore for complete versatility.

But two features make it a hot one. The 5010 has a tape function switch that allows dubbing from one deck to another *internally*, without changing patch cords. And it carries 4-channel FM output capability with jack in the rear panel. So when 4-channel FM standardization arrives, all you'll need is a plug-in decoder.

The capper: with every ring of the cash register the 5010 carries a full profit margin.

Think about that. And think about how easy it'll be to sell with our introductory ads in magazines like *Hi Fidelity* and *Rolling Stone*, plus selected quarterlies, and full co-op support.

The Nikko 5010. You can bank on it. Just contact your local Nikko rep, or call us Collect at Nikko Corporation of America, 5001 Lankershim Blvd., North Hollywood, California 91601, (213) 985-0105. In Canada contact: William Cohen: Montreal; Branch Office: Toronto.



**New NIKKO 5010
AM/FM Receiver**
only **\$199.95** retail
(including walnut cabinet)

Chuck Gitlin has joined the sales staff of Steve Fisher Sales Corporation, Teaneck, New Jersey. Gitlin



will concentrate on audio and consumer accounts in the metropolitan New York and northern New Jersey areas.

* * * * *

Henry N. Beard has been elected vice president of Twenty First Century Communications, Inc., and has



been named editorial director of *National Lampoon*. Beard has been an editor of the magazine since its inception in 1970.

* * * * *

TEAC Corporation of America has named Jim Oblak manager of public relations and sales promotion. He will be responsible for estab-



lishing and coordinating promotional programs for TEAC dealer and representative networks on a national and regional level.

In other TEAC news, Julius Rothschild and Company is the new sales representative for the military market. The firm, based in Oakland, California, with offices in Lynbrook, N.Y., will handle all business with military purchasing divisions.



Kenwood goes to air freight

The first air freight shipments of Kenwood stereo components scheduled to meet growing U.S. dealer requirements arrives by Pan-Am charter. On hand were Kenwood Electronics' Carl Uemura (R) and Dennis Tanioka, Pan-Am rep.

Robert Blumberg, who spends his working days at the Norwalk, Connecticut, Arrow Electronics Store, did some research and came out with a new model.

Trademarked *Laura Michelle*, the newcomer has a total music power I.H.F. (Institute of Happy Families) rating of 700 watts at 10:57 a.m. With a 20-inch length and a seven pound, two ounce shipping weight, *Laura Michelle* was delivered on October 17, 1972.

Continuous power all channels driven is said to be unbelievable, with no distortion. Frequency response is "10-25,000 cps and that Hz." Bias

type is reported to be grid leak lower channel and damping factor is a four-ply diaper. There is one main speaker and no loudness control.

Although price is not yet available, the discount is \$750 yearly for Chief Engineer Robert, Chief Laborer Nancy and Quality Control Supervisors Renita and Zeena.

* * * * *

Two new sales representative firms have been named by **Blonder-Tongue Laboratories, Inc.** Ellard E. Strasser Company, Inc., Los Angeles, will cover southern Nevada and Southern California. **Toward Engineering Associates, Inc.**, Phoenix, will cover Arizona.



Hi-Fi Expo plans affair, awards

ABOVE (l to r): Mort Leslie, Elpa Marketing Industries, Inc.; Arthur Gasman, British Industries Co.; Stan Grossman, Rectilinear Research and Joe Dio, Superscope, Inc. at International Hi-Fi Expo dinner. Plans were discussed for the third annual dinner-dance and the "Debbie Awards." Recipients include: Jay Schwab, Sam Goody, Inc., for outstanding audio management; Arthur Wohl, Lafayette Radio, for outstanding audio sales and a special achievement award to Juliet Kaye, representing the fine work in sound sales by the distaff side.

Our goal for 1973:

- 1. To get you all the Duals you can sell.**
- 2. To help you sell all the Duals you get.**

We're happy to report that the factory has increased its production capacity and will be making far more Duals available in the U.S. than ever before. (But still no more than Dual's rigid quality control will allow.)

In addition, we're expanding our Mt. Vernon plant to two and a half times its present capacity. (Construction has already begun.)

Our electronic data processing system, instituted last year, will give us the capacity to handle all the additional business that will be flowing through our expanded facilities.

As for the second goal, our advertising and promotion plans for 1973 will keep consumer demand growing. We've long been the largest turntable advertiser in the audio magazines. (You've seen our new two-page full-color spreads.) And millions of other component prospects are seeing Dual advertised every month in the mass consumer media, including those reaching the youth market.

In short, our goal for 1973 is a lot more of 1972.

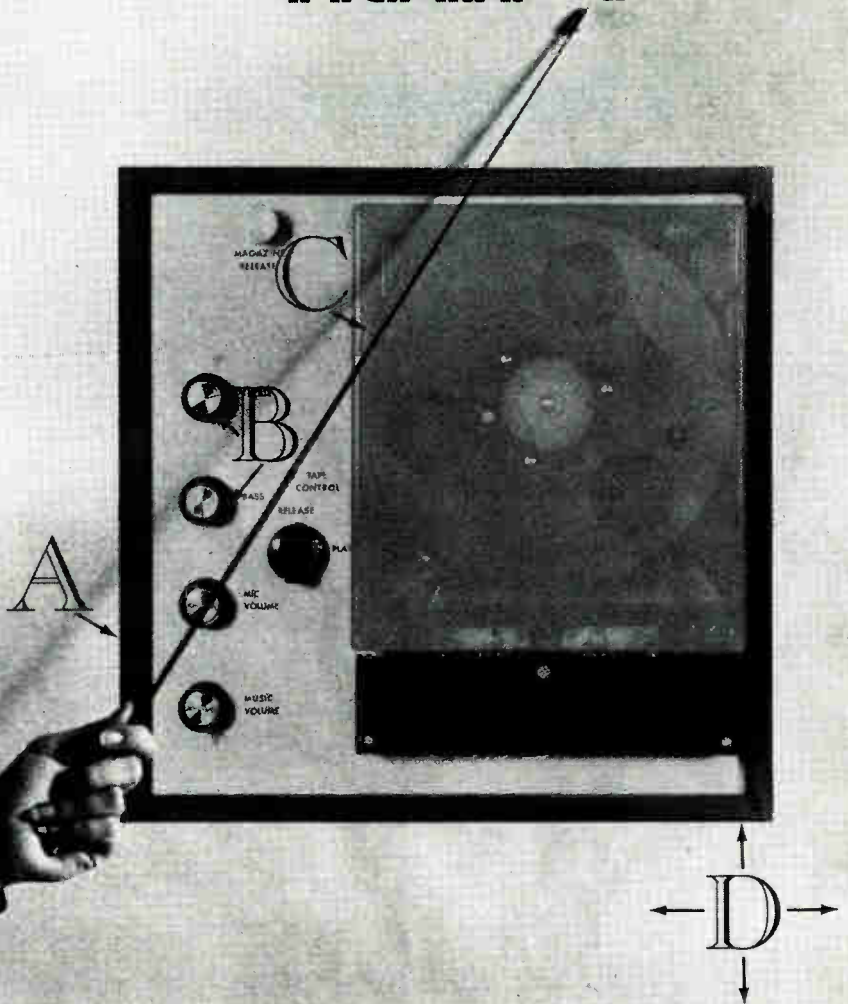
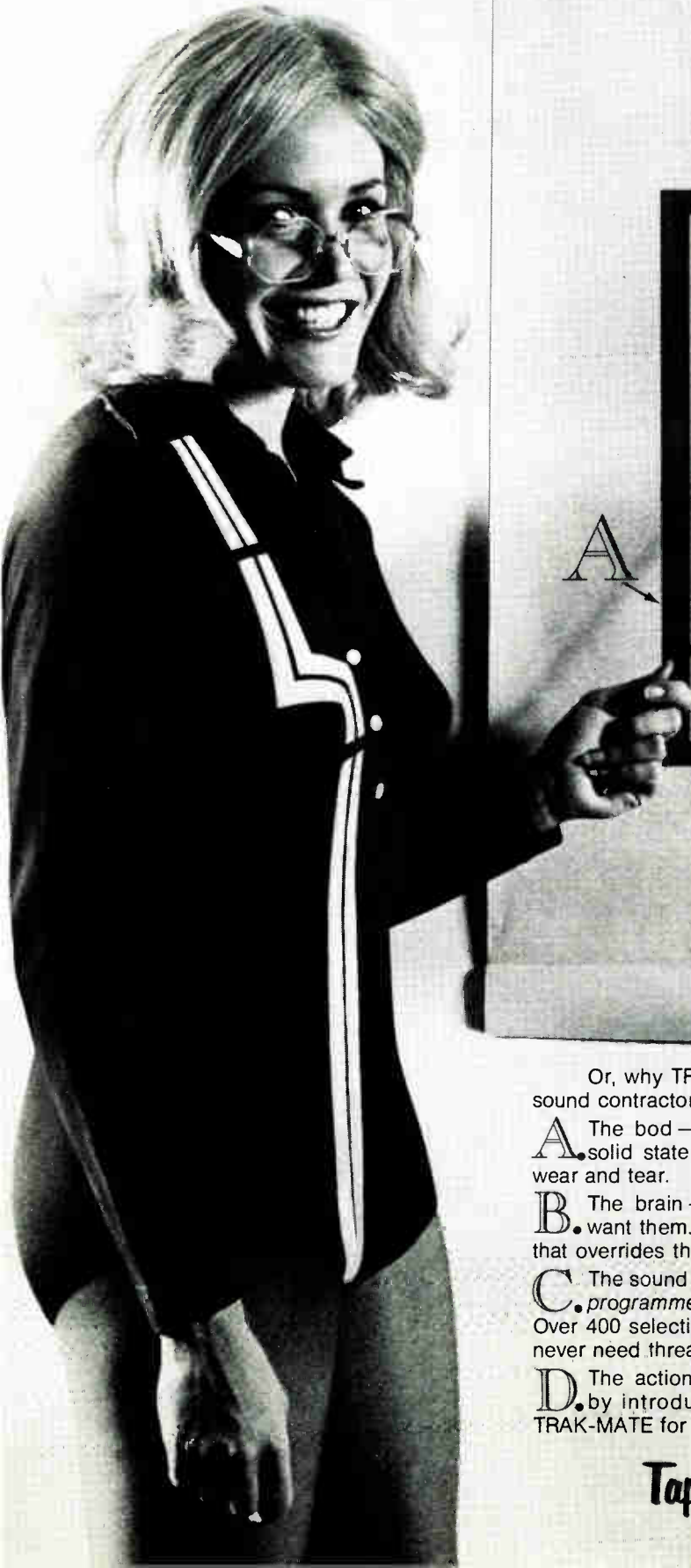


Dual[®]

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

Exclusive U.S. Distributor: Audio First, Inc.

ANATOMY OF THE TRAK-4



Or, why TRAK-4 Background Music is the most valuable commodity in the sound contractor's product line. Just look at this fantastic creature:

A. The bod — a rugged walnut-cased tape transport, good to look at, all solid state electronics inside and a field-proven drive system that defies wear and tear.

B. The brain — super simple controls to keep volume and tone where you want them. Also notice the "Mic Volume", for use with a microphone input that overrides the background music.

C. The sound — it comes in such beautiful tone, producing music that's *custom programmed* (at no premium cost incidentally) for every type of location. Over 400 selections on each tape magazine — they snap onto the tape deck — never need threading.

D. The action — you can do both yourself and your customers a big favor by introducing them to TRAK-4 Background Music. Write or call Ms. TRAK-MATE for information.

Tape-Athon Corp. 502 S. Isis Ave., Inglewood,
CA 90301 (213) 776-6933

Listen



to the irresistible sound of Martin Speakers

The sound of Martin Speakers can be as quiet and irresistible as the gentle meeting of sand and surf. Or vibrant and deepthroated as the roar of thunder in the summer sky.

Martin Speakers for people who are attuned to the irresistible sounds of the audible universe.

Martin Speakers from \$47.50 to \$350.00

"A new standard of performance built
by people who listen."

A DIVISION OF EASTMAN SOUND MANUFACTURING CO., INC.



Mickleton, New Jersey

08526

If you don't have Martin in your store or territory, contact Mr. B. Beck, National Sales Manager,
Eastman Sound Mfg. Co., Mickleton, N.J.



Shure on Standards

(Continued from page 64)

But he predicts no significant technological changes in stereo cartridges, in the event they are widely used for encoded 4-channel discs in the future. "Any good stereo cartridge can handle the matrix system. It's a matter of tightly controlling present specifications, rather than of developing new technology."

The most significant changes anticipated by Shure's sales vice president, will be in the "personality" or "lifestyle" of audio dealers: "The day of the all-around athlete is over. A dealer is going to have to decide exactly what role he's going to play, and then strictly assume that role," he says.

Ward expects a trend on the part of dealers to handle fewer

lines in an effort to reduce inventory and become more expert on the product they sell.

"Dealers will become more demanding of their suppliers. They'll expect a strict definition of 'who's responsible for what' and they'll concentrate on their job of selling.

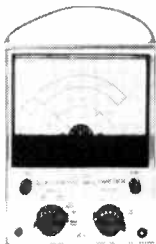
"I don't think they'll be as interested in doing the manufacturer's pioneering work as they have been in the past."

"And the public will become more discriminating about how and where it wants to buy. So the dealer will have to decide on a more strictly defined identity and the public can accept or reject that role."

Leader

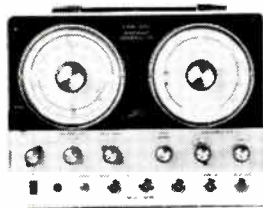
AUDIO TEST INSTRUMENTS

Now You Can Say Service... and Smile!



**LV-77
FET MULTIMETER**
Solid state dependability and stability plus high impedance—make this a fine general purpose meter. Has dual power supply—batteries and AC line. It's truly portable! $\pm 3\%$ full scale accuracy with easy to read, clearly marked face panel. **\$109.95**

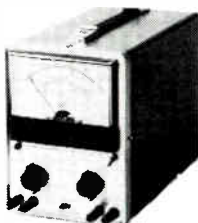
**LFM-30
TAPE SPEED/CHECKER**
Checks any tape recorder for speed and drift accuracy at 3KHz as well as 1, 2, 4, 5, 6, 7, 8 & 9KHz frequencies. 100MV to 10Vrms input level. $\pm 5\%$ end scale accuracy with -3% to $+3\%$ test range. Complete with carrying case. **\$129.95**



**LSW-250
FM-TV SWEEP/MARKER
GENERATOR**
Use with any scope to test and service FM, TV and more. Has 2-260MHz freq. range, cont. adjustable, with calibrated markings for most often used bands. Marking method is post injection with external signal input provision. Highly stable and accurate. With accessories. **\$309.95**



**LMV-89
2 CHAN. AC
MILLIVOLT METER**
Test stereo circuitry and 4-channel too—especially where differences exist in voltage at two separate points. $\pm 3\%$ full scale accuracy (1KHz); dB scale readings at 0dB=0.775V and 1V each. 2 chans. 100MV to 300V range in 12 steps. With separate pointers, individual switches, and amplifier systems. Both channels operate separately or together. **\$229.95**



Write for details. See your distributor.

The more you see... the more you believe... the more you save

Leader Instruments Corp. 37-27 Twenty-Seventh St. L.I.C., N.Y. 11101 (212) 729-7410

Jensen speaker demo display

A speaker demonstrator which displays three pairs of speakers is available from Jensen Sound Laboratories, 4310 Trans World Rd., Schiller Park, Ill. The unit includes a wired four-way switch with clip on lugs for connecting speakers and a literature hangar. The demonstrator can be used as a floor or counter display.

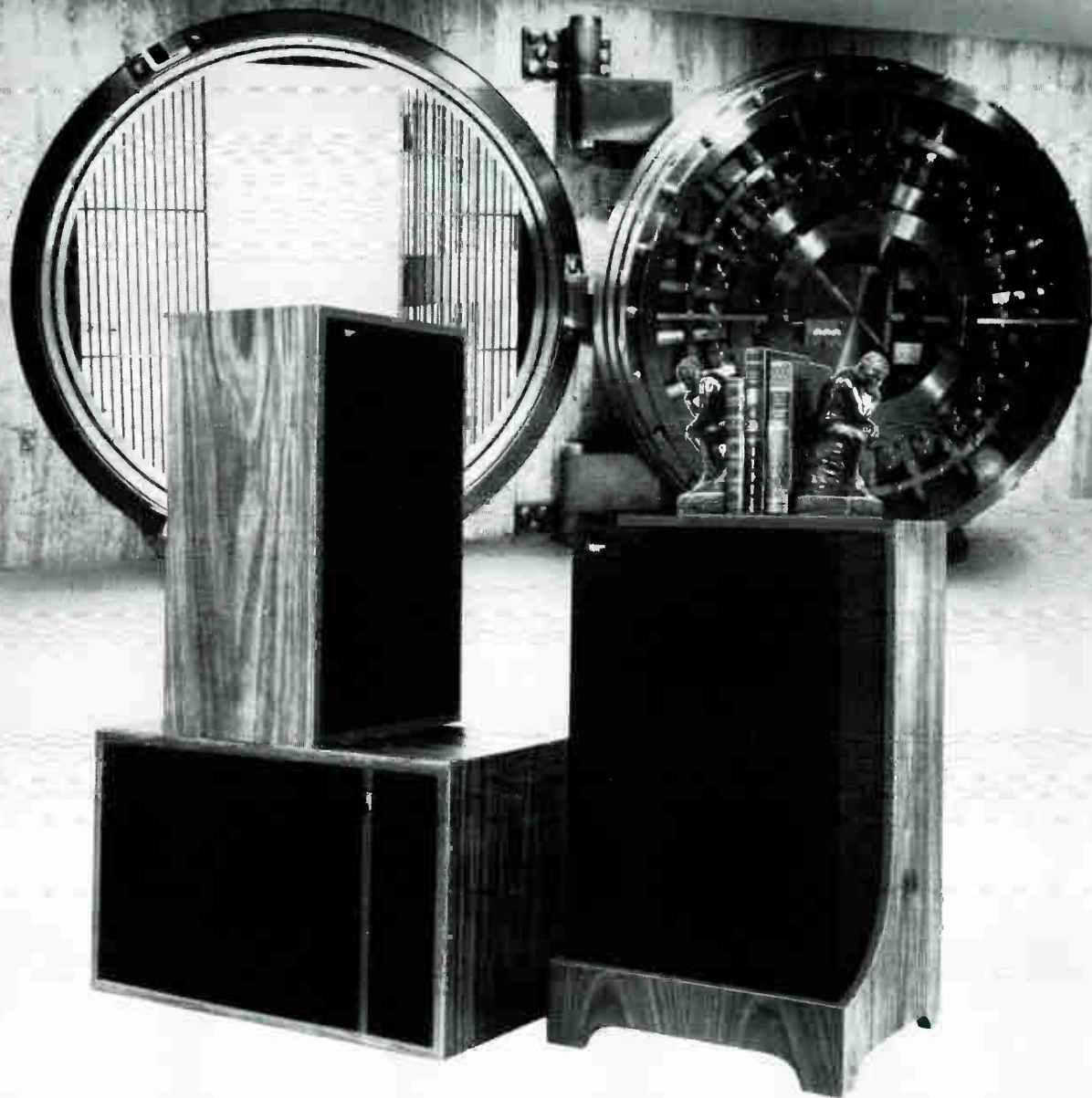
Dealer ads

(Continued from page 57)

is established without talking down to him. The other system is priced at \$439.95 — so there's no credibility gap. Instead, the potential customer is informed that this store understands his needs and has equipment to fit his budget, no matter how large or small. There are no blaring heads or tags. The copy is soft-spoken and informative.

It all boils down to knowing your market as well as your merchandise. Advertise to sell, not to build image or to generate price wars. The average customer is going to shop around for price anyway, so sell him on your knowledge, your willingness to help and naturally your low price. If the ads are successful, you'll at least get the customer's ear for a while, and very likely his business as well.

Magnum Opus, It's voice is full of money



The sound room, where you make your money, sounds better with the Magnum Opus line of speaker systems.

Whether you're using your low-end or your top line electronic components, the sound will be dramatically improved by Magnum Opus speakers.

Magnum Opus uses a patented engineering principle that your prospects have already heard about: DYNAMIC DAMPING. An internal woofer "disciplines" the front-firing

main woofer, preventing cone break-up, frequency doubling and other sources of distortion.

The result is a sound that is strikingly superior. All of the speakers in the line are demonstrably worth their price.

And six handsome speaker systems give full versatility in selling up or down . . . from \$69 to \$440.

The prices are healthy; when you make the sale it will have been worth the salesman's overhead. . . . You can bank on it.

**MAGNUM
Opus**

For more information, call or write: Irv Friedman, Sales Manager
Magnum Opus Electronics Ltd., 220 West 19th Street, New York, N.Y. 10011 • (212) 255-8156-7-8

To help you sell

Irish cassette

Irish Magnetic Tape, 270-278 Newton Rd., Plainview, N.Y. has announced the availability of its new Series 261 cassette tapes. The series is manufactured to conform with Philips dimensional standards and comes with a lifetime guarantee. The series includes forty-minute, on hour, ninety-minute and two-hour tapes. Prices are \$1.80, \$1.85, \$2.90 and \$3.45.

Headphone display

Hear What You've Been Missing is the theme of the new, "live" in-store display currently being offered to dealers by Superex Electronics Corp., 151 Ludlow St., Yonkers, N.Y.

The display handles 10 head-

phones, including the PEP-77D and the PEP-79D, the firm's two electrostatic models. The 66-inch round



unit takes up about three square feet of floorspace and consists of a round base with wood-grain circular table and two circular drums from which the headphones will hang.

Record cleaner

An automatic phonograph cleaner in a tone arm format is available

from Robins Industries Corp., Consumer Products Division, Com-mack, Long Island, New York.

The "Groovemaster" is designed for professional and amateur use and comes blister packed on a "Show-case" peg card with anti-static cleaning fluid and nylon brush applicator.

Test cassettes

Full track test cassettes recorded at a level of 200 nWb/m, with the special modulated Dolby-B tone are available from TEAC Corporation, 3-7-3 Naka-cho, Musashino, Tokyo, Japan (Type MTT-150) and from BASF, Bau J536, 621 Ludwigshafen/Rhein, West Germany (Dolby Level Test Cassette).

Both types normally carry the name of the manufacturer, but they can be obtained with labeling for a specific customer.

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A sure-fire assortment. Deal BP-1 includes FREE pegboard display panel. Other starter deals also available.

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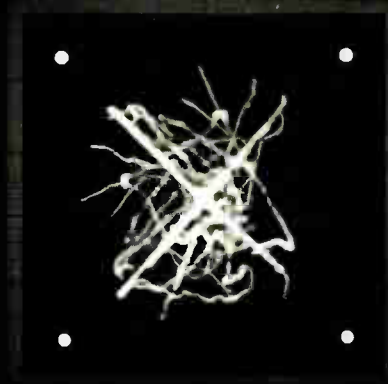
1579Y East 31st Street • Cleveland, Ohio 44114

Do you know what 4-channel sound looks like?

If your customers don't know, then they're probably missing something. Because it's easier to adjust their 4-channel system when they see where all that sound is coming from. That's why Panasonic has made a 4-channel audio scope. Model SH-3433. With it they'll be able to see if they're getting the most out of their music. Whether it happens to be stereo. Matrix. Or discrete 4-channel. In either 8-track tapes or Compatible Discrete 4-channel (CD-4) records. Like RCA Quadradiscs.

The SH-3433 lets your customers see the strength and phase relationship of all 4 channels, at one time. They can look at two channels, if they're listening to stereo. Or one. Turn the Wave Form selector to the one channel they want to see. The screen will show it.

The audio scope has controls



for position, balance, focus and brightness. A gain control to change the size of the wave form. Plus a Scope Mode switch for either matrix or discrete sound.

The back panel has jacks for most accessories. Stereo or 4-channel. Including two for an FM tuner. So they can monitor FM stereo wave forms and detect possible FM multipath problems. And if they're using 2 stereo am-

plifiers to get 4-channel sound, they can see if the front signals and back signals are in phase. With our special Rear Phase switch.

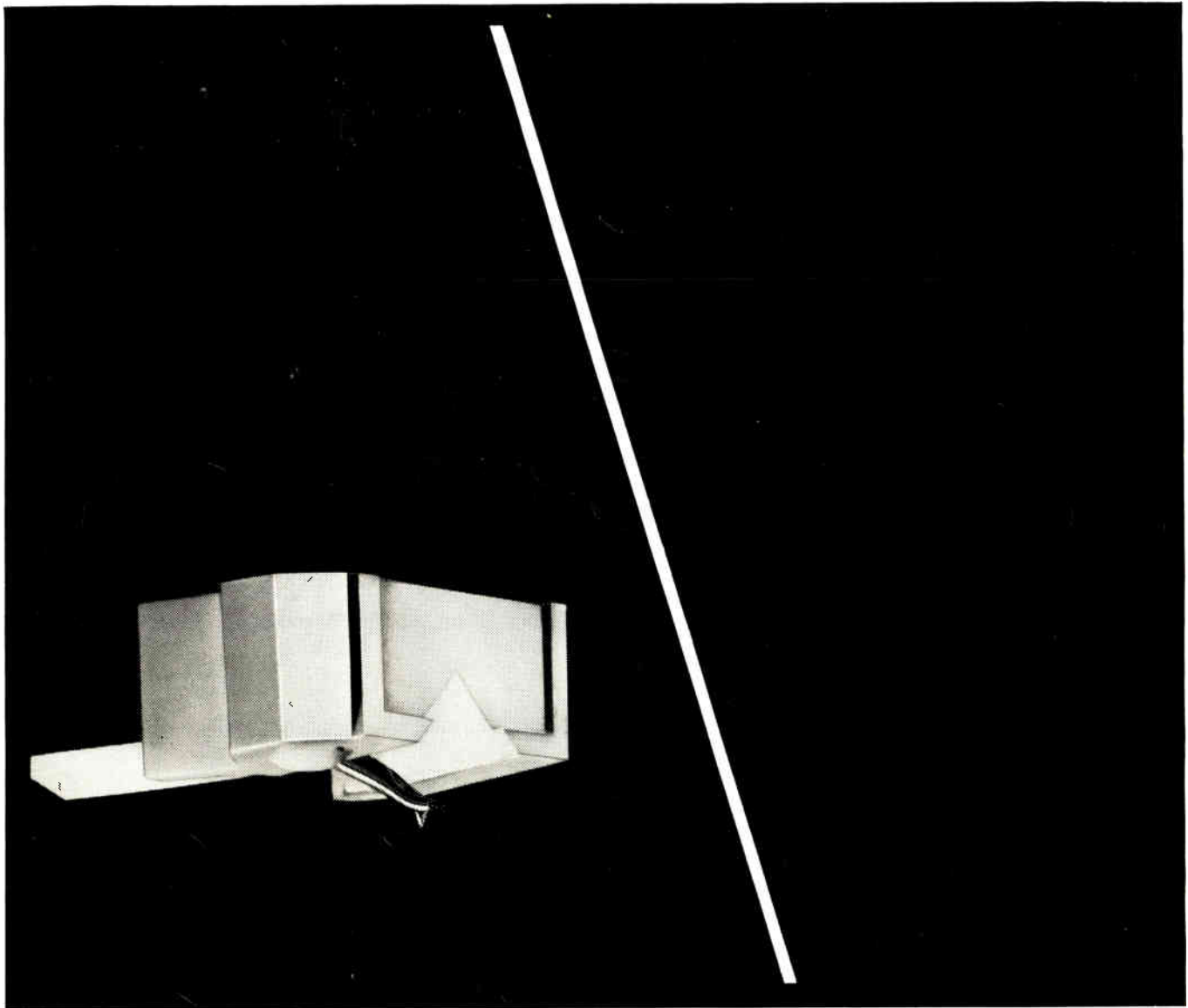
Of course, your customers need more than an audio scope to get 4-channel sound. So look, and listen, to our other discrete 4-channel equipment. Like our Model SA-6800X receiver. It has Acoustic Field Dimension, so they can adjust the speaker separation electronically. They move the sound to fit the size of the room. Without physically moving the speakers. It also has a phasemitter for the various matrix systems. 300 watts of power (IHF). Plus a remote balance control.

When you're showing your customers our receivers and other components, show them our 4-channel audio scope. Because in 4-channel sound, seeing is believing.

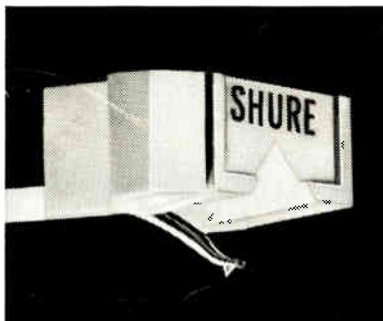
Panasonic® Hi-Fi 4-Channel Audio Scope



These Panasonic high fidelity products are sold only through franchised Hi-Fi dealers.
Panasonic Pan Am Building 200 Park Ave. New York, N.Y. 10017



The three-dollar bill.



The stylus shown above is phony. It's represented as a replacement stylus for a Shure-cartridge, and although it looks somewhat authentic, it is, in fact, a shoddy imitation. It can fool the eye, but the critical ear? Never! The fact is that the Shure Quality Control Specialists have examined many of these impostors and found them, at best, to be woefully lacking in uniform performance — and at worst, to be outright failures that simply do not perform even to minimal trackability specifications. Remember that the performance of your Shure cartridge depends upon the stylus, so insist on the real thing. Look for the name SHURE on the stylus grip (as shown in the photo, left) and the words, "This Stereo Dynetic® Stylus is precision manufactured by Shure Brothers Inc." on the box.

Shure Brothers Inc.
222 Hartrey Avenue, Evanston, Illinois 60204

