

11 SNEAKY WAYS TO BEAT YOUR WIFE AT HI-FI



We hope you get a few chuckles from the following *11 sneaky ways to beat your wife at hi-fi*. And we hope that, sneakily or otherwise, you will be able to convince your wife that she can't get along without an Altec matched components system.

Be sure to stop in and feast your ears on *the true sound of music* at your Altec dealer's. Once you do, you'll understand why our "sneaky" characters are so enthusiastic and articulate about Altec.



The most complete line of stereophonic and monophonic component high fidelity in the world



"Of course you're tired, Tweetie. Who wouldn't be—suffering through the whole livelong day the way you do without an Altec matched component hi-fi system to soothe your tender little nerves. And *you*, especially! You're so artistic... so beautifully suited for the true sound of Altec. It's the sensitive people like yourself who can really appreciate Altec's pure tonal quality and tasteful styling..."

(Psst! Hit the sack, Everett old chap. Your Altec system is in the bag)

Sneaky way **N^o 1**



"No, no, dear! I said the music sounds *tinny* in here. Actually, a woman of your sensitivity and taste should be hearing music on an Altec *matched component* high-fidelity system. You see, Altec matched components were designed for gifted people like yourself who recognize and really appreciate flawless tonal balance. And, as for styling, they must have had you in mind. So elegant. So symmetrical. I must say, dear, you and Altec matched components were made for each other!"

(No need to go further. You'll get your Altec)

Sneaky way **N^o 2**



"Well, you see it's like this, darlin'... Nothin' could be sweeter than a high-fidelity tweeter in the mornin'—or any other time. Especially when it's an Altec tweeter, and part of an Altec *matched components* hi-fi system. Just wait till your pretty lil' ol' shell-like ears receive the honest sound of music an Altec system puts out. It's beautiful. It's truthful. In fact there's only one thing that sounds and looks better than an Altec matched components system... and that's *you*, darlin'!"

(okay, sweet-talker — the Altec is yours)

Sneaky way **N^o 3**



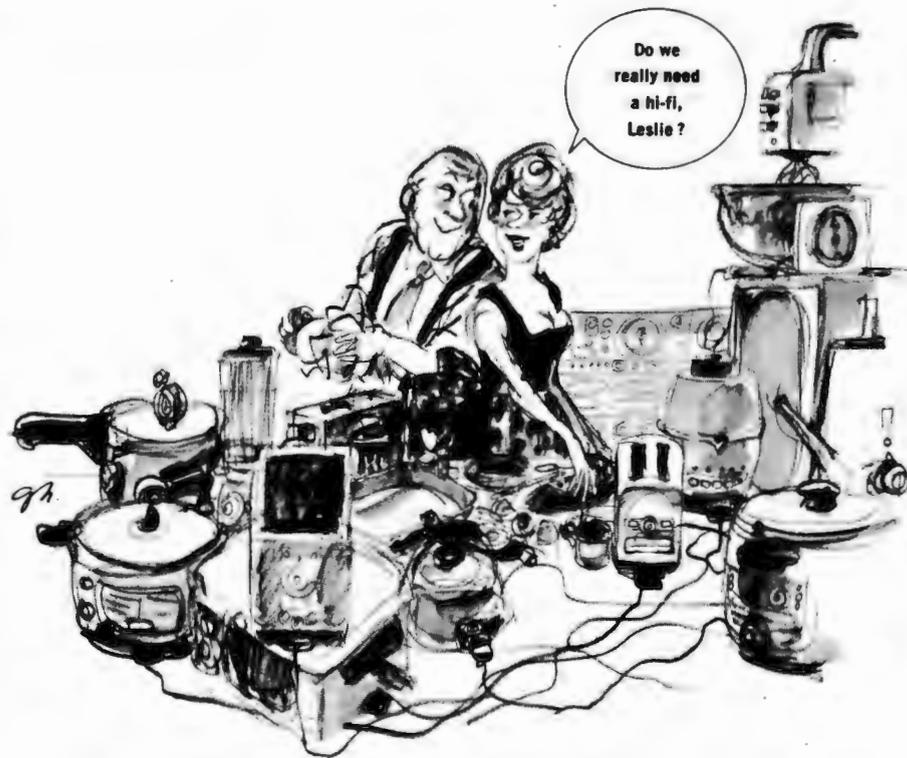
"That's because the little — uh — *darling* hasn't heard the true sound of music on an Altec matched component system. Isn't that right lil' feller — heh, heh. You see, Victoria, Charley is such a high-strung lad that nothing less than the purest, most honest sound reproduction would be good enough for him. Altec is specially made for superior little — uh — *darlings* like him."

(Relax, Dad! You've won your Altec)

BIG STEREO SOUND IN SMALL SPACE

2—355A amplifier-preamplifiers; 2 Monterey Jr. speaker systems; 1—S40 master stereo control; 1 record changer or turntable of your choice. This system can be started as monophonic, then adapted to stereophonic later. All Altec matched components plug together in seconds. Complete systems are priced as low as **\$289.50**

Sneaky way **N^o 4**



“Sure we do, baby. We need an *Altec* matched components high-fidelity system. As an electronics expert, surely you know that Altec matched components are designed and built and tested by the same folks who create famous commercial sound systems like the one for Cinerama. And in addition to your technical know-how, you have the delicate ear and aesthetic refinement to judge the flawless tonal balance of such perfectly mated components.”

(You’ve really got a line, Les. And you’ve got your Altec too)

Sneaky way **N^o 5**



“I know that’s what I said, Sophie – but once I heard that demonstration of Altec matched components high-fidelity, I said to myself, ‘Spencer old boy,’ I said ‘it would be downright cruel of you to deprive your Sophie of such beautiful sound! I thought how ungrateful it would be of me to keep the true sound of Altec from you after you have so unselfishly devoted your life to making me happy and content in our little home sweet home . . .’”

(That ought to do it, Spence. She couldn’t possibly send it back now)

Sneaky way **N^o 6**



“It’s so like you to say something like that, Pearl. You’re so observant . . . so analytical and aware of life . . . so cognizant of your environment. And now I talk to you about Altec matched components because Altec so befits a profound yet personable gem such as you. Altec’s clean, sweet, pure, true sound is truly *your* kind of sound. I had intended to surprise you with the new Altec high-fidelity system I ordered. But once again, my feeble attempts to evade your uncanny perception have proved futile . . .”

(She’s yours, Roger — and so is Altec)

Sneaky way **N^o7**



“I know it’s been tough for you Winifred, and believe you me if I had my way you’d have a queen’s wardrobe in your closets. But, unfortunately that old devil *budget* has had me so strapped, I just can’t see my way clear. That’s why we should get an Altec high-fidelity system. You see, Altec is an investment — not an expense. It pays off year after year with the true sound of music. And Altec is right down your alley Winnie, baby, because only the finest is good enough for you . . .”

(Nice try, Alf, but in this case, a new hat is worth a thousand words)

Sneaky way **N^o8**



"I'm almost ashamed to say this, Ethel – but my most grievous error is that not once did I consider your feelings and taste while I was gathering this monstrous electronic menagerie. I must have been blind not to realize that only Altec matched components have the symmetry, decorous styling, and true sound reproduction that a person of your charm, beauty, and intelligence could live with. But I promise to make amends immediately! I'm going to get you an Altec high-fidelity system first thing in the morning..."

(Hats off to you, Edgar, the battle is won).

Sneaky way **N° 9**



"I'm surprised at you, Jane! Can't you see the hidden meaning in her words? Naturally she *says* 'who needs hi-fi.' Actually she yearns for the true sound of music an Altec matched component high-fidelity system reproduces. She is such a sweet and gracious lady... she is so overcome by gratitude at the idea of us getting an Altec system to help her through her December Days. Who needs hi-fi, indeed!"

(Nice going, pal! Next stop: Altec dealer)

Sneaky way **N° 10**



"I'm so proud of you, Nellie Beth. The way you tirelessly take care of our home sweet home is a constant source of amazement to me. But a hi-fi won't keep you from the domestic duties that mean so much to you—especially if it's an Altec matched components high-fidelity system. Altec is made to order for responsible, fastidious, busy little honey bees such as you. And you're such a perfectionist, Nell, I know you would never settle for anything but the best, and the best is..."

(That should do it, Fred. Now let Nellie get back to her housework)

Sneaky way **N^o11**



THE ULTIMATE IN LARGE-ROOM STEREO

1—306 AM-FM tuner; 1—307 FM tuner; 1—445A stereo preamplifier; 1—345A stereo power amplifier; 2—Laguna speaker systems. Laguna speaker systems are placed 16 feet apart for theatre-quality sound. Effective listening distance extends up to 32 feet in front. All Altec matched components plug together in seconds. Complete systems are priced as low as **\$289.50**



ALTEC LANSING CORPORATION

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