

# HIGH FIDELITY trade news

**VIDEO**  
Improving TV Sound

VOLUME 23, NO. 9  
SEPTEMBER 1979

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PLATT MUSIC CORP  
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LOS ANGELES CA 90048

**IS DISCO  
HOT STUFF?  
...or Just a  
Saturday Night Fever?**

**EXTRA! 1980  
SOUND INDUSTRY  
DIRECTORY**



# Sanyo car stereo: Designed to fit more than cars.

If there's one thing that more and more dealers are realizing, it's that Sanyo has far more to offer than any other line of car stereo.

Because only Sanyo offers 73 car stereo units and accessories — a huge selection of models to suit any taste, meet any budget, and fit virtually any car.

## Designed to fit all cars.

From the smallest imports and subcompacts to the largest domestic cars, Sanyo has the perfect fit. And our exclusive EZ-Install® system assures a custom-looking installation.

And with Sanyo's comprehensive line, your customer can find virtually any feature he wants in a unit that fits his car as neatly as original equipment.

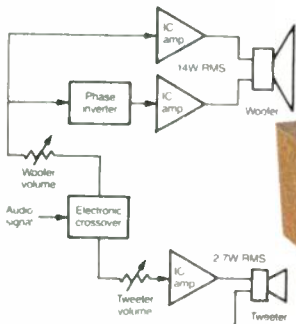
## Designed to fit customers.

Another way Sanyo stays so far ahead of the competition is by designing the most exciting features that today's technology has to offer.

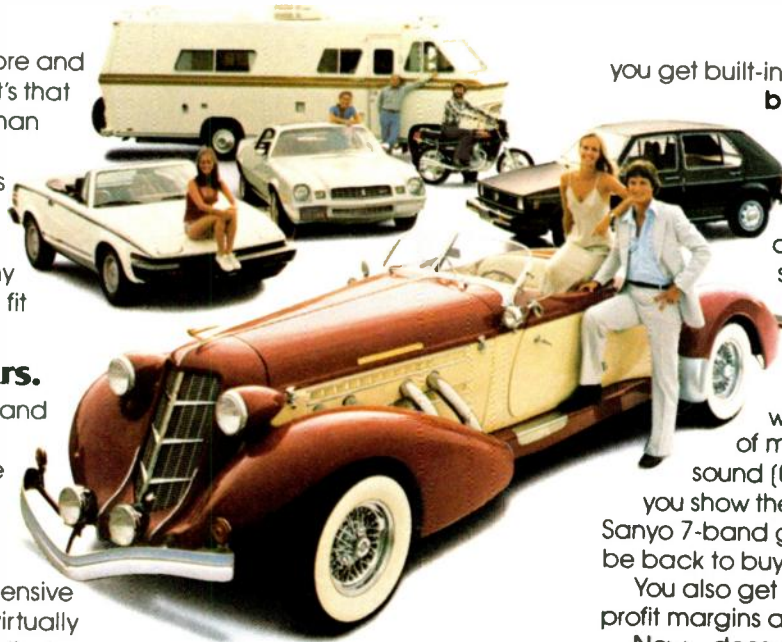


\*Special Sanyo features include Dolby® for tape and FM plus Sendust head and EQ switch for metal tape

Your customers will flip over Sanyo's automatic tape program search system (AMSS) along with features like home



Sanyo's high performance biampification adds extra punch and clarity to the music



you get built-in automatic repeat business.

Just start your customer out with one of Sanyo's AUDIO/SPEC receiver/tape decks and a pair of Sanyo speakers. Let them know that, when they're ready, they can add a Sanyo power amplifier for up to 60 watts RMS per channel of massive, distortion-free sound (0.05% THD). And once you show them the benefits of a Sanyo 7-band graphic equalizer, they'll be back to buy it — and more.

You also get Sanyo's traditional high profit margins and incredibly fast turns.

Now...does any other line you carry measure up to all of this?

If not, contact your Sanyo rep today. He'll show you a perfect fit.

hi-fi specs (such as 0.08% WRMS wow & flutter), Dolby® selectable biamp or conventional mode, digital quartz-locked frequency synthesizer tuning, Sendust heads with switchable equalization for all tape types including metal, and incredibly sensitive tuner sections.

And with prices starting at \$49.95,\*\* your customer can easily get turned on to something that's within his budget.

## Designed to fit you.

With Sanyo's new expandables,



Sanyo Expandables grow with customer tastes and budget



Contact your nearest Sanyo rep

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**The first high-technology record cleaner was the Discwasher System. Four scientific revisions later, the Discwasher is literally years ahead of all other devices.**

**WITH PRIORITY TECHNOLOGY:**

Discwasher D3 Fluid is proven by lab tests to be the safest active cleaning fluid for record care. But a good fluid is not enough. The Discwasher System is also a *precision removal system* that uses capillary action with slanted micro-fibers to lift dust, dirt, and dissolved debris off the record, rather than pushing them around like "dry" and "constant humidity" methods. The real dimensions of record care are safety plus integrated function.

**WITH PROVEN VALUE:**

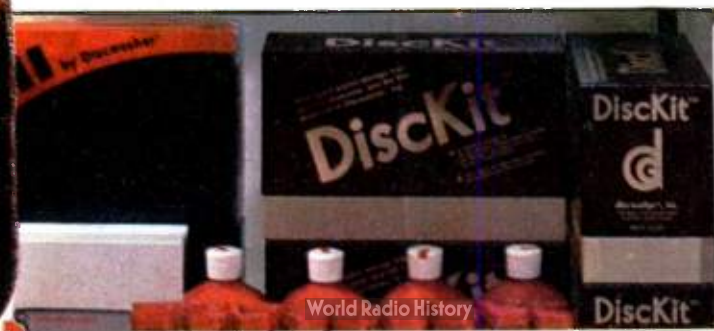
The uniquely styled Discwasher handle is constructed of hand-rubbed walnut which will long outlast "plastic wonders". This easily held handle is lightweight because of an integral cavity which conveniently holds the D3 Fluid bottle. A special brush to clean the directional-fiber Discwasher pad is included without charge, and also fits inside the handle cavity.

**WITH GENUINE SATISFACTION:**

Only Discwasher gives immediate performance, long-term record safety, pleasing physical characteristics and a price that hasn't changed in five years.

Seek out the Discwasher System, by name. Only Discwasher delivers technology, value and satisfaction.

# YOUR RECORDS DESERVE SUPERIOR CARE: SEEK OUT THE DISCWASHER® SYSTEM



**discwasher, inc.**  
Columbia, MO 65201

## COMING UP

**Sept. 26-30, 1979**

High Fidelity Autumn  
Exhibition  
Cunard International Hotel  
London

**Oct. 2-4, 1979**

Institute of High Fidelity  
Fall Audio Conference  
New York Statler Hotel  
New York

**Oct. 4-7, 1979**

Hi Fi Stereo Music Show  
Statler Hilton Hotel  
New York

**Oct. 23-25, 1979**

International Tape  
Association  
Home Video Seminar  
New York Sheraton Hotel  
New York

**Nov. 2-5, 1979**

Audio Engineering Society  
Convention  
Waldorf Astoria Hotel  
New York

**Nov. 8-11, 1979**

Hi Fi Stereo Music Show  
Pick Congress Hotel  
Chicago

**Nov. 15-18, 1979**

Billboard First International  
Video Music Conference  
Sheraton-Universal Hotel  
Los Angeles

**Jan. 5-8, 1980**

International Winter  
Consumer Electronics Show  
Las Vegas

**Feb. 15-17, 1980**

Hi Fi Stereo Music Show  
Detroit

**May 6-8, 1980**

Audio Engineering Society  
Convention  
Los Angeles Hilton  
Los Angeles



**ON THE COVER:** The "Gastation" disco in Boise, Idaho, with lighting designed by Graham Smith Association, New York. Lighting control equipment is by Litelab. Cover design by Alfons Reich.



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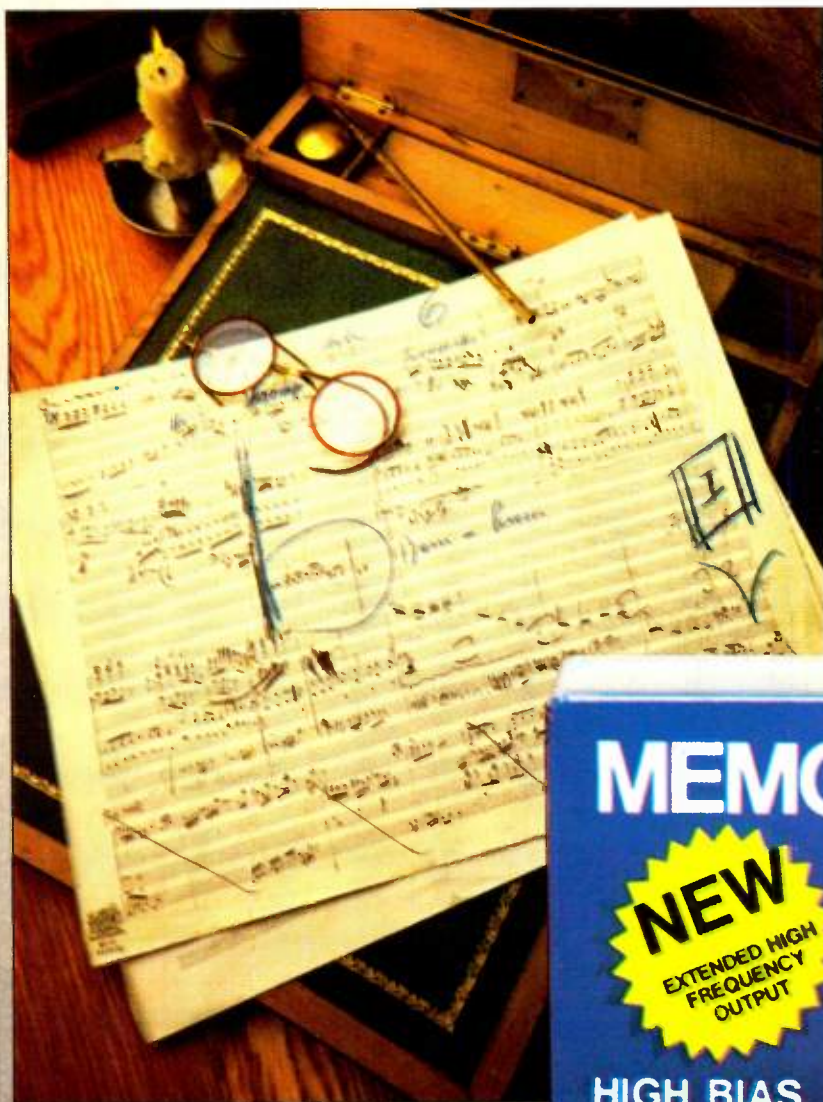
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# WHICH NEW HIGH BIAS TAPE WINS WITH MAHLER'S FOURTH SYMPHONY?



Original manuscript sketch for the first movement of Gustav Mahler's Fourth Symphony. Courtesy of The Newberry Library, Chicago.

Choose eight measures of Mahler's Fourth that are really rich in the high frequencies. The type of passage that high bias tapes are designed for.

Record it on your favorite high bias cassette, using the Chrome/CrO<sub>2</sub> setting. Then again on new MEMOREX HIGH BIAS.

Now play back the tapes.

We're convinced you'll have a new favorite.

New MEMOREX HIGH BIAS is made with an exclusive ferrite crystal oxide formulation. No high bias tape delivers greater high frequency fidelity with less noise, plus truer response across the entire frequency range.

In short, you can't find a high bias cassette that gives you truer reproduction.

## MEMOREX

Recording Tape and Accessories.  
Is it live, or is it Memorex?





zu 2

*ff*

zu 2

*p*

This system contains the first two systems of a musical score. The first system consists of a piano staff (top) and a bass staff (bottom). The piano staff has a treble clef and a key signature of two flats. The bass staff has a bass clef and a key signature of two flats. The music is written in 4/4 time. The piano staff features a melody with a 'zu 2' annotation above it. The bass staff features a melody with a 'zu 2' annotation above it. The music is marked with 'ff' (fortissimo) and 'p' (piano). The second system consists of a piano staff (top) and a bass staff (bottom). The piano staff has a treble clef and a key signature of two flats. The bass staff has a bass clef and a key signature of two flats. The music is written in 4/4 time. The piano staff features a melody with a 'zu 2' annotation above it. The bass staff features a melody with a 'zu 2' annotation above it. The music is marked with 'ff' (fortissimo) and 'p' (piano). The score is decorated with colorful watercolor illustrations of landscapes, including trees, hills, and a sun.

*ff*

*ff*

*ff*

*ff*

*p*

*p*

*p*

*ff*

This system contains the third and fourth systems of a musical score. The third system consists of a piano staff (top) and a bass staff (bottom). The piano staff has a treble clef and a key signature of two flats. The bass staff has a bass clef and a key signature of two flats. The music is written in 4/4 time. The piano staff features a melody with a 'ff' (fortissimo) annotation above it. The bass staff features a melody with a 'ff' (fortissimo) annotation above it. The music is marked with 'ff' (fortissimo) and 'p' (piano). The fourth system consists of a piano staff (top) and a bass staff (bottom). The piano staff has a treble clef and a key signature of two flats. The bass staff has a bass clef and a key signature of two flats. The music is written in 4/4 time. The piano staff features a melody with a 'ff' (fortissimo) annotation above it. The bass staff features a melody with a 'ff' (fortissimo) annotation above it. The music is marked with 'ff' (fortissimo) and 'p' (piano). The score is decorated with colorful watercolor illustrations of landscapes, including trees, hills, and a sun.

C. W. M. Glaser



Announcing The Most Colorful Tape Introduction Ever.

# Sony Tape. Full Color Sound.

We're going in with colors flying. No one will miss our message because we'll be talking about it all year, all the time.

We'll be telling everyone about our new line of tapes with their brand-new packaging. And how every tape has our new, exclusive SP mechanism that allows smoother running for superior sound.

We'll also explain that music has color — subtle hues, big brassy notes, delicate shadings — that can get lost on ordinary tape. But Sony Tape with Full Color Sound has such a wide dynamic range it captures and brings out every nuance, every note, every time.

Just take a look at our multi-million dollar plans:

## **Full Color Prime Time Television.**

Heavy schedule of television in major markets on the shows your customers love: such as Mork & Mindy, Saturday Night Live and golf and tennis tournaments.

## **Full Color Two-Page Spreads.**

Unforgettable, impactful ads in all the books constant tape users constantly read: Playboy, Rolling Stone, Stereo Review. . . more.

## **Full Color Network Radio.**

On the big, most-listened-to stations we'll be telling your target audience why they can get more music from Sony Tape with Full Color Sound.

## **Full Color Promotions.**

A complete array of dazzling merchandising material for you and your customers. Plus a full year-long series of exciting promotional and merchandising events will be coming thick and fast.

You'll be seeing a lot of Sony. But more importantly, so will millions of people. So stock up. That way you won't miss out on the glorious full-color sound of your cash registers ringing up lots of Sony sales.





## AS WE GO TO PRESS

**ALL-STARS:** More than 30 leading high fidelity manufacturers, dealers and sales representatives were scheduled to be speakers or panel members on Oct. 2 through Oct. 4 at the Audio Conference held by the Institute of High Fidelity at the New York Statler Hotel in New York. The aim of the three-day, 10 session meeting was "to focus on industry approaches to the challenges of the 1980s," said Robert Gur-Arie, executive vice president of the IHF. Some of the topics to be discussed at the sessions were "The Challenges Facing Branded Audio," "The High Fidelity Autosound Market," "Selling to the Women's Market," and "Audio Financial Management in Changing Times." Mark Andrews, editor of HIGH FIDELITY TRADE NEWS, was selected as a member of a panel on "Merchandising the High End Mystique." Picked to be chairman of that panel was Harold Beveridge, president of Harold Beveridge, Inc., of Santa Barbara, Calif.

**SHOW BIZ:** The 1980 International Winter Consumer Electronics Show, to be held Jan. 5 through Jan 8 in Las Vegas, has already sold out all available exhibit space and has a waiting list, according to Jack Wayman, senior vice president of CES. The show will have more than 850 exhibitors who will utilize over 400,000 net square feet of exhibit space, including the entire facilities of the Las Vegas Convention Center, the Las Vegas Hilton and the Jockey Club Hotel. Attendance is expected to approximate last winter's CES record of 53,498 who registered to visit 836 exhibits utilizing 459,600 net square feet of space. At the upcoming WCES, the National Association of Retail Dealers of America (NARDA) will inaugurate a tie-in of its annual convention with the Consumer Electronics Show. NARDA will meet Jan. 8 through Jan. 10 at Las Vegas' Aladdin Hotel.

**BUSINESS BRIEFS:** Superscope, Inc., has reported a net loss of \$7.3 million, or \$3.16 per share, on sales of \$47 million for the second quarter which ended June 30, 1979. This compares with a reported net loss of \$4.3 million, or \$1.85 per share, on sales of \$40 million for the corresponding quarter of 1978 . . . BASF Group reported sales in the first half of 1979 totaling \$6.7 billion, a gain of 18.2% compared with the first half of 1978 . . . Ampex reports a 28% increase in earnings, "excluding any extraordinary tax benefit," for the first quarter of this fiscal year . . . Agfa-Gevaert, Inc., has moved its Southeast regional distribution center to new facilities at 50 E. Great Southwest Parkway, Atlanta . . . Pickering and Co., Inc., the phono cartridge manufacturer, has filed suit against E.V. Game, Inc., in U.S. District Court in New York on charges of patent infringement and unfair competition. Pickering alleges that E.V. Game has infringed five Pickering patents relating to replacement stylus assemblies and has, in Pickering's words, "palmed off as genuine Pickering products replacement styli which did not originate with Pickering."

**CHANGING PARTNERS:** Celestion Industries, Inc., of Holliston, Mass., has appointed Robert E. Shapiro as vice president of marketing and chief operating officer in the United States to succeed John Bubbers, the former president of Celestion, who has left the company to head up Dynaco. Celestion also announced that it has named Steve Gillespie, owner of Selcore, as its new Western sales representative. Bubbers moved to Dynaco when it was purchased by ESS, the California speaker manufacturer. After the sale, Dynaco moved to Boston and now plans to introduce many new products: bookshelf and floor-standing speakers this fall, new electronics early next year, and perhaps some kits later on. Jack Smith, formerly national sales manager at Micro-Acoustics, has also joined the Dynaco team.



# Professional Sound Systems Start With The Stanton 881S

Stanton Magnetics presents the new 881S Professional Calibration Standard Cartridge. It's the cartridge preferred by recording engineers worldwide and it assures a new standard for home audiophiles desiring the very best in recorded sound. Its patented, low mass Stereohedron™ stylus

tip makes possible the flawless reproduction of high velocity modulations present on today's finest recordings.

The Stanton 881S...where great sound begins. Stanton Magnetics, Terminal Drive, Plainview, NY 11803



**STANTON**

THE CHOICE OF THE PROFESSIONALS™



© 1979 STANTON MAGNETICS



This year all nine  
Dual turntables  
feature The ULM Formula.  
A major breakthrough  
in record playback  
technology.

**The total effective  
mass of the new  
ULM tonearm/cartridge  
system is only 8 grams.**

With the new ULM (ultra low mass)  
tonearm/cartridge system, Dual has  
optimized the critical relationship  
of tonearm/cartridge mass and  
resonance. As a result:

- The stylus tracks accurately regardless of record warp or eccentricity.
- Stylus and record life are significantly extended.
- Harmonic and intermodulation distortions are greatly reduced.
- Most important, sound quality is audibly improved.

We'll be telling consumers about this  
major development throughout the  
coming season in multiple-page  
full color ads.



ULM.  
Another powerful reason why Dual will be  
your number one step-up line. Again.







BY  
**HARRY BRUSTLIN**



## Car Stereo Inspires Confidence, But Some Growth Artificial

Perhaps the surest sign that car sound has become quality sound is the entrance of home-component manufacturers into the highway hi fi market. This is more than just a vote of confidence in this market on the part of Epicure; it's a move that should inspire confidence in dealer and customer alike.

It's not just a car-radio business any more. It's an extension of the home stereo market, consisting largely of customers who already recognize and desire truly faithful sound.

One reason Epicure entered the field was that we felt there was more of a difference between mobile and home equipment in the speaker area than anywhere else. Yet speakers have probably the biggest single effect on a system's sound — and auto customers recognize the difference that good speakers can make.

It's interesting, too, what we have been more successful selling our car speakers to hi fi dealers than to the automotive specialist. For the hi fi dealer is more used to presenting the difference between medium-fi and truly hi fi equipment. He understands better how to deal with customers who've become accustomed to natural sound. And he has a better understanding of the mechanics of sound systems and what happens in them.

Some dealers have gone to considerable lengths to present speakers such as ours in a way that simulates to some degree the inside of a car. And many have really elaborate selection systems that can couple any automobile receiver they have to any pair of speakers, giving the purchaser the opportunity to quickly make A-B comparisons — just as customers have been doing for decades in home hi fi. The careful dealers put their speakers in closed-back baffles, rather than in open-back ones that can cause bass cancellation — and can make it harder to distinguish the speakers that have good

bass from those that don't.

### New Problems

Car stereo sales present some problems you don't find in home components, too. Ideally, you should demonstrate every speaker in a car. But the auto sound specialist may stock as many car speakers as the stereo specialist stocks indoor systems. And even though car speakers are smaller than home-speaker systems, it's still a lot easier to get a dozen different models into a showroom than into a car.

Installation is another problem. Some hi fi dealers have arrangements with outside installers. But there's a definite trend among hi fi dealers to do their own installing.

There's been a lot of progress in car sound. You can, for instance, now get a receiver with a cassette player, Dolby and enough power for good sound, all in one package that's simpler for the purchaser to use and able to fit conveniently in the dash.

But there's still progress to be made. One of the greatest needs now is to balance the concentration on rear-deck speakers with an equal concentration on good speakers for the front of the car. This is especially a problem in the newer cars, which have so little space for front-mounted speakers. Yet you need sound up front, to move the sound image forward to a natural-sounding location. You don't sit with your back to the sound in the concert hall — or at home, for that matter.

That's one reason we brought out our new LS-35. It has a five-inch grille, so it will fit many existing holes that originally held cheap speakers (show a customer the difference between good sound and what he's got and he's likely to upgrade — if you do it diplomatically). But the driver itself is a 3½-inch unit (and a shallow one, at that), for two reasons: First, because many cars today have room in their dashboards only for such speak-

ers, and second because a smaller driver has better dispersion (and dispersion's important when you can't predict for sure where the speaker will be in relation to the listener).

### Less Bass?

A smaller speaker also has less bass, of course. But ours is designed as a companion speaker to rear-deck units like the LS-70. The two cross over at about 125 Hz, which is low enough to be omnidirectional from drivers of this size, so that the ear will hear the bass as coming from the main sound source, whether you've balanced the sound for the main source to be the front or the rear speakers. To help you balance it, we also brought out a control box — with true, heavy-duty L-pads. We packaged the unit separately, as we imagine users of the speaker systems will want it, too.

It's a very good thing that higher-power amplifiers are coming out for car use, too. In speaker design, you trade efficiency for wide and level frequency response. If you want efficiency *and* a level response, then you have to shorten the frequency range. Our speakers have both a broad spectrum and flat response — with consequently low efficiency. (Unfortunately, the other trade-off — bigger enclosure size — isn't available in the car; you don't make the enclosure, you take what you can get.)

We find that the car-sound market is growing very nicely. But part of that growth is artificial: the unsatisfied demand for the 120 million vehicles now on the road. The real market, which we'll settle down to in a year or so, is the 10 million new cars coming out every year. There will be a shakeout then, we believe, but those with strong reputations and limited distribution will survive.

*Harry Brustlin is president of Epicure Products, Inc.*

# Technics

Ask any disc jockey about direct-drive specifications as accurate as these and he'll tell you how important they are. He'll also tell you how expensive they are. Unless he's heard about Technics D Series turntables.

You'll use our D Series turntables for the same reasons radio stations and discos use our professional turntables: the performance of Technics direct drive. Yet perhaps the best part about all this performance is the prices you can have it for.

MODEL	WOW AND FLUTTER (WRMS)	RUMBLE (DIN B)	PRICE*
D1 Manual	0.03%	75dB	\$125
D2 Semi-Auto	0.03%	75dB	\$150
D3 Auto	0.03%	75dB	\$170

\*Technics recommended price, but actual retail price will be set by dealers.

And with Technics, the price includes our B•FG servo-speed control which constantly monitors and instantaneously corrects turntable speed. So even if the power fluctuates, your Technics direct-drive performance won't. That's an important feature.

So is having all the electronic controls on the front panel. You can turn the power on, change speed, change record size (D3), program Memo-Repeat (D3), even vary the pitch by 10%, all without ever lifting the hinged, detachable dust cover. But when you do, you'll discover Technics universal S-shaped statically balanced tonearm. It not only has an anti-skate control but oil-damped cueing, too.

And the base? It's made from Technics unique TNRC base material. So even if you play your music loud, there's little chance of acoustic feedback.

If you thought poor performance was the price you had to pay for an inexpensive turntable, you haven't thought about Technics.

## You might find these direct-drive specifications. But not at these prices.





## SPECIAL REPORT

# IS DISCO HOT STUFF?

*Or Just a Saturday Night Fever?*

BY CINDY MORGAN

What does Robert deFa0 in the Bronx have in common with Maury Melman of Brooklyn? Both are hi fi specialists who've successfully entered the world of disco sales and installations.

But is disco "hot stuff" or just a — pardon the expression — a Saturday Night Fever? Are there not just as many Roberts and Maurys who weren't successful at selling to the disco market? Should an audio specialist capitalize on the disco trend or simply regard it as a little night music?

Well, it depends on whom you ask.

Crown's Jim Beattie told *High Fidelity Trade News*, "The disco market is not the easiest way to generate additional sales. If you elect to enter it, be aware that most hi fi lines aren't applicable to commercial sound installation. It is a long-term commitment, not a short-term one. You'll need additional installation and technical support. There is some overlap, though, with high-end pro equipment. And it's not just installation; a guy's got to *maintain* the setup. I guess my caution flag is waving."

### How to Do It

But GLI's Stu Rock strikes a brighter note on disco sound, and points up several ways a hi fi dealer can consider "disco" in his mix.

Says Rock, "The disco market has expanded into two profitable segments: professional disco and home disco. Smaller clubs, restaurants and bars have begun to realize that a disco installation can greatly increase patronage . . . and they are turning to local hi fi retailers for help.

"The major pitfall is the temptation for the retailer to sell standard hi fi equipment as a disco system. It won't hold up. And nothing can hurt a retailer's reputation more than selling such a system. But there is no reason to take that risk. And since there is less competition within this market, markups available to the hi fi retailer

make selling such systems highly profitable."

For those dealers who do want to become involved, Rock points out that pre-packaged systems are available to be shipped to a retailer's customer, leaving only placement of speakers and

wiring to be done on location. (Lighting outfits, such as Lightlab, can do the same thing in that end of the business.) Maury, the dealer mentioned at the beginning of the article, sold a New York disco its \$27,000 system using GLI's pre-packaged procedure.



## Home Disco

But what about the dealer who has no intention of selling to clubs, but wishes to market the concept of *home* disco to his customers? The key piece of equipment in this area is the mixer, which allows the consumer to mix and

playback tapes — he can be his own deejay.

Of course, the easy way out is to invest in some pinbeam lights and glitter balls, hook up a few chase lights and create a display area to lure that segment of your clientele who may be at-

tracted by that concept. More and more manufacturers of speakers, electronics and lighting systems are scaling down their lines to produce home units in reach of the customer who wishes to mix down, brighten up, and boogey in the basement.

But is that which is hot in New York and L.A. bound to trigger energetic buying levels in Dubuque, Iowa? It's up to you to determine the depth in which you can approach disco in your area. And, of course, you must determine just who your competition in the professional sound installation department is before you make Move One. And be wary of the disco supplier who tries to sell you too much, too fast.

## Disco Isn't Dead

No, disco is not dead. But you may be, unless you are intimate with the demands of this constantly-evolving field. Remember:

- Cheap products, whether for clubs or consumers, don't work. You are merchandising products that must run six hours a day, six or seven days a week, surviving spilled drinks and deejay or customer misuse.

- Be creative. Your business cannot always come to you. Consider local restaurants, hotels chains, bars as you merchandise sound or lights. Learn from the club owners, not just the manufacturers.

Other caveats? The following column by Colin Hammond, president of Hammond Industries, begins to advise you. In future issues of *HFTN*, we'll continue to introduce to you some of the top sources in lighting and sound who will keep you attuned to this highly active industry.

Says award-winning lighting designer Bob Lobi of New York's Design Circuit, "Disco is a natural sell for the audio dealer. But as the business grows he will have to learn how to put it together himself. I think package systems will obsolete themselves fast. Since this is a changeable market, he'll have to be able to tell his clients how they can use the equipment. I could see a two-in-one store serving both audio and lighting needs emerging outside New York.

But, concludes Lobi, "The audio dealer must sit back and carefully consider his role or he will lose out."

## Who's Who in Disco

Here are just a few of the popular brands of disco equipment. Their reps will be glad to counsel you should you choose to diversify into the disco market. (See our Sound Industry Directory this issue for local reps on all sound equipment.)

### Sound

**Altec Lansing:** sound systems

**Acoustiphase:** Sound systems

**BGW Systems:** power amps, electronic crossovers, mixers

**Audio International:** mixers, amps, crossovers, (Acoustiphase Disco Speakers)

**Cerwin-Vega:** portable disco systems, including speakers, amps, crossovers, equalizers, pre-amps, mixers, mikes

**dbx:** sound enhancers, compressors, limiters, noise reduction

**ESS:** speakers, consoles, system analyzers

**GLI:** amps, mixers, pre-amps speakers, consoles pre-built

**James B. Lansing:** speakers and other equipment

**Hammond Industries:** Clubman mixers, sonalite controllers amplifiers

**Stanton Magnetics:** cartridges, styli, headphones, turntables

**Technics:** disco-designed turntables, equalizers, speakers, tape recorders other electronics

**Osawa:** phono cartridges

### Lighting

**Litelab,** (and Entertainment Lighting Industries) New York: lighted floors to pinballs, chase lights, and controllers (This group did the floor in *Saturday Night Fever*)

**American Lighting Specialties,** California: "Fun Lites" p.o.p. display

**Design Circuit, New York:** Complete design work and products which include lighting controllers performing highly sophisticated functions.

**Times Square Theatrical:** Special effects lighting

**Lights Fantastic:** Assortment of sophisticated lighting controllers.



# **“Kenwood’s good margins sold me. But their great name sold my customers!”**

Bob Firth  
Stereo South, Inc., Houston

“I think Kenwood is the best value in a speaker line. For us and for our customers.

“Not only are they well designed, with an accurate, natural sound that demonstrates well — but the Kenwood name works magic with my customers. Their high-quality image makes these speakers an easier sell.

“With Kenwood we can offer a name brand speaker to the step-up buyer and also package them for our systems customer. Most important, Kenwood’s good

margins eliminated black boxes from our store. In fact, with these new Kenwood speakers, I’m now selling complete Kenwood systems! And that means even more outstanding margins.

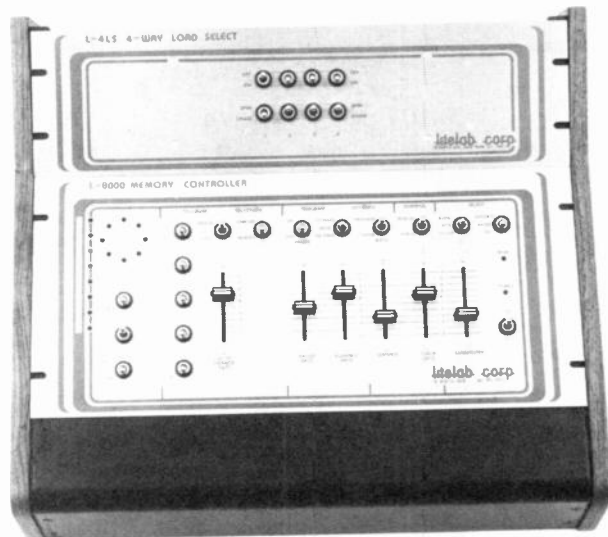
“I’d say Kenwood’s become our bread-and-butter speaker line.”



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75 Seaview Dr., Secaucus, N. J. 07094.



# DISCO PRODUCTS



**DON'T SAY NO TO LIGHTS**, says Litelab's Howard Rheiner. And, we add, to disco sound. Disco products available to audio specialists include: (top left) CM Labs' model CM 620 mixer-preamplifier; (top right) Litelab's state-of-the-art L-8000 Memory Controller and L-4LS 4-Way Load Select; (middle left) Times Square's sophisticated model 10X12 Z lighting controller; (middle right) Acousti-phase's Disco speaker; and (bottom) American Lighting Specialties assortment of "Fun Lites" offered in their own display unit.



# Get Going With 'Disco-to-Go'!

Disco equipment sales is one of the fastest-growing profit areas available to audio retailers. This growth and potential for profit should come as no surprise, since the disco phenomenon has become an integral part of our lives. It is virtually impossible to watch television, open a newspaper or magazine, go to the movies, walk down a crowded street or go to any place where people gather without seeing and hearing the influences of discotheque.

When most people think of discotheques, Studio 54 and other elaborate facilities designed by custom disco installers come to mind. Actually, such installations make up a relatively small, specialized segment of the disco business. More modest installations, along with portable discos intended to be taken on the road and home disco installations, comprise the largest portion — and the real future — of disco sales for the audio retailer.

Much of the light and sound equipment needed for these purposes falls into a category I call "disco-to-go." This term describes factory-produced lighting and sound systems designed to appeal to owners of smaller clubs, mobile DJs, and home discophiles who want to buy over-the-counter gear made for easy installation. Properly engineered equipment of this type allows customers to mount it in consoles or, if they choose, carry a couple of units with them and go out that night to put on a show.

## Minimum Investment

Disco-to-go provides audio dealers with an outstanding opportunity to cash in on the lucrative disco equipment market. Here are some of the many benefits:

Merchandising disco-to-go requires a minimum investment. For example, our company starts the average

small dealer for \$2500 to \$3500. This investment enables the audio retailer to display a high-ticket, highly profitable (40% margin) product line which is a natural extension of his audio merchandising business. In my experience, dealers are pleasantly surprised to discover that they are able to make many light and sound sales at full ticket as a result of the lack of retail competition in this product category at this time.

Audio dealers who add disco find that a high percentage of their regular customers are already interested in disco light and sound equipment. The audio equipment buyer is a pre-educated potential consumer and user of disco gear. Many young people, especially college students who already patronize hi-fi shops, are eager to supplement their incomes by becoming mobile DJs. Their plans require purchasing portable, professional quality disco-to-go.

Because disco products are closely related to hi fi components, audio salesmen adapt quickly and easily to selling disco-to-go. A steady, reliable source of year-round business, disco-to-go also stimulates and increases sales of items normally stocked by audio retailers such as turntables, phono cartridges, microphones, loudspeakers, audio cables, record care products, records and tapes.

Another advantage is that many dealers use visually striking disco lighting as window displays to arouse interest and attract customers to their store. In-store disco entertainment promotions also generate excitement and store traffic to bring in new business that will help sales of your audio products as well as the disco-to-go merchandise. Selling disco-to-go equipment encourages repeat business. If you handle these sales effectively, disco customers don't just buy a



By  
**COLIN HAMMOND**

system and disappear. They will return again and again, continually upgrading, expanding and adding new effects to their set-ups. But this is not where the benefits end, since disco-to-go is, at this time, primarily a word-of-mouth industry where good service and reliable equipment earns referrals that geometrically multiply your sales.

## Right Suppliers

How do you get started? It's simple if you choose the right kind of supplier, one who will teach you everything you need to know and make your entry into disco as easy as possible.

Find a manufacturer who has a pedigree. The ideal manufacturer will be an established firm with a history of building reliable, durable disco equipment. This firm will have a proven track record for providing good service and dealer back-up assistance. Many opportunistic companies have jumped on the highly profitable disco bandwagon during the last couple of years. That is not to say that there aren't numerous reputable companies in this business. But avoid fly-by-night companies who are so interested in quick profits and which produce unreliable — and even dangerous — equipment.

A good way to avoid products which may prove hazardous is to select manufacturers who obtain Underwriters' Laboratories approval on every high power light to sound con-

troller they make. UL approval requires time, effort, and commitment to safety and reliability from a manufacturer. This commitment to the safety of the users of our products is well worth the extra time, effort and expense.

Dealers can readily identify several other characteristics of a good disco equipment supplier. The company you are considering purchasing from should be a genuine manufacturer, a company which builds its own products. Sometimes it is apparent that you are dealing with a private label distributor. For instance, when you compare a recently produced unit with one of the same model number that was manufactured a few months before, you will often discover that the two are constructed of entirely different components.

Unfortunately, suppliers of this kind of merchandise are unlikely to be willing or able to stand behind their products. Consequently, the chances of getting repairs or spare parts for such units are remote. Retailers will avoid difficulty and ill will if they deal only with suppliers who build their own products, provide circuit diagrams for them and make repair parts available for them.

Dealers should also look for a disco supplier who does business through a regular rep network. Reps provide additional service and support which compliments the promotional efforts of a good manufacturer. Avoid suppliers who sell directly to the end user. They are your competitors.

Disco is here to stay. In the future we shall look back at today's disco popularity explosion and regard it as the start-up boom. I see the disco market settling down, but it will continue to be a steady, reliable, and lucrative source of income for audio retailers who carefully select their suppliers and are interested in long-term success.

*Colin Hammond is president of Hammond Industries, the parent company of Meteor Light and Sound, a manufacturer of disco light and sound equipment which has supplied more than 30,000 professional disco clubs in 54 countries.*

## NEW! GLi's professional disco mixer costs less, does more



GLi PMX-9000

Because we made the PMX-9000 do more, it doesn't cost you more. We put in two sets of phono and line inputs, a special effects third input, complete cueing capabilities, illuminated VU meters, microphone and talk-over facilities, a five-band equalizer, a master level control, and two sets of stereo main outputs. Also, the PMX-9000 can drive a dozen

power amplifiers together, has ultra-quiet phono circuitry, sub sonic filtering, low noise BIFET integrated circuits and comes rack mountable for pro systems. Why pay more for less performance — get the PMX-9000, GLi's great music mixer.

For more information, see your GLi Sound dealer.

MANUFACTURERS OF DISCO SOUND SYSTEMS.  
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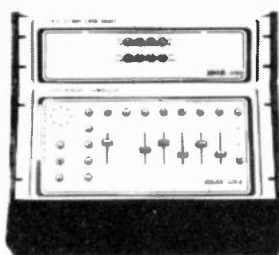
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### Litelab's Award Winning L-8000 Disco Light Memory Controller

Seven letters L-I-T-E-L-A-B combine to spell the "asked for" name in disco/entertainment lighting equipment and reveal the secret of "How to Profit in The Disco Boom."

**Fact:** No other company knows as much about the design, manufacturing and marketing of disco/entertainment lighting equipment.

**Fact:** No other company in the U.S. can boast of U.L. approved controllers.

**Fact:** No other company spends as much money on new product research, quality control and advertising.

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Buffalo, N.Y. 14203  
716-856-4300

**BOSTON**  
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Boston, MA 02134  
617-787-1950

**LOS ANGELES**  
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# 1980 SOUND INDUSTRY DIRECTORY

A Special Feature  
Published Annually By

**HIGH FIDELITY**  
**trade news**



### Reps tell HFTN: Dealers Need Training And a Better 'Rap'

*HFTN special projects editor Cindy Morgan and rep reporter Carylee Caputo joined reps Neil Spencer (St. Louis), Perry Solomon (Los Angeles), Hulon Forrester (Atlanta), and Jerry Roth (Marlboro, NJ) to discuss sales training and other aspects of the relationship between reps, dealers and manufacturers. Here's what they had to say.*

**Morgan:** Where do you think sales training in hi fi is lacking?

**Solomon:** We will sit and explain in great detail the inner workings of a tonearm mechanism, while forgetting that what you really want to do is install that piece of machinery in somebody's home and offer them the pleasure of using it. We can be great technicians and do a wonderful job explaining technology, but we need to give the sales people on the floor the "rap" that allows them to communicate effectively, to someone of perhaps average intelligence, that which is necessary to get them to take the step toward making a purchase. We then need assure them that they have made a wise choice in purchasing that item so they in turn will give their friends the same "rap". So not only do we have to train the salesmen on the floor with the rap, but we have to train them to train the customer to have the "rap" to give his friends to justify the investment he has made.

**Morgan:** So it is not an increase in technical sales training you call for, but for pure selling techniques and emphasis on demonstrable benefits that the customer can really relate to.

**Spencer:** In the hi fi speciality store, there is a much different degree of training that you would see in a department store. I think the last thing you will see in a department store, a mass merchandiser so to speak, is that sales person getting into nuts and bolts because the person on that floor is not qualified to give much beyond wattage, the speaker's sizes, etc. After that, you would lose the customer's attention. And if you lose their attention, they could care less what you have to say. Fisher, for example, has come out with a series of video tapes pertaining to various product categories, which run between 8 and 11 minutes to counteract this type of problem. These tapes are effective because they show a clerk the basics: what to point out, what is important. After they have seen this tape a few times, and have been with our detail man who goes around on a regular basis "detailing" all the stores, he can review this tape continually. While most manufacturers want the rep to provide sales training, they fall short with the tools they supply to you. We wish more manufacturers would adopt this approach.

**Forrester:** As far as audio-visual aids, I think the manufacturers should provide professionally-made sales training tapes. The one thing that is important in any type of sales training is to create enough questions in people's minds to make them see something they want to know more about. And then you can step in answer those questions. If you can get them excited about the product, they will begin to ask more questions and they themselves are sold. That is important.

**Caputo:** Do you get any resistance from dealers when you ask about training their floor people?

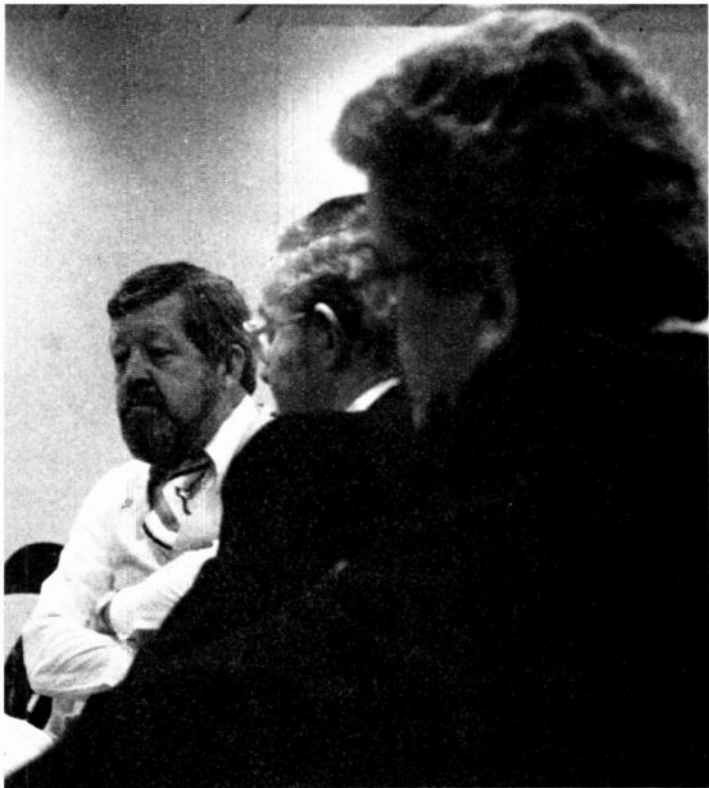


THE REPS WE SPOKE TO included (from left to right): Perry Solomon, Neil Spencer, Hulon Forrester and Jerry Roth.

**Solomon:** In some cases we do. In most cases, unless there are very unusual circumstances, you are not allowed to work with or train Sears Roebuck sales people. There are others in the Southern California area who won't allow reps in. But there are not many, I am happy to say. I am sorry to say that due to lack of uniformity in this area, I can understand why retailers show resistance to their stores being detailed by outsiders. Not everyone who goes out there is knowledgeable about the product or is technically competent. It is alarming, but all too frequently people who work in the stores have more knowledge about the product than the people who are detailing the stores.

More importantly, however, we were talking about sales training tools. I would like to submit that by using material such as 35mm slides or overhead transparencies, one can constantly update the program material. The phenomena generally is that when you receive the video tape with the sales training material, it is already obsolete. The model number changes, or an item is discontinued. Something like that. Frequently the people who produce video tapes or movies, which are not updatable, will forget that the consumer is a very important part of all this. Their products are so geared toward educating the salesman alone that it becomes impossible to utilize that material for a consumer seminar. I feel that for us to do the job perfectly, we as representatives have to demonstrate that our product is indeed sellable . . . and then by conducting some sort of consumer event, be it a seminar or clinic or whatever, build credibility at that point for those product lines we sell. It is interesting to see how much respect a rep gains from the sales staff when he shows he can get on the floor and make a sale. I wonder how many hi fi sales reps can go onto the retail sales floor and make a \$600 or \$800 system sale?

**Spencer:** We go on the floor quite often, working in department stores as much as we do. During various events I myself work at least once a month and sometimes more often. There are a lot of stores open at night, and that's the time of their heaviest traffic. I like to go into these stores at night and work. Initially a store may carry only one line from you, but if you work with



them often enough and long enough, and they realize you are in business to help them sell product, they will think, "What else do you have to sell me and what else can I make money on that you can offer out of your briefcase?"

**Solomon:** The old philosophy used to be to sell around the dealer, and now the intelligent philosophy is to sell through the dealer.

**Roth:** The simple sell is still the best way. But you must remember you have different types of retailers handling hi fi sales. You have the audio specialty store. He may draw a knowledgeable young college man who will challenge the man on the floor, therefore knowledge is important. Also, depending on the product he buys — such as a pre-amp, amp or graphic equalizer — you are not going to sell that to the layman so the salesman has to possess some technical knowledge to sell those items successfully. Now if you go into a department store, that is a different type of atmosphere and training altogether. You have to gear the training especially for that retail environment to make it absolutely right, and to cover all aspects of the sale, making it as simple as possible for the layman to buy. The women's market is a perfect example of that. She feels intimidated the minute she walks into the store. The department store will therefore get the woman customer because she can talk to the department store sales person. Have you noticed that audio stores are hiring more women? Some salesmen challenge the customer, which they shouldn't do in any case. The customer makes a remark, and before you know it, they are going right after them telling them that the product is better . . . the product he wants is no good . . . and an argument ensues. Before you know it, the guy just walks out. Another problem we have in the audio market today is the credibility of pricing.

**Solomon:** Actually we have been talking about that all along. The reason price becomes a sales tool on the retail floor today is because of the responsibility we have for training the sales floor. The sales floor wants to make the sale and the only other alternative left is selling by price. The more educated the sales floor is, the

more professional the sales floor becomes and he can use tools to sell other than price.

**Roth:** You can't always say that's a fact. People walk in with a price in the back of their head, "I just got a quote for this, and this man is telling me it is \$50 more." Why is it \$50 more? Because he is giving me service, the other one is not a franchise dealer. This industry has lost credibility because of this.

**Solomon:** Fortunately in my particular marketplace there are some major chains that have spent a tremendous amount of money in building credibility for the industry. It is not unusual for one of my retailers to take out a purely institutional advertising on hi fi and high fidelity. You might go to a full page \$4,500 ad and not see even one mention of product.

**Spencer:** It is all predicated on the gross receipts of the company, the net profit per year. A giant can afford to do this, but when you get down to the smaller operations — two or three store chains in Omaha or Wichita — they can not afford to do it. Who is going to co-op that ad? Virtually no one as far as co-op is concerned. Obviously the advertising in California is more expensive, but you also get a greater capture ratio.

**Solomon:** The process of co-oping a purely institutional ad for a retailer is interesting. It could be possible to build a retail pitch on a particular line they carried, stating why you should buy brand X from us in a page of institutional advertising. I think most of the manufacturers out there would support that advertising.

**Spencer:** They would not support that advertising in Wichita, Kansas. There isn't the populace to support it as there would be in your area.

**Solomon:** Let me give you a typical example, so that we can be more specific. There is a retailer in Los Angeles who took out a full-page ad at the time when the blank tape market was eroding severely and prices became extremely unstable. We were on a campaign to restore stability to the price of blank tape. This retailer ran a full-page ad and showed an attractive young lady wearing a t-shirt and holding up some product from the company that produced the t-shirt. The ad discussed the quality of the tape, the benefits of the tape, and the benefits of purchasing the tape from that particular retailer and then offered the t-shirt illustrated in the photograph. The ad was very tastefully done. Other than the mention of that particular company, there was no mention of price, and the ad was extremely successful. It built credibility for the retailer, it built credibility for the manufacturer. I am certain that in a case such as that, most major manufacturers today would certainly support an ad such as that.

**Morgan:** What do you think a floor sales person could do to make a prospective customer more comfortable and break down some of the barriers?

**Solomon:** There are several techniques used to lure the general public into the hi fi store. It seems that involving community participation is an excellent way to bring the general public into the hi fi store.

**Roth:** I think you have to qualify, you have to introduce yourself. Though many sales persons just walk over and ask, "Is there anything I can show you?", I think that is rude. I would walk over and say, "My name is Jerry Roth, and what is your name?" Start with a formal introduction and then start finding out what he can actually afford and try to help him from that point. Don't start him off with a high-priced system or low-priced system. Find out what he is looking for. I think it has to start out with an introduction.

**Spencer:** What you have to do is put them at ease. They know they are there to look at and therefore purchase a



stereo, hopefully. They know that you are there to sell them a stereo. At best they are ill at ease to begin with, and a relaxed atmosphere if possible is more advantageous. I have seen salesmen go into a high pressure pitch and be tremendously outsold. As Jerry mentioned, by "Hi my name is . . ." you have a familiar sales pitch. Most people going in to spend \$500, \$600, \$700 are only going to do this once. And they realize that they are going to have to be selective to pick a product that will hopefully not be obsolete in a couple of years, and they like to think that the person selling them is helping to work within their means and also give them a good product.

**Morgan:** How can dealers take better advantage of their reps?

**Spencer:** I think too many dealers look at a rep driving a big car because he has to carry samples, and all they see is money. They think that all reps make \$200,000 to \$300,000 a year net and they figure that he is trying to get into his knickers and get something else. They don't realize that his telephone bills might run \$1200 a month. We request our customers call in when they have a problem because if a man is in an area on Monday and a problem crops up on a Wednesday, he may not see the salesman for six weeks. If he waits on a minor problem, by the time my salesman gets back, it is a major problem and he will try to throw you out the door.

**Solomon:** Let me address the question directly. If I recall, the question was, "What can dealers do to better utilize reps?" What the dealer does for advertising, his image in the community . . . these are all unknowns to the factory. We as manufacturer's representatives can best serve the retail accounts we sell to, they give us the tools to turn around and do likewise by turning around and letting us represent them to the factories so we can operate on a maximum level of communication, which will be the most comfortable, most beneficial relationship for everyone.



HFTN Special Projects Editor Cindy Morgan listens as reps Perry Solomon and Neil Spencer outline ways in which dealers can utilize reps.

**Forrester:** I agree. Sometimes I don't think people put enough emphasis on the fact that we are there to serve them, not just sell to them. In the past I have tried to emphasize that. I am here to try and help the dealer make more money. I want him to have better displays, have better sales people and have a higher margins of profit. Price is not the only way to sell merchandise. I think most professional people are moving into that understanding and they are better serving their customers.

**Solomon:** I not only want to be able to take the account out to lunch with the sales manager, I would also like to go out with the credit manager on a regular basis or anyone else who is involved with making the product fly.

**Spencer:** I like to associate with the general merchandising manager of a department store, and as high up as I can go. Not just the actual buyer. The man on the floor is the most important man going. He is the guy who is going to sell the product. The buyer can buy anything in the world he wants, but I insist that our people know the guys on the floor, the cashier if they happen to be in another area, and anyone who is involved with the product going out to the customer . . . in addition, the guy on the floor can be the buyer in two weeks.

**Roth:** There are some chains that require the rep does not talk to his people. There is at least one major chain that comes out of another market into the New York market, that insists that reps stay out of the stores. In that case, you just don't do anything and yet, with most of the stores that I cover, one of the things to be sure of is that they have literature. Now I find that a good sales manager should have been a rep first, because you see the other side. I think 70 per cent of the reps around are damn good, but the other 30 per cent are weak because they don't do some of the things discussed. These guys just get the orders and run out. There is no literature in the stores, no follow-up, no liaison between the factory, rep and dealer.

**Morgan:** . . . and what is their turnover?

**Spencer:** These guys will not be at the next CES.

**Roth:** This is not always true. I have watched some of them get line after line. They have the power of one line carrying their other lines.

**Roth:** Let's go to the other area. I don't think there are too many good sales managers. Some of them don't know the market. The professional in your territory is your rep. I look at myself and say, "Thank God, I hope when I was a sales manager that I was not one of these other sales managers who didn't know his territory and who didn't work with reps."

**Forrester:** With the store owner's permission, of course, I believe in talking to the sales people on the floor about taking product. For example there are special employee prices. One of the factories I rep has a beautiful program. I try to get all the sales people on the floor to take advantage of it. There is nothing better that a sales person can tell a customer than, "I have this at home." I love it.

**Solomon:** There are several things I could envision. It seems we tell people a lot but don't listen. I would love as a rep to get more interaction and feedback from retailers and from principals as to their viewpoints as to what a rep is. For instance I have put considerable energy into the consumer video market, and as I educated major and minor companies I learned first that a great many people don't even know or understand what a rep is. I spend more time during a presentation explaining what a rep is and how he can increase his business and efficiency than I do with why he should hire me.



## 1980 REP INFORMATION AVAILABLE HERE

### AAL SPEAKER SYSTEMS (American Acoustics Labs)

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Chicago, Ill. 60616  
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**President:** George H. Miller  
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#### REPRESENTATIVES:

**MASSACHUSETTS, NEW ENGLAND:** Goodrich Miller Sales Co., 4 Quincy St., Watertown, Mass. 02172, (617) 923-4079; **NYC, NORTHERN N.J.:** Carduner Sales, 96 Bank St., New York, N.Y. 10014; **NORTHERN ILLINOIS, WISCONSIN:** Irving Rose Associates, 3333 Commercial, Northbrook, Ill. 60062, (312) 291-2260; **OHIO, INDIANA, KENTUCKY, MICHIGAN, W. PA., W. VIRGINIA:** Team Inc., 5239 W. 137th St., Brook-

park, Ohio 44142, (216) 433-1450; **AR-KANSAS, LOUISIANA, TEXAS, OKLAHOMA:** Marketing Innovators Inc., 11601 Katy Fwy, Suite 109, Houston, Tex. 77079, (713) 493-3397; **SOUTHERN N.J., VIRGINIA, MARYLAND, E. PA., WASHINGTON, D.C.:** AB & T Sales, Box 111, Grasonville, Md. 21638; **ALABAMA, GEORGIA, S. CAROLINA, N. CAROLINA, TENNESSEE, MISSISSIPPI, FLORIDA:** Firestone & Associates, 8531 Sunup Trail, Boynton Beach, Fla., 33436, (305) 734-1333; **S. ILLINOIS, KANSAS, MISSOURI:** Zimmer Sales, Box 723, Hoffman Estates, Ill. 60172, (312) 885-1280; **MINNESOTA, S. DAKOTA, N. DAKOTA, LA CROSSE, WIS.:** Twin City Marketing, 1311 W. 25th St., Minneapolis, Minn. 55405, (612) 377-2771; **UPSTATE N.Y.:** Lewis & Dunigan Co. Inc., 104 Jamesville Rd., Syracuse, N.Y. 13214, (315) 446-5522; **S. CALIFORNIA, ARKANSAS:** Murray Kerdman & Associates, 7248 Bellaire Ave., N. Hollywood, Cal. 91605, (213) 982-2395.

### ACOUSTAT CORP.

3101 S.W. First Terr.  
Ft. Lauderdale, Fla. 33315  
Phone: (305) 462-6700

**President:** James Strickland

#### PRODUCTS:

Speakers

#### REPRESENTATIVES:

Factory direct.

### ACOUSTIC RESEARCH (Teledyne Acoustic Research)

10 American Drive  
Norwood, Mass. 02062  
Phone: (617) 769-4200

**President:** David K. Mutchler  
**Exec VP/Mktg.:** Herb Horowitz  
**Director of Sales:** Rick Sands

#### PRODUCTS:

Loudspeakers  
Turntables





## *Jensen adds three models to Series II line.*

Jensen is expanding its car speaker and receiver lines with six new sensational models.

Like all Jensen Series II speakers, the new models feature extended response, tailored for car interior acoustics, plus low distortion and high efficiency and power handling. The three new popularly priced Jensen 10-watt AM/FM Stereo/Cassette Receivers offer performance and fidelity comparable to Jensen's existing Receivers.

**5 1/4" Triax II Separates.** Brings the famous Triax II 3-Way sound even closer. Separate high compliance woofer and tweeter/midrange unit

mount up near front seat so no high frequency sound gets lost. 16-oz. barium ferrite magnet out performs most 20-oz. conventional magnets. Piezoelectric tweeter has response to 40,000 Hz.

**4" x 10" Triax II.** Puts the uncompromising Jensen Triax II sound in rear decks and other tight spaces that won't accommodate six-by-nines. A natural for today's... and tomorrow's... compact cars.

**4 1/2" Coax II.** Dynamite reproduction in a Series II JensenSpeaker that fits just about anywhere. Same great piezoelectric tweeter for superior high frequencies plus 50-watt power handling capability.

® "Triaxial" and "Triax" are registered trademarks identifying the patented 3 way speaker systems of Jensen Sound Laboratories, Division of Pemcor, Inc. (U.S. patent #4,122,315).



## *Plus three exciting new stereo receivers.*

*Model R400 AM/FM Stereo/Cassette Receiver.*  
Offers superior Jensen FM performance and stereo fidelity at a popular price point. Many selling features. A few less frills. Loudness compensated volume control. 10 watts RMS. Short chassis fits most cars.

*Model 402 AM/FM Stereo/Cassette Receiver.*  
Outstanding Jensen FM performance with more winning features. Independent bass and treble controls. Fader balances front and rear pairs of speakers. Automatic local/distant circuit. Short chassis fits most cars.

*Model 405 AM/FM Stereo/Cassette Receiver.*  
Many unique Jensen Receiver features and typically stunning FM performance to match. Auto-reverse and auto-replay tape modes. Hard permalloy heads. Fader. Automatic local/distant circuit. For your customers who won't settle for anything less than a Jensen Receiver.

Contact your local Jensen Representative for more information about Jensen's exciting full line of automotive speakers and electronics. **The thrill of being there.**

# **JENSEN**

4136 N. United Parkway  
Schiller Park, Ill. 60176



## REPRESENTATIVES:

**NEW ENGLAND:** Arbetter Sales, Inc., Box 244, 46 Austin St., Newtonville, MASS. 02160, (617) 969-4128; **NEW YORK METRO:** Component Marketers, 135 Fort Lee Road, Leonia, N.J. 07605, (201) 947-9300; **NEW YORK STATE:** McTaggart Elec. Sales Team, 2524 Long Road, Grand Island, N.Y. 14072, (716) 773-9222; **SOUTHEASTERN NEW JERSEY, EASTERN PENNSYLVANIA:** Whitman & Associates, 10573 Assembly Drive, Fairfax, Va. 22030; (703) 273-3396, 3397; **EAST MID-WEST:** Moore & Associates, 8511 Springboro Park, Miamisburg, Ohio 45342, (513) 433-0762; **MICHIGAN:** R. B. Sales, 617 E. South Holly Road, Fenton, Mich. 48430, (313) 629-3613; **SOUTHEASTERN AREA:** Audiorep Associates, 202 W. Crogan Street, Lawrenceville, Ga. 30245, (404) 963-6575; **CHICAGO AREA:** Acoustic Sales Co., 3418 W. Main Street, Skokie, Ill. 60076, (312) 673-4080; **FLORIDA:** Furman-Goldman & Assoc., 1109 North Federal Highway, P.O. Box 1950, Hollywood, Fla. 33020; (305) 921-2032; **INDIANA:** dB Sales, Inc., 5005 W. Touhy Ave., Skokie, IL 60076; (312) 673-2102; **WEST/MIDWEST:** Marketing Plus, 5200 W. 73rd St., Edina, MN 55435; (612) 831-4104, 4105; **SOUTHWEST:** Century Sales Ltd., Inc., 14109 Inwood Rd., Suite 40, Dallas, TX 75240; (214) 387-2140; **ROCKY MOUNTAIN STATES:** Westrep Marketing, 2124 S. Birch St., Denver, CO 80222; (303) 759-8579; **NORTHWEST:** Northmar, P.O. Box 15220, Seattle, WA 98115; (206) 524-5170; **NORTHERN CALIFORNIA AREA:** Wilkins Mason Assoc., 1171 65th St., Oakland, CA 94606; (415) 428-1100; **SOUTHERN CALIFORNIA:** Damark Industries, 20600 Nordhoff St., Chatsworth, CA 91311; (213) 998-6501; **HAWAII:** Snider-Campbell Mktg., P.O. Box 15171, Honolulu, HI 96815; (808) 941-2400; **EURPAC-HEADQUARTERS:** Eurpac Service Inc., P.O. Box 787, 170 Mason Street, Greenwich, CT 06830; (203) 622-8400; **EURPAC-EUROPE:** Eurpac Service GmbH, 6072 Dreieich, Ottohahn Str. 12, West Germany; (203) 622-8400; 06103-3701 (Telex: 841-417965).

## ACOUSTI-PHASE, INC.

P.O. Box 207, Depot Street  
Proctorsville, Vermont 05153  
Phone: (802) 226-7216

**President:** William Markowitz

## PRODUCTS:

Stereo speakers

## REPRESENTATIVES:

List available upon request.

## ACUTEX INTERNATIONAL

246 W. Broat St.  
Falls Church, VA 22046  
Phone: (703) 241-0600  
Telex: 710 831 0831

**President:** Ken Kanzler  
**Nat'l Sales Mgr.:** Mike Samet

## PRODUCTS:

Cartridges  
Speakers  
Headphones

## REPRESENTATIVES:

List available upon request.

## ADCOM

11A Jules Lane  
New Brunswick, N.J. 08901  
Phone: (201) 828-8590

**President:** Newton A. Chanin

**Marketing Director:** J. Donald Bara

## PRODUCTS:

Moving coil cartridges  
Braun loudspeakers  
Canton loudspeakers  
Adcom record care products  
Adcom speakers

## REPRESENTATIVES:

List available upon request.

## ADS (ANALOG & DIGITAL SYSTEMS, INC.)

One Progress Way  
Wilmington, MA 01887  
Phone: (617) 658-5100

**President:** Godehard Guenther

**Credit Mgr.:** Ruedi Bucher

**Customer Service Mgr.:** Con Foley

## PRODUCTS:

Home speakers  
Automotive speakers  
Professional studio monitors  
Miniature speakers  
Speaker with built-in-amplification  
Digital time delay systems  
Automotive power amplifiers

## REPRESENTATIVES:

List available upon request.

## ADVENT CORPORATION

195 Albany St.  
Cambridge, MA 02139  
Phone: (617) 661-9500

**Chief Exec. Officer:** William Anderson  
**Senior Vice Pres., Mktg.:** Fred Goldstein

**VP/Finance & Treas.:** William A. Beebe

**VP/Operations:** James Good

**Gen. Sales Mgr.:** Bob Hasche

## PRODUCTS:

Speakers  
FM Stereo receiver  
Time delay system  
Life-size projection television  
Prerecorded music cassettes

## REPRESENTATIVES:

Factory direct

## ADVANCE SPEAKER CORP., INC.

432 Lafayette Road  
Hampton, N.H. 03842  
Phone: (603) 926-6711

**Pres./Treas.:** Lewis T. Reynolds

**National Sales Mgr.:** Ernie Fisher

**Canada International Sales:** Lorne Howell

## PRODUCTS:

Speakers

## REPRESENTATIVES:

**NEW ENGLAND:** The Smith Co., 188 Brewster Road, West Hartford, Conn. 06117; (203) 523-0512; **NEW YORK CITY, NEW JERSEY, EASTERN PA., DELAWARE, MARYLAND, WASHINGTON, D.C., VIRGINIA:** Larry Damato, 9 Kuiken Ct., Wayne, N.J. 07470; (201) 595-6855; **FLORIDA:** L. Haas Co. Inc., 1826 North East 150th Street, N. Miami, Fla. 33181; (305) 945-6544; **OHIO, WESTERN PA.:** Robert W. Peters, 630 E. 222nd Street, Cleveland, Ohio 44123; (216) 261-2330; **MINNESOTA, NO. & SO. DAKOTA, WISCONSIN:** RMS Marketing, 1299 Arcade, St. Paul, Minn. 55106; (612) 932-3950; **WASHINGTON, OREGON, WESTERN IDAHO, WESTERN MONTANA, ALASKA:** Marketing Connection, P.O. Box 98, Mercer Island, Wash. 98040; (206) 232-6030; **CALIFORNIA, NEVADA:** Saxe Brickenden, 311 California Street, Suite 700, San Francisco, Cal. 94104; **CANADA & INTERNATIONAL:** Evolution Audio Ltd., 2289 Fairview Street, Burlington, Ont. Canada L7R2E5; (416) 639-4378.

## AEI, INC.

266 Border St.  
E. Boston, MA 02128  
Phone: (617) 567-2971

**President:** Daniel Loffreda

**Sales Mgr.:** Carey Moran

**Gen. Mgr.:** Peter G. Hansen

## PRODUCTS:

Loudspeakers

## REPRESENTATIVES:

List available on request.

## AFS KRIKET

8050 Castleway Dr.,  
Box 50829  
Indianapolis, IN 46250  
Phone: (317) 842-0620

**President:** Stephen R. Davis

**VP/Sales:** David H. Hertz

**Sr. VP/Research & Development:** Robert E. Croup

**VP/Manufacturing:** John Neumann

**Treasurer:** John E. Schockey

## PRODUCTS:

Kriket CB speakers  
Klassic Series 6000 Domaxial car stereo speakers  
Kriket hump-mount CB & car stereo consoles  
Kriket speaker enclosures

## REPRESENTATIVES:

List available on request.

## AIWA AMERICA, INC.

35 Oxford Dr.  
Moonachie, NJ 07074  
Phone: (201) 440-5220

**President:** Shigeru Inagaki  
**Exec. VP, Treas.:** Irving Sagor  
**VP/Sales:** William Hoard  
**Mgr./National Sales:** Robert Fisher  
**Mgr./National Credit:** Stanley Garthenhaus

#### PRODUCTS:

Stereo cassette decks  
 Turntables  
 Portable stereo radio/cassette recorders  
 Microphones  
 Receivers

#### REPRESENTATIVES:

**METROPOLITAN NEW YORK, NORTH-ERN NEW JERSEY:** The Newhope Corporation, 41-25 Bell Boulevard, Bay-side, NY 11361, (212) 428-2000; **RHODE ISLAND, MASSACHUSETTS, CON-NECTICUT, MAINE, VERMONT, NEW HAMPSHIRE:** F B Sales, 100 Hatherly Road, Waltham, MA 02154; (617) 894-4849; **NEW YORK STATE:** A.V.A. Mar-keting, Inc., P.O. Box 1601, 11 Com-puter Drive West, Albany, NY; (518) 458-7715; **MARYLAND, VIRGINIA, WASHINGTON, D.C.:** Three Star Mar-keting Inc., 3409 Beret Lane, Silver Spring, MD 20906; (301) 460-6330; **FLORIDA:** Furman-Goldman & Assoc., P.O. Box 1950 1109 North Federal High-way, Hollywood, FL 33020; (305) 921-2032; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, TENNESSEE:** Fidelicom Incorporated, P.O. Box 80644, Chamblee Branch, Atlanta, GA 30366; (404) 458-3616; **NORTHERN IL-LINOIS, WISCONSIN, INDIANA:** EMR Incorporated, 8141 North Ridgeway Ave-nue, Skokie, IL 60076; (312) 588-5645; **MICHIGAN:** Schroeder Sales Company, 2084 Nobel Road, Cleveland, OH 44112; (216) 268-3636; **OHIO, WESTERN VIR-GINIA, WESTERN PENNSYLVANIA:** T. R. Moore & Associates, 8513 Spring-boro Pike, Miamisburg, OH 45342; (513) 433-0762 257-4277; **SOUTH DAKOTA, NORTH DAKOTA, MINNEAPOLIS, WIS-CONSIN:** Resource Marketing Asso-ciates, 2636 Humboldt Avenue South, Minneapolis, MN 55408; (612) 374-2832; **NEBRASKA, KANSAS, MISSOURI, IOWA, SOUTHERN ILLINOIS:** Elec-tronic Marketing Assoc., Inc., 9915 East New Forty Highway, Independence, MO 64055; (816) 737-2350; **TEXAS, OKLA-HOMA, ARKANSAS, LOUISIANA, MIS-SISSIPPI, TENNESSEE:** Dobbs Stan-ford, Inc., 110 West 6 Street, Irving, TX 75060; (214) 252-5502; **UTAH, WYO-MING, COLORADO, ARKANSAS, NEW MEXICO, IDAHO:** 1st Rocky Mountain Sales Co., Penthouse Suite 400, 6000 East Evans Avenue; Denver, CO 80222; (303) 757-7117; **NORTHERN CALIFOR-NIA, NEVADA:** Paul Seaman Co., 14234 Catalina St., San Leandro, CA 94577; (414) 352-7860; **WASHINGTON, ORE-GON, MONTANA, IDAHO, ALABAMA, HAWAII:** D. B. Sales, Box 2087, Lynne-wood, WA 98036; (206) 542-6221. **DELA-WARE, EASTERN PENNSYLVANIA, SOUTHERN NJ:** Electronic Marketers, 5 Meem Ave., Gaithersburg, MD 20760; (301) 840-0626; **INDIANA, KENTUCKY:** EMR, Inc., 8141 North Ridgeway Ave., Skokie, ILL 60076; (312) 291-2285;

**SOUTHERN CALIFORNIA:** Audio Video Marketing Corp., 14252 Beach Blvd., Westminister, CA 92683; (714) 894-4755.

#### AKAI AMERICA, LTD.

2139 E. Del Amo Blvd.  
 Compton, CA 90220

**Exec. VP:** Charles E. Phillips  
**Vice President:** Todd Kurosaka  
**Dir./Audio Mktg.:** Jay B. Menduke  
**Dir./Video Mktg.:** Jerry Astor  
**Mgr., Audio Sales (Audio):** Jerry Astor

#### PRODUCTS:

**Audio**  
 Cassette and 8-track cartridge decks  
 Reel-to-reel decks  
 AM/FM stereo receivers  
 Integrated amplifiers & tuners  
 Speaker systems  
 Turntables  
 Accessories  
 Mixers

#### Video

Home video cassette recorder & color camera

#### REPRESENTATIVES:

List available on request.

#### AKG ACOUSTICS (Div. Philips Audio Video Systems)

91 Mc Kee Drive  
 Mahwah, NJ 07430  
 Phone: (201) 529-3800

**Vice President:** Andrew Brakhan  
**Marketing Manager:** S. Richard Ravich  
**National Marketing Rep.:** Peter Well-ikoff

**Technical Manager:** Geoffrey Langdon

#### PRODUCTS:

Microphones: condenser, electret, dy-namic  
 Headphones and boomsets  
 Phonocartridges  
 Professional reverberation units  
 Microphone stands and accessories

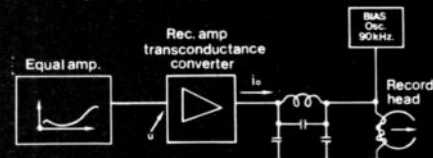
#### REPRESENTATIVES:

**METROPOLITAN NEW YORK, NORTH-ERN NEW JERSEY:** J. B. Anthony Co., 992 High Ridge Rd., Stamford, CN 06905, (212) 585-2027; (203) 322-9205; **MONTANA, WYOMING, COLORADO, NEW MEXICO, UTAH, SOUTHERN IDAHO:** B & B Electronic Prod., 5000 S. Quebec, Denver, CO 80237; (303) 773-6700; **IOWA, NEBRASKA, MISSOURI, KANSAS:** B.E.A.M.S. Co., 689 Craig Rd., St. Louis, MO 63141; (314) 569-1060; **NEW YORK STATE (UPPER):** B. Darmstedter Assoc., 41 Oswego St., Baldwinsville, NY 13027; (315) 639-1261; **WASHINGTON, ALASKA, OREGON:** Earl & Brown Co., Inc., P.O. Box 9285, Seattle, WA 98109; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, TEN-NESSSEE, ALABAMA, MISSISSIPPI:** El-rep Sales Co., P.O. Box 61, Tucker, GA 30084; (404) 938-7108; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN:** Kodo Associates, Inc., 8100 Penn Ave., S., Minneapolis, MN

## Tandberg Presents ACTILINEAR Recording

Open reel & cassette recorders can no longer be looked upon as add-on units in today's extremely sophisticated high fidelity sound systems, but rather as components within a total system with performance capability as techni-cally advanced as all other components of that system.

In order to achieve this, Tandberg has developed a completely new tape re-cording technology known as the AC-TILINEAR (Patent pending) System, the only recording technology available on the market today that can fully exploit the new high coercivity metal particle re-cording tape being developed.



More pertinent right now is the fact that Tandberg's new ACTILINEAR Sys-tem, when used with the soon-to-be-available metal particle tape, offers per-formance parameters approaching those of experimental PCM technology, yet is compatible for playback on all existing tape recorders.

In conventional recording systems, the summation of record & bias current in the record head is done through passive components, leading to com-promise solutions which have their dis-tinct and pronounced weaknesses.

Tandberg engineers have developed a new recording technology without compromises. In the new ACTILINEAR System, the passive components have been replaced with an active Transcon-ductance amplifier. Among the benefits of this new approach are:

- Up to 20 dB more headroom
- Less intermodulation due to Slew Rate limitation
- Improved electrical separation and less interference between the bias oscil-lator and record amplifier
- No obsolescence factor — useable with any type of tape, available now or in years to come

With its unequalled 30 year tradition in tape recorder technology, Tandberg has always been recognized worldwide for its quality products. And now, with the superior performance advantages of the ACTILINEAR System in Tandberg's new TD 20 A open reel deck, as well as the TCD 340 A and TCD 340 AM cassette decks, you will for the first time be able to achieve tape recorder performance capability equal to or better than all other components in a sophisticated sound system.

Tandberg of America, Inc., Labriola Court, Armonk, N.Y. 10504

# TANDBERG



55431 (612) 881-1255; **NORTHERN CALIFORNIA, NORTHERN NEVADA, HAWAII:** MacPherson Sales Co., P.O. Box 5212, Walnut Creek, CA 94596; (415) 937-1482; **SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA:** Marshank Sales Co., 10455 West Jefferson Blvd., Culver City, CA 90230; (213) 559-2591; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** J. B. Parent Co., Great Northern Bldg., 4986 Gateway Dr., Medina, OH 44256; (216) 725-8871; **MICHIGAN:** V. F. Sales, 11395 Aspen, Plymouth, MI 48170; (313) 453-8720; **NEW ENGLAND STATES:** V. F. Sales, 181 Worcester Rd., Rt. 9, Natick, MA 01760; (617) 237-6544; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, MARYLAND, DELAWARE, WASHINGTON, D.C., VIRGINIA:** Taub Sales Inc., 12244 Viers Mill Rd., Wheaton, MD 20906; (301) 622-0300; **FLORIDA:** World Wide Products, P.O. Box 680279, Miami, FL 33168; (305) 754-5475; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Wyborny Sales Co., 9450 Skillman, Suite 113, Dallas, TX 75231; (214) 348-9657; **ILLINOIS, WISCONSIN:** ProAudio Sales, 111 So. Dr., Tower Lakes, Barrington, IL 60010; (312) 381-4559.

## ALLISON ACOUSTICS INC.

7 Tech Circle  
Natick, MA 01760  
Phone: (617) 237-2760  
Telex: 94 8448

**President:** Roy F. Allison  
**Treas.:** A. J. Hoffman  
**Dir. of Marketing:** Sumner Bennett  
**Plant Mgr.:** Frank Callahan  
**Mgr. Credit:** Lillian Katz

**PRODUCTS:**  
Loudspeaker systems  
The Electronic Subwoofer

**REPRESENTATIVES:**  
**NEW ENGLAND:** The Smith Co., 188 Brewster Rd., W. Hartford, CT 06117; (203) 523-0512; **METROPOLITAN NEW YORK:** James Altman Co., 37-06 82nd St., Jackson Heights, NY 11372; (212) 972-0950; **NEW YORK STATE:** Roger Bishop Enterprises, 3907 New Court, Syracuse NY 13206; (315) 437-8447; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** Audio Marketing Associates, 9470 Whitewood Rd., Brecksville, OH, 44141; (216) 526-2426; **NORTHERN ILLINOIS, EAST WISCONSIN:** Gene T. Cleary Co., 759 72nd St., Downers Grove, IL 60615; (312) 968-1750; **CALIFORNIA, ARIZONA, NEVADA:** Cal West Marketing, 3387 Cerritos Ave., Los Alamitos, CA 90702; (213) 598-7614 and 3521 Investment Blvd. #2, Haywood, CA 94545; (415) 785-7280; **FLORIDA:** The Florida Connection, Inc., 7580 S.W. 57th Terrace, Miami, Fla. 33143; (305) 666-6610; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** Palatine Sales Inc., 777 South Central Expressway, Richardson, Texas 75080; (214) 231-9489; **CANADA:** The Pringle Group, 30 Scarsdale Rd., Don Mills, Ont. M3B2R7.

## ALTEC LANSING INTERNATIONAL

1515 S. Manchester Ave.  
Anaheim, CA 92803  
Phone: (714) 774-2900

**President:** William L. Fowler  
**VP/Consumer Sales:** Chuck Harper  
**VP/Consumer Mkt. Development:** Irwin Zucker

**PRODUCTS:**  
Speakers

**REPRESENTATIVES:**  
**NORTHERN CALIFORNIA, NORTHERN NEVADA:** Consumer Products Marketing, 26034 Eden Landing Road, Hayward, CA 94545; (415) 782-6821; **SOUTHERN NEVADA, SOUTHERN CALIFORNIA, ARIZONA:** C. R. McMullen Co., Inc., 270 E. Angeleno Ave., Burbank, CA 91502; (213) 849-1402; **WASHINGTON, OREGON, WESTERN MONTANA, IDAHO:** Barnsley-Weis Associates, Inc., P.O. Box 459, Moxee City, WA 98936; (509) 248-7250; **COLORADO, WYOMING, UTAH, EASTERN MONTANA, NEW MEXICO, EL PASO TEXAS:** E.S.P. Co., Inc., 2100 W. College Avenue, Englewood, CO 80110; (303) 934-2291; **TEXAS, LOUISIANA, ARKANSAS, OKLAHOMA:** Southwest Sales, Inc., Box 35536, Houston, Tex. 77035; (713) 667-1939; **WISCONSIN, NORTHERN ILLINOIS:** Theodore Pappas & Assoc., 5218 W. Diversey Ave., Chicago, Ill. 60639; (312) 685-2338; **INDIANA, KENTUCKY:** Universal Associates, Box 233, Carmel, IN 46032; (317) 846-6116; **OHIO, MICHIGAN, WESTERN PENNSYLVANIA, WESTERN VIRGINIA, KENTUCKY:** Schroeder Sales Co., 2635 Noble Rd., Cleveland, OH 44171; (216) 291-4110; **DELAWARE, WASHINGTON, D.C., VIRGINIA, EASTERN PENNSYLVANIA, MARYLAND, SOUTHERN NEW JERSEY:** Taub Sales, Inc., 12244 Viers Mill Rd., Wheaton, MD 20906; (301) 622-0300; **NEW YORK STATE:** Levin/Ross, P.O. Box 103, Canastota, NY 13032; (315) 697-2055; **NEBRASKA, KANSAS, IOWA, MISSOURI, SOUTHERN ILLINOIS:** Carmine A. Vignola Assoc., Inc., P.O. Box 569, Jefferson City, MO; (314) 636-3121; **HAWAII:** Snider Campbell Marketing, 1960 S. King Street, Suite 1, Honolulu, HI 96826; (808) 941-2400; **METROPOLITAN NEW YORK, NORTHERN NEW JERSEY:** New Breed Associates, P.O. Box 2157, Edison, NJ 08817; (201) 225-0085; **FLORIDA:** Raulson & Co., Inc., 9450 Sunset Drive, Suite 200C, Miami, FL 33173; (305) 596-2332; **ALABAMA, GEORGIA, NORTHERN CAROLINA, SOUTHERN CAROLINA, TENNESSEE, MISSISSIPPI:** Elmar Associates, 3385 Thornwood Drive, Atlanta, GA 30340; (404) 938-2821; **MAINE, VERMONT, NEW HAMPSHIRE, CONNECTICUT, MASSACHUSETTS, RHODE ISLAND:** Sullivans, Inc., 345 Quincy Ave., Braintree, Mass. 02184; (617) 848-7800; **MINNESOTA, N. DAKOTA, S. DAKOTA:** The Brothers Jurewicz, 1153 Cliff Rd., Burnsville, Minn. 55337; (612) 894-5330.

## AMCO ELECTRONICS

9181 Gaxette Avenue  
Chatsworth, CA 91311  
Phone: (213) 8S2-9027

**President:** George A. Wood  
**Vice President:** Craig P. Wood  
**General Manager:** Glyn Hasal  
**Chief Engineer:** John P. Mann

**PRODUCTS:**  
Switching Systems for car stereo  
Switching systems for audio  
Switching systems for CB & video games  
Switching systems for video tape recorders

**REPRESENTATIVES:**  
**OHIO, WEST VIRGINIA, WESTERN PENNSYLVANIA:** Astro Sales Co., 672 Alpha Drive, Cleveland, OH 44143; (216) 461-4500; **QUEBEC, NEW BRUNSWICK, NOVA SCOTIA, PRINCE EDWARD ISLAND, NEWFOUNDLAND:** Audesco Electronics Ltd., 3810 Laval Avenue, Montreal, Quebec, Canada H2W 2J1; (514) 288-4122; **GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, ALABAMA, MISSISSIPPI, TENNESSEE:** Audiorep Associates, 186 Crogan Street, Lawrenceville, GA 30245; (404) 963-6575; **INDIANA, KENTUCKY:** Avon Marketing Co., 690 Alpha Drive, Highland Heights, OH 44143; (216) 449-5330 or (317) 545-6601; **WASHINGTON, OREGON:** Dave Champlin Co., Inc., 7816 175th Street S.W., Edmonds, WA 98020; (206) 776-0341; **NEW JERSEY, EASTERN PENNSYLVANIA, MARYLAND, VIRGINIA, WASHINGTON, D.C.:** Forti Associates, 3519 Raymoor Road, Kensington, MD 20795; (301) 949-1706; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA:** Clark R. Gibb Co., 11100 Bren Road W., Minnetonka, MN 55343; (612) 932-3950; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** H & K Sales, Inc., P.O. Box 5826, 3696 Haven Avenue, Redwood City, CA 94063; (415) 367-1400; **COLORADO, NEW MEXICO, PHOENIX, EL PASO:** HP Marketing, 2530 Church Avenue, Littleton, CO 80120; (303) 794-8367; **UTAH, IDAHO, MONTANA, WYOMING:** J. E. Hall Co., 2330 S. Main Street #8, Salt Lake City, UT 84115; (801) 466-6105; **ALBERTA, BRITISH COLUMBIA, SASKATCHEWAN, YUKON, MANITOBA:** Jenco Marketing Ltd., 1166 Sealord Road, Richmond, B.C., Canada 7A 3L3; (604) 277-5953; **ARKANSAS, TEXAS, LOUISIANA, OKLAHOMA:** Miller & Associates, Inc., 4303 Beltwood Parkway N., Dallas, TX 75240; (214) 661-5002; **ILLINOIS, WISCONSIN:** Sumer Incorporated, 1675 Hicks Road, Rolling Meadows, IL 60008; (312) 991-8500; **NEBRASKA, IOWA, KANSAS, MISSOURI:** R. J. Throckmorton Sales, P.O. Box 1088, 124 Manchester Road, Ballwin, MO 63011; (314) 227-7222; **NATIONAL CATALOG SALES:** Varda Sales Ltd., 604-A N. Belmont Avenue, Richmond, VA 23221; (804) 355-6571; **MICHIGAN:** Neumaier & Assoc., 19021 McNichols Rd., Detroit, MI 48219; (313) 534-9322; **NEW YORK CITY, NEW JERSEY:** Gil-

bert E. Miller Assoc., 47 Birchwood Park Drive, Jericho, NY 11753; (516) 935-8641.

## AMPEX CORPORATION

401 Broadway  
Redwood City, CA 94063  
Phone: (415) 367-2011

**President:** Authur H. Hausman  
**V.P./Gen. Mgr. Audio-Video Systems Division (AVSD):** Donald V. Kleffman  
**Mkt. Mgr., AVSD:** Russ Ide  
**General Mgr., Audio Products AVSD:** Lee Cochran  
**V.P. General Mgr., Magnetic Tape Division (MTD):** George Ziadeh  
**Director of Marketing (MTD):** Erek Jenstad  
**Nat'l Sales Mgr. (MTD):** Richard Antonio

### PRODUCTS:

Professional audio recording systems  
Blank consumer recording tape  
Professional video tape  
Blank consumer videocassettes  
Professional audio mastering tape

### REPRESENTATIVES:

**(Field Sales Offices); MAGNETIC TAPE: CALIFORNIA:** 500 Rodier Drive, Glendale 91201; (213) 240-5000; 401 Broadway, Redwood City; (415) 367-2011. **GEORGIA:** 3135 Chestnut, Suite 101, Atlanta 30340; (404) 451-7112; **ILLINOIS:** 2201 Lunt Ave., Elk Grove Village 60007; (312) 593-6000; **MARYLAND:** 10215 Fernwood Road, Bethesda 20034; (301) 530-8800; **NEW JERSEY:** 65 Commerce Way, Hackensack 07601; (201) 489-7400; **TEXAS:** 1615 Prudential Drive, Dallas 75235; (214) 637-5100; **UTAH:** 2880 S. Main Street, Suite 105, Salt Lake City 84115; (801) 487-8181.

**(Field Sales Offices), PROFESSIONAL AUDIO SYSTEMS: CALIFORNIA:** 500 Rodier Drive, Glendale 91201; (213) 240-5000; 401 Broadway, Redwood City 94063; (415) 367-2011; **GEORGIA:** 3135 Chestnut Drive, Suite 101, Atlanta 30340; (404) 451-7112. **ILLINOIS:** 2201 Lunt Ave., Elk Grove Village 60007; (312) 593-6000. **NEW JERSEY:** 75 Commerce Way, Hackensack 07601; (201) 489-7400 or (212) 736-6116. **TEXAS:** 1615 Prudential Drive, Dallas 75235; (214) 637-5100.

## ANALOG ENGINEERING ASSOCIATES

711 East Gude Dr., Suite #1  
Rockville, MD  
Phone: (301) 279-7576/7577

**President:** Peter Kanelopoulos  
**V.P. Sales:** Jay Cleiman  
**Engineering:** Ken Carter

### PRODUCTS:

Power amplifiers  
Moving coil pre-preamplifiers  
Preamplifiers

### REPRESENTATIVES:

Factory direct.

## ANALOGUE SYSTEMS, INC.

Union Valley Road  
Newfoundland, NJ 07435  
Phone: (201) 697-8100  
Telex: 130357

**President:** Oscar Lewis  
**Member of Board of Directors:** Robert Stang

### PRODUCTS:

Speakers  
Headsets  
Dynaplane series

### REPRESENTATIVES:

List available request.

## ANGLO AMERICAN AUDIO COMPANY INC.

P.O. Box 653  
Buffalo, N.Y. 14240  
Phone: (416) 438-1012

**President:** B. C. Emonson  
**V.P.:** M. J. Remington  
**Operations Mgr.:** U. Oberlander

### PRODUCTS:

Loudspeakers  
Receivers  
Turntables  
Amplifiers & preamplifiers

### REPRESENTATIVES:

Audio Marketing, 10615 Lackman Road, Lenexa, KS 66219; Bach Sales Corp., 4 Longview Place, Great Neck, NY 11021; Balaton Marketing, P.O. Box 17435, Washington, DC 20041; Bishop Enterprises, 3907 New Court Road, Syracuse, NY 13206; Corinthian Corp., Drawer BZ, Incline Village, NV 89450; Cowan Associates, 515 Providence Hwy., Dedham, MA 02026; Creative Marketing Assoc., 2501 E. Commercial Blvd., Suite 214, Ft. Lauderdale, FL 33308; Pro Audio Sales Ltd., P.O. Box 730, Barrington, IL 60010; The Texport Co., 1401K South Floyd Rd., Richardson, TX 75081.

## ARISTA ENTERPRISES, INC.

35 Hoffman Ave.  
Hauppauge, NY 11787  
Phone: (516) 234-7000

**President:** Alan E. Leifer  
**Chairman:** Howard C. Leifer  
**Treas./Secy.:** Gertrude Leifer  
**Adm. Mgr.:** Jerry Silver  
**Factory Mgr.:** Ron Shikowitz  
**Adv. Mgr.:** Michael Fedonchik

### PRODUCTS:

Phono cartridges and needles  
Tape & record care products  
Telephone accessories  
Auto antennas  
Blank 8-track & cassette tape  
Audio accessories  
CB accessories  
Security products  
Headphones  
Speakers

### REPRESENTATIVES:

List available on request.

## ASPEN LIMITED

77 East Floyd Ave.  
P.O. Box #92  
Englewood, CO 80110  
Phone: (303) 789-2239

**President:** Sid Lakes  
**V.P.:** Bill Bystrom  
**V.P. Sales:** A. B. Carson

### PRODUCTS:

Stylus cleaner  
Head cleaner kits  
Test tape  
Dust cover cleaner  
Chemically treated cotton swabs

### PREPRESENTATIVES:

List available upon request.

## AUDIOANALYST, INC.

27 South Main St.  
Terryville, CT 06789  
Phone: (203) 583-2535  
**President:** Malcolm Scholl

### PRODUCTS:

Loudspeakers  
Subwoofer

### REPRESENTATIVES:

List available upon request.

## AUDIO AUTHORITY CORP.

140 Moore Drive  
Lexington, KY 40503  
Phone: (606) 277-7189

**President:** Jonathan Sisk  
**Chief Engineer:** Jonathan Gertz

### PRODUCTS:

Comparators and switching systems for audio showroom applications

### REPRESENTATIVES:

List available upon request.

## AUDIO CONTROL CORPORATION

6520 212th St., S.W., B-1  
Lynwood, WA 98036  
Phone: (206) 775-8461

**President:** Greg Mackie  
**V.P./Secretary:** Joanne Mackie  
**Nat'l Sales Mgr.:** Brian Bylenok

### PRODUCTS:

Consumer equalizers and real-time analyzers

### REPRESENTATIVES:

**WASHINGTON, OREGON, W. MONTANA, ALASKA:** Lambert Sales Co., Box 117, Burley, WA 98322, (206) 857-4085; **N. CALIFORNIA:** Powers Marketing, 125 Foothill Dr., Vacaville, CA 95688, (707) 447-3307; **S. CALIFORNIA:** Cannon & Associates, 8142 Rhodes Ave., N. Hollywood, CA 91605, (213) 767-7661; **ROCKY MOUNTAIN TERRITORY:** B & B Electronics, 5000 S. Quebec, Denver, CO 80237, (303) 773-6700. **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** Simonite Sales, 14210 Briarhills Pkwy., Houston, TX 77077, (713) 496-2335; **HEART of AMERICA TERRITORY:** BEAMS Co., 2318 Harding Rd., Des Moines, IA 50314, (515) 255-1148;



**MINNESOTA, N. & S. DAKOTA:** Clark Gibb Co., 11100 Bren Rd. West, Minnetonka, MN 55343, (612) 932-3995: **ILINOIS, INDIANA, and KENTUCKY:** Ted Pappas & Associates, 5218 W. Diversey Ave., Chicago, IL 60639, (312) 685-2338: **TENNESSEE, N. & S. CAROLINA, ALABAMA, MISSISSIPPI, GEORGIA:** DMF & Associates, 3700 Longview Dr., Chamblee, GA 30341, (404) 458-6419: **FLORIDA:** Creative Marketing Associates, 2501 E. Commercial Blvd., Ft. Lauderdale, FL 33308, (305) 771-5440: **MICHIGAN:** Riley & Petchell Sales, 25700 Plymouth Rd., Detroit, MI 48239, (313) 937-3000: **NORTH-EASTERN STATES & UPSTATE NEW YORK:** Gundolfi-Reiss Associates, 80 Cochrane Rd., Framingham, MA 01701, (617) 620-1550: **METRO NEW YORK:** Nathan Rahimi Associates, 83-09 Talbot Rd., Kew Gardens, NY 11415, (212) 441-2696: **N. ATLANTIC TERRITORY:** Moretto Associates, 2030 Gannet Court, Bel Air, MD 21014, (301) 879-0526: **S. ATLANTIC TERRITORY:** Dockman Associates, 74 Dunkirk Rd., Baltimore, MD 21212, (301) 377-7117.

### AUDIO DYNAMICS CORP. (ADC)

Pickett District Rd.  
New Milford, CT 06776  
Phone: (203) 355-2671

**President:** C. E. Wennerstrand  
**V.P. Mktg.:** K. Reichel  
**Nat'l Sales Mgr.:** J. A. Gennaro  
**Advertising Mgr.:** R. Schindhelm

#### PRODUCTS:

Magnetic phonograph cartridges  
Tonearms  
Preamplifier  
Amps  
Speakers  
Turntables

#### REPRESENTATIVES:

List available upon request.

### AUDIO GENERAL INC.

1631 Easton Rd.  
Willow Grove, PA 19090  
Phone: (215) 659-1236

**President:** David A. Spiegel  
**Dir. of Mktg.:** Robert H. Tucker

#### PRODUCTS:

Audio preamplifiers  
Audio power amplifiers  
Low-capacitance audio connecting cables

#### REPRESENTATIVES:

List available upon request.

### AUDIO ILLUSIONS, INC.

4580 Alvarado Canyon Rd.  
Suite H, San Diego, CA 92120  
Phone: (714) 281-8033

**President:** Samuel K. Kenner  
**Sec./Treas.:** Shirley Kenner

#### PRODUCTS:

The Master Illusionist I stereo loud-

speaker system

#### REPRESENTATIVES:

Southeast: Paul Hayden Associates  
Other Areas: Factory direct.

### AUDIO INTERNATIONAL, INC.

3 Cole Place  
Danbury, CT 06810  
Phone: (203) 792-0063

**President:** G. W. Hall  
**Buyer:** Sonia Wasik  
**Sales Mgr.:** Bonnie Henry

#### REPRESENTATIVES:

List available upon request.

### AUDIO MAGNETICS CORPORATION

2602 Michelson Drive  
Irvine, CA 92715  
Phone: (714) 833-0020

**President:** Isidore Philosophie  
**Exec. V.P.:** Stewart B. Schlosberg  
**V.P. Sales:** James W. Lantz  
**V.P. Finance:** Alan Ritchie

#### PRODUCTS:

Blank audio recording tape

#### REPRESENTATIVES:

List available upon request.

### AUDIONICS OF OREGON

10950 SW 5th Building 160  
Beaverton, OR 97005  
Phone: (503) 641-5225  
Telex: 910-467-8728

**President:** Charles Wood  
**V.P. Mktg.:** Gene Still  
**V.P./Director of Engineering:** Clifford Moulton  
**Controller:** Lawrence Jansky  
**Natl. Serv. Mgr.:** Steven Kennedy

#### PRODUCTS:

Preamplifiers  
Amplifiers  
Turntables  
Digital/analogue hybrid power amplifiers  
SQ decoders

#### REPRESENTATIVES:

Lists available upon request.

### AUDIOPHONICS CORPORATION OF AMERICA

415 W. Walnut  
Compton, CA 90220  
Phone: (213) 637-0600

**President:** Harvard Jee  
**V.P. Finance:** Ron Halvas  
**V.P. Sales/Marketing:** Herb Fischer

#### PRODUCTS:

Consumer electronics

### AUDIOPHILE SYSTEMS

5750 Rymark Ct.  
Indianapolis, IN 46250  
Phone: (317) 849-7103

**President:** Gary C. Warzin  
**General Mgr.:** Anthony M. Gregory

#### PRODUCTS:

Turntables  
Speakers  
Amplifiers  
Preamplifiers

#### REPRESENTATIVES:

Contact manufacturer.

### AUDIO RESEARCH CORPORATION

2843 — 26th Ave. So.  
Minneapolis, MN 55406  
Phone: (612) 721-2961

**President:** William Z. Johnson  
**Treas./Gen. Mgr.:** Daniel Peerman  
**Corporation Sec.:** Nancy Johnson  
**Controller:** John Butler  
**Chief Eng.:** Richard Larson  
**Sales Mgr.:** David Simpson

#### PRODUCTS:

Amplifiers  
Electronic crossover  
Preamplifiers

#### REPRESENTATIVES:

Factory direct.

### AUDIO SOURCE

1185 Chess Dr., Suite G  
Foster City, CA 94404  
Phone: (415) 574-7585

**Sales Mgr.:** Brian Firestone  
**Credit Mgr.:** Marian Mark

#### PRODUCTS:

Monitor audio loudspeakers  
Mirsch loudspeakers  
Phono discs  
LC-1 audio cables  
Mini-speakers

#### REPRESENTATIVES:

List available upon request.

### AUDIO-TECHNICA U.S., INC.

33 Shiawassee Ave.,  
Fairlawn, OH 44313  
Phone: (216) 836-0246

**President:** Jon R. Kelly  
**Vice President-Mktg.:** Fred Nichols  
**National Sales Mgr.:** Paul A. McGuire

#### PRODUCTS:

Phono cartridges  
Stereophones  
Microphones  
Phono accessories  
Record care products  
Audiophile records

#### REPRESENTATIVES:

List available on request.

### AUDIO TECHNOLOGY

1169 Tower Rd.  
Schaumburg, IL 60195  
Phone: (312) 885-0066

**President:** J. Boyd Hildebrandt  
**Nat'l Sales Mgr.:** Bill Griffiths

# Introducing the ADC 1700DD turntable. The quality begins with the tonearm...



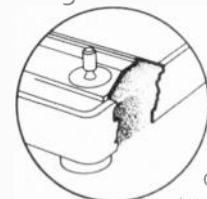
## ...and keeps on going.

The tonearm you'll find on the ADC 1700DD reduces mass and resonance to new lows. So the music you hear comes out pure and clean.

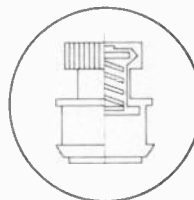
Our engineers have combined the latest advancements of audio technology to create the amazing 1700DD, the first low mass, low resonance turntable.



The famous UMF carbon fibre tonearm was the model for the sleek black anodized aluminum tonearm found on the ADC 1700DD. The headshell is molded carbon fibre, long known for its low mass to high tensile strength ratio. The viscous cueing is a gentle 4mm/sec., and the tempered spring anti-skate adjustment is infinitely variable to 3.5 grams. The pivot system uses stainless steel instrument bearings, which are hand-picked and perfectly matched to both the outer and inner races for virtually frictionless movement. All this makes it the best tonearm found on an integrated turntable.

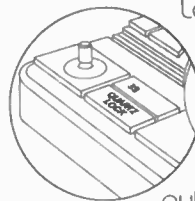


The base on the ADC 1700DD turntable is constructed of a highly dense structural foam which absorbs and neutralizes resonance and feedback. The speed selection control is an electronic microswitch which will respond to your lightest touch.



Supporting this resonance-cancelling base are energy absorbing, resonance-tuned rubber suspension feet. These suspension feet help to stabilize the base while controlling resonance.

The motor in the ADC 1700DD is also present standard of excellence: Direct Drive Quartz Phase-Locked Loop. A quartz crystal is used



in the reference oscillator of the motor. An electronic phase comparator constantly monitors any variance in the speed, making instantaneous corrections. Even when out of the Quartz-Locked mode, the optical scanning system keeps drift at below 0.2%. Wow and flutter are less than .03%. Rumble is an incredible -70dB Din B.

The result of all these breakthroughs is pure, uninterrupted enjoyment.

We invite you for a demonstration of this and the other remarkable ADC turntables. Contact your ADC Professional Products sales representative.

Or write for further information to: ADC Professional Products, a division of BSR Consumer Products Group, Route 303, Blauvelt, N.Y. 10913. Distributed in Canada by BSR (Canada) Ltd., Ontario.



**ADC. We build breakthroughs.**



**Production Mgr.:** Kevin Hill  
**V.P. R&D:** J. Vogler

**PRODUCTS:**

L.E.D. level display  
Audiophile & commercial preamplifiers  
Audiophile & commercial amplifiers  
Audiophile & commercial

**REPRESENTATIVES:**

**FLORIDA:** Creative Marketing Assoc., 2501 Commercial Blvd., Suite 214, Ft. Lauderdale, FL 33308; (305) 771-5440; **MINNESOTA, SOUTH DAKOTA, NORTH DAKOTA, WESTERN WISCONSIN:** Clark R. Gibb Co., 11100 Bren Rd. W, Minnetonka, Minnesota 55343; (612) 932-3950; **MASSACHUSETTS, MAINE, VERMONT, NEW HAMPSHIRE, CONNECTICUT, RHODE ISLAND:** Charles Murphy Assoc., P.O. Box 1001, Binghamton, N.Y. 13902; (800) 824-7888; EXT M3146; **COLORADO, MONTANA, IDAHO, NEW MEXICO, WYOMING:** Partridge Electronics Sales, Box 21205, Salt Lake City, Utah 84121; (801) 272-3131; **ILLINOIS, MICHIGAN, EASTERN WISCONSIN:** Pro Audio Sales, P.O. Box 730, Barrington, Illinois 60010; (312) 381-4559; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** Dobbs-Stanford, 1011 Commercial St., San Carlos, CA 94070; (415) 595-2620; **OHIO, WESTERN PA., WEST VIRGINIA:** Marketdynamics Sales Corp., 9407 Kenwood Rd., Cincinnati, Ohio 45242; (513) 791-7773; **VIRGINIA, SOUTHERN N.J., EASTERN PA., MARYLAND, DELAWARE:** Metrorep Sales, Inc., P.O. Box 782, Freehold, N.J. 07728; (201) 462-1221; **TEXAS, OKLAHOMA, ARKANSAS, MISSISSIPPI, LOUISIANA:** Rep-Tech, Inc., Box 40109, Lewisville, Texas 75028; (214) 436-4111; **NEW YORK, NORTHERN N.J.:** Harry Rosenblum Co., 150 Croton Lake Rd., Katonah, N.Y. 10536; (914) 232-5028; **NORTHERN CAROLINA, SOUTHERN CAROLINA, ALABAMA, GEORGIA, TENNESSEE:** Venture Sales, Inc., 4037 E. Independence Blvd., Charlotte, North Carolina 28205; (704) 568-4067; **CANADA:** A. Allen Pringle Ltd., 30 Scarsdale Rd., Don Mills, Ont. M3B 2R7 Canada, (416) 449-5640; **MISSOURI, NEBRASKA, IOWA, KANSAS, SOUTHERN ILLINOIS:** Rancilio Assoc., 7015 Rock Hill Rd., P.O. Box 28869, St. Louis, Missouri 63123; (314) 842-6443; **SOUTHERN CA, ARIZONA, SOUTHERN NEVADA:** Calwest Marketing South, 3387 Cerritos Ave., Los Alamitos, Calif.; (213) 598-7615; **WASHINGTON, OREGON, HAWAII, INDIANA, KENTUCKY:** Contact manufacturer.

**AUDIOTRONICS CORPORATION**

7428 Bellaire Avenue  
North Hollywood, CA 91605  
Phone: (213) 765-2645

**President:** Don E. Warner  
**Executive Vice President:** Charles A. Musson  
**Director of Marketing, Audio Products:** Roy F. Schaub  
**Director of Marketing, Video Displays:**

Roy L. Thomas  
**Director, Corporate Communications:** Gerard R. Grindinger  
**Sales Manager, Audio Products:** Walter V. Peters  
**Sales Manager, Video Displays:** John C. Traynor  
**General Manager, Publishing Division:** George T. Searls

**PRODUCTS:**

Record players  
Tutorette audiocard system  
Cassette tape recorders and players  
Headphones  
Listening systems  
Microphones  
Monitors  
Video and data displays  
Multi-media programs and filmstrips

**REPRESENTATIVES:**

List available upon request.

**AUDIOVOX CORPORATION**

150 Marcus Blvd.  
Hauppauge, N.Y. 11787  
Phone: (516) 231-7750  
Telex: 967 794

**Vice President, Sales, Audiovox Div.:** Martin Novick  
**Vice President, HiComp Div.:** Stephen Trentacoste  
**Senior Vice President:** Philip Christopher

**PRODUCTS:**

Car stereo (high fidelity)  
Speaker kits, auto  
CB radios  
Auto Antennas  
FM auto tuners  
Power amplifiers/equalizers (auto)

**REPRESENTATIVES:**

Contact manufacturer.

**AUDIRE, INC.**

9576 El Tambor Ave.  
Fountain Valley, CA 92708  
Phone: (714) 968-1236

**President:** Julius N. Siksnius

**PRODUCTS:**

Amplifiers  
Preamplifiers

**REPRESENTATIVES:**

Contact manufacturer.

**AUTOMATIC RADIO**

Two Main Street  
Melrose, MA 02176  
Phone: (617) 321-2300

**President:** Anthony Goodchild  
**Exec. V.P.:** Bert Housman

**PRODUCTS:**

Mobile sound systems — AM/FM  
stereo radios — with 8-track and cassette  
tape players — full line of speaker kits  
— Hi-Fi-systems and components

**REPRESENTATIVES:**

List available upon request.

**AVANT**

Box 1577, Cape Coral, Florida &  
122 E. 42nd Street  
New York, N.Y. 10017

**President:** Robert Grandstaff  
**Chief Eng.:** Derek Hanson  
**V.P. Sales:** R. Wilson

**PRODUCTS:**

Speakers

**REPRESENTATIVES:**

List available upon request.

**AXIOM ENGINEERING LABORATORIES**

9601 Owensmouth Ave.  
Chatsworth, CA 91311  
Phone: (213) 998-8014

**President:** Jerrold M. Axelrod  
**Vice President:** Jack R. Smiley

**PRODUCTS:**

Loudspeakers

**REPRESENTATIVES:**

**CANADA:** Smyth Sound Equipment Ltd., 595 Parc Industriel, Longueuil, Quebec, Canada, J4H 3V7. List of other reps available upon request.

**BALL CORPORATION**

345 S. High Street  
Muncie, IN 47302  
Phone: (317) 747-6247

**President:** R. M. Ringoen

**PRODUCTS:**

Brand Name: Sound Guard  
Record preservation kit  
Record preservation refill  
Record cleaner kit  
Record cleaner refill  
Sound Guard total record care system  
Record care work pad  
Stylus care kit

**REPRESENTATIVES:**

**MAINE, NEW HAMPSHIRE, VERMONT, RHODE ISLAND, MASSACHUSETTS and CONNECTICUT:** Richard-Dean Ass., Inc. 200 West Cummings Park, Woburn, MA 01801; (617) 933-8435; **NEW YORK STATE except METROPOLITAN NEW YORK:** Joe Mazzeo, 673 Lexington Ave., Rochester, NY 14613; (716) 458-7851; **METRO NEW YORK CITY and Northern two-thirds of NEW JERSEY:** Audio Plus, Inc. 350 Northern Blvd., Great Neck, NY 11021; (516) 482-8676; **PENNSYLVANIA, WEST VIRGINIA, MARYLAND, WASHINGTON, D.C., and Southern third of NEW JERSEY:** Lienau Assoc., Inc., 4334 Montgomery Ave., Bethesda, MD 20014; (301) 654-8444; **SOUTH CAROLINA, NORTH CAROLINA, GEORGIA, ALABAMA, MISSISSIPPI and TENNESSEE:** Paul Hayden, 1530 Nebell Ave., East Point, GA 30344; (404) 766-0261; **FLORIDA:** L. P. Hench Co., 9900 S.W. 169th St., Miami, FL 33157; (305) 251-4343; **OHIO and three counties in KENTUCKY adjacent to CINCINNATI, OH:** F. A. Daugherty Co., 6025 Mayfield Rd., Cleveland, OH 44124; (216) 449-1122; **MICHIGAN:** E. S. Purrington & Co.,

Inc., 1108 James St., Kalamazoo, MI 49001; (313) 336-7733 & (616) 381-3298; **METROPOLITAN CHICAGO**, Northern third of ILLINOIS, and **EASTERN WISCONSIN** (three-fourths of the state): CEM/S, Inc., 4700 W. Fullerton Ave., Chicago, IL 60639 (312) 384-1600; Southern two-thirds of ILLINOIS, **KANSAS**, **MISSOURI**, **NEBRASKA** and **IOWA**: Carmine A. Vigoia, 1001 C. Southwest Blvd., Jefferson City, MO 65101; (314) 636-3121; **NORTH DAKOTA**, **SOUTH DAKOTA**, **MINNESOTA**, and the Western fourth of **WISCONSIN**: Mel Foster Technical Sales, Inc., 7389 Bush Lake Rd., Edina, MN 55435; (612) 835-2252; **LOUISIANA** and **ARKANSAS**, **OKLAHOMA** and **TEXAS** except **EL PASO** and surrounding four counties: Southwest Reps., Inc., 1220 Abney, Lufkin, TX 75901; (713) 634-2404; **UTAH**, **COLORADO**, **WYOMING**, **SOUTHEASTERN IDAHO**, **EASTERN MONTANA**, **NEW MEXICO**, and **EL PASO**, **TEXAS** and surrounding four counties: B & B Electronic Products, Inc., 5000 S. Quebec, Denver, CO 80237; (303) 773-6700; **ARIZONA**, Southern half **CALIFORNIA**, Southern third **NEVADA**: Jack Carter Assoc., Inc., 10825 Burbank Blvd. North Hollywood, CA 91603; (213) 980-3450; Northern half of **CALIFORNIA**, Northern two-thirds of **NEVADA**: Wilkins-Mason, 1171 65th St., Oakland, CA 94608 (415) 428-1100; **WASHINGTON**, **OREGON**, **ALASKA**, **NORTHERN AND WESTERN IDAHO**, **WESTERN MONTANA**: Marketing Connection, 4238 W. Mercer Way, Mercer Island, WA 98040; (206) 232-6030; **INDIANA**, **KENTUCKY**, except for counties adjacent to **CINCINNATI**, **OHIO**: Kimberly Sales, 521 Tomahawk Trail, Apt. 2312, Indianapolis, IN 46224; (317) 271-8571; **CANADA**: Tri-Tel Assoc., Ltd., 105 Sparks Ave., Willowdale, Ontario, Canada M2H 2S5 (416) 499-5044; **HAWAII**: Walter Stepanovich Sales, 4460 Kilauea, Honolulu, HI 96816; (808) 513-3153.

## BANG & OLUFSEN OF AMERICA, INC.

515 Busse Road  
Elk Grove Village, IL 60007  
Phone: (312) 640-0660

**President:** Jack Trux  
**Comptroller:** Ray Meck  
**Dir. of Adver.:** J. Daniel Radecki  
**Dir. of Training:** Harry Horning  
**Dir. of Sales:** Jim Goodman  
**Dir. of Tech. Serv:** Rune Karsbaek

### PRODUCTS:

Cartridges  
Turntables  
Receivers  
Loudspeakers  
Cassette Decks  
Headphones

### REPRESENTATIVES:

List of reps available upon request.

## BASF SYSTEMS

Crosby Drive

Bedford, MA 01730  
Phone: (617) 271-4000

### REGIONAL OFFICES:

BASF Systems, P.O. Box 2089, Clifton, N.J. 07015; (201) 546-9111 and (800) 631-0149; 1800 North 30th Avenue, Melrose Park, IL 60160 (312) 343-6618 and (800) 323-1914; 1307 Colorado Avenue, Santa Monica, CA 90404; (213) 451-8781 and (800) 421-6625; 3300 Buckeye Road, Suite 403, Atlanta, GA 30341

**President:** G. Grochla

**V.P. Audio Marketing:** J. K. Dreyer

**V.P. of Operations:** Dr. E. Reuther

**V.P. Finance and Administration:** W. Lueckerath

### PRODUCTS:

Blank recording tape (cassettes, 8-Track and reel-to-reel)  
Blank video cassette tape

### REPRESENTATIVES:

**NEW YORK CITY, NORTHERN NEW JERSEY:** Audio Plus, Inc., 350 Northern Boulevard, Great Neck, NY 11021, (516) 482-8676; **VIRGINIA, WASHINGTON, D.C., MARYLAND:** David H. Brothers Co., Inc., 19 Old Court Road, Baltimore, MD 21208. (301) 764-7189; **SOUTHERN NEW JERSEY, PENNSYLVANIA, DELAWARE:** Legato Associates, P.O. Box 322, Marlton, NJ 08053. (609) 235-8334; **NEW ENGLAND**, Berberian/Patterson Assoc., Inc., 10 Main Street, Andover, MA 01810, (617) 475-6286; **OHIO AND PITTSBURGH, PA:** Astro Sales, 672 Alpha Drive, Cleveland, OH 44143, (216) 461-4500; **MICHIGAN:** Lou Buch Associates, 17520 West 12 Mile Road, Southfield, MI 48076, (313) 557-9150; **MINNEAPOLIS, NORTH AND SOUTH DAKOTA, NEBRASKA, WISCONSIN:** Stan Clothier Co., Inc., 7423 Washington Avenue South, Minneapolis, MN 55435; **MISSOURI AND KANSAS:** KSW, Inc., 6314 Overton Street, Kansas City, MO 64133; **NORTH CALIFORNIA AND NORTHERN NEVADA:** Sinai-Johnson Corporation, 817 Douglas Avenue, Redwood City, CA 94063, (415) 365-6263; **ARIZONA, N. MEXICO, SOUTHERN NEVADA AND EL PASO, TEXAS:** Jack Rowe Associates, 4350 Camelback, Phoenix, Arizona, (602) 991-2260; **COLORADO, UTAH AND WYOMING:** R & D Sales, 420 South Federal Boulevard, Denver, CO 80219. (303) 934-5445; **HAWAII:** Snider & Associates, 1020 Auahi Street, Honolulu, HI 96814. (808) 533-3776; **INDIANA, KENTUCKY:** King Marketing Systems, Inc., 7100 Lakewood Bldg., Suite 210, 5987 E. 71st St., Indianapolis, IN 46220; (317) 842-3388; **SOUTHERN CALIFORNIA:** CMA Sales, 1042 Princeton Drive, Marina Del Ray CA 90291; (213) 870-2984; **WASHINGTON, OREGON, ARKANSAS:** Gilbert & Associates, 4434 Lakeview Blvd., Lake Oswego, OR 97034, (503) 635-4976; **TENNESSEE, NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, ALABAMA:** Ben Elliott & Associates, Inc., Suite 580, 2690 Cumberland Pkwy., Atlanta, GA 30339, (404) 0053; **UPSTATE N.Y.:** A. D. Segal & Co., P.O. Box 417, Syracuse, NY 13206, (315) 432-8800;

**FLORIDA:** Hutto Hawkins Perecoy, 139 Candace Drive, Maitland, FL 32751; (305) 831-2474; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Dobbs-Stanford Corp., P.O. Box 3327, Irving, TX 75061; (214) 259-2633; **SOUTHERN CALIFORNIA:** Canco, 1933 Broadway, Suite #266, Los Angeles, CA 90007, (213) 749-7911; **MONTANA, INDIANA, WYOMING:** Jerry Meents Sales, 199 Country Club Drive, Ogden, UT 84403, (801) 621-3729; **MILITARY:** J. E. Bartlett Company, 52 Teed Drive, Randolph, MA 02368.

## BELLES RESEARCH CORPORATION

A-1 Country Club Road  
P.O. Box 65  
East Rochester, N.Y. 14445  
Phone: (716) 586-7300

**President:** Davia E. Belles  
**Marketing Dir.:** Robert L. Welch

### PRODUCTS:

Loudspeakers  
Power amps

### REPRESENTATIVES:

List available upon request.

## B. E. S., INC.

345 Fischer St.  
Costa Mesa, CA 92626  
Phone: (714) 549-3833

**President:** Robert M. Parker  
**Regional Sales Manager:** Doug Blackburn

### PRODUCTS:

Speakers

### REPRESENTATIVES:

List available upon request.

## BETA SOUND, INC.

14807 Venture Drive  
Dallas, Texas 75234  
Phone: (214) 247-7603

**President:** R. S. Peveto, Jr.

### PRODUCTS:

Beta loudspeakers  
Home & commercial sound systems

### REPRESENTATIVES:

List available upon request.

## HAROLD BEVERIDGE, INC.

505 E. Montecito Street  
Santa Barbara, Cal. 93103  
Phone: (805) 963-6578

**President:** Harold Beveridge  
**Vice President:** John Fermin

### PRODUCTS:

System 2SW-1 speakers  
System 3 speakers  
RM-1 preamp  
CM-1 Module  
HD subwoofer

### REPRESENTATIVES:

List available upon request.



## BGW SYSTEMS, INC.

13130 South Yukon Ave.,  
Hawthorne, CA 90250  
Phone: (213) 973-8090

**President:** Brian G. Wachner  
**V.P./Secty.:** Barbara Wachner  
**V.P./Controller:** Peter Vazzana  
**Customer Service Mgr./Warranty Mgr.:**  
Don Parker

### PRODUCTS:

Power amplifiers  
Preamplifiers

### REPRESENTATIVES:

List available on request.

## BIB HI FI ACCESSORIES, INC.

3363 Garden Brook Drive  
Dallas, TX 75234  
Phone: (214) 243-8971

**President:** Trevor Glander

### PRODUCTS:

Record and tape care products

### REPRESENTATIVES:

A.B. & T. Sales, P.O. Box 111, Jackson Creek Road., Grasonville, MD 21638; B & K Marketing, 48 Tulip Grove Drive, Lake Grove, N.Y. 11755; Creative Marketing Assoc., 2501 E. Commercial Blvd., Fort Lauderdale, Fla. 33308; J. B. Parent Company, 24 Millstone Drive, Painesville, OH 44077; Brothers Jurewicz, 1153 Cliff Road, Burnsville, MN 55337; Bruce Lambert Sales Co., 13701 Olympic Drive SE, Olalla, WA 98359; Cowan Associates, 515 Providence Highway, Dedham, MASS 02026; The Delta Group, Inc., 2243 Lexington Drive, Suite 111, Mt Prospect, Ill 60056; Ideal Marketing, 908 Whispering Trails, Greenfield, IND 46104; K.S.W., Inc., 6414 Overton Street, P.O. Box 9425, Kansas City, Missouri 64133; Mark Granby Company, 7337 Varna Ave., N. Hollywood, CA 91605; Performance Plus Marketing, 2120 S. Holly Street, Suite 100, Denver, CO 80222; The Milmar Co., 4223 Richmond Ave., Houston, TX 77027; R & B Sales, 617 E. So. Holly Rd., Fenton, Mich. 48430; Southern Sales, 4900 Veterans Blvd, Suite 516, Metairie, LA 70002; B & K Marketing, 3560 Stephen Lane, P.O. Box 1300, Wantagh, NY 11793; KSW, Inc., 1512 Hillsboro-Valley Park Road, High Ridge, MO 63049; R. W. Mitscher Company, 606 Forest Drive, North Syracuse, NY 13212; Valhalla Hi-Fi Marketers, Lars Erickson, 444 NE Ravenna Blvd., #204, Seattle, Wash. 98115; Audio Rep Assoc., 203 West Crogan St., Lawrenceville, GA 30245.

## B.I.C. AVNET

Westbury, NY 11590  
Phone: (516) 334-7450

**President:** Leonard Freeman  
**V.P. Sales:** Franklin Hoffman  
**Consultant:** Arthur Gasman  
**V.P. Speaker Div.:** Larry Epstein

### PRODUCTS:

Turntables  
Cassette decks  
Speakers  
Antenna system (Beam Box)

### REPRESENTATIVES:

**ALABAMA, GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE:** Millar Electronics, Inc., 3110 Maple Dr., N.E., Atlanta, GA 30305; (404) 261-6160; **ALASKA, WESTERN IDAHO, WESTERN MONTANA, OREGON, WASHINGTON:** Pacific Northwest Marketing, Inc., Koll Bus. Pk., Bldg. 13, 2865 152nd Ave., N.E., Redmond, WA 98052; (206) 883-6000; **ARIZONA, SOUTHERN CALIFORNIA, SOUTHERN NEVADA:** Jack Berman Co., 8295 South La Cienega Blvd., Inglewood, CA 90301; (213) 649-6111; **ARKANSAS, OKLAHOMA, LOUISIANA, MISSISSIPPI, TENNESSEE SOUTHWEST, TEXAS:** McKinney Sales, Co., 1303 Chemical St., Dallas, TX 75207; (214) 631-9450; **NORTHERN CALIFORNIA, Northern Nevada:** Moulthrop Sales, Inc., 7080 Commerce Dr., Pleasanton, CA 94566; (415) 846-0550; **COLORADO, EASTERN IDAHO, EASTERN MONTANA, WESTERN NEBRASKA, NEW MEXICO, EL PASO, UTAH, WYOMING:** McCloud & Raymond Co., 2020 South Pontiac Way, Denver, CO 80224; (303) 756-1589; **CONNECTICUT, MAINE, MASSACHUSETTS, NEW HAMPSHIRE, RHODE ISLAND, VERMONT:** Michael Scott Co., 20 Walnut Street, Wellesley Hills, MA 02181; (617) 235-0102; **DELAWARE, WASHINGTON, D.C., MARYLAND, NEW JERSEY (lower), VIRGINIA, EASTERN PENNSYLVANIA:** Lienau Assoc., Inc., 4334 Montgomery Ave., Bethesda, MD 20014; (301) 654-8444; **FLORIDA:** Hutto, Hawkins, Peregoy, Inc., 139 Candace Dr., Maitland, FL 32751; (305) 831-2474; **HAWAII:** Gene Piety Factors, Inc., 861 Mapunapuna St., Honolulu, HI 96802; (808) 839-9059; **ILLINOIS, IOWA (Scott County), EASTERN WISCONSIN:** George Pettit Co., Inc., 5300 A McDermott Dr., Berkeley, IL 60163; (312) 261-0342; **ILLINOIS, IOWA, KANSAS, MISSOURI, EASTERN NEBRASKA:** Forristal Young Sales, Co., 9010 E. South Highway, Kansas City, MI 64113; (816) 358-6771; **INDIANA, KENTUCKY:** Sharkey-Epstein & Assoc., 5726 Professional Circle, Suite 110, Indianapolis, IN 46241; (317) 248-2424; **MICHIGAN:** J. Malcolm Flora, Inc., 165 West Liberty St., Plymouth, MI 48170; (313) 453-4296; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Mel Foster Technical Sales, Inc., 7389 Bush Lake Rd., Minneapolis, MN 55435; (612) 835-2252; **NEW JERSEY (Upper), METROPOLITAN NEW YORK:** Carduner Sales Corp., 96 Bank St., New York, NY 10014; (212) 924-8540; **UPSTATE NEW YORK:** B & H Sales Co., 5100 Highbridge St., Fayetteville, NY 13066; (315) 637-6666; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** James H. Podolny Co., 124 W. Washington St., Medina, OH 44256; (216) 725-8814; **CANADA:** Charles W. Pointon Ltd. 77 Akron Rd., Toronto, Ontario M8W 4W8 Canada; (416) 252-5025.

## BLAUPUNKT DIVISION, ROBERT BOSCH CORPORATION

2800 South 25th Ave.  
Broadview, IL 61053  
Phone: (312) 865-5266

**Nat'l Sales Mgr.:** Walter A. May  
**Marketing Mgr.:** Richard V. Burmeister

### PRODUCTS:

Automotive stereo/tape units  
Car radios  
Automotive loudspeakers  
Automotive graphic equalizer/amplifiers  
Automotive antennas

### REPRESENTATIVES:

**EASTERN REGIONAL DISTRIBUTION CENTER:** Robert Bosch Corporation, 60 Baylis Rd. Melville, N.Y. (516) 420-0500; Fred Budzius, Regional Manager; **Western Regional Distribution Center:** Robert Bosch Corporation, 345 East Grand Avenue, South San Francisco, CA; (415) 871-4550; Fred Reid, Regional Manager; **Canadian Distribution:** Robert Bosch (Canada) Ltd., 6811 Century Avenue, Mississauga, Ontario, (416) 826-6060; A. Ingham, Canadian Sales Manager.

## BML ELECTRONICS, INC.

5305 N. Ravenswood Ave.  
Chicago, IL 60640  
Phone: (312) 271-7755

**President:** John Montalbano  
**V.P. Marketing:** George Commons

### PRODUCTS:

BML & TRACER loudspeaker systems

### REPRESENTATIVES:

List available upon request.

## BOSE CORPORATION

100 Mountain Road  
Framingham, MA 01701  
Phone: (617) 879-7330

**President/Chairman of the Board:**  
Amar G. Bose

**Exec. V.P.:** Sherwin Greenblatt  
**Mkt. Mgr., Audio Components:** John Wawzonek  
**Director, North American Marketing & Sales:** Bruce Rampe

### PRODUCTS:

Speakers  
Receivers  
Music systems  
Professional amps, mixers, speakers

### REPRESENTATIVES:

List available upon request.

## BOZAK INC.

587 Connecticut Ave.  
S. Norwalk, Conn.  
Phone: (213) 838-6521

**President:** Joseph Schlig  
**VP/Mktg.:** Cass Vanini  
**Export Mgr.:** Cliff Hendricks

# Yamaha, the industry leader... leads again!

When we set out to improve our industry-acclaimed receivers, we knew we had a tough task ahead of us. How do you top being the first in such precedent-setting developments as built-in moving coil head amps, negative feedback MPX demodulators, pilot signal cancellation circuits, and the same amazingly low distortion throughout our entire line? We have the answer. It's called the CR-2040.

**Unique continuously variable turnover tone controls.** This Yamaha innovation gives you the tonal tailoring characteristics of both a parametric and a graphic equalizer.

**Built-in moving coil head amp.** More and more listeners are discovering the beautiful experience of music reproduced with a moving coil cartridge. Discover this exquisite pleasure for yourself with the CR-2040's built-in moving coil head amp.

**Independent input and record out selectors.** This feature is something you won't want to be without. It lets you select the signal from one program source to send to the REC OUT terminals for recording while you listen through your speakers to an entirely different program chosen on the INPUT selector.

**Continuously variable loudness contour.** This control compensates for the ear's decreased sensitivity to bass and treble tones at low volume levels. And you're not just limited to compensation at only one specific volume setting as with other manufacturers' on/off-type loudness switches.

**Automatic operation.** Instead of fiddling with dials and meters, you can sit back and let the automatic circuits do the work. Or, if you choose, manually override the circuits. Take the AUTO-DX, for instance. This circuit automatically chooses the correct bandwidth (local or DX) for the least noise. Working with this is the AUTO BLEND circuit which eliminates annoying FM hiss.

**Advanced circuitry.** All these advanced features are backed by the most advanced internal circuitry imaginable. Like the auto tracking pilot signal canceller. It also automatically tracks any signal fluctuation which might occur. This assures you of complete signal cancellation for interference-free FM listening.

The all DC power amp section pours out a massive 120 watts per channel, both channels driven into 8 ohms, from 20Hz to 20kHz, with THD and I.M. an astronomically low 0.02%.

The tuner section has a Yamaha-exclusive Direct Current-Negative Feedback—PLL MPX IC providing excellent phasing of the high frequencies for superb stereo separation and clearer sound.

**Human engineering.** As incredibly advanced and complex as the CR-2040 is, it is incredibly simple to operate.

The functionally beautiful front panel is complemented by a real wood cabinet with simulated ebony finish--the perfect finishing touch to the extraordinary CR-2040.

And the CR-2040 is just one of a whole new line of receivers from Yamaha. Each one offers, in its class, the ultimate. Visit your local Yamaha Audio Specialty Dealer and see and hear for yourself how we've outdone ourselves. He's listed in the Yellow Pages. Or write us: Yamaha, Audio Division, P.O. Box 6600, Buena Park, CA 90622.

From Yamaha, naturally.

## YAMAHA

Yamaha, Audio Division, P.O. Box 6600, Buena Park, CA 90622





**Chief Engineer:** Dick Majestic  
**Chief Technician:** Peter Lederman

**PRODUCTS:**  
Professional and consumer speakers  
and electronics

**REPRESENTATIVES:**  
List available on request.

## BRISTOL

5626 Bonhomme Road  
Houston, Texas 77036  
Phone: (713) 783-9808

**President:** Morrie K. Abramson  
**Exec. V.P./Sales Manager:** James F. Corporon  
**Advertising:** Richard L. Jeffers

**PRODUCTS:**  
Autosound stereo systems  
Autosound speaker systems  
Autosound power amplifiers and accessories

**REPRESENTATIVES:**  
List available upon request.

## BRYSTON MFG., LTD.

57A Westmore Drive  
Rexdale, Ontario, Canada M1B1X8  
Phone: 1-416-746-1800

**PRODUCTS:**  
Amplifiers  
Preamps

**REPRESENTATIVES:**  
List available on request.

## BSR (USA) LTD

Route 303  
Blauvelt, NY 10913  
Phone: (914) 358-6060

**President:** Charles Sweeney  
**Chairman:** John Hollands  
**Pres. BSR Cpg.:** Victor Amador  
**Vice-President/Sales:** Jack McMurray

**PRODUCTS:**  
Turntables  
Frequency equalizers  
Sound level meters  
Stereo cartridges

**REPRESENTATIVES:**  
List available upon request.

## BTM MANUFACTURING CO., EStTranslator

2005 N. Lincoln Ave.  
Pasadena, CA 91103  
Phone: (213) 798-0476

**Acoustical Research:** Michael L. Driver  
**Product Design:** Anthony L. Terranova  
**System Engineer:** Ben Walker  
**Marketing Director:** Charles R. Miller

**PRODUCTS:**  
Electrostatic loudspeakers

**REPRESENTATIVES:**  
List available upon request.

## BURHOE ACOUSTICS, INC.

78 Stone Place  
Melrose, MA 02176  
Phone: (617) 662-9001

**President:** Winslow N. Burhoe  
**Marketing & Sales:** Michael P. MacDonald  
**Finance:** Bernard Tack  
**Manufacturing:** Amir Dalla  
**Engineering:** Melvin Arsove

**PRODUCTS:**  
Home high fidelity loudspeakers  
Loudspeaker handbook and lexicon

**REPRESENTATIVES:**  
List of reps available upon request.

## BURNS AUDIOTRONICS, INC.

5-05 Burns Ave.  
Hicksville, NY 11801  
Phone: (516) 935-8000

**National Sales Manager:** Norm Wieland  
**Sales Engineer:** Bob Lowig

**PRODUCTS:**  
Beyer Dynamic microphones  
Beyer Dynamic headphones

**REPRESENTATIVES:**  
List available upon request.

## CANNON-TLS

7417 Van Nuys Blvd.  
Van Nuys, CA 91405  
Phone: (213) 902-1005

**President:** Shelly Lasko

**Products:**  
Speakers

**REPRESENTATIVES:**  
Factory direct.

## CARVER CORPORATION

P.O. Box 664, 14304 N.E. 193 Place  
Woodinville, WA 98072  
Phone: (206) 487-3483

**President:** Robert W. Carver  
**V.P. Mkt. Dir.:** Diana Raphael Carver  
**V. P. Operations Dir.:** Norman McFadden

**PRODUCTS:**  
C-500 Amplifier  
M-400 Magnetic field amplifier  
C-4000 Sonic hologram generator pre-amplifier

**REPRESENTATIVES:**  
List available on request.

## C. C. L. ENTERPRISES, INC.

30682 San Antonio, Hayward, CA 94544  
24 Ledin Drive, Avon, MA 02322  
Phone: (415) 487-1144 (617) 588-1800

**President:** Gregory A. Calo  
**Comptroller:** John F. Myatt, Jr.  
**Director-East Coast:** Charles F. Schnelle  
**Nat'l Sales Mgr.:** John W. McKissock

**PRODUCTS:**  
Sinus Swedish loudspeakers  
Modular acoustics speakers

**REPRESENTATIVES:**  
List available on request.

## CELESTION INDUSTRIES, INC.

Box 521  
Holliston, MA 01746  
Shipping: Kuniholm Drive  
Phone: (617) 429-6706

**Marketing Director:** Robert E. Shapiro

**PRODUCTS:**  
Loudspeaker systems

**REPRESENTATIVES:**  
List available upon request.

## CERWIN-VEGA

12250 Montague  
Arleta, CA 91331  
Phone: (213) 896-0777

**President:** Gene Czerwinski  
**V. P. Marketing:** Ray Arbuckle  
**Dir. Mktg. Communications:** Rich Mandela  
**Internat'l Sales:** Geoff Marcks

**PRODUCTS:**  
Speakers  
Amplifiers

**REPRESENTATIVES:**  
List available upon request.

## CIZEK AUDIO

15 Steven's Street  
Andover, MA 01810  
Phone: (617) 470-0736

**President:** Sheldon Feinstein  
**Nournn Hedelvang**  
**Jan Loen**

**PRODUCTS:**  
Speakers  
Sound Window  
Koa system

**REPRESENTATIVES:**  
List available upon request.

## CLARION CORPORATION OF AMERICA

5500 Rosecrans Ave.  
Lawndale, CA 90260  
Phone: (213) 973-1100

**President:** Jim LeVitus  
**V. P. Marketing:** Don Coleman  
**V. P. Retail Sales:** Murray Merson  
**V. P. Operations:** Henry Ferenbock  
**Sales Administration Mgr.:** Amanda Chism

**PRODUCTS:**  
Car radios, stereos, tape players  
Car speakers  
CB units and accessories  
Hi-way fidelity systems

**REPRESENTATIVES:**  
List available upon request.

## CLARKE SYSTEMS, INC.

359 C. Governor's Hwy.  
So. Windsor, Conn. 06074  
Phone: (203) 528-4331

**President:** John Sollecito  
**Sec./Treas.:** W. M. Milewski

### PRODUCTS:

Loudspeakers (manufacturers)  
Tempo  
Prelude  
Encore  
Precedent

### REPRESENTATIVES:

Robert Bassel: R B Associates,  
Springfield, Mass.; F. Fillipone: Somers-  
et Audio Associates, Somerset, N.J.

## COLUMBIA MAGNETICS/CBS, INC.

51 W. 52nd Street  
New York, NY 10019  
Phone: (212) 975-3051  
1930 Century Pk. W.  
Century City, CA 90067  
Phone: (213) 556-4836

**Director of Sales, Marketing & Admin-  
istration:** Glenn Hart

**Director-National Consumer Sales:**  
Howard Aronson

**Reg. Sales Mgr., Consumer Prod.:** Reg-  
gie Gussman

### PRODUCTS:

Blank consumer tapes, cassettes & 8-  
track

### REPRESENTATIVES:

**OHIO, WESTERN PA, WEST VIRGINIA:**  
M S Sales Corp., 670 South Green  
Road, Cleveland, OH 44121; (216) 382-  
2060; **FLORIDA:** Eastern Sales &  
Assoc., 7841 NW 10th St., Pembroke,  
FL 33024; (305) 624-5569; **SYNDICATE  
STORES:** Frank Eagan Assoc., 34 Pros-  
pect St., East Orange, NJ; (201) 678-  
4100.

## CRAIG CORP.

921 W. Artesia Blvd.  
Compton, CA 90220  
Phone: (213) 537-1233

**President:** Peter Behrendt  
**Exec. V. P.:** Ed Motokane  
**Senior V. P.:** Lauren Davies  
**Merchandising Mgr.:** Jack Wexler  
**V. P. Mktg. & Sales:** Kent Davidson

### PRODUCTS:

Car stereo  
Car stereo speakers  
Home units  
Audio components  
Portables  
Business equipment  
CB equipment  
Language translator

### REPRESENTATIVES:

List available upon request.

## CROSSPOINT INSTRUMENTS, INC.

12 Irving Street  
Framingham, Mass. 01701

Phone: (617) 872-5418

**President:** James M. Tuomy  
**Sales Manager:** William Juch

### PRODUCTS:

Digital speaker comparators  
Digital amplifier comparators  
Digital tape deck comparators  
Digital auto sound comparators  
Consumer comparators

### REPRESENTATIVES:

Factory direct.

## CROWN INTERNATIONAL, INC.

1718 W. Mishawaka Rd.  
Elkhart, IN 46514  
Phone: (219) 294-5571

**President:** Max Scholfield  
**Vice-President:** Ross Swinehart  
**General Sales Mgr.:** James S. Beattie  
**Product Line Mgr.:** Dave McLaughlin

### PRODUCTS:

Amplifiers  
Preamplifiers  
Equalizers  
Electronic crossovers  
Real time analyzers  
Tuners

### REPRESENTATIVES:

List available upon request.

## CRYSTAL CLEAR RECORDS, INC.

648 Mission Street  
San Francisco, CA 94105  
Phone: (415) 543-4130

**President:** Edward S. Wodenjak  
**Dir. of Artists & Repertoire:** Thomas  
Wiggins

**Publicity Coordinator:** Lynda Hirose  
**Office Manager:** Jerry Betz  
**Technical Director:** John Meyer

### PRODUCTS:

Audiophile recordings: direct to disc &  
supercut from master tapes

### REPRESENTATIVES:

List available upon request.

## CYBERNET AMERICA, INC.

99 Sherwood Avenue  
Farmingdale, NY 11735  
Phone: (516) 752-8577

**President:** Haruki Tomonoh  
**Exec. V. P.:** Toru Namiki  
**V. P. Engineering:** Pat Morgillo

### PRODUCTS:

Receivers  
Tuners  
Amplifiers  
Tape decks  
Car stereo  
CB radio  
P. A. amps  
Land mobile radio and other electronic  
equipment

### REPRESENTATIVES:

Contact manufacturer.

## DAHLQUIST, INC.

601 Old Willets Path  
Hauppauge, NY 11787  
Phone: (516) 234-5757

**President:** John G. Dahiquist  
**Nat'l Sales Manager:** Richard A. Frank

### PRODUCTS:

Loudspeaker systems  
Crossovers

### REPRESENTATIVES:

List available upon request.

## DALCO SPEAKER WORKS

2nd & Westmoreland Sts.  
Philadelphia, PA 19140  
Phone: (215) 425-7909

**President:** Dalk Feith  
**General Manager:** Fred Shavarebi

### PRODUCTS:

Home speakers  
Auto speakers  
Disco speakers

### REPRESENTATIVES:

List available upon request.

## DB SYSTEMS

P.O. Box 187  
Jaffrey Center, NH 03454  
Phone: (603) 889-5121

**President:** David B. Hadaway  
**Nat'l Sales Mgr.:** Richard J. Rensky

### PRODUCTS:

Precision preamp  
Power amp  
Mono power amp  
Crossover  
Tuner

### REPRESENTATIVES:

List available upon request.

## DCM CORPORATION

670 Airport Blvd.  
Ann Arbor, MI 48104  
Phone: (313) 994-8481

**President:** Bob Waterstripe  
**Vice-President:** Steve Eberbach  
**Vice-President:** Howard Krausse  
**Domestic Mktg. Mgr.:** Howard Jacks

### PRODUCTS:

Time window loudspeaker  
QED loudspeaker

### REPRESENTATIVES:

List available upon request.

## DESIGN ACOUSTICS, INC.

2426 Amster St.  
Torrance, CA  
Cable: DSIGNACOUS  
Telex: 67-4449  
Phone: (213) 326-3621; (800) 421-2116  
(Outside California)

**President:** George W. Sioles  
**V. P. of Operations:** Doug Smith  
**Acting Dir. of Mktg. & Sales:** Tom Fri-  
sina



**PRODUCTS:**

Loudspeaker systems

**REPRESENTATIVES:**

List available upon request.

**DIRECT DISK LABS**

16 Music Circle Square  
Nashville, TN 37203  
Phone: (615) 256-1650

**President:** Joe Overholt  
**Mktg. Director:** David Lintz  
**Advertising Director:** David Lintz  
**Artist Development:** Paul Wyatt  
**Sales Representative:** David Dew

**PRODUCTS:**

Direct to disc records (Direct Disk Labs)  
Digital records (Dig-Direct)  
Super disc records (Super Disk)  
Dbx encoded records (Negative Noise Discs)  
Dbx decoders (Negative Noise Machine)  
Video Software (Prerecorded)  
Special products (electronics)

**REPRESENTATIVES:**

List available upon request.

**DISCWASHER GROUP OF COMPANIES**

1407 North Providence Rd.  
Columbia, MO 65201  
Phone: (314) 449-0941

**President:** Dr. Bruce Maier  
**Vice-President:** Paul Peters  
**Vice-President:** Bob Fry  
**National Sales Manager (Discwasher, Inc.):** Jim Hall  
**National Sales Manager (American Audioport):** Eric Fossum  
**Assistant Sales Manager (Discwasher, Inc.):** Charlie Williamson

**PRODUCTS:**

Audio accessories (record care)  
Denon turntables, cartridges & electronics  
Stax amps & earspeakers, tonearms & cartridge  
Audiophile recordings (Telarc, Discwasher Recordings)  
Digital records (Denon PCM records)

**REPRESENTATIVES:**

List available upon request.

**DISPLAY MEDIA, INC.**

120 Laura Drive  
Addison, IL 60101  
Phone: (312) 625-3340

**President:** James R. Walsh  
**V. P.:** Robert C. Geisler  
**Plant Supt.:** John Lowden  
**Customer Service:** Rita Wysocki

**PRODUCTS:**

Storage furniture for audio-visual and word processing media.  
Securette display system for cassettes and 8 track cartridges.

**REPRESENTATIVES:**

List available upon request.

**DOLBY LABORATORIES, INC.**

731 Sansone St.,  
San Francisco, CA 94111  
Phone: (415) 392-0300

**President:** Ray Dolby  
**V. P. Licensing:** Ian Hardcastle  
**V. P. Engineering:** David Robinson  
**V. P. Marketing:** Ioan Allen  
**Communications:** Joseph Hull, Bob Peterson

**PRODUCTS:**

Professional recording noise reduction systems  
Licensing of consumer noise reduction systems  
Dolby stereo cinema system

**REPRESENTATIVES:**

List available upon request.

**dbx, INCORPORATED**

71 Chapel Street  
Newton, MA 02195  
Phone: (617) 964-3210

**President:** David Blackmer  
**Vice President:** Zaki Abdun-Nabi  
**VP/Marketing and Sales:** Jerome Ruzicka  
**Director/Marketing and Sales, Consumer Products:** Allan Evelyn  
**Director/Marketing and Sales, Professional Products:** Lawrence Jaffe  
**Corporate Marketing Director:** Jim Camacho

**PRODUCTS:**

Dynamic range expanders  
Tape and record noise reduction products and systems  
Compressor/limiters  
Disc and broadcast noise reduction products  
Gain control modules

**REPRESENTATIVES:**

**NEW YORK, LONG ISLAND, NORTH-ERN NEW JERSEY:** John B. Anthony Co., 992 High Ridge Road, Stamford, CT 06905; (203) 322-9202; **OHIO, WEST VIRGINIA, WEST PENNSYLVANIA:** Astro Sales, 672 Alpha Drive, Cleveland, OH 44143; (216) 461-4500; **CONNECTICUT, MAINE, MASSACHUSETTS, NEW HAMPSHIRE, RHODE ISLAND, VERMONT:** Contact factory; (617) 964-3210; **MICHIGAN:** Phillip G. Flora Asso., 45225 Grand River, Novi, MI 48050; (313) 349-8130; **EASTERN PENNSYLVANIA, VIRGINIA, MARYLAND, SOUTHERN NEW JERSEY, DELAWARE, WASHINGTON, D.C.:** Sphere Asso., 11250-7 Roger Bacon Drive, Reston, VA 22091; (703) 471-1230; **TENNESSEE:** Sphere Audio Sales, Route 4 Devens Drive, Brentwood, TN 37027; (615) 794-0155; **FLORIDA:** Third Century Marketing, 2800 W. Sheridan Street, Hollywood, FL 33021; (305) 947-7107; **INDIANA, KENTUCKY:** Paul Stone Sales Co., 5537 N. Tacoma Avenue, Suite 6, Indianapolis, IN 46220; (317) 257-4277; **UPPER NEW YORK:** Bernard Darmstedter Asso., Inc., 41 R Oswego St., Baldwinsville, NY, 13027; (315) 638-1261; **EASTERN PENNSYLVANIA,**

**VIRGINIA, MARYLAND, SOUTH-ERN NEW JERSEY, DELAWARE, WASHINGTON, D.C.:** Electronic Marketers, Inc., 5 Meem Ave., Gaithersburg, MD 20760; (301) 840-0626; **NORTH CAROLINA, SOUTH CAROLINA, ALABAMA, GEORGIA, EAST-ERN TENNESSEE:** Venture Sales 4037 E. Independence Blvd., Charlotte, NC 28205; (704) 568-4067; **EAST MONTANA, WYOMING, EAST IDAHO, UTAH, WEST TEXAS, COLORADO, NEW MEXICO:** B&B Electronics, 5000 S. Quebec, Denver, CO 80237; (303) 773-6700; **NORTH CALIFORNIA, NORTH NEVADA:** Dobbs-Stanford Corp., 1011 Commercial St., San Carlos, CA 94070; (415) 595-3630; **WASHINGTON, OREGON, WESTERN IDAHO, WESTERN MONTANA, ALASKA, HAWAII:** Gemini Electronics, 1110 North 175th Street, Suite 106, Seattle, WA 98133; (206) 542-1116; **SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA:** Marshank Sales Co., 10455 W. Jefferson Blvd., Culver City, CA 90230; (213) 559-2591; **KANSAS, MISSOURI, EAST NEBRASKA, IOWA:** Electronic Marketing Asso., 6324 B Blue Ridge Blvd., Raytown, MO 64133; (816) 737-2350; **KANSAS, MISSOURI, EAST NEBRASKA, IOWA:** BC Sales, Inc., P.O. Box 12485, Shawnee Mission, KS 66212; (913) 888-6680; **WISCONSIN, ILLINOIS, INDIANA, KENTUCKY:** Ted Pappas Asso., 5218 W. Diversey, Chicago, IL 60639; (312) 685-2338; **EAST-ERN TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS, MISSISSIPPI, WESTERN TENNESSEE:** Rep-Tech, Inc., 1110 Al-toga Court, Box 40109, Lewisville, TX 75028; (214) 436-4111; **NORTH DAKOTA, SOUTH DAKOTA, MINNESOTA:** Mel Foster Technical Sales Co., Inc., 7389 Bush Lake Rd., Edina, MN 55435, (612) 835-2252; **NORTH CALIFORNIA, NORTH NEVADA:** Paul Seaman Co., 14234 Catalina Street, San Leandro, CA 94577; (415) 352-7860.

**DUNLAP CLARKE ELECTRONICS, INC.**

94 Condor St.  
East Boston, MA 02128  
Phone: (617) 569-1286

**Vice President, Gen. Mgr., Treas.:** James J. Sullivan  
**Chief Technical Supervisor:** Philip Di Domenico

**PRODUCTS:**

Preamplifiers  
Amplifiers

**REPRESENTATIVES:**

List available on request.

**DUOTONE COMPANY, INC.**

6875 S. W. 81st Street  
P.O. Box 1168  
South Miami, FL 33143  
Phone: (305) 665-1121

**President:** Stephen Nester  
**Vice-President:** Benjamin Rosenberg  
**Secretary:** Virginia Nester

**Sales Manager:** Stephen Gibson Nester

**PRODUCTS:**

Phonograph needles  
Phonograph & tape accessories  
Cartridges, adaptors, spindles  
Stereo headphones  
Blank tape, cassettes & 8-tracks

**REPRESENTATIVES:**

List available upon request.

**DYNAVECTOR SYSTEMS,  
U.S.A., INC.**

30708 Lakefront Drive  
Agoura, CA 91301  
Phone: (213) 991-5010

**Vice President:** Mark Schifter

**PRODUCTS:**

Cartridges  
Tonearms  
Electronics

**REPRESENTATIVES:**

List available on request.

**ELECTRONIC INDUSTRIES,  
INC.**

217 E. 71st Street  
P.O. Box 615  
Harvey, IL 60426  
Phone: (312) 339-6263

**President:** William R. Saidel

**Vice-President:** Jack R. Saidel

**Comptroller:** Ed Raden

**National Sales Mgr.:** Jason Thomas

**PRODUCTS:**

Auto stereo speakers  
Speaker grilles  
Underdash amplifiers  
Equalizer amplifiers  
CB accessories  
Speaker accessories

**REPRESENTATIVES:**

List available upon request.

**ELECTRONIC RESEARCH  
ASSOCIATES, CONSUMER  
PRODUCTS GROUP**

311 E. Park Street  
Moonachie, NJ 07074  
Phone: (201) 641-3650

**President:** Ron Kozlow

**V. P. Marketing & Sales:** Sam Easenberg

**V. P. Operations:** Joseph Crompton

**PRODUCTS:**

Speakers, speaker systems  
Automotive speakers

**REPRESENTATIVES:**

List available upon request.

**ELECTRO-VOICE**

600 Cecil Street  
Buchanan, MI 49107  
Phone: (616) 695-6831  
Telex: 25-8485; TWX: 810-270-3135

**President:** Robert Pabst

**V. P./Engineering:** Harold Mosier

**V. P./Manufacturing:** Bernie Ullom  
**Dir. of Product Mgmt:** James E. Long  
**Dir. of Advertising & Sales Promotion:**  
R. T. Rooney

**General Sales Manager:** Dave Rothfeld  
**Mktg. Mgr., Professional Products:**  
Greg Silsby

**Mktg. Mgr., Sound Reinforcement  
Products:** Glen Meyer

**Mktg. Mgr., Consumer Speaker Sys-  
tems:** Bill Smith

**Mkt. Mgr., Component Speakers &  
OEM:** John Boyers

**Mktg. Mgr., Music Products:** Chuck  
Gring

**Product Mgr., Gen. Purpose Micro-  
phones:** Tom Linnger

**Credit Mgr.:** Joan Petrowski

**Natl. Serv. Mgr.:** Harry Arnold

**PRODUCTS:**

Microphones (professional broadcast,  
entertainment, recording, & sound  
reinforcement)

Microphones (communications, home  
recording)

Public address products

Speakers (high fidelity, sound re-  
inforcement, studio monitor, music)

Special Electro-acoustic products for  
OEM, government & space

**REPRESENTATIVES:**

List available upon request.

**ELPA MARKETING  
INDUSTRIES, INC.**

Thorens & Atlantic Aves.,  
New Hyde Park, NY 11040  
Phone: (516) 746-3002

**President:** E. L. Childs

**Chairman/Chief Executive Officer:**  
P. W. Kind

**Eastern Sales Manager:** Eric Block

**Mktg. Dir.:** Edwin Lesson

**Service Mgr.:** J. F. King

**Credit Mgr.:** I. Monjello

**PRODUCTS:**

Moving coil cartridges

Thorens turntables, receivers, speakers  
Editall tape editing and splicing equip-  
ment

Cassette recorders

**REPRESENTATIVES:**

**CALIFORNIA:** Cal West Marketing,  
3387 Cerritos Blvd., Los Alamitos, CA  
90720; (213) 598-7614; Mancini Assoc.,  
7282 Sir Francis Drake Blvd., Lagunitas,  
CA 94938; (415) 488-0110; **COLORADO:**  
Scowcroft & Associates, 4895 Joliet  
Unit D, Denver 80239; (303) 371-5280;

**FLORIDA:** Raulson & Co., Inc., 9450  
Sunset Dr./Suite 200C, Miami 33173;  
(305) 596-2332; **GEORGIA:** Venture  
Sales Inc., 4037 E. Independence Blvd.,  
Charlotte, NC 28205; (704) 568-4067;

**HAWAII:** Mika Stobin Co., Inc., 7353  
Greensbush Ave., No. Hollywood, CA  
91605; (213) 983-1555; **INDIANA:** King  
Marketing Sys., Inc., 7100 Lakewood  
Bldg./Suite 210, 5987 71st St., In-  
dianapolis 46220; (317) 842-3388; **IL-**

**LINOIS:** Gene Clears Co., 759 72nd  
Street, Downers Grove 60515; (312)  
968-1750; **MICHIGAN:** Phillip G. Flora  
Assoc., Inc., 45225 Grand River, Novi

48050; (313) 349-8130; **MASSACHU-**  
**SETTS:** Robert S. Reiss Assoc., 70 Jes-  
sie Dr., West Haven CT 06515; (203)  
933-8542; **MISSOURI:** Wm. Menezes &  
Assoc., Box 7070, Overland Park, KS  
66207; (913) 649-2680; **MINNESOTA:**  
Resource Marketing Assoc., 2636 Hum-  
boldt St. Minneapolis, 55408; (612) 374-  
2832; **NEW JERSEY:** Atlantic Technical  
Sales, Box 47, Haddonfield, NJ 08033;  
(609) 428-2440; **OHIO:** Fred Ohman Inc.,  
P.O. Box 363, Twinsburg 44087; (216)  
425-7445; **PENNSYLVANIA:** F. P. Ya-  
russi Co., 312 Rockfield Rd., Pittsburgh  
15234; (412) 221-4676; **TEXAS:** Wyborny  
Sales Co., Inc., 9450 Skillman/Suite  
113, Dallas 75234; (214) 348-9657;

**WASHINGTON:** Gilbert & Assoc., 4434  
Lakeview Blvd., Lake Oswego, OR  
97034; (503) 635-4976; **NEW YORK:**  
Nathan Rahimi Assoc., 8309 Talbot St.,  
Kew Gardens, NY 11415, (212) 441-  
2696.

**EMPIRE SCIENTIFIC CORP.**

1055 Stewart Ave.  
Garden City, NY 11530  
Phone: (516) 222-1400

**Executive V.P., General Manager:** Ken-  
neth I. Busch

**V.P./International Sales:** Howard Span-  
bock

**National Sales Manager, Empire Prod-  
ucts:** John Hines

**Marketing Director, International Prod-  
ucts:** Milton McNally

**Technical Director:** Mitch Ravitz

**Product Manager:** Norman Levenstein

**Sales Coordinator:** Doreen Fausto

**PRODUCTS:**

Magnetic phono cartridges  
Record care products  
Turntables  
Cecil Watts accessories  
EMI blank tape

**REPRESENTATIVES:**

List available upon request.

**EPICURE PRODUCTS, INC.**

1 Charles St.  
Newburyport, MA 01950  
Phone: (617) 462-3181

**President:** Harry Brustlin

**V.P., Eng.:** John Draper

**Treasurer:** Frank Digirolamo

**Marketing Mgr.:** Ed Carrier

**Director-Technical Services & Sales  
Training:** Frank Hildebrand

**PRODUCTS:**

Home loudspeakers  
Car speakers

**REPRESENTATIVES:**

**MID ATLANTIC:** Peter Davis, 6818  
Ronda Ave., Charlotte, NC 28211; (704)  
366-4787; **EASTERN PENNSYLVANIA,**

**NORTHERN N.J., WASHINGTON, D.C.,**  
**MARYLAND:** John Bogie, 7 Packer  
Court, Sewell, NJ 08080; (609) 589-

1952; **METROPOLITAN NEW YORK:**  
Mark Scope, 640 Garner Place, East  
Meadow, NY 11554; (516) 489-4066;

**SOUTHEAST:** Fred Runyan, 619 Dover



Street, Marietta, GA 30066; (404) 926-1155; **NORTHERN ILLINOIS:** Ron Pelz, RR #1, Box 254b, Genoa City, WI 53128; (414) 279-5133; **OHIO, WESTERN VIRGINIA, WESTERN PENNSYLVANIA:** Phil Wolpe, 452 West 10th, Elyria, OH 44035; (216) 322-3592; **SOUTHERN CALIFORNIA, HAWAII:** Steve Vogel, 960 Swallow Drive, Vista, CA 92083; (714) 726-3064; **MICHIGAN:** Paul Epstein, 103 South Huron, #2, Ypsilanti, MI 48197; (313) 482-0116; **SOUTHERN ILLINOIS, MID-WEST:** Jim Green, 1986 Rule Ave., St. Louis, MO 63043; (314) 576-6326; **WASHINGTON, OREGON, ALASKA, INDIANA, MONTANA:** Pacific Northwest Marketing, 2865 152nd St., N.E., Koll Business Park, Bldg. 13, Redmond, WA 98052; (206) 883-6000; **NEW YORK STATE:** Bernard Drmmstedter Assoc., 41 Oswego St., Baldwinville, NY 13027; (315) 638-1261; **NEW ENGLAND:** Richard Dean Assoc., 200 W. Cummings Park, Woburn, MA 01801; (617) 933-8435; **WYOMING, COLORADO, NEW MEXICO, UTAH:** 2001 Marketing, 123 Cook St., Denver, CO 80206; (303) 320-1993; **TEXAS, ARKANSAS, OKLAHOMA, LOUISIANA:** Marketing Assoc., 10503 Rockley Road, Suite 104, Houston, TX 77099; (713) 933-8500; **KENTUCKY, INDIANA:** Paul Bauer, 5476 Foley Rd., Cincinnati, OH 45283; (513) 451-1274; **NORTHERN CALIFORNIA:** Bi-1 Guthmann, 2000 Crystal Spring Rd., Apt. 715, San Bruno, CA 94066, (415) 952-0347; **MIDDLE CALIFORNIA, ARIZONA, NEVADA:** Cy Christos, 11550 Nebraska Ave., W. Los Angeles, CA 90025, (213) 479-0739; **WISCONSIN, MINNESOTA, NORTH & SO. DAKOTA:** Dick Porter, 713 Crestview Dr., Madison, WI (608) 222-4038; **WYOMING, COLORADO, NEW MEXICO, UTAH:** Jack Rowe Assoc., 7100 E. Lincoln Dr., Scottsdale, AZ 85253 (602) 991-2260.

## ERCONA CORP.

2492 Merrick Road  
Bellmore, NY 11710  
Phone: (516) 781-2770

**President:** E. B. Frank  
**Vice President:** Charles H. Frank  
**Secretary:** Melvin Kandell

## PRODUCTS:

Amplifiers  
Turntables  
Speakers  
Headphones  
Microphones  
Receivers

## REPRESENTATIVES:

List available upon request.

## ESS, INC.

9613 Oates Drive  
Sacramento, Calif. 95827  
Phone: (916) 362-4102  
Telex: 377-397

**President:** Phillip Coelho  
**Chairman of the Board:** Victor Comerchero

**Nat'l. Sales Mgr.:** Fred Forbes  
**International Sales Mgr.:** Dwight Renzema

## PRODUCTS:

Speakers

## REPRESENTATIVES:

**PACIFIC SOUTHWEST:** Chuck Strozier, 115 Cordova St., #203, Pasadena, CA 91106; (213) 796-3293; **NEW ENGLAND REGION:** Barry Berlin Sales, 139 Winthrop Rd., Brookline, MA 02146; (617) 566-6064; **NORTHWESTERN REGION:** Campbell Marketing Assoc., Inc., P.O. Box 1966; 10226 N.E. 10th, Bellevue, WA 98004; (206) 455-4086; **MICHIGAN:** Don DeBeauclair, DdB Marketing, Inc., 23886 Fenton Drive, Mt. Clemens, MI 48043; (313) 468-3284; **FLORIDA:** L. Haas Co., Inc., 1826 N.E. 150th, N. Miami, FL 33181; (305) 945-6544; **MIDDLE ATLANTIC:** Chesapeake Bay Co., 2014 Cumberland Drive, Woodbridge, VA 22191; (703) 494-3833; **MISSISSIPPI, MEMPHIS:** Leathers & Assoc., 2557 Overlook, Germantown, TN 38138; (901) 767-5806; **ALASKA SALES:** National Actions Corp., P.O. Box 10453; Anchorage, AK 99502; (907) 349-4626; **SOUTH CENTRAL REGION:** William Menexes & Assoc., Inc., Box 7070, 9604 Nall, Overland Park, KS 66207; (913) 649-2680; **NORTH CENTRAL REGION:** McFadden Sales, 4645 Executive Drive, Columbus, OH 43220; **MIDWEST REGION:** Bob O'Connor, 4476 Provincetown Drive, Country Club Hills, IL 60477; (312) 957-3028; **PACIFIC WESTERN REGION:** Powers Marketing, 125 Foothill Drive, Vacaville, CA 95688; (707) 447-3307; **N. CENTRAL REGION:** Ripley & Assoc., 12000 Riverwood Blvd., Burnsville, MN 55337; (612) 894-1500; **UPSTATE NEW YORK:** Rowson-Sendrak Assoc., Inc., 5100 Highbridge St., #43C, Fayetteville, NY 13066; (315) 637-8585; **CENTRAL REGION:** Dan Schumaker, 1005 Sarasota Drive, Lafayette, IN 47905; (317) 474-9603; **NEW YORK-NEW JERSEY REGION:** RNS Inc., 7 Manor Drive, Oak Ridge, New Jersey 07438; (201) 697-2212; **ROCKY MOUNTAIN REGION:** Mountain Systems, P.O. Box 3168, Boulder, Colo. 80307; (303) 499-8054; **SOUTH-WESTERN REGION:** Simonite Sales, Inc., 14210 Briarhills Parkway, Houston, TX 77077; (713) 496-2335; **SOUTH-EASTERN REGION:** Gene Thomas, 322 Twigs Corner, Peachtree City, CA 30269; (404) 487-9209; **CANADA:** Kari Kontunen, 6707 Goreway Drive, Unit 1, Mississauga, Ontario L4U 1P7; (416) 677-4475.

## ESSENCE

5500 Old Cheney Road  
Lincoln, Nebraska 68516  
Phone: (402) 423-1616

**President:** Richard Pitcher  
**Vice-President:** Gary Richards

## PRODUCTS:

Amplifiers  
Preamps  
Speakers, high fidelity

## REPRESENTATIVES:

List available upon request.

## EUMIG USA, INC.

Lake Success Business Park  
225 Community Drive  
Great Neck, NY 11020  
Phone: (516) 466-6533

**President:** Meinulf Poiss  
**Sales Manager:** Jeff Thielen

## PRODUCTS:

High-end cassette decks and a complete line of high fidelity components

## REPRESENTATIVES:

List available upon request.

## FIDELITONE, INC.

207 North Woodwork Lane  
Palatine, IL 60067  
Phone: (312) 359-8800

**President:** Charles Smith  
**Nat'l Sales Mgr.:** Gordon Oakes  
**General Mgr.:** Craig Hudson  
**V.P.:** D. F. Hudson, Jr.

## PRODUCTS:

Diamond phonograph needles  
Record care accessories  
Tape care accessories  
Video & audio storage chests

## REPRESENTATIVES:

List available upon request.

## FIDELITY RESEARCH OF AMIERCA

P.O. Box 5242  
Ventura, CA 93003  
Phone: (805) 642-9277

**President:** Phil Schwartz

## PRODUCTS:

Tonearms  
Cartridges  
Class A Power amplifiers

## REPRESENTATIVES:

Contact manufacturer.

## FISHER CORP.

21314 Lassen  
Chatsworth, CA 91311  
Phone: (213) 998-7322

**PRESIDENT:** Howard P. Ladd

**Vice-President/Sales:** David H. Karron  
**Sales Mgrs.:** D. Hultine, D. La Benda, R. Gibson

## PRODUCTS:

AM/FM stereo receivers  
Cassette & 8-track decks  
Speakers  
Amplifiers & tuners  
Turntables  
Audio component systems

## REPRESENTATIVES:

**CHICAGO:** Shardon Marketing (312) 725-1900; **DETROIT:** J.I.F. Assoc. (313) 569-6216; **INDIANAPOLIS:** Omega Sales Co. (317) 299-7029; **KANSAS CITY:** Neal Spencer & Assoc. (913) 381-

# WHEN PEOPLE THINK AKAI JUST MAKES TAPE DECKS, WE THROW THE BOOK AT THEM.

AKAI's new full-line catalog is a real eye-opener, featuring a lot more than just top-notch reel-to-reel and cassette decks that have made AKAI world famous.

For starters, AKAI's new line of receivers are real dazzlers. With more power, improved specs and a clean, new look. Ditto for our tuners and amplifiers.

The AKAI family of speakers is growing up — and down to a micro-sized 5.4" x 8.7" two-speaker system with surprisingly big sound.

Not to mention a complete line of outstanding turntables, introducing the AP-B10C with magnetic cartridge for under \$100 retail. Four new metal-

capability cassette decks, all boasting AKAI's new state-of-the-art Super GX Heads. Two new spectacular 10½" and 7" open-reel decks. As well as a handsome selection of professional-looking component cabinetry.

Let AKAI throw the book at you, too. Write AKAI, P.O. Box 6010, Compton, CA 90224; in Canada, AKAI AUDIO VIDEO CANADA, 2776 East Broadway, Vancouver, B.C., Canada 5VM 1Y8.

## AKAI

**You never heard it so good.**





7905; **LOS ANGELES:** California Sales & Marketing (213) 430-3553; **MIAMI:** Southern Audio Corp. (305) 558-5826; **ST. LOUIS:** Neal Spencer & Assoc. (314) 991-3700; **SAN DIEGO:** California Sales & Marketing (714) 995-3914; **SEATTLE:** Seaport Market (206) 641-5721; **CANADA: MONTREAL:** Gam-asonic Canada, Ltd. (514) 735-2721; **ALBANY:** Colin Baird, (518) 399-5991; **ATLANTA, ALABAMA:** D.M.S. Sales, (404) 993-0925; **CLEVELAND:** Market-dynamics Sales Corp., (513) 791-7773; **DALLAS:** South Central Marketing (713) 492-0727; **DENVER:** John Axtell (303) 759-5153; **MINNEAPOLIS:** T. L. Elwood Associates (612) 425-6440; **NEW ORLEANS:** South Central Marketing (713) 492-0727; **NEW YORK:** S F K Sales (212) 564-0743; **OKLAHOMA:** South Central Marketing (713) 492-0727; **PHOENIX:** John Axtell (303) 759-5133; **ROCHESTER:** Colin Baird (518) 399-5991; **SALT LAKE CITY:** John Axtell (303) 759-5153; **SAN FRANCISCO:** C E Sales (415) 839-3040; **SYRACUSE:** Colin Baird (518) 399-5991; **PITTSBURGH:** Mid-Atlantic Sales (301) 792-2686.

## FLEXIBLE MATERIALS, INC.

2921 S. Floyd Street  
P.O. Box 21153  
Louisville, KY 40221  
Phone: (502) 634-3681

**President:** Edward J. Krawiec  
**V.P. Marketing:** Ronald Humin  
**Sales Manager:** Mike DiGiuro

### PRODUCTS:

Wood veneer product for speakers.

## FOSGATE ELECTRONICS, INC.

23 N. 33rd Ave.  
Phoenix, AR 85017  
Phone: (602) 269-2641

**President:** James Fosgate  
**Vice-President:** Norma Fosgate  
**General Mgr.:** John Heacock  
**Plant Mgr.:** Bill Berry

### PRODUCTS:

Car stereo  
Preamp/power amp speakers

### REPRESENTATIVES:

List available upon request.

## FRAZIER INCORPORATED

1930 Valley View Lane  
Dallas, TX 75234  
Phone: (214) 241-3441

**President:** Jack Frazier  
**V.P.:** W. A. Wadkins Jr.  
**National Sales Mgr.:** Todd Crane

### PRODUCTS:

Loudspeakers  
Horns  
Sound columns  
Lecturns  
Equalization equipment

### REPRESENTATIVES:

TEXAS, OKLAHOMA, LOUISIANA, AR-

KANSAS: Bob Amos Assoc., P.O. Box 3247, Irving, TX 75061, (Commercial); (214) 252-1161; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** The Culver Co., 1400 S. Post Oak Rd., Suite 1600, Houston, TX 77056, (Hi Fi); (713) 961-1640; **ILLINOIS EASTERN WISCONSIN:** Ed Zygmunt Assoc., 8646 S. Roberts Rd., Suite 207, Justice, IL 60458; (312) 430-3055; **MICHIGAN:** Shalco Inc., 23716 Woodward Ave., Pleasant Ridge, MI 48069, (Commercial); (313) 547-4771; **UPSTATE NEW YORK:** LSM, 27 Orchard Park, Phelps, NY 14532; (315) 548-4891; **COLORADO, EASTERN IDAHO, UTAH, NEW MEXICO, WYOMING, EASTERN MONTANA:** Kenealey Associates, 3412A South 300 West, Salt Lake City, UT 84115; (801) 486-6212; **ALABAMA, GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, MISSISSIPPI, TENNESSEE, CALIFORNIA, NEVADA, ARIZONA:** John Humble Assoc., 2066 Jetty Dr. #1, Anaheim, CA 92802, (Commercial); (714) 750-2248; **CALIFORNIA, NEVADA, ARIZONA:** Robert M. Walker Assoc., 173 Laurie Meadows Dr. #269, San Mateo, CA 94403 (Hi-Fi); (415) 349-4020; **INDIANA, KENTUCKY, OHIO, WEST VIRGINIA, WESTERN PENNSYLVANIA:** N. Browning & Co., 133 N. Jefferson, Dayton, OH 45402; (513) 222-3946; **NORTHERN NEW JERSEY, METRO NEW YORK CITY:** James Altman Co., 3706 82nd St., Jackson Heights, NY 11372; (212) 779-2665; **CONNECTICUT, MAINE, VERMONT, MASSACHUSETTS, RHODE ISLAND, NEW HAMPSHIRE:** Piper Associates, 33 Marsh Rd., Needham, Mass. 02192; (617) 449-1144; **DELAWARE, MARYLAND, VIRGINIA, WASHINGTON, D.C., SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA:** Fahy Marketing Associates, 235 Taunton Blvd., Marlton, NJ 08053; (215) 923-4534; **IOWA, NEBRASKA, MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Northland Associates, 1012 19th Ave., South Moorhead, MN 56560; (218) 233-4616; **ALASKA, WESTERN IDAHO, OREGON, WASHINGTON:** The Gaberial Co., c/o Tom Bailey, 1090S Whitman Ave., N. Seattle, WA 98133; (206) 364-1660; **HAWAII:** J. C. Electronics Pacific Trade Center #976, 2656 Waiiwei Loop, Honolulu, HI 96813; (808) 845-3444; International Factory, Technicon Marketing, Inc., 137 Allen Drive, Hendersonville, IN 37075; (615) 822-3524.

## FRIED PRODUCTS COMPANY

7616 City Line Ave.  
Philadelphia, PA 19151  
Phone: (215) 477-8633

**President:** Irving M. Fried  
**Sales Mgr.:** Harry M. Fried  
**Controller:** Richard L. Rosa

### PRODUCTS:

Loudspeakers

### REPRESENTATIVES:

List available upon request.

## FUJI PHOTO FILM USA, INC.

## (MAGNETIC TAPE DIVISION)

350 Fifth Ave.  
New York, NY 10001  
Phone: (212) 736-3335

### V.P./General Mgr. Magnetic Tape Div.:

John Dale

### Consumer Audio/Video Products Sales

**Manager:** Gary Conway

**Marketing Director:** Steve Yoneda

### PRODUCTS:

Low noise, high output, premium cassette tape

Low noise 8-track cartridge tape

High output master recording open-reel tapes

Beridox 1/2" VHS Beta cassettes

### REPRESENTATIVES:

List available upon request.

## FUJITSU TEN CORPORATION OF AMERICA

19281 Pacific Gateway Drive  
Torrance, CA 90502  
Phone: (213) 327-2151

**Vice-President:** S. Hara

**Director of Marketing:** T. Gable

**Western Regional Sales Mgr.:** R. Davis

**Eastern Regional Sales Mgr.:** Bud DeAlaio

**Mktg. Manager, Communications Products:** Fred Deeg

### PRODUCTS:

Car stereo

Business & amateur radio

Marine radio & speaker systems

## FULTON MUSICAL INDUSTRIES (Fulton Electronics)

4204 Brunswick Ave. No.  
Minneapolis, MN 55422  
Phone: (612) 537-7076

**President:** Robert W. Fulton

**Sales Manager:** Robert W. Fredere

### PRODUCTS:

Speakers

Audio leads

Cartridges

Records, ARK Recording Co.

### REPRESENTATIVES:

List available upon request.

## GARRARD/PLESSEY CONSUMER PRODUCTS

100 Commercial St.  
Plainview, NY 11803  
Phone: (516) 938-8900

**V.P./Gen Mgr.:** Marvin Paris

**Marketing Mgr.:** Neil Blatt

**Dir. Operations:** Nick Romano

**Nat'l Service Mgr.:** Ed Havens

**Advertising Coord.:** Ann Olivier

### PRODUCTS:

Garrard turntables

Garrard Music recovery module

### REPRESENTATIVES:

MISSOURI, KANSAS, IOWA, NE-

# To Sony, Technics, Yamaha and Pioneer. Is this what you've been looking for?



The history of the hi-fi amplifier is a very short one. First came the tube amplifier, then came the transistor.

End of history lesson.

Both types offer a very good, but very comparable sound. In fact, so comparable that it's caused many an argument between hi-fi listeners and critics.

While we're talking about facts, it's recognized, especially in the case of the transistor amplifier that they do distort sounds. Mostly in the higher registers. And distortion isn't a pleasant thing to listen to.

It's for this reason that companies like Sony, Technics, Pioneer, Yamaha and Hitachi have been looking for a way to make history in hi-fi again.

They have all spent a lot of time and money experimenting with a component that is nothing like a tube, nothing like a transistor.

It's called a Mos Fet.

More avid hi-fi readers will recognize that the Mos Fet is already being used in some tuners. But to make it work in an amplifier was another story.

The truth is, only one company has succeeded in perfecting

the world's first Mos Fet power amplifier.

Hitachi.

And the results are outstanding. The Mos Fet amplifier hasn't just improved on the quality of sound, it's improved it dramatically.

Here's how.

It has extremely fast switching-characteristics and a negative temperature co-efficient.

In other words, amazingly less distortion. It has an increased power band width which gives clearer amplification of high and low frequencies.

In other words, amazingly less distortion. It has less active components, so there is less phase shift.

In other words, amazingly less distortion. And unlike the transistor amplifier which takes around fifteen minutes to reach peak efficiency, the Mos Fet is working at its peak faster than you can blink your eyes.

All in all, to people like Sony, Technics, Pioneer and Yamaha, the Hitachi Mos Fet Power Amplifier is just what they've been looking for.

To you, it's what you've been waiting for. A better sound.

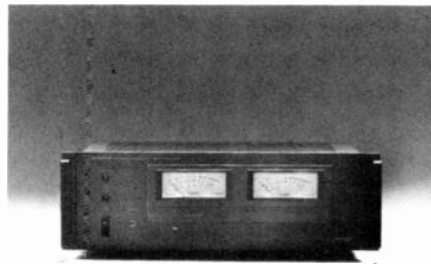
But from all we have said here, there is really only one way to prove our success.

Listen to the Mos Fet.

Here's what HIGH

FIDELITY magazine has to say in its March, 1979 issue about the Hitachi HMA-7500 with Mos Fet:

"The HMA-7500 has an uncanny ability to unravel the details of the musical tapestry with extraordinary clarity. Whether the clarity, brilliance, and extraordinary stereo imaging that we experience with this amplifier can be attributed to the use of power Mos Fets, we cannot say. Nor do we care. It is enough to say that the superb Hitachi HMA-7500 comes as close to perfection as any power amp we have heard."



The important thing to remember is that the major breakthrough has been made.

And it's been made by a company that has brought you many innovations, including Unitorque, Class G, hall effect heads and metal-cone speakers.

The Mos Fet Power Amplifier. A genuine advance in hi-fi.

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Hitachi Sales Corp. of America 101 West Artesia Blvd Compton, CA 90220



**BRASKA:** R. J. Throckmorton Sales Co., P.O. Box 1088, 124 Manchester Rd., Ballwin, MO 63011; (314) 227-7222; **CALIFORNIA, NEVADA, ARIZONA:** Damark Industries, Inc., 20600 Nordhoff St., Chatsworth, CA 91311; (213) 998-6501; **CONNECTICUT, RHODE ISLAND, MASSACHUSETTS, VERMONT, NEW HAMPSHIRE, MAINE:** Bud Ente Sales Co., 558 Commonwealth Ave., Newton Center, MA 02159; (617) 244-2585; **N. DAKOTA, S. DAKOTA, MINNESOTA, W. WISCONSIN:** Stan Clothier Co., 7423 Washington Ave. S., Minneapolis, MN 55435; (612) 944-3456; **MICHIGAN:** Phillip G. Flora Assoc., Inc., 45225 Grand River Ave., Novi, MI 48050; (313) 349-8130; **UTAH, COLORADO, WYOMING, SE IDAHO, E. MONTANA, NW NEBRASKA, NEW MEXICO, W. TEXAS:** J. A. Gedney Co., 475 E. 58th Ave., Denver, CO 80216; (303) 572-1900; **CATALOG SALES:** Delta Sales, Inc., 3108½ C. West Leigh St., Richmond, VA 23230; (804) 355-6961; **OHIO, KENTUCKY, INDIANA:** McFadden Sales, Inc., 4645 Executive Drive, Columbus, OH 43220; (614) 459-1280; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Miller & Assoc., P.O. Box 34028, 4304 Beltwood Parkway N., Dallas, TX 75234; (214) 661-5002; **UPSTATE NEW YORK & ERIE COUNTY, PENNSYLVANIA:** Bud Ente Sales Co., 12 Interstate Ave., Albany, NY 12205; (518) 489-2532; **ILLINOIS, E. WISCONSIN, NW INDIANA:** Irving W. Rose Assoc., Inc., 333 Commercial Ave., Northbrook, IL 60062; (312) 291-2260; **MARYLAND, DC, VIRGINIA, E. PENNSYLVANIA, S. NEW JERSEY, DELAWARE:** Roussil Assoc., Inc., 9507 Culver St., Kensington, MD 20795; (301) 949-3002; **WASHINGTON, OREGON, ALASKA, W. MONTANA:** W. K. Wood Co., 300 Vine St., Seattle, WA 98121; (206) 283-9663; **FLORIDA:** Third Century Marketing, North 28th Ave. & Sheridan St., Hollywood, FL 33021; (305) 925-7111; (305) 947-7107; **PUERTO RICO & VIRGIN ISLANDS:** Electronic Sales Assoc., Calle 203-GO 11, Country Club 3ra Ext., Rio Piedras, RP 00924; (809) 769-2911; **METROPOLITAN NEW YORK AREA:** Jerry Roth Sales Co., 22 River Drive, Marlboro, NJ 07746; (609) 563-6363; **N. CAROLINA, S. CAROLINA, TENNESSEE, MISSISSIPPI, ALABAMA, GEORGIA:** Venture Sales, Inc., 4037 E. Independence Blvd., Charlotte, NC 28205; (704) 568-4067; **MILITARY:** Saru Limited, 9102 No. Mercer Way, Suite 63, Mercer Island, WA 98040; (206) 232-6504.

## GEMINI SPEAKER SYSTEMS CORP.

171 61st Street  
Brooklyn, NY 11219  
Phone: (212) 436-3677

**President:** Ike Cabasso  
**Vice-President:** Artie Cabasso  
**Sec./Treas.:** Alan Cabasso  
**V.P. Sales:** David Harari

## PRODUCTS:

Speakers  
Disco mixers  
Equalizers

## REPRESENTATIVES:

List available upon request.

## GENERAL SOUND

2434 S. 24th Street  
Phoenix, AZ 85034  
Phone: (602) 275-6311

**President:** Norman J. Fuchs  
**V.P. Operations:** Hal Paxton  
**V.P. Sales:** Barry Klaidman  
**Director of Finance:** Wilton H. Ashby, Jr.  
**Director of Manufacturing:** L. N. (Skip) Williams

## PRODUCTS:

Speakers, micron series  
Speakers, The Bass Extender  
Universal Mounting Bracket

## REPRESENTATIVES:

**E. PENNSYLVANIA, DELAWARE, S. NEW JERSEY:** Associated Reps Ltd., 41 Henley Road, Overbrook Hills, PA 19151; (215) 649-4110; **METRO N.Y., NO. NEW JERSEY, LONG ISLAND:** Bettan Sales, Inc., 77-15 164th St., Flushing, NY 11366; (212) 591-7600; **MICHIGAN, TOLEDO, OHIO:** Manny Charach Associates, Inc., 17100 W. Ten Mile Road, Southfield, MI 48075; (313) 557-4430; **MISSOURI, IOWA, NEBRASKA, KANSAS, S. ILLINOIS:** Mel Cottlar & Associates, Inc., 8523 Olive Blvd., P.O. Box 21530, St. Louis, MO 63132; (314) 997-7711; **NEW ENGLAND, MAINE, MASSACHUSETTS, VERMONT, CONNECTICUT, RHODE ISLAND:** Cowan Associates, 515 Providence Highway, Dedham, Mass 02026; (617) 329-6363; **MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA:** Forti Associates, 3519 Raymoor Rd., Kensington, MD 20795; (301) 949-1706; **S. CALIFORNIA, So. of Bakersfield to Mexican Border, ARIZONA, Clark County, NEVADA:** J.S.H. Marketing, 1933 S. Broadway, Suite 249, Los Angeles, CA 90007; (213) 749-2381; **MINNESOTA, NO. DAKOTA, SO. KANSAS, WESTERN WISCONSIN:** Ted Kelly Sales, 6953 Washington Ave., Edina, MN 55435; (612) 941-2884; **INDIANA, KENTUCKY:** Kingston Associate Sales, 6115 Guion Road, Indianapolis, IND 46254; (317) 298-9710; **CHICAGO, ILLINOIS, WISCONSIN:** A. E. Long Associates, O'Hare Office Building #2, Suite 215, 10600 West Higgins, Rosemont, IL 60018; (312) 299-2081; **ALASKA:** M.A.L. & Sons, 2734 Juneau St., Anchorage, AK 99504; (907) 279-4004; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** M.J.M. Marketing, 1243 American Parkway, Richardson, TX 75081; (214) 234-3770; **M.J.M. Marketing, 314 Walnut Bend, Houston, TX 77042; (713) 789-3988; OREGON, WASHINGTON:** Muckele Marketing, 734 N.W. Glisan, Portland, OR 97209; (503) 228-8520; **COLORADO, WYOMING, UTAH, IDAHO, MONTANA:** On Mark Sales, 3850 F. Nome St., Denver, CO 80239; (303) 371-3550; **NEW YORK STATE:** Paston & Hunter, 2002 Teall

Ave., Syracuse, NY 13206; (315) 437-2992; **OHIO, WEST PENNSYLVANIA, W. VIRGINIA:** James H. Podolny Co., 124 W. Washington St., Suite 1G, Median, OH 44256; (216) 725-8814; **HAWAII:** R.D.A. Sales, 97-746 Kuahao Place, Pearl City, HI 96782; (808) 487-3691; **NORTHERN CALIFORNIA & NORTHERN NEVADA:** Paul Seaman Co., 14234 Catalina St., San Leandro, CA 94577; (415) 352-7860; **FLORIDA:** Ernie Sochin Assoc., 18730 S.W. 84th Court, Miami, FL 33157; (305) 235-6048; **GEORGIA, ALABAMA, N. CAROLINA, S. CAROLINA, TENNESSEE, MISSISSIPPI:** Ray Taylor Associates, 1016 Marietta Rd., Canton, GA 30114, (404) 479-3664.

## GENESIS PHYSICS CORP.

Newington Park  
Newington, New Hampshire 03801  
Phone: (603) 431-5530

**President:** George Samuels  
**Operations Mgr:** Henry Lanum  
**Controller:** Stephan Garref

## PRODUCTS:

Home loudspeakers

## REPRESENTATIVES:

List available on request.

## G.L.I. (DIVISION V.S.C. CORP.)

29-50 Northern Blvd.  
Long Island City, NY 11101  
Phone: (212) 729-8400

**President:** Stuart Rock  
**Sales Mgr.:** Paul Friedman  
**Design Engineer:** Mike Klasco  
**Operations Mgr.:** Frank Verni  
**Customer Service:** Joe Giunti

## PRODUCTS:

Mixers  
Power amplifiers  
Equalizers  
Professional speakers  
Pre-built disco systems

## REPRESENTATIVES:

List available upon request.

## GRADO LABORATORIES, INC.

4614 Seventh Ave.  
Brooklyn, NY 11220  
Phone: (212) 435-5340

**President:** Joseph Grado  
**Treasurer:** John Grado

## PRODUCTS:

Phono pickups  
Tonearms  
Loudspeakers  
Phono preamplifiers

## REPRESENTATIVES:

**ALABAMA, GEORGIA, NORTH & SOUTH CAROLINA, MISSISSIPPI, TENNESSEE:** Audio Sales, 1872 Forge St., Tucker, GA 30084; (404) 938-7108; **N. CALIFORNIA, N. NEVADA, HAWAII:** Meyer, Ross & Fleming, 1485 Rollins Road, Burlingame, CA 94010; (415) 348-

# THE ONKYO TX-20 MIDI TUNER/AMPLIFIER REAFFIRMS THE OLD ADAGE THAT GOOD THINGS COME IN SMALL PACKAGES...



Measuring around 16½-inches in width and less than 3-inches high, the chic TX-20 AM/FM stereo tuner/amplifier delivers 30 watts per channel, min. RMS at 8 ohms; both channels driven from 20 to 20,000 Hz with no more than 0.08% total harmonic distortion.

The sophistication of Onkyo's touch-sensitive servo-lock tuning system is integrated with the latest low-noise, low-distortion amplifier circuitry to produce a full-featured tuner/amplifier that outperforms others several times its size and price.

The servo-lock circuit is a self-adjusting, continually compensating internal feedback system, which once the desired tuning frequency is achieved, will maintain that frequency over a period of days if required. Servo-lock is turned off and on by touching the tuning knob. As the desired frequency is approached, an array of LEDs

shows when the system is on-frequency and when it is locked. The TX-20 cannot be mistuned, even deliberately. Light-emitting diodes (LEDs) are used profusely throughout for function indicators and signal strength and tuning aids.

With the TX-20, Onkyo makes it clear that bigger is not necessarily better—just space wasting and more expensive. Onkyo enlisted the latest technology to achieve the exceptional performance, features and tonal quality embodied in the diminutive TX-20. And specifications tell the story: the TX-20 simply doesn't *have* to be any larger to deliver traditional Onkyo quality.

Onkyo's total performance tuner/amplifier gives you maximum sellability, complete reliability and excellent profits. Call or write Onkyo today so you too can stay... a step ahead of state-of-the-art.



*Artistry in Sound*

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ONKYO USA CORPORATION  
42-07 20th Avenue, Long Island City, NY 11105  
(212) 728-4639



6800; **GREATER NEW YORK, NEW JERSEY, NEW YORK STATE, DELAWARE, MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, E. PENNSYLVANIA:** Roger M. Nader Sales Corp., 16 Riverglen Drive, Thiells, NY 10984; (914) 429-5124; **TEXAS, ARKANSAS, OKLAHOMA, LOUISIANA:** Norman Laboratories, Inc., 2278 Industrial Blvd., Norman, OK 73069; (405) 321-3205; **ILLINOIS, INDIANA, KENTUCKY, WISCONSIN:** Theodore Pappas & Associates, 5218 W. Diversey Ave., Chicago, IL 60639; (312) 685-2338; **WYOMING, UTAH, COLORADO, NEW MEXICO, EL PASO, TEXAS:** Partridge Electronics Sales, P.O. Box 21205, Salt Lake City, UT 84121; (801) 943-0127; **OHIO, WEST VIRGINIA, WESTERN PENNSYLVANIA:** James H. Podolny Co., Box 565, Medina, OH 44256; (216) 725-8814; **MICHIGAN:** Sound Sales, Box 610, Farmington, MI 48024; (313) 553-8008; **CONNECTICUT, MAINE, MASSACHUSETTS, RHODE ISLAND, NEW HAMPSHIRE, VERMONT:** Robert Smith Company, 188 Brestler Rd., West Hartford, CN; (203) 523-0512; **OREGON, IDAHO, WASHINGTON, MONTANA, ALASKA:** Gemini Electronics Marketing, 1110 175th Street, Seattle, WA 98133; (206) 542-1116; **MINNESOTA, NORTH & SOUTH DAKOTA, WESTERN WISCONSIN:** Dismore Electronics; 4001-24th St., Kenosha, WI; (414) 694-5511; **FLORIDA:** Alan Associates, P.O. Box 16087, Plantation, FL; (305) 741-0712; **IOWA, NEBRASKA, KANSAS, MISSOURI:** Castanet, 6005 Martway, Mission, Kansas 66202; (913) 384-2030; **SOUTH CAROLINA, ARKANSAS, NEVADA:** John Steinberg Co., 11200 Chandler Blvd., No. Hollywood, CA 91601; (213) 985-4500.

## GRAFYX AUDIO PRODUCTS, INC.

310 Kirk Road  
St. Charles, ILL 60174  
Phone: (312) 584-9503

**President:** Jim Bewersdorf  
**Exec. Vice-President:** Steve Henderson  
**Exec. Vice-President:** Bob Sauer  
**V.P./Advertising Mgr.:** Charlie Sauer  
**Sales Mgr.:** Marty Boi  
**Factory Sales:** Paul Brown

**PRODUCTS:**  
High fidelity loudspeakers

**REPRESENTATIVES:**  
Factory direct.

## GR ELECTRONIC CORPORATION

635 Madison Avenue  
New York, NY 10022  
Phone: (212) 421-3535; (800) 221-4730

**President:** John Mulvey  
**V.P. Sales:** Stanley Reiff

**PRODUCTS:**  
Grundig car stereos  
GR electronic speakers  
Poddig antennas

**REPRESENTATIVES:**  
List available upon request.

## GREAT AMERICAN SOUND CO., INC.

20940 Lassen St.,  
Chatsworth, CA 91311  
Phone (213) 998-8100

**President:** Edward S. Miller  
**V.P. Marketing:** Adam Zareba  
**V.P. Engineering:** Andrew Hefley  
**Nat'l. Sales Mgr.:** John Sullivan  
**Asst. Natl. Sales Mgr.:** John Gordon  
**Export Sales Mgr.:** Vince Della Monica  
**Service Mgr.:** Gary Mould  
**Comptroller:** Tom Hall

**PRODUCTS**  
Amplifiers  
Preamplifiers  
Turntables  
Tonearms  
Moving-coil phono cartridges  
Moving-coil phono preamplifiers  
Moving flux phono cartridges

**REPRESENTATIVES:**  
**FLORIDA:** Creative Marketing Assoc., 2501 E. Commercial Hwy., Fort Lauderdale, FL 33308, (305) 771-5440; **MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, RHODE ISLAND:** F B Sales 100 Hatherly Road, Waltham, MA 02154; (614) 894-4849; **NEBRASKA, KANSAS, MISSOURI, ILLINOIS:** Audio Marketing, 10615 Lookman Rd., Lexana, KS 66819, (913) 492-5869; **ARIZONA, NEVADA, SOUTHERN CALIFORNIA:** Murray Kerdman & Assoc., 15910 Ventura Blvd., Encino, CA 91436; (213) 995-8933; (714) 697-8478; **OHIO, WEST VIRGINIA, WESTERN PENNSYLVANIA:** Larry Lamovsky Assoc., 217 Highland Ave., Kent, OH 44240; (216) 678-3209; **NORTHERN CALIFORNIA, NEVADA:** Mancini Associates, Box 168, Lagunitas, CA 94939; (415) 488-0199; **WASHINGTON, OREGON, UTAH, ALASKA, MONTANA:** Market Share, Box 96, Bellevue, WA 98009; (206) 827-7411; **VIRGINIA, MARYLAND, WASHINGTON, D.C., DELAWARE, NEW JERSEY, EASTERN PENNSYLVANIA:** Midatlantic Tech Sales, 111 Cedar St., Jenkintown, PA 19046; (215) 572-0429; **METRO N.Y., NORTHERN N.J.:** Bach Sales, 4 Longview Pl., Great Neck, NY 11021, (212) 233-3300; **UTAH, WYOMING, COLORADO, NEW MEXICO, WEST TEXAS:** Marv Farley & Assoc., 2943 Peak Ave., Boulder, CO 80302; (303) 443-4962; **NORTH & SOUTH DAKOTA, MINNESOTA:** Mel Foster Technical, 7389 Bush Lake Rd., Edina, MN 55435; (612) 835-2252; **LOUISIANA, MISSISSIPPI, ARKANSAS, TENNESSEE:** Southern Sales, 4900 Veterans Bl., Suite 516, Metairie, LA 70002; (504) 455-9995; **GEORGIA, ALABAMA, TENNESSEE:** Vector Sales, 6405 Long Island Dr., Atlanta, GA 30328; (404) 436-1546; **OKLAHOMA, TEXAS (except EL PASO):** Tobias & Co., 7031 Drowsy Pine, Houston, TX 77092; (713) 462-6864; **UPSTATE NEW YORK:** AVA Marketing Inc., 11 Computer Dr. W. Albany,

NY 12205; (518) 458-7715; **HAWAII:** Major & Nat'l. Unlimited, 3607 Diamond Head Rd., Honolulu, HI 96816; (808) 737-2347; **KENTUCKY, INDIANA, NORTHERN ILLINOIS, WISCONSIN:** Paul Stone Sales, 5257 N. Tacoma Ave., Suite 6, Indianapolis, IN 46220; (317) 257-4277.

## GREAT WHITE WHALE DISTRIBUTION

348 E. 84 St.  
New York, NY 10028  
Phone: (212) UN 1-9100

**President:** Bert Cohen

**PRODUCTS:**  
Amps  
Loudspeakers  
Preamps

**REPRESENTATIVES:**  
Contact manufacturer.

## GUSDORF CORPORATION

6900 Manchester  
St. Louis, MO 63143  
Phone: (314) 647-1207

**President:** John Gusdorf  
**Exec. Vice-President:** Walter Gusdorf  
**Chairman of the Board:** Paul Gusdorf

**PRODUCTS:**  
Electronic furniture for TV, audio, VCR, and microwave ovens

**REPRESENTATIVES:**  
List available upon request.

## THE DAVID HAFLER COMPANY

5817 Roosevelt Ave.,  
Pennsauken, NJ 08109  
Phone: (609) 662-6355

**President:** Edward J. Gately  
**Secretary:** David Hafler

**PRODUCTS:**  
Preamplifiers

**REPRESENTATIVES:**  
**PENNSYLVANIA, SOUTH JERSEY, MARYLAND, VIRGINIA, DELAWARE:** Elmark, 2559 Huntingdon Pike, Huntingdon Valley, PA 19006; (215) 947-0750; **NORTH JERSEY, NEW YORK — GREATER NEW YORK CITY: LONG ISLAND & WEST CHESTER COUNTY:** Component Marketers, 151 Valley Road, Montclair, NJ 07042; (201) 746-6717; **TENNESSEE, NORTH CAROLINA, SOUTH CAROLINA, ALABAMA, GEORGIA, FLORIDA:** Paul Hayden Associates, 1530 Narbell Ave., East Point, GA 30344; (404) 766-0261; **EASTERN WISCONSIN, NORTHERN ILLINOIS:** Irving Rose Associates, 8137 Ridgeway Ave., Skokie, IL 60076; (312) 674-6790; **KANSAS, MISSOURI, NEBRASKA, IOWA, SOUTHERN ILLINOIS:** Wm. Menezes & Associates, Box 7070, 9604 Nall Avenue, Overland Park, KS 66207; (913) 649-2680; **WASHINGTON, OREGON, NORTHERN IDAHO, WESTERN MONTANA, HAWAII:** Valhalla Mar-

# Why these B-I-C demonstrations won't work for other turntables.

(And why anyone about to buy one should care.)



## This balancing act you can't perform with a curved tone arm.

The new B-I-C controlled-mass tone arm stands alone. No sleight-of-hand or special skill is required.

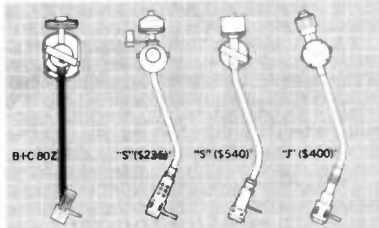
The demonstration works because the arm is straight, and designed to bisect the head shell at its center. The arm is, thus, in perfect lateral balance.

Most "S" and "J" shaped arms are inherently unbalanced. Moreover, a curved arm has more mass for any given length.

A significant fact because, to minimize tracking error, the ideal pivot-to-stylus distance is 9". A curved arm, to achieve this, must be "longer" than a straight arm.

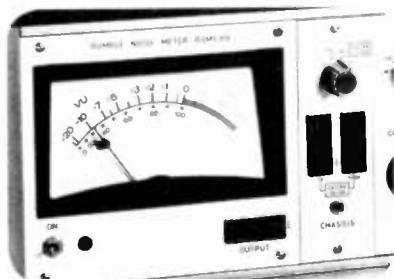
And more mass inevitably increases deflection, distortion and record wear.

That's why we developed the controlled-mass arm. And why it stands alone.



These arms illustrate why curved designs have unbalanced and excess mass. Note actual "length."

The most expensive B-I-C model shares its basic design with the least expensive. There are four Series Z Changer-Turntables and two Single-Play Automatics. All are driven by the same 24-pole, 300 rpm synchronous motor. All isolate motor from platter with an elastomer drive belt. And all feature the B-I-C-developed low-mass straight tone arm. For details, contact your B-I-C representative, or write B-I-C/AVNET, Dept. ZT, Westbury, N.Y. 11590.



## Most turntable makers would prefer not to take this test.

The DIN B test for rumble used in most published specs, ours included, will not measure sub-audible noise.

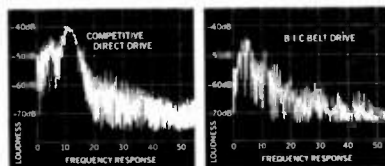
So with new amplifiers that reproduce below-10Hz noise, and direct drive motors with cogging frequencies in that range, it falls somewhat short as a standard.

The far more demanding test is DIN A, which does measure these frequencies.

This test shows the B-I-C 24-pole, 300 rpm motor isolated by its drive belt, has lower absolute noise levels than even costly direct drive machines.

Since the ability to eliminate direct drive rumble is limited by the fact that the platter is part of the motor, we predict the next generation of esoteric turntables will employ belt drive.

Interestingly enough, the B-I-C Series Z Changer-Turntables offer all of the advantages, at very reasonable prices, right now.



Analysis of low frequency noise shows 12-cycle direct drive rumble. Density of tracing is FM distortion



## A demonstration of the one and only digital drive. From B-I-C.

No other turntable maker can make this demonstration. Because no other turntable has a digital drive system.

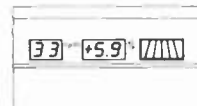
And there's a world of difference between an LED that shows the speed setting, and the B-I-C direct drive system that controls actual speed.

Both our new 80Z Changer-Turntable (below) and the SP85 Single-Play Automatic, have a brain equal to room-sized computers of just 10 years ago. A microprocessor system that actually reads and adjusts platter speed in the digital domain.

Unlike analog-based servo systems, it maintains nominal speed accuracy to within .01 rpm. Its digital read-out not only displays pre-set speed, it lets you monitor how fast the platter is turning. And it's over 300% more accurate than any strobe.

Is it any wonder that we've built a way to demonstrate it?

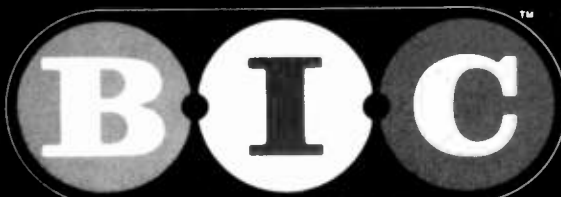
\$150 TURNTABLE. No matter how complex, strobes can only approximate



\$500 Machine. Digital display shows speed settings only. Strobe is still needed



\$239 95\* B-I-C 80Z MPU displays pre-set or actual speed—even has a 100-minute stopwatch



Say "Bee Eye Cee" Think "Best-In-Components"



Series Z Changer Turntables | Cassette Decks | SoundSpan™ Speaker Systems | The Beam Box™

\*Manufacturer's suggested retail price



keters, Suite #204, 444 NE Ravenna Blvd., Seattle, WA 98115: (206) 522-9411: **NORTHERN CALIFORNIA, NORTHERN NEVADA:** OAC Industries, Suite #203, 3423 Investment Blvd., Hayward, CA 94545: (415) 783-6200: **SOUTHERN CALIFORNIA, SOUTHERN NEVADA:** Trego Sales, 2239 Benedict Canyon Drive, Beverly Hills, CA 90210: (213) 274-8351: **SOUTHERN IDAHO, WYOMING, UTAH, COLORADO, NEW MEXICO:** 2001 Enterprises, 123 Cook St., Denver, CO 80206.

## **HAMMOND INDUSTRIES, INC.**

155 Michael Drive  
Syosset, NY 11791  
Phone: (516) 364-1900

**President:** Colin E. Hammond  
**Vice-President:** David C. Rich  
**National Sales Mgr.:** Vincent Finnegan  
**National Sales Mgr.:** Morton Leslie

### **PRODUCTS:**

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Audiokare record care products  
Click Systems — Store fixtures, home shelving, display stands  
Electrolube — Electrical contact lubricants  
Meteor light & sound — Audio & lighting electronics

### **REPRESENTATIVES:**

List furnished upon request.

## **HARMAN KARDON, INC.**

55 Ames Court  
Plainview, NY 11803  
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**President:** Robert Furst  
**V.P. Marketing:** Donald B. Brandt Sr.  
**V.P. Manufacturing:** Charles Tanner  
**V.P. Finance:** Frank S. Doyle

### **PRODUCTS:**

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Phone: (201) 327-4443

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**Chairman:** Robert Schmetterer  
**General Manager:** Joseph Cappadona

### **PRODUCTS:**

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Loudspeaker drivers  
Speaker stand

### **REPRESENTATIVES:**

List available upon request.

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18750 Oxnard Street  
Tarzana, CA 91356  
Phone: (213) 343-3441

**President:** William Herskovic  
**General Mgr.:** Armand Herskovic  
**National Sales Mgr.:** Warren Harwood

### **PRODUCTS:**

Ex-static record care products  
Connoisseur turntables  
Goldring cartridges  
Hervic headphones  
Anti-stat brush

### **REPRESENTATIVES:**

List available upon request.

## **H & H INTERNATIONAL**

354 State Street  
Rochester, NY 14608  
Phone: (716) 325-7275

**President:** Paul Heath

### **PRODUCTS:**

Loudspeakers  
Amplifiers  
Turntables  
Tonearms

### **REPRESENTATIVES:**

Contact manufacturer.

## **HITACHI SALES CORPORATION**

401 West Artesia Blvd.  
Compton, CA 90220  
Phone: (213) 537-8383

**President:** Ichiro Kawamoto  
**Director of Sales/Marketing Audio Component Division:** Jerry A. Hendricks

### **PRODUCTS:**

Receivers, tape decks, turntables, speakers, amplifiers, tuners, preamplifiers.

### **REPRESENTATIVES:**

List available upon request.

## **HORIAN ENGINEERING INC.**

12381 Schaefer Hwy.  
Detroit, MI 48227  
Phone: (313) 933-6900

**President:** Richard Horian  
**Sales Mgr.:** Robert Horian

### **PRODUCTS:**

Record care products  
Tape care products  
Record organizer  
Auto sound accessories  
Tape storage boxes

### **REPRESENTATIVES:**

List available upon request.

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8601 Northeast Highway 6  
Lincoln, NE 68505  
Phone: (402) 467-5321

**President:** Ansel Kleiman  
**General Manager:** Howard Sachs  
**Marketing Manager:** N. R. (Kit) Kitterer

**National Sales Manager:** Norman Hansen

### **PRODUCTS:**

CB antennas, mobile and base  
Amateur radio antennas  
Marine antennas

### **REPRESENTATIVES:**

List available upon request.

## **IMPORT AUDIO LTD.**

13430 Clayton Road  
St. Louis, MO 63131  
Phone: (314) 576-4150

**President:** Jeff Horen

### **PRODUCTS:**

Arms  
Turntables  
Cartridges  
Speakers  
Electronics

### **REPRESENTATIVES:**

Contact importer.

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7930 Deering Avenue  
Caoga Park, AA 91304  
Phone: (213) 883-4800

**President:** Arnold Nudell  
**Executive V.P.:** Cary Christie  
**National Sales Mgr.:** Rich Baccigaluppi  
**Director of Mktg.:** Frank A. Smith

### **PRODUCTS:**

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Tone arms, headphones  
Amplifier, preamplifiers

### **REPRESENTATIVES:**

**OHIO, WEST VIRGINIA, WEST PENNSYLVANIA, INDIANA, KENTUCKY:** Avon Marketing Co., 690 Alpha Drive, Highland Heights, OH 44143: (216) 449-5330: **ILLINOIS, EAST WISCONSIN, ST. LOUIS, MO:** Cem/s, Inc., 4700 W. Fullerton Avenue, Chicago, IL 60639. (312) 384-1600: **MISSISSIPPI, ALABAMA, TENNESSEE, NORTH & SOUTH CAROLINA, GEORGIA, FLORIDA:** Ron Dunn, P.O. Box 78, Kennesaw, GA 30144: (404) 422-4308: **MASSACHUSETTS, MAINE, NEW HAMPSHIRE, CONNECTICUT, VERMONT, RHODE ISLAND, UPPER NEW YORK STATE:** Irwin Lazarus, Inc. 82 Washington Street, Marblehead, MA 01945: (617) 639-0358: **SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA, HAWAII:** Markman Co., 6611 Odessa Avenue, Van Nuys, CA 91406: (213) 787-6151: **SOUTHEASTERN IDAHO, MONTANA, WYOMING, UTAH, COLORADO, NEW MEXICO, EL PASO, TEXAS:** Sound-Tech Marketing, Inc. P.O. Box 998, Arvada, CO 80001: (303) 424-4819: **MINNESOTA, WESTERN WISCONSIN, NORTH AND SOUTH DAKOTA:** S.E.R. Reps, 7709 Pillsbury Avenue, Minneapolis, MN 55423: (612) 861-4551: **MICHIGAN:** Phillip G. Flora Associates, Inc., 45225 Grand River, Novi, MI 48050: (313) 349-8130: **OKLAHOMA, ARKANSAS, TEXAS, LOUISIANA:** Paul Pfeuffer, 4709 Knollwood Circle, Round

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**With the revolutionary new AIWA AX-7800 receiver!**

The easier your customers can tune a receiver, the easier you can sell it.

That's why AIWA proudly introduces an exceptional high fidelity receiver designed to make tuning faster, easier and more accurate: the revolutionary new AX-7800.

With the same quartz-locked digital-synthesized tuning system utilized on the most sophisticated and expensive FM tuners available today.

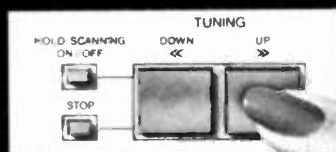
Now perfect tuning is as simple as pressing a button. There's no more fumbling or fidgeting with tuning knobs, dials and center tuning meters.

The new AIWA AX-7800 simply doesn't have any.

Instead, it provides an instant digital readout that's perfectly tuned to the actual station frequency being received.

Drift is impossible. Because AIWA's quartz crystal oscillator locks instantly and precisely into the center of each succeeding station's assigned frequency.

Now when your customers tune the new AX-7800, they stay tuned. With unerring accuracy that even separates weaker stations from their stronger neighbors.



AIWA's new AX-7800 is loaded with features. Like Memory Tuning. It lets your customers preset up to 6 FM and 6 AM stations. Like a highly

visible 9-point LED peak power bar graph. Like independent bass and treble frequency turnover controls.

And the AX-7800's DC-power amplifier gives your customers 60 Watts per channel RMS at 8 ohms from 20Hz to 20KHz. With no more than 0.05% THD.

Right now, almost no receivers have all these advanced features. Regardless of price. That's why you'll be pleasantly surprised by the AX-7800's competitive price tag.

So stay tuned to AIWA receivers for easier tuning and easier profits. You won't find another receiver more in tune with the times than the revolutionary new AIWA AX-7800.

*Upgrade to* **AIWA®**

Distributed in the U.S. by: AIWA AMERICA INC., 35 Oxford Drive, Moonachie, New Jersey 07074.

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Rock, TX 78664: (512) 255-6463: **WASHINGTON, OREGON, ALASKA:** Market Share, P.O. Box 96, Bellevue, WA 98009: (206) 827-7411: **NORTHERN CALIFORNIA, RENO, NEVADA:** Jack Hanson, 61 Spring St., Lagunitas, CA 94938, (415) 332-6045; **WASHINGTON, D.C., VIRGINIA, MARYLAND:** Greenberg Co., P.O. Box 4006, Chevy Chase, MD 20015, (301) 652-8585; **NEBRASKA, IOWA, KANSAS, MISSOURI, SOUTHERN ILLINOIS:** Audio Marketing, Inc., 308-B Blue Ridge Ext., Grandview, MO 64030, (816) 765-1224; **NEW YORK CITY, LONG ISLAND, NEW JERSEY, EASTERN PENNSYLVANIA:** Audio Associates Corp., 114 E. 32nd St., New York, NY 10016, (212) 689-5943.

## INNOTECH

182 Henry Street  
Brooklyn, NY 11201  
Phone: (212) 522-0862

**President:** Elliot Fishkin

**PRODUCTS:**  
Speakers

**REPRESENTATIVES:**  
List available upon request.

## INTERMAGNETICS CORP.

1311 Colorado Avenue  
Santa Monica, Calif. 90404  
Phone: (213) 393-9281

**President:** Terry C. T. Wherlock  
**Chairman:** Irving B. Katz  
**Vice Chairman:** Georges D. Abitboul

**PRODUCTS:**  
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Licensing: technology and know-how

## INTERNATIONAL SOUND COMPANY

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P.O. Box 4276  
Modesto, CA 95352  
Phone: (209) 524-6968

**President:** Gary I. Elwell  
**Sec./Treas.:** Anna Elwell  
**Management Director:** Daniel Shanahan  
**Legal Advisor:** John M. Trimbur

**PRODUCTS:**  
High fidelity speakers  
Stereo decor rack

**REPRESENTATIVES:**  
List of reps available upon request.

## INTERSEARCH INC.

1800 Old Wood Road  
P.O. Box 5424  
Rockford, IL 61125  
Phone: (815) 226-5987

**President:** Egil Angeid

**PRODUCTS:**  
Audio Pro Stereo Components  
(Receivers, Amplifiers, Speaker Sys-tems, Subwoofers)

**REPRESENTATIVES:**  
List available upon request.

## INTTRA CORPORATION

2636 Humboldt Ave. So.  
Minneapolis, MN 55408  
Phone: (612) 374-2832  
Telex: 29-0254

**President:** Steven Teachout  
**Vice-President:** Bruce Jon Rubin  
**General Manager:** Jim Cordaro

**PRODUCTS:**  
Sound stand  
Sound rack  
Stacked Dahiquist rack

**REPRESENTATIVES:**  
List available upon request.

## JANIS AUDIO ASSOC., INC.

2889 Roebling Ave.  
Bronx, NY 10461  
Phone: (212) TY 2-7419

**President:** John Marovskis

**PRODUCTS:**  
Subwoofers  
Amps  
Crossovers

**REPRESENTATIVES:**  
Contact manufacturer.

## JENSEN SOUND LABORATORIES (Division of Pemcor, Inc.)

4136 North United Parkway  
Schiller Park, IL 60176  
Phone: (312) 671-5680

**President:** Jerry Kalov

**PRODUCTS:**  
Home audio speaker systems  
Car audio speakers  
Car audio receivers

**HOME AUDIO PRODUCTS:**  
**V.P. Gen'l Mgr.:** James Johnston  
**Product Mgr.:** Sandy Schroeder  
**Advertising Dir.:** Chuck Wendt

**REPRESENTATIVES:**  
List of Home Audio reps available upon request.

## Car Audio Products:

**V.P. & General Mgr.:** Jim Twerdatil  
**Nat'l. Sales Mgr.:** Pete Fredriksen  
**Mktg. Mgr.:** Bill Stone

**CAR AUDIO REPRESENTATIVES:**  
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**KOTA, S. DAKOTA:** Wer, Inc., (612) 861-4551; **INDIANA, KENTUCKY:** Ideal Marketing, (317) 462-1488; **E. PENN-SYLVANIA, S. NEW JERSEY, DELA-WARE:** Di Vincent Assoc., (609) 235-8299; **WASHINGTON, D.C., MARY-LAND, DELAWARE:** Audio Electronics Sales, (301) 946-3570; **MISSOURI, IOWA, KANSAS, E. NEBRASKA, S. IL-LINOIS:** Sound Professionals, (913) 649-6241; **GEORGIA, E. TENNESSEE:** Dean Cooper Co., (404) 448-5460; **FLORIDA:** Dynamic Marketing, (305) 925-6070; **N. CAROLINA, S. CAR-OLINA:** Dean Cooper Co., (404) 448-5460; **COLORADO, UTAH, WYOMING, NEW MEXICO, S.E. IDAHO, E. MON-TANA, N.E. NEVADA, EL PASO, TEXAS:** Scowcroft & Assoc., (303) 371-5280; **OKLAHOMA, ARKANSAS, LOUI-SIANA, TEXAS:** Tom Wachendorfer Assoc., (713) 492-0558; **S. CALIFOR-NIA, ARIZONA, LAS VEGAS,** Damark Industries, (213) 998-6501; **N.W. IDAHO, W. MONTANA, WASHINGTON, OREGON, ALASKA:** Fleehart & Sulli-van, (206) 522-1533; **W. TENNESSEE, ALABAMA, MISSISSIPPI:** Dean Cooper Co., (404) 448-5460; **HAWAII:** Greater Pacific Sales, (808) 487-3691.

## JSH LABORATORIES, INC.

1802 West Grant Road Suite #114  
Tucson, Arizona 85705  
Phone: (602) 623-3987

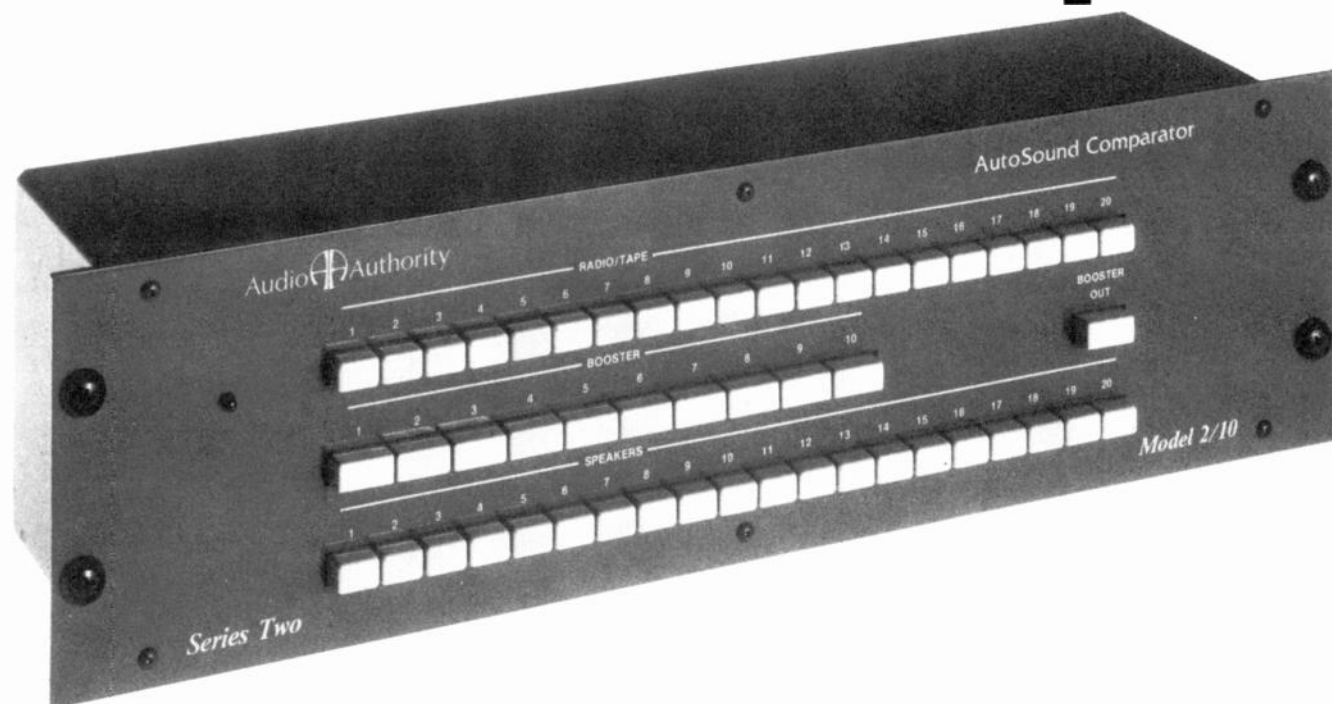
**President:** Sherwood Scribner  
**V.P./Operations:** Robert Easterbrooks  
**Secretary:** Helena Scribner  
**Treasurer:** Howard Goldwyn

**PRODUCTS:**  
Model T  
Model A  
PLX21  
Model B  
Model C

**REPRESENTATIVES:**  
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We also include with every Series Two System a FREE 106 piece installation kit containing many hard-to-find parts and a 20 page applications manual detailing every phase of AutoSound merchandising from building a high current power supply to designing a custom demonstration fixture.

User Net \$599

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Phone 606/277-7189

Please send me the following additional information.  
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- ☐ Series Two Applications Manual (\$2.00 enclosed)

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(303) 582-5200.

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P.O. Box 35369  
Vancouver, B.C. Canada  
V6M 4G5  
Phone: (604) 734-1416

**President:** Theodore Hobrough  
**Technical Director:** Gilbert Hobrough  
**V.P. Manufacturing:** Colin Lowndes

### PRODUCTS:

Loudspeaker systems  
Ribbon speakers

### REPRESENTATIVES:

List available upon request.

## JVC (US JVC Corp.)

58-75 Queens Midtown Expy  
Maspeth, NY 11378  
Phone: (212) 476-8300

**Exec. V.P./Sales & Mktg.:** Dick (R. F.) O'Brian

**V.P./Hi-Fi Division:** Sparky Wren

**V.P. Sales/Home Entertainment Div.:** Harry Elias

**National Merchandising Mgr.:** George Meyer

**Manager of Planning Div.:** Kurt Murai

**V.P./Service:** Hank Hermes

### PRODUCTS:

Turntables, receivers, amplifiers, pre-amps, tuners, cassette decks, integrated amps, speakers, tape recording accessories, music towers, Vidstar home video cassette recording system, color cameras, video accessories, portable B & W TVs, color TVs, portable radio cassette recorders.

### REPRESENTATIVES:

List available upon request.

## KA/KINETIC AUDIO INTL., LTD.

6624 W. Irving Park Road  
Chicago, IL 60634  
Phone: (312) 685-6609

**President:** Ted R. Karson

### PRODUCTS:

Speaker systems

### REPRESENTATIVES:

List available upon request.

## KEF ELECTRONICS LIMITED

Eccleston Road,  
Tovil, Maidstone,  
Kent, ME15 6QP England  
Phone: Maidstone 672261

**Managing Director:** Raymond E. Cooke  
**Marketing Director:** Robert R. Cox  
**Technical Director:** Laurie R. Fincham  
**Production Director:** Colin J. Goodman  
**Company Secretary:** Raymond D. Cross

### PRODUCTS:

Loudspeaker systems

Loudspeaker drive units  
Loudspeaker kits

### REPRESENTATIVES:

**NEW YORK CITY, Northern NEW JERSEY, CONNECTICUT, RHODE ISLAND:** Rene Norrell, 99 Oak Street, Closter, NJ 07624; (201) 768-1447; **NEW YORK STATE, MASSACHUSETTS, MAINE, NEW HAMPSHIRE, VERMONT:** Charles Murphy Association, 62A Mill St., Binghamton, NY 13903; (607) 724-7224; **EASTERN PENNSYLVANIA, NEW JERSEY, MARYLAND, DELAWARE, WASHINGTON, D.C., VIRGINIA:** Electronic Marketers, 5 Meem Ave., Gaithersburg, MD 20760; (301) 840-0626; **FLORIDA, GEORGIA:** Michael Chafee Enterprises, 2215 Alpine Ave., Sarasota, FL 33579; (813) 366-9414; **OHIO, W. PENNSYLVANIA, WEST VIRGINIA:** RB Sales, 617 E. South Holly Rd., Fenton, MI 48430; (313) 629-3613; **MICHIGAN:** Cowie Associates, 1174 East Big Beaver Rd., Troy, MI 48084; (313) 689-7252; **ILLINOIS, INDIANA, KENTUCKY, WISCONSIN:** Theodore Pappas & Associates, 5218 W. Diversey Ave., Chicago, IL 60639; (312) 685-2338; **IOWA, NEBRASKA, KANSAS, MISSOURI:** Tobias Company, 8717 Shamrock Rd., Omaha, NB 68114; (402) 391-3522; **OKLAHOMA, TEXAS, LOUISIANA, ARKANSAS:** Al Moskau & Assoc., 6060 N. Central Expressway, Suite 560, Dallas, TX 75206; (214) 363-8560; **ARIZONA, NEW MEXICO, COLORADO, UTAH, WYOMING, IDAHO, MONTANA:** Little House, 602 S. Emerson St., Denver, CO 80209; (313) 778-7258; **CALIFORNIA, HAWAII, NEVADA:** Sonic Marketing, 546 University Ave., Palo Alto, CA 94301; (415) 328-3761; **OREGON, WASHINGTON, ALASKA:** Walker Audio Associates, 13606 3rd Northeast, Seattle, WA 98125; (206) 362-2132.

## KENWOOD ELECTRONICS, INC.

1315 E. Watsoncenter Rd.  
Carson, CA 90745  
Phone: (213) 518-1700

### Eastern Office:

75 Seaview Dr.  
Secaucus, NJ 07094  
(201) 863-5600

**President:** George T. Aratani

**Sr. Vice President:** Yoichi Nakase

**Vice President/Marketing:** Don Palmquist

**Mid-Western & Western Regional Sales Manager:** Mike Gritchen

**National Sales Manager/Special Markets:** Phil Schwartz

### Eastern Office:

**Sr. Vice President:** Bill Kasuga

**Vice President/Product:** Henry Akiya

**Eastern Regional Sales Manager and National Sales Manager/Audio Purist Group:** Lowell Yamaura

**Military Sales Manager:** Sam Rosenzweig

### PRODUCTS:

Stereo receivers  
Amplifiers

Speaker systems  
Tuners  
Cassette decks  
Turntables  
Accessories

### REPRESENTATIVES:

**WASHINGTON, OREGON, MONTANA, IDAHO:** W. K. Wood Company, 766 Garfield, Seattle, WA 98109, (206) 283-9663; **SOUTHERN CALIFORNIA, SOUTHERN NEVADA:** Cal West Marketing (South), 3387 Cerritos Blvd., Los Alamitos, CA 90720, (213) 598-7614; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** Cal West Marketing (North), 3521 Investment Blvd., #2, Haywood, CA 94545, (415) 785-7280; **METROPOLITAN NEW YORK, NORTHERN NEW JERSEY:** John B. Anthony Company, 992 High Ridge Road, Stamford, CT 06903, (203) 322-9202; **DELAWARE, MARYLAND, VIRGINIA, DIST. OF COLUMBIA, EASTERN PENNSYLVANIA, SOUTHERN NEW JERSEY, WEST VIRGINIA:** DC Sales Group, Inc., 8950 Route 108, Suite 104, Gorman Plaza, Columbia, MD 21045, (301) 730-6673; **CONNECTICUT, MASSACHUSETTS, RHODE ISLAND, MAINE, NEW HAMPSHIRE, VERMONT:** Richard Dean Associates, Inc., 200 W. Cummings Park, Woburn, MA 01801, (601) 933-8435; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** dB Sales, Inc., 30 Springside Drive, Akron, OH 44313, (216) 666-0031; **UPSTATE NEW YORK, BRADFORD COUNTY-PENNSYLVANIA:** Bernard Darmstedter Associates, 41 Oswego St., Baldwinville, NY 13027, (315) 638-1261; **MICHIGAN:** Philip G. Flora Associates, Inc., 45225 Grand River Ave., Novi, MI 48050, (313) 349-8130; **FLORIDA:** Third Century Marketing, 2800 Sheridan St., Hollywood, FL 33020, (305) 947-7107; **NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, ALABAMA, GEORGIA, MISSISSIPPI:** Audio Rep Associates, 202 W. Crogran St., Lawrenceville, GA 30245, (404) 963-6575; **ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS:** Wyborny Sales Company, Inc., 9450 Skillman, #113, Dallas, TX 75243, (214) 348-9657; **UTAH, COLORADO, WYOMING, NEW MEXICO, ARIZONA, WESTERN TEXAS, IDAHO, MONTANA:** H. P. Marketing, 2530 W. Church Ave., Littleton, CO 80120, (303) 794-8367; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Ripley & Associates, Inc., 12000 Riverwood Drive, Burnsville, MN 55337, (612) 894-1500; **IOWA, KANSAS, MISSOURI, NEBRASKA, SOUTHERN ILLINOIS:** R. J. Throckmorton Sales Co., Inc., Box 1088, 124 Manchester Road, Ballwin, MO 63011, (314) 227-7222; **KENTUCKY, INDIANA:** Kingston Sales Corporation, 6115 North Guion Rd., Indianapolis, IN 46254, (317) 298-9710; **EASTERN WISCONSIN, NORTHERN ILLINOIS:** Cem/s, Inc., 4700 W. Fullerton Ave., Chicago, IL 60639, (312) 384-1600; **HAWAII:** J. C. Electronics, 2656-B Waiwai Loop, Honolulu, Hawaii 96819, (808) 836-3932; **ALASKA:** Mohawk Marketing, 5333 Fairbanks Unit 7, Anchorage, AK 99503, (907) 272-1558.



# We've got designs on the turntable market

You're looking at a section of the new Garrard GT350 turntable as it appeared during one stage of its design.

You can see the GT350 as well as all the other new Garrard turntables at Booth 508 during the C.E.S. There'll be belt and direct drive models. You'll see sleek looking, front controlled, single and multiple play units.

These new turntables are the products of an elite team of designers and engineers

we call the Advance Design Group. Their sole function is to keep Garrard turntables responsive to the needs and tastes of today. The Advance Design Group is also what we call our new, contemporary, high performance turntables.

We've got designs on today's market. And on every customer who walks into your store.

**Advance Design Group**  
Garrard



## KIRKSAETER-SAGA HI FI INC.

398 South Pickett St.,  
Alexandria, VA 22304  
Phone: (703) 370-4655

**President:** Daniel D. Strelsky

### PRODUCTS:

Receivers  
Amplifiers  
Tuners  
Preamplifiers  
Speakers

### REPRESENTATIVES:

**EASTERN PENNSYLVANIA** (includes State College area), **SOUTHERN NEW JERSEY, DELAWARE, MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA:** Bill Jackson, Alpha Marketing Associates, Inc., 3946 Delancey Place, Philadelphia, PA 19104; (703) 354-3477; **INDIANA, OHIO:** N. Browning & Co., Ltd., 133 N. Jefferson, Dayton, OH 45402; (513) 222-3946; **ILLINOIS, WISCONSIN, INDIANA** (Lake and Porter Counties only), **IOWA:** Gene T. Cleary Company, 759 72nd Street, Downers Grove, IL 60515; (312) 968-1750; **ALABAMA, GEORGIA, FLORIDA, MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE:** Paul Hayden Associates, P.O. Box 90668, East Point, GA 30364; (404) 766-0261; **TEXAS, OKLAHOMA, NEW MEXICO:** Al Moskau & Associates, Inc., 6060 N. Central Expressway, Suite 560, Dallas, TX 75206; (214) 363-8560; **UPSTATE NEW YORK, VERMONT, NEW HAMPSHIRE, MAINE, MASSACHUSETTS:** Charles Murphy Associates, P.O. Box 1001, Binghamton, NY 13902; (607) 724-7224; **WASHINGTON, OREGON, ALASKA, BRITISH COLUMBIA, CANADA:** Naeseth & Associates, P.O. Box 1404, Bellevue, WA 98009; (206) 236-0918; **NORTHERN CALIFORNIA, NEVADA** (less Clark County): Gary Jose, New West Marketing, 1028 Creek Drive, Menlo Park, CA 94025; (415) 323-0323; **NEW YORK:** Rene Norrell, 99 Oak St., Closter, NJ 07624; (201) 768-1447.

## KLH RESEARCH & DEVELOPMENT

145 University Ave.  
Westwood, MA 02090  
Phone: (617) 326-8000

**Exec. V.P.:** Denis Wratten

**Director of Sales:** Elliot Schwartz

**V.P. Finance:** Brian O'Donohue

**V.P. Product Div.:** Frank Jones

### PRODUCTS:

Loudspeakers

### REPRESENTATIVES:

List available upon request.

## KLIPSCH & ASSOCIATES, INC.

P.O. Box 688  
Hope, AR 71801  
Phone: (501) 777-6751

**President:** R. L. Moers

**Chairman of the Bd. & Dir. of Research:** Paul W. Klipsch

**Exec. V.P.:** Tommy Crouch

**Chief Eng.:** Gary Gillom

**International Sales Mgr.:** Jack Fountain

### PRODUCTS:

Speakers

### REPRESENTATIVES:

List available upon request.

## KOSS CORPORATION

4129 N. Port Washington Ave.  
Milwaukee, WI 53212  
Phone: (414) 964-5000; (800) 558-0465

**President:** James Dodson

**Chairman:** John C. Koss

**V.P. & Counsel:** Dennis Whefry

**V.P. & Chief Financial Officer:** Thomas J. Beczkiewicz

**V.P. Operations:** George J. Magdech

**V.P. Industrial Relations:** Daniel W. Reep

**V.P. of Corporate Development:** Jacob C. Turner

### PRODUCTS:

Stereophones  
Loudspeakers

### REPRESENTATIVES:

**NORTH and SOUTH CAROLINA, ALABAMA, GEORGIA, MISSISSIPPI, TENNESSEE, FLORIDA:** Firestone & Associates, 8531 Sun Up Trail, Boynton Beach, FL 33436; **HAWAII:** Rothco, 670 Ahua St., Honolulu, HI 96819; **MAINE, MASSACHUSETTS, CONNECTICUT, RHODE ISLAND, NEW HAMPSHIRE, VERMONT:** Bud Ente Sales, 558 Commonwealth Ave., Newton Center, MA 02159; **NEW YORK CITY, LONG ISLAND, NORTHERN NEW JERSEY:** Component Marketers, 151 Valley Road, Montclair, NJ 07042; **UPSTATE NEW YORK:** Bud Ente Sales, 12 Interstate Ave., Albany, NY 12205; **DELAWARE, MARYLAND, SOUTHERN NEW JERSEY, DISTRICT OF COLUMBIA, VIRGINIA, EASTERN PENNSYLVANIA:** Roussil Associates, Inc., 9507 Culver Street, Kensington, MD 20795; **NORTH DAKOTA, SOUTH DAKOTA, WESTERN MINNESOTA:** Marketing Plus, 5200 West 73rd, Edina, MN 55435; **MICHIGAN, KENTUCKY, OHIO, INDIANA, EAST CHICAGO:** McFadden Sales, 4645 Executive Drive, Columbus, OH 43220; **WESTERN PENNSYLVANIA, WEST VIRGINIA:** Frank Yarussi Company, 312 Rockfield Road, Pittsburgh, PA 15243; **WISCONSIN, NORTHERN ILLINOIS, LAKE COUNTY INDIANA** (Gary, Hammond & East Chicago), **MINNESOTA** (except Western, Upper Michigan): House Territory, Koss Corporation; **IOWA, KANSAS, MISSOURI, NEBRASKA, SOUTHERN ILLINOIS** (south of Springfield): Carmine A. Vignola & Assoc., 1001C Southwest Blvd., Jefferson City, MO 65101; **OKLAHOMA, TEXAS** (except El Paso), **LOUISIANA, ARKANSAS:** Century Sales Ltd., Inc., 14109 Inwood Road, Dallas, TX 75240; **COLORADO, NEW MEXICO, UTAH, WYOMING, EL PASO, TEXAS:** Centennial Marketing Ltd., 8505 E. Orchard Rd., Englewood, CO 80110; **ALASKA, MONTANA, IDAHO, OREGON, WASH-**

**INGTON:** Fleethart & Sullivan, 2865 152nd Ave., N.E., Redmond, WA 98052; **NORTHERN CALIFORNIA, NORTHERN NEVADA (Reno):** Wilkins-Mason Associates, 1171 65th St., Oakland, CA 94608; **SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA:** Jack Berman Co., Inc., 8295 S. La Cienega Blvd., Inglewood, CA 90301.

## JAMES B. LANSING SOUND, INC. (JBL)

8500 Balboa Blvd.  
Northridge, CA 91329  
Phone: (213) 893-8411

**President:** Herbert Paige

**Exec. V.P. Mktg:** Ed Hart

**Exec. V.P. Finance:** B. Girod

**Exec. V.P. Operations:** Jon Rapp

**V.P. Prod. Planning & Design:** Arnold Wolf

### PRODUCTS:

Consumer loudspeaker systems  
Professional loudspeaker systems  
Professional electronics  
Loudspeaker enclosure kits

### REPRESENTATIVES:

**CENTRAL UNITED STATES:** Electronic Marketing Associates, Inc., 9915 East 40 Highway, Independence, MO 64055; (816) 737-2350; **METROPOLITAN NEW YORK:** B&K Marketing, Inc., 48 Tulip Grove Drive, Lake Grove, NY 11755; (516) 466-2111; **UPSTATE NEW YORK:** C&W Marketing Assoc., Inc., 4116 Wil-lowbrook Drive, Liverpool, NY 13088; (315) 652-6651; **PACIFIC NORTHWEST:** Lambert Sales Company, P.O. Box 117, Burley, WA 98322; (206) 857-4085; **MID-ATLANTIC, METROPOLITAN WASHINGTON, D.C.:** Alpha Marketing, Inc., 5800 Quantrell Ave. #1216, Alexandria, VA 22312; (703) 548-3936; **SOUTH-WESTERN US:** Ken Kingdon & Assoc. Inc., 7222 Brendam Lane, Houston, TX 77072; (713) 498-4559; **NEW ENGLAND:** The New England Marketing Group, 141 Thissel Avenue #24, Dracut, MA 01826; (617) 454-3471; **ROCKY MOUNTAIN STATES:** Performance-Plus Marketing, 7664 E. Navarro Place, Denver, CO; (303) 779-1666; **MICHIGAN:** E. S. Pur-rington, Inc., 1108 James Street, Kalamazoo, MI 49001; (313) 336-7733; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Twin Cities Audio, 1311 West 25th Street, Minneapolis, MN 55405; (612) 377-2771; **EASTERN WISCONSIN, ILLINOIS, INDIANA:** Irving W. Rose Associates, 8137 North Ridgeway, Skokie, IL 60076; (312) 674-6790; **ALABAMA, GEORGIA, MISSISSIPPI, TENNESSEE, NORTH CAROLINA & SOUTH CAROLINA:** Raymond Taylor and Associates, 1016 Marietta Road, Canton, GA 30114; (404) 479-8635; **IDAHO, MONTANA, UTAH, WYOMING:** J. E. Hall Company, 2330 S. Main Street #8, Salt Lake City, UT 84115; (801) 466-6105; **WESTERN PENNSYLVANIA, WEST VIRGINIA:** Joel Wolfson Company, 366 Princeton Drive, Pittsburgh, PA 15235; (412) 823-8400; **FLORIDA:** Third Century Marketing, 2800 West Sheridan, Hollywood, FL 33021; (305) 925-7111; **OHIO, KEN-**

# The Universal Expander

Dynamic range limiting during the production of records (and of FM broadcasts) has long been a source of irritation for music lovers. As playback equipment improves, the limitations of most program material become more and more obvious. The vast majority of records are produced with the lowest common denominator in mind—a system that is restricted in its ability to recreate natural dynamic range.

With the introduction of the Dynamic Expander, MXR's Consumer Products Group has achieved its goal of providing a signal expansion technique for all types of music compatible with the finest audiophile equipment available.

## Enter the typical dynamic range expander:

While dynamics are restored, a series of disturbing side effects becomes apparent. Because typical expanders cannot distinguish scratches, ticks, pops, and rumble from music, these noises trigger the expansion circuitry. More importantly, because most existing expanders have a fixed value release time, they seem to 'pump' with some music, and hiss or 'breathe' with other kinds of music.

In most cases these drawbacks have outweighed the advantages of expansion for the critical listener.

## Enter MXR's Dynamic Expander:

a linear signal processor with up to 8 dB upward expansion (restoring musical peaks) and as much as 21 dB downward expansion (reducing noise). MXR has solved the problem of 'breathing and pumping' by providing a variable release-time control that tailors the response characteristics of the expander to the program material.

A sophisticated level detection circuit discriminates between music and unwanted information such as

rumble and scratches. To monitor gain changes, a unique LED display accurately indicates the expander's effect on the signal whether in or out of the circuit. A level control adjusts the detector's sensitivity to optimize the expansion for varying signal levels, and additional controls provide in/out bypass switching and versatile taping facilities.

The MXR Dynamic Expander preserves the bandwidth, stereo image, and spectral balance of the original signal even after processing. Dynamic range expansion that is musically natural will restore the excitement and nuance that makes live music so emotionally satisfying, and will let you rediscover your cherished recordings.

Harnessing innovative technology and sophisticated production techniques, MXR continues its commitment to the music lover.

**The expanding universe** of signal-enhancing equipment from MXR's Consumer Products Group gives demanding music listeners maximum performance from their playback systems regardless of room acoustics or program deficiencies. The MXR Comander allows you to maintain the dynamic range of source material through open reel or cassette tape decks. Environmental equalization is easily achieved with your choice of stereo 10 band (full octave), stereo 15 band (two-third octave) or professional one-third octave equalizers all built to the exacting performance specs for which MXR is famous.

**MXR Innovations, Inc.**, 247 N. Goodman Street, Rochester, New York 14607, (716) 442-5320

**MXR** Consumer Products Group





**TUCKY, INDIANA:** RMS Sales, Inc., 517 City Park Ave., Columbus, OH 43215; (614) 461-4618.

## **L. A. S. ELECTRONICS EAST INC.**

85C Saratoga Blvd.  
Island Park, NY 11558  
Phone: (516) 889-3511

**President:** George Luvshis  
**Secretary:** Alan Waldman  
**Treasurer:** Lewis Ables  
**Vice-President:** V. G. Dispigno

**PRODUCTS:**  
Grundig home entertainment line

**REPRESENTATIVES:**  
List available upon request.

## **LEIGH INSTRUMENTS, LTD. (Audio & Power Division)**

350 Weber Street N.  
Waterloo, Ontario — N2J 4E3  
Phone: (519) 884-4510  
Telex: 069-55440

**General Manager:** John Nobes  
**Dir. of Marketing:** Luke Wells  
**Sales Manager:** John Marsland  
**Sales Manager:** Jerry Sokoloff

**PRODUCTS:**  
Loudspeakers  
Hi-Fi enclosures  
Dayton Wright speakers

**REPRESENTATIVES:**  
List available upon request.

## **L. T. L. ELECTRONICS, INC.**

106 11th Street SE  
Auburn, WA 98002  
Phone: (206) 939-4814; 939-0782

**President:** Gladys J. Pfaff  
**V.P. of Engineering:** Bill Pendergast

**PRODUCTS:**  
LTL raw drivers, auto sound  
Co-phase, Tri-phase  
Car stereo speakers  
Speakers

**REPRESENTATIVES:**  
List available upon request.

## **LUX AUDIO OF AMERICA, LTD.**

160 Dupont Street  
Plainview, NY 11803  
Phone: (516) 822-7070

**President:** A. Miura  
**V.P. Mktg.:** Robert Bowman  
**Nat'l Sales Mgr.:** Colin Evans  
**Ass. Nat'l Sales Mgr.:** Paul Murphy  
**Western Reg'l Sales Mgr.:** Ken Akiyama  
**Reg'l Sales Mgr.:** Roger Noakes

**PRODUCTS:**  
Cassette decks  
Amplifiers, integrated amps  
Preamps  
Receivers  
Tuners

Turntables, tonearms  
Cartridges

**REPRESENTATIVES:**  
List available upon request.

## **MAGNAVOX CONSUMER ELECTRONICS CO.**

1700 Magnavox Way  
Fort Wayne, IN 46804  
Phone: (219) 432-6511

**President:** Kenneth C. Meinken, Jr.  
**V.P. Sales & Mktg.:** K. L. Ingram, Sr.  
**V.P. Audio Sales:** G. A. Michaelson

**PRODUCTS:**  
Radio  
Radio cassette recorders  
Turntables  
Speakers without amps  
Modular music systems  
Console stereo systems

**REPRESENTATIVES:**  
**MASSACHUSETTS:** Frank Reitter, 2 Newton Executive Park 202, Newton, MA 02162; **NEW JERSEY:** Herbert Cadel, 370 North St., Teterboro, NJ 07608; Richard Sinclair, 2201 Route 38, Suite 750, Cherry Hill, NJ 08002; **OHIO:** Ray Oliver, 24090 Detroit Rd., Westlake, OH 44145; **GEORGIA:** Carl Smith, 1898 Leland Drive, Marietta, GA 30067; **ILLINOIS:** Bill Campbell, 7520 Frontage Rd., Skokie, IL 60076; **TEXAS:** George Stephans, 1939 Hereford Drive, Irving, TX 75062; **California:** William Brittle, 2655 Campus Drive, Suite 180, San Mateo, CA 94403; Dale Kelly, 2645 Maricopa St., Torrance, CA 90503.

## **MARANTZ COMPANY**

20525 Nordhoff Street  
Chatsworth, CA 91311  
Phone: (213) 998-9333

**Chairman of the Board:** Joseph S. Tushinsky  
**President:** Fred Tushinsky  
**V.P./Mktg., Sales:** Martin Katz  
**Reg'l Asst. V.P., East:** Nat Lowman  
**Reg'l Asst. V.P., Midwest:** Bill Steffen  
**Reg'l Asst. V.P., West:** Norm Skolnick

**PRODUCTS:**  
Preamplifiers  
Power amplifiers  
Speaker Systems  
AM/FM tuners  
AM/FM stereo receivers  
Cassette decks  
Turntables  
AM/FM car stereo receivers  
Car stereo power amplifiers  
Car stereo speaker systems  
Associated accessories

**REPRESENTATIVES:**  
List available upon request.

## **MARTIN SPEAKER (Division of Eastman Sound Manufacturing Co.)**

Rte. 295 & Harmony Rd.  
Mickleton, NJ 08056  
Phone: (609) 423-0100

Telex: 831-586

**President:** Frederick I. Martin  
**Vice-President:** Eli Mizrahi  
**Marketing Mgr.:** Morton Finklestein

**PRODUCTS:**  
Loudspeaker systems

**REPRESENTATIVES:**  
List available upon request.

## **MATRECS INDUSTRIES**

805 Woodman Avenue  
Winslow, IL 61089  
Phone: (815) 367-3811

**President:** A. C. Valiulis  
**Senior V.P.:** Ken Rolnicki  
**V.P./Sales:** Ed Crockett  
**V.P./Man. & Eng.:** Wayne Timpe  
**Nat'l. Sales Mgr.:** Stan Taylor

**PRODUCTS:**  
Speakers  
Commercial sound  
O.E.M.  
Car Speakers  
Audio cables & connectors  
Record & tape care accessories  
Phono jukes & plugs  
Automotive: O.E.M.

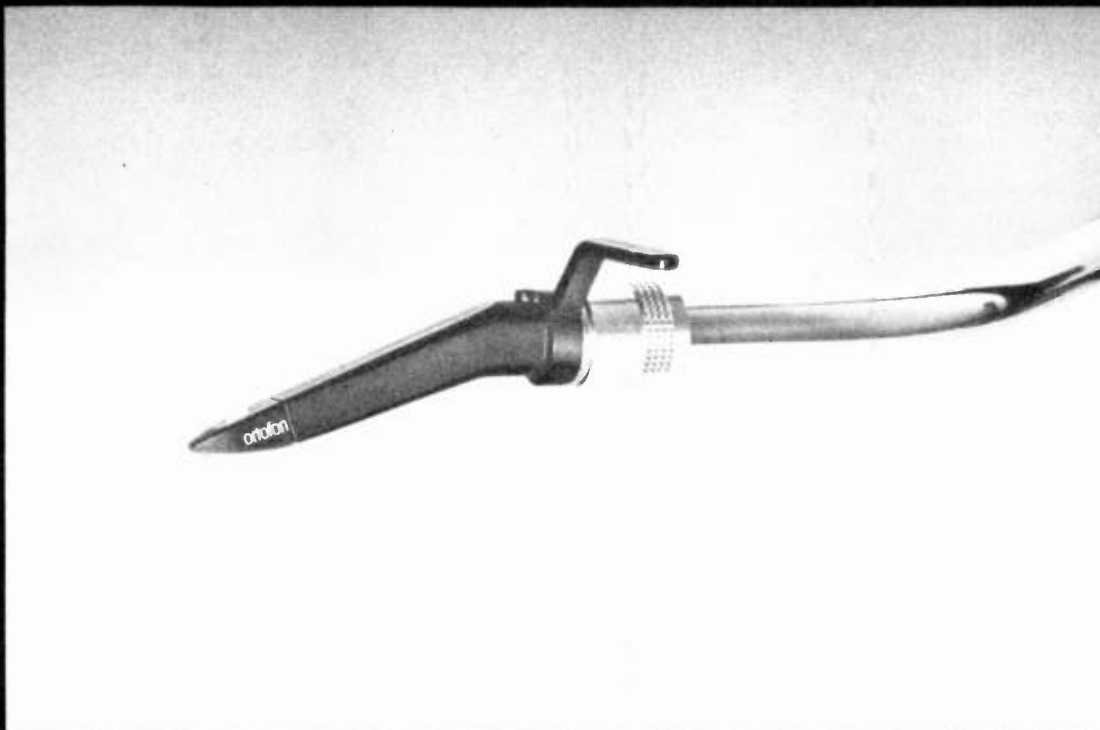
**REPRESENTATIVES:**  
**MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, NEW YORK STATE:** Gundolf-Reiss, 70 Jessie Drive, W. Haven, CT 06516; (203) 933-8542; **ARIZONA, CALIFORNIA, NEVADA:** Hennie's Marketing, 815 Balboa, Capitola, CA 95010; (408) 476-9715; **ILLINOIS, WISCONSIN, MINNESOTA, N. DAKOTA, S. DAKOTA, EASTERN MISSOURI:** Lintern Assoc., P.O. Box 477, Warrenville, IL 60555; (312) 357-4896; **ARKANSAS, LOUISIANA, MISSISSIPPI, TEXAS, OKLAHOMA:** Roman Sales, 3372 Camelot, Dallas, TX 75229; (214) 358-2152; **WEST VIRGINIA, WESTERN PENNSYLVANIA:** Advanced Sales, P.O. Box 2703, 5710 Wooster Pike, Cincinnati, OH 45227; (513) 661-1106; **FLORIDA:** Alan Associates, P.O. Box 16087, Plantation, FL 33318; (305) 741-0712; **WYOMING, EASTERN MONTANA, UTAH, COLORADO, NEW MEXICO, SOUTHWEST TEXAS, EASTERN IDAHO:** Brake Associates, 1441 W. 46th Ave., Denver, CO 80211; (303) 433-8531; **NEW YORK CITY:** Coastal Marketing; **KANSAS, WESTERN MISSOURI:** Fisher Associates, 229 Ward Pkwy, Kansas City, MO 64111; (816) 932-4113; **MICHIGAN:** Marketing & Sales Assoc., 27600 Framington Rd., (313) 553-8484.

## **MAXELL CORPORATION OF AMERICA**

60 Oxford Drive  
Moonachie, New Jersey 07074  
Phone: (201) 440-8020

**President:** T. Okada  
**V.P., Consumer Mktg. & Sales:** Gene La Brie  
**V.P., Special Products:** T. Ozawa  
**Nat'l. Sales Mgr., P/I Products:** Jim Ringwood

# The shape of things to come.



The Concorde. A single glance reveals the reason for its name. What is less apparent is that this cartridge and headshell from Ortofon, integrated in a single entity, launches a new era in the reproduction of sound from phonograph records. A strong claim. But true.

The Concorde has lower mass than most headshells alone. Clearly, only a low mass cartridge *and* low mass headshell can respond adequately

to record warp. Thus, the Concorde offers the best way to derive superb sound from every record — even those that are badly warped.

The super low mass (1.5 grams!) cartridge of the Concorde operates on the variable magnetic shunt (VMS) principle. This transducer system, patented by Ortofon, provides exceptionally high separation and astonishingly low distortion (less than 1%!).

The combination of VMS design and unparalleled low mass, places Ortofon at the very frontier of cartridge technology. For many music lovers, all other “competitive” cartridges and headshells will seem the equivalent of cars with fins or 78 rpm records.

Contact your Ortofon rep now. It might just put you in shape for the things to come. Ortofon, 122 Dupont Street, Plainview, N.Y. 11803.

## ortofon



**Nat'l. Sales Mgr., Computer Products:**

Al Lustig

**Nat'l. Sales Mgr., Battery Products:**

Mark Welland

**PRODUCTS:**

Audio tape

P/I tape

Video tape

Digital tape &amp; products

Silver oxide batteries

Dry cell batteries

**REPRESENTATIVES:**

**NEW ENGLAND:** Gundolfi, Reiss Assoc., 80 Cochituate Rd., Framingham, MA 01701; (617) 620-1550; **NEW YORK STATE:** Paston-Hunter Co., Inc., 2002 Teall Ave., Syracuse, NY 13206; (315) 437-2992; **METRO NY & NJ:** T.M.C. Sales, 2460 Lemoine Ave., Fort Lee, NJ 07024; (201) 944-8340; **DIST. OF COLUMBIA, EAST PENNSYLVANIA, S. NEW JERSEY, MARYLAND, & VIRGINIA:** Jackson's, Creek Rd., P.O. Box 111, Grasonville, MD 21638; (301) 827-8046; **GEORGIA, ALABAMA, N. CAROLINA, S. CAROLINA, MISSISSIPPI, TENNESSEE:** Audio Reps. Assoc., 202 W. Crogan St., Lawrenceville, GA 30245; (404) 963-6575; **FLORIDA:** Third Century Mktg., 2800 W. Sheridan St., Hollywood, FL 33021; (305) 925-7111; **OHIO, W. PENNSYLVANIA, W. VIRGINIA:** Integrated Sales Systems, 24494 Tunbridge Lane, Beachwood, OH 44122; (216) 831-1447; **INDIANA, KENTUCKY:** Cardinal Sales, Monrency Professional Pk., 6225 Coffman Rd., Indianapolis, IN 46268; (317) 298-9650; **MICHIGAN:** Phillip G. Flora & Assoc., 45225 Grand River, Novi, MI 48050; (313) 349-8130; **MINNESOTA, N. DAKOTA, S. DAKOTA:** Smith Engineering, 850 N. Hamline, St. Paul, MN 55104; (612) 646-4851; **ILLINOIS:** Irving W. Rose & Assoc., 3333 Commercial Drive, Northbrook, IL 60062; (312) 291-2260; **KANSAS, IOWA, NEBRASKA & MISSOURI:** L. J. Paul & Assoc., 10503 Rockley Road, Houston, TX 77099; (713) 933-9900; **COLORADO, UTAH, NEW MEXICO, WYOMING, E. MONTANA, S. IDAHO:** B & B Electronics, 500 S. Quebec, Denver, CO 80237; (303) 773-6700; **WASHINGTON, OREGON, ALASKA, W. MONTANA, N. IDAHO:** Western Audio Sales Co., 918 NE 64th St., Seattle, WA 98115; (206) 522-8721; **N. CALIFORNIA, N. NEVADA:** Olson Sales Co., 1185 Chess Drive, Foster City, CA 94404; (415) 573-1600; **S. CALIFORNIA, S. NEVADA, ARIZONA:** Jack Carter Assoc., 10825 Burbank Blvd., N. Hollywood, CA 91603; (213) 980-3450; **HAWAII:** C & L Sales, 95605 Wailoa Loop, Mililani, HI 96789; (808) 621-9554; **CANADA:** Tri-Tel Assoc., 105 Sparks Ave., Willowdale, Ontario, (416) 499-5044; **ALASKA:** Tim McAfee Assoc., 3014 38th St. West, Seattle, WA 98199; (206) 282-8663.

**McINTOSH LABORATORY INC.**

2 Chambers Street  
Binghamton, NY 13903  
Phone: (607) 723-3512

President: Gordon J. Gow

**Executive V.P.:** Maurice L. Painchaud  
**V.P. Research and Development:** Sidney A. Corderman

**PRODUCTS:**

Power amplifiers

Preamplifiers

Tuners

Preamplifier-amplifier combination

Receivers

Loudspeaker systems

Loudspeaker-environmental equalizers

Cabinets &amp; accessories

Acoustic analyzer

**REPRESENTATIVES:**

List available upon request.

**McKAY DYMEK CO.**

111 South College Avenue  
P.O. Box 5000  
Claremont, CA 91711  
Phone: (714) 621-6711

President: Frank D. Johnson

Chairman of Board: George E. McKay, Jr.

Chief Engineer: Paul Metsker

Marketing: Penny Somerset

**PRODUCTS:**

AM tuners

Antennas

Communication receivers

**REPRESENTATIVES:**

Please contact manufacturer.

**MELCO SALES, INC.**

7045 North Ridgeway Ave.  
Lincolnwood, IL 60645  
Phone: (312) 973-2000; (800) 323-4216

Vice President: Yoshiomi Yamashita

Nat'l Sales Mgr.: Mike Hyde

Automotive Equipment Mgr.: Hank Sugimoto

Engineer/Automotive Sound Products: Nick Yamashita

Marketing Representative: Larry Faetz

**PRODUCTS:**

Mitsubishi car audio

**REPRESENTATIVES:**

List available upon request.

**MEMOREX CORP.**

1600 Memorex Drive  
Santa Clara, CA 95052  
Phone: (408) 987-1752

President: Robert C. Wilson

V.P./Consumer &amp; Business Media: Theodore J. Cutler

Gen. Mgr., Audio Div.: Howard F. Earhart

Nat'l. Sales Mgr.: John R. Humphreys

Marketing Mgr.: Albert P. Pepper

**PRODUCTS:**

Blank audio & video recording tape  
Record & tape care accessories

**REGIONAL MANAGERS:**

Tom J. Mitchko, Memorex Corporation,  
741 Fifth Avenue, King of Prussia, PA  
19406; (215) 337-1050, Ext. 65; John J.  
Tani, Memorex Corporation, 1970 Chain

Bridge Road, McLean, VA 22101; (703) 821-3300; Peter J. Rowe, Memorex Corporation, 644 Linn Street, Suite 419, Cincinnati, OH 45203; (513) 621-7120; George M. Travers, Memorex Corporation, 335 Eisenhower Lane So., Lombard, IL 60148; (312) 620-3240; T. Kirby Lindsey, Memorex Corporation, 12821 Western Avenue, Suite L, Garden Grove, CA 92641; (714) 891-2541; Jim O. Aldrich, Memorex Corp., 2400 Condensa St., Santa Clara, CA 95052; (408) 987-0925.

**MESA ELECTRONICS SALES LTD.**

2940 Malmo Drive  
Arlington Heights, IL 60005  
Phone: (312) 437-6500

President: Mark L. Goldberg

Vice-President: M. Sue Goldberg

V.P. Marketing: Jerry Goroway

**PRODUCTS:**

Loudspeaker systems &amp; allied products

**REPRESENTATIVES:**

List available on request.

**METRO SOUND**

10615 Vanowen Street  
North Hollywood, CA 91605  
Phone: (213) 877-2651

President: Ralph Slotnick

Vice Pres. &amp; Gen'l. Mgr.: Syd Jurin

National Sales &amp; Marketing Mgr.: Larry Winn

**PRODUCTS:**

Car stereo tape players and cassettes

Graphic equalizers

Speakers

Components for automobiles

Booster amps

Car antennas

Converters &amp; power supplies

**REPRESENTATIVES:**

List available upon request.

**MICRO ACOUSTICS CORP.**

8 Westchester Plaza  
Elmsford, NY 10523  
Phone: (914) 592-7627

President: Arnold Schwartz

Executive V.P.: Sanford Drelinger

V.P.: Norman H. Dieter, Jr.

Nat'l. Sales Mgr.: Jack Smith

**PRODUCTS:**

Phono cartridges

Loudspeakers

**REPRESENTATIVES:**

List available upon request.

**MICROTRAN COMPANY, INC.**

145 E. Minneola Avenue  
P.O. Box 236  
Valley Stream, NY 11582  
Phone: (516) 561-6050

Marketing Mgr.: Albert J. Eisenberg

Vice-President: Richard K. Chaber

Vice-President/Sales: Walter Benschner



# "I wouldn't sell a dealer I wouldn't buy from"

John A. Bermingham, National Sales Manager

I may be the National Sales Manager for Optonica, but at heart, I'm really a consumer.

I look for specs and features I can really get excited about. Practical innovation that aren't just bells and whistles. Like Optonica's computerized tape decks that find selections automatically. Our new 125 watt receiver with features no other receiver has. And one of the most optically advanced "slim" line component series on the market.

And I expect our dealers to be just as excited about Optonica as I am. That way I know they'll get to know our line inside out. So they can give their customers straight answers.

Because dealers just looking for a fast buck don't have time to appreciate Optonica. I may demand more from our dealers. But I give them more too. Higher profit margins.

Sure our standards are tough. But with a line as special as ours, we have to be. That's the way it is. And the way it's gonna stay.

If you're interested in becoming an Optonica dealer, call 800-447-4700 in Illinois 1-800-332-4400) and leave your name and number. I'll personally see that one of our sales representatives returns your call. Or write me at 10 Keystone Place, Paramus, N.J. 07652.

World Radio History

**OPTONICA®**



help local service centers understand our new products and service techniques.

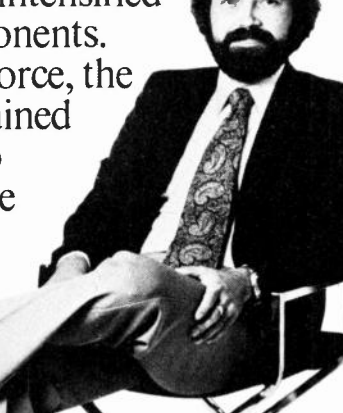
A second component of our dealer support program is our national sales training staff. They're available to lead local training seminars, to generate enthusiasm for Sony among your salespeople. They've also produced a series of booklets to help sell the technology of individual products.

We're making servicing Sony easier, too. We've got six regional technical representatives, audio specialists who service centers understand our new production techniques.

And our warranties are so strong, they almost sell Sony themselves. They're good for two years on parts and labor, on all of our components. Including

strong, the  
themselves  
two year  
labor,  
pone

And  
Who else  
warrant  
inc



program of intensified strong components. Additional sales force, the salesman is a trained exclusively. No it's a direct line sales procedure product of our. They're seminars, to giving your series of of indi-

**Rick Jackson. He and our other technical reps help you service what you sell.**

**Rick Jackson.** He and our other technical reps help you service what you sell.

**There is only  
one real pioneer.  
It's Sony.**

[illegible]

The image shows two Sony stereo components stacked vertically. The top unit is a tuner/amplifier, featuring a large volume knob on the right, a digital display showing '97.7', and several control knobs and buttons on the left. The bottom unit is a cassette deck, featuring a tape slot, a digital display showing '97.7', and a row of buttons for various functions. Both units have the Sony logo on the left side.

labor warranty. (By the way, when you're authorized to service Sony under warranty, we compensate you at shop rate, instead of a flat rate. If you're committed to Sony, we won't cut corners with you.)

We're also running an aggressive new advertising campaign, with 2-page spreads everywhere you expect to see hi-fi ads. And some places you don't, like Scientific American, Omni, and Psychology Today, where the Sony story will reach people with more money to spend. We're also supplying dealers with attractive new point-of-purchase materials.

Of course, all of this wouldn't be very impressive if we didn't have the product to go with it. We do. Our line includes the first integrated amps and micro components with pulse power and liquid cooling systems. The first fully programmable computer-controlled four-motor turntable. And more.

Add to that our strong merchandising programs and our commitment to own an ever-increasing share of the hi-fi market now and in the years ahead. And you'll find yourself more committed to Sony than ever before.

We've never put our name on anything  
that wasn't the best.

**in high fidelity.**



**An advertising campaign that talks about Sony quality. To a quality audience.**



## PRODUCTS:

Bulk tape eraser  
Telephone pickup coil  
Magnetic tape eraser  
Magnetic tape editing pen  
Stereo to mono output matching transformers  
Tape head demagnetizer

## REPRESENTATIVES:

**ARIZONA:** Fred Schoeffler Assoc. Inc., 8630 Via de Encanto, Scottsdale, Ariz., 85258; (602) 949-3011. **N. CALIFORNIA:** Kottmeier Associates, Inc., P.O. Box 519, San Carlos 94070; (415) 592-8333; **FLORIDA:** Chaco Sales, 1425 S. Belcher Road, Clearwater 33516; (813) 536-9503; **ILLINOIS:** Lancaster, Ltd., 111 North Avenue, Barrington 60010; (312) 381-6780; **KANSAS:** John F. Guernsey Co., Inc., 10100 Santa Fe Dr., Mark 1 Bldg., Suite 101, Overland Park 66212; (913) 381-2225; **LA:** Coastal Sales Co., 10055 St. Paul Avenue, New Orleans 70123; (504) 737-8074; **MARYLAND:** Cal-las Electronics Inc., 6409 Frederick Avenue, Baltimore 21228; (301) 744-7711; **MASSACHUSETTS:** Meco, Inc., 400 Main Street, Reading 01867; (617) 944-6660; **NORTH CAROLINA:** Frank C. Nickerson Co., Box 870, Kannapolis 28081; (704) 932-6672; **OHIO:** John O. Olsen Co., 5171 Joseph St., Cleveland 44137, (216) 662-3454; **PENNSYLVANIA (Eastern):** Arnold Associates, Box 1012, The Benjamin Fox Pav., Jenkintown 19046; (215) 887-7870; **PENNSYLVANIA (Western):** John O. Olsen Co., 104 Elatan Dr., Pittsburgh 15243; (412) 279-2550; **TENNESSEE (Western):** Al Engleman Co., 3434 Henry Ave., Memphis 38122; (901) 458-6263; **TEXAS:** Howell Sales Inc., 1217 N.W. 14th, Grand Prairie 75050; (214) AN2-5153; **WASHINGTON:** Don Newman Co., 16232 38th Ave. NE, Seattle 98155; (206) 365-1190; **CALIFORNIA (Southern):** Cook Enterprises, 11401 E. Valley Blvd., Suite 204, El Monte 91731; (213) 686-2120; **NEW JERSEY:** Ed Glass Associates, 120 Sylvan Ave., Englewood Cliffs 07632; (212) JU6-8440; **NEW YORK:** J. G. Welch Associates, Inc., 98 Fairview Crescent, Rochester 14617; (716) 244-1100.

## MITCHELL COTTER CO.

35 Beechwood Ave.  
Mt. Vernon, NY 10553  
Phone: (914) 699-1874

**President:** Mitchell A. Cotter  
**Sales Manager:** John J. Macek  
**Executive Assistant:** Mary P. Seidel

## PRODUCTS:

Triaxial Audio Cables  
Ground Strip GS-1  
Ground Plane GP-1  
Moving Coil Pickup Transformer MK-1  
Noise Filter/Buffer NF-1  
Phono Signal Conditioner PSC-1  
Master Power Supply PW-1  
B-1 Turntable Reference Mounting Plate  
B-2 Turntable Isolation Plate  
Control Unit

## REPRESENTATIVES:

**UPSTATE, NEW YORK:** The Harry

Rosenblum Co., 150 Croton Lake Road, Katonah, NY 10536; (914) 232-5028; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, DELAWARE, MARYLAND, NORTHERN VIRGINIA:** Marty Bartelstone, 111 Cedar St., Jenkintown, PA 19046; (215) 572-0429; **MICHIGAN, ILLINOIS, WISCONSIN, MINNESOTA, INDIANA:** Pro Audio Sales, P.O. Box 730, Barrington, IL 60010; (312) 381-4559; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** Larry Lamovsky, 217 Highland Avenue, Kent, OH 44240; (216) 678-3209; **FLORIDA, GEORGIA, ALABAMA:** Mike Chafee, 2215 Alpine Avenue, Sarasota, FL 33580; (813) 366-9414; **WASHINGTON, OREGON, ALASKA, IDAHO, MONTANA:** Northmar, Inc., P.O. Box 15220, Seattle, WA 98115; (206) 524-5170; **CALIFORNIA, HAWAIIAN ISLANDS:** Robert M. Walker Associates, 173 Laurie Meadows, San Mateo, CA 94403; (415) 349-4020; **CONNECTICUT, MASSACHUSETTS, NEW HAMPSHIRE, VERMONT, RHODE ISLAND, MAINE:** R.S.B. Marketing & Sales, 74 Catalpa Road, Wilton, CT 06897; (203) 762-9870.

## mitsubishi audio systems/ MELCO SALES, INC.

3030 East Victoria Street  
Compton, CA 90221  
Phone: (213) 537-7132, (800) 421-1132

**President:** Y. Yamaguchi  
**Executive Vice President:** S. Saake  
**Vice President/Audio:** T. Utsunimiya  
**National Audio Director:** F. Hartfelder

## PRODUCTS:

Power amplifiers  
Preamplifiers  
Tuners  
Tuner preamplifiers  
Power level meters  
Turntables  
Loudspeaker systems  
Cassette decks  
Complete line of micro components  
Audio equipment racks

## REPRESENTATIVES:

Direct.

## KEITH MONKS AUDIO (USA) INC.

652 Glenbrook Road  
Stamford, CT 06906  
Phone: (203) 348-4969

**President:** Keith Monks  
**Vice-President:** Allen Cohen

## PRODUCTS:

Record care products  
Tonearms  
Microphone floor stands and accessories

## REPRESENTATIVES:

List available upon request.

## THE MONSTER CABLE COMPANY

101 Townsend Street  
San Francisco, CA 94107

Phone: (415) 777-1113

**Dir. of Marketing:** Noel Lee  
**Nat'l. Sales Manager:** Joe Abrams  
**Accounts Manager:** Terry McCord

## PRODUCTS:

High definition speaker wire  
Big banana  
Gold banana  
Gold tips  
Strip, crimp & tip kit

## REPRESENTATIVES:

List available upon request.

## MORDAUNT-SHORT, INC.

1919 Middle Country Road  
Centereach, NY 11720  
Phone: (516) 981-0066

**President:** Michael C. Short  
**V.P., General Mgr.:** Joel Schwartz

## PRODUCTS:

Carnival loudspeaker system  
Festival loudspeaker system  
Pageant loudspeaker system  
Signifier loudspeaker system

## REPRESENTATIVES:

List available upon request.

## MORSE ELECTRO PRODUCTS CORP.

101-10 Foster Ave.  
Brooklyn, NY 11236  
Phone: (212) 7000

**Chairman of the Board:** Philip S. Morse  
**President:** Gerald Zarin  
**Corp. V.P./Sales & Mktg.:** Milton Ddnick  
**Sr. V.P./Design, Engineering:** Arthur Robson  
**Sr. V.P./Manufacturing:** John Donnelly  
**Asst. V.P./Sales & Merchandising:** Steven Sherman

## PRODUCTS:

Compacts  
Components  
Speakers  
Consoles  
Musical furniture

## REPRESENTATIVES:

Branches: **NEW YORK:** Morse Electro Products Corp., Al Scheinberg, Northeast Division, 101-10 Foster Ave., Brooklyn, NY 11236; **GEORGIA:** Morse Electro Products Corp., Southeastern Division, 4343 N.E. Expressway, Atlanta, GA 30329; **ILLINOIS:** Morse Electro Products Corp., Central States Division, 1441 Jarvis St., Elk Grove Village, IL 60007; **TEXAS:** Southwest Division, 3433 Morse Drive, Dallas, TX 75221; **WASHINGTON:** Morse Electro Products Corp., Jim Pelfrey, Northwest Division, 320 Andover Park East, Suite 230, Tukwila, WA 98188; **CALIFORNIA:** Morse Electro Products Corp., Al Marcheschi, West Coast Division, 9754 Deering St., Chatsworth, CA 91311.

## MURA CORPORATION

177 Cantigue Rock Road  
Westbury, NY 11590

# When they Test-drive the best speakers from Britain you'll drive away with the profits.

Now that they've grown up to real sound, let them listen to an all new line of speakers that talk your language.  
A state-of-the-art, honest margin product with limited distribution.  
After they've heard the best in sound they're sold.

This completely new line of speaker systems is made for the customer who's ready for real sound. You've sold him before and now he's acquired an appreciation for something better. He's a confirmed audiophile and nobody can fool him with a lot of promises. He's ready for the ultimate test and only his ear can be convinced.

When he test-drives the best from Britain you'll have his ear and a lot more.

We've been convincing lovers of sound in Britain for over half a century. And Celestion has earned its reputation as the leader by not compromising.

We don't rely on gimmicks. All of our systems are based on sound engineering principles and tested thoroughly. As with everything in audio, it's the end result that counts, not the means to get there.

But we don't neglect the means, either. To get there we take the English craftsman's pride in carefully putting together the right components for delivering a broad range of sound smoothly and uniformly to give the flattest response possible.

When you take a look at the specs you'll see what we mean and so will your customers.

These three new Ditton speakers besides being technologically superb and precision engineered are beautifully styled and assembled in the fine English cabinet-making tradition, to fit any decor. And we've used a completely different design concept for each of them to satisfy individual tastes and budgets.

So now that they've grown up to real sound you've got something better to offer your customers. Let them test-drive their choice of the best sound from Britain.

And we're backing your efforts with a most aggressive ad campaign.



First we'll start with the Ditton 442—made for the music lover, who wants full bass sound.

Large presentation for hi-power system.

Sealed box design—inside, a second sealed infinite transmission line enclosure for the mid-range unit.

Drive units: FC 121, 330 mm bass unit with 46 mm voice coil.

FC 61, 130 mm mid-range with 25 mm voice coil.

HF 2001 treble unit with 19 mm voice coil.

Controlled by 14 element dividing network with fuse protection for the treble unit.

What they get is less restriction, overall balance openness with no coloration.

Then move up to the Ditton 551

For outstanding dispersion—tight sound.

A vented box design with improved bass response from a smaller bass unit.

Drive units: PC 101, 290 mm bass unit with 50 mm voice coil.

MD 701 mid-range with 46 mm voice coil.

HF 2001 treble unit with 19 mm voice coil.

Controlled by 15 element network with fuse protection and failure light for the treble unit.

Also level controls for treble and mid-range up to 2 dB boost and 6 dB cut.

And finally, the top of the line, the Ditton 662.

Our passive radiator (ABR) system gives solid bass, smooth response and dispersion, and stereo imaging. Use with all power amplifiers.

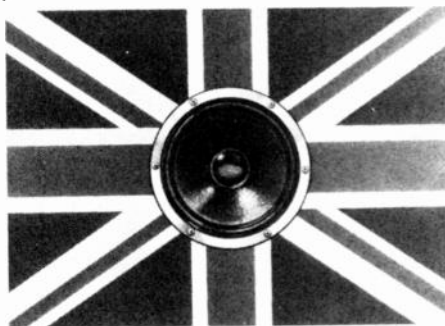
Has 3 active drive units and passive radiator.

Drive units: FC 122 bass unit, 330 mm passive with double suspension for pure axial movement.

MD 501 mid-range with 52 mm voice coil.

HF 2001 treble unit with 19 mm voice coil.

Controlled by 14 element network with fuse protection for treble unit.



For more detailed specs or further information ring up or write Celestion Industries, Inc., Kuniholm Drive, Holliston, Ma. 01746 (617) 429-6706.

Better yet, test-drive the best in sound yourself.

## Celestion.

Nobody sounds better than the British.



Phone: (516) 935-3640

**President:** George F. Hardy  
**V.P./Sales:** Edwin Weisel  
**V.P./Operations:** Barry Lipsky  
**Sales Mgr./O.E.M.:** William Mercurio  
**Controller:** Clint Goodwin

**PRODUCTS:**

Microphones  
Stereo headphones  
Cassette to 8-track adaptor  
CB accessories  
Audio meters

**REPRESENTATIVES:**

**MICHIGAN:** Shalco, Inc., 23716 Woodware Ave., Pleasant Ridge, MI 48069; (315) 547-4771; **VIRGINIA:** Joe Sherr, 409 Hannes St., Silver Springs, MD 20901; (301) 593-2477; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** Textport Co., 1401 K.S. Floyd, Richardson, TX 75080; (214) 238-7117; **TENNESSEE, NORTH CAROLINA, SOUTH CAROLINA, ALABAMA, GEORGIA:** Adams & Associates, Inc., 1300 Westover Terrace, P.O. Box 9256, Greensboro, NC 27408; (919) 272-6838; **IOWA, KANSAS, NEBRASKA, MISSOURI:** Audio Marketing, 308 Blue Ridge Extension, Grand View, MO 64030; (816) 765-1224; **N.Y.C., LONG ISLAND, NEW JERSEY:** Bettan Sales, Inc., 77-15 164th St., Flushing, NY 11366; (212) 591-7600; **ILLINOIS, WISCONSIN:** Bob Burns & Assoc., 1020 Busse Highway, Park Ridge, IL 60068; (312) 775-1233; **FLORIDA:** Dixie Elec. Assoc., Box 2214, 1021 South Combee Rd., Lakeland, FL 33803; (813) 665-7195; **N. CALIFORNIA, NEVADA:** Eley/Proctor Co., 1319 Howard Ave., Burlingame, CA 94010; (415) 347-2994; **Garmisa Sales**, 10457 Lindbrook Drive, Los Angeles, CA 90024; (213) 475-8884; **INDIANA, KENTUCKY:** Green-Wissler Sales, 6214 Morenci Trail, Suite 220, Indianapolis, IND 46268; (317) 291-2232; **KANSAS, MONTANA, S. ILLINOIS:** Deck Johnson Ent., 6306 Robin Hood Lane, Shawnee Mission, Kansas 66203; (913) 722-4730; **NEW ENGLAND:** Jonel Sales Assoc., 215 Oak St., Natick, Mass 01760; (617) 653-3736; **WASHINGTON, OREGON:** Wm. R. Lanphear Co., P.O. Box 844, Bellevue, WA 98009; (206) 641-7707; **UPSTATE NEW YORK:** The Lewis Dunning Co., Inc., 104 Jamesville Rd., Syracuse, NY 13214; (716) 434-4426; **PENNSYLVANIA:** MARYLAND, DISTRICT OF COLUMBIA, DELAWARE: David Linz, Inc., 238 Shelmire St., Philadelphia, PA 19111; (215) 379-0734; **ARIZONA:** Moore Sales, 3625 N. 16th St., Phoenix, Ariz. 85016; (602) 274-4558; **NEW MEXICO, EL PASO, TEXAS:** Mountain Reps., Inc., 1301 W. 3rd Ave., Denver, CO 80223; **MASS MARKET:** National Marketing Service; 190 Lincoln Hwy (Rte 27) Edison, NJ 08817; (201) 494-2700; **FLORIDA:** J. W. Parrott, P.O. Box 4327, Clearwater, FL 33515; (813) 726-5934; **W. PENNSYLVANIA, OHIO, W. VIRGINIA:** James Podolny Co., 124 W. Washington St., P.O. Box 565, Medina, OH 44256; (216) 725-8814; **MINNESOTA, N. DAKOTA, S. DAKOTA:** RC Sales, 7127 Maple Grove, Minn 55369; (612) 425-5543.

**MXR INNOVATIONS, INC.**

247 N. Goodman Street  
Rochester, NY 14607  
Phone: (716) 442-5320  
Telex: 978 451

**President:** Keith Barr  
**Sec./Treas:** Terry Sherwood  
**Advertising Dir.:** Jim O'Rourke  
**General Mgr.:** Phil Betette  
**Chief Engineer:** Richard Neatrou

**PRODUCTS:**

Graphic equalizers  
Noise reduction devices

**REPRESENTATIVES:**

List available upon request.

**NAGATRONICS CORP.**

2280 Grand Avenue  
Baldwin, NY 11510  
Phone: (516) 546-3295

**President:** David B. Monoson  
**Secy/Treasurer:** Jack Greenfield  
**Nat'l. Sales Manager:** Seth Hochman

**PRODUCTS:**

Phono cartridges  
Pre-pre amplifiers

**REPRESENTATIVES:**

**DELAWARE, DISTRICT OF COLUMBIA, MARYLAND, VIRGINIA, EASTERN PENNSYLVANIA, SOUTHERN NEW JERSEY:** A. B. & T. Sales Corp., P.O. Box 11, Jacksons Creek Road, Grasonville, MD 21638; (301) 827-8046; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, MISSISSIPPI, ALABAMA, TENNESSEE:** Audio Pro, Inc., 202 West Crogan Street, Lawrenceville, GA 30245; (404) 963-4004; **COLORADO, UTAH, WYOMING, NEW MEXICO, EL PASO-TEXAS, EASTERN MONTANA, EASTERN IDAHO:** Brake & Associates, Inc., 1441 West 46th Avenue, Unit 5, Denver, CO 80211; (303) 433-8531; **ARIZONA, SOUTHERN CALIFORNIA, SOUTHERN NEVADA:** Jack Carter Associates, 10825 Burbank Boulevard, P.O. Box 6035, North Hollywood, CA 91603; (213) 980-3450; **FLORIDA:** Creative Marketing Associates, Inc., 2501 E. Commercial Boulevard, Suite 214, Fort Lauderdale, FL 33308; (305) 771-5440; **MICHIGAN, INDIANA, KENTUCKY:** Philip G. Flora Associates, Inc., 45225 Grand River, Novi, MI 48050; (313) 349-8130; **MAINE, VERMONT, NEW HAMPSHIRE, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT, UPSTATE NEW YORK:** Gundolfi, Reiss & Associates, 80 Cochituate Road, Framingham, MA 01701; (617) 620-1550; **WASHINGTON, OREGON, WESTERN MONTANA, WESTERN IDAHO, ALASKA:** Harris Representatives NW, 10255 South West Parkway, Suite 3, Portland, OR 97225; (503) 292-9303; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** Integrated Salesystems, 24494 Tunbridge Lane, Cleveland, OH 44122; (216) 831-1447; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** L. J. Paul & Associates, Inc., 10503 Rockley Road, Houston, TX 77099; (713) 933-9900; **EASTERN WISCONSIN, ILLINOIS:** Lin-

tern Associates, P.O. Box 477, Warrenville, IL 60555; (312) 357-4896; **KANSAS, MISSOURI, IOWA, NEBRASKA:** Wm. Menezes & Associates, 9604 Nall Avenue, Overland Park, KS 66207; (913) 649-2680; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** OAC Industries, 3423 Investment Boulevard, Suite 203, Hayward, CA 94545; (415) 783-6200; **MINNESOTA, SOUTH DAKOTA, NORTH DAKOTA, WESTERN WISCONSIN:** Smith Engineering Associates, Inc., 850 North Hamline Avenue, St. Paul, MN 55104; (612) 646-4851; **NEW YORK METRO AREA, NORTHERN NEW JERSEY:** TMC Sales, 2460 Lemoine Avenue, Fort Lee, NJ 07024; (201) 944-8340.

**NAKAMICHI U.S.A. CORPORATION**

1101 Colorado Avenue  
Santa Monica, CA 90401  
Phone: (213) 451-5901

220 Westbury Avenue  
Carle Place, NY 11514  
Phone: (516) 333-5440

**President:** E. Nakamichi  
**Exec. V.P.:** Taki Akiyama  
**Nat'l. Sales Manager:** Ted Nakamichi  
**Treasurer:** Masaaki Yamada  
**Technical Manager:** H. K. Appleman  
**Nat'l. Service Manager:** Chris Nakamura

**PRODUCTS:**

Cassette decks & tapes  
Receivers  
Microphones  
Phono cartridges  
Accessories

**REPRESENTATIVES:**

Factory direct.

**NEAL FERROGRAPH**

652 Glenbrook Road  
Glenbrook, CT 06906  
Phone: (203) 348-1045

**PRODUCTS:**

Cassette decks  
Tape decks  
Headphones  
Tape deck accessories

**REPRESENTATIVES:**

List available upon request.

**NEOSONIC CORPORATION OF AMERICA**

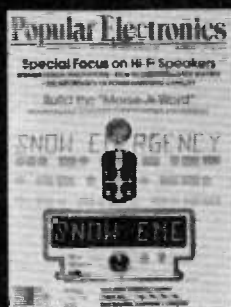
180 Miller Place  
Hicksville, NY 11801  
Phone: (516) 931-5558

**President:** Joseph N. Benjamin  
**V.P. of Purchasing:** Paul A. Lefko  
**Service Manager:** Henry Troni  
**Nat'l. Sales Mgr.:** Mike Becker

**PRODUCTS:**

Turntables  
Record care accessories  
Music systems  
Cassette changers

# Philips' new Direct Drive turntables are turning the pros around.



## POPULAR ELECTRONICS CAUGHT ON!

"Rumble measured 6 dB lower than a typically good direct-drive turntable.

"If this record player has any flaws or 'bugs' we failed to uncover them."



## STEREO REVIEW CAUGHT ON!

"The Philips AF877 is a refreshingly 'different' record player... Its features are functional and genuinely useful...

"The AF877 was almost unique among the integrated record players we have used in its ability to 'stay with' badly warped records.

"The built-in stylus force gauge is such a simple and effective device that we wonder why no one else has adopted it.

"Not only one of the better semi-automatic record players we have seen, but it is priced very competitively."



## POPULAR MECHANICS CAUGHT ON!

"Equally good performance, some engineers believe, can be obtained for a lot less [cost]—and more reliably—with the traditional belt drive. The elastic belt acts as a natural vibration filter. That's the thinking behind the Philips Project 7 turntables... Even the cheapest model in this group... boasts splendid specs."

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**EVERYONE WHO KNOWS, KNOWS**  
**PHILIPS**

HIGH-FIDELITY LABORATORIES



## ONKYO USA CORPORATION

42-07 20th Ave.  
Long Island City, NY 11105  
Phone: (212)-728-4639

**President:** S. Tanaka  
**Nat'l. Sales Mgr.:** Mark Friedman  
**Treasurer:** S. Isaseri  
**Controller:** Bob Sorrentino  
**Nat'l. Product Mgr.:** Ken Furst  
**Nat'l. Service Mgr.:** Ted White  
**Sales Education Mgr.:** Paul Levitt

### PRODUCTS:

Turntables  
Moving coil cartridges  
Tuners  
Receivers  
Amplifiers  
Pre-amps  
Equalizers  
Speakers  
Cassette decks

### REPRESENTATIVES:

**CONNECTICUT, NEW HAMPSHIRE, MAINE, MASSACHUSETTS, RHODE ISLAND, VERMONT:** Roberts Associates, 38 Blackberry Lane, Framingham Ctr., MA 01701; (617) 969-1294; **UPSTATE NEW YORK**, all counties North of Rockland & Westchester: Joseph P. Mazzeo Assoc., 673 Lexington Ave., Rochester, NY 14613; (716) 458-7851; **NEW YORK, METROPOLITAN AREA, & NORTHERN NEW JERSEY:** Jerry Roth Sales, 22

River Drive, Marlboro, NJ 07746, (201) 536-6363; **NEW JERSEY & E. PENNSYLVANIA, DELAWARE:** F. F. & K. Frontage Ind. Park, Frontage Rd. & Delsea Dr., Westville, NJ 08093; (609) 848-0600; **MARYLAND, Mid-Atlantic States, VIRGINIA, WASHINGTON, D.C.:** Whitman & Associates, 10573 Assembly Drive, Fairfax, VA 22030; (703) 273-3396; **ALABAMA, GEORGIA, MISSISSIPPI, N. CAROLINA, S. CAROLINA, TENNESSEE:** Al Davis & Associates, 3891 Hanover Court, Marietta, GA 30062; (404) 973-4528; **FLORIDA:** Intracoastal Elec. Sales Co., 1109 No. Federal Highway, P.O. Box 1950, Hollywood, FLA 33020; (305) 921-2032; **W. PENNSYLVANIA, & W. VIRGINIA, & OHIO:** Bear Marketing, 1533 Barfes Ave., Library, PA 15129; (412) 831-0888; **INDIANA, KENTUCKY:** Midwest Rep's & Assoc., Inc., 30 E. Main St., Carmel, Indiana 46032; (317) 844-4555; **MICHIGAN:** T. A. Electronic Sales, 4626½ Walton Blvd., Drayton Plains, Mich 48020; (313) 674-3178; **ILLINOIS, WISCONSIN:** Karet-Senescu Associates, 6282 N. Cicero Ave., Chicago, IL 60646; (312) 545-2799; **IOWA, KANSAS, MISSOURI, NEBRASKA:** T & A Marketing, Inc., 232 Pralle Lane, St. Charles, MO 63301; (314) 946-1446; **ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS (except El Paso County):** Ken Kingdon Assoc., Inc., 7222 Brendam Lane, Houston, TX 77072; (713) 498-4559; **N. DAKOTA, S.**

**DAKOTA, MINNESOTA:** Marketing Plus, 5200 W. 73rd St., Edina, Minn. 55435; (612) 831-4104/5; **COLORADO, NEW MEXICO, WYOMING, SOUTH-EASTERN IDAHO, TEXAS:** Centennial Marketing Ltd., 8505 E. Orchard Rd. Suite 116, Englewood, Col. 80110; (303) 770-0771; **S. CALIFORNIA, ARIZONA & S. NEVADA:** Damark Industries, Inc., 20600 Nordhoff St., Charsworth, CA 91311; (213) 998-6501; **N. CALIFORNIA & N. NEVADA:** Paul Seaman Co., 14234 Catalina St., San Leandro, CA 94577; (415) 352-7860; **WASHINGTON, OREGON, MONTANA, N. IDAHO:** R. J. Associates, 702 North 35th St., Seattle, Wash. 98103; (206) 632-8800.

## OPTONICA

10 Keystone Place  
P.O. Box 588  
Paramus, NJ 07652  
Phone: (201) 265-5600

**President:** T. Sugawa  
**Nat'l. Sales & Merchandising Mgr.:** John A. Bermingham  
**Exec. V.P.:** M. Akamatsu  
**Product Manager:** R. Miller  
**Eastern Reg. Sales Mgr.:** Ronald Maroney  
**Western Reg. Sales Mgr.:** David Baker

### REPRESENTATIVES:

**MICHIGAN:** R. A. Albrecht & Co., Inc., 4379 Orion Road, P.O. Box 410, Rochester, MI 48063; (313) 652-2520/21; **NORTHERN ILLINOIS, EASTERN WISCONSIN:** Audio Trio, 7121 No. Ridge Avenue, Suite 107, Chicago, IL 60645; (312) 973-5300; **NEW ENGLAND:** Berlin Sales, 139 Winthrop Road, Brookline, MA 02146; (617) 566-6064; **FLORIDA:** Fine Sales Corporation, 5240 N.W. 167th Street, P.O. Box 4626, Hialeah, FL 33014; (305) 620-7500; **WESTERN NEBRASKA, COLORADO, UTAH, WYOMING, NEW MEXICO, EASTERN IDAHO:** Howard and Company, 4671 So. Kittredge, Aurora, CO 80015; (303) 693-0198; **SOUTHERN NEW JERSEY, MARYLAND, VIRGINIA, WASHINGTON, D.C., EASTERN PENNSYLVANIA:** S. K. MacDonald, Inc., 1531 Spruce Street, Philadelphia, PA 19102; (215) 545-1205; **WASHINGTON, OREGON, WESTERN MONTANA, WESTERN IDAHO, ALASKA:** Marketing Connection, 2737 77th Street, P.O. Box 98, Mercer Island, WA 98040; (206) 232-6114; **NORTHERN CALIFORNIA, NEVADA:** Moulthrop Sales, Inc., 7080 Commerce Drive., Pleasanton, CA 94566; (415) 846-0550; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Resource Marketing Associates, 2636 Humboldt Avenue South, Minneapolis, MN 55408; (612) 374-2838; **HAWAII:** Mike Stobin Co., Inc., 7353 Greenbush Avenue, No. Hollywood, CA 91605; (213) 983-1555; **OHIO, WEST VIRGINIA, WESTERN PENNSYLVANIA, KENTUCKY (partial):** RMS Sales, Inc., 515-517 City Park Ave., Columbus, OH 43215; (614) 461-4618; **NEW YORK STATE (excluding Westchester, New York City and Long Island):** Bishop Enterprises, 3907 New



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- CLEAR TRAK
- OHM ACOUSTICS
- ONKYO
- SONY
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### BEAR MARKETING

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(216) 659-3131

**REPRESENTATIVES:**  
List available upon request.

### NEUTRIK PRODUCTS (Div. Philips Audio Video Systems)

91 McKee Drive  
Mahwah, NY 07430  
Phone: (201) 529-3800

**Vice President:** A. Brakhan  
**Marketing Manager:** S. Richard Ravich

**PRODUCTS:**  
XLR-type audio connectors  
In-line audio connector modules  
Audiotracer  
Audio delay

**REPRESENTATIVES:**  
**METRO. NEW YORK, NORTHERN NEW JERSEY:** J. B. Anthony Co., 992 High Ridge Rd., Stamford, CT 06905, (212) 585-2027, (203) 322-9205; **MONTANA, WYOMING, COLORADO, NEW MEXICO, UTAH, SOUTHERN IDAHO:** B & B Electronic Prod., 5000 S. Quebec, Denver, CO 80237, (303) 773-6700; **IOWA, NEBRASKA, MISSOURI, KANSAS:** B.E.A.M.S. Co., 689 Craig Rd., St. Louis, MO 63141, (314) 569-1060; **NEW YORK STATE (Upper):** B. Darmstedter Assoc., 41 Oswego St., Baldwinsville, NY 13027, (315) 638-1261; **WASHINGTON, ALASKA, OREGON:** Earl & Brown Co., Inc., PO Box 9285, Seattle, WA 98109; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, TENNESSEE, ALABAMA, MISSISSIPPI:** Elrep Sales Co., P.O. Box 61, Tucker, GA 30084, (404) 938-7108; **MINNESOTA, NORTH DAKOTA, WISCONSIN:** Kodo Associates, Inc., 8100 Penn Ave. S., Minneapolis, MN 55431, (612) 881-1255; **NORTHERN CALIFORNIA, NORTHERN NEVADA, HAWAII:** MacPherson Sales Co., P.O. Box 5212, Walnut Creek, CA 94596, (415) 937-1482; **SOUTHERN CALIFORNIA, ARIZONA, SOUTHERN NEVADA:** Marshank Sales Co., 10455 West Jefferson Blvd., Culver City, CA 90230, (213) 559-2591; **OHIO, WESTERN PENNSYLVANIA, WEST VIRGINIA:** J. B. Parent Co., Great Northern Bldg., 4986 Gateway Dr., Medina, OH 44256, (216) 725-8871; **MICHIGAN:** V. F. Sales, 11395 Aspen, Plymouth, MI 48170, (313) 453-8720; **NEW ENGLAND STATES:** V. F. Sales, 181 Worcester Rd., Rt. 9, Natick, MA 01760, (617) 237-6544; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, MARYLAND, DELAWARE, WASHINGTON, D.C., VIRGINIA:** Taub Sales Inc., 12244 Viers Mill Rd., Wheaton, MD 20906, (301) 622-0300; **FLORIDA:** World Wide Products, P.O. Box 680279, Miami, FL 33168, (305) 754-5475; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Wyborny Sales Co., 9450 Skillman, Suite 113, Dallas, TX 75231, (214) 348-9657; **ILLINOIS, WISCONSIN:** Pro Audio Sales, 111 So. Dr., Tower Lakes, Barrington IL 60010, (312) 381-4559.

### NIKKO AUDIO

16270 Raymer St.

Van Nuys, CA 91406  
Phone: (213) 988-0105

320 Oser Ave.  
Hauppauge, NY 117787  
(516) 231-8181

**President:** Kay Sato  
**Vice President:** Wesley Miyahara  
**Vice President/Sales:** John Schroder  
**Vice President/Finances:** Yogi Tuchiya  
**Sales Administration:** Karen Myers

**PRODUCTS:**  
Receivers  
Amplifiers  
Preamplifiers  
Tuners

**REPRESENTATIVES:**  
List available on request.

### NORTRONICS

8101 Tenth Avenue North  
Minneapolis, MN 55427  
Phone: (612) 545-0401

**VP-Marketing:** Mervin B. Kronfeld  
**Sales Manager:** J. D. Strand  
**Production Manager:** Paul Lund

**PRODUCTS:**  
Tape and tape recorder care products

**REPRESENTATIVES:**  
Contact company.

### NUCLEAR PRODUCTS, CO.

P.O. Box 5178  
El Monte, CA 91734  
Phone: (213) 283-2603

**President:** Richard M. Evleth

**PRODUCTS:**  
Staticmaster record brush: model 3C500

### OAKTRON INDUSTRIES, INC.

1000 — 30th Street  
Monroe, WI  
Phone: (608) 325-2121

**President:** W. L. Rollins  
**Sales Manager:** J. F. Disch  
**Chief Engineer:** Richard Haverkamp

**PRODUCTS:**  
Loudspeakers

**REPRESENTATIVES:**  
**MAINE, NEW HAMPSHIRE, VERMONT, MASSACHUSETTS, RHODE ISLAND, CONNECTICUT:** Rudolph & Mac Innis, 850 Providence Hwy., Dedham, MA, (617) 329-4795; **NEW YORK, NORTHERN NEW JERSEY:** Jack Brown Electronic Sales Reps, Inc., 207 Rosedale, Yonkers, NY 10710; (914) 779-7330; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, DELAWARE, MARYLAND, WASHINGTON, D.C., VIRGINIA:** Lienau Associates, 4334 Montgomery Ave., Bethesda, MD 20014; (301) 654-8444; **WESTERN PENNSYLVANIA, WEST VIRGINIA, OHIO, INDIANA, KENTUCKY:** Shamrock Electronic

Sales, 1071 Patterson Road, Dayton, OH 45420; (513) 258-1227; **NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, GEORGIA, ALABAMA:** Millar Electronics, 3110 Maple Dr., Room 110, Atlanta, GA 30305; (404) 261-6160; **MICHIGAN, WISCONSIN, NORTHERN ILLINOIS:** Markal Sales, 7284 W. Devon, Chicago, IL 60631, (312) 792-2900; **MEMPHIS, TENNESSEE, MISSISSIPPI:** Al Engleman Co., 3434 Henry Ave., Memphis, TN 38122; (301) 458-6263; **NORTHWESTERN WISCONSIN, MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA:** Norcentronix, 7803 Bloomington Ave., S. Minneapolis, MN 55420; (612) 854-8494; **SOUTHERN ILLINOIS, IOWA, MISSOURI, NEBRASKA, KANSAS:** Nevco, Inc., 1715 Baltimore Ave., Kansas City, MO 64108; (816) 421-1751; **ARKANSAS, LOUISIANA, OKLAHOMA, TEXAS (Except El Paso):** Antle-Smith Sales, 1100 E. Airport Fwy., Irving, TX 75060; (214) 438-1222; **EASTERN MONTANA, EASTERN IDAHO, WYOMING, SCOTTSBLUFF, NEBRASKA, COLORADO, UTAH, NEW MEXICO, EL PASO, TEXAS:** C. B. Electronic Sales, 6429 Iris Way, Arvada, CO 80004; (303) 422-0561; **ARIZONA:** Robert Fissell Co., 5330 N. 125th St., Phoenix, AZ 85014; (602) 264-4031; **WESTERN MONTANA, WESTERN IDAHO, WASHINGTON, OREGON, ALASKA:** Vector-RMC, 2401 10th Ave. East, Seattle, WA 98012; **NORTHERN NEVADA, NORTHERN CALIFORNIA:** Ewing-Foley Inc., 895 Sherwood Ave., Los Altos, CA 94022; (415) 941-4525; **SOUTHERN NEVADA, SOUTHERN CALIFORNIA:** Jack Carter Assoc., 10825 Burbank Blvd., North Hollywood, CA 91603; (213) 980-3450. **FLORIDA:** Wallace Sales, 1306 E. Mountain St., Kernersville, NC 27284, (813) 884-6500.

### ODIN STUDIOS LIMITED

7321 Victoria Park Avenue  
Markham Ontario, Canada  
Phone: (416) 495-1260

**President:** Donald Mann  
**Vice-President:** Jerry Kemper  
**Director/Marketing:** Jerry Kemper

**PRODUCTS:**  
Dayton Wright Dist. for North America  
Loudspeaker systems  
Preamps

**REPRESENTATIVES:**  
List available upon request.

### OHM ACOUSTICS CORP.

241 Taaffe Place  
Brooklyn, NY 11205  
Phone: (212) 783-1111

**President:** John Strohbeen  
**Nat'l. Sales Manager:** Don Bouchard  
**Export Manager:** Edith Arm  
**V.P./Finance:** Jay Weissman

**PRODUCTS:**  
Loudspeakers

**REPRESENTATIVES:**  
List available upon request.



Court Road, Syracuse, NY 13206; (315) 437-8446; **NEW YORK CITY, LONG ISLAND and WESTCHESTER COUNTY:** Consolidated Sales Associates, 2 Penn Plaza, New York, NY 10001; (212) 594-9340; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Larry Sinclair & Associates, 13955 Murphy Rd., Stafford, TX; (713) 499-8661; **ARIZONA, NEVADA (Clark County) and SOUTHERN CALIFORNIA:** Target Marketing, 7867 Oakdale Ave., Canoga Park, CA 91306; (213) 341-8833; **NORTHERN NEW JERSEY:** M. Rothman & Company, Inc., 19 Empire Boulevard, South Hackensack, NJ 07606; (201) 641-6700; **KANSAS, MISSOURI, IOWA, EASTERN NEBRASKA, SOUTHERN ILLINOIS:** CELCO, 8300 Sni-a-bar Road, Kansas City, MO 64129; (816) 356-7422; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA and ALABAMA:** CHF Sales Company, 3955 Pleasantdale Road, Atlanta, GA 30340; (404) 449-0457; **INDIANA, KENTUCKY (partial), TENNESSEE:** Kimberly Sales, 521 Tomahawk Trail, Apt. 2312, Indianapolis, IN 46224; (317) 271-8571.

#### **OSAWA & CO. (USA), INC.**

521 Fifth Avenue  
New York, NY 10017  
(212) 687-5535

**President:** Y. Okamoto

#### **PRODUCTS:**

Satin cartridges  
Osawa MP cartridges  
Osawa High Performance MP cartridges  
Ultracraft tonearms  
AVF speaker stands  
Diskmat

#### **REPRESENTATIVES:**

List available upon request.

#### **O'SULLIVAN INDUSTRIES, INC.**

19th & Gulf Streets  
Lamar, MO 64759  
Phone: (417) 682-3322

**President:** T. M. O'Sullivan

**Vice-Pres.-Marketing:** D. F. O'Sullivan  
**National Sales Manager:** Tom Riegel

#### **PRODUCTS:**

Stereo carts  
Stereo Stands  
Audio racks  
Audio furniture

#### **REPRESENTATIVES:**

List available upon request.

#### **OXFORD SPEAKER COMPANY**

4237 West 42nd Place  
Chicago, IL 60632  
Phone: (312) 927-3715

**President:** Harry Moskow

**Chairman & Chief Exec. Officer:** Michael J. Oslac

**Director of Sales:** Larry Salzwedel

**Controller:** David E. Davis

**Dir. of Operations:** Kenneth E. Krenzelak

**Dir. of Purchases:** Tom Ozanic

**Chief Engineer:** Hubert Bodinet

#### **PRODUCTS:**

Paging horns  
Loudspeakers  
Speaker kits

#### **REPRESENTATIVES:**

**WISCONSIN:** Motorola, Inc.: Domark Sales Co., 161 Lincoln Parkway, Williams Bay, WI 53191; (414) 245-6605; **EASTERN PENNSYLVANIA** including **PHILADELPHIA, SOUTHERN NEW JERSEY, DELAWARE:** A. Wetterhahn Co., Inc., 201 West Cuthbert Blvd., Oaklyn, NJ 08107; (609) 858-3003; **NORTHERN CALIFORNIA:** Technical Sales Assoc., 1485 Bayshore Drive, San Francisco, CA 94124; (415) 467-1434; **LOWER MICHIGAN:** Peracchio Associates, 20550 Vernier, Harper Woods, MI 48225; (313) 885-0791; **NORTHERN**

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The Scotch® Master™ Series—three premium cassettes that give you three ways to make premium profits. Each is a different oxide formulation designed for use in one of the three bias/EQ switch positions on your high end decks. Your premium tape customers will want to try all three because each is designed to provide the truest sound for the different types of music they record.

So get in touch with your Scotch Recording Tape sales representative. He'll show you how to make the profits roll in.



Scotch® Recording Tape. The truth comes out.

**3M**

# Have we got a line for you.

You may know all about our world famous line of Koss Stereophones, but you probably haven't heard our line of computer-maximized CM loudspeakers. Not only does our line of speakers offer the famous Sound of Koss, but at every competitive price point, it offers profits you have to hear to believe. And that's not a line you'll easily forget.

## KOSS CM 1010

There's no other 2-bandpass system like the Koss CM 1010. Our 10-inch mass aligned radiator enhances the lower two octaves of bass while a special 8-inch woofer handles the midrange frequency response up to 3500 Hz. A unique Koss 1-inch dome tweeter provides the highest energy output and lowest distortion of any tweeter currently on the market.

## KOSS CM 1020

Step up to the Koss CM 1020 3-bandpass system and you're selling a speaker unmatched by even the more expensive 4-bandpass speakers. Dual ports provide improved cabinet tuning and structural stability. A specially designed 10-inch woofer creates a 3 dB gain in effi-

ciency, as well as a much flatter response over the lower bandpass. For the critical midrange, the CM 1020's 4½-inch driver captures all the realism and presence of the mid-range from 300 Hz. to 3500 Hz. And for the high bandpass, the CM 1020 features a 1-inch dome tweeter linked to a unique acoustic transformer.

## KOSS CM 1030

For the ultimate in 4-bandpass speakers, there's the Koss CM 1030. It's the most dramatic evidence of Koss' commitment to engineering excellence in

dynamic loudspeaker design.

The CM 1030 system includes a 10-inch woofer, mass aligned dual port system, parallel mid-range 4½-inch drivers, and both a 1-inch tweeter and 1-inch treble tweeter with unique acoustic transformers. Uniting the CM 1030 into the system that reproduces the optimum characteristics of each bandpass is a specially designed quasi-second order cross-over network.



Overall, the CM 1030 is so outstanding, no 4-bandpass system today matches it in bass, midrange or high bandpass performance.

## KOSS CM 530

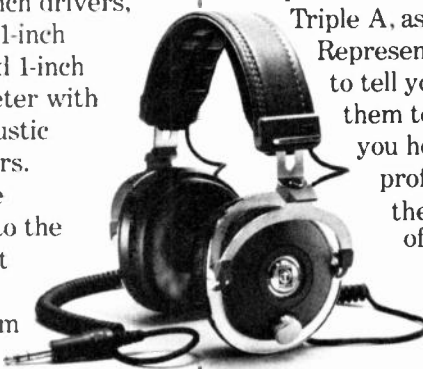
The Koss CM 530's are the perfect pair of bookshelf loudspeakers. Whether they're placed horizontally or vertically, they deliver perfect mirror imaging with an incredible degree of dispersion, and the breathtaking clarity of the Sound of Koss.

## KOSS PRO/4 TRIPLE A

To hear the unmatched line of Koss CM loudspeakers, contact your Koss Representative, or Jeff Martin, our National Sales Manager.

And if you're not carrying our world famous stereophones like the Pro/4

Triple A, ask your Representative to tell you about them too. Once you hear how profitable the Sound of Koss is,



you'll want to carry the whole line of Koss loudspeakers and stereophones.

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**NEW JERSEY, METROPOLITAN NEW YORK TERRITORY, NEW YORK STATE and CONNECTICUT:** P. Saffler Assoc., Inc., 381 Sunrise Highway, P.O. Box 388, Lynbrook, L.I., NY 11563; (516) 593-7880; **STATE OF CALIFORNIA (with the exception of Orange County & L.A. County):** MCI, Inc., P.O. Box 538, Venice, CA 90291; (213) 827-1999; **SOUTHERN CALIFORNIA (Orange County & L.A. County) STATE OF ARIZONA:** Omega Sales, P.O. Box 249, Canoga Park, CA 91305; (213) 703-6901; **DELAWARE, MARYLAND, VIRGINIA, EASTERN PENNSYLVANIA, WASHINGTON, D.C., NEW YORK, NEW JERSEY:** LCA Sales Co., 76 Main Street, Tuck-

ahoe, NY 10707; (914) WO1 4700; **NORTHERN CALIFORNIA, NORTHERN NEVADA & SACRAMENTO, CALIFORNIA:** Technical Sales Assoc., 1485 Bayshore Blvd., San Francisco, CA 94124; (415) 467-1434; **SOUTHERN CALIFORNIA, ARIZONA, LAS VEGAS:** Henry Feldman Co., 9724 Washington Blvd., Culver City, CA 90230; (213) 870-5973; **SOUTHEAST WISCONSIN, Northern half of ILLINOIS:** G. Mcl Cole Co., 6514 W. Higgins Road, Chicago, IL 60656; (312) 774-3535; **FLORIDA:** John F. Thompson, 5000 54th Ave. S., St. Petersburg, FL 33715; (813) 866-0045; **IOWA, MISSOURI KANSAS, NEBRASKA & SOUTHERN ILLINOIS:** Kim-

ian Sales, P.O. Box 503, 1804 Sycamore St., Atlantic, IA 50022; (712) 243-1626.

## PEERLESS AUDIO MFG. CORP.

40 Jytek Drive  
Leominster, MA 01453  
Phone: (617) 537-6001

**President:** James R. Hancock  
**V.P./Marketing:** Walter E. Schwartz  
**V.P./Engineering:** Ian White

### PRODUCTS:

Speakers, tweeters, woofers  
Midrange  
Mix & match speaker program  
Automotive speakers

### REPRESENTATIVES:

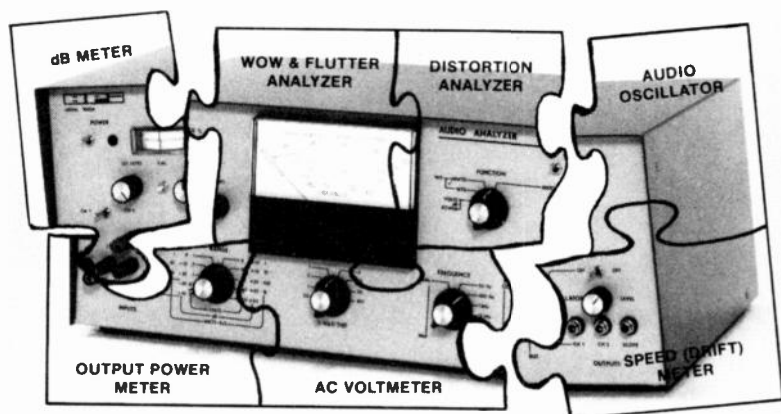
**NORTHERN CALIFORNIA:** Ashe, Weishaar & Assoc., 550 Price Ave., Suite 4, Redwood City, CA 94063; (415) 364-9802; **SOUTHERN CALIFORNIA:** Markman Co., 6611 Odessa Ave., Van Nuys, CA 91406, (213) 787-6151; **CANADA:** Paco Electronics Ltd., 45 Stinson St., Montreal, Quebec, Canada H4N 2E1. (514) 748-6787; **NEW ENGLAND:** Marketing Electronics, Inc., 435 Newtonville Ave., Newton, MA 02160; (617) 527-7753; **ILLINOIS:** George Sangwin Co., 183 Pamela Drive, Bolingbrook, IL 60439; (312) 739-7966; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WISCONSIN:** Heimann Co., Inc., 5603 Lyndale Ave., Minneapolis, MN 55419; (612) 861-6051; **NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, ALABAMA, E. TENNESSEE, WESTERN TENNESSEE, MISSISSIPPI:** Professional Electronic Sales, P.O. 47654, Doraville, GA 30362; (404) 458-5568; **METROPOLITAN NEW YORK:** Gilbert Miller Associates, 5-05 Burns Ave., Hicksville, NY 11801; (516) 433-5590; **UPSTATE NEW YORK:** Marchese, Marsey & Barden, 206 Park Ave., Rochester, NY 14607, (716) 442-9700; **E. PENNSYLVANIA, VIRGINIA, MARYLAND, WASHINGTON, D.C., DELAWARE, SOUTHERN & WESTERN NEW JERSEY:** Richard Lewis Sales, 210 Red Barn Road, Willow Grove, PA 19090; (215) 659-0704; **UTAH, COLORADO, WYOMING, SOUTHEASTERN IDAHO, NORTHWESTERN NEBRASKA, EASTERN MONTANA, NEW MEXICO, WESTERN TEXAS:** 2001 Enterprises Ltd., 123 Cook St., Denver, CO 80206; (303) 320-1993; **WASHINGTON, OREGON, NORTHERN IDAHO, WESTERN MONTANA:** Pacnor Marketing, 815 West Ewing St., Seattle, WA 98119; (206) 284-8020; **OHIO, W. VIRGINIA, W. PENNSYLVANIA, KENTUCKY, INDIANA:** Avon Marketing, 690 Alpha Drive, Highland Heights, OH 44143; (216) 449-5330.

## PFANSTIEHL CORPORATION

3300 Washington Street  
Waukegan, IL 60085  
Phone: (312) 623-1360

**President:** Merle R. Nelson  
**Vice President:** Joseph J. Bissing, Sr.  
**Vice President:** Margaret Atterbery

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### BPI Solves the Service Profit Puzzle.

The BPI 7000A Audio Analyzer now makes it possible to set up that new service bench, or upgrade an existing bench, at a price you can afford. Now you can quickly test audio amplifiers, receivers, turntables and tape decks — all with the same versatile unit.

### INCREASE YOUR SERVICE REVENUES WITH THE BPI 7000A

The time saved by using the BPI 7000A is converted directly into increased production — and that means higher service revenues and increased profits.

### SERVICE AUTO STEREOS FAST

The wow and flutter meter combined with other features of the BPI 7000A, make the servicing on auto stereo units a snap. Additional features include:

two channels — differential inputs — auto nulling distortion analyzer — optional 100 watt 8 ohm loads.



**PRICE: \$1295.00**

**WANT TO KNOW MORE ABOUT THE BPI 7000A? Fill out and mail this coupon today. If you can't wait for the mail, call us at (714) 279-3344.**

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7853 Balboa Ave., San Diego, CA 92111, Phone (714) 279-3344

# discover . . .



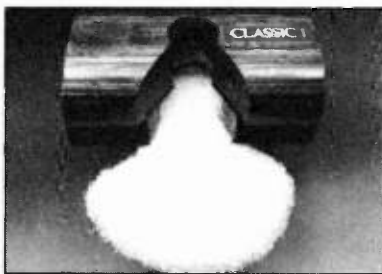
## The inside story of a classic.

Introducing a new type of record cleaner. Meet the CLASSIC 1, the only cleaner of its kind. Developed to satisfy you, the discriminating audiophile.

Neutralizing the static charges that attract and hold destructive micro-particles of dust and dirt on your record's surface is one of the major problems in record care.

Ordinary cleaners attempt to reduce static charges by applying fluid directly to the surface of the record or cleaning unit. Direct application of fluid involves an inherent risk of harmful residue build-up and should be avoided except in the case of abnormally dirty or greasy records. In fact, normal maintenance should not involve wetting the record.

At last, the CLASSIC 1 has the answer to safe and effective cleaning. Not only are static charges reduced, but the problem of residue formation is eliminated. Cleaning is safe and effective because inside the CLASSIC 1 is



the exclusive MICRO STOR SYSTEM which utilizes a humidification/cleaning process rather than a 'wet' technique.

The secret to the MICRO STOR SYSTEM is a permeable matrix of many thousands of tiny glass beads which retain the cleaning fluid. Through capillary action, a vapor penetrates the velvet surface creating a field of humidity sufficient to reduce static charges. Disc contaminants can now be removed safely and easily without wetting the record and risking residue build-up.

Discover the ultimate in record care. The CLASSIC 1, a Sound Saver product. Available at finer audio dealers . . .

*This ad will be seen by your customers  
in major national magazines . . .*

TRANSCRIBER COMPANY INCORPORATED., P.O. Box# 478, Attleboro, Massachusetts 02703 (617) 222-3525



**Treasurer:** Julia Jakubowski  
**Marketing Director:** Robert B. Wight

**PRODUCTS:**

Phonograph needles & cartridges  
Audio and CB cables and connectors  
Record care accessories  
Tape cartridges  
Tape player products  
Electronic specialties  
Telephone accessories

**REPRESENTATIVES:**

List available upon request.

**PHASE LINEAR  
CORPORATION**

20121 48th Avenue West  
Lynnwood, WA 98036  
Phone: (206) 774-3571

**President:** Donald E. Prewett  
**V.P./Marketing:** Robert E. Morrill  
**V.P./Engineering:** A. P. Van Meter  
**V.P./Finance:** Walter J. Meldrich, Jr.  
**Nat'l. Sales Manager:** Bruce H. Lowry

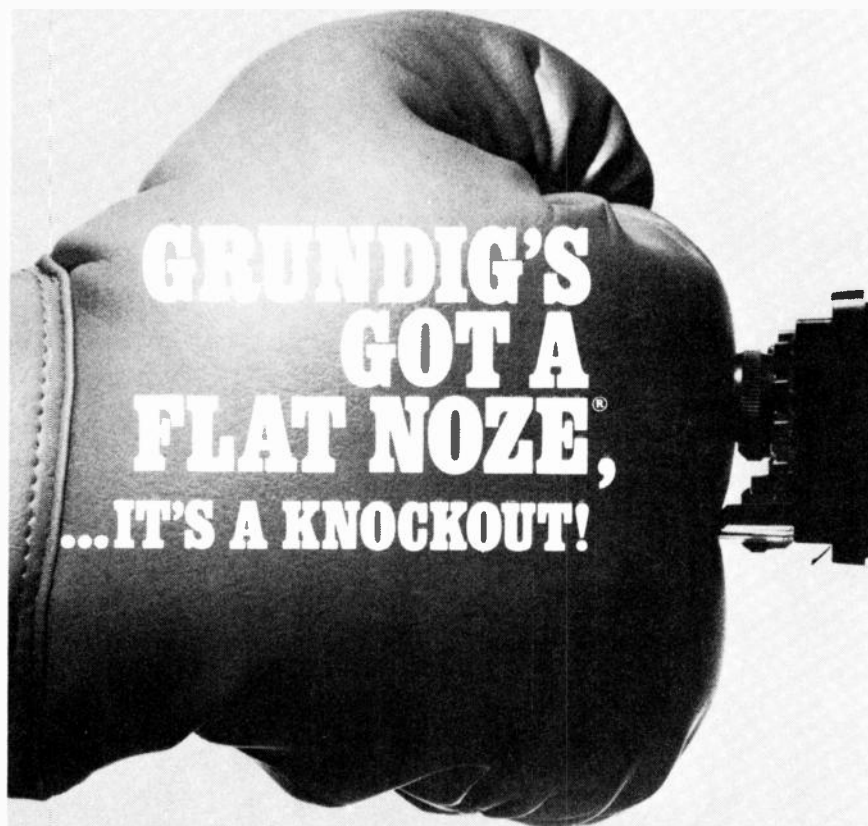
**PRODUCTS:**

Amplifiers  
Preamplifiers  
Tuner  
Audio delay  
Cassette tape deck  
Turntable  
Noise reduction system

Parametric equalizer

**REPRESENTATIVES:**

**KANSAS, MISSOURI, NEBRASKA, IOWA, SOUTHERN ILLINOIS:** Century Marketing, 9215 Bond, Overland Park, KS 66214; (913) 492-6684; **SOUTHERN CALIFORNIA, SOUTHERN NEVADA, ARIZONA:** Jack Carter & Associates, 10825 Burbank Blvd., N. Hollywood, CA 91603; (213) 980-3450; **EASTERN WISCONSIN, NORTHERN ILLINOIS, NORTHERN INDIANA:** Cem/s Inc., 4800 Fullerton Avenue, Chicago, IL 60639; (312) 384-1600; **COLORADO, UTAH, WYOMING, NEW MEXICO, EASTERN IDAHO, El Paso, TX, EASTERN MONTANA:** Centennial Marketing, 8505 E. Orchard Road, Englewood, CO 80111; (303) 770-0771; **ARKANSAS, OKLAHOMA, TEXAS, LOUISIANA:** Al Moskau & Associates, 6060 N. Central Expressway, Dallas, TX 85206; (214) 363-8560; **HAWAII:** Snider/Campbell Marketing, 1960 S. King Street, Honolulu, HA 96826; (808) 941-2400; **WASHINGTON, OREGON:** Sischo & Associates, 911 N.E. 146th, Seattle, WA 98155; (206) 367-2466; **WESTERN WISCONSIN, NORTH DAKOTA, SOUTH DAKOTA, MINNESOTA:** M.E.R. Inc., 3717 Cahill Road, Edina, MN 55435; (612) 941-7181; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** Wilkins/Mason Associates, 1171 65th Street, Oakland, CA 94608; (415) 428-1100; **UPSTATE NEW YORK:** Bishop Enterprises, 3907 New Court Road, Syracuse, NY 13206; (315) 437-8446; **GEORGIA, ALABAMA, MISSISSIPPI, TENNESSEE, SOUTH CAROLINA, NORTH CAROLINA, SOUTHWESTERN VIRGINIA:** Al Davis & Associates, 3891 Hanover Court, Marietta, GA 30062; (404) 782-9721; **FLORIDA:** L. Haas Company, 1826 N.E. 150th Street, N. Miami, FL 33181; (305) 945-6544; **MASSACHUSETTS, RHODE ISLAND, MAINE, VERMONT, NEW HAMPSHIRE, CONNECTICUT:** Richard-Dean Associates, 200 W. Cummings, Woburn, MA 01801; (617) 399-8435; **METRO NEW YORK, NORTHERN NEW JERSEY, Lower Fairfield County, CT:** Nardo & Associates, 40 Gedney Park Drive, White Plains, NY 10604; (914) 428-0764; **MICHIGAN:** T. A. Electronics, 4626½ Walton Blvd., Drayton Plains, MI 48020; (313) 674-3178; **OHIO, KENTUCKY, INDIANA, WESTERN PENNSYLVANIA, WEST VIRGINIA:** McFadden Sales, 4645 Executive Drive, Columbus, OH 43220; (614) 459-1280; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, NORTHERN DELAWARE, MARYLAND, WASHINGTON, D.C., NORTHEASTERN VIRGINIA:** Taub Sales, 12244 Viers Mill Road, Wheaton, MD 20906; (301) 622-0300



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**PHILIPS HIGH FIDELITY  
LABORATORIES, LTD.**

P.O. Box 2208  
Fort Wayne, IN 46801  
Phone: (219) 432-8516

**President:** Gerald Orbach  
**Financial Manager:** Rex O. Stinson

# How Scott Appliance of Memphis sold over 300 ESS speakers in 5 weeks.

Even for Scott Appliance, that's a lot of speakers. But it was easy. They used the new ESS radio spots. You know — the ear-catching Mal Sharpe interviews with actual participants in the historic UCLA Listening Test. But don't take our word for it. Here's what merchandising manager Kirby Leathers has to say . . .



"It's the greatest promotion we've ever done, to be honest."

— Kirby Leathers

"I'd never run a 60 second spot on radio in this market before. But these ESS spots are as good an attention-getter as I have ever heard in my life. I've gotten more comments about these spots than anything I've ever done in this market.

"I hear a lot of feedback from people on the street. The first time people hear the spot, they wonder what's going on. The second time, they really begin to listen. By the third time, they're struck by the realism, the believability of the ads. And they come into the store to hear the speakers for themselves.

"The credibility is the thing. People seem to like the spot where that girl chooses a speaker that she thinks is a JBL, and it turns out to really be an ESS speaker. And the one guy who keeps saying 'stoked' — well, all the local disc jockeys have picked up on 'stoked' and they're all using it. The whole thing has really helped our business in general. We've had real dyed-in-the-wool JBL and Pioneer buffs who wouldn't even listen to anything else come in and wind up trading in their speakers for ESS.

"The obvious advantage of selling more dollars in speakers proportionately is that it raises your overall store margin. In our case, we're looking at a margin increase of 3 or 4 percent, and that's pure profit. Since we started the radio spots five weeks ago, I've sold three or four hundred ESS speakers. I've had to reorder two or three times. And we've just begun . . ."

**ESS wins on campus. True. But ESS also wins in the showroom. Shouldn't that showroom be yours? Shouldn't you, like Kirby Leathers, be running with the "ESS Wins On Campus" campaign? For information phone Fred Forbes at (916) 362-4102.**



9613 Oates Drive  
Sacramento, CA 95827 U.S.A.



**Sales Development Mgr.:** Linda West Schumann

**Chief Engineer:** Jack Lantz

**Service Mgr.:** James Fritsche

**PRODUCTS:**

Receivers  
Turntables  
Separates  
Tape decks  
Speakers

**REPRESENTATIVES:**

**MINNESOTA AREA:** Minn-Dak Sales, 5200 West 73rd Street, Edina, MN 55435; (612) 831-4104; **ROCKY MOUNTAIN AREA:** Haward and Company, 4671 South Kittredge, Aurora, CO

80015; (303) 693-0198; **MISSOURI AREA:** Audio Marketing Associates, P.O. Box 284, 308 Blue Ridge, Grandview, MO 64030; (816) 765-1224; **KENTUCKIANA/OHIO AREA:** Sound Marketing, 3330 Pagosa Court; Bldg. D, Indianapolis, IN 46226; (317) 897-2416; **NORTHERN CALIFORNIA AREA:** Marketing Services Company, 1175 65th Street, Oakland, CA 94608; (415) 428-2002; **CHICAGOLAND AREA:** Theodore Pappas & Associates, 5218 W. Diversey Avenue, Chicago, IL 60639; (312) 685-2338; (NEW YORK METRO: Land Holtz Sales, Ltd., 95 Maytime Drive, Jericho, NJ 11753; (516) 938-4057; **PITTSBURGH AREA:** Sound Marketing, P.O. Box 459,

Hudson, OH 44236; (216) 526-5370; **HAWAII:** Repco Pacific, 98054 Kuleana Road, Pearl City, HI 96782; (808) 455-4128; **SEATTLE AREA:** Earl and Brown Company, Inc., P.O. Box 9285, Seattle, WA 98109; (206) 284-1121; **ATLANTA/CAROLINA AREA:** Professional Electronic Sales, P.O. Box 47654, 3693 Stewart Road, Doraville, GA 30362; **LOS ANGELES AREA:** Marshank Sales Company, 3940 Higuera Street, Culver City, CA 90230; (213) 559-2591; **UPSTATE NEW YORK:** Kramerson Randall Sales Corporation, 401 South Main Street, N. Syracuse, NY 13212; (315) 458-4284; **WASHINGTON/PHILADELPHIA AREA:** Taub Sales, Inc., 12244 Viers Mill Road, Wheaton, MD 20906; (301) 622-0300; **FLORIDA:** Professional Electronic Sales, 1820 Kewanee Trail, Fern Park, FL 32730; (305) 830-6809; **MICHIGAN:** VF Sales, 869 S. Main, Plymouth, MI 48170; (313) 453-8720; **NEW ENGLAND:** VF Sales, 181 Worcester Road, Route #9, Natick, MA 01760; (617) 237-6544; **TEXAS AREA:** Marketing Innovators, 11601 Katy Freeway, Suite 109 Houston, TX 77079; (713) 493-3397

sweet  
sixteen

U.S.A.  
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You ordinarily see Martin speakers advertised one at a time. But there are 16 superb, sweet-sounding Martin speaker models, manufactured in one or more of our four production facilities in the USA, France, Spain or Norway — ranging in price from \$99 to \$750.

We make only one kind of product . . . fine loudspeakers. They are meticulously crafted one by one for a discerning audience which demands the Sound of Perfection.

Martin Speaker Div.  
Eastman Sound Mfg. Co., Inc.  
Mickleton, N.J. 08056  
609/423-0100

**PICKERING & CO., INC.**

101 Sunnyside Blvd.  
Plainview, NY 11803  
Phone: (516) 681-0200

**President:** Walter O. Stanton  
**Exec. V.P.:** Ralph A. Dickison  
**Vice-President:** Daniel P. Collins  
**Credit Mgr.:** M. Cullen  
**V.P. Mktg./OEM, Nat'l. Dist. & Prod. Mgr.:** James Fox  
**V.P. Headphones, turntables, Acoustical Prod. Mgr.:** Sidney Becker  
**Corp. Sales, Admin.:** C. Ray Bennett

**PRODUCTS:**

Magnetic cartridges  
Styli  
Headphones  
Preamps  
Stylus timer

**REPRESENTATIVES:**

List available on request

**PIONEER ELECTRONICS OF AMERICA**

1925 E. Dominguez St.  
Long Beach, CA 90810  
Phone: (213) 639-5050

**President:** Jack Doyle  
**V.P. Sales:** Steve Solot  
**Director of Advertising:** Chuck Yates  
**V.P./Administration:** R. Van Abrahams  
**V.P./Product Development:** Tom Graham

**PRODUCTS:**

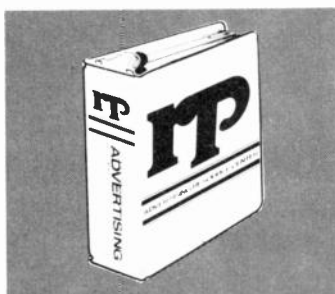
Car stereo systems  
Centrex home stereo systems  
Portable cassette

**REPRESENTATIVES:**

**SOUTHERN CALIFORNIA, SOUTHERN NEVADA, ARIZONA:** GDS Marketing, 11126 Weddington Street, North Hollywood, CA 91601; (213) 877-8191; **NORTHERN CALIFORNIA, NEVADA:**

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**1. Co-Op Organizer.** Thirteen forms help project sales, budget your advertising, and keep track of accumulated Co-Op funds. Deadline Planners help you schedule ad production. Easy-to-use Co-Op Claim forms save time, 3-ring binder keeps all your advertising paperwork organized.

**2. System Proposal Forms.** Eliminates customer confusion by describing the system customers were shown in your store. Salesman's copy preserves customer's name and address for later follow-up, helps rescue "lost" sales.

**3. "Why Buy From Us?" booklets.** Explains to customer how your store differs from the competition. Store policies presented in an attractive and easy-to-read manner.

**4. Customer Development Program.** Creates future business out of past customers. Consists of Seven-Step personalized letter program, computerized maintenance of your customer files. Monthly print-out shows who your customers are, what they bought and where they live.

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with "holes" for you to insert your favorite systems. Pre-finished manufacturer's pages available for major lines.

**6. System Booklets.** For dealers who have made a commitment to a limited number of "core" systems. Re-inforces system benefits to both salesmen and customers, includes credit application and statement of store policies.

**7. Car Stereo Promotion.** Includes 8-page tabloid module, in-store posters, tags, "teaser" newspaper ads, and radio scripts.

**8. Custom Print Production.** Why let your newspaper spoil your ads? We can translate your merchandising requirements into good-looking, cost-effective, and on-time newspaper ads.

**9. Hook-Up Book.** High-quality 12-page "How To Hook-Up Your Stereo" book, customized to your store on front and back covers. Saves time after sale is made, makes every system buyer feel important!

**10. Exclusivity.** Only one dealer in each marketing area is eligible to purchase these Profit-Builders (except Co-Op Organizer).

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55435; (612) 835-5820; **IOWA, KANSAS, MISSOURI, SOUTH ILLINOIS, NEBRASKA:** Nackman-Brod-Vann & Company, 1316 Baur Boulevard, St. Louis, MO 63132; (314) 991-2424; **NORTHERN ILLINOIS, EASTERN WISCONSIN, MICHIGAN:** Markal Sales Corporation, 6306 North Cicero, Chicago, IL 60646; (312) 282-5800; **INDIANA, KENTUCKY:** Universal Associates, P.O. Box 233, Carmel, IN 46032; (317) 846-6116; **OHIO, WEST VIRGINIA, WEST PENNSYLVANIA, KENTUCKY:** Astro Sales Company, Inc., 672 Alpha Drive, Cleveland, OH 44143; (216) 461-4500; **MAINE, VERMONT, MASSACHUSETTS, NEW HAMPSHIRE, CONNECTICUT, RHODE**

**ISLAND:** Electronic Marketing Inc., 435 Newtonville Avenue, Newton, MA 02160; (617) 527-7753; **UP-STATE NEW YORK:** A.V.A. Marketing, 11 Computer Drive, Albany, NY 12205; (518) 458-7715; **NORTHERN NEW JERSEY, METROPOLITAN NEW YORK:** J. H. Thal Associates, 99 West Hawthorne Avenue, Valley Stream, NY 11580; (516) 825-0900; **SOUTHERN NEW YORK, EASTERN PENNSYLVANIA, DELAWARE:** Delta Sales, 3108½ C West Leigh Street, Richmond, VA 23230; (804) 355-6961; **MARYLAND, VIRGINIA, DISTRICT OF COLUMBIA:** Casele Associates, Inc., 7056 Carroll Avenue, Suite 201, Washington, D.C. 20012; (301) 270-0550; **SOUTH CAROLINA, NORTH CAROLINA, GEORGIA, ALABAMA, MISSISSIPPI, TENNESSEE:** Professional Electronics Sales Inc., 3693 Stewart Road, Doraville, GA 30362; (404) 458-5568; **FLORIDA:** World Wide Products Inc., P.O. Box 680279, Miami, FL 33168; (305) 754-5475; **TEXAS: (except El Paso City), OKLAHOMA, ARKANSAS, LOUISIANA:** Century Sales Limited Inc., 14109 Inwood Road, Suite 40, Dallas, TX 75240; (214) 387-2140.

it's really  
**THE**  
**SOUND**  
she  
loves



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**High Fidelity Automotive Speakers**

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#### PLASMATRONICS, INC.

2460 Alamo S.E., Suite 101  
Albuquerque, NM 87106  
Phone: (505) 843-9430

**President:** Alan E. Hill  
**Marketing & Sales:** Carol A. Hill

#### PRODUCTS:

Hill Type 1 plasma speaker system

#### REPRESENTATIVES:

None.

#### POLK AUDIO, INC.

1205 South Carey St.  
Baltimore, MD 21230  
Phone: (301) 837-4300  
Telex: 87-993

**President:** George M. Klopfer  
**V.P./Engineering:** Matthew Polk  
**V.P./Marketing:** Sandy Gross

#### PRODUCTS:

Speakers  
Tonearms  
Speaker cables  
Loudspeaker stands

#### DEALERS:

List available upon request.

#### POLYDAX SPEAKER CORPORATION

2 Park Ave.  
New York, NY 11016  
Phone: (212) 684-4442

**President:** Charles Legorju  
**Vice President:** Serge F. Ferre  
**Office Manager:** Eva Offer

#### PRODUCTS:

Loudspeaker components  
High fidelity bextrene & paper woofers  
Carbon fibre woofers: bextrene woofer-midranges

# FOUR OF A KIND.

## The new AR Vertical™ Speakers

They simply had to happen.

Because when a speaker as spectacular and full of innovation as the AR9 is introduced, it's only a matter of time 'til its most important design features are incorporated into other speakers.

To be brief.

The AR9 presented the concept of an array of vertical mid and highrange drivers to give a very precise stereo image.

This design feature is now part of all AR Vertical Speakers.

The AR9 introduced the AR Acoustic Blanket™ which absorbs reflections from the front of the enclosure and noticeably smooths high end response... another innovation that is

now part of all AR Vertical Speakers.

Placing woofers in the side of the enclosure (and thus close to the wall behind the speaker) improves bass response dramatically in the AR9. Side-mounted woofers and newly designed slim enclosures accomplish the same objective in the other AR Vertical Speakers.

Liquid-cooled high end drivers give the AR9 terrific power handling capacity.

All the AR Vertical Speakers share these drivers with minor design variations.

So there you are.

Four of a kind (left to right): The AR92, a three-way system with new 10" woofer at about \$300. The AR90, a four-way system with a pair of 10" woofers at about \$550 each. The AR9, a four-way system with a pair of 12" woofers about \$750. And the AR91 with 12" woofer at about \$400 each.



Truth In Listening

They're the finest expression of AR's continuing pursuit of 'truth in listening.'

And they're speakers that are going to change your mind about speakers.

Get the literature and give a listen at your AR dealers. Or write for information to AR, 10 American Drive, Norwood, Mass., 02062



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Soft dome tweeters & midranges  
Hard cone tweeters, CB  
Television & automotive loudspeakers  
Disco & professional loudspeakers

**REPRESENTATIVES:**

List available upon request.

**PRECEDENT AUDIO  
PRODUCTS, INC.**

306 E. Oliver Street  
Baltimore, MD 21202  
Phone: (301) 685-6620

**President:** Murray Zeligman  
**Vice-President:** Brad Olschansky

**PRODUCTS:**

MZ-Mod III speaker  
MZ-Mod II speaker  
Berning TF-10 audio preamplifier  
Z-Mod Phono cartridge

**REPRESENTATIVES:**

Dealer list available upon request.

**PYLE INDUSTRIES, INC.**

501 Center Street  
Huntington, IN 46750  
Phone: (219) 356-1200

**President:** Frank Pyle, Jr.  
**Treasurer:** Robert Webster

**Dist. Sales Mgr.:** Doris Swain  
**Adv. Mgr.:** Kent Pyle

**PRODUCTS:**

Loudspeakers — automotive, musical  
instrument/disco, high fidelity, public  
address  
Accessory Products — crossovers, line  
transformers, wall ceiling baffles

**REPRESENTATIVES:**

List available upon request.

**PYRAMID INDUSTRIES (Elite  
Mobile Sound Devices)**

12970 Branford St.  
Arleta/Los Angeles, CA 91331  
Phone: (213) 767-4600

**President:** William J. Schnell  
**Executive V.P.:** Helen Jameson

**PRODUCTS:**

Automotive power amplifiers  
Equalizers  
Integrated amplifier/equalizers  
Speakers  
Noise suppression units

**REPRESENTATIVES:**

List available upon request.

**PYRAMID LOUDSPEAKER  
CORPORATION**

131-15 Fowler Avenue  
Flushing, NY 11355  
Phone: (212) 762-1300

**President:** Richard Sequerra  
**Vice-President:** Charles Christian  
**Marketing Mgr.:** John Day Russell

**PRODUCTS:**

Loudspeakers

**REPRESENTATIVES:**

Direct.

**Q.M.I.**

21356 Deering Ct.  
Canoga Park, CA 91304  
Phone: (213) 340-1313

**President:** Gary Goodwin  
**Tech. Director:** Charles Bootger

**PRODUCTS:**

Power amplifiers  
Preamplifiers  
Pre-preamplifiers

**REPRESENTATIVES:**

List available upon request.

**QUAM-NICHOLS COMPANY**

234 East Marquette Road  
Chicago, IL 60637  
Phone: (312) 488-5800

**President:** Matt Little  
**Executive VP:** William Little  
**Distributor Sales Manager:** Greg Johns

**PRODUCTS:**

Loudspeakers

**REPRESENTATIVES:**

**CALIFORNIA:** Bidwell SIs, Gardena;  
(213) 770-0300; Moulthrop SIs, Oakland;

## A MESSAGE FROM THE PRESIDENT

Though plagued by many uncertainties, 1979 will continue to show growth in sales. There is no doubt however, that we must all work harder to achieve our sales goals.

We at AUDIO MARKETING CONSULTANTS have always felt that the key to sales success is in a strong rep network. This year we have worked to strengthen our relationships with our dealers by supporting their efforts to profitably sell and promote the products we represent.

This support includes business planning, advertising assistance, sales training, store design, as well as other innovative programs.

The reaction of our dealers to these services has been most encouraging.

We look forward with optimism to this most challenging year.

**STEVEN I. ROSENFELD, PRESIDENT  
AUDIO MARKETING CONSULTANTS, INC.**

1767 Front Street  
Yorktown Heights, N.Y. 10598  
914-962-2190



# If you're not selling Sound Guard, you're only scratching the surface.

If you sell records or audio at the retail level, you know that accessories are a highly profitable and increasingly important part of your business. Last year record care products alone accounted for \$40 million in retail sales. With higher record prices and heightened consumer awareness, this segment of the market can only continue to grow.

At Sound Guard we make the record care product line that gives you a selling advantage. Our Record Preservative is a revolutionary dry lubricant that virtually ends record wear. Our superior Record Cleaner, for both touch-up and thorough cleaning, is a proven sales winner. Our Total Record

Care System combines both the preservative and the cleaner at a competitive retail price point. Our Record Care Work Pad, Stylus Care Kit and Refills complete our unique line of fast selling record care products.


And to support your retail efforts, we have developed aggressive, far-reaching marketing and merchandising programs:

- Attractive full-color packaging
- Heavy national advertising
- Attention-getting POP pieces

- Musical event sponsorship program
- Retail sales contests
- Special college programs

In short, we'll be doing more than ever to get customers into your store and turn your sales force on to Sound Guard.

Remember, everyone who has a record collection is a potential Sound Guard customer... a profitable Sound Guard customer.

Sound Guard. Everything else is a lot of noise. 

Sound Guard preservative - Sound Guard™ cleaner.  
Sound Guard™ Total Record Care System.  
Sound Guard is Ball Corporation's registered trademark.  
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(415) 261-7676; **COLORADO:** B. Newman & Co., Denver; (303) 744-2501; **FLORIDA:** Cartwright & Bean, Orlando; (305) 422-4531; **GEORGIA:** Cartwright & Bean, Atlanta; (404) 255-5262; **ILLINOIS:** R. R. Hutmacher Assoc., Chicago; (312) 631-3248; **INDIANA:** R. Milsk Co., Indianapolis; (317) 546-5468; **KANSAS:** T. L. Dowell, Overland Park; (913) 236-8200; **MASSACHUSETTS:** Mullin Technical Sls. Co., Needham; (617) 444-4780; **MICHIGAN:** R. Milsk Co., Southfield; (313) 354-3310; **MINNESOTA:** M. Foster Co., Edina; (612) 835-2252; **NEW JERSEY:** Trinkle Sls., Cherry Hill; (609) 795-4200; **NEW YORK:** Callahan-Ferguson, Camillus;

(315) 487-3870; Bettan Sls., Flushing; (212) 591-7600; **OHIO:** Electronic Salesmasters, Beachwood; (216) 831-9555; **OREGON:** J. V. BeLusko Co., Portland; (503) 222-4279; **TENNESSEE:** Cartwright & Bean, Memphis; (901) 276-4442; **TEXAS:** J. V. Schoonmaker Co., Inc. 10710 Sand Hill Rd., Dallas, TX 75238; (214) 349-1650.

### QYSONIC RESEARCH CORP.

920 S. Placentia Avenue  
Placentia, CA 92670  
Phone: (714) 630-5321

President: Phil Grieves

**Senior Engineer:** Mark Merlino  
**Sect./Treas.:** Jim Grieves

### PRODUCTS:

Quality home speakers  
Prof. studio monitors

### REPRESENTATIVES:

List available upon request.

### RANK HI FI, INC.

20 Bushes Lane  
Elmwood Park, NJ 07407  
Phone: (201) 791-7888

**V.P./Sales & Mktg.:** Geoffrey Miller  
**Nat'l. Sales Mgr.:** Karl Jacobs

### PRODUCTS:

Wharfedale loudspeaker systems

### REPRESENTATIVES:

List available upon request.

### RECOTON CORPORATION

46-23 Crane Street  
Long Island City, NY 11101  
Phone: (212) 392-6442

**Chairman:** Herbert Borchardt

**President:** Robert Borchardt

**Executive V.P.:** Peter Wish

**V.P./Marketing Sales:** George Calvi

**Regional Sales Mgrs.:** Walter Wattenberg, William Stange

### PRODUCTS:

Audio, CB, record, tape, guitar accessories

Diamond Needles

Blank tape

"Black Magic" record & tape care

"Power Drive" car stereo speakers

Mini speakers

Headphones

Microphones

Equalizers

Ultra-flow 4 paks blank tape

Rainbow 5 paks blank tape

### REPRESENTATIVES:

List available upon request.

### RG DYNAMICS, INC.

4448 W. Howard Street  
Skokie, IL 60076  
Phone: (312) 676-3562

**President:** Robert Grodinsky

**Products Manager:** David Cornwell

**Field Sales Manager:** Jeff Roseberry

### PRODUCTS:

Expanders for home, disco, and professional use.

Preamps

### REPRESENTATIVES:

**OHIO, WEST VIRGINIA, WESTERN HALF OF PENNSYLVANIA:** Audio Marketing Assoc., 9470 Whitewood Rd., Brecksville, OH 44141; (216) 526-2426; **WASHINGTON, OREGON, MONTANA, ALASKA:** Campbell Marketing Assoc., Inc., 10226 N.W. 10th Street, Bellevue, WA 98009; (206) 455-4086; **MISSOURI, KANSAS, SOUTHERN ILLINOIS, IOWA, NEBRASKA:** Centurian Marketing

**NEW**

# Stereo/Hi-Fi Equipment ANNUAL REVIEW

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**For appearance,  
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**The third  
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Six years ago in 1973, Electro-Voice started a revolution in speaker system design by introducing a new design technique for achieving high efficiency and extended low-bass response in a small cabinet: the Interface:A. As many other manufacturers were beginning to adopt this new technique, E-V stepped ahead again in 1977 with the world's first vented midrange speaker and expanded the Interface line to seven models.

Now we are adding the Super-Dome™, the only dome tweeter we know of that can match the low-frequency performance of Interface designs. Each model has also been redesigned with exquisitely detailed styling.

The schedules are already set for full-page advertising in the major high fidelity publications, and a supplemental program in other books your customers are likely to read. A comprehensive point-of-purchase program will

reinforce the ad message in your store. But, we aren't going to let the effort stop there. A VTR sales training program will be made available to you for sharpening your salesmen's skills and is even suitable for your customer seminars.

The legendary Interface performance, in beautiful new cabinet styling, and a dramatically effective support program will assure strong sales. Have a look at the pricing and discount structure, and you'll recognize that Interface belongs in your store.

For further information contact Bill Smith, Consumer Products Sales Manager, Electro-Voice, 600 Cecil Street, Buchanan, Michigan 49107.



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Assoc., 124 Manchester Rd., Ballwin, MO 63011; (314) 227-7222; **COLORADO, IDAHO, UTAH, WYOMING:** Columbine West, Inc., 1795 Oneida Street, Denver, CO (303) 388-9281; **NEW YORK, NEW JERSEY:** Cosmopolitan Sales Assoc., Inc., 119 E. 38th Street, New York, NY 10016; (212) 679-0384; **INDIANA, ILLINOIS, KENTUCKY, WISCONSIN:** EMR, Inc., 3315 Commercial Ave., Northbrook, IL 60062; (312) 291-2285; **NEW HAMPSHIRE, RHODE ISLAND, UPPER NEW YORK, MASSACHUSETTS, VERMONT, MAINE, CONNECTICUT:** Bud Ente Sales Co., 558 Commonwealth Ave., Newton Centre, MA 02159; (617) 244-2585; **MINNESOTA, NORTH DAKOTA, SOUTH**

**DAKOTA, WESTERN WISCONSIN:** Gibbco, 11100 Bren Road West, Minnetonka, MN 55343; (612) 932-3950; **FLORIDA:** L. P. Hench Co., 9900 SW. 168th Street, Miami, FL 33157; (305) 251-4343; **NORTHERN CALIFORNIA, NORTHERN NEVADA:** OAC Industries Inc., 3423 Investment Blvd. Suite 203, Hayward, CA 94545; (415) 783-6200; **NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, GEORGIA, ALABAMA, MISSISSIPPI:** The Promar Group, 1331 Buckjones Rd., Raleigh, NC 27606; (919) 467-5466; **SOUTHERN CALIFORNIA, SOUTHERN NEVADA, ARIZONA:** Robert J. Rapaport & Assoc. Inc., 5816 Lankersheim Blvd. Suite A., No. Hollywood, CA 91601; (213) 980-

5714; **NEW JERSEY, VIRGINIA, DELAWARE, PARTS OF EASTERN PENNSYLVANIA, MARYLAND:** Roussil Assoc. Inc., 9507 Culver Street, Kensington, MD 20795; (301) 949-3002; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Simonite Sales, Inc., 14210 Briarhills Pkwy. Drive, Houston, TX 77077; (713) 496-2335; **MICHIGAN:** Tex Morton Assoc., 27033 Frambrook Villa Drive, Southfield, MI 48034; (313) 352-8292.

## RH LABS

P.O. Box 02358  
2420 S.E. Clatsop  
Portland, Oregon 97202  
Phone: (503) 238-1493

**President:** Randall E. Hooker

## PRODUCTS:

Model SB-la subwoofer  
Model AB-4 electronic crossover

## REPRESENTATIVES:

Factory Direct.

## RNS, INC.

7 Manor Drive  
Oak Ridge, NJ 07438  
Phone: (201) 697-2212

**President:** Robert N. Schwartz

## PRODUCTS:

Metrosound audio accessories  
Environmental sound turntables

## REPRESENTATIVES:

List available upon request.

## ROADSTAR CORP. OF AMERICA

5312 Production Drive  
Huntington Beach, CA 92649  
Phone: (714) 891-1751

**President:** T. Adachi  
**Senior V.P./Mktg. & Sales:** Franklin H. Kark

**Nat'l. Sales Mgr.:** Victor Rosenbaum  
**Accounting Administrations Mgr.:** Roy Knight

**Credit Mgr.:** James Hunnel

## PRODUCTS:

Cassette auto stereos  
Tuners  
Amps  
Graphic equalizers  
Speakers

## ROTEL OF AMERICA, INC.

1055 Saw Mill River Rd.  
Ardsley, NY 10502  
Phone: (914) 693-3355

**President:** Alfred Choy  
**V.P./Marketing:** Melvin J. Kaplan  
**Sales Coordinator:** Ms. Roz Hacker

## PRODUCTS:

Amplifiers, preamplifiers, integrated amplifiers, tuners, receivers, equalizers, mixer, microphone, turntables, cassette decks, headphones, record care accessories

# Car Stereo Sales are up 75%...



Henry W. Tyler

"Stereo Town was already the number one car stereo dealer in both the Tampa Bay, Florida and Des Moines, Iowa markets. The increase came from the biggest competitors of all, the car dealer."

Since we started using the "Hi-Way Robbery Advertising Campaign!"

*Henry Tyler*  
Chairman of the Board  
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This successful, proven ad campaign can improve your car stereo sales. It's available now in ready-to-use form. Complete with print ads, fully produced custom radio tapes and in-store displays.

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Ads That Work



# Now a car stereo that can fix flats and sharps. Panasonic Component Systems II™ with graphic equalizer.

Music from some car stereos can sound like a retread of the original. Because with most car stereos you can't fix the bass without affecting the treble. Or fix the treble without affecting the bass. Add these problems to the problems your car's interior creates and you have an acoustic condition hazardous to your music. Panasonic Component Systems II solves the problem with a 5-band graphic equalizer.

The Panasonic graphic equalizer, CJ-3600, gives you 5 separate tone controls. That's one bass and treble control for every two musical octaves. So you can change the music that sounds too flat or too sharp. And the graphic equalizer is also a power booster, giving you 30 watts of total power. So you'll have both the power and control to steer clear of the many musical bumps caused by your car's interior.

And there's a lot more to Panasonic Component Systems II. There's a stereo cassette player with auto-reverse, the CX-7200. It has a built-in 2-stage preamp and dual channel power amp for clean stereo separation. And a sensitive AM/FM stereo tuner, the CA-9600, with AFC plus local/DX and auto-stereo/mono switches. They're all designed to fit neatly under your dash.

The Panasonic Component Systems II. Also available with repeat-track cassette or 8-track. They'll give your ears one of the smoothest rides they ever had.

For more information on how to take on the Panasonic car audio line, call toll free 800-447-4700 (in Illinois call 800-322-4400).

**Panasonic®**  
just slightly ahead of our time.





**REPRESENTATIVES:**  
List available on request.

## ROYAL SOUND COMPANY, INC.

248 Buffalo Avenue  
Freeport, NY 11520  
Phone: (516) 868-2880

**President:** Mervin Dayan

## S.A.E. (Scientific Audio Electronics Inc.)

701 E. Macy St.  
Los Angeles, CA

Phone: (213) 489-7600

**President:** Morris Kessler  
**V.P.:** Malcom Schnee  
**Dir. of Marketing:** Michael Joseph  
**Director of Sales:** Warren Pompei  
**Mgr. of Public Relations:** Geoff Tookey  
**Natl. Service Mgr.:** Richard Miller

**PRODUCTS:**  
Power amplifiers  
Preamplifiers  
Digital tuners  
Integrated amplifiers  
Equalizers  
Noise reduction systems  
Equipment racks  
Headphones

Time delays  
Accessories  
SAE TWO: Control amplifiers  
Tuners  
Receivers  
Cassette Decks

**REPRESENTATIVES:**  
**WASHINGTON, NORTHERN IDAHO, ALASKA, OREGON:** Campbell Marketing Assoc., P.O. Box 1966, Bellevue, WA 98009; (206) 455-4086; **DELAWARE, SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, MARYLAND, WASHINGTON, D.C., VIRGINIA:** Joe Casele & Assoc., 195 Kirk Lane, Ivyland, PA 18974; (215) 441-4640; **OHIO, INDIANA, KENTUCKY, MICHIGAN, WESTERN PENNSYLVANIA, WEST VIRGINIA:** dB Sales, Inc., 30 Springside Dr., Akron, OH 44321; (216) 666-0031; **ILLINOIS, WISCONSIN:** EMR Associates, 3315 Commercial Ave., Northbrook, IL 60062; (312) 291-2285; **MAINE, MASSACHUSETTS, NEW HAMPSHIRE, RHODE ISLAND, CONNECTICUT, VERMONT, UPTATE NEW YORK:** Irwin/Lazarus, Inc., 82 Washington St., Marblehead, MA 01945; (617) 639-0358; **COLORADO, MONTANA, WYOMING, NEW MEXICO, UTAH, WESTERN TEXAS, SOUTH-EASTERN IDAHO, NORTHERN NEVADA:** The Little House, 602 S. Emerson, Denver, CO 80209; (303) 778-7258; **IOWA, KANSAS, MISSOURI, NEBRASKA:** William Menezes & Assoc., P.O. Box 7070, 9604 Nall Ave., Overland Park, KS 66207; (913) 649-2680; **ARIZONA, SOUTHERN CALIFORNIA, SOUTHERN NEVADA:** Rapoport & Assoc. 5816 Lankershim Blvd., Suite A, N. Hollywood, CA 91601; (213) 980-5714; **HAWAII:** Hawaiian Marketing, P.O. Box 22427, Honolulu, HI 96882; (808) 839-9059; **NORTHERN CALIFORNIA:** LP Marketing, 2036 Livingstone St., Suite 5, Oakland, CA 94606; (415) 532-5600; **MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, WESTERN WISCONSIN:** Resource Marketing Assoc., 2636 Humboldt Ave., So., Minneapolis, MN 55408; (612) 374-2832; **EASTERN NEW JERSEY, METROPOLITAN NEW YORK:** Audio Assoc., 114 E. 32 St., New York, NY 10116; (212) 689-5942; **TENNESSEE, GEORGIA, ALABAMA, MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, FLORIDA:** Ray Taylor & Assoc., 1016 Marietta Rd., Canton, GA 30114; (404) 479-3664; **TEXAS, LOUISIANA, ARKANSAS:** The Texport Company, 1401K S. Floyd Rd., Richardson, TX 75081; (214) 238-7117.

## Acousti-phase has a new baby and it's a Boomer!!

The current rage is disco — so Acousti-phase designed the Disco II speaker, and it will more than fill the bill. ♪

The drivers of the DISCO II mean business — the lows, the highs and the solid beat ring out from a rugged 15" woofer, with a 54 oz. ceramic magnet, and a high end array of two midrange horns and four super tweeters, all with high output, blowout-proof piezo electric design. Couple this with a power range from a modest 20 watts to a mighty 200 watts and you've got disco sound.

### DISCO II



#### Specifications

Drivers ..... 1 15" woofer, 54 oz magnet  
2 2 x 6" midrange horns, piezo electric driver  
4 super tweeters, piezo electric driver  
Crossover ..... 900, 3000 Hz  
Power ..... Min 20 watts, Max 200 watts  
Response ..... 28 Hz - 30 kHz + 3 db  
Impedance: ..... 4 ohms  
Dimensions ..... 29" x 18" x 15 1/2"  
Weight ..... 75 lbs

For further information on the DISCO II and our other fine speakers, write:

## Acousti-phase

P.O. Box 207, Proctorsville, Vermont 05153

## SANSUI ELECTRONICS CORPORATION

1250 Valley Brook Avenue  
Lyndhurst, NJ 07071  
Phone: 460-9710

**President:** N. Kouchi  
**Vice-President/Sales & Mktg.:** Tom Yoda

**PRODUCTS:**  
Complete line of high fidelity components and accessories

**REPRESENTATIVES:**  
List available upon request.



## 100 watts tickles its tweeters. And that's only scratching the surface. Panasonic Sound Pumps™ 100 car speakers.

The Panasonic Sound Pumps 100 speakers can physically handle 100 watts. There are only a few car speakers that can handle that much power without collapsing into a state of distortion. But, Panasonic puts all that power through a 4-way speaker system, because we realize you don't just listen to watts. You listen to music.

That's why Sound Pumps 100 has a 6" x 9" woofer with a 30-oz. magnet (50 per cent heavier than the leading brand). So at 100 watts or even at 3 watts, all bass notes sound rich. In addition to a midrange driver, it has two piezoelectric tweeters designed with a 12-degree pitch to disperse the highs evenly throughout your car. The result is a car speaker

that not only can handle power, but can perform a range of acoustic calisthenics that most other car speakers can't.

Panasonic car speakers put the music in great shape. They come in 20 models, in different styles and shapes to fit almost every car. Sound Pumps 100 comes in a full-

range, 6" x 9" size (EAB-920), and a 5" round (EAB-910) midrange/high-range door speaker.

Exercise the Panasonic Sound Pumps 100. They'll handle the toughest musical workout you can give them.

For more information on how to take on the Panasonic car audio line, call toll free 800-447-4700 (in Illinois call 800-322-4400).



**Panasonic®**  
just slightly ahead of our time.



## SANYO ELECTRIC INC.

1200 W. Artesia Blvd.  
Compton, CA  
Phone: (213) 537-5830

**President:** Y. Takemoto  
**Senior V.P.:** W. J. Byron  
**General Sales Mgr.:** A. H. Westburg  
**National Sales Mgr., Auto Sound Products:** D. Daniels  
**Natl. Sales Mgr., Audio Products:** G. Hodge  
**Natl. Sales Mgr., Communications Products:** R. Mayworm  
**Advertising Mgr.:** D. Walmisley

### PRODUCTS:

Television, portable radio and tape  
Audio components  
Stereo music systems  
Automotive sound products  
Video and communications products

### REPRESENTATIVES:

**ARIZONA:** Jack Rowe Assoc., 842 E. Acapulco Lane, Phoenix, AZ 85022; (602) 952-0890; **SOUTHERN CALIFORNIA:** CMA Sales, Inc., 2311 South Cotner Ave., P.O. Box 7948, Los Angeles, CA 90064; (213) 828-7870; **NORTHERN CALIFORNIA:** Hal Abrams Marketing, 231 E. Millbrae Ave., Suite 119, Millbrae, CA 94030; (415) 692-1501; **FLORIDA:** Dynasales Corp., 470 Ansin Blvd., Hallandale, FL 33009; (305) 456-7300; **GEORGIA:** Leonard Elliott Co., 494 Armour Circle N.E., Atlanta, GA 30324; (404) 875-9701; **ILLINOIS:** S.E.R. Inc., 3418 W. Main St., Skokie, IL 60076;

(312) 673-2250; **INDIANA:** Alpha Sales, 8506 Evergreen Ave., Indianapolis, IN 46240; (317) 257-4167; **KANSAS:** Carmine A. Vignola & Assoc., 1829 W. 151st Terr., Olathe, KS 66061; (816) 471-1281; **MARYLAND:** Jack Black Sales, 12160 Park Lawn Dr., Rockville, MD 20852; (301) 881-2880; **MASSACHUSETTS:** Market Reps., 1416-20 Boston Providence Hwy., Suite 2, Norwood, MA 02062; (617) 762-8820; **MICHIGAN:** Lou Buch & Assoc., 17520 W. 12 Mile Rd., Fountainside Office Center III, Southfield, MI 48076; (313) 557-9150; **MINNESOTA:** Bill Kirsch Assoc., Inc., 6440 Flying Cloud Dr., Eden Prairie, MN 55344; (612) 944-3355; **NEW JERSEY:** Arthur Trachtenberg Sales, 875 Industrial Hwy., Unit 9, P.O. Box 52, Cinnaminson, NJ 08077; (609) 829-1661; **UP-STATE NEW YORK:** Levin/Ross, 82 Wildflower Dr., Rochester, NY 14623; (716) 334-9188; **OHIO:** MS Sales Corp., 670 S. Green Rd., Cleveland, OH 44121; (216) 382-2060; **OKLAHOMA:** Tom Wachendorfer Assoc., P.O. Box 32328, 6900 St. Mary's Place, Oklahoma City, OK 73132; (405) 721-9170; **UTAH:** Jack Rowe Assoc., 2095 Lincoln Lane, Salt Lake City, UT 84117; (801) 467-8662; **WASHINGTON:** Barnsley-Weis Assoc., P.O. Box 459, Moxee City, WA 98936; (509) 248-7250.

## PETER SCHEIBER SONICS

60 Round Hill Road  
Dobbs Ferry, NY 10522  
Phone: (914) 693-0214

**President:** Anthony L. Federici  
**Peter Scheiber**

### PRODUCTS:

Spatial decoders  
Amplifiers  
Speakers

### REPRESENTATIVES:

List available upon request.

## H. H. SCOTT, INC.

20 Commerce Way  
Woburn, MA 01801  
Phone: (617) 933-8800

**President:** Solomon Boucai

**Director of Marketing:** Mark Dellafera  
**National Sales Manager:** William Wag-  
ner

**National Credit Manager:** Bruce Buxton

**Export Mgr.:** Serge Buchakjian

**National Sales Training Manager:** Jo-  
seph Robidoux

**Marketing Services Manager:** Paul Kon-  
trimas

### PRODUCTS:

AM/FM receivers  
Integrated amplifiers  
AM/FM tuners  
Cassette decks  
Turntables  
Loudspeakers

### REPRESENTATIVES:

**GREATER METROPOLITAN NEW YORK, NEW JERSEY:** Select represen-

# A LOOK INSIDE EMPIRE PHONO CARTRIDGES



**Roland Wittenberg**  
Research &  
Development  
Director

some compromise in wall thickness, uniformity, taper angle, etc., that almost neutralizes any benefits.

For rugged, heavier tracking requirements of budget changers, a heavy wall straight cantilever tube provides the "best" match ... for light tracking wide frequency range units, a thin walled tapered tube is the "best" match ... in the case of sophisticated products such as our extended frequency range EDR.9 cartridge, the Empire double tuned "inner-iron" is used together with a tapered cantilever for "optimum" matching, performance and record life.

This design is Empire's unique and innovative solution to the unavoidable problem that every stylus has ... a mechanical resonance between the flexing cantilever and the effective moving mass (Fig. 1).

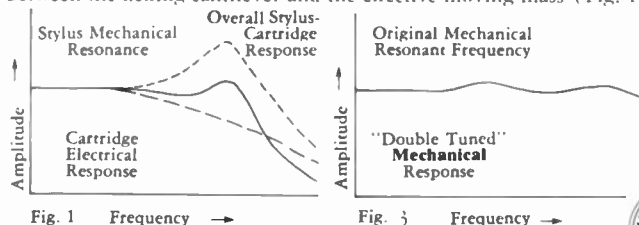


Fig. 1 Frequency →

This is the second article in a series discussing various components and features of Empire cartridges. It covers some details and benefits of stylus and cantilever assemblies, including Empire's patented Inertially Damped Stylus System.

All Empire stylii have computer optimized assemblies that provide the "best" match between the moving magnetic system and the stylus/groove interface. Most Empire cantilevers are manufactured from specially developed aluminum alloys with very high stiffness-to-density ratios. Although some exotic materials have higher ratios, today's manufacturing technology requires

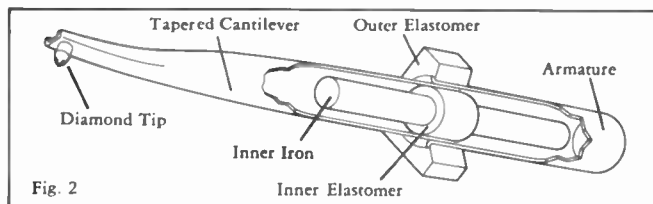


Fig. 2

Occurring around 15 to 25kHz, with a "Q" of 3 or more, the resonance forces the stylus tip to move more than the actual record signal, resulting in "chattering" of the tip, causing distortion, crosstalk and record damage.

How do most manufacturers eliminate this problem? Usually they don't! They hide the mechanical resonance by rolling off the cartridge electrically with a capacitor load. The overall response is flat and high frequency distortion is attenuated, but separation is poor and record damage still goes on. Another method is a heavier damping elastomer. This works, but results in heavier tracking. A reasonable solution for budget cartridges, but unacceptable for high performance audiophile designs.

Empire's solution adds a precision microminiature inner-iron/ elastomer assembly inside the cantilever (Fig. 2). At low frequencies, the inner-iron moves with the cantilever/armature assembly and only the light tracking outer elastomer provides damping. However, near stylus resonance, the inner-iron/elastomer resonance is effective, but out of phase, "inertially locking" the inner-iron in space. This forces the inner elastomer to provide the desired additional damping and a flat mechanical response (Fig. 3), with reduced crosstalk, distortion and elimination of record damage. It also allows use of low impedance cartridge bodies with less sensitivity to load capacitance.

In the next article, we shall discuss various stylus tips and their characteristics.

EMPIRE SCIENTIFIC CORP.  
GARDEN CITY, NY 11530

**EMPIRE**



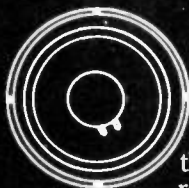
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# JBL'S NEW L150: ITS BOTTOM PUTS IT ON TOP.

JBL's new L150 takes you deeper into the low frequencies of music without taking you deeper into your budget.

This short-tower, floor-standing loudspeaker system produces bass with depth, power and transparency that comes incredibly close to a live performance.



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The L150's other attributes include typical JBL accuracy—the kind that recording professionals rely on. Maximum power/flat frequency response. High efficiency. And extraordinary time/phase accuracy.

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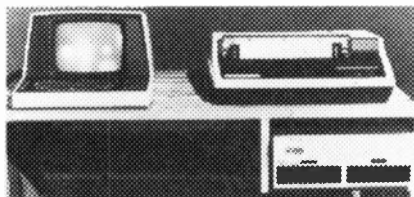
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\*Dolby is a trademark of Dolby Laboratories, Inc.

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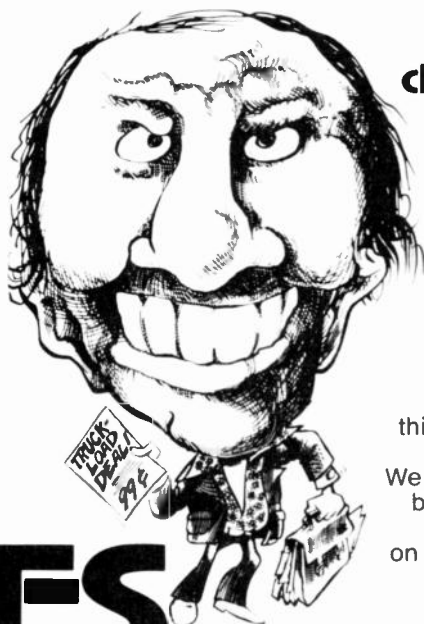
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An acknowledged world leader in loudspeaker design and engineering, KEF has developed a monitor-standard speaker system that is both small—only ¼-cubic foot in size—and truly “high” fidelity. While these objectives are not new, the Reference Series Model 101 speaker system represents the first time that both are available in one product.

The Model 101 is, therefore, ideal for use in locations where an accurate small speaker is required in keeping with the rest of a high quality audio system.

### System Design

Despite all the ingenious ideas that have been proposed by various speaker manufacturers over the years, the three basic parameters of Enclosure Volume, Bass Response and Efficiency are still related by unchanged physical laws. What is different is the thorough manner in which KEF engineers have, with the use of advanced technology, optimized the relationships between these parameters.

Starting with the premise that prospective Model 101 users will have substantial amplification available, KEF engineers achieved a response from this small enclosure of 90Hz–30kHz  $\pm 2$ dB ( $-10$ dB at 47Hz).

KEF's leadership in computer-aided digital analysis techniques enabled them to optimize the design of the drivers, crossover network and enclosure to achieve a Target Acoustic Response without repetitious trial and error experimentation. Much of this technology, which did not previously exist, has been applied to the design and production of a small high fidelity speaker system for the first time in the Model 101.

Once the desired prototype was completed, KEF applied the same unique computer-aided techniques developed for the production of the critically acclaimed Model 105, so that the sound quality originally achieved in the laboratory prototype will be available to every user.

In addition, the high standards of the computer-aided production and assembly procedures enable precision-matched pairs of stereo loudspeakers to now be offered. For example: every Model 101 driver is tested and matched to tolerances of better than 0.5dB, and crossover networks to tolerances of 0.1dB; each pair of drive units is matched not only to each other, but to the other components in the system as well.

### Loudspeaker Protection

The major problem with small, relatively less efficient loudspeakers is thermal overloading of the voice coils. KEF engineers have developed a unique self-powered electronic overload protection circuit, S-STOP (Steady State and Transient Overload Protector).

Musical peaks are generally of short duration, so tweeters can handle far in excess of their normal program rating. A similar situation exists with low frequencies and their effect on the bass unit. Consequently any form of fuse protection can reasonably limit the instantaneous peak handling ability of the system, yet fail to protect the system against a very high average power level. KEF's solution is to incorporate a protection circuit which takes into account the instantaneous power applied to each drive unit and also computes the length of time the signal is applied. The law under which it operates resembles very closely the temperature rise within the voice coil. A potentially damaging signal is immediately attenuated by about 30dB, and the full signal is automatically reconnected when it is safe to do so.

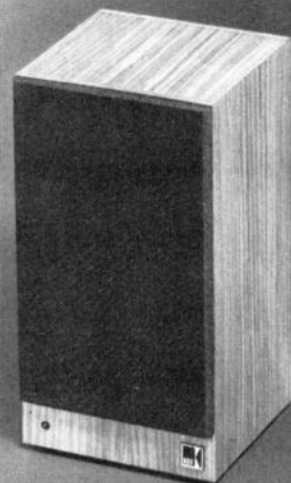
As a result, the Model 101, although only ¼-cubic foot in size, is fully protected against fault conditions when used with amplifiers of up to 100 watts per channel.

The Model 101 is obviously not your average “miniature” speaker system where the quality of sound or power handling capacity is compromised by the small size of the enclosure. Nor is it inexpensive. If you require a speaker system that is both small and truly high fidelity, visit your authorized KEF dealer for a thorough demonstration. For his name, write: KEF Electronics, Ltd., c/o Intratec, P.O. Box 17414, Dulles International Airport, Washington, DC 20041.



# KEF Reference Series Model 101:

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**V.P. & General Mgr./Audio:** Frank  
Leonardi

**General Mgr./Magnetic Tape:** Eigi Tan-  
aka

**Manager, Prof. Audio Prod.:** Nick Mor-  
ris

**Gen. Mgr./Digital Audio Prod.:** Roger  
Pryor

**PRODUCTS:**

Receivers  
Preamps  
Microphones  
Turntables  
Amplifiers  
Speakers  
Cassette decks  
Magnetic tape products  
Microphone mixers

**REPRESENTATIVES:**

List available upon request.

# INDEPENDENT RETAILERS

USE MY ADS  
FOR  
INCREASED TRAFFIC  
— BETTER SALES

If you're an independent stereo retailer looking to increase your store traffic & market share through more effective advertising, you'll want to consider my services

Because I produce retail audio promotions for several independent dealers in non competing market areas, I can provide proven, successful promotions for your store at a *fraction* of what you would expect to pay your own agency.

Your ads will be creative, attention getting layouts & spots that stand apart from the run of the mill production offered by your local newspaper or radio station.

If you're ready to make your store's visibility stand head & shoulders above your ever increasing competition . . . then drop me a note, or give me a call *right now*. \$200 includes full page camera ready layout and custom produced :60 radio spot

Your biggest sale ever could be *next week!*

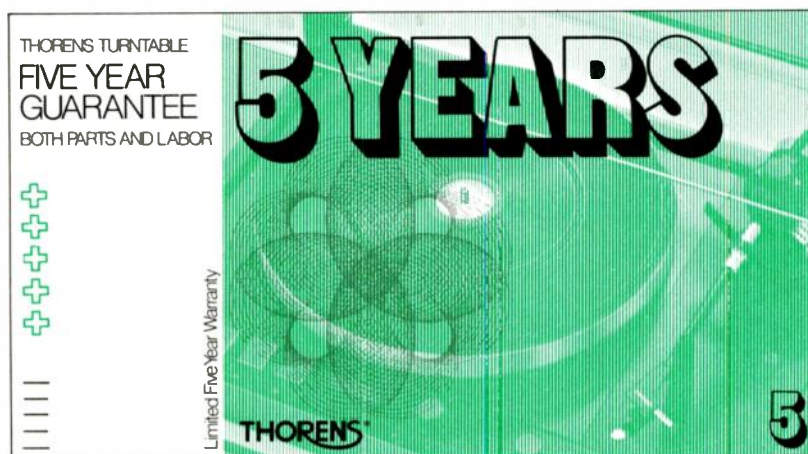
**Robert L. Vann**  
Advertising Services

(518) 869-0419

207A Executive Drive

Guilderland, N.Y. 12084

# THORENS ANNOUNCES THE FIRST 5-YEAR GUARANTEE IN TURNTABLE HISTORY.



Should anything go wrong with a Thorens turntable during the first five years of its life, we will fix it or pay for fixing it.

Our guarantee covers both parts and labor.

The only cost to your customer might be for shipping, if the turntable had to go to a Thorens Technical Service Center.

This guarantee is transferable. If your customer ever sells his Thorens turntable, the unexpired portion of the guarantee stays in effect for the new owner.

It's that simple!

## What's the hitch?

No other manufacturer of turntables offers a five-year guarantee. The usual guarantee is for one year. So we can't blame you if you look for something tricky in the fine print — and here it is:

*Thorens turntables are so well designed and constructed that they rarely need servicing. So we can make a five-year guarantee without worrying about the cost. Also we have a sneaky motive. We just hope one*

*or more of our competitors tries to copy our 5-year guarantee. They could find it very expensive trying to keep some turntables working.*

## Your competitive edge.

The new five-year coverage gives you a unique competitive edge in selling high-end turntables. It makes the Thorens franchise more attractive than ever — and we could use a few more good retailers.

Send the coupon and we will see that you get all the information you need to make a profitable decision. No obligation, of course. Elpa Marketing Industries, Inc., One Thorens Ave., New Hyde Park, N.Y. 11040.

## THORENS®

**always a sound investment**

Thorens TD-126MKIIIC Isotrack turntable — one of the full line of Thorens turntables now covered by the new five-year guarantee.



Elpa Marketing Industries, Inc.  
One Thorens Avenue  
New Hyde Park, N.Y. 11040

I would like to know more about the profit possibilities of the Thorens franchise. This doesn't obligate me in any way. I just want the facts for consideration.

Name \_\_\_\_\_ Store \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
HFT 9/79



## SOUND CONCEPTS INC.

P.O. Box 135  
Brookline, MA 02146  
(617) 566-0110

**President:** Joel M. Cohen  
**V.P. Manufacturing:** Arthur Giaquinto  
**Director of Sales:** Howard C. Jacks

### PRODUCTS:

Automotive and home signal processing equipment

### REPRESENTATIVES:

**FLORIDA:** Florida Connection, 7580 S.W. 57th Terrace, Miami, FL 33143, (305) 945-7521; **KANSAS, MISSOURI, IOWA, NEBRASKA, S. ILLINOIS, TEXAS, LOUISIANA, OKLAHOMA and ARKANSAS:** Palatine Sales, Inc. (main office) 221 W. Market St., Derby, Kansas 67037, (136) 788-0621; **KENTUCKY and INDIANA:** Jim Starin Sales, 411-A N. Wisconsin St., Hobart, IN 46342, (219) 942-3788; **MICHIGAN:** R. B. Sales, 617 E. South Holly Rd., Fenton, MI 48430, (313) 629-3613; **N.E. ILLINOIS and WISCONSIN:** Marketing Directions, Inc., 7061 Willow Springs Rd., La Grange, IL 60525, (312) 352-2055; **N. NEW JERSEY and S. NEW YORK:** Harry Rosenblum Co., 150 Croton Lake Road, Katonah, NY 10536, (914) 232-5027; **N. CALIFORNIA and N. NEVADA:** D-Mark, 14330 Elva Ave., Saratoga, CA 95070, (408) 867-1755; **OHIO, WEST VIRGINIA and W. PENNSYLVANIA:** Audio Market-

ing Assoc., 9470 Whitewood Road, Brecksville, OH 44141, (216) 526-2426; **S. CALIFORNIA, S. NEVADA and ARIZONA:** Pacific South Coast Marketing, 2521 W. Burbank Blvd., Burbank, CA 91505, (213) 841-0783; **S. NEW JERSEY, E. PENNSYLVANIA, MARYLAND, VIRGINIA, DELAWARE and WASHINGTON D.C.:** Alpha Marketing Assoc., Inc., 3946 Delancy Place, Philadelphia, PA 19104, (215) 349-8029; **UPSTATE NEW YORK:** Rowson-Sendrak, Inc., 1500 Highbridge St., #43C, Fayetteville, NY 13066, (315) 637-8585.

## SOUNDCRAFTSMEN, INC.

2200 So. Ritchey  
Santa Ana, CA 92705  
Telex: 910 595 2524  
Phone: (714) 556-6191

**President/Chairman:** Ralph Yeomans  
**Vice-President/Manufacturing:** Paul Rolfes  
**Vice-President/Administration:** Lori Benett  
**Sales Manager:** Roger Hagemeyer  
**Office Manager:** Rose Scarpa  
**Engineering:** John Holyoake

### PRODUCTS:

Equalizers  
Preamplifiers  
Amplifiers

### REPRESENTATIVES:

CONNECTICUT, MASSACHUSETTS,

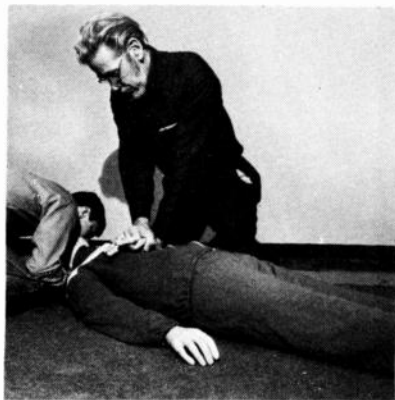
**NEW HAMPSHIRE, RHODE ISLAND, VERMONT:** New England Marketing Group, 141 Thissell Ave. #24, Dracut, MA 01826; (617) 454-3471; **NEW YORK (UPPER STATE):** Paston-Hunter Company, Inc., 2002 Teall Avenue, Syracuse, New York 13206; (315) 437-2992; **NEW YORK CITY, NEW JERSEY (NORTHERN):** Component Marketers, Inc., 135 Fort Lee Road, Leonia, N.J. 07605; (201) 947-9300; **DELAWARE, DISTRICT OF COLUMBIA (WASHINGTON), MARYLAND, NEW JERSEY (SOUTHERN), PENNSYLVANIA (EASTERN), VIRGINIA:** A B & T Sales, Jacksons Creek Road, Grasonville, MD 21638; (301) 827-8046; **ALABAMA, FLORIDA, GEORGIA, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE (EASTERN):** Paul Hayden & Associates, P.O. Box 90668, Atlanta, GA 30364, 1530 Nobell Ave., East Point, GA 30344; (404) 766-0261; **MICHIGAN:** J. Malcolm Flora, 167 W. Liberty, Plymouth, MI 48170; (313) 453-4296; **ILLINOIS, WISCONSIN (EASTERN):** Irving Rose Associates, 3333 Commercial Ave., Northbrook, IL 60062; (312) 291-2260; **INDIANA, KENTUCKY, OHIO, PENNSYLVANIA (WESTERN), VIRGINIA (WESTERN):** Team Marketing, Inc., 5293 W. 137th Street, Brookpark, OH 44142; (216) 433-1450; **MINNESOTA, DAKOTA (NORTH), DAKOTA (SOUTH), WISCONSIN (WESTERN):** Vector Sales, 4910 W. 77th St., Edina, MN 55435; (612) 835-5820; **IOWA, KANSAS, MISSOURI, NEBRASKA:** Arthur K. Elliott Co., P.O. Box 6129/2316 W. 104th Terrace, Leawood, KS 66206; (913) 649-0654; **ARKANSAS, LOUISIANA, MISSISSIPPI, OKLAHOMA, TENNESSEE (WESTERN), TEXAS:** Dobbs-Stanford Marketing, P.O. Box 3585/110 W. 6th St., Irving, TX 75061; (214) 252-5502; **COLORADO, IDAHO (SOUTHEASTERN), MONTANA (EASTERN), UTAH, WYOMING, NEW MEXICO, TEXAS (WESTERN):** Performance Plus Marketing, 2120 So. Holly St., Suite 100, Denver, CO 80222; (303) 753-9240; **ALASKA, IDAHO (WESTERN), MONTANA (WESTERN), OREGON, WASHINGTON:** Sischo Associates, 911 A. N.E. 146th, Seattle, WA 98105; (206) 367-2466; **CALIFORNIA (NORTHERN), NEVADA (NORTHERN):** Paul Fitzpatrick Co., 20698 Corsair Blvd., Hayward, CA 94545; (415) 785-0422; **CALIFORNIA (SOUTHERN), LAS VEGAS: NEVADA, ARIZONA:** Pacific South Coast Marketing, 2521 W. Burbank Blvd., Burbank, CA 91505; (213) 841-0783; **HAWAII:** Snider-Campbell Marketing, 1960 S. King St., Suite 1, Honolulu, HI 96826; (808) 941-2400.

## SOUND RESEARCH, INC.

1044 E. Del Amo Blvd.  
Carson, CA 90746  
Phone: (213) 637-1001

**President:** Leo David  
**Exec. V.P./General Mgr.:** Yoram Katz  
**Exec. V.P./Sales & Mktg.:** James J. Parkin  
**Nat'l. Mktg. Manager:** Donald W. Jay  
**Nat'l. Sales Manager:** D. E. Vincent

## How CPR training helps business.



CPR—cardiopulmonary resuscitation training is one of the valuable assets an employee can have.

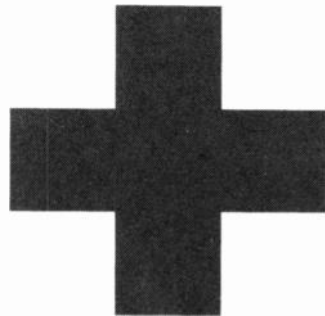
If even one employee has this training, (which is available from Red Cross), every other co-worker benefits. Everybody can breathe easier knowing that in the event of a cardiac arrest, help is immediately available.

A Public Service of This Magazine  
& The Advertising Council 

Why not set up a goal for your company... so many employees with CPR training per floor—or area?

It's easy to do. Call your Red Cross Chapter... they'll be glad to help you do it.

CPR training from Red Cross is one way you can help your company be ready. And a way you can help keep Red Cross ready, too.



**Keep Red Cross ready.**



# Now playing in more American homes, thanks to you.

TDK. Our name has found a home in America's living rooms and family rooms — wherever the finest music and video recordings are appreciated. People are buying more TDK than ever before, thanks to the efforts of the TDK team: our staff, sales representatives and dealers nationwide.

The past year has been a resounding sales success. The dedicated work of the TDK team helped our audio cassette sales achieve a growth rate of four times the industry average. TDK SA continued as the num-

ber one-selling high bias cassette in America, and more customers came to prefer TDK Super Avilyn video cassettes than any other non-hardware-maker brand. The sales pace set by these products has led the way for the impressive growth of the entire line of TDK recording tape and accessories.

This year we're more excited than ever over our sales prospects. Our national advertising and full dealer support program will be bigger than ever to back up your sales efforts. And the in-

novative new tape and accessory products planned for introduction promise to rock the industry. The bottom line is this: TDK products deliver — with big profits and good sights and sounds.

That's why they'll be selling more, and playing in even more American homes next year.

TDK Electronics Corp.,  
Garden City, NY 11530. In Canada,  
Audio Specialists Inc.

 **TDK**  
The machine for your profit machine.



**PRODUCTS:**

Speakers

**REPRESENTATIVES:**

List available upon request.

**SOUND TECHNOLOGY**

1400 Dell Ave.,  
Campbell, CA 95008  
Phone: (408) 378-6540

**President:** Robert A. Andersen**V.P. Marketing:** Larry Maguire**Nat'l. Sales Mgr.:** Mike Hogue**PRODUCTS:**

High quality audio test equipment

**REPRESENTATIVES:**

List available upon request.

**SPARKOMATIC CORPORATION**

Milford, PA 18337  
Phone: (717) 296-6444

**Regional Offices:** Sparkomatic Corporation of California, Watson Industrial Center, 1070 East 233rd St., Post Office Box 4688, Carson, CA 90745: (213) 518-1900; Sparkomatic Corporation, 1011 East Touhy Ave., Des Plaines, IL 60018, (312) 297-2200/112

**President:** Edward Anchel**Vice-President/Secretary:** Richard A. Sabel**Vice-President/Marketing:** James Pedranti**National Sales Manager:** Robert E. Schuler**Western Sales Manager:** Jerry Holtzman**Mid-West Sales Manager:** James E. Minarik**Marketing Coordinator:** Greg Smith**Director of Engineering:** John Castagna**PRODUCTS:**

Automotive speakers and sound systems

Amplifiers

Stereo car radios

LED auto digital clocks

Power boosters

Graphic equalizers

FM converters

CB antennas

**REPRESENTATIVES:**

**ILLINOIS:** Copeland/Pollan Sales, 5901 North Cicero Ave., Chicago, IL 60646; (312) 283-7735; **OHIO:** Rotbart & Associates, Inc., 23715 Mercantile Rd., Beachwood, OH 44122; (216) 292-4641; **NORTHERN NEW JERSEY, SOUTH & METROPOLITAN NEW YORK:** Dan Beran Sales Associates, Inc., 179-49 Tudor Rd., Jamaica Estates, Long Island, NY 11432; (212) 380-0071; **WASHINGTON, D.C., DELAWARE, SOUTHERN**

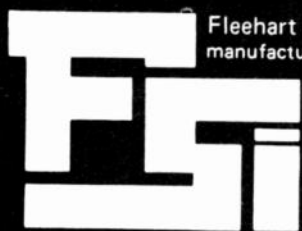
**NEW JERSEY, MARYLAND, EASTERN PENNSYLVANIA:** Stanley L. Clearfield & Associates, Post Office Box Drawer "C," 912 Cardinal Dr., Huntingdon Valley, PA 19006; (215) 947-5767; **TEXAS, OKLAHOMA, ARKANSAS, LOUISIANA:** Bradley Wayne & Associates, Post Office Box 20159, 9411 Hargrove St., Dallas, TX 75220; (214) 358-0222; **NEVADA, CALIFORNIA, ARIZONA:** J & H Western, Incorporated, #1 Century Plaza, 2029 Century Park East, Suite 300, Los Angeles, CA 90067; (213) 879-2844; **TENNESSEE, ALABAMA, FLORIDA, GEORGIA, MISSISSIPPI:** Strausz, Incorporated, 344 Williams Street, N.W., Atlanta, GA 30308; (404) 688-1928; **MICHIGAN:** Irving J. Flanders & Associates, 1021 Livernois Avenue, Ferndale, MI 48220; (313) 545-4633; **NEW ENGLAND, MAINE, NEW HAMPSHIRE, CONNECTICUT, VERMONT, MASSACHUSETTS, RHODE ISLAND:** Albert H. Shuman & Associates, 132 Library Street, Chelsea, MA 02150; (617) 884-8400; **COLORADO, UTAH, MONTANA, NEW MEXICO, WYOMING, EL PASO, TEXAS:** Breslin-Stiffler Sales, 3060 Walnut Street, Boulder, CO 80302; (303) 449-1960/112; **MINNESOTA, NORTH DAKOTA, SOUTH CAROLINA, NORTH WISCONSIN:** Action Automotive, Inc., 9702-10th Avenue North, Minneapolis, MN 55441; (612) 545-0808; **WASHINGTON, WESTERN CANADA, IDAHO:** Can-Am Western, Eight Crescent Key, Bellevue, WA 98006; (206) 746-7853; **EASTERN CANADA, PROVIDENCE OF ONTARIO & QUEBEC:** Irving Schacter Sales Ltd., 43 Collinson Blvd., Downsview, Toronto, Ontario, Canada M3H 3C1; (416) 962-6720; **WESTERN PENNSYLVANIA & WEST VIRGINIA, UPSTATE NEW YORK:** Mike Spallato & Associates, 3367 Babcock Blvd., Pittsburgh, PA 15237; (412) 366-4600; **NORTH CAROLINA, SOUTH CAROLINA, VIRGINIA:** Chambliss-Riley Sales, 109 South Main Street, Rocky Mount, NC 27801; (919) 977-3144; **INTERNATIONAL SALES:** John Prior, Incorporated, One World Trade Center, Suite 2017, New York, NY 10048; (212) 432-0740; **PREMIUM SALES:** Lee & Baird, Incorporated, 3575 Commercial Avenue, Northbrook, IL 60062; (312) 498-1076; **KANSAS, NEBRASKA, IOWA, MISSOURI:** Total Marketing, Inc., Suite 205, 300 Brooks Dr., Hazelwood, MO 63042; (314) 731-4435; **INDIANA, KENTUCKY:** Bill Carpenter & Assoc., 4613 Yocumshire Dr., Louisville, KY 40299; (502) 491-1190.

**STANTON MAGNETICS, INC.**

208 Terminal Drive  
Plainview, NY 11803  
Phone: (516) 681-0200  
Telex: (510) 221-1845

**President:** W. O. Stanton**Exec. V.P.:** R. A. Dickison**V.P./Consumer Mktg.:** D. P. Collins

**Nat'l. Sales Mgr.:** Joseph P. Woodstock  
**Corp. Adv. & Promotion Director:** Gordon Hunt

**Credit Mgr.:** Margaret Cullen**Mgr./Quality Assurance:** Paul Torraca

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Total coverage  
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206-522-1533

TWX 910-444-2275

Branch Portland, Oregon

(503) 641-8540

# Have you ever thought of Italy as a hi-fi country?

COAFI, the association of Italian hi-fi manufacturers, began in July 1978.

Its members, young and modern companies, dedicated themselves to a new image of Italian products in the international field of audio.

In addition to the high quality standards the members have committed themselves to, here are some of the reasons for buying the new generation of Italian products.

**GREAT CARE** in the choice of materials

and in the technology, the kind of care demonstrated by serious companies wanting to build a business that goes beyond their own national borders.

**ELEGANCE** in appearance: continuing the great tradition of Italian design.

**EASE** of delivery and of servicing, because *Italy is a part of Europe.*

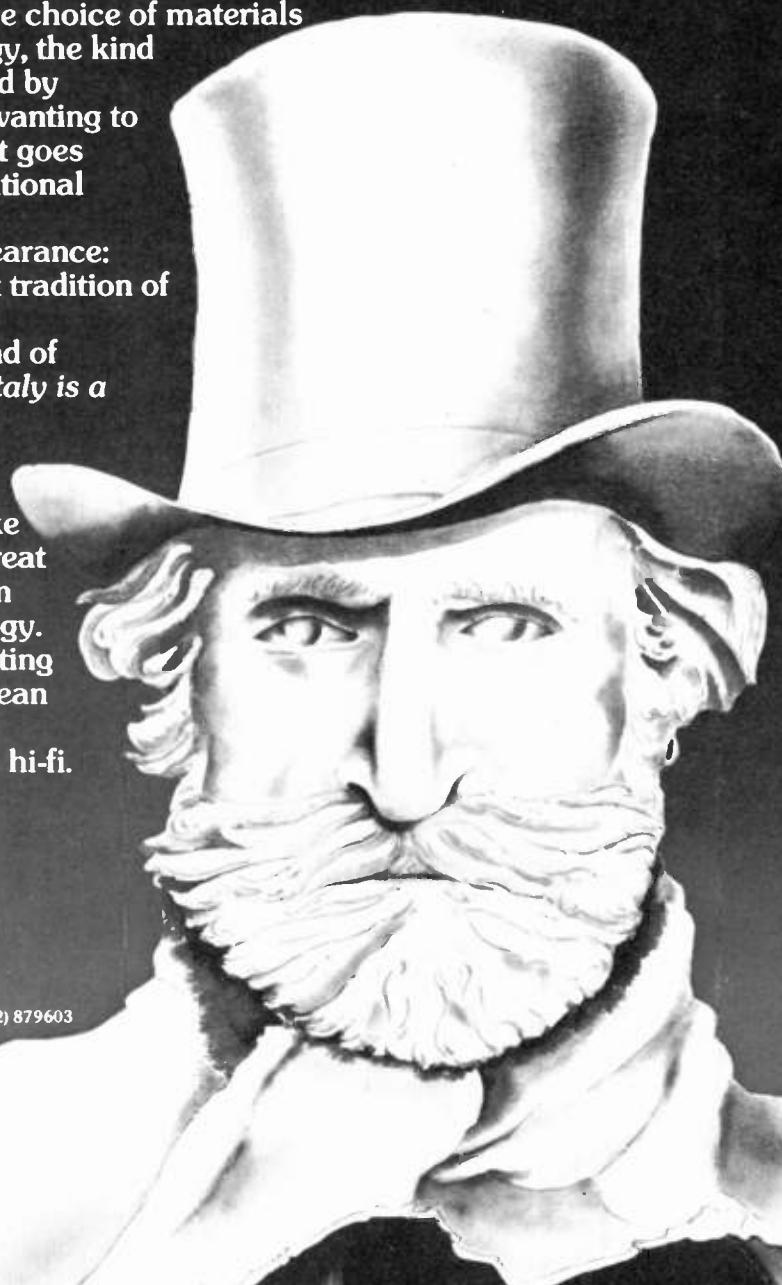
**ECONOMY** of purchase because exchange rates make Italian products a great buy for the quality in design and technology. COAFI - the connecting link between European dealers and the new generation of Italian hi-fi.



SECRETARY'S OFFICE:  
Via Larga, 19 - 20122 Milano - Tel. (02) 879603

## ASSOCIATED MEMBERS:

C.B.M. di ZATTONI  
Via Volta, 63  
20083 Bonirolo di Gaggiano-Milano  
AP SELMIN  
40050 Funo Bologna  
CHARIO  
Via Porpora, 98  
20131 Milano  
DECIBEL  
Via F. Filzi, 8  
25100 Brescia  
HARP  
Via Brugnoli, 12  
40122 Bologna  
UNILABS  
Via Arrigo Davila, 16  
00147 Roma  
SIPE  
Via E. Boschetti, 7  
20124 Milano  
CABRE  
Via Bionaz, 29  
10142 Torino  
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00040 Ariccia Roma  
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Via Zara, 20  
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10134 Torino  
STUDIO HI-FI  
Via Romilli, 24  
20139 Milano  
TEKSEL  
2° Zona Industriale  
30020 Noventa di Piave-Venezia





**Service Mgr.:** James Campau

**PRODUCTS:**

Permostat by Stanton  
Magnetic cartridges  
Styli  
Headphones  
Preamplifier  
Stylus wear gauge  
Turntables

**REPRESENTATIVES:**

**NEW YORK and NEW JERSEY:** John B. Anthony Co., 992 High Ridge Rd., Stamford, CT 06903; (203) 322-9292/ (212) 585-2027; **UPPER NEW YORK STATE:** AVA Marketing, 11 Computer Drive W., Albany, NY 12205; (518) 458-7715; **W. VIRGINIA, W. PENNSYLVANIA:** C. S. Cooper & Assoc., 112 Oakwood Road, McMurray, PA 15317; (412) 941-6473; **MICHIGAN:** Cowie Assoc., Inc., 1174 E. Big Beaver Rd., Troy, MI 48084; (313) 689-7252; **OHIO, CITY OF ERIE, PA:** Bill Daugherty & Assoc., 519 W. Aurora Rd., Northfield, OH 44067; (216) 468-0203/04; **N. & S. CAROLINA, GEORGIA, ALABAMA, TENNESSEE, MISSISSIPPI:** Elmar Assoc., 3385 Thornwood Drive, Doraville, GA 30340; (404) 938-2821; **N. CAROLINA, NEVADA** (not including Las Vegas): Heaton & Keyser Sales, PO Box 5826, Redwood City, CA 94063; **WASHINGTON, OREGON, W. IDAHO, W. MONTANA, ALASKA:** Henry Joncas Co., 12058

Lake City Way NE, Seattle, WA 98125; (206) 363-9200; **TEXAS, OKLAHOMA, LOUISIANA, ARKANSAS:** Charles Lucas Sales Co., PP Box 24632; Dallas, TX 75224; **NEBRASKA, KANSAS, IOWA, MISSOURI, KANSAS CITY OFFICE:** Centurian Marketing, PO Box 1011, 124 Manchester Rd., Ballwin, MO 63011; (314) 227-7229; **E. WISCONSIN, ILLINOIS, (Gary-Hammond, IN Only):** Irving W. Rose Assoc., 3333 Commercial Ave., Northbrook, IL 60062; (312) 921-2260; Telex: 25-4344; **VIRGINIA, MARYLAND, DELAWARE, WASHINGTON DC, E. PENNSYLVANIA, CHERRY HILL, NJ:** Gene Rosen & Assoc., 9501 Wadsworth Drive., Bethesda, MD 20034; (301) 530-8448; **WYOMING, UTAH, E. IDAHO, COLORADO, E. MONTANA, NEW MEXICO, EL PASO, TX:** Scowcroft & Assoc., 4895 Joliet St., Unit D, Denver, CO 80239; (303) 371-5280; **N. DAKOTA, S. DAKOTA, W. WISCONSIN, MINNESOTA:** Stan Clothier Co., 7423 Washington Ave., Minneapolis, MN 55435; **INDIANA, KENTUCKY:** Ideal Marketing, 740 E. 52nd St., Suite 8, Indianapolis, IN 46205; **FLORIDA:** Third Century Marketing, 2800 W. Sheridan St., Hollywood, FL 33020; (305) 925-7111; **S. CALIFORNIA, S. NEVADA, HAWAII, ARIZONA:** Trego Sales Co., 2239 Benedict Canyon Dr., Beverly Hills, CA 90210; (213) 274-8351; **NEW ENGLAND STATES:** Wilson Sales Co., PO Box AA; York, ME 03909; (207)

363-5336; **PUERTO RICO & VIRGIN ISLANDS:** Caribe Audio Dist. Inc., PO Box 5833, Condado St., #70, San Juan, PR 00906.

**STUDER REVOX AMERICA INC.**

1819 Broadway  
Nashville, Tenn. 37203  
Phone: (615) 329-9576

**President:** Bruno Hochstrasser  
**Nat'l Sales Mgr.:** Barry Evans

**PRODUCTS:**

Tape decks, tuners, turntables, power amps.

**REPRESENTATIVES:**

List available on request.

**SUPEREX ELECTRONICS CORP.**

151 Ludlow Street  
Yonkers, NY 10705  
Phone: (914) 965-6906

**President:** Daniel Schulman  
**Mktg. Dir.:** Michael Solomon  
**Sales Mgr.:** Hal Rothenberg  
**Chief Eng.:** Mark Koller  
**Factory Sales:** Pat Nowak

**PRODUCTS:**

Headphones  
Amplifiers  
Equalizers  
Preamps  
CB, motorcycle & ham communications products

**REPRESENTATIVES:**

List available upon request.

**SUPERSCOPE, INC.**

20525 Nordhoff Street  
Chatsworth, CA 91311  
Phone: (213) 998-9333

**Chairman of the Board, President:** Joseph S. Tushinsky  
**President, Marantz Company, Inc., Exec. Vice President, SuperScope, Inc.:** Fred C. Tushinsky  
**Vice President, Sales and Marketing:** Martin W. Katz  
**Assistant Vice President, Sales, Western Region:** Norman Skolnik  
**Assistant Vice President, Sales, Central Region:** Bill Steffen  
**Assistant Vice President, Sales, Eastern Region:** Hal Loman  
**Regional Manager, Western Region:** Joe Sanchez  
**Regional Manager, Central Region:** Dick Isola  
**Regional Manager, Eastern Region:** Tom O'Mara

**PRODUCTS:**

Stereo and monaural AM/FM radio cassette recorders  
Portable cassette tape recorders  
Microphones  
Compact home music systems  
Consoles/Consolettes  
Clock radios  
\*PIANOCORDER™ reproducing system

## New York is Cosmopolitan...



The New York market is unique. It requires a special marketing approach. **Cosmopolitan Sales Associates** is a complete service organization founded in response to the needs of metropolitan area retailers. We offer complete showroom facilities in our own midtown Manhattan building. Our professionals offer specialized sales, service, marketing and merchandising to area accounts both large and small. And in addition to offering a full range of consumer electronics products, we have now emerged as the leading disco rep in the New York market. Visit us in our headquarters and see how well the **Cosmopolitan** approach works in New York.

### **Cosmopolitan Sales Associates INC.**

119 East 38th Street  
New York, NY 10016  
(212) 679-0384



# SANSUI SELECT SYSTEMS

## We make it easy to sell hi-fi.

Millions of Americans don't yet own hi-fi. And selling them components can mean tremendous growth for your business. And ours. So Sansui makes it easy. With our new Select Systems — designed, engineered and styled with this big new market in mind.

The Sansui Select Systems will attract the first-time buyer at first glance. Because they offer that rare combination of styling simplicity and the sophisticated "audio look" of the latest hi-fi features like LED displays. And there's so much performance built-in that the Select Systems will sell easily to value-conscious customers.

Take a look at **Select System 70** and you'll see what we mean. The new **R-70 DC-Servo receiver** delivers a big, clean 65 watts/ch. min. RMS both channels into 8 ohms from 20-20,000Hz. THD is a mere 0.08%. The R-70 has LED displays to monitor peak power and signal strength and offers the versatility of listening to one source while taping another.

The **D-90 cassette deck**, with switchable bias and EQ and full automatic stop/shut-off system, can be connected to a timer so it will record or play on its own.

Sansui's new direct drive auto-return **FR-D3 turntable** tracks records accurately and precisely. And for convenience, all controls are up-front, outside the dustcover.

Your customers will be impressed by the huge 12" woofers and mid and high level controls of the system's 3-way acoustic suspension **SPA-3700 speakers**, with a recommended amplifier power range of 20-100 watts.

A stunning **GX-60 audio cabinet**, with smoked glass doors and plenty of room for records, has been especially designed to hold the Select System 70 components.

The components are so good they almost sell themselves. And the name Sansui carries a lot of selling power, as will our extensive advertising in the hi-fi books and broad based media like PLAYBOY, PENTHOUSE, SKIING and POPULAR PHOTOGRAPHY.

For full information on all the Sansui Select Systems and individual Select components, contact your Sansui representative today. You'll easily see how easy it can be to sell — and profit from — hi-fi.



### SELECT SYSTEM 70

**Sansui**

**SANSUI ELECTRONICS CORP.**

Lyndhurst, New Jersey 07071 • Gardena, Ca. 90247



# REPRESENTATIVES:

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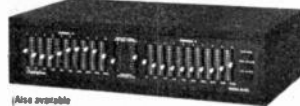
The Patent-Pending DIFFERENTIAL COMPARATOR circuitry of the "SCAN-ALYZER" EQUALIZER is the KEY TO HIGH PRECISION ACCURATE EQ analysis. The basic simplicity of the DIFFERENTIAL COMPARATOR circuitry makes it possible for even a novice to accurately EQ his room and his system, yet that same circuitry is so highly accurate it can actually be used for 0.1 dB laboratory measurements in EQ analysis. This combination of equalizer and analyzer creates a functional component that should be an integral part of every high quality home stereo system. The "SCAN-ALYZER" EQUALIZER with its accompanying COMPUTONE CHARTS, can be used in a home stereo system for many important functions—for example... To establish a room EQ curve using its own EQ or external EQ... To

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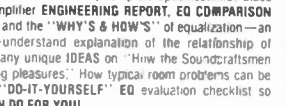
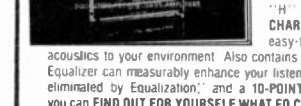
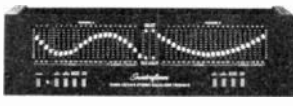
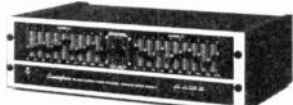
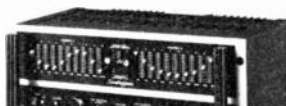
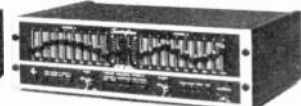
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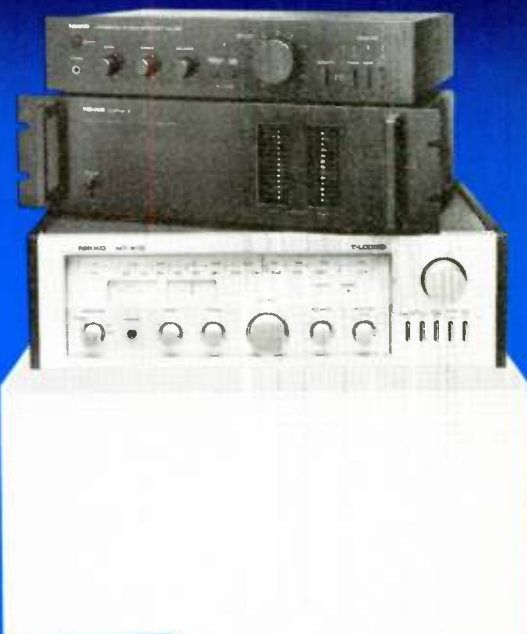
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# Mix with the right people!

## METEOR



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Clubman two-two



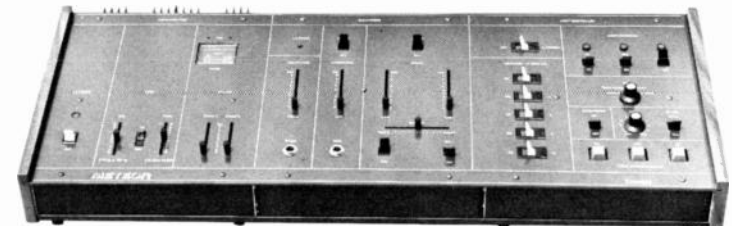
Clubman three



Clubman four



Clubman Duo



Clubman Combo

Meteor Clubman mixers range from the fundamental to the sophisticated, yet all employ the highest quality components and broadcast standard performance. Ultra-low noise circuitry, linear frequency response and non-interfering facilities are basic to every one of our products. We either out-feature or out-perform the competition or both. Just ask any DJ who uses a Clubman unit, or better yet, try one of our mixers or combined mixer-lighting-amplifier models at your nearest Meteor dealer. For further details just call or write.

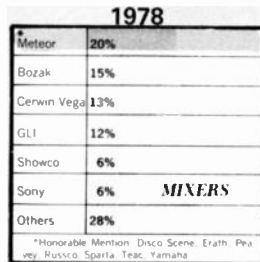
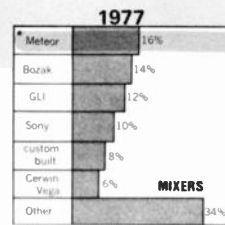
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\* Reprinted from Billboard Source Books: 1977, 1978, 1979.



**1979**

* Meteor (Clubman):	25.9%
GLI:	14.1%
Bozak:	10.6%
Showco:	6.1%
Numark:	5.5%
Cerwin Vega:	5.5%
Others:	32.3%

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Form ME546

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MA-1 amplifier  
P-1 pre-amplifier  
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TWX: 910-481-5786

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Takeshi Nakada

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**REPRESENTATIVES:**

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Amplifiers  
Turntables

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Phone: (516) 681-4000  
Telex: Ortofon 855-27587, Tanoy 851-837116

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Ortofon pre-preamplifier  
Ortofon transformer  
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- Helps all record cleaners work better, will not wash off with wet or humid cleaners
- Protects records from environmental attack, and loss of vinyl plasticizers
- Restores playability of many worn or damaged records, which skip or repeat
- Fully compatible with all records



Introducing the most sophisticated approach to total record preservation: LIFESAVER with Disc Protec™ formula. Unique because it combines both a lubricant to combat record wear, and a long-lived antistat which reduces static charge buildup for years.

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The exclusive LIFESAVER formula uses *both* ionic and non-ionic chemistry to eliminate dust-attracting static. Its unique combination of ingredients dramatically reduces record and stylus wear. And the slippery surface is easier to clean—keep clean—than any untreated record.

LIFESAVER with Disc Protec formula has already stood the test of time, and rigorous examinations in the laboratory and in the field. It has been enthusiastically endorsed by FM stations, disco operators, and major component equipment and record manufacturers.

Every new record deserves the kind of protection only LIFESAVER can offer.

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Nat'l. Sales Mgr./Tascam: Bill Mohrhoff

### PRODUCTS:

Cassette decks  
Open reel decks  
Prosound mixers  
Prosound tape reproducers  
Multitrack recorders  
Tape care accessories

### REPRESENTATIVES:

List available upon request.

### TECHNICS By Panasonic (Division of Matsushita Electric Corp. of America)

One Panasonic Way  
Secaucus, NJ 07094  
Phone: (201) 348-7000

President: Taylor Mizutani

Executive Vice President: Ray Gates

Executive Vice President/Treas.: Nat Gilbert

Vice President, Technics & Home

Audio Division: Jeff Berkowitz

Vice President: Russ Johnson

Director of Public Relations: Justin Camerlengo

### PRODUCTS:

Complete line of AM/FM, FM stereo compacts  
Turntables & changers, direct drive & FG servo

2 channel FM/AM stereo receivers

FM/AM stereo tuners

Integrated amplifiers

Microphones

Complete line of car audio products

Professional:

Amplifiers

Preamplifiers

Equalizers

Integrated amps

Tuners

Meter system

Direct drive turntable

Cassette decks

EICASET

Speakers

Reel to reel decks

Component racks

Headphones

### REGIONAL OFFICES:

EXECUTIVE OFFICES: One Panasonic Way, Secaucus, NJ 07094; NEW YORK: 50 Meadowlands Parkway, Secaucus, NJ 07094; NEW JERSEY: 50 Meadowlands Parkway, Secaucus, NJ 07094; BOSTON: 75 University Ave., Westwood, MA 02090; BALTIMORE: 11 Azar Court, Baltimore, MD 21227; CHICAGO: 425 E. Algonquin Rd., Arlington Heights, IL 60005; ATLANTA: 1 Meca Way, Norcross, GA 30093; TEXAS: 1825 Walnut Hill Lane, Irving, TX 75062; CALIFORNIA: 8383 Wilshire Blvd., Beverly Hills, CA 90211; HAWAII: 320 Waia-kamio Rd., Honolulu, HI 96817.

### REPRESENTATIVES:

List available on request from regional offices.

### TELEX COMMUNICATIONS, INC.

9600 Aldrich Avenue South  
Minneapolis, MN 55420  
Phone: (612) 884-4051

President: Ansel Kleiman

V.P./Marketing: James S. Arrington

V.P./Manufacturing: John Howe

V.P./Engineering: Dean Flygstad

Dir. Advertising & Sales Promotion: Peter Schwarz

### PRODUCTS:

Stereo consoles and compacts

### REPRESENTATIVES:

List available upon request.

### TENNA CORPORATION

19201 Cranwood Pkwy.  
Cleveland, OH 44128  
Phone: (216) 475-1400

President: Milt Garrett

V.P. Mktg.: Ron Dangelo

New Products Mgr.: Dave Schuerger

Nat'l. Sales Mgr.: Ed Dover

Regional Sales Mgr.: Stu Steiger

Marketing Coordinator: Glenn Tapp

Regional Sales Mgr.: R. B. Christian

Regional Sales Mgr.: Russ Kean

### PRODUCTS:

Car stereo tape players

Automotive speakers and amplified speaker systems

CB transceivers

CB antennas

Antennas, electric and manual

Car radios and FM convertors

### REPRESENTATIVES:

List available upon request.

### THIEL AUDIO PRODUCTS COMPANY

4158 Georgetown Road  
Lexington, KY 40505  
Phone: (606) 254-9427

President: James E. Thiel

Vice-President: Thomas A. Thiel

Marketing Director: Kathy Gornik

### PRODUCTS:

Speaker systems

### REPRESENTATIVES:

List available upon request.

### 3M COMPANY (Magnetic A/V Products Division)

3M Center, 223-5N  
St. Paul, MN 55101  
Phone: (612) 733-1110

Division V.P.: John Povelny

Retail Products Mgr.: D. Rushin

Market Operations Mgr.: S. Frederickson

### PRODUCTS:

Scotch Brand Highlander cassette, open reel

Scotch Brand Dynarange cassette, 8-track, open reel

Scotch Brand Master cassette, 8-track, open reel

Scotch Brand Metafine metal particle

recording tape  
Scotch Brand recording tapes accessories

**REPRESENTATIVES:**

List available upon request.

**THRESHOLD CORPORATION**

1832 Tribute Road, Suite E  
Sacramento, CA 95815  
Phone: (916) 927-5061

**President:** Nelson S. Pass  
**Vice-President:** Rene Besne  
**V.P./Admin.:** J. P. Sammut III  
**Nat'l. Marketing Dir.:** Mark Glazier

**PRODUCTS:**  
Preamplifiers  
Amplifiers

**REPRESENTATIVES:**

Factory direct.

**TOSHIBA AMERICA, INC.**

280 Park Avenue  
New York, NY 10017  
Phone: (212) 557-0200

**President:** Motoo Shinjo  
**Vice-President:** Tiso Nishimuro  
**Asst. General Mgr.:** Shoichiro Amikura  
**Nat'l. Mktg. Mgr.:** Peter Dyke  
**Adv. Mgr.:** R. Meidenbauer

**PRODUCTS:**

Receivers  
Tape Decks  
Amplifiers  
Tuners  
Turntables  
Speakers  
Headphones  
Microphones

**REPRESENTATIVES:**

List available upon request.

**TRANSCRIBER COMPANY, INC.**

Lower County Street  
Attleboro, MA 02703

California Warehouse: 11670 E. Washington Blvd., Santa Fe Springs, CA 90670; Phone: (213) 693-7711; (617) 222-3525

**V.P./General Manager:** John Sheasgreen

**Nat'l. Sales Mgr.:** John McDonald  
**Field Sales Mgr.:** Thomas Jordan

**PRODUCTS:**

Sound Saver Record care products  
Diamond phonograph needles  
Audio cables  
Record care products  
Tape care products

**REPRESENTATIVES:**

**ARIZONA:** D & D Professional Sales, 3040 N 33rd Drive, Phoenix, 85017 (602) 269-2379; **CALIFORNIA:** Cali-West Inc., 11670 E Washington Blvd., Santa Fe Springs, 90670 (213) 693-7711; Wall Cantor Company, 833 Cherry Lane, San Carlos, 94070 (415) 595-0600; **COLORADO:** John Axtell & Associates, 2755 S Locust, Denver, 80222 (303) 759-

5153; **FLORIDA:** S & N Sales, 815 South Dixie Highway, West Pompano Beach, 33060 (305) 946-1117; **GEORGIA:** E P Turner & Associates, Inc., 300 W Wieuca Road, NE, Atlanta, 30342 (404) 252-2447; **HAWAII:** Greater Pacific Sales, Inc., 98-746 Kuakao Place, Pearl City, 96782 (808) 487-3695; **ILLINOIS:** Transcriber Company, Attleboro 02703 (617) 222-3525; **INDIANA:** See Ohio; **MARYLAND:** Capitol Marketing Associates, Inc., 12513 Saber Lane, Bowie 20715 (301) 464-0099; **MASSACHUSETTS:** L. Lennick Associates, 6 Daniel Court, Hyde Park 02136 (617) 361-2904; **MICHIGAN:** Marketing & Sales Associates, 27600 Farmington Road, Farmington, 48108 (313) 553-8484; **MINNESOTA:** Frank Pollitt Company, 7100 France Ave., South, Minneapolis, 55435 (612) 920-6990; **MISSOURI:** Palatine Sales, Inc., 5801 Outlook, Mission 66202 (316) 788-0621; **NEW JERSEY:** New Breed Associates, 1199 Amboy Ave., Edison 08817 (201) 225-0085; **NEW YORK:** Engel Export Enterprises, 410 Grand Boulevard, Scarsdale 10583 (914) 723-7563; Charles Murphy & Associates, 62A Mill Street, Binghamton 13903 (800) 824-7866; **NORTH CAROLINA:** Carolina Marketing Associates, 500 Archdale Drive, Charlotte, 28210 (704) 527-2953; **OHIO:** N Browning & Company, Ltd., 133 N Jefferson Street, 45402 (513) 222-3946; **PENNSYLVANIA:** DePillis Associates, 2908 Filbert Street, Reading, 19606 (609) 428-3800; **TEXAS:** Al Moskau & Associates, 6060 No Central Expressway, Dallas 75206 (214) 363-8560; **WASHINGTON:** Pacific Northwest Marketing, Inc., 2865 152nd Ave., N E, Redmond 98052 (206) 883-6000.

**TRUSONIC**

10530 Lawson River Ave.  
Fountain Valley, Calif. 92708  
Phone: (714) 964-3541

**President:** Robert R. Rann  
**V.P./Mktg.:** Ralph F. Yeomans  
**Sales Admin.:** H. Callahan  
**Tech. Svcs. Mgr.:** Steve Stokes

**PRODUCTS:**

Home, Car Speakers; Car Electronics

**REPRESENTATIVES:**

List available on request.

**ULTRALINEAR  
LOUDSPEAKERS**

3228 E. 50th Street  
Los Angeles, CA 90058  
Phone: (213) 582-6383

**President:** Robert M. "Scotty" Stell  
**V.P./Sales:** Sheldon Geist  
**Marketing Mgr.:** Rich Conforti  
**Chief Engineer:** Tim Halchuck  
**Sales Coordinator:** Wendy Wilson  
**Service Mgr.:** Victor Green

**PRODUCTS:**

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**REPRESENTATIVES:**

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Mt. Vernon, NY 10553  
Phone: (914) 664-6211

**General Manager:** Murray I. Rosenberg  
**V.P./Mktg.:** Jay Schwab  
**V.P./Service:** Phil Dubson  
**Sales Mgr., Tape Recorders:** Martin Homlish  
**Nat'l. Field Mgr./Clinic Coordinator:** Steve Goldenberg

**PRODUCTS:**  
Turntables

Cassette decks

**REPRESENTATIVES:**  
List available upon request.

## UNITED VENTURES INC. (Tandom Division)

2323 H. Bluemound Rd.  
Waukesha, WI 53186  
Phone: (414) 786-6797

**President:** H. G. Shambaugh  
**Sec'y/Treas.:** M. J. Shambaugh

**PRODUCTS:**  
Tandom giant screen

Video projection systems

**REPRESENTATIVES:**  
List available upon request.

## U.S. PIONEER ELECTRONICS CORP.

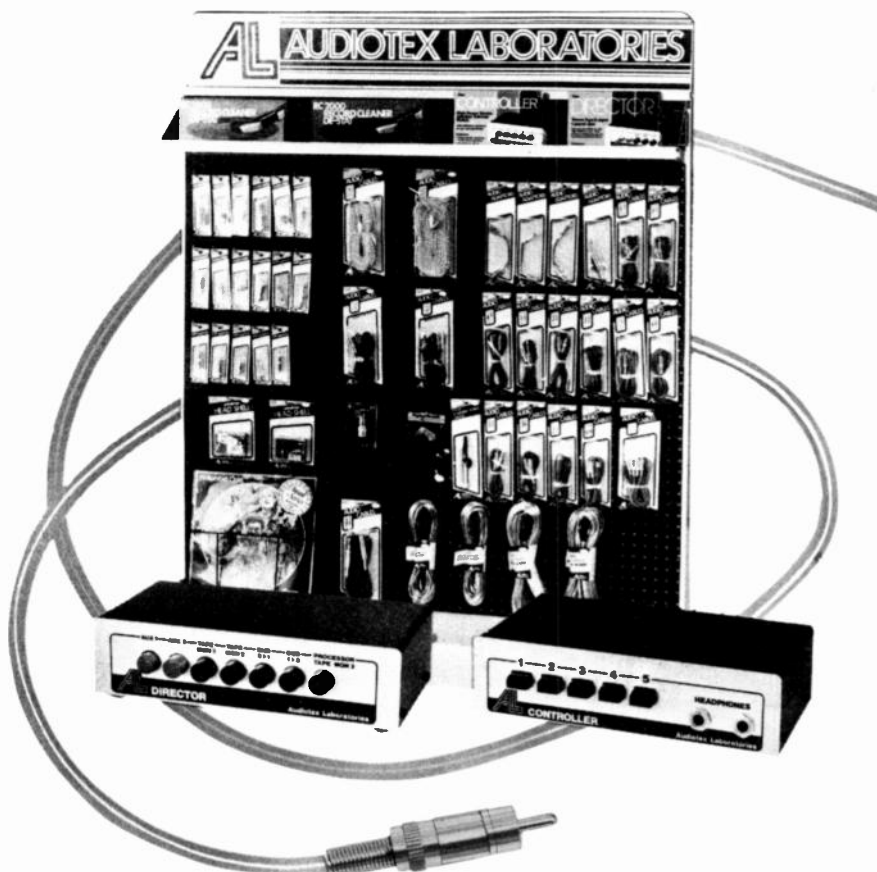
85 Oxford Drive  
Moonachie, NJ 07074  
Phone: (201) 440-8100

**President:** Bernie Mitchell  
**Senior V.P.:** Ken Kai  
**Eastern Reg. Sales Mgr.:** Lee Gold  
**Midwestern Reg. Sales Mgr.:** Tom Friel  
**Western Reg. V.P.:** Marvin Lazansky  
**Western Reg. Sales Mgr.:** Mike Pontelle

**PRODUCTS:**  
Tuners  
Amplifiers  
Preamplifiers  
Receivers  
Turntables  
Speaker systems  
Tape recorders  
Cassette recorders  
Graphic equalizer  
Headphones  
EIA  
Rack-mount systems  
Tape accessories  
Dynamic processor

**REPRESENTATIVES:**  
**OHIO, WESTERN VIRGINIA, WESTERN PENNSYLVANIA:** Astro Sales Company, 672 Alpha Drive, Cleveland, OH 44143; (216) 461-4500; **COLORADO, EASTERN IDAHO, EASTERN MONTANA, NEW MEXICO, UTAH, WYOMING, EL PASO:** B & B Electronics, Inc., 5000 S. Quebec, Denver, CO 80237; (303) 773-6700; **OREGON, WASHINGTON, WESTERN IDAHO, WESTERN MONTANA:** Joseph V. Belusko Co., 2680 N.W. Thurman Street, Portland, OR 97210; (503) 222-4279; **DELAWARE, MARYLAND, WASHINGTON, D.C., VIRGINIA:** Capitol Audio Sales, Inc., 9110-Q Red Branch Road, Columbia, MD 21045; (301) 992-5400; **INDIANA, KENTUCKY:** Cardinal Sales, 2419 E. 56th Street, Indianapolis, IN 46220; (317) 253-1513; **NORTH CAROLINA, SOUTH CAROLINA, SOUTHWEST VIRGINIA, NORTHEAST TENNESSEE:** Carolina Marketing Associates, Inc., 1067 Harbor Road, West Columbia, SC 29169; (803) 794-7359 or 794-0733; **NORTH DAKOTA, SOUTH DAKOTA, MINNESOTA, WESTERN WISCONSIN:** Stan Clothier Company, 7423 Washington Avenue South, Minneapolis, MN 55435; (612) 944-3456; **SOUTHERN NEW JERSEY, EASTERN PENNSYLVANIA, DELAWARE:** DePhillis Associates, Inc., 15 Tanner Street, Haddonfield, NJ 08033; (609) 428-3800 or 428-3861; **MICHIGAN:** J. Malcolm Flora, Inc., 165 West Liberty Street, Plymouth, MI 48170; (313) 453-4296 or 427-7460; **ARKANSAS, SOUTHERN CALIFORNIA, NEVADA:** G.D.S. Marketing, Inc., 11126 Weddington Street, P.O. Box 866, North Hollywood, CA 91603; (213) 877-8191 or 984-3339;

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## VA SYSTEMS, INC.

1444 Cliff Road  
Burnsville, MN 55337  
Phone: (612) 890-7606

**President:** Al Clark  
**V.P./Manufacturing:** Dave Molzahn  
**V.P./Engineering:** Greg Broburg

### PRODUCTS:

Amplifiers — for home, studio  
Disco & sound reinforcement applications  
Preamplifiers — for home use

### REPRESENTATIVES:

**NEW YORK, EASTERN PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND, WEST VIRGINIA, and VIRGINIA:** Barry Foster Sales Co., 1155 Warburton Ave., Yonkers, NY 10701; (914) 965-5818; **TENNESSEE, NORTH CAROLINA, SOUTH CAROLINA, GEORGIA, ALABAMA, MISSISSIPPI and FLORIDA:** Paul Hayden Assoc., P.O. Box 90668, East Point, GA 30364; (404) 766-0261; **WEST VIRGINIA, WESTERN PENNSYLVANIA, OHIO and MICHIGAN:** J. T. Coldiron & Assoc., 3013 South Shiloh Road, Ludlow Falls, OH 45339; (513) 947-1313; **WISCONSIN, MINNESOTA, IOWA, SOUTH DAKOTA, NORTH DAKOTA, KANSAS, NEBRASKA, MISSOURI, SOUTH ILLINOIS:** Elliott Sales Co., P.O. Box 6129, Leawood, Kansas 66026; (913) 642-5942; **INDIANA and KENTUCKY:**

Kimberly Sales, 521 Tamahawk Trail #2312, Indianapolis, IN 46224; (317) 271-8571; **CALIFORNIA, ARIZONA and NEVADA:** Michael R. Laurino, 12333 Washington Blvd., Los Angeles, CA 90066; (213) 204-1834.

## VIDAIRE ELECTRONICS MFG. CORP.

150 Buffalo Ave.  
Freeport, NY 11520  
Phone: (516) 623-6696

**President:** George Miller  
**Vice President:** Sondra Dworkin  
**Sales Mgr.:** Howard Bernstein

### PRODUCTS:

Microphones and accessories  
Mono and stereo headphones  
Phono cartridges and stylii  
Public address horns  
Intercoms  
8-track and cassette accessories  
45 RPM spindle adaptors  
Audio cables jacks, plugs and adaptors  
Multitesters  
Telephone accessories  
Picture tube brighteners  
Multi set TV couplers  
TV and audio accessories  
Automotive speakers  
CB and communication accessories

### REPRESENTATIVES:

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## VISONIK HI FI (Visonik of America, Inc.)

701 Heinz Avenue  
Berkeley, CA 94710  
Phone: (415) 548-4005

**President:** Henry G. Eberle  
**Vice-President:** Holger Dahl  
**Sales Mgr.:** Douglas Kim  
**Regional Mgr.:** Helmut Steiglitz  
**Products Mgr.:** Chris Hartnack  
**Cred. Mgr.:** Sally Pickett

**PRODUCTS:**  
Loudspeakers  
Turntables

Sub-Woofer  
Mobile power amps

**REPRESENTATIVES:**  
List available upon request.

## WALCO-LINCK CORPORATION

1234 State Hwy 46  
Clifton, NJ 07015  
Phone: (201) 471-1070

**President:** James M. Lynam  
**Exec. V.P.:** E. T. Spirko  
**V.P./Manufacturing:** Richard Bozzo  
**Sales Mgr.:** Ward Brill

**PRODUCTS:**  
Phonograph needles

**REPRESENTATIVES:**  
List available upon request.

## WATERLOO AUDIO SYSTEMS

110 River Road  
Waterloo, NB 68069  
Phone: (402) 779-4444

**President:** R. J. Hamel  
**Vice-President:** Mathew Dundis  
**General Mgr.:** Michael C. Larson

**PRODUCTS:**  
High fidelity turntable mat  
Precision record playing surface  
Turntable

### REPRESENTATIVES:

**NEW YORK:** Harry Rosenblum Co., 150 Croton Lake Rd., Katonah, NY 10536;  
**OHIO:** Audio Marketing Assoc., 9470 Whitewood Rd., Brecksville, OH 44141;  
**NEW YORK:** Croucher Sales Co., 5 East 8th, Gloversville, NY 12078; **KANSAS:** Arthur Elliott, Box 6129, Leawood, KA 66206; **GEORGIA:** Paul Hayden, Box 90668, East Point, GA 30364; **ILLINOIS:** Hi-Strategy, 4322 W. Fullerton Ave., Chicago, ILL 60639; **CALIFORNIA:** Interface Communications, 8489 West 3rd St., Los Angeles, CA 90048; **WASHINGTON:** Market Share, Box 96, Bellevue, WA 98009; **COLORADO:** Marv-Farley, 2943 Peak, Boulder, CO 80301; **TEXAS:** Tobias & Co., 7031 Drowsey Pine, Houston TX 77092.

## YAMAHA INTERNATIONAL CORPORATION, AUDIO DIVISION

6600 Orangethorpe Ave.  
Buena Park, CA 90620  
Phone: (714) 522-9105

**Vice-President:** Steward Greenberg  
**Assistant Sales Mgr.:** Nick Nagano

**PRODUCTS:**  
Amplifiers, basic integrated  
Preamplifiers, tuners, tape  
Decks, headphones, turntables  
Speaker systems

**REPRESENTATIVES:**  
List available upon request.

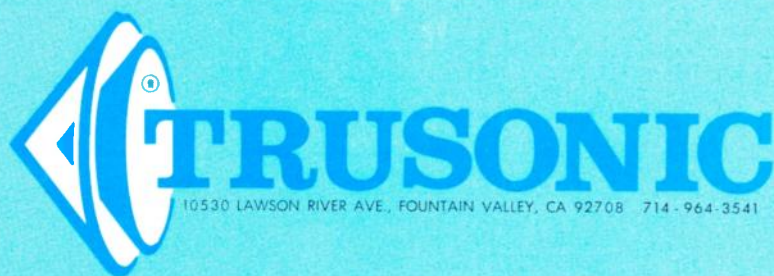
## ZEPHYR ELECTRONICS GROUP

2167 La Granda  
Thousand Oaks, CA  
Phone: (805) 497-9096

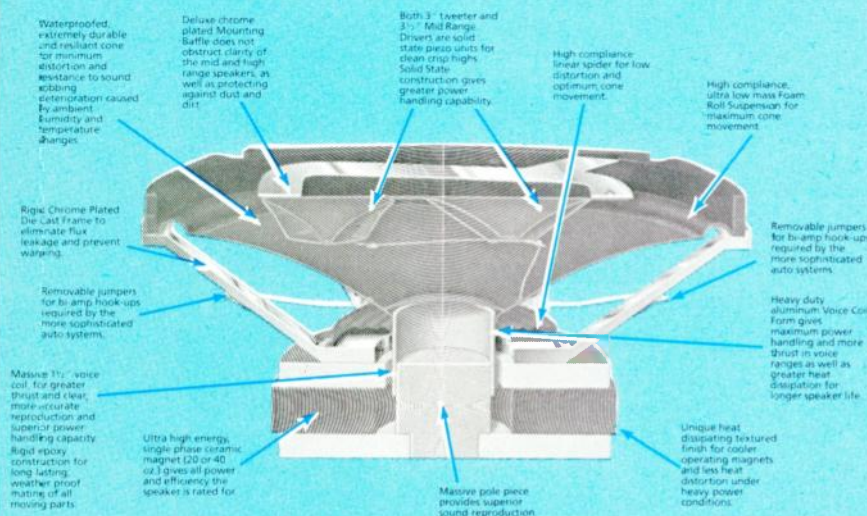
**President:** Robert Coyle  
**Vice-President:** Kyle Roth

**PRODUCTS:**  
Boothroyd/Stuart Meridian  
Amps, preamps, tuners, active loud-  
speaker systems  
Mountain Cable Company  
Speaker cable, interconnection cables

**REPRESENTATIVES:**  
List available upon request.



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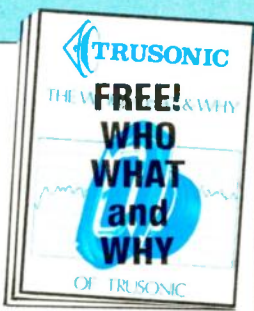


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## A car stereo system so advanced its design is over everybody's head.

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But what puts the Cockpit stereo worlds ahead of other car stereo systems is what's inside its 1½" deep fuselage. An AM/FM tuner with station memory and electronic tuning.

An auto-reverse stereo cassette player with Dolby<sup>®</sup> and CrO<sub>2</sub> tape capability. Plus a preamplifier section that has a special RF amplifier and Double Balance Mixing circuit.

Other instrumentation that makes the Cockpit stereo an impressive instrument is a 10 LED output power indicator, a 16 LED running frequency indicator, as well as Impulse Noise Quieting circuitry that filters out the noise caused by your car's engine.

The Cockpit by Panasonic. It will lift stereo sound in your car to new heights.

For more information on how to take on the Panasonic car audio line, call toll free 800-447-4700 (in Illinois call 800-322-4400).

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just slightly ahead of our time.







## TV Audio to Get More Powerful Voice But Initial Moves Modest, Cautious

By **BOB BREWIN**

Television, it seems, is finally discovering audio. Now that doesn't sound like too difficult a discovery. After all, pictures and words *do* seem to fit together rather nicely.

But, obvious as it may seem, the audio portion of television has been neglected almost since the inception of the tube. Why? Probably because the power of pictures is so compelling that for years people have put up with inferior TV audio.

Well, not completely. A few early manufacturers did try to enhance the audio portion of television — remember the “Golden Throat” sets of the early '50s? And how about the time in the late '50s when Mitch Miller went to a great deal of trouble to do a good miking job on his “Sing Along With Mitch” show so that at least the signal that went out over the airwaves would be of high quality?

Unfortunately, Miller's effort — noble as it was — was mostly wasted, since the carefully concocted sound of his finely tuned chorus still ended up being shoved through the standard 89-cent speakers that most television sets had then — and, for the most part, still have today.

But now the good news. Finally — and it's about time — the audio por-

tion of television broadcasting is slowly and gradually being upgraded from poor cousin to a full-fledged member of the home entertainment team. On the broadcaster's side of the picture tube, efforts are now being made to upgrade — finally and permanently — the quality of sound from pickup through transmission.

The Public Broadcasting Service is leading the way in this effort, along with some cable casters. PBS is doing its bit for quality audio to go along with its often high-brow pictures by broadcasting many of its musical events in stereo via high-quality satellite transmission. Now this isn't going to do the public much good yet — since there aren't yet any stereo TVs — but it is, in the words of a PBS spokesman, “a start to get things going. Which comes first in this business — the chicken or the egg? We are doing our part by providing a high-quality stereo signal. Now it's up to the FCC and the set manufacturers to do their part and develop stereo television standards.”

At the moment, the PBS television stations are taking this stereo signal and feeding it to a local FM outlet, which then simulcasts the audio portion of a live broadcast — of the New York Philharmonic, for example — allowing the home viewer with a stereo

set and television in the same room really to experience the live concert both visually and aurally.

The cable companies are also doing their bit — also via the simulcast route — to upgrade television sound. Many of the cable companies that carry the Home Box Office or Showtime payable networks are broadcasting premium fare at a premium price and have decided to deliver premium sound. How? A cable drop in the viewer's home is connected to the FM stereo set as well as the television, giving the viewer not only the movie, but a quality, stereo soundtrack as well. The effectiveness of such a hook-up can be best appreciated on the “in concert” specials both these networks present from time to time. Music is the reason for these specials — and it's music that the ordinary television speaker cannot do justice to.

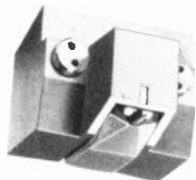
American Telephone and Telegraph Co., which handles the majority of commercial network transmissions in the United States, is doing its part, too. That company recently upgraded the quality of the lines it uses to handle the audio spectrum of a television signal, so it, too, is now capable of delivering quality sound. Of course, the ultimate answer to stereo broadcasting rests with the FCC, which is being prodded by the industry to bring U.S. standards up to those in Japan, where stereo television is not an experiment, but a reality.

While it may be a while before real hi fi stereo television is here, the sound quality of home sets may be improving. At Summer CES, Magnavox introduced what it called the first television set with really high-quality (albeit monophonic) sound. The Magnavox set, a top-of-the-line console, boasts a 12-watt audio amplifier and high-quality speakers to match.

RCA also entered the video audio race at CES, with a more powerful amplifier in its top-of-the-line model. Both companies have also boosted the power ratings of other models to one watt or, in some cases, two watts — not much to the lunatic fringe audiophile, perhaps, but enough power to really make a difference in the ears of the home viewer.

These initial moves are modest and cautious, of course. No company is going to go full-out building every television with quality audio unless it is first clear that the consumer demand is there. But the demand probably is there — and future CES shows should see television audio finally gaining its rightful place.

## ***"Dynavector. The sound of things to come."***



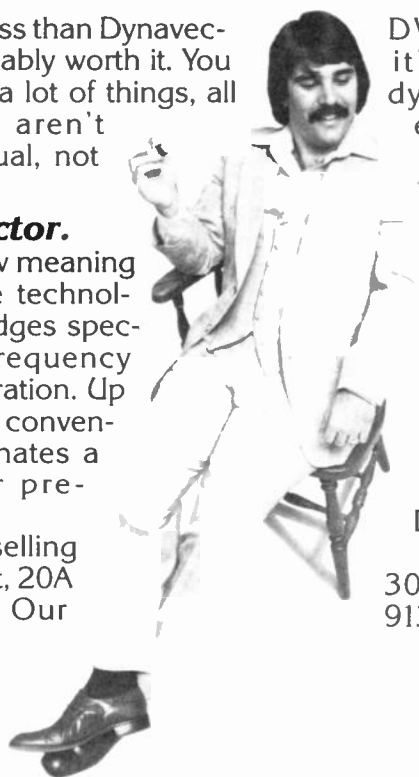
New 100 Ruby

"If it costs less than Dynavector, it's probably worth it. You see, unlike a lot of things, all cartridges aren't created equal, not even moving coil cartridges.

### ***Suddenly, Dynavector.***

"MC cartridges take on a new meaning with Dynavector. Innovative technology gives Dynavector cartridges spectacular dynamic range, frequency response and channel separation. Up to 20 times the coil turns of conventional MC cartridges eliminates a step-up transformer or preamp.

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DV 505 tonearm is without peer; it's bi-axial, inertia-controlled, dynamically-balanced and has an electro-magnetic damping system for perfect tracking.

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"Call me collect for the name of your rep and for more details on the new Dynavector. We're the kind of company that thinks it makes sense to spend money with the dealer and salesmen. That's another big difference worth exploring.

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# The Customer Is Always Right (Occasionally)

The first person who said "The customer is always right" was a nincompoop.

Please do not misunderstand; I am not counseling violence upon, or even impoliteness to, customers. What I will detail is the use of logic in "sticky" selling — or, most commonly, "post-selling" — situations.

### About Refunds

In any store operation where there is a differentiation between selling and management, refund requests should never be handled by the salesperson who made the sale initially. Such requests should be politely turned over to a member of store management. In this process the customer should be reassured that he will be taken care of by the manager. When the manager starts talking to the customer he should be pleasant, businesslike — and he should proceed promptly. A specific inquiry must be made into why a refund is desired.

It is my experience that many requests for refunds are actually requests for price adjustments, but with the customer unable to screw up his courage to make that point. The scenario frequently goes something like this:

The customer makes a purchase after the salesman has worked with the customer. The selection is a good one. The system sounds great. The customer seems to be satisfied and he buys. And then, when he has his equipment set up at home, a friend — frequently a self-appointed authority — comes over and volunteers: "You bought that for how much? You're nuts! I always buy from 'Fast-Buck Jerry' and he can beat that price by at least \_\_\_\_\_!!"

Of course the assistance in selection that the customer received, the quality of that assistance, and the resulting customer listening satisfaction are of absolutely no consequence to this "friendly" inflation-fighter. The fact is that if your customer had gone to Fast-Buck Jerry, his component selection may well have been based primarily on Jerry's need to even up his inventory by pushing out some over-purchased "dogs", rather than satisfying the customer's needs or desires. And your customer's friend is not considering that possibility at all.

Now let us assume that the merchandise purchased in all available from

Fast-Buck Jerry. The customer, in most cases, is torn over deciding what to do. Frequently, he would prefer to forget it rather than being embarrassed. But his wife supports, his friend and some action therefore must be taken. Finally he psyches himself up to a point at which he has himself believing that your store is staffed by skilled con men, and that he, poor innocent that he is, has been plucked like a chicken.

With this possible scenario, you can see why this customer should be handled with extreme care — he may very well be ready to explode.

### Defusing Him

But with the careful ministrations of the manager, in all probability, he can be defused and the facts will come out, minus the thick emotional overlay. Now, a complete refund may very well become a minor price adjustment — which is certainly a better deal than having all that selling time go down the drain, plus having open merchandise returned to stock. In addition, you have a more solidly satisfied customer, and the "shill" for Fast-Buck Jerry has lost a round.

As stereophonic high fidelity components have become both more widely accepted and distributed, another type of situation — hopefully rare — occasionally develops.

The Smiths are having a party on Saturday night. Their Stromberg-Carlson 78-r.p.m. AM console died when their 18-year-old son started to walk. Strange, dark creepy things have taken up residence in the record storage compartment. But they need music for their party. The breadwinner of the Smith family, an honest man, knows where he can buy discs at \$2 apiece from a casual truck driver acquaintance. On page 12 of today's *Metro-polis Gazette* is your store's ad for three systems — \$399, \$599 and \$799. That \$799 system would be just right to impress the guests. Mr. Smith also notices that your ad mentions the usual credit card and time payment arrangements.

On Thursday Mr. and Mrs. Smith purchase — without a penny of real money — a \$799 system from you. It was a great ad — brought in lots of business plus lookers who seemed to be seriously interested. God help if you



By

**HAROLD WEINBERG**

had more than one customer like the Smiths.

### The Lost Weekend

Comes Monday. Guess who is the first customer at the door — Mr. Smith, and all scowls. The system is "totally unsatisfactory," he says. All of his friends agree — "It is totally unsatisfactory. Have someone take it out of the trunk of my car."

The merchandise has been repacked, seemingly by being launched from across the room toward the cartons. Circular ring marks decorate the ends of the speaker and receiver enclosures — they look peculiarly like those left by wet glasses. The stylus has a right-angle bend in it — "That is the way I found it — just like those scratches on the turntable base. Do you fellows have a license to sell used merchandise?"

How do you handle this "customer?" Seriously — what can you do? I don't really know — other than somehow extracting as much cash as you can from him as sort of a rental charge. He probably won't pay the credit card bills, and that will cause trouble. And you cannot force him to keep the merchandise. And in all probability he is a letter writer. He may be able to quote the addresses of the BBB, FTC and what-have-you from memory.

Do the best you can and pray that a minimum of this fine type of customer visits you.

### Why Bother?

The purpose of a generous exchange and refund policy is to encourage repeat business — to buy customer loyalty by providing a service that re-enforces a customer's relationship with the store. It is obvious that a department store that sells a wide variety of merchandise benefits more from repeat business than does a store selling hi fi components which chooses to have similar policies. However, lenient policies, perhaps overly lenient policies,

are a necessary part of the retail scene, and that is that. Do not forget that the horrible examples, the extreme cases in which the policies are abused are the ones written about. In actuality, most people do not abuse the dealers. In fact, most of your customers will never even take the slightest advantage of those policies.

There is, however, an area where all too often the customer is forced to take advantage of after sale store services — and frequently reluctantly. That is in the area of repair service. Regardless of manufacturer's engineering and or quality control efforts, and the policy of many stores of checking the operation of merchandise before delivery, some percentage of what you sell will become defective.

At that time, and only at that time, will the customer find out the reality of your service policy — not what is proclaimed in your ads, on the back of your saleschecks, on signs or where have you — but how you actually perform. Is a customer just as welcome with a defective product in his hands as with his check book in his hands? How speedily and with what thoroughness is he handled? Is he given vague promises for the date when the repair will be ready or is he told, as I have overheard on occasion, that service will take an outrageous six or seven weeks.

As I say, the performance is what counts — not the promise. Your store's customer relations effort should support, not undermine, its advertising and selling efforts. What do you do for the customer in your store? Are you cementing customer relations or shattering them?

## MARKETING

### Jamo: Danish To Go

Jamo may not be a household word, but if Helge H. Fischer has his way Jamo is going to make the Danish famous for more than its fabled pastry.

Jamo, of course, is the new Danish speaker line introduced at CES by Taifo-Stil USA, which is headed by Fischer out of Evanston, Ill. headquarters.

Denmark, obviously, is famous for more than its pastry. Danish style and design have made their mark on the world, too, and Fischer points out that they've also made their mark on Jamo speakers.

"The speakers have a distinctive appearance, but they are equally as unique in sound and I think U.S. dealers are going to appreciate their salability and the lengthy profit margins we offer on Jamo," Fischer comments.

While Jamo is being introduced to American audio buyers for the first time, the brand is well-established in Europe, where a multi-million-dollar plant produces some 400,000 speakers a year for sale throughout European markets.

According to Fischer, a recent ex-

pansion in production facilities to about 70,000-sq. ft has enabled Jamo to make its U.S. debut. "We're looking for reps and dealers," says Fischer, noting that distribution is now concentrated in 25 states mainly throughout the midwest and Rocky Mountain area. Jamo is celebrating its tenth year in business, having grown to its present dimensions from a three-man operation located in a Danish basement. Those kind of roots, US audio pioneers will recall, are as American as cherry pie.

## SIGNIFER

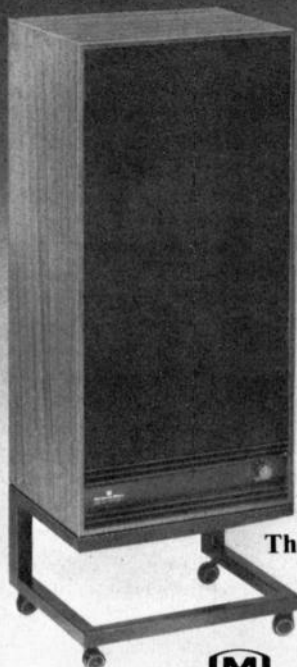
### The sublime...

Amid the wealth of accomplishment of audio-technology worldwide, the design of loudspeaker systems conferring accurate, natural, truly musical sound reproduction remains essentially a sphere of British eminence.

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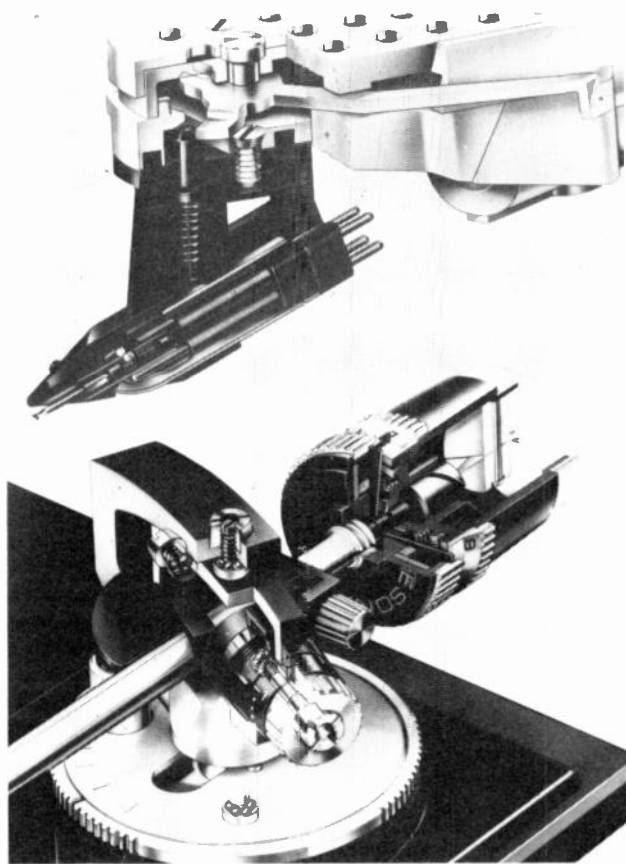


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**DUAL'S BEEN TALKING TONEARMS** all along. Some special features include a 4-point gyroscopic gimbal (top) and its low-mass tonearm/cartridge assembly (bottom). To sweeten offerings, Dual also offers the RC 152 remote transmitter (right) with a RC 1120 receiver to operate a turntable and cassette deck model.

## Dual's Got Designs on Tonearm Leadership The ULM is one generation ahead

Not too many months ago, as other turntable manufacturers argued hotly about the various drive systems on the market, Dual chose not to get overly involved. Sure, a good drive system is important, Dual acknowledged, but what really makes a turntable stand out from its competition is the design of its tonearm.

Well, if you say something sensible and keep saying it long enough, eventually people start listening. And dealers across the nation are certainly listening to Dual now. Manufacturers, dealers and consumers are all talking tonearms these days. And now Dual can claim a significant advantage over most of its competition, since it has paid so much attention to developing, improving and refining its tonearms all along.

In case you need proof that all of this research and development has paid off, Dual has proof — in the form of a new line of turntables with tonearms that are said to be at least one generation beyond those on turntables man-

ufactured by competitive companies. There are nine turntables in the series, and each one has what Dual calls its ULM (Ultra Low Mass) tonearm. All nine turntables can be ordered with or without a matching Ortofon ULM cartridge. The turntables range in suggested retail price from \$179.95 to \$559.95, without cartridges. There are three matching Ortofon ULM cartridges, priced to sell for \$80, \$110 and \$150.

### Response Very Positive

According to Murray Rosenberg, general manager of Dual, the ULM arm and the top-of-the-line matched cartridge, the Ortofon ULM 60E, have a combined effective mass of just eight grams — far less than half of the effective mass of most conventional tonearm and cartridge combinations. And the difference, Rosenberg said in an interview, is dramatically audible.

The top turntable in the line, the Dual 714Q, was demonstrated at Summer CES in Chicago and Rosenberg

said it received "a very positive response" from dealers. "They felt it was demonstrable and important," he said.

Rosenberg said that Dual has been testing the new arm with a special record that has a warp cut into it at 300 Hertz. "There's a dramatic difference," he said, "in the sound of the 300-Hertz signal when it's played with the ULM arm and then compared with conventional tonearms with regular mass."

He added: "This is particularly important at this point, with the market uncertain and more people getting into the business. It's particularly important for a manufacturer to present something unique, something with a demonstrable and audible improvement. Presenting a dramatic new product is important at any time, but dealers feel that it's even more important at this time."

Audio dealers are "comfortable with this new development," Rosenberg continued, "because in retrospect it



**PLAYING IT AGAIN, SAM** is easy with these top-of-the-line Dual models which can be operated via remote control. The model 714Q turntable is single-play and semi-automatic. The deck is model 839RC.



was a logical projection of the point of view that Dual has been expressing for the past 10 years. Our tonearms have been designed to handle low-mass tonearms for a long, long time. So a major breakthrough by Dual required no change in the point of view of the dealer; it was 'typically Dual'."

### Logical Alternative

Rosenberg said he is also pleased that Dual is now able to offer "a logical alternative to the many other turntables on the market that look more or less alike and offer — with one or two exceptions — essentially the same features." As a result, he said, when a dealer is interested in keeping his turntable inventory down, he can look to the Dual line, which "is not a duplication of the other products."

In addition to its new turntables, Dual has also introduced four new cassette decks, and Rosenberg said that dealer response to those was "especially gratifying." He said Dual feels that its new decks are "totally in-

tegrated in terms of features, step-up features performance and specifications. But more important," he continued, "we feel that the technology that has gone into the design of this new line is right at the cutting edge of the industry. We feel that our units provide better specifications and performance than comparably priced units introduced at CES."

One feature of the new decks, Rosenberg pointed out, is equalized metering, which is offered in every model in the line. He said: "That's a feature that's absolutely essential if you're going to make good recordings without overloading the tape."

An interesting feature in the turntable line, he added, is an anti-resonance adjustment that can be set for the exact mass and compliance of any cartridge. The adjustment, he said, is "predictable, consistent, and works every time."

### Remote Control

Finally, both the top-of-the-line

turntable and the top deck can be used with remote control — and the same remote control transmitter can be used to operate both units.

Turning to the topic of distribution, Rosenberg said that Dual has set up two new franchises and is guaranteeing its dealers that there will be only a specific number of Dual dealerships in turntables and decks over the next three years. "We want to build the dealers we're doing business with," he said. "We want dealers who are capable of selling our products and have a special interest in selling our products."

He concluded: "Dual's capability in the turntable business is long-standing and outstanding. Our engineering and production facilities are certainly comparable to anything available anywhere in the world. But we have to be innovative; we have to offer the consumer a reason why he should buy a Dual, which is not an inexpensive product. And we feel there are many reasons why he should buy a Dual now."



## Adcom Picks Up on Moving Coil, Says Dealers Should Do the Same

If your phonograph cartridge isn't up to par, says Newton Chanin, then you may as well not worry about what kind of components you have in the rest of your hi fi system. "If your cartridge isn't the best available," Chanin said in an interview with *High Fidelity Trade News*, "then all of the money you spend on linearity further down the line won't make any difference."

If you think that sounds like a quote from a man who wants to sell some cartridges, you're right. Chanin is president of Adcom, which has just started shipping its dealers a new series of moving coil cartridges that Chanin flatly says are the best on the market. And he says he can prove it — easily.

There are four cartridges in the series, and they range in price from \$250 to \$160. Chanin says that they have the flattest response and the lowest overall mass of any moving coil cartridges on the market. "Up to this point," he said, "there hasn't been a cartridge available on the market that's as linear as this one."

The four cartridges in the new line are the Adcom XC-Linetrace (\$250), the Adcom XC-Elliptical (\$190), the Adcom LC-Linetrace (\$200) and the Adcom LC-Elliptical (\$160). All four pickups have a unique feature: a "Crosscoil" armature design which Chanin says offers a low mass but a higher output than the designs used in other moving coil cartridges.

"The armature that the coil is wound around," Chanin explained, "is in the shape of an 'X.' It is rigid but much lighter than the block shape used in most conventional moving coil designs." The new cartridges are also "noncritical as to capacitance and less critical as to loading," Chanin said, and the XC models have an output high enough to make a transformer or head amplifier unnecessary. The LC models are low-output cartridges.

At the Summer Consumer Electronics Show in Chicago, Adcom set up a clinic in which it offered to test the new cartridges against any other pickups on the market. To make sure that enough cartridges were available for comparison, Chanin and his co-workers had more than 20 competitive pickups on hand and compared them against the new Adcom products on request, using standard testing equipment. Any cartridges that show attend-



**NEWTON CHANIN**  
Adcom's president

**ADCOM CROSSCOIL**  
With 'x' armature



ees brought into the clinic themselves were also tested against the pickups in the new Adcom line. In all, Chanin said, more than 50 different cartridges were compared with the Adcom products.

"Only one cartridge we tested," Chanin said, "was comparable in quality to ours. And that was a handmade sample of a cartridge made to sell for \$1,300."

The new cartridges are all moving coil models, Chanin said, because "it's generally agreed that, all other things being equal, moving coil cartridges obtain the best results." But up to now, he said, moving coil pickups have had two main problems: low output and high cost.

"We feel we've addressed both of those problems," he said, "and have come up with solutions that no one else has come up with. Others will eventually come up with them, but we will have a big advantage. Our advantage is lead time."

Chanin continued: "The dealer who is not selling moving coil cartridges is

losing most of his high-end market. Our pitch to dealers is that if they're not selling moving coil cartridges at the high end, they're losing a large part of their high-end business. They should be selling moving coil cartridges — and they should be selling ours."

Although the new cartridges will be the first pickups to carry the Adcom label, Chanin emphasized that he is by no means new to the cartridge business. In fact, he said, "Adcom's unique position in the market is that it is the company with the most experience in developing moving coil cartridges." Chanin brought Ortofon cartridges into the market in this country in 1971 and marketed them until 1976. He has used the cartridge know-how he gained with Ortofon in developing the new Adcom cartridges, but at the same time he feels that he has been able to design a new product that "is not totally wedded to the past."

It should also be pointed out that Chanin is not totally wedded to cartridges — far from it. Adcom also markets record care products and Braun and Canton speakers, and is now introducing a series of electronic audio products that will be marketed under its own name.

The first new electronic component to be introduced by Adcom is the GFA-1 stereo power amplifier, which was demonstrated at SCES and is now available for deliver. The GFA-1 is a compactly designed 200-watt-per-channel unit priced to sell for under \$400. It will be followed by a matching pre-amp and tuner by the end of this year, Chanin said.

In addition, the company now offers a subwoofer, to Adcom GFW-1, which can be used with many different kinds of speakers was designed to go with Braun speakers and optimized to match the Braun L200.

And if you're interested in new car stereo products, Adcom also has something for you there: the new Canton AC-200 auto speaker, which Chanin calls the "first fully source-compatible, self-amplified car speaker in the world." The AC-200, he explained, can be driven either from the speaker outputs of a car stereo system or from the outputs of an auto receiver, tuner or tape player. It's in a wedge-shaped enclosure that can be mounted in many different places in a car.

Chanin says he expects this to be a good year for his company, and if new products mean new business, then it certainly will be. "We have more new products coming out this year than anybody and in more categories," he said.

# Aiwa Minis Can Maximize Sales — But Selling the Right Market Is the Key



**AIWA'S MINIS**

So far, the saturation point for mini-components has seemingly been close to zero. But according to Aiwa America president Shigeru Inagaki, it's only because no one has really even tried to market them correctly.

Suggests Inagaki: "Looking to untapped markets is the real way to sell these items. Of course, at the beginning, it was difficult to sell a small item in America . . . We feel these small systems should be promoted via the second-system approach.

The executive continued: "As hi fi becomes an integral part of life here, many consumers want more than one system. And the mini fits perfectly into that concept. Some have tried to merchandise these items strictly as advanced technology and engineering capabilities in a smaller package, and that isn't the most successful route. Also, 100 watts is not necessary for a second system — lower wattage at a moderate price is important."

## **Separates, too**

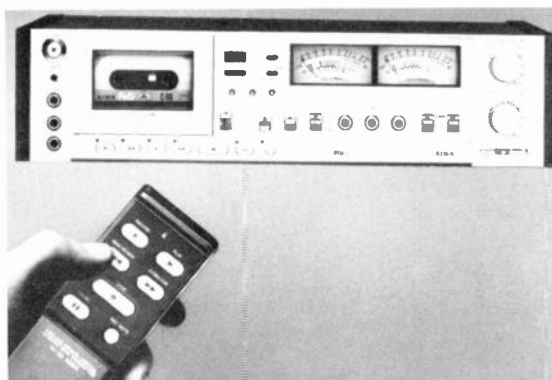
Aiwa, officially established just over

a year ago, has gradually expanded into other areas than the cassette decks it initially offered. After working to establish a quality image, its approximately 350 dealers and 750 outlets are looking to create a strength in the marketplace with its line of separates.

As it upgrades its dealer organization, the Moonachie, N.J. firm is working to become a full-line manufacturer. Business increased 34% over the last year and it hopes this sales picture continues. The new line reflects an interest in high-end technology: wireless controls, metal tape, digital operation, and linear tonearms. But you won't find Aiwa participating in the power race.

Explains Inagaki: "Our strength at Aiwa has been first to establish a high-quality image. We will offer our customers continual advances in high technology which we feel will help this goal. What has helped us to this first successful year in tape deck marketing was this expertise in the high end, and we feel development along these lines will continue to be our best approach.

—Cindy Morgan



**AIWA'S AD-6900 MARK II U**, compatible with metal particle tape, is a full-function wireless remote control unit slated to retail at about \$1,000.



**THIS LINEAR TRACE** programmable turntable, model LP-3000U, is quartz-locked and direct-drive and can be automatically programmed to preset record segments for repeated play. Retail is suggested at \$1,200.



## Rowson Picks Up Superscope, Bib; Rep Firms Open in Texas, Illinois

There are two news items from **Steve Rowson** of *Rowson Sendrak* this month. First is that Steve is now marketing the *Superscope-Marantz* and *Bib Hi Fi* accessories lines. Second is that **Cathy McGettigan** has joined the organization and will be covering the eastern portion of the upper New York state territory. Cathy brings with her a retail background with Franklin Music-Sam Goodie and Silo in Philadelphia. Steve's company also markets the *ESS*, *Ortofon* and *Sound Concept* lines. He is located in Fayetteville, N.Y. for all of you dealers interested in those fine products.

**Rod Crosby**, former divisional sales manager at *Fairchild Camera and Instrument Company*, has announced the formation of a new consumer electronics rep firm called *Alamo Sales*. It will be in San Antonio, Tex. Manufacturers and dealers can reach Rod at 512-492-3842.

Another new rep firm is being opened in Illinois **Karl Buikema**, former VP sales & distribution at *SBE*, has formed *Products Marketed*, and will be based in Lombard, Ill.

Our good friend **Ivan Pato**, head honcho at *Creative Marketing Associates* in Ft. Lauderdale, Fla., whispered to me that he has picked up three new lines . . . *Onkyo*, *Tandberg* and *Dahlquist*.

**George Lock**, owner/partner of *Eagle Associates*, has been named rep of the year by *Fujitsu Ten Corporation*. Based in Miami, *Eagle Associates* covers Florida, Santa Domingo and Puerto Rico.

**Norman J. Fuchs**, president of *General Sound*, has announced the appointment of a full-line exclusive distributor for representation in Canada: *E. Roy Gray, Ltd.*, 14 Laidlow Blvd., Markham, Ontario. Said Fuchs, "We're very honored to have a company with the professionalism, dynamism and integrity of *Tony Gray* and his organization to represent us and distribute our line."

*Soundcraftsmen* will now be having *Pacific Northwest Marketing* promoting their line in the states of Washington, Oregon, Idaho, Western Montana and Alaska, according to **Ralph Yeomans**, *Soundcraftsmen's* president. *Pacific Northwest Marketing* is headed by **Dave Bell** and **Fred Faulkner**, and

is based in Redmon, Wa.

Remember the old song, "Lord won't you buy me a Mercedes Benz?" Well, that is one song that won't be sung again by *RMS Sales* of Columbus, Ohio, who were the winners of a brand new 1979 Mercedes that was awarded them by *Optonica High Fidelity Products*.

"An outstanding effort was put forth by *RMS Sales, Inc.* to win the *Optonica Mercedes Benz*, with an unbelievable contest quota achievement of 478.9%," said **John Bermingham**, National sales and merchandising manager. "Congratulations on willing our top prize."

Kudos were accepted by **Bob Kingston** of *Kingston Sales Corp.* for being awarded the Sales Achievement Award by *Kenwood Electronics*. This award for the most outstanding increase in sales over the previous year, was presented to the Indianapolis rep firm at Summer CES.

Did you know that "You're a Grand Old Flag" is one of the new theme songs at *H. H. Scott* these days? Yep, and as part of *H. H. Scott's* entry into the military market, the *M. J. Daniel Company* of Dallas has been appointed exclusive sales representative to the U.S. Military Conus exchanges, including Hawaii, Alaska, Puerto Rico and Cuba.

Some people just know how to get



By  
**CARYLEE CAPUTO**

things done right, and **Ed Garland**, former vp at *Toshiba*, is one of those people. Imagine, just forming your own company, and already handling *Philips* and *Emerson Radio*, and then going to *SCES* and picking up *American Acoustic Labs* and *Majestic Car Stereo*! Ed's new company is called *Marketing Innovators, Inc.* and is located at 11601 Katy Pwy, suite 109, Houston, Tx., and he can be reached at 713-493-3397.

Interested in marketing your products internationally? If this is the case, perhaps you should know that **Ben Drezner**, former president of *Hallicrafters International*, has formed *Benco International*, an international marketing and consulting company. Ben, who has over 35 years in the electronics and communication industries will be marketing various electronic, communications and para-military lines to over 40 countries throughout the world. He can be contacted at his offices in Arlington, Tx., telephone number 817-457-6494.



**REPS ON WHEELS:** T. Sugawa, president of *Optonica*, joins national sales manager **John Bermingham** and executive VP **M. Akamatsu** in presenting keys of new Mercedes to **R. Selvage** and **M. Solomon** of *RMS Sales*.

# FAMOUS RECORDING STAR MAKES TELEVISION DEBUT.



## INTRODUCING MAXELL *Epitaxial*. VHS VIDEOCASSETTES

Ever since its introduction, Maxell tape has received the highest acclaim from audio buffs.

Now we're about to introduce something that's sure to receive rave reviews from video buffs.

Maxell Epitaxial VHS Videocassettes.

Like our audio tape, it's made to the toughest standards in the industry. Ours.

We use the finest high impact polystyrene and special steel reinforced springs so that our cassette mechanism will stand up to constant use and abuse.

But as impressive as all this sounds, it's nowhere near as impressive as the

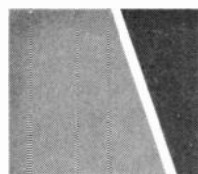
tape itself. Our Epitaxial Oxide formula is capable of reproducing colors so accurately, you have to see it to believe it.

Which is why we suggest you call your Maxell representative for a sneak preview.

You'll see why our videocassettes are destined for stardom.

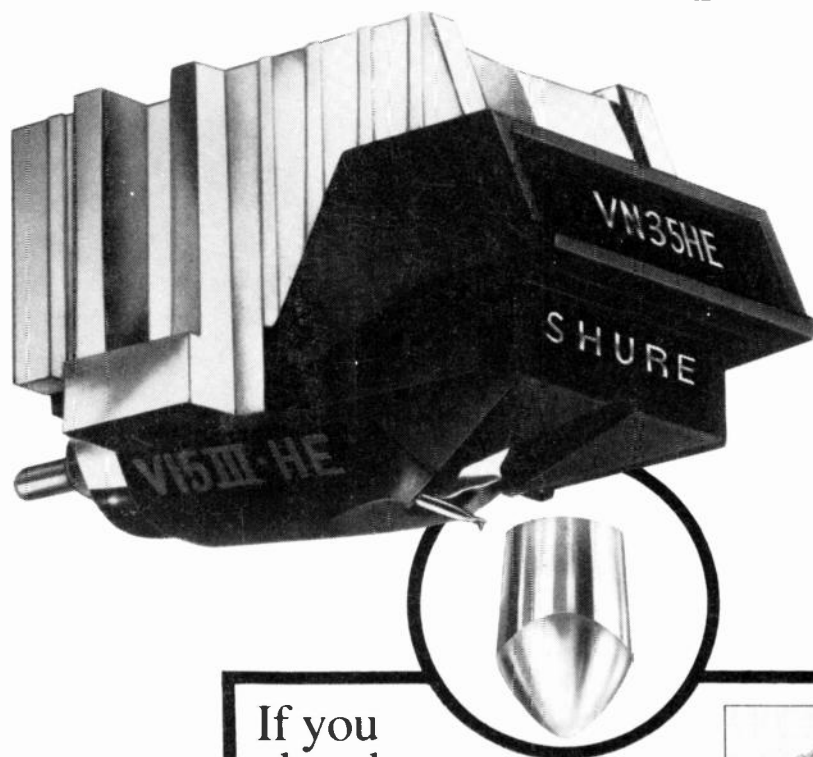
**maxell**





**fact:**  
**we've put a NEW plus**  
**into the Super-Track Plus**  
**family of V15 Type III Cartridges**

your  
customers will  
see this ad  
in the magazines  
they read most



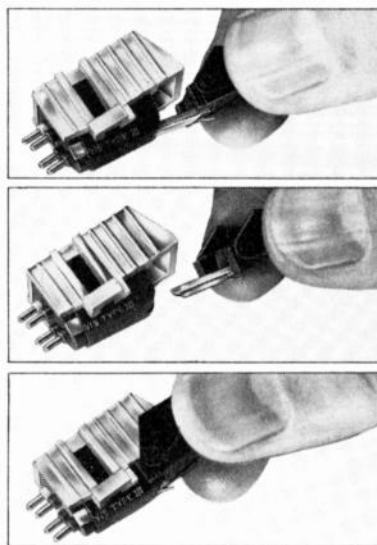
**Hyperelliptical tip for**  
**audibly greater freedom**  
**from distortion**

One of the critically acclaimed developments introduced in Shure's incomparable V15 Type IV phono cartridge is its revolutionary distortion-reducing Hyperelliptical nude diamond tip. It established a new standard of sound purity through a dramatic reduction of both harmonic and intermodulation distortion. Now, the Hyperelliptical tip is also available in the world-famous V15 Type III Super-Track Plus Cartridge, bringing together the sound purity and flat response of the IV at an eminently affordable price. It is truly second only to one other cartridge in the world—the V15 Type IV.

**V15 TYPE III-HE**  
Stereo Dynetic® Phono Cartridge

**If you**  
**already own a**  
**V15 Type III**  
**you can upgrade it!**

If you are one of the thousands of audiophiles who already own a V15 Type III, you too can benefit from the new freedom from distortion afforded by the Hyperelliptical stylus. Simply replace your present stylus with the new VN35HE improvement stylus. It will give your Type III cartridge the same specifications as the new V15 Type III-HE. The cost is extraordinarily low, yet the difference in sound will be immediately apparent. Takes only seconds to install (see illustration), requires no tools whatsoever.



**V15 TYPE III-HE IMPROVEMENT STYLUS**



Shure Brothers Inc., 222 Hartrey Ave., Evanston, IL 60204. In Canada: A. C. Simmonds & Sons Limited  
Outside the U.S. or Canada, write to Shure Brothers Inc., Attn: Dept. J6 for information on your local Shure distributor.  
Manufacturers of high fidelity components, microphones, sound systems and related circuitry.

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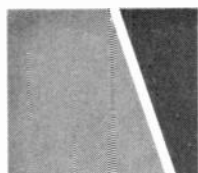
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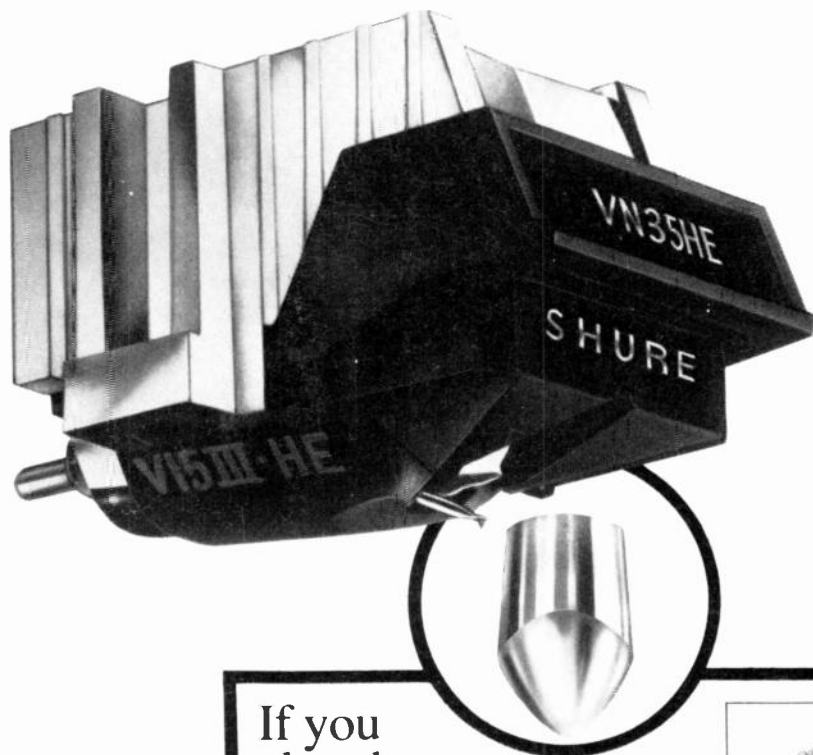
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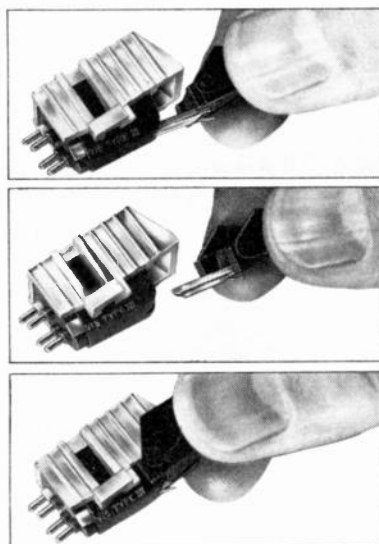
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