Just as the name Benvenuto Cellini has been recognized down through the centuries among the truly inspired craftsmen of all time, the name Bell has come to be known among the great names in high fidelity.

Man has always admired a fine piece of work... whether it is a thing of intrinsic beauty such as the Rospigliosi Cup by Cellini, or a utilitarian product, which achieves its goal because of the precision workmanship of its creators and builders. It is for this reason that a Bell High Fidelity Amplifier is the obvious choice of those who demand the best in whatever they buy... why discriminating music lovers select a Bell Amplifier for their own custom music systems. Hear a Bell Amplifier at your hi-fi dealer soon, or write today for Bell's Catalog 542-A, giving complete details on the Bell line of superior high fidelity amplifiers.

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suggest that record manufacturers start out establishing listening salons in three or four of the large cities to see what results they get... They would definitely let all dealers and the consuming public know that no records that they have available for listening are for sale. What better way would there be to help sell records than to let the consuming public know there was a place where they could find and hear recordings and then go to their favorite dealer and have him order a new, non-played record from his jobber or distributor and assure the customer that he was getting new stock...? The listening salons would have the modern up-to-date equipment that could do full justice to all that is in the record...

I actually believe that it might be possible to curtail some of the advertising and sales budget in other directions so that people can see and hear the product the same as they do radio and TV, and that way increase the sales. It certainly would give dealers the kind of business they like...

George Sennett
Aurora, III.

Sir:

You would do the whole tape recording industry a favor if you would help to eliminate the ambiguous terms “twin track,” “single track,” “double track” and “dual track.” Instead as does Magnecord, Inc., use the terms “half track” and “full track.” Then there is no guessing whether “twin track” means two tracks or two tracks wide.

Paul M. Gerhard
Beverly, Mass.

Sir:

I find it annoying to have the loud portion of a record blast me out of my seat, and, on the other hand, if the volume is not high enough, you lose the effect of the music...

Why could not the record companies record (possibly on a band near the label) a few grooves of the loudest and a few grooves of softest music. This would allow anyone who wants the proper volume, to play this band and make proper adjustments. Being near the label it would be out of the way, for those not wishing to make use of it...

Jack Ludwig
Cincinnati, Ohio