An altogether new idea for music lovers!

The new craftsmen "Assembly" high fidelity home music system

DID YOU KNOW that buried away in your own phonograph records there's a treasure of beautiful music you probably have never heard? It's true! Today's High Fidelity recording (and broadcasting) techniques bring you music with a clarity and tonal range never before possible outside the concert hall.

To enjoy this full measure of realism, you need an instrument capable of reproducing all the music without distortion—a High Fidelity home music system.

Now, in one package, the world's most respected name in High Fidelity brings you a complete system of perfectly matched units—the Craftsmen "ASSEMBLY."

You get the performance-proved Craftsmen FM-AM Tuner and Amplifier... two new Craftsmen speakers coaxially mounted and 3-speed record player with dual sapphire magneic pick-ups... many accessories, too.

The Craftsmen "ASSEMBLY" is waiting for your critical ear in the sound rooms of a Radio Parts Supplier near you. Drop in today for a demonstration of distinctly better listening.

Send for this booklet on High Fidelity by DEEMS TAYLOR
Ask your Supplier for a copy of this 24-page booklet by Deems Taylor—or write to us, enclosing 10¢ to cover handling and mailing.

high fidelity by craftsmen means distinctly better listening

The Radio Craftsmen, Inc., Dept. HA, 4401 N. Ravenswood Ave., Chicago 40, Illinois

READERS' FORUM

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that way, though he was playing it back through a typical phonograph loudspeaker setup and, furthermore, had obviously used a defective turntable in making his transcription. When I told him the actual pitch of the music was wrong, he shrugged his shoulders as if it didn't matter.

There is, also, a lot of talk today about recording characteristics, but how many phonograph-makers really plot these accurately? I know of more than one outfit which has worked our own out without asking us, though it is no secret. When we point out certain errors there we get more shrugs.

The path of the pioneer is a tough one; we at FFRR have become tough accordingly. I doubt that there is anybody around today to deny that we have changed a few viewpoints in the manufacture and merchandising of recorded music.

Let us get back to Mr. Blender, who can be answered only on the following terms which he must accept.

1) Are there any perfect records? The answer is NO.
2) Is any disk NEARLY as good as the actual performance? Again NO.
3) Is there really good equipment around capable of doing justice to the best modern recordings? The answer is YES BUT IT IS NOT CHEAP.

Now, what should a manufacturer do about his offerings?

1) He should make them as excellent as possible. FFRR does this.
2) He should stand fully behind each and every offering and make good on all those that cause trouble. FFRR is constantly recutting disks that may cause difficulties on certain machines and nobody yet has complained of receiving dissatisfaction when a complaint is voiced.
3) DO INTENSE PROPAGANDA WORK TO SEE THAT HOME EQUIPMENT COMES UP TO THE LEVEL OF THE RECORDING TO BE PLAYED ON IT, THUS MAKING SURE THAT FAULTS, IF THEY ARE FOUND, ORIGINATE IN THE RECORD ITSELF. It is sad to have somebody hear the supposedly "bad" record play perfectly on our office equipment and tell you he paid $400 for his beautiful ...... in Blond Mahogany and the man assured him it was the latest thing in HIGH FIDELITY!

4) Convince the public that no two pieces of music sound exactly the same way and therefore will not be reproduced the same way. It should therefore not be surprising if 90 records will sound absolutely fine but that the 91st may cause problems.

5) MOST IMPORTANT. STOP THE DAMN NONSENSE ABOUT HIGH FIDELITY AS THERE IS ABSOLUTELY NO SUCH THING. WE ARE IN THE MUSIC BUSINESS AND OUR EFFORTS HAVE ALWAYS BEEN DIRECTED TO-

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