

HIGH FIDELITY trade news

VOLUME 24, NO. 9
SEPTEMBER 1980

★
VIDEO

POSITIONING:

Strategies For
Dominance In
Your Market

Reps Tell How
To Move It
Out The Door

Dealers' Special
Christmas Advertising
Deadline Planner

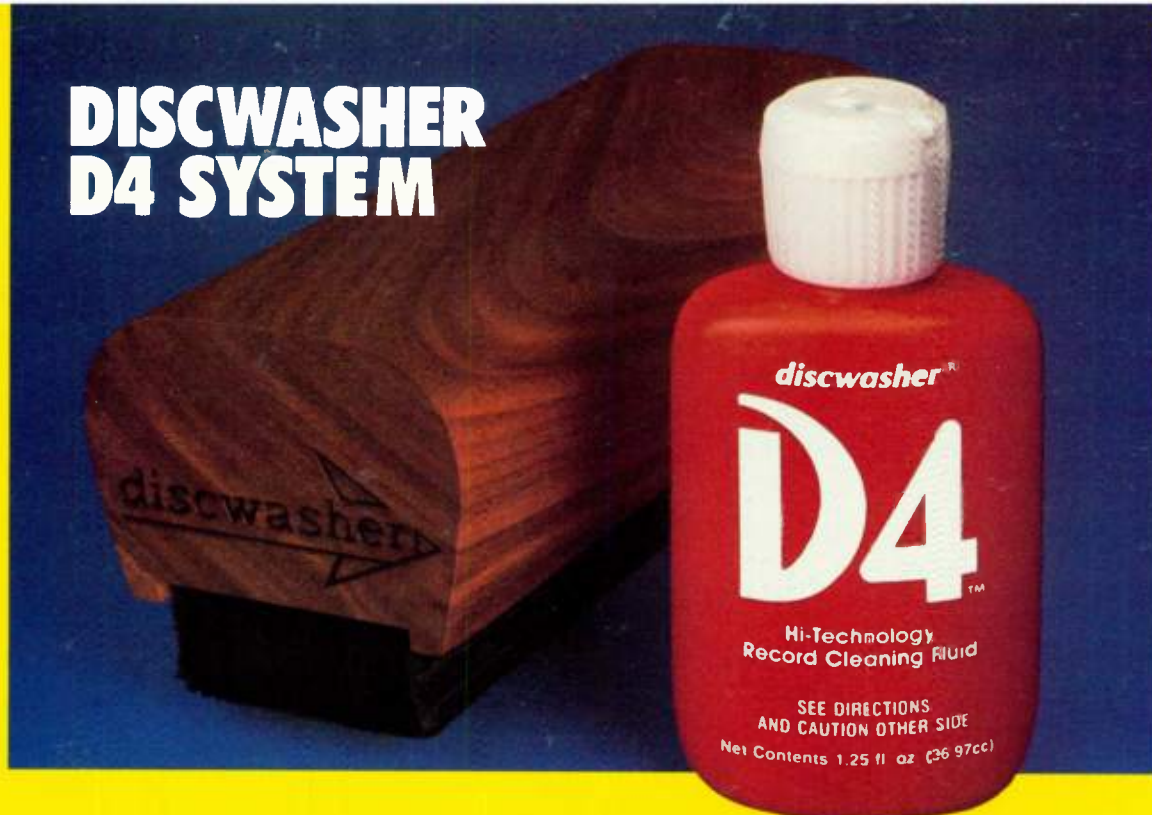
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EXTRA!

Our Annual Sound Industry
Directory, Guide To
Manufacturers And Reps

World Radio History

DISCWASHER D4 SYSTEM



A NEW STANDARD OF RECORD CARE

NEW D4 FLUID

Inherently more active against record contamination.
Inherently safe for record vinyl. Preferentially
absorptive formula carries all contamination off the record.

NEW D4 FABRIC

Unique directional fibers preferentially remove fluid
and contamination. D4 fabric results in clearly better
cleaning, better drying and ultimately residue-free surfaces.

UNMATCHED VALUE

The Discwasher D4 System is enhanced by the durability
and aesthetics of the hand-finished walnut handle.
Included in the D4 System are the DC-1 Pad Cleaner and
new instructions.

discwasher®
PRODUCTS TO CARE FOR YOUR MUSIC

Discwasher, Inc., 1407 N. Providence Rd., Columbia, MO 65201

The new Slimlines.TM

Stereo that will knock their eyes out.



KR-80 Slimline DC Receiver. 27 Watts per channel, min. RMS at 8 ohms from 20 Hz to 20 kHz with less than 0.05% Total Harmonic Distortion; voltage synthesizer tuner with digital readout; memory preselects; auto scan; LED power indicators.



KA-80 Slimline Hi-SpeedTM DC Integrated Amplifier. 48 Watts per channel, min. RMS at 8 ohms from 20 Hz to 20 kHz with less than 0.03% Total Harmonic Distortion; hinged front panel.



KA-60 Slimline Integrated Amplifier. 30 Watts per channel, min. RMS at 8 ohms from 20 Hz to 20 kHz with less than 0.08% Total Harmonic Distortion.



KT-80 Slimline FM Stereo Tuner. Pulse-Count Detector; Servo Lock Tuning.



KT-60 Slimline AM/FM Stereo Tuner. LED tuning indicators.



AT-80D Slimline Digital Clock/Timer.



GE-80 Slimline Graphic Equalizer.



RA-80 Slimline Reverberation Amplifier.

Feast your eyes on the new SlimlineTM components from Kenwood.

We took Kenwood high technology and gave it a sleek, low profile. This is high performance with a sense of style. Stereo that looks as good as it sounds. And it's going to be the hot-selling look of the 80's.

The line consists of two integrated amplifiers and tuners. A high performance DC digital synthesizer receiver. Even a graphic equalizer,

digital timer, and reverb unit. All have our bold, new low-profile styling, designed to appeal to everyone from first-time buyers to the most demanding listeners. At popular prices, with margins that are anything but slim.

The new Kenwood Slimlines. Great sound never looked so good.

Kenwood, 1315 E. Watsoncenter Rd., Carson, CA 90745.
Or 75 Seaview Dr., Secaucus, N.J. 07094.



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MEET THE STAFF

Rolling Stone's loss is High Fidelity Trade News' gain. We are referring to the latest addition to the staff, assistant editor Jeri Simon who joined us last month from **Rolling Stone's** editorial department. Jeri, like **HFTN's** technical editor Gary Stock, is one of the few hi fi trade editors who has worked on the retail floor of a hi fi store. (She spent her year at Crazy Eddie's in Paramus, New Jersey.) And like **HFTN's** associate editor Cindy Morgan, she is also well-travelled, having visited Europe and the Soviet Union. Jeri, a recent graduate of St. John's University, received her B.S. in Communications; a year of her studies was spent in London.

**JACK CARTER ASSOCIATES**

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ARIZONA, AND LAS VEGAS MARKETPLACES FOR
OVER 25 YEARS.

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company offering Warehouse Facility — fully-
equipped Training Center — full time Sales
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Representing Lines That Mean Business

BUSINESS IS A MATTER OF NUMBERS. IF YOURS DON'T MEASURE UP, LOOK AT THESE.

Some lines are profitable, some aren't. Some are promoted enthusiastically, some are not.

One thing is certain. What you don't need is a store full of hi-fi equipment that is not top quality and does not sell.

So if your sales profit figures don't measure up,

these will help to change them — seven different profit lines from Osawa, the Measure of Quality. Lines you should pay special attention to if you carry Osawa—even more attention to if you're not an Osawa dealer yet. Every one is top quality, and all are heavily promoted to your customer.

40

NAGAOKA ACCESSORIES

A brand-new line of audio accessories from Osawa,

sure to bring repeat traffic into your store. Designed for everyone from the impulse buyer to the dedicated audiophile. Never heard of them? You'll be hearing plenty about them in the year ahead.



3

ULTRACRAFT TUNEABLE™ TONEARMS

Audiophiles love 'em — All are silicone-damped unipivot units of highest quality.

They're suitable for use with virtually any cartridge on the market.



4

SATIN® CARTRIDGES

A Satin Moving Coil Cartridge for \$99.95? You bet. And there are three other Satin Moving Coil models, too

— all with user-replaceable styli, and all with an output level high enough not to require a transformer or pre-amplifier.

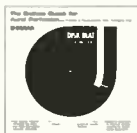


2

DISK MATS

Audio critics have raved about how Disk Mats improve the sound of music by damping vibra-

tions and adding weight and mass to turntable platters. The SE-22 Disk Mat and our new model, the OM-10, will be winners with critics and customers alike.



6

HIGH-CONTRAST MP CARTRIDGES

The Osawa high-contrast cartridge — totally free in stylus movement, totally rigid in fixed structures —

is now available in six models. The new MP-10 lists for only \$59.95. The top-performance MP-50, the cartridge you don't listen to, but listen through, is priced to sell for \$299.95



4

HECO SPEAKERS

Hi-fi enthusiasts all over the world know about the high quality of Heco speakers.

And now,

for the first time, Osawa has brought them to the USA. There are four models to choose from — all compact, three-way acoustic suspension units with high sensitivity and outstanding frequency response.



19

OSAWA SALES REPS

You can find them — and all of our terrific numbers by calling (800) 223-1950/51. In New York, call (212) 687-5535.

OSAWA
The Measure of Quality

OSAWA & CO. (USA) Inc., 521 Fifth Avenue, New York, New York 10017
Distributed in Canada by Intersound Electronics, Montreal, Quebec

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BPA

MEMOREX HIGH BIAS TEST NO. 5.

WHICH HIGH BIAS TAPE STANDS UP TO A GENRAD REAL-TIME ANALYZER?



The GenRad 1995 Real-Time Analyzer is among today's state-of-the-art devices for accurately measuring and displaying audio signals. That's why we used it to show that MEMOREX HIGH BIAS is today's state-of-the-art high bias cassette tape.

When tested at standard recording levels against other high bias tapes, none had a flatter frequency response than MEMOREX HIGH BIAS.

And, the signal/noise ratio of MEMOREX HIGH BIAS proved to be unsurpassed at the critical high end.

Proof you can't buy a high bias cassette that gives you truer reproduction. And isn't that what you buy a high bias tape for?

Is it live, or is it

MEMOREX



The GenRad 1995 Integrating Real-Time Analyzer measured signals from a Nakamichi 582 cassette deck. Input signal source was "pink noise" at 0dB (200 nanowebers—standard record level). If you'd like a copy of the test results, please send a self-addressed, stamped business-size envelope to the address below. Ask for the GenRad Test.



For unbeatable performance in a normal bias tape, look for Memorex with MR₂ Oxide, in the black package.

© 1980 Memorex Corporation, Santa Clara, California 95052 U.S.A.

IT'S JUST LIKE BEING THERE



AKG K-340 ELECTROSTAT DYNAMIC HEADPHONES



AKG ACOUSTICS, INC.
77 SELLECK STREET
STAMFORD, CT 06902

LETTERS

Also Sprach *Business Week*

To The Editor:

I have just received your issue dated May 1980, and I was immediately struck by the article "The Graying of Hi-Fi: Where Do We Go From Here?" Oddly enough, *Business Week* predicted such a "graying" over a year ago, and its recommendation was that dealerships learn to cater to the older buyer — what your author calls "the serious and devoted listener to either classical music or to (sic) jazz . . ."

Few of your readers will ever have heard of Source Engineering. Since



Kerry Gaulder
Source Engineering

1976 we have been making equipment, beginning with a one-way noise reducer that actually works, intended for the collector who's more interested in the musical content of a recording than in sound for its own sake, but who'd nevertheless like to make the best of the sound for the sake of the performance. We knew that this market was only five to ten percent of the then current hi-fi public, but that's a lot for a small company.

Buoyed up by numbers of enthusiastic letters from buyers, in 1978 we undertook to "go public", as it were. We signed up reps (including, for example, LCA Sales and Gateway Audio) who believed as we did that there really is a market for products of that kind which really do work. We worked up a production schedule, and assigned targets for various territories that most reps considered laughably low. . . .

And ran straight into what was obviously a major problem. The dealer. Many of them, as reported to us by reps, were most impressed by the performance, and not too turned off by the rather plain styling, of our products, but "didn't see a market". Or "would definitely order, but not just now". Or tried a very few units, but never did learn to sell them.

Hard to reconcile with all those enthusiastic letters? At first sight, yes. After careful thought, perhaps no. *Business Week* may turn out to be right in the long run. In the short run, this is what seems to have happened: about eighty percent of all dealers were young rock fans in the 'sixties and early 'seventies, and found it both easy and congenial to cater to the same type of young buyer with lots of spendable money and a taste for Mind-Blowing Sound. Mostly, they had and have no idea what a serious collector of fine performances is looking for; with the rise in influence of the "producer" and tape editors, modern recordings may sound spectacular, but relatively few sound much like anything you'd hear in a concert hall. Modern orchestral playing isn't particularly 'taut'; easy editing-out of mistakes makes for rather routine performances. (I'd rather listen to Koussevitzky's 1935 *Also sprach Zarathustra* than to most modern performance of the same work, for that reason.) If stunning sound is primary, then obviously music's secondary . . . but I digress. It was easy to sell to kids, so who cares about the persnickety collector? Until last year. Before then, affluent kids could drive their cars and have fancy hi-fi systems to play *The Who* or whatever on. Unfortunately, the typical kid's first priority is his car; youngsters stopped buying records and hi-fi gear in droves, simply to be able to pay 80¢, 90¢, \$1, \$1.20 a gallon to feed their Wheels.

It happened, perhaps, too suddenly. Whatever a dealer's musical taste or lack of it, he likes money, and given time he might have followed *Business Week's* advice, to learn to cater to the Silver Foxes. But instead he panicked; he retreated to the Basics (receivers, turntables, speakers, cartridges, tape decks). One can't blame him, I suppose; not for that. But, IF YOU TAKE THE TROUBLE TO LEARN HOW, you'll probably be much better off learning to cater to an almost untapped section of the market than desperately competing with each other for the greatly diminished Kiddie Buck.

We're far too small to be able to persuade dealers of the value of expanding their horizons, particularly considering that many of them have made up their minds that they Simply Can't Sell the products of Source Engineering. But it's all put us in a rather odd position. Though we tried the conventional route, we've done more dol-

Continued on page 10

Now that other tonearms are finally going straight...

It's evident that other tonearm manufacturers are learning what we've been stressing for many years. Curved tonearms contribute nothing to record playback except more mass and instability.

But there's more to tonearm design than the shape of the tube. Much more.

There's the pivot and bearing system. Settings for balance, tracking force and anti-skating. Resonant frequencies and amplitudes. The range of cartridges to be accommodated. Total effective mass.

Those who sell Dual turntables know exactly what we mean. And why the Dual tonearm convincingly outperforms all other tonearms.

ULTRA LOW MASS SYSTEM.

When a conventional (18 grams) tonearm and cartridge combination tracks a record with a 1-millimeter warp (barely visible), harmonic distortion reaches 11.5 percent. Dual's exclusive ULM tonearm and cartridge system reduces harmonic distortion to only 0.012 percent. That's an incredible—and audible—difference of 958 percent!

When you consider that just about every record manufactured today is warped, ULM is not just desirable—it's essential.

TUNABLE ANTI-RESONANCE.

Another Dual exclusive. Dual's tunable anti-resonance filter matches the ULM tonearm to the mass and compliance of any conventional ½-inch cartridge. Acoustic feedback and

vibration sensitivity are reduced, tracking ability improved...and the sound is audibly cleaner.

Behind these newest Dual advances are the other elements of the totally engineered Dual tonearm system.

GYROSCOPIC GIMBAL SUSPENSION.

The four-point gyroscopic gimbal centers and balances the tonearm exactly where it pivots. Tracking force is set around the vertical pivot, maintaining the tonearm's perfect dynamic balance throughout play. Tracking force remains constant and perpendicular to the record even if the turntable is not level.

In sharp contrast, tonearms that apply tracking force by moving the counterbalance—or some other weight—forward are actually *unbalanced* during play. Under typical playback conditions, tracking force cannot be precisely maintained.

DUAL'S LEGENDARY RELIABILITY.

Everyone who sells Dual turntables appreciates this every time a customer takes one home. The Dual stays there. And that's an important difference when it comes to profitability.

In short, it's one thing to make a tonearm that's shaped like a Dual.

But that's a long way from a tonearm that performs like a Dual.

And that's telling it as straight as we can. United Audio, 120 So. Columbus Ave., Mt. Vernon, NY 10553.

Dual

POSITION HIFI AS THE "GOOD LIFE"

Elliott White Springs had a way with words, and since he knew little else about sheets the day he took over his father's textile business in 1931, he chose to capitalize on that ability. Springs chose to use sex to sell sheets — and by that we mean cleverness and pizzazz, not sleaziness — in what was considered a scandalous move for the forties. One typical ad showed an alluring Indian maiden swinging on a sheeted hammock in which lay an exhausted Indian lad. The slogan? "A buck well spent on a Spring-maid sheet." Springs also captured attention by appointing as vice presidents Lowell Thomas (Communications) and Gypsy Rose Lee (Unveilings).

To his competition, at the time, a sheet was simply something which covered a bed; all sheets were the same with the lights out. Headlines which made a wealthy man of Springs did not read, "Our sheets are 200 thread counts per square inch." He avoided the "technoid" trap. Those who, like "Colonel" Springs as he was called, have adopted now-classic advertising techniques of transference simply sold more when allowing the reader/consumer a chance to relate to the product. Successful ads — then and now — make the reader part of the good life, rather than put him off by exposing him to dry recitals of corporate statistics.

Some consumers think a hi fi is something which just plays music. In order to grow and reach our potential, those of us in the audio industry must, too, reach out and present our product in an appealing, theatrical way. Consumers must come to believe they "must have" hi fi. In an industry so dramatic, why is it so difficult for us to capture and bottle that excitement at retail through our advertising and promotion? The tingle of bells, the shudder of bass drum rolls, the aching sweetness of violins, the shocks of 1812 overture cannon blasts are made to fall on no-one's ears but our own. Why is it that less naturally stimulating industries like the greasepaint and gluepot businesses can take a little beeswax and dye and make their products so vital to our lives when we in audio cannot? Perhaps it is time we learned from the Snake Oil salesman; he charms folks into believing the product is necessary and therefore he is able to sell it successfully.

We need to get out of our stores and into the real world. We need to brainstorm to create new ideas for our promotions which will stimulate new markets and our own sales people as well. Particularly at a time when the amount of advertising and promotion dollars spent must be evaluated more carefully than ever before, the actual content and character of those ads must also be reconsidered. Read the cosmetics ads, the car ads, the camera ads. Consider what makes those products fall into the hands of potential buyers, and consider if some of those approaches can be tailored to your own ad mix. Like Olympus Camera, you may not be able to afford to hire the vivacious Cheryl Tiegs to back your product — though it is said she raised sales for this 35 mm camera company 229 per cent — but creative theatrical advertising need not bankrupt you.

As you read our series "How Dealers' Advertise" this month, and every month, don't fall into thinking you must stick to the same war horse campaigns upon which you have always relied. You may find that, like Colonel Springs, stepping beyond the traditionally accepted boundaries of your industry's advertising and promotional techniques may be one of the keys you hold to a more successful future.

LETTERS

Continued from page 8

lars in direct sales to very enthusiastic customers than to essentially bored, indifferent dealers.

So we're doing a thing that many dealers will resent very much. Though we very much want dealers who'll learn our line and our market, and do a respectable volume, we're now ac-

tively discouraging them by tying discounts to annual sales volume, so that it isn't too attractive to start with our line. We've always offered exclusivity in a given market; but we don't need an exclusive dealer who buys three pieces and sits on them for the next year because he can't or won't sell them to the kind of customer who writes us the enthusiastic letters. Our

discounts range from 20 to 45 points; and it'll be crystal clear to any prospective dealer that the only way he'll make money with our line is to work at it. No more Special Introductory Offers. No more 40 points for 3 pieces, mixed.

Very truly yours,
C. F. Kerry Gaulder
Source Engineering



HOW TO INVEST IN A CANADIAN GOLD MINE:

We all know that "sure things" are rare these days. Especially in the hi fi business.

But at SOUND DYNAMICS CORPORATION, we've built our entire success on removing the uncertainty from the stereo business. And adding profits.



How do we do it?

We do it at our Canadian speaker plant where we have created the most unique, most exciting high efficiency loudspeaker line. We do it with an extra degree of accuracy which makes this high output line not only great for rock, jazz and disco but also very enjoyable for classical tastes.



We do it not only by engineering outstanding loudspeaker designs but also by manufacturing each

and every piece of our speakers, including the hand-wound voice coils, precision-tooled metal parts,



individually air-dried epoxy glue assemblies, aluminum castings, crossovers, cabinets, grilles and assemblies.

We do it with an attention to quality which has become rare everywhere in the world today. We do it by designing, building and



marketing speaker systems for the real world of musical pleasure which we and our customers know so well.



We do it with a dedication to our products' "high output/improved accuracy" — winning formula. We do it by finding a small group of aggressive audio specialist retailers who believe in us, our product and our story. We do it with such a degree of excitement and sincerity that we have found overwhelming support from our dealers and distributors throughout the world.

We do it with possibly the highest dollar sales per dealer location, per model of any speaker line in the world. We do it with low selling costs which provide excellent dealer margins. We do it with a product-engineered sales story so unique that both dealers and their sales staff sell with such enthusiasm that they close sales more effectively.

Right now, we're looking for the right dealers and distributors throughout the world. Dealers who like the idea of really getting behind something great that sells fast and stays sold.

SOUND DYNAMICS is many dealers' idea of a genuine gold mine. And it's your chance to start something now which will make your next years the best you've

ever had in speaker sales.

If you know your company has that special understanding of the high quality speaker technology, the name brand speaker market, then give us a call to arrange for a full marketing meeting, a technically comprehensive product presentation, and a complete speaker line demonstration in your showroom.



How to invest in a Canadian gold mine? Contact George A. F. Baker, International Sales Director, SOUND DYNAMICS CORP., 161 Don Park Rd., Markham, Ontario, Canada (416) 495-0050 TLX 06-966678 apimkhm



SOUND ADVICE



for men in their 20s

Each month millions of young men tune in to OUI magazine's no-nonsense, street-smart advice. That's because OUI is as essential a component of their lifestyles as a quality sound system. OUI addresses their concerns in direct, straightforward terms. Young, affluent, well-educated men find all they need to know in the magazine that catches their eye and ear. The magazine that speaks to them on their terms, loud and clear. OUI.

oui

'Fair Play' Called For By APAA

American manufacturers have been in the frustrating position of trying to build a market in Japan like the Japanese have done here, and have met with a variety of obstacles — many natural, many they feel are induced by Japanese distributors. The Automotive Parts & Accessories Association (APAA) has released a statement calling on the Japanese to extend "fair play" accommodations to American exporters. The APAA has testified before the U.S. Senate Select Committee on Small Business concerning "Non-Tariff Barriers to Selling in the Japanese Market," hoping that the federal government might be able to insure the "equalization of trade" between the two nations.

According to Julian C. Morris, APAA President, Japanese distributors have utilized a "variety of stratagems" to keep American products off limits. "Overly complex accuracy testing, product quality standards and discouraging delaying tactics are among the exercises that make it difficult if not impossible for Americans to sell effectively in this market." Morris went on to say that some exporters believe that no matter how low Japanese tariffs become, there will be "no appreciable flow of American products in the discernible future to Tokyo and other ports of entry unless our imports are accorded the same competitive consideration that Japanese products receive in U.S. markets."

A manufacturer of battery testing equipment, doing extremely well in the international market with the glaring exception of Japan, further explained the situation. "Our biggest problem is that the Japanese will not accept UL approval or independent U.S. laboratory approval even when we comply with Japanese specifications. Products must be tested in Japan.

"You send them a unit for testing. Months go by. After many letters, telexes and phone calls, you are finally told the product failed the test. You request information on what caused the failure. They are unable to give you an explanation.

"You can spend years trying to enter the Japanese market. It takes thousands of dollars in telephone calls and

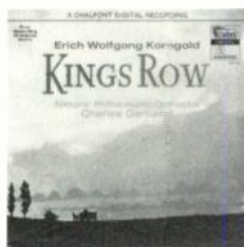
telexes, much more in going there to meet with them."

Successfully entering the Japanese market is a long, frustrating and all too often unrewarding process, something which the APAA is trying very hard to change.

New Discs From Discwasher

Discwasher has recently released for distribution three unique new records, all on different labels.

"Kings Row," a symphonic suite of the film score by Erich Wolfgang Korngold and performed by the Na-



tional Philharmonic Orchestra, received its premiere recording on Chalfont. The album includes extensive notes on the movie, music, composer and recording.

The Hawaiian legend, "Boy With Goldfish," a fantasia for soloists, chorus and orchestra, has been given its world premiere recording on Varese Sarabande. Composed by Jerre Tanner, Leon Siu and Malia Elliott and performed by the London Symphony Orchestra with Lee Holdridge, "Boy With Goldfish" is probably one of the most unusual compositions recorded in the digital format to date.

Denon PCM, along with Discwasher, has just released the first digital recording to Tchaikovsky's Symphony #6 ("Pathétique"). "Pathétique" is performed by Kurt Sanderling and the Berlin Symphony Orchestra.

Craig Opens School

In response to the expressed needs of dealers, Craig Corporation has estab-

lished an Installation Training Center at their Compton, California headquarters. The Center consists of classroom facilities, special training aids and off-site installation facility.

The program, which is available only to those people who have at least one year of experience in auto stereo installation or management, is an effort to upgrade installers to the level of expert or "leadman," and to introduce the latest techniques for installation and noise suppression — particularly techniques necessary for installation of the new sophisticated auto stereo systems.

The five-day course includes "hands on" demonstrations, an installation manual and a guide on setting up a new installation center or improving a current facility. Needless to say, the program is as beneficial to the dealer as it is to the participant. For those dealers not currently installing, Craig will instruct on how to set up and run an installation center that will increase car stereo sales as well as contribute additional profits.

E-V's Gold Mike Takes Journey

Electro-Voice's first PL80 microphone — a gold-plated mike at that — was recently awarded to Steve Perry of the rock supergroup Journey. Chuck Gring, E-V's Music Products Sales Manager, presented the award at the University of Notre Dame, one of Journey's recent tour stops. Journey and E-V have been associated for nearly two years, during which time they have participated in joint tour promotions as well as invaluable field testing.

Perry's gold-plated PL80 was the first of these new vocal mikes produced by E-V and was plated, engraved with Perry's name and the serial number "00001." Journey assisted in the development of the mike, which E-V says enhances the voice without compromising individual vocal quality. The PL80 (which was introduced at this summer's NAMM show in Chicago), was designed with a computer-assisted technology called "Fast Fourier Transform" (FFT), which allows the design engineer to predict exactly how a microphone will sound in actual use.



The Onkyo E-100



The Onkyo E-200

One listen is worth a thousand words.

Within days, your Onkyo Rep will introduce you to two exciting new speaker systems . . . The Onkyo E-200 and E-100. One listen will convince you of their major sales importance.

You'll hear sound that is clean, detailed, and three-dimensional. And surprisingly big and natural. This results from several important design innovations . . . plus the fact that the E-200 and E-100 were custom designed for the special needs of the U.S. market in direct consultation with U.S. dealers. Every design decision was confirmed by listening tests both in U.S. dealer soundrooms . . . and in actual home listening environments.

Equally exciting is the fact that the E-200 and E-100 sell at today's most popular and important price points . . . but with significantly more profit for the dealer . . . and an attractive in-store demo program. You can expect strong and very profitable sales from both.

External styling is superb . . . with the look of Aztec rosewood*. And beneath the grille you'll see drivers that look as thrilling as they sound . . .

The tweeter is Onkyo's unique Direct Drive Membrane™ Tweeter. It's very fast and very clear . . . with extremely wide and controlled dispersion. This advanced tweeter takes its name from the fact that the diaphragm is driven

directly . . . and moves evenly across its entire surface. This is the key to its strikingly accurate response.

The midrange is extra clean and lucid. In the 3-way E-200, the midrange driver is made from carbon fiber . . . to combine high strength with very low mass.

The woofer's response is deep . . . with both impact and tightness. Its cone is made by Onkyo's new Fiber-Aligned™ process to provide more accurate piston movement.

The crossover is extremely well designed. With no raggedness . . . because we used advanced computer techniques to design it.

The E-200 3-way Acoustic Suspension Speaker System is very efficient . . . 90db/W/M. Frequency Response is 35-70,000Hz. Recommended minimum input power is 20 Watts/channel. Maximum: 100 Watts/channel.

The E-100 2-way Acoustic Suspension Speaker System is also very efficient . . . 89db/W/M. Frequency Response is 40-70,000Hz. Recommended minimum input power is 15 Watts/channel. Maximum: 80 Watts/channel.

Listen to them both . . . and then you'll know. "The secret of Onkyo" can now be found in speaker systems too.

*Rosewood grained vinyl over high density particle board.

The secret of Onkyo.

THE ECONOMY MAY BE IN REVERSE, BUT TAPE SALES ARE STILL IN FAST FORWARD.



Blank audio cassette sales are getting to be very predictable. Every year, regardless of economic trends, it's the same old thing. Another record-breaking year.

One thing is changing though. Consumers are shifting from "cheapie" cassettes to premium. In fact, premium cassette sales enjoyed their biggest year ever in 1979 with sales of over \$350 million.

As you might imagine, 1979 was also a good year for Maxell. Even in a soft economy, people will spend a little extra for a quality product.

Projected sales for 1980 indicate it'll be an even better year. Your customers will be putting even more of their money into premium cassettes like Maxell.

Maybe you should too.



IT'S WORTH IT.

Maxell Corporation of America, 60 Oxford Drive, Mahwah, N.J. 07074



POSITIONING:

Strategies For Dominance In Your Market

By Gary Stock

It's one of mankind's most engagingly foolish traits to lament the passing of the Good Old Days, whether they were good or not. Men of fifty lament the death of Roosevelt and the passing of the knicker with the same heartfelt nostalgia that men of forty reserve for the sock hops of their adolescence and the placidity of Eisenhower's terms, while those of thirty feel they left their hearts in the gloriously activist Sixties, when life, they say, had meaning and drama. The English language has a word for the Good Old Days that never were yet seem bathed in a Golden light. They're called Halcyon.

Halcyon is how many contemporary retailers view the early days of hifi re-

tailoring, when most customers were hardcore enthusiasts who knew how to solder, read schematics, and assemble their own speaker cabinets. There wasn't much price competition in those days, and just enough retail outlets to keep everyone in a given area happy. Servicing consisted of replacing tubes, in most cases, and the manufacturers were friendly little outfits with per-

sonably nutty engineers running them and American names on the front panels. Japan was a faraway place that produced only cheap toys and cheaper dishes. Fair Trade meant a Fair Deal. Advertising consisted of a well-lit sign and a posting of store hours in the front window, and product marketing meant making sure that enough literature was printed to cover each new product introduced at the New York Hifi Show. It was the Good Old Days, and although no one got rich, everybody got by.

Hifi has joined the Big Leagues in the seventies, however, with all of the advantages (chiefly financial) and disadvantages (chiefly stress-related) implied by that phrase. Audio equipment is a consumer commodity advertised next to soap flakes on the Johnny Carson show, a product type bought by millions of people who don't know a microwatt from a microscope. Like it or not, where they buy and what they buy is increasingly being determined by the same hard-headed national marketing techniques used to sell most consumer products. Image building, brand recognition, cosmetic repackaging, dynamic obsolescence — all of the devices used to peddle the clothes we wear, the food we eat, the medicines we take, and the cars we drive — is now part of the audio industry: there is no way to turn back the clock.

The big manufacturers know about all this, of course, and have for a while; they are in most cases the people responsible for it, and the same advertising agencies and public relations consultants who package and sell cat food have been hired to sell cartridges. But many audio retailers have yet to come to grips with the need to carefully construct an image and market position in the minds of their customers. Many would prefer to remain in the Good Old Days and avoid the tumult of the contemporary mass-marketplace. Unfortunately, that is not a viable option in most cases. Given the highly competitive nature of current audio retailing and the broad range of different types of operations involved in it — everything from camera shops to full-bore department-store chains — a carefully assembled market position is an absolute necessity, perhaps the single most important decision in the development of a dealer's overall merchandising strategy.

Positioning Defined

To be precise, market positioning is the development of a particular image and niche within a given local market, as accomplished using a wide variety of communications media — local ad-

vertising, promotions, in-store layout and selling style, point-of-purchase materials, and so on. It encompasses the entire publicly perceived aura of your operation, and therefore in turn has the indirect effect of determining many of the more important characteristics of your operation's activities, often including profit margins, selection of a product mix, and degree of service activity. Positioning, in short, is the process of giving you and your outlet or outlets an identity within the context of a particular region's audio scene.

To give ourselves a fresher perspective, let us look at a classic example of positioning outside of the audio industry, in menswear. Think about the last suit you bought. Almost certainly, you had a broad variety of choices as to where you bought it. It might have come from a boutique-style men's shop of the type that commonly have names like "Louis" or "Fredrick's", the kind of outfit noted for immoderate prices, walnut-paneled fitting rooms, smooth, expensively dressed salesmen, an accent on fashion, and so on. By contrast, you might have gone to a discount operation specializing in high volume and low overhead, where the decor is strictly pipe rack, the salesmanship rude and abrupt, but the magnitude of the bargains undeniable. A third option would have been the men's department of a department store, with an ambience and pricing structure midway between the first two options, and clothing of a comfortably unfashionable nature. You might even have picked up a suit from a mail order operation like San Francisco's Cable Car Clothiers, or had one made by your own custom tailor. Each of these outlets, if they are effective merchandisers, has communicated their position in the menswear market to you by the appearance of their facilities and their advertising: from that perception of positioning you in turn have deduced what kind of pricing, service (in this case alterations and fitting, rather than repair) and merchandise each offers, and made a final choice accordingly. The most successful of these outlets will have examined the local clothing market carefully and adapted itself to a particular and profitable niche, rather than simply falling into one category by accident, but regardless of the degree of deliberateness, all of these menswear operations understand the concept of positioning and the need to broadcast clear and unmistakable signals identifying their positions. The "Louis" outfit will not deal in \$39.95 polyester wonder suits, or have loud, overweight, cigar chewing salespeople. The department

store will avoid the kind of strident "SALE" and "80% OFF" advertising associated with discount chains. And the custom tailor will probably have no sales force and do no advertising. Each understands that adopting some of the superficial characteristics of other operations — and thereby confusing public perception of the outlet's position — will probably have an ultimately disastrous effect.

In the early days of high fidelity, when there was only one basic type of audio customer and a relatively narrow range of products available, *all* high-fidelity dealers fitted into essentially the same niche: they were fairly high margin, low volume, self-servicing outlets heavy on owner personality and light on gloss and pizzazz in display and advertising. This accorded well with the

typical early audio consumer, who was usually a technical type with an interest in serious music and in painstakingly assembling the equipment with which to hear it. As a result of this specialty-interest heritage, many dealers still view the market as a fairly narrow one that can be serviced by a dealer with a general-purpose market position and an all-things-to-all-people product mix and service orientation. These dealers have developed no coherent position beyond being "just hifi stores", and they will fare poorly in coming years against those who have carefully crafted a public perception of themselves.

Choosing a New Market Position

One obvious question that arises from an appreciation of the importance of market positioning is "what market position do I want to develop?" The answer is dependent upon a variety of factors, but the most important considerations are the needs of your local market. Clearly, a college-dominated small town has little need for an esoteric dealer with an orientation toward custom work, while that





same small town may have a substantial need for a dealer strong on service and on accessories and replacement parts. One additional corollary of this states that if a particular need is being met and met well by a strong local competitor, you may be frozen out of a desirable market position simply because it is filled by a well-entrenched adversary. In evaluating the most advantageous market position, therefore, look at the basic demographics of your target area — average income, family status (primarily married couples as versus students, for example), degree of resistance to alterations in the national economy, and average age and social position. From these characteristics derive an approximation of the

mainstream customer, and secondary approximations of the number and type of special-interest customers. A major urban center, for example, will probably offer a large number of unmarried, affluent young male buyers in addition to a substantial pool of suburban, married buyers who shop urban stores on lunch hours, evenings, and weekends. Fair numbers of technically oriented consumers, college students and instructors, and serious, esoteric oriented enthusiast customers will probably be present as well, rounding out the total consumer pool. If the local economy is heavily dependent on a particular industry — tires in Akron, automobiles in Detroit, or aircraft in Seattle, only sales of the most basic products and services will be immune to the inevitable upswings and downswings in local business, while in diverse urban areas or those inherently resistant to economic difficulties, such as New York City or Washington D.C., expensive specialty products will fare better. Build your operation's basic positioning around what your market needs, wants, and can afford without strain, rather than choosing a position based on ego or pride. As a rural Midwestern car dealer once said "I like Ferraris so much I bought three with the profits from my Chevy dealership".

Adapting to Fit Your Market

Assuming that you have a clear idea of the market position you want to achieve, the second major question is how your present operation can be adapted and changed, in major and minor ways, to better suit local conditions. There are several approaches to this transitional phase. An initial consideration, inevitably, will be the total amount of money that can be committed to a re-positioning effort. If your operation is very well capitalized, and aware of the need for major changes in image, a complete and distinct secondary operation with an image separate from your current one may be practical. This is a concept used most notably by the Tech Hifi chain in New England, which has developed an upscale group of stores called Music Systems Ltd. dealing in different lines and using different basic merchandising techniques than the main Tech outlets. In most cases, however, (to borrow a metaphor from our discussion of menswear), there is no need to have a whole new suit cut when a few alterations can improve the fit considerably. The most important and immediately apparent alterations involve changes in store layout and display facilities and changes in the ap-

pearance and thrust of advertising. In most cases, the nature of these changes should be apparent once a direction for re-positioning has been chosen. If a higher degree of mass consumer appeal is the objective, in-store displays and presentation facilities should accent accessibility, ease of use, and basic product information, through the use of an open floor plan, extensive and informative point-of-purchase materials, and a sales staff attuned to the insecurities and concerns of the novice buyer. If your operation wants to move upscale into a higher profit segment of the market, the accoutrements of the audio salon, including posh furnishings, sophisticated switching systems, and more complete service and installation facilities are in order. In the same fashion, the graphics and text of your advertising program should fit your re-positioning effort and desired image. Here the changes involved are more subtle and less easily manipulated by the layman; large corporations spend enormous sums on graphic and advertising consultants in order to achieve a particular "look" in their visual design and "tone" in their texts. You may want to take on a consulting relationship with local design firm or individual, and develop a logo, borders, and basic tone to fit your new, re-positioned image, then revert to in-house and ad writing and assembly once your new approach has been formulated and smoothed out. The same relationship may also help to develop a particular style and sound for radio spots.

Getting There First

Developing a secure market position will not be an option in the eighties, but a necessity. Your competitors, who will include a growing number of nationally backed audio chains, discount merchandisers, and department store groups, are likely to be old hands at the positioning game, capable of quickly and firmly establishing the image that suits their operations in the marketplace. Those without any niche in a local market may find themselves wandering aimlessly from one portion of the market to another looking for a home, or adopting a marginally profitable position by default because that is the only role left in a particular area. A noted general once commented that victory was simply a question of "gettin there fustest with the mostest"; those who intend to position themselves rapidly and astutely in the years ahead appreciate the simple intelligence of that statement, while those who do not will probably appreciate it — with some added regrets — later on.

HOW DEALERS ADVERTISE



By
Roger C. Parker

Do Your Christmas Season Advertising Homework

Successful Christmas selling seasons don't just happen. They are the result of many months of planning and hard work.

Now is the time to start working on Christmas 1980.

Beginning work on Christmas now will have two important benefits for you. First, it will help give you time to do the job right, avoiding the frustrations and disappointments of last-minute deadlines. Second, by preparing for Christmas advertising ahead of time, you'll be strengthening your overall advertising program — performing some tasks which will benefit not only your Christmas advertising, but your year-round advertising around.

What's The First Thing?

Your first task should be to establish a firm advertising budget for the Christmas season. You have to know how much money you have available to spend.

The starting point is to look at your Christmas 1979 sales.

Then, make 1980 projections based on your actual 1979 sales.

We suggest making three sets of projections for December: a Worst Pos-

sible projection, a Best Possible projection, and a Most Likely projection.

Working on a Worst Possible, Best Possible, and Most Likely basis will give you a range to work within — it will give you a factual starting point for your calculations, plus the flexibility to maneuver "by the seat of your pants".

Then, decide what percentage of your projected sales you want to budget for advertising. This will depend on your location, your margins, the age of your business, your competition, and your confidence and commitment to growth.

Most audio retailers allocate between four and five percent of sales to advertising — though the actual range extends between two and seven percent.

Multiplying sales projections by the percentage allocated for advertising will give you an advertising budget.

We advise grouping November, December, and January together, because these months form an ideal "winter quarter," and because you probably will want to make certain heavy advertising investments (like a newspaper insert) that will have to be amortized

HFTN'S 5-Minute Budget Planner

MONTH	ACTUAL 1979 SALES	WORST POSS. 1980 SALES	BEST POSS. 1980 SALES	MOST LIKELY 1980 SALES
NOV.	\$ _____	\$ _____	\$ _____	\$ _____
DEC.	\$ _____	\$ _____	\$ _____	\$ _____
JAN.	\$ _____	\$ _____	\$ _____	\$ _____
TOTALS	\$ _____	\$ _____	\$ _____	\$ _____
MULTIPLY TIMES PERCENTAGE DEVOTED TO ADVERTISING		x . 0 _____	x .0 _____	x .0 _____
EQUALS AD BUDGET		\$ _____	\$ _____	\$ _____



over three months to become affordable.

If you take the time to fill the "5-Minute Budget Planner," you — like most retailers — may be surprised to find you have more advertising resources than you thought you had!

Figure Your Co-Op

Before you can even think about the content of your Christmas advertising, you'll want to figure out your available co-op resources. Co-Op should be able to offset between one-third and three-quarters of your total advertising media costs, depending on how institution, or how promotional, your ads are constructed.

The formula for verifying the amount of Co-Op you have available can be simply stated: "Co-Op Funds Listed On Last Co-Op Report from Manufacturer, minus Co-Op claims submitted since last Report received,

plus Co-Op earned since last Report received." The total will show you how much Co-Op you have with that manufacturer.

Do it for all your manufacturers that offer Co-Op, and you may surprise yourself with the amount of Co-Op you didn't even know you had!

Your Co-Op inventory should determine the content of your Christmas advertising, as long as it is in product lines you want to promote. (Don't advertise a product your salesmen won't support, or one that doesn't support your store's position, just because you have Co-Op accrued.)

Next, Firm-Up Store Position

Equally important to working from an itemized budget, is the need to have a strong store position before you begin to schedule or product your Christmas ads.

You have to have your store's

unique customer benefits all spelled-out and firm in your mind. Because, ideally, advertising serves two simultaneous purposes: a) it creates store traffic to buy specific items, and b) it positions your store in the consumer's mind in a unique way — making your store different from all the others, even before the customer visits it!

To put the importance of November 16th, 1980, into even stronger perspective: a glance at the calendar shows that it is the fifth shopping week before Christmas! Between November 16th and Christmas Day, there are only five weeks to shop, five Saturdays!

So, in 1980, November 16th, 1980, should be "Christmas Kick-Off Day" either with a newspaper insert, newspaper campaign, radio or TV campaign, direct mail, or whatever you decide. But, it has to start November

Continued on page 26

The Hitachi Class G Receiver. Turbo Powered Sound. A powerful idea whose time has come. Power when the music needs it. Savings when your customers need it: Now.

Sell the SR6010. It rocks along with 35 watts a channel until it sees a musical peak. Then it shifts into a power-doubling 70 watts. No clipping distortion. Just huge, pure sound.

"How'd they do that?" Simple. There's a second

amplifier—the turbo—that works the outer limits of the primary amplifier and boosts the dynamic range.

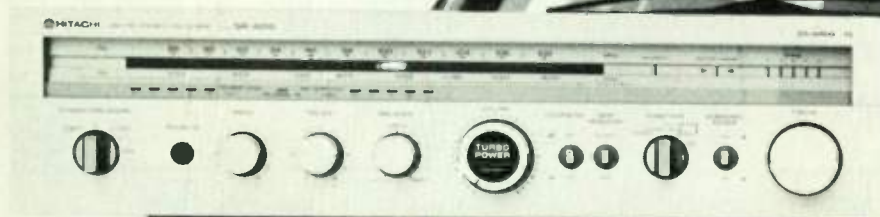
Performance, efficiency, value, and exclusivity. Put them all together, they spell Hitachi Turbo.



HITACHI®

Hitachi Sales Corporation of America
401 West Artesia Boulevard Compton, California 90220

SELL THIS TURBO.



A Porsche 924 Turbo. Beauty and The Beast. Inside that pretty little body are four cylinders that act like twelve when the going gets going. When the Turbo kicks in, it delivers higher horsepower, incredible fuel efficiency, and all the power you need when you need it. That's what Turbo is all about.

Someone smart enough to sell a lot of Hitachi Turbo-Power Class G Receivers is going to win this Porsche 924 Turbo.

And that's not all. There will be monthly chances to win trips for two to exotic places, 5" AC/DC color television sets that can plug right into a Porsche dashboard and—yes—Porsche racing jackets. (All the contest details are in the mail now. If we miss you, don't just sit there. Call your Hitachi rep.)

This winter, five big sellers will go to Las Vegas—on us—for the Winter CES. And one of them—somebody just like you—will be driving home a Porsche 924 Turbo.



**WIN THIS
ONE.**

CHRISTMAS

Continued from page 23

16th! Any earlier, and it gets lost in the Election. Any later, and it's too late to give customer time to react!

How To Plan Deadlines

To help you see how far in advance it's necessary to work to make the November 16th (and following) deadlines, we have included a Deadline Planner artwork here to help you keep track of timeframes. We hope you find it useful.

So, November 16th is the time to start, with Sunday, November 23rd, your second choice. Thursday, November 27th is Thanksgiving Day. By heavily advertising Sunday November 16th, Thursday, November 20th, Sunday, November 23rd, and Thanksgiving Day, you should be able to orchestrate the best Friday and Saturday of your store's existence — November 28th and 29th!

What Should You Advertise?

The Christmas Season lends itself to three areas of stereo promotions.

1) "A Gift For The Family."

The appeal here is that component stereo is a long-lasting gift the whole family can enjoy. Instead of dividing the family's Christmas budget among "selfish" gifts that only one family member can enjoy, spend it on something everybody can enjoy.

This approach expands the market of first-time system buyers, and overcomes female objectives that component stereo systems are exclusively male toys.

Attract first-time system buyers by offering as much information and security in your Christmas advertising as possible. Balance emotional appeal with facts and benefits. Make your ads nontechnical, but informative as possible. Remember: when dealing with Christmas system buyers, you'll be dealing with people who normally wouldn't be in your store at all — so don't bombard them with specifications!

When Should Your Christmas Advertising Appear?

Although most of your sales will occur in December, most of your Christmas advertisements should run in November.

For this reason, you should combine your November and December advertising budgets, and spend most of your December budget during November . . . except for a strong push after Christmas leading to a strong January. (Indeed, many retailers report better January's than December's!)

This will help your store's advertis-

ing avoid the media saturation that occurs in December, and give your customers more time to react to your advertising.

By combining your November and December budgets, you might be able to afford some projects you otherwise couldn't afford.

For example, you might want to saturate your market with a Christmas Buying Guide newspaper insert. Your November advertising budget by itself might not be able to afford such a project. But, by combining your November and December budgets, you should be able to fit it in — especially if you use all of your Co-Op!

You'll want to jump into your Christmas advertising no later than Sunday, November 16th. The Presidential Election on Tuesday, November 4th, will occupy most people's attention up to that point, and, indeed, the following week. By the November 16th, however, the election will have settled down, and people's attention will be elsewhere.

2. "Vanity Gifts."

Attempt to capitalize on the general feelings of optimism and well-being

***The appeal is entirely
to emotions — and the
desire to please . . .***

that pervade the holiday season, and position stereo components as a gift — or reward — that people give themselves for behaving and surviving another year of inflation and hard work.

High-end equipment, both separates and complete systems, lend themselves to this approach. High-end add-on components like equalizers, tape decks, range expanders, and cartridges are all logical — as are projection televisions and video recorders with cameras and accessories.

In advertising to vanity buyers, you'll very often be talking to people who already own a component system. Thus, you can be a bit more technical in your descriptions of benefits and specifications.

3) "Gifts For Stereo Lovers"

This approach is aimed not at stereo owners, but friends and relatives of stereo owners. Here, you catalogue-list accessories which people who own component systems might enjoy receiving.

Tape recorders, headphones, blank recording tape, tape recorders, headphones, record cleaners, cartridges, and the like fit into this category. The appeal is entirely to emotions — and the desire to please — so only brief descriptions are necessary.

Your store's return privileges should be stressed, so gift givers won't fear giving a gift that is in appropriate or the wrong size.

What Else Should You Advertise?

The Christmas season is a time to stress convenience and ease-of-financing. The Christmas season is the busiest time of year for most people. Not only do people have their normal family and occupational demands to satisfy, but they have to visit crowded stores in search of gifts for friends and relatives, and there are likely to be increased parties and outside activities to attend.

You can overcome these problems by stressing how easy it is to choose a component stereo, and how much you'll do to help people get their new systems into their home with minimum inconvenience. Accordingly, promote layaways and home deliveries. And, if you're set up to provide the service, perhaps with a "friend of the store" home from college for a few days, and anxious for work, perhaps you can offer December 24th deliveries. This spares people the necessity of trying to hide their new stereo until the last minute.

Other benefits to stress in your advertising include ease of parking, extra shopping hours, and mail/phone orders (based on credit card purchases). You'll be surprised how many people want music, but don't want the hassle of visiting a crowded store.

The Christmas season is often the most cash-short time of year. Accordingly, include a credit breakdown in each ad, and, if possible, advertise "Zero Down" and "No Payments Till February!" credit plans. People are spending their money on others at Christmas time: do what you can to help them buy themselves a gift with borrowed money!

Conclusion

You can see that there's no mystery to orchestrating a successful Christmas selling season. All you have to do is decide on goals and objectives, and use each media to its best advantage. Use print media when you have a lot to tell, and use broadcast media when your message is short and to the point. Buy media selectively, and don't be afraid to be off-the-air when you've made your point.

But the important thing is to plan ahead as much as possible. To keep production costs down, consider sharing production costs with dealers in non-competing parts of the country. This will give you more money to spend on media purchases.

GO FOR THE GOLD!!!



- Each and every time a retail salesperson sells a CLASSIC 1 Record Cleaner, or any other fine Sound Saver Audio Accessory, there's a solid gold opportunity to win big.
- It's easy to win. To qualify, simply fill out the entry card enclosed in each Sound Saver Product you sell.
- **WIN BIG** . . . 3 drawing dates have been selected during which 60 GOLD SEIKO WATCHES will be given away.
- **WIN BIGGER** . . . to top things off, at the Winter Consumer Electronics Show, there will be a grand prize drawing. 2 GOLD KRUGGERAND coins will be given away at that time. Each coin contains 1 troy ounce of gold.
- **EXTRA BONUS** . . . just for reading this ad, you qualify to enter the contest. Write to us today, and we'll send you a contest entry card to get you started.
- Remember, the more products you sell . . . the better your chances at being a winner.



THE EXCLUSIVE MICRO STOR SYSTEM

WRITE FOR YOUR ENTRY CARD TODAY TO: TRANSCRIBER COMPANY INC., BOX 478, ATTLEBORO, MASSACHUSETTS 02703

THE MOST EXCITING CONSUMER ELECTRONICS SHOW EVER

• **JOIN** 50,000 attendees at the Industry's Total Winter Marketplace.



LAS VEGAS

THURSDAY, JANUARY 8 - SUNDAY, JANUARY 11, 1981

1. ☐ Retailer
2. ☐ Distributor
3. ☐ Dept./Chain Store Buyer
4. ☐ Prem./Catalog Buyer
5. ☐ Manufacturer's Rep.
6. ☐ Manufacturer
7. ☐ Other

[illegible]

SEPTEMBER, 1980



1981 SOUND INDUSTRY DIRECTORY

An Editorial Service
Published Each September
By

HIGH FIDELITY
trade news

Reps Tell How To Move It Out The Door

By Jeri Simon

"There is business. Despite everything you read about the state of the industry, there is business. And it's going to go to those people who go out there and get it." So says Bill Menezes of William Menezes & Associates, Inc., who heads one of the most successful manufacturers' representative organizations in the audio field today.

Rep Gus Pecore of Pecore Associates told **High Fidelity Trade News** an anecdote which develops this line of thought.

"There are two things absolutely vital in this day and age," said Pecore. "Those are optimism and imagination. It's like the old story about the man who, in the midst of the Depression, set up a hot dog stand for himself. He sat all day by the side of the road, planting signs and waving down cars. And sure enough, people stopped and bought his hot dogs, until pretty soon this old man had a million dollar business. His son, who couldn't grasp the idea that his father was actually making money during such hard times, said to him, 'Dad, you can't be doing this. It's impossible to have a successful hot dog stand today! Don't you realize that there's a depression?' 'There is?' asked the father. 'Of course. Just look at the headlines.' And sure enough, the papers told the old man that there was indeed a depression, the worst in years. So he took down his signs and stopped waving down the cars as he sat at his concession on the side of the road. Within weeks his business dwindled down to nothing. 'Son,' said the old man, 'you were absolutely right. There is a depression.'"

Need we say more? Any manufacturer or dealer today looking for a recession is not going to be disappointed. Most reps agree on that point. But shrewdness, the right attitude, and plain, old-fashioned "chutzpah" can make all the difference. **HFTN** approached those reps who are successfully moving their lines — whose sales, in fact, have increased despite the current "slump" — and asked them to show us just how it's done.

* * *

IVAN PATO of Creative Marketing (FL):

"One link which can't be replaced is a good and effective rep organization. The rep is the most vital and most critical link between the manufacturer and the dealer."

"On sales training: 'It's important right now to spend more time with dealer salesmen than with the buyer. Creative Marketing's sales training program has intensified — so that the lines it represents get more coverage than any other lines the dealer may carry. If a salesperson is familiar with and has confidence in a product, he's bound to pass this along to the potential customer. Although sales meetings are held weekly — in all stores — CM recognizes that the funds are no longer there for constant trips to the dealers. For these reasons, literature is used today more than ever and is preceded and followed up by constant phone calls. The only commodity we sell is time; we've got to make sure that the time we spend with our salespeople is effective.'"

"On promotion: 'Too many dealers and manufacturers are tightening their belts right now; they should be looking at this period as a time to pull ahead rather than to lay low and risk going under. Look at Onkyo, as an interesting example. While most companies are afraid to spend that extra money, they are promoting more heavily than ever before, and they're finding that it's paying off.'"

"On merchandising: 'It's come to a point where the dealers have to get back to basics. The dealer must anticipate consumer and industry trends and put the long-range principles of management into effect.'"

* * *

DAVID LARSON of Source Marketing (IL):

"The problem with a lot of the manufacturers' sales training programs is that they're really product training, and not sales training at all. They're much too technical. Although dealers must know what they have to sell, they must also be shown how to sell it."

"On sales training: 'There's a new sales training program out these days and it's selling like wildfire. The company is called Audiocor and the particular course being endorsed is called 'The Habit of Selling for Audio Retailing.' Successful sales training is the key to moving products and Audiocor has apparently succeeded here where other programs have failed. It's a program sold by the rep to the dealer, and when followed up by some solid training on



GUS PECORE
Pecore Associates



SOURCE MARKETING VP/General Manager Dave Harson (right)
Makes a product presentation with pro-sound specialist Peter Finney.

the sales floor, there's nothing like it. It utilizes the 'features, advantages and benefits methodology'; essentially, what are the features of this product, what do they offer and most important, what does that mean to my customer?"

"On promotion: Unfortunately, the rep does not have enough influence to make a manufacturer promote when he is not willing to spend the money. Likewise, he cannot force a dealer to advertise. Dealers are putting aside the responsibility of promotion. It's human nature: when sales drop, people look for a way to cut costs. For a successful campaign, you need national advertising. Create an image for the product; more than that, create a desire on the part of the consumer to own it. Too many dealers are afraid of advertising; the rep should be in-



BOB SULLIVAN
Fleehart & Sullivan



MARK GRANBY
Mark Granby Co.



MARTY BETTAN
Bettan Sales

strumental in correcting this situation and turning a business around."

* * *

BOB SULLIVAN of Fleehart & Sullivan (CA)

"The typical dealer is doing more business — and the way he's doing it is by diversifying."

On sales training: "Since today's buyer is a more sophisticated buyer, you need a more sophisticated sales staff — and this can only be accomplished through training. Our reps get out there and give demonstrations and promotions for the salespeople. We make use of every bit of literature we can get, and so should the dealer."

On promotion: "Sophisticated marketing is what is making the difference between success and failure in the audio marketplace today, and our biggest problem is in getting dealers to understand and make use of their co-op advertising dollar. Unfortunately, there's been a severe lack of guidance in this regard for years."

On merchandising: "As there are fewer spendable dollars today, the dealer has to be sharper than ever before. This is where diversification comes in. He must shift along with his market. This is one reason for the success of the dealers who have introduced video into their audio stores."

* * *

MARK GRANBY of the Mark Granby Co. (S. CA)

"It is a myopic approach on the part of the manufacturers to feel that they can change reps like they change underwear. There is a great responsibility

here that lies with the manufacturer."

On sales training: "We find that sales incentive contests, which include cash, trips and letters of recommendation which go directly to the salespeople, are very effective. But this is something for which you need the backing and cooperation of the manufacturer."

On promotion: "Both dealers and manufacturers must recognize the fact that they are dealing with individual markets; it is impossible to run a successful campaign utilizing a single policy. There are ways to compete in different markets — without violating FTC regulations — by using different promotions in different areas. The good rep uses his influence with both the local dealer and with the manufacturer."

On merchandising: "What we're faced with here — particularly in regards to home audio — is a declining market. What we're doing is looking for new customers, for those dealers who are first getting into hi fi while others are busily shifting their inventories. It is the job of the rep to find the right home for his line."

* * *

MARTY BETTAN OF Bettan Sales/Pres. ERA (NY chapter)

"The (manufacturer's) rep is the credit manager, the advertising manager, the controller — he is the factory (and all of the functions which that implies) in his territory."

On sales training: Right now we're using the ERA (Electronic Representatives' Association) as a forum for seminars. Training covers such subjects as compensating salespeople, office pro-

cedures, working on budgets, inventories, and above all, training their sales people. Where at one time reps rarely carried literature, we realize now that you lose impact if you don't carry quantities of literature as well as samples of your product. We're no longer peddlers; we're professional salesmen.

On promotion: "Promotion is the difference between those lines that disappear from the market and those that soar."

On merchandising: "Instead of working harder, we're working smarter. It used to be that being out there in the stores meant writing business. Now use the phone. Plan your trips. Budget your time. And help the dealers to do the same. Assist your dealers in inventory, budget, display and promotion and you're going to sell your product."

* * *

BILL MENEZES of William Menezes & Associates, Inc. (KZ)

"The key to being a successful rep today is in maintaining a high level of visibility and high promotional activity."

On sales training: "Why aren't your salesmen coming back with full orders? Why are the dealers' salespeople not moving the line? If it's due to ineffective presentation, sales training is a vital asset. One thing we do as reps is to encourage and participate with our dealers. We, in conjunction with the factory, participate with our dealers in clinics in which the consumer is invited to bring a piece of equipment (perhaps one of these clinics is specializing in turntables). The equipment is

inspected, both salespeople and consumers are taught about the old piece as well as learning about innovations on new models. Not only does this create a good public image for the product and stimulate sales, but it helps the salesmen to become intimately familiar with the line. This, we find, along with sales training sessions is tremendously effective."

On promotion: "If the traffic's not there, nothing's going to move. The dealers with traffic are those who are constantly advertising. This is where the rep's position as middleman is vital. The manufacturer must recognize

the need to work with the dealer — in regards to advertising, pricing and sales."

On merchandising: "It's important to ask, both as a manufacturer and as dealer, where the money is being spent. Planning is crucial. The quality of a product, its promotion and display, is crucial. And above all, both factory and dealer must be competitive if they are to succeed on the market. Actually, I think the last six months have made us all better business people."

(For more information about Audiocore's "The Habit of Selling for Audio

Retailing." write 2460 Wisconsin Ave., Downers Grove, IL 60515. Phone: (312) 960-1616.)

STAN GROSSMAN OF AMC (NY)

"We're dealing today with a more educated, more selective consumer. Our job is to work with the dealer and try to show him how to reach that consumer."

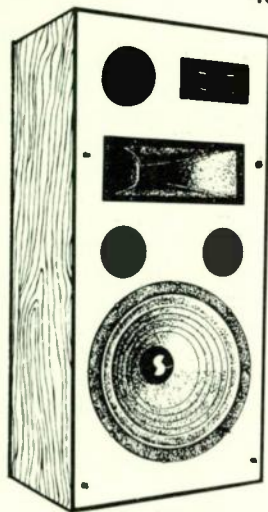
On sales training: "Educating your salespeople is a must. The average consumer knows a great deal more about audio today than he did only a few years ago. Although there's a difference in approach between the mass marketer and the audio specialist, the salesperson must know his product and know it well. When constant visits are



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STANLEY GROSSMAN
AMC (NY)

impractical, good literature can be one of the rep's most valuable tools."

On promotion: You must expose your product to everyone you can. Advertising is difficult right now. The small dealer loses out when it comes to co-op advertising. He can't possibly make the same use out of it that the larger dealer can. Perhaps the solution is for companies to increase the use of key-city money, allowing the rep to distribute the advertising dollar where it will be most beneficial to both dealer and product."

On merchandising: "Display can make or break a product. I carry a line of quality car stereos and accessories. I've got two stores in the same market carrying the line. Why is the line skyrocketing in one store and not even moving from the shelf in the other? Simple: display. The store in which the line is moving has the product in a clean, attractive, eye-catching display; in the other store I had to ask where the product could be found. As reps, it is our job to show the dealer how to merchandise, working with him on such key factors as display."

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Western Branch, 4880 West Rosecrans Avenue, Hawthorne, California 90250. Tel. 213-679-8141.

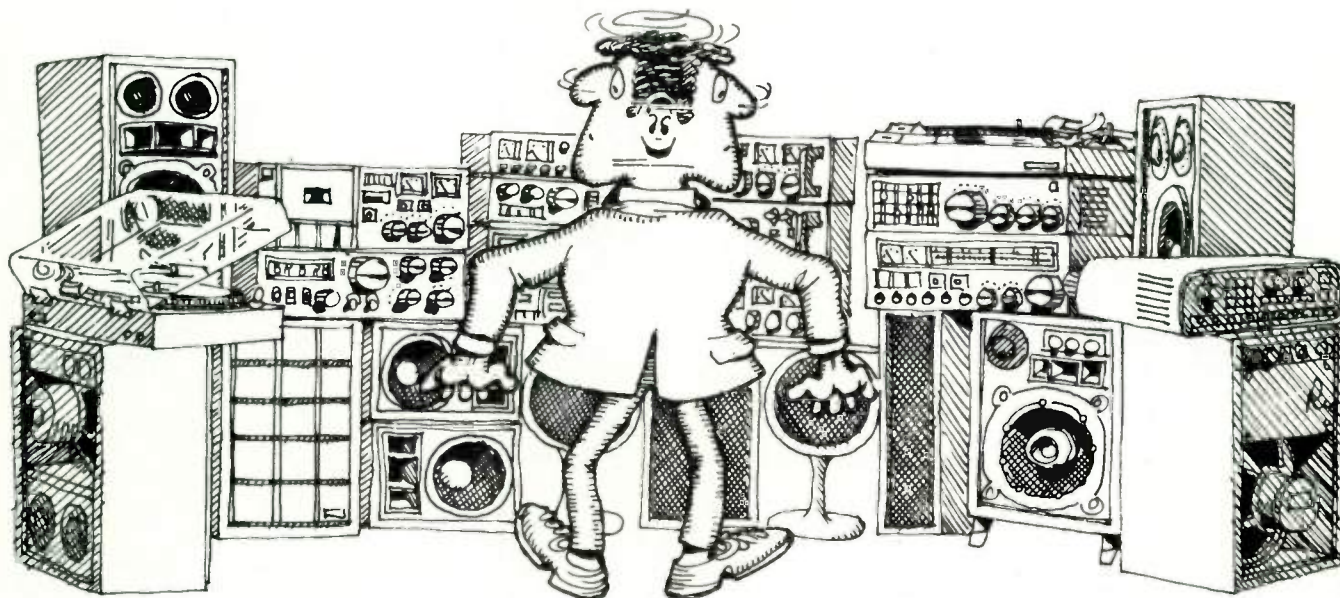
Southern Branch, 1875 Walnut Hill Lane, Irving, Texas 75062. Tel. 214-258-0200.



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1981 SOUND INDUSTRY DIRECTORY



a

A. B. C. IMPORT & EXPORT CO.

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New York, NY 10001
Phone: (212) 684-2511

President: Salomon Dwek
VP: Joe Dwek
VP: Henry Dwek

Products:

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Representatives:

Contact company directly.

ACOUSTAT CORP.

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

President: Jim Strickland
VP/Dir. Mkt.: Bob Rieman
Asst. Dir. Mkt.: Terry Kissenger

Products:

Monitor Three & Four Electrostatic Speaker Systems, MRP-1 & TP-2 Preamplifiers, STP-1 Head Amp

Representatives:

List available on request.

ACOUSTIC RESEARCH, TELEDYNE

10 American Dr.
Norwood, MA 02062
Phone: (617) 769-4200

President: Ron Fone

Exec. VP: Herb Horowitz

Dir. of Sales: Rick Sands

Mgr. Sales Admin.: Bob DiMatteo

Credit Mgr.: Tony Damico

Comm./Adv. Mgr.: Gwynne Jamieson

Sales Operations Mgr.: Ron Falkenstein

West Coast Reg. Sales Mgr.: Jim Buckley

Midwest Reg. Sales Mgr.: Russ Wells

Products:

Acoustic Suspension Loudspeakers

High Fidelity Trade News received a number of rep lists after our July 31st deadline date. We apologize to those who were inadvertently omitted from our listing.

Representatives:

List available on request.

ACOUSTI-PHASE, INC.

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

Pres. & Sales Mgr.: William Markowitz

Gen. Mgr.: Jerry Sojourner

Chief Engr.: Paul Pisarro

Products:

Loudspeakers

Representatives:

List available on request.

ACOUSTIQUE 3A INTERNATIONAL INC.

Zone Industrielle
Antibes, France 06600
Phone: 33(93)332401

Pres., N. Amer.: Marcel Georgi

Pres., Europe: Daniel DeHay

Mgr., France: Pierre Le Fur

Technical Mgr.: J. Louis Rvelle

Export Mgr.: M. Georgi

Products:

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Representatives:

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10809 Lee Hwy.
Fairfax, VA 22030
Phone: (703) 273-7500

President: Ken Kanzler
Sales: Bell Bramble
Admin.: Barbara Kanzler
Promotion: Arthur M. Pasmax
Sales: Mike McKinley

Products:

Phono Cartridges, Headphones, Speakers

Representatives:

List available on request.

ADCOM

9 Jules Lane
New Brunswick, NJ 08901
Phone: (201) 828-8590

President: Newton A. Chanin
Mktg Dir.: J. Donald Bara
Sales Admin.: Jay Grossman
Dir. of Sales Trng.: Keith Davies
Natl. Sales Mgr.: Richard McConser
Western Sales: Mark Schifter

Products:

Loudspeakers, Record Care Products, Phono Cartridges & Electronics

Representatives:

List available on request.

ADS, ANALOG & DIGITAL SYSTEMS, INC.

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

Pres.: Dr. Godehard A. Guenther
Mktg. Mgr.: Harron K. Appleman
Sales Mgr., Eastern US & Canada: William R. Duvall, Jr.
Sales Mgr., Western US: Christopher C. Browder
National Svc. Mgr.: Conrad Foley

Products:

ADS Miniature & Bookshelf Loudspeakers, ADS Automotive

Loudspeakers & Electronic Products, ADS Digital Time Delay Systems

Representatives:

List available on request.

ADVANCED PRODUCTS

7349 148th Ave., NE
Redmond, WA 98052
Phone: (206) 883-8297

Pres.: Stephen A. Rondel
VP: Diana Rondel
Sales: Jennie Convey
Sales: Scott Noaker

Products:

Foreign Power Convertors & Adaptor Plugs, Transformers & Related Items

Representatives:

List available on request.

ADVANCE SPEAKER CORP., INC. (REYNOLDS/ADVANCE)

432 Lafayette Rd
Hampton, NH 03842
Phone: (603) 926-6711

Pres. & Treas.: Lewis T. Reynolds
Pres., Evolution Audio Ltd.: Lorne Howell
Natl. Sales Mgr.: Ernie Fisher

Products:

Hi-Fi Speakers, Loudspeakers

Representatives:

List available on request.

ADVANCE TRANSISTOR CO.

1239 Broadway
New York, NY 10001
Phone: (212) 686-8843

Pres: Ab Dwek

Products:

Audio products

Representatives:

Contact company directly.

ADVANCO CORP.

999 Troy Ct.
Troy, MI 48084
Phone: (313) 589-1313

Pres.: Bryan A. Timlin
Sales Mgr.: Jay Smith
Sales Mgr.: Rick Jacobs

Products:

Cassette Storage Crate, 8-Track Storage Crate, Record Storage Crate

Representatives:

List available on request.

ADVENT CORPORATION

195 Albany St.
Cambridge, MA 02139

Phone: (617) 661-9500

Chmn. of the Bd.: Peter J. Sprague
Vice Chmn. of the Board/CEO: Bernard Mitchell

VP/Oper.: James W. Good
Sr VP/Mktg.: Fred Goldstein
VP/Finance: Thomas Floerchinger
Natl. Sales Mgr.: Robert Hasche
Intl. Sales Mgr.: Jerry Heins

Products:

Projection Color TV, High Fidelity Electronics & Loudspeakers

Representatives:

AUDEX MARKETING, 7419 Middlebelt Road, Suite 3, West Bloomfield, MI 48033; **COMPONENT MARKETERS**, 135 Fort Lee Road, Leonia, NJ 07805, 201-947-9300; **CONSUMER ELECTRONIC MARKETING & SALES**, 4700 West Fullerton Avenue, Chicago, Ill. 60639; **ESTERSON & ASSOCIATES**, 1003 Easton Road, Willow Grove, PA 19090, 215-657-1414; **GMA, INC.**, 4025 Pleasantdale Road, Suite 510, Atlanta, GA 30340, 404-447-5822; **GOODRICH/MILLER SALES CO.**, 4 Quincy Street, Watertown, MA 02172, 617-923-4079; **GREENBERG & COMPANY**, 4424 Montgomery Avenue, Suite 102, Bethesda, MD 20014, 301-652-8585; **PAUL STONE SALES**, 7419 North Allisonville Road, Indianapolis, Ind. 46205, 317-257-4277; **RIPLEY & ASSOCIATES**, 12000 Riverwood Drive, Burnsville, MN 55337, 612-894-1500.

AFCO ELECTRONICS, INC.

P.O. Box 2648
471 Roland Wy.
Oakland, CA 94621
Phone: (415) 635-7000

Pres.: Erwin L. Ferer
Exec. VP: Alfred Gross
Sales Mgr.: Sandy Gross
Mktg Dir.: Thomas W. O'Brien
Sales Rep: Peter Leeb
Sales Rep: William Schmitt

Products:

Car Radios, Accessories, Antennas, Stereo Speakers

Representatives:

List available on request.

AIWA AMERICA INC.

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

Pres.: Shigeru Inagaki
Exec. VP: Irving Sagor
VVP: William V. Hoard
Natl. Sales Mgr.: Robert D. Fisher

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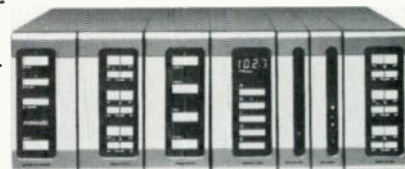
Their system may consist of just a receiver and turntable. Or it may include a cassette recorder, open reel, TV and video deck. By joining them with Steremote, your customers will be entertained in more ways than they've ever thought possible. One touch lets them play records, tapes, even change FM stations. They can also take in a video performance. With Steremote control, they can switch rooms and change music. Keep different tunes for different rooms. Or fill the house with one



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Natl. Credit Mgr.: Stanley N. Gartenhaus

Natl. Svc Mgr.: Randolph G. Kroupa
Mktg. Dir.: Kazuo Juen
Product Engr.: Hajime Nagatsuna
Natl. Sls Training Mgr: Rick Pines

Products:

Stereo Cassette Decks, Receivers, Turntables, Pre-amps, Tuners, Portables, Mini-Components

Representatives:

Contact company directly.

AKAI AMERICA LTD.

2139 East Del Amo Blvd.
Compton, CA 90220
Phone: (213) 537-3880

Exec. VP: Charles E. Phillips
Dir. Audio Mktg.: Jay B. Menduke
Adv. Mgr.: Robert Cuskley
Natl. Sales Mgr.: Michael Wiggins
Dir. Video Mktg.: Jerry Astor

Products:

Stereo Reel-to-Reel Tape Decks, Cassette and 8-Track Cartridge Decks, Stereo Receivers, Integrated Pre-Amp Amplifiers & Tuners, Loudspeaker Systems, Power Amplifiers, Pre-Amplifiers, Graphic Equalizers, Mixers, Mini-Components, Equipment Racks & Accessories, VHS Video Tape Records, Camera & Accessories

Representatives:

ASHE-WEISHAAR & ASSOCIATES, 550 Price St., Suite 4, Redwood City, CA 94063, (415) 364-9802; BARNESLEY-WEIS ASSOCIATES, 514 S. 2nd Ave., Yakima, WA 98902, (509) 248-7250; BAZDARICH-FLESHER, 4638 Nichols Parkway, Suite 223, Kansas City, MO 64112, (816) 561-2900, BRANCH OFFICE: B. Fleisher, 300 Chesterfield MO 63017, (314) 532-7273; BRANCH OFFICE: D. Weiler, Box 14751, Omaha, NB 68124, (402) 333-5880; BERLIN SALES, 139 Winthrop Road, Brookline, MA 02146, (617) 566-6064; CHF SALES, 3955 Pleasantdale Rd., Suite 104, Atlanta, GA 30340, (404) 449-0457; CABLE OF AMERICA, 4895 Joliet St., Unit C, Denver, CO 80239, (303) 371-8165, BRANCH OFFICE: R. Reynolds, 496 N. 500

West, Provo, UT 84601, (801) 375-9999; JACK CARTER ASSOCIATES, 10825 Burbank Blvd., N. Hollywood, CA 91601, (213) 980-3450, BRANCH OFFICE: S. Fry, (602) 279-9581, BRANCH OFFICE: L. Stromberg, (714) 297-3205; CASELE ASSOCIATES, 296 Evergreen Ave., Warminster, PA 18974, (215) 441-4640; FINE SALES, 5240 N.W. 167th St., P.O. Box 4626, Hialeah, FL 33014, (305) 620-7500; MARKETING PLUS, 5422 W. Touhy Ave., Skokie, IL 60076, (312) 677-2100; SMITH ENGINEERING, 850 North Hamline Ave., St. Paul, MN 55104, (612) 646-4851; SOUND SALES, 1330 N. Acre Dr., Rochester, MI 48063, (313) 652-8280, BRANCH OFFICE: J. Sanchez, 1475 Huntington Blvd., Grosse Point Woods, MI 48236, (313) 884-3764; SOUTHWEST SALES, INC., P.O. Box 35536 (77035), 112 Meyerland Plaza, Suite 40, Houston, Texas 77096, (713) 667-1939; TEAM, INC., 5293 W. 137th St., Brookpark, OH 44142, (216) 433-1450; J. H. THAL, 99 Hawthorne Ave., Valley Stream, NY 11582, (516) 825-0900; VARDAS SALES, 3108 1/2 W. Leight St., Richmond, VA 23230, (804) 355-6961-2-3; WAXMAN-CURRENT SALES, 990 Kenmore Ave., Buffalo, NY 14216, (716) 873-0442.

ALARON INC.

185 Park St.
P.O. Box 550
Troy, MI 48099
Phone: (313) 585-8400

Pres.: Emery I. Klein
VP: Alexander Ehrmann
Secy/Treas: Bernard Klein
Sales: Dan Hoffer
Natl. Sales Mgr.: Terry Sexton
Sales: Robert J. Stoewsand

Products:

Compact Stereo Systems & Accessories, Automatic Telephone Dialers, Car Stereos & Accessories, Home & Portable 8-track & Cassette Players/Records, Electronic & Digital Clock Radios, Portable Radios, Multi Band, TV Channels, Weather, CB, Police, AM/FM, AM, Mobile CB Transceivers, Antennas & Accessories, Wireless Intercom Systems

Representatives:

Available on request.

ALDERMASTON, INC.

5 Marseille Dr.
P.O. Box 34
Locust Valley, NY 11560
Phone: (516) 676-6198

President: Malcolm S. Bru

Products:

Solar Powered AM/FM Thin Line Radio, Executive Gifts

Representatives:

List available on request.

ALLISON ACOUSTICS INC.

7 Tech Circle
Natick, MA 01760
Phone: (617) 237-2670

President: Roy F. Allison
Treas.: A. J. Hoffman
Dir. Mktg.: Sumner Bennett

Products:

Loudspeaker Systems, The Electronic Subwoofer

Representatives:

List available on request.

ALPHA GROUP, INC.

7321 Victoria Park Ave., Unit 1
Markham, ONT L3R 2Z8

President: Jerry Kemper

Products:

Acoustical Tiles, Phono Cartridges, Speaker Panels, Tectron Phono Cartridges

Representatives:

List available on request.

ALLSOP AUTOMATIC, INC.

4201 Meridian St.
Bellingham, WA 98225
Phone: (206) 734-9090

Pres.: Ivor Allsop
Nat'l. Sales Mgr.: Ron Morgan

Products:

Cassette Deck Cleaner, Video Cassette Recorder Cleaner

Representatives:

BERBERIAN/PATTERSON, 10 Main St., Andover, MA 01810, (617) 475-6286; UTP 1, 2, CT, MA, ME, NH, RI, VT; LIENAU ASSOCIATES, 4334 Montgomery Ave., Bethesda, MD 20014, (301) 654-8444; UTP 7, 8, 10, EAST PA, SOUTH NJ, MD, VA, DE, WASHINGTON DC, EXCLUDES PANHANDLE MD; HUTTO, HAWKINS, PEREGOY, 139 Candace Dr., Maitland, FL 32751, (305) 831-2474; UTP 13, FLORIDA: HUTTO, HAWKINS, PEREGOY, 1651 W. McNad Rd., Ft. Lauderdale, FL 33309, TWX 810-853-0256 HHP, INC. DAMP, Phone: (305) 971-5750; STANFORD CORP., P.O. Box 3585, 1520 W. Airport Frwy. (ship z.c. 57062), Irving, TX 75061 — (mail), (214) 252-5502; UTP 22, 23, 21A, 21B, TX, OK, AR, LA, EXCLUDES EL

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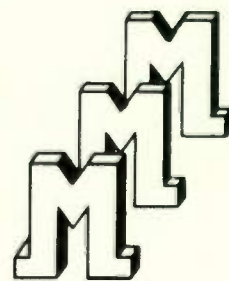
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“It is probably fair to say that most loudspeaker manufacturers now have access to computers or at least know what a computer can do. It is also fair to say that most loudspeaker manufacturers now know something about phase response and have at least a passing acquaintance with the phrase ‘time domain.’ But there had to be someone who was first; there had to be a manufacturer who, without prior advertising hoopla or pressure from their competition, borrowed an expensive computer to analyze the time domain and phase performance of their product, then laid out good money to buy a computer to assist in further design improvements on that product. KEF Electronics, Ltd. in Kent, England was that company. However, KEF never blew horns or beat drums over what they did, so most persons not on the inside of this business are not aware of the mild revolution KEF started.” —Richard C. Heyser, *AUDIO Magazine* December, 1979

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- The first high quality bookshelf speaker system (1963), and the B139 woofer on which it was based eventually became famous throughout the world. The B139 is still being produced in quantity and is used by many other speaker system manufacturers.
- The introduction of the first tube-loaded dome midrange driver (1967).
- The KEF engineering research team was the first to produce a practical system for deriving not only amplitude and phase frequency response curves from anechoic impulse measurements, but also cumulative decay spectra. This research was reported at a meeting of the

Audio Engineering Society in 1973.

- In 1975 the AES Journal published KEF’s paper on the evaluation of loudspeaker performance using digital techniques. This historic paper is now regarded as the definitive tract on the subject.⁽¹⁾

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- The development of S-STOP, a fully

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(1) J.M. Berman and L.R. Fincham, “The Application of Digital Techniques to the Measurement of Loudspeakers,” *Journal of the Audio Engineering Society*, June 1977, Volume 25, No. 6.

(2) L.R. Fincham, “Production Testing of Loudspeakers Using Digital Techniques,” *Journal of Audio Engineering Society*, December 1979, Volume 27, No. 12.



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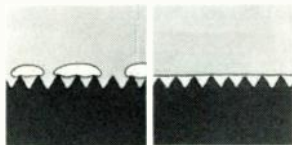
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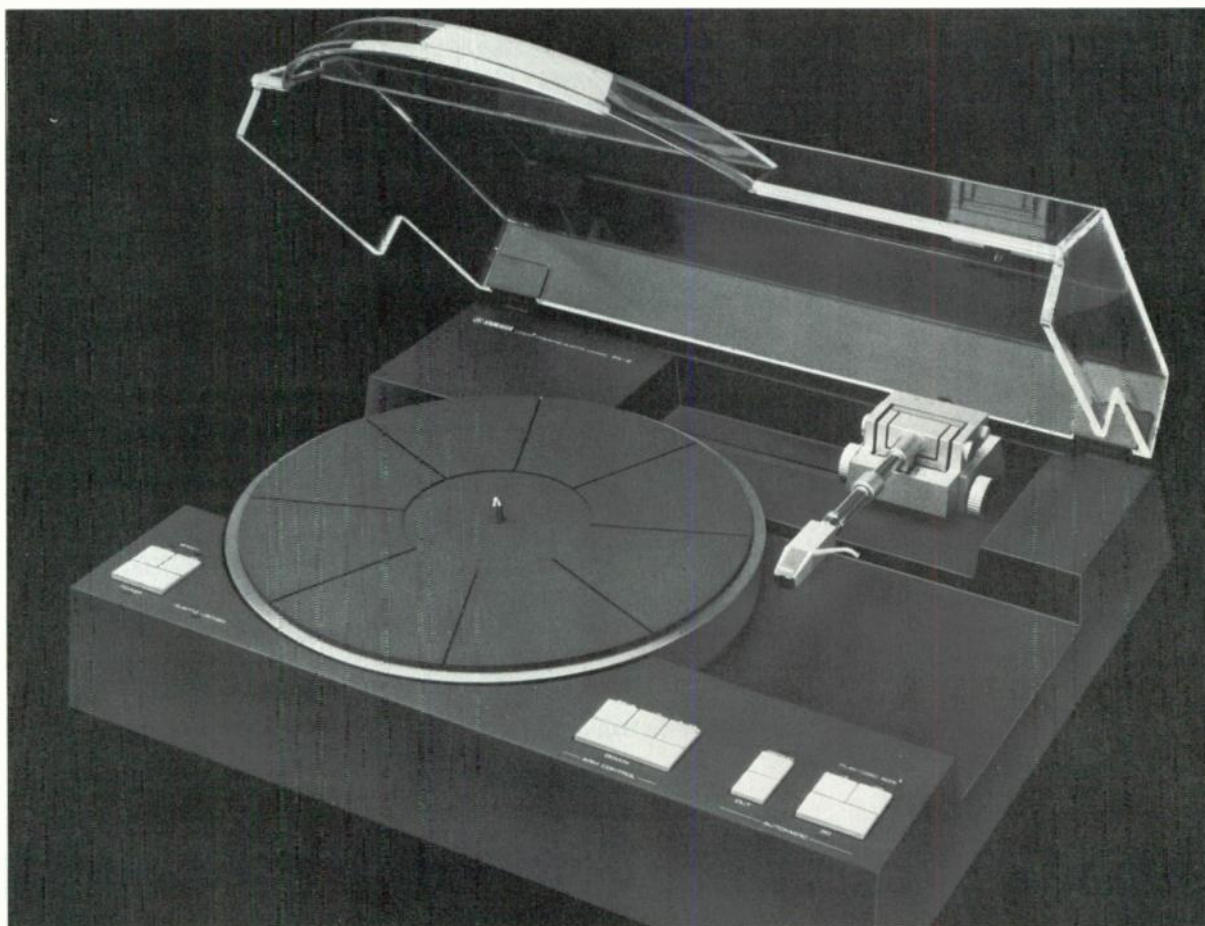
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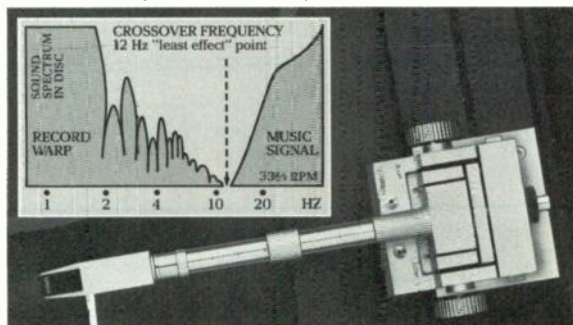
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*Yamaha cartridges shown (MC-1X and MC-7) on both models are optional.



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A LOOK INSIDE EMPIRE PHONO CARTRIDGES



Roland Wittenberg
Research &
Development
Director

This is the eighth article in a series on phono cartridges and stylii. In our second article, we mentioned that the benefits of using some of the new exotic materials for stylus cantilevers were almost lost because of compromises necessitated by today's manufacturing technology. Since that time, Empire has made a breakthrough...and developed a technique for bonding a layer of pure boron to a thin walled tapered aluminum cantilever. These new cantilevers have already been designed into the two top models of Empire's new Dynamic Interface Series.

Why boron?...Boron is a glass-like metal that has the highest stiffness-to-density ratio of any known material in use today. The higher this ratio, the more any undesirable resonant frequencies are displaced from the desired signal frequency band. It also means that sound waves travel faster along the length of the cantilever (13,500 meters per second)...thus reducing or eliminating unwanted acoustic phase shift and delays in the stylus assembly.

TABLE I

Material	S/D (Ref. Alum.)	Density (gm/cm ³)
Boron	6.74	2.30
Beryllium	5.59	1.84
Carbon Fibre	4.23	1.42
Aluminum	1.00 (Ref)	2.69
Steel	.97	7.86
Titanium	.89	4.54

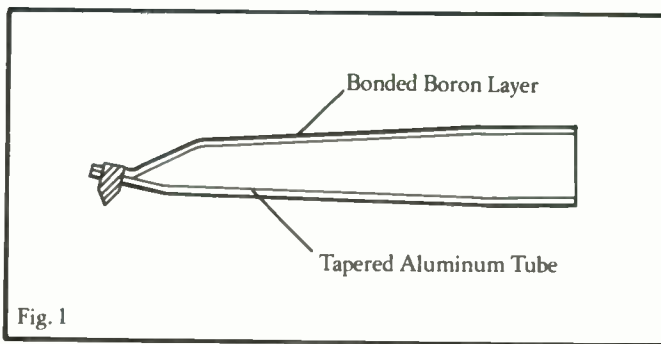


Table I lists the stiffness-to-density (S/D) ratio for boron and 5 other commonly used materials. The S/D ratios are tabulated relative to the S/D ratio for aluminum. The densities are also listed.

While it can be seen that both carbon fibre and beryllium have lower densities, boron has an S/D ratio that is 59% higher than carbon fibre and 21% higher than beryllium without its toxic properties.

Figure 1 shows a cross-section view of one of Empire's boron clad cantilevers. Since the maximum stress occurs in the outer layers of a flexing cantilever, the thin layer of boron is bonded to the outer surface of the tapered aluminum cantilever, where it is most effective in stiffening the assembly.

In our next article, we will show the effectiveness of this assembly as compared to a stylus assembly using a solid boron rod for the cantilever.

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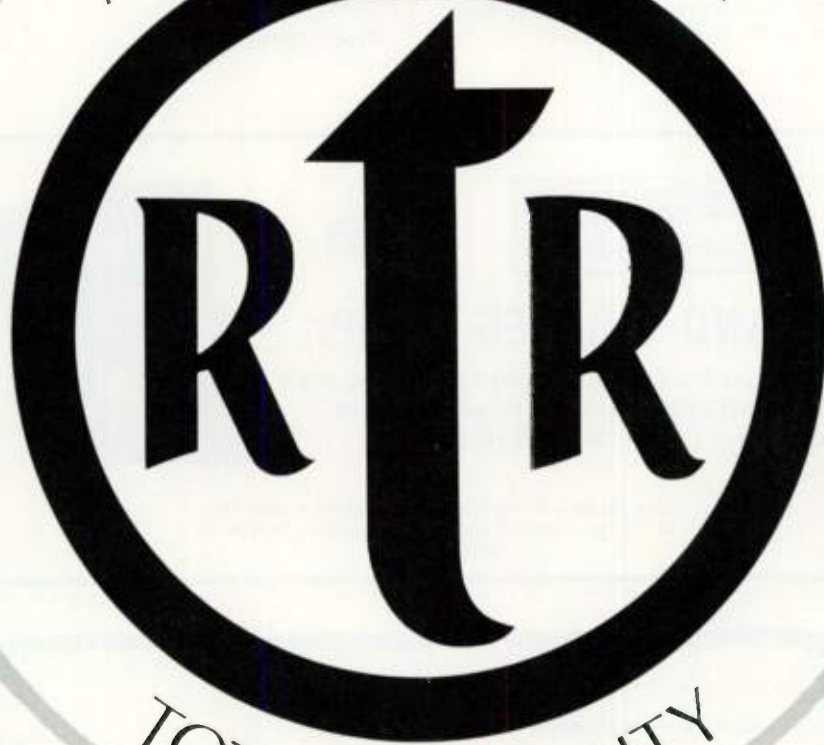
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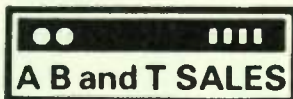
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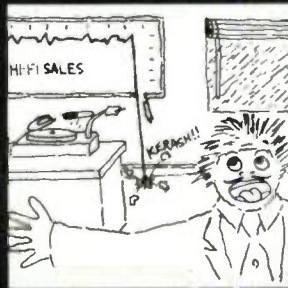
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Rancilio Associates, Grasso Plaza, Suite 84, St. Louis, MO 63123, 314-631-3326: **Missouri, Nebraska, Iowa, Kansas;** Southeast Audio Rep., Inc., 3230 Clairmont North, Atlanta, GA 30329, 404-329-0218: **Georgia, North Carolina, Southern California, Alabama, Tennessee.** Taylor Sales, 133 Barton Road, Greenfield, MA 01301, 413-772-6286: **Massachusetts, Maine, Vermont, Connecticut, Rhode Island, New Hampshire.**

AUDIOKING LTD., INC.

77 Commerce St.
Garfield, NJ 07026
Phone: (201) 546-4536

President: Matthew Chang
VP/Sales: Leonard Trachtman
VP/Purchasing: Kenzo Iwai

Products:

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Representatives:

List available on request.

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2602 Michelson Dr.
P.O. Box B-G
Irvine, CA 92716
Phone: (714) 833-0020

President: Isidore Philosophie
Natl. Sls. Mgr.: Charles Trausch
Exec VP: Stu Schlosberg
Mgr. Pro & Consumer Products: John E. Jackson

Products:

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Representatives:

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AUDIOMATION

4522 North 40th St.
Phoenix, AZ 85018
Phone: (602) 956-8227

VP/Sales: Mark Witt

Products:

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Representatives:

List available on request.

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Sales Mgr.: Richard Kimbell
Gen. Mgr.: Daniel Peerman
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Products:

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1185 Chess Dr.
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Pres: Norman Olson

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1221 Commerce Drive
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Phone: (216) 686-2600

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Sr. VP: Fred W. Nichols
VP/Sales Mgr.: Paul McGuire
Dir./Mktg. Comm.: Don Kirkendall
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Phone: (212) 889-4980

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Natl. Sales Mgr.: Leon Haber

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Phone: (213) 998-8014

President: Jerry Axelrod

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Representatives:

Northwest: Valhalla Hi Fi Marketers,
444 NE Ravenna Blvd., Seattle, WA
98115, (206) 522-9411; **Southeast:** Paul
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Contact: A. Bereza

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10 Crosby Drive
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VP/Mktg. & Sales: Jack K. Dreyer
Dir. Natl. Sales: James S. Walker
Mktg. Dir.: Mark D. Dellafera
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Products:
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Representatives:

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21208, 301/764-7189, (#188) MD/DC/
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Blvd., Suite 203, Hayward, CA 94545, 415/783-6200, (#550) NO. CA/NV;

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BECKER ELECTRONICS MFG. CORP.

Rt. 145
East Durham, NY 12423
Phone: (518) 634-2571

President: Fred Becker, Jr.
Loudspeakers Sys. Sale: Fred Becker, III
Raw Driver Sale: Peggy Cross
Chief Eng.: Bhasu Patel

Products:

Raw Drivers, Radian Research, Inter-Dynamic Loudspeakers, Professional Loudspeaker Systems, Private Label

Representatives:

List available on request.

BEDINI ELECTRONICS

1300 San Fernando Rd. #9
Sylmar, CA 91342
Phone: (213) 367-6563

President: John Bedini
VP: Gary Bedini
Art Dir. of Prom: Robert Fiorucci

Exec. Sales Mgr: Skip Wesner
Sales Mgr: James Fiorucci

Products:

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Representatives:

Contact company directly.

BERTAGNI ELECTROACOUSTIC SYSTEMS, INC.

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

President: Lynn Morrison
General Mgr.: Luis Gutierrez
Engineer: Alex Bertagni

Products:

Speaker Systems

Representatives:

Contact Company directly.

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1 Phlox Ln.
Acton, MA 01720
Phone: (617) 263-4217

President: G. W. Gamble

Products:

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Representatives:

Contact company directly.

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505 East Montecito
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VP: John E. Fermin

Products:

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Representatives:

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Phone: (214) 238-1224

Chairman: P. B. Arbib
Mng. Dir., (USA): Stephen Godfrey
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Continued on page 73

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audio salesman

PULL-OUT SECTION
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Start Planning Tax Deductions Now

By Charlie Swift
Taxes won't be due again until next April, but salespeople can start planning the deductions that they may take right now. Many salespeople are not aware of the deductions that they are allowed under law. Deductions vary among individuals, but may include the money that you spend on audio magazines and demo albums. Also deductible are travel expenses for part time hi fi salespeople who travel between one job and another, as well as expenses getting between school and work.

School courses relating to your job are deductible. If you make a large audio purchase or a purchase of



any other kind, the taxes paid are deductible. Are

you in a union or business association? Dues may be

written off.

Other expenses that may save you taxes are those incurred when moving to be closer to a new job location, job consultation fees, even job hunting trips.

If you plan to use these job-related deductions next year, be sure to save all the bills and receipts that you can. A box or folder is useful for keeping the receipts together. Remember to note the particular purchase or service paid for on the receipt.

For more details on tax deductions for salespeople, pick up a good tax guide such as **J. K. Lasser's** (the price of the book can be deducted!) or contact the IRS.

A Recession? We Don't See One!

We'd had a busy day, but it was slow on the salesfloor during dinner hour. I was using the opportunity to clean up the litter around the counter when I was approached by another salesman, Donald. "I wouldn't strain myself," said Don, "we're going to be dead for the rest of the evening." Now, Don is a good salesman. But it doesn't take much to get him pessimistic. Weeks ago, when "The Recession" became front page news in the papers and on TV he struck the same pose. We had a couple of quiet days at that time, and Don had brought

his fist down onto the counter declaring, "That's it . . . here's the recession!"

A recession is described as an economic slowdown. A time when prices readjust themselves, inflation hopefully deflates, and a market regains its balance. Although certain industries may be required to reduce production a bit, and inventories and merchandising are usually watched more carefully, the world still goes on. The great majority of folks still have the desire to buy and the money to buy with. The effect of adverse economic publicity probably is as much a reason for careful spending as any "real" conditions. People are told that times are not good,

Continued on page 72

Watch Stress; Learn To Relax Often

More persons — and that includes audio sales personnel — are victims of stress-related diseases than any other, says Charles Brown, vice president and general manager of **Activate!** of Foster City, California.

Brown, who spoke recently to a recent ERA meeting in Las Vegas, pointed out fifteen techniques which can be used to cope with stressful situations. Most of the techniques, he said, can

be handled through a self-hypnosis situation. These fifteen steps to creative coping include: laughing more; making a list of distressful things; planning your day; rationalizing your stress; not procrastinating (the more you put things off the more stress you create); accepting mistakes and learning from them; getting professional help; avoiding drastic changes, but learning to accept them when they come; changing negative habits; recognizing that you have been conditioned (most persons grow up thinking there are things they can or can't do; eat right; exercise; think positively; adopt a spiritual or philosophical meaning to life; put your problems into perspective.

HIGH FIDELITY trade news

Pay Attention to Demo Strategy

Your Presentation is the most lengthy part of your sale. It is both the culmination of your qualifying process and the beginning of your closing. It's the physical portion of the sale, the one in which the customer uses and listens to the equipment. Consequently, it is the most easily fumbled.

An effective presentation should establish the quality of the component in question and impress the customer of your own abilities and expertise. Presentations must proceed without a hitch — things should work the way you described they would. There is no room for apologies. The way to present effectively is to plan them in advance, even while you are qualifying your customer. Also, there are some general ground rules that you can prepare for and follow.

Have it hooked up. If you're going to demonstrate a component, then you'd better be certain that it connected and running properly. Part of what you are selling is *ease of operation*. If you've got to scramble through a maze of wires the equipment will appear complicated and unwieldy. Be certain that the gear works properly. Do this by checking equipment on the



floor periodically. A frizzled tweeter or turntable without cueing can spell disaster for your sale. There is nothing worse than hearing a salesperson say, "Gee, it was working fine yesterday!"

Don't demonstrate too early. Just because your customer expresses an interest in receivers doesn't mean that you should rush over to the nearest one that you want to sell and flip it on. Qualify. Ask some questions. Get a good idea of his power and feature requirements, spending range, and brand preference (if any). This will avoid your wasting time demonstrating the wrong receiver.

Use proper demos. Time after time a salesperson will demonstrate a loudspeaker by dropping the tone arm on whatever disc he has on the turntable. What this actually demonstrates is a lack of brains. People want to hear the components on music that they like. That is, after all, the point of purchasing this gear. If your customer listens to Johnny Cash, don't pop on the Blues Brothers. Keep a

broad selection of records and tapes around to demo with.

Have alternate choices. You think that the tape deck before you is the most wonderful value to come down the pike since free air. Your customer, you discover, absolutely hates. What do you do? Fumble around to another deck? Argue with him? No, you agree with the points that he raises and go to a deck that is "better suited" to his needs. You have no trouble doing this because you had in mind a second or third choice already, in case he didn't like the first piece. Move to the other choice confidently, and explain the advantages that it has over the first one. Never disparage an item! You may have to move to it, should your customer indicate a preference for it.

Explain what they'll hear. Just saying, "listen to this" and switching on the component is a risky way to present equipment. Your customer may be unfamiliar with hi fi. He may never have had an opportunity to use a cassette deck, or heard a fine speaker system. Give

him an idea of what to listen for. Explain why the sound of a component will be excellent.

Demonstrating a component should prove what you have said.

"Listen carefully to the rich bass response of this speaker . . . and note how clearly the solo guitar is reproduced in this passage." Once said, the customer may either agree or disagree, but at least you are on the right footing, and controlling the sale.

Be economic with presentation. Don't take too long. Most demonstrations need to be only a minute or two in length. Very long demos tend to weaken some sales because they take attention away from the components at hand. The customer may focus on the music more than the gear, or onto other components. If he has any questions about the equipment, he may forget them. He may not even like what he is hearing. Turn the volume down and ask if he has any questions. Did he agree with what you said about the piece? Would he rather hear something else? Most important of all — would he like to buy it now? Follow these general rules for presenting your gear and your chances are that he will.

Crown Intl. Answers Hows

Crown International Inc. answers the hows and whys of audio with the development of the Crown *Audio Information Packet*. According to General Sales Manager James S. Beattie, the packet is "an audio education in writing" designed to aid the average consumer in understanding and selecting any and all components.

The 50-page packet covers both the basic and

Audio/Video Salesmen!

Get your own personal copy of HIGH FIDELITY TRADE NEWS and its Audio Salesman section every month!

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audio salesman

technical aspects of audio in easy-to-understand language. The package, which uses both discussion and

photographs in answering consumer questions, is available directly from Crown for four dollars (\$4.00).

Tape Trivia Reels Out In Painless Capsules

PRE BUCK ROGERS . . .

A nineteenth century science fiction writer, report 3M tape experts, envisioned magnetic recording tape as "a string dipped in glue coated with iron particles." He was close.

POLITICIAN ON TAPE . . .

Austria's Emperor Franz Joseph was the first world leader to make a public statement into a tape recorder. This was at the 1900 Paris World Fair on a recorder developed by Valdemar Poulsen, the Danish "Edison."

FIRST U.S. POLITICIAN IN SPACE . . .

Dwight D. Eisenhower was the first President's voice heard from space via magnetic recording tape at Christmas, 1958.

RECORDING ON BARN PAINT?? . . .

Not really barn paint, but a good quality red pigment based on iron oxide was used in early magnetic recording tapes, according to 3M's technical people.

WILL MAGNETIC TAPE EVER WEAR OUT? . . .

Recording tape is virtually indestructible under ideal playback conditions. A standard "Scotch" audio tape, played 6½ million times in 3M laboratories, suffered no loss of playback qualities as a result.

PLAY IT AGAIN, SAM . . .

A reel of "Scotch" brand magnetic tape played background music constantly for more than 10 years — 86,000 hours — without loss of sound quality. It quit only because

of an equipment power failure.

"ON THE AIR" IN THE AIR . . .

Magnetic audio tape recorded in 42-tracks allows the Federal Aviation Agency to log every conversation to and from commercial aircraft. A typical air traffic control station monitors 152 channels at once, reports 3M.

TINY, BUT TALENTED . . .

In your audio cassette, 35 million particles of iron oxide pass the record or playback head each minute the tape is running.

SMOOTHER THAN SILK . . .

If you could magnify an inch of "Scotch" audio tape up to a mile, the biggest "bump" would still be less than ¼ inch high!

THE SKY IS CALLING . . .

Your TV weather satellite picture comes from magnetic tape; the satellites record data as they swing around the earth, then radio it back at incredibly high tape speeds while passing over special earth receiving stations.

FOREVER AND A DAY . . .

Your taped music should never fade or wither. Music tapes made by 3M technicians in 1946 still sound as real and lifelike as they did when new.

NO ROOM FOR ERROR . . .

The oxide coating on magnetic recording tape is only one-sixth the thickness of a human hair, but it must be perfectly uniform in thickness and magnetic density. Inspection techniques pioneered by 3M are of surgical precision.

CLOSE SHAVE . . .

Magnetic Tape is produced under surgically-clean conditions in 24-inch widths. At 3M, audio cassette tape is slit to appropriate widths at high speed by cutting devices which must be accurate to two-thousandths of an inch; greater deviations would reject the tape — it might later bind in a cassette.

LET'S PACK IT IN . . .

Experimental magnetic pigments being developed by 3M may permit four times the recording time to be put on a possible future magnetic sound tape. This quadrupled storage time would be possible with no changes in current tape sound quality.



CROONER CROSBY pioneered use of magnetic tape in broadcasting by using audio tape for his formerly live network radio show in 1946.

"GOING MY WAY" . . .

Bing Crosby, who wanted to record his popular network show in the 1940's, gave a big boost to tape recording. Disc recording wasn't practical, so 3M, Bing Crosby Enterprise and the ABC network perfected magnetic tape for easy editing and quick replay.

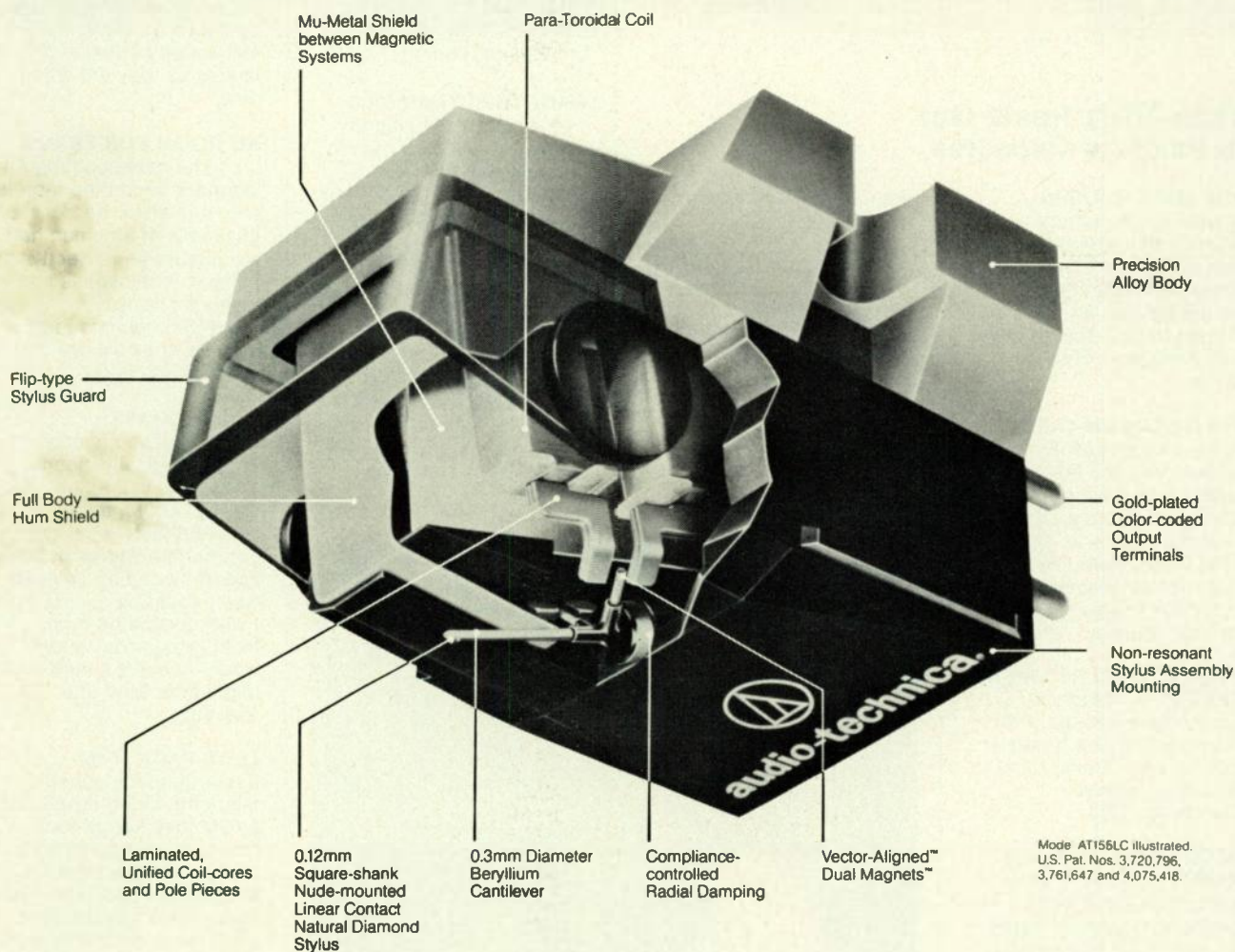
CONDENSED MUSIC . . .

The size of audio tape needed to hold an hour's music has decreased — from a 14-inch reel, 25 years ago, to the audio cassette of today — slightly larger than a deck of playing cards. Eight-fold reduction in speed and in tape width makes present tape 64 times as efficient.

**HIGH FIDELITY
trade news**



How to make everything you sell sound better.



Model AT156LC illustrated.
U.S. Pat. Nos. 3,720,796,
3,761,647 and 4,075,418.

If you're an Audio-Technica dealer, you now have a big edge over everyone else. Because there's a new generation of A-T cartridges with truly saleable benefits your customers can *hear* and *understand*.

Benefits You Can Hear

It starts when you turn up the volume for a demonstration. These new cartridges are quite efficient. With 5.0 mV at 5cm/sec. output compared to as little as 2 to 4 mV for most other top-quality cartridges. There's a psychological advantage to more loudness for a given volume control setting, of course. And a real advantage as well even if you equalize input levels. You'll hear less circuit noise. And your customer is assured of full amplifier output. But that's just the first impression.

Para-Toroidal Coils

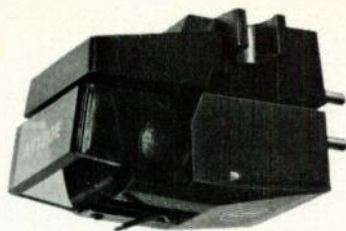
We don't trade away an iota of performance for this improved efficiency. It's a benefit of our para-toroidal coil construction, based on the toroidal design of the highly-

regarded AT24 Omnitec™ series. The design eliminates all internal connections in both the electrical and magnetic circuits, reducing losses to a minimum. The unified coil-core/pole pieces, with the para-toroidal coils wound closely on them create one of the most efficient structures available today. So efficient that we can reduce the number of turns of coil wire for better impedance characteristics.

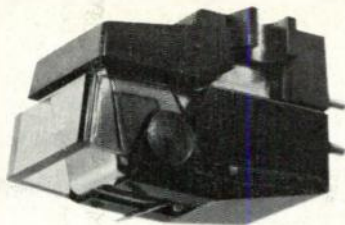
Easy To Match

Which gives you another real selling benefit: no need to tack on accessory capacitors, or "tune" cables to match the cartridge with the input. Anything from 100 to 200 pF input capacitance is just fine, a range which easily includes almost all current equipment. It would take an extreme "odd-ball" combination to create any audible effect at all.

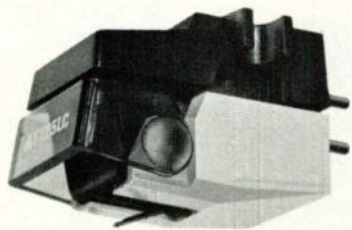
Your customers will hear sound with a transparency usually attributed solely to moving coil designs, but with



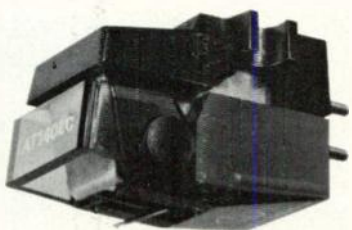
AT120E Class III
\$90.00



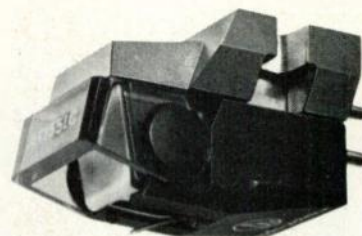
AT130E Class II
\$120.00



AT125LC Class III
\$130.00



AT140LC Class II
\$175.00



AT155LC Class I
\$225.00

all the convenience advantages of moving magnet construction. And our Vector-Aligned™ dual moving magnets offer their own set of values, including superb stereo separation, very low effective moving mass, and the ideal geometry to sense the signals stored in each wall of the record groove.

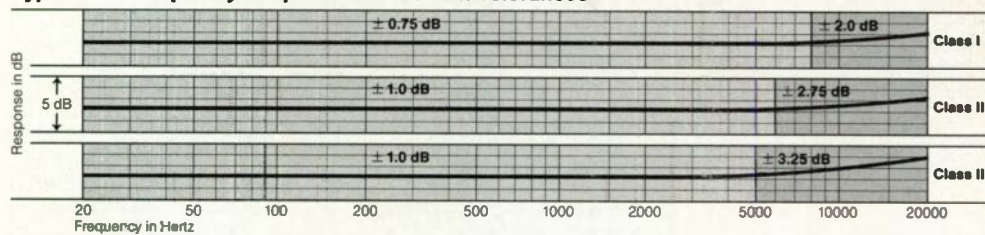
Better In Every Detail

And look at some of the construction details! A mu-metal shield between the coils to further reduce electrical and magnetic interaction. An effective hum shield surrounding the entire assembly. A flip-guard stylus protector on every model, firmly detented to avoid resonance. And gold-plated, color-coded output terminals, of course.

Hand-Tuned Compliance

At the heart of our moving system is the A-T radial damping ring which controls stylus motion equally in every plane. Ideal compliance is individually set during assembly to eliminate variations in dimensions and materials. This single step, unique to Audio-Technica, has done more to build our reputation for consistent performance than any other. Performance you can rely upon to satisfy the most demanding customer.

Typical A-T Frequency Response Curves with Tolerances



New Specifications

When you see our specifications, you'll get another pleasant surprise. In addition to the usual frequency response, separation, and tracking force data, we've created a new way to display our unique quality. Not only do we state the frequency range, we also show our *tolerances*, both graphically and in cold, hard numbers. Proof of the unvarying quality of A-T cartridges at every price level. And these are no "out of the hat" or

impossible-to-duplicate numbers. Every specification is based on standard, readily-available test records and equipment, using test methods we gladly share with other industry professionals.

As another example, the center of our recommended Vertical Tracking Force (VTF) range is based on clean reproduction of the 70-micron amplitude test signal on a DIN 45 549 or AT6607 Test Record. It's a level generally agreed to be *above* the demands of conventional recordings. Every cartridge in this new line meets this demanding test. And our premium models will track the 80-micron and 90-micron bands as well, within their recommended VTF range. Outstanding performance that any well-equipped lab can duplicate.

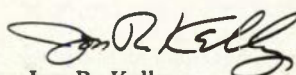
At Last, Meaningful Specifications

We think these new specs will be meaningful to salespeople and customers alike, and perhaps usher in a new era for cartridge advertising without the "wishful thinking" numbers wars of the past. But this is only a beginning for A-T. We continue to search for even better, more objective ways to define cartridge behavior. While we agree that cartridge testing is one of the most difficult

tasks in audio, we owe it to you and your customers to publish specifications which *accurately* predict real-world performance.

Benefits you can hear. Features you can sell. And specifications you can trust. All from Audio-Technica. It should be a great year... for Audio-Technica dealers!

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Jon R. Kelly
President





Sansui
Model G-7700



Akai
Model AA-R30



Marantz
Model SR-2000

Summer Reviews Give Selling Benefits



High Fidelity Magazine
July 1980

Of special note: An article on page 32 of the July issue shows the results of this publication's testing of 17 cassette tapes, including metals. Brands discussed include: Ampex, BASF, Fuji, Maxell, Memorex, Nakamichi, RKO, Sony, TDK, and 3M.

From the reviews:

New equipment reports in that month's book features Marantz model SR-2000 receiver; Sony's STR-V25 receiver; Akai's AA-R30 receiver; Teac's CX-650R bidirectional cassette deck; Modular Acoustics Model 3000 loudspeaker; and Adcom's XC-LT crosscoil moving-coil phono cartridge.

Capsule Reviews: Marantz Model SR-2000 receiver

"... Marantz has pulled off a neat trick with the SR-2000 receiver, a budget-priced component whose overall performance belies its low price. While some companies go for lots of buttons and lights in their inexpensive models, Marantz has wisely chosen to pare down the "extras," allowing the receiver's basic performance to shine through. So you won't find complex tape-dubbing switches, an output attenuation button, or provision for more than one phono input, but the controls arrayed on the handsome aluminum front panel address themselves directly to the needs of most consumers seeking a basic receiver. . . ."

• Sony Model STR-V25 am/fm receiver

"... Sony's STR-V25 receiver presents us with a knotty problem in perspective: Do we allow ourselves to wax enthusiastic on its bold new visual and functional direction, or do we attempt to maintain a dispassionate reserve on the ground that, good as it is, the V25, as a modestly priced model, does not claim state-of-the-art technology across the board. Of course, raising

the question answers it and frees us to note that the V25 is the least expensive of four new Sony receivers that blend form and function in a most agreeable and attractive manner. An examination of its silvery faceplate reveals the logic of its layout: The tuner section and its attendant controls and meters occupy a single distinct area, preamp-based controls have their central focus, and the function selectors are arrayed in a neat vertical format — clearly labeled and each with a small LED to indicate which is selected. Gropius himself might have delighted in the design. . . ."

Akai Model AA-R30 FM/AM receiver

"... If a company other than Akai had produced the AA-R30 receiver, we probably would have registered some surprise at the high degree of tape flexibility offered by such a low-priced model. However, considering Akai's long involvement in the tape recorder field, it is quite appropriate to find in this receiver two tape monitor switches, dubbing facilities, an FM de-emphasis switch for recording Dolby broadcasts, as well as an aux input capable of

accepting a third recorder. . . ."

Teac Model CX-650R cassette deck

"... The CX-650R is a true bidirectional deck — not just one with auto reverse in playback alone — and thus solves the problem in its most virulent form. It uses a single, centered four-track (dual stereo) record/play head for both directions of tape travel. Flanking this head, in the two small holes in the cassette shell, are a pair of erase heads, one for each direction. The two capstans and pinch rollers use the larger outboard holes. The control logic offers three options. The first is unidirectional, marked as if it worked only in the forward direction, though it allows you to play back or record in reverse as well. The second is out-and-back, with automatic reverse in either recording or playback at the end of Side 1 — that is, the forward direction of travel. The third is continuous playback: At the end of side 2, the tape reverses once again and repeats. In recording, however, that sequence would perform erase what you had recorded on Side 1, so the deck automatically stops at the end of Side 2 — in effect, reverting to out-and-

audio salesman



Garrard
Model GT350ap



Sony
Model STR-V25



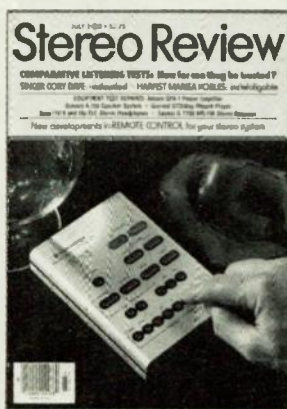
back operation. . . ."

Modular Acoustics model 3000 loudspeaker

"... The tone of the 3000 is, on the whole, warm and rich. Stereo imaging is pleasing with a forward, spacious quality. And bass reproduction, as promised, is certainly generous, though perhaps lacking some definition in deep percussive sounds. Oscilloscope photos picturing its reproduction of high-frequency transients show a virtual doppelganger of the original waveform, and to our ears treble frequencies are rendered with a sweetness only occasionally diminished by a bit of extramusical emphasis. . . ."

Adcom XC-LT Moving-Coil phono cartridge

"... As you'd expect from all this, the sound of the XC-LT was quite clean and neutral — a good sound but a hard one to describe without the distinctiveness (for good or ill) that creates rabid enthusiasts and detractors. Bells sound realistically metallic and less jingly than on pickups with the common, rising high-end response. Bass is solid, with subjectively low distortion. . . ."



Stereo Review Magazine
July 1980

From the reviews:

New equipment reports in the July issue feature the Adcom GFA-1 power amplifier; Dynaco A-150 speakers; Garrard GT350ap record player; Koss HV/X and HV/XLC stereophones; and the Sansui G7700 am/fm receiver.

Capsule Reviews: Adcom GFA-1 power amplifier

"... The Adcom GFA-1 was one of the quietest fan-cooled amplifiers we have used, for it could be heard only within a distance of a foot or two in a quiet room. In any normal installation it should be completely inaudible. . . ."

Dynaco A-150 Speaker System

"... To the casual viewer, it would appear to be 'just another small-box speaker.' To our ears it was much more than that. The smoothness of its sound belied its unexceptional driver array (unexceptional only to the eye, since Dynaco designers had certain definite goals in mind when they created the A-150 and its sound is testimony to their success."

Garrard GT350ap record player

"... The moderate-price Garrard GT350ap is an attractive functional and basically well-designed record player. Judging from our experience with it, it has a rugged and essentially foolproof mechanism. And once one has become accustomed to a record player with all its controls on the front panel, it is hard to go back to the old-fashioned variety."

Koss HV/X and HV/XLC stereo headphones

"... The sound quality of the phones was about as smooth and uncolored as we have ever heard from a dynamic headphone. There was no obvious emphasis of any part of the frequency range, and the overall sonic balance was

excellent. . . ."

Sansui G-7700 am/fm stereo receiver

"... The basic performance of the Sansui G-7700 is just what one should expect from a rather expensive, de luxe stereo receiver. Few amplifiers, either in receivers or as separates, can match the combination of high power and low distortion across the audible spectrum offered in the G-7700. . . . Our only criticism of the design of the G-7700 relates to its lack of features such as switchable tone-control turnover frequencies, a midrange tone control, effective filters, and separate preamp outputs and power-amp inputs, among others. . . ."

HIGH FIDELITY
trade news

audio salesman

Please do Squeeze The Equipment

It's rumoured that Hostess Twinkies are pink because it invites shoppers to pick them up and inspect them. Charmin commercials emphasize the soft feel and squeezability of the product. The reason is that the chances that a customer will purchase a product goes up substantially once he has had a chance to touch and feel it.

This marketing idea readily applies to audio equipment. High filters and muting switches are more effectively demonstrated when the customer turns them on himself. Adjusting a pitch control for the first time is fascinating and imparts a minor sense of accomplishment on shoppers. Enormous consideration is given by manufacturers as to how their volume knobs feel

and tuning wheels glide. Encourage your customers to work the controls on the equipment that you are presenting. Nearly every component has something to touch and adjust:

AMPS, TUNERS, RECEIVERS: Detented volume controls, flywheel

tuning, filters and balance controls.

TURNTABLES: Pitch controls, cueing levers, compliant feet and suspensions.

SPEAKERS: Removeable grilles, tone settings, circuit breakers, fuse holders.

TAPE DECKS: Sexy door ejects, input and bias settings, transport switches (especially solenoid and other 'soft touch' devices)

HEADPHONES: Strap-size adjustments, soft cushions, individual volume controls.



How many is too much?

How many tape decks do you carry in the \$200 or so price range? Probably quite a few. While it's valuable to have a wide selection of equipment to present to your customers, be sure to do some weeding out before presenting the crop. Too many choices can result in no choice at all. Whether you're showing receivers, speakers, or turntables, try to keep your presentation down to the two or three selections that

best suit your customer's needs. This especially important with loudspeakers, where playing too many speakers tend to make them all sound alike to the buyer. Your chances of making your customer happy and selling him the right thing is partially dependent on your choosing a bit before you let him choose. Don't lose a sale over too much of a good thing.

Earn Extra Cash From Audio Salesman

Audio Salesman is expanding, and we need your help. Drop us a line and let us know what you'd like to see in future issues of **Audio Salesman**. Include a short description of your most memorable sales experience and we'll send you \$10 for your trouble if we select your experience for publication. Also, if you'd like to receive your own personal copy of **High Fidelity Trade News** including the Audio Salesman section, please complete and return the subscription card you will find in this issue.

Continued from page 65
and whether they have money or not, it's easy to believe something that you read every day. It's just as easy for a salesperson to become less confident and lax in attitude.

People still want to buy hi fi, and they are buying it. Selling methods and emphasis may simply have to be adjusted on your part. When people are concerned about spending, you should keep these concerns in mind. Take advantage of the close-outs and sale items that you have. Reduced floor samples should be more attractive than usual. Price roll backs or equipment that is about to go through a price rise may also represent a way for your

customers to save.

Putting more of your efforts into faster moving categories can prove rewarding. Autosound is very strong this time of year, as well as expensive stereo portables. And you can prepare now for those inexpensive back to school systems.

Robert Ringer in his book, "Restoring the American Dream" describes recessionary periods as "an adjustment period . . . which forces people and business to become more efficient." The business is there, and it's being gotten by the salespeople who are best prepared. Worrying is not productive, working to sell better is.

Oh, and by the way, after that day that Don smacked the counter we had an excellent week of business. And the evening that I cleaned up the counter I almost had more business than I could handle!

**HIGH FIDELITY
trade news**

1981 SOUND INDUSTRY DIRECTORY

Continued from page 64

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Record & Tape Maintenance Products

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312 Production Ct.
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Nat'l. Mktng. Rep.: Peter Wellikoff
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Service Mgr.: Harold Sabine
Tech. Mgr.: Geoffrey M. Langdon

Products:

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Replacement Styli

Representatives:

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*(Our apologies for running AKG "out
of sync" in our alphabetized listing,
but the information was received after
our issue went to press.)*

Soundcraftsmen

THE EQUALIZATION LEADER...

WHY? Because WE CARE about HOW an equalizer does its job BEST!
That's the reason for Our 10-POINT "TOTAL-SYSTEM EQUALIZATION"

YOU NEED MORE THAN JUST AN EQUALIZER... FOR OPTIMUM EQUALIZATION BENEFITS, HERE ARE THE TEN ESSENTIAL ELEMENTS YOU NEED:

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2 YOU NEED FULL-SPECTRUM BOOST OR CUT CONTROLLABILITY: SOUNDCRAFTSMEN'S "zero-gain" circuit provides an additional 18 dB control-range over the full spectrum 20 to 20,480 Hz on each channel for instantaneous input-output zero-distortion signal matching

3 YOU NEED AUTOMATIC/CONTINUOUS OUTPUT-OVERLOAD WARNING SIGNAL: SOUNDCRAFTSMEN'S 2 top L.E.D.'s glow brightly, (bottom L.E.D.'s off), if output voltage is boosted excessively, thus eliminating the danger of distortion and/or damage to related equipment resulting from the high voltages that can be generated by any fine equalizer.

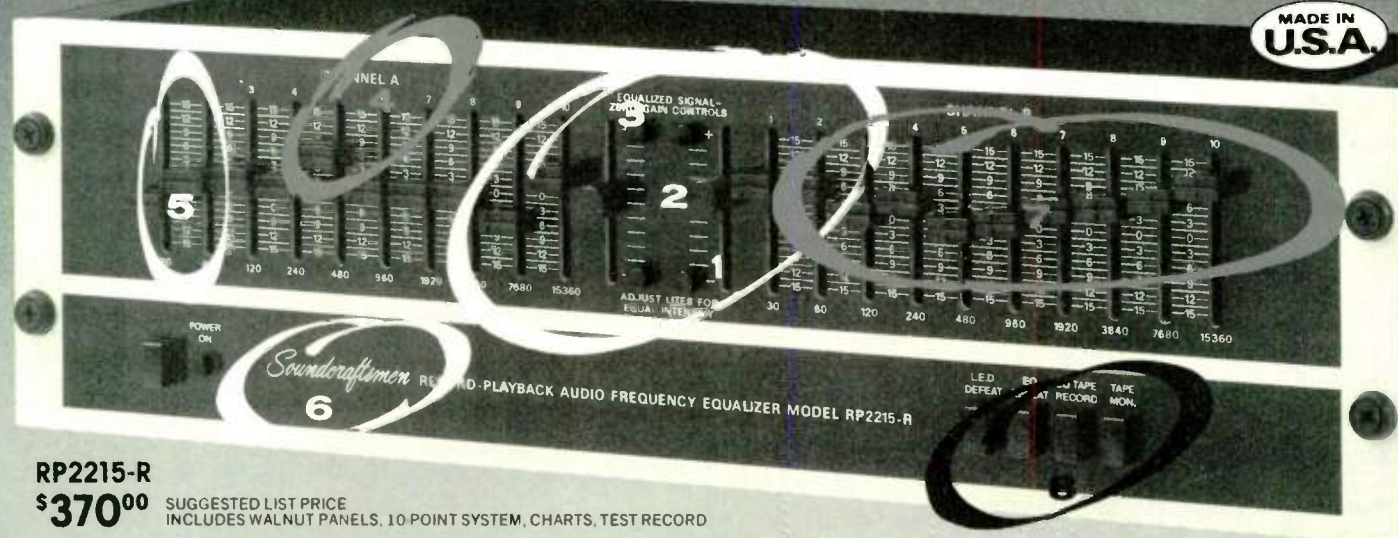
4 YOU NEED A POSITIVE METHOD OF READING dB SETTINGS...

5 YOU NEED AT LEAST 30 dB TOTAL CONTROL OF EACH OCTAVE...

6 YOU NEED A UNIT THAT WILL ADD ZERO NOISE AND DISTORTION: SOUNDCRAFTSMEN'S signal-to-noise and distortion performance figures are far superior to most high fidelity components. SOUNDCRAFTSMEN products are used in professional broadcast and recording systems, assuring you of completely noise-free and distortion-free integration into your system.

YOU NEED TO BE ABLE TO LOOK AT YOUR ACTUAL "EQ" CURVES.

8 YOU NEED THE ABILITY TO EQUALIZE TAPE RECORDINGS...



RP2215-R

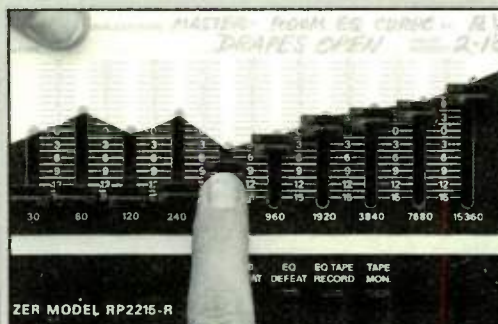
\$370⁰⁰

SUGGESTED LIST PRICE
INCLUDES WALNUT PANELS, 10 POINT SYSTEM, CHARTS, TEST RECORD



9

YOU NEED A REAL-TIME, FREQUENCY-SPECTRUM ANALYZER TEST RECORD, using your own ears for read-out. Every Soundcraftsmen equalizer includes a Test Record recorded and designed exclusively for Soundcraftsmen equalizers. Without any expensive test equipment or technical knowledge you can quickly tune the acoustics of your room to ± 2 dB, just by following the announcer's step-by-step directions



10

YOU NEED A MEMORY SYSTEM FOR "EQ SET-RESET REFERENCING": SOUNDCRAFTSMEN provides you with a quantity of "COMPUTONE CHARTS" for recording the exact setting of each octave control for future reference and resetting. Automatic "Instant Memory Programming" is readily available by cutting off the "Computone Chart" holding against front panel, and moving up knobs into position.

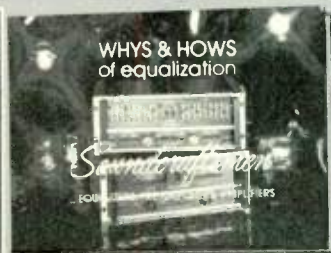
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Shapiro

Mngng Dir: Colin Aldridge
Mktg. Asst: Mary Warbasse

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Representatives:

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(800) 854-3943

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VP/Mktg: Ray Allen
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Dupl. Div. Sls. Mgr: Les Edwards
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Terrill
Div. VP/Adm.: Ralph Reese

Products:

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Continued on page 82

We're about to introduce you to a new line-up of customers.

In a business filled with flash and gimmickry, so changeable that "state of the art" describes only a mere moment in technological evolution, the word "innovation" needs qualifying.

The new products we're introducing are innovative—but with a purpose. Each new

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Today's customer does not make buying decisions at random. Neither do we create change at random.

That's why your new customers are drawn to Jensen for good reason.

JENSEN
SOUND LABORATORIES

AN ESMARK COMPANY

Jensen introduces a brand new customer.

**He thought we'd never top Triax.[®]
That was before Quadrax.[®]**

He's a customer who wants the latest in high performance car stereo. He trusts Jensen for quality and value.

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The new Quadrax 4-way is a 6" x 9" speaker system with the advantage of 2 midrange drivers, to more clearly define this critical range where most vocals are reproduced. One driver reproduces the upper midrange signals, the other grabs the lower midrange notes. The result? Clean, realistic sound reproduction across the entire midrange.

This new Jensen Quadrax covers bass

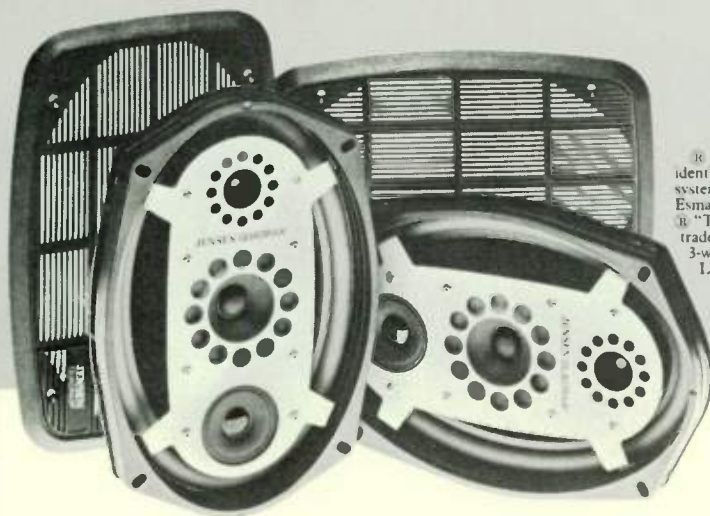
frequencies with a 6" x 9" woofer backed by a powerful 20 oz. magnet and a high temperature voice coil. It handles all the power you've got and delivers clean, deep bass response. And Quadrax has crisp, clear highs at the top end of the spectrum from Jensen's fine 2" piezoelectric tweeter.

The new Quadrax handles more power (55 watts per channel) and delivers more sound pressure (a staggering 103!) than any car stereo speaker system in Series I.

Quadrax is the kind of innovative new car audio product you can expect from Jensen.

It's a no-gimmick system with a solid performance difference you can demonstrate. So Quadrax will deliver more of those brand new customers, to help you earn more sales and profit.

Call your Jensen rep for a presentation. Or call us direct, (800) 323-7183.



® "Quadrax" is the registered trademark identifying the patented 4-way speaker system of Jensen Sound Laboratories, An Esmark Company. (U.S. Patent 4,122,315).
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JENSEN

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Jensen pulls in the customer who can see past our pushbuttons.

Preset tuning looks good to him, but it's what's inside that counts.

The new Jensen T415 AM/FM Tuner with Stereo Cassette Deck

Jensen introduces a component car audio system for the customer who, flat out, wants the very best we have to offer.

He wants the flexibility of a tuner, so he can add the power of a separate amplifier, like the Jensen Model A60. And because he knows audio, he may want to tailor the sound in his car—by adding an equalizer. Like the Jensen EQ400.

For this customer, we offer the new T415. It's packed with our finest features: auto load cassette deck with Dolby[®], auto reverse, Syntox[®] Ceramic tape transport heads, metal playback capability, Hi Blend FM separation circuitry and . . . the convenience of preset tuning.

The new Jensen R406 AM/FM Stereo Cassette Receiver

Then there's the customer who wants the quality, the performance and the reliability only Jensen can offer. He wants good sound, period.

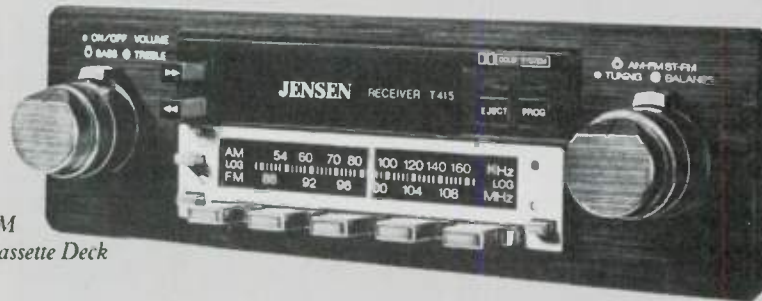
For him, we offer the new R406. With 10 watts of power, and features he'll love. Like auto reverse, Sendust tapeheads, high frequency FM separation circuitry, loudness, muting controls and . . . the convenience of preset tuning.

The T415 and R406 represent the kind of innovative car audio products you can expect from Jensen.

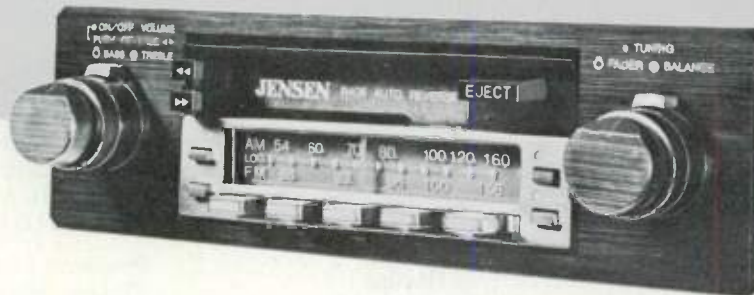
Each is a no-gimmick system with a solid performance difference you can demonstrate. So the T415 and the R406 will deliver more of those customers who seek Jensen quality, to help you earn more sales and profit.

Call your Jensen rep for a presentation. Or call us direct, (800) 323-7183.

*Jensen T415 AM/FM
Tuner with Stereo Cassette Deck*



*Jensen R406 AM/FM
Stereo Cassette Receiver*



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1981 SOUND INDUSTRY DIRECTORY

Continued from page 78

Representatives:

John Axtell & Associates, 7268 E. Geddes Avenue, Englewood, CO 80112, (303) 779-1731: New Mexico, Arizona, Wyoming, Colorado; Caribbean Electronic Sales Assocs., 7254 Poinciana Court, Miami Lakes, Florida 33014, (305) 821-3417: Dominion Republic, Moriss Saliss; C.F.R. Sales Company, 2120 West 8th Street, #305, Los Angeles, CA 90057, (213) 386-6711: Southern California, Mike Rawitz, Russ Antler; Dean Marketing, Inc., 30895 West 8 Mile Road, Livonia, Michigan 48152, (313) 478-1540: Michigan, Edward A. Dean; Electronic Sales Associates, Calle 203-GO11-C.C. 3rd Ext., Rio Piedras, Puerto Rico 00924, (809) 769-2911: Puerto Rico, U.S. Virgin Islands, Ray Cuebas; Felsen-Moscoe Co., Inc., 4530 West 77th Street, Suite 164, Minneapolis, MN 55345, (612) 831-1881: Minnesota, N. & S. Dakota; Fine Sales Corporation, P.O. Box 4626, 5240 N.W. 167th Street, Hialeah, Florida 33014, (305) 620-7500: Florida; Forti Associates, 3519 Raymoor Road, Kensington, Maryland 20795, (301) 949-1706/7: Maryland, Virginia, Washington D.C.; Green-Wissler Sales Co., Inc. D, 6214 Morenci Trail, #220, Indianapolis, Indiana 46268, (317) 291-2232: Indiana, Kentucky; Paul Gurvitz Associates, Inc. U, 550 Providence Highway, Dedham, Mass. 02026, (617) 326-0866: New England; J.S. Sound Sales, 154 Leslie Drive, Monroeville, PA 15146, (412) 372-2993: West Pennsylvania, West Virginia; Kam Marketing Co., 23715 Mercantile Road, Beachwood, Ohio 44122, (216) 464-7717: Ohio; John Lee Co., Inc., P.O. Box 35, 302 Coleman Street, Smyrna, Tennessee 37167, (615) 459-3212: Tennessee, Georgia, Alabama; Louis Marketing Assocs., Inc., 50 Colby Street, Rochester, New York 14610, (716) 461-2610: New York State; Marsh & Associates, Inc., 960 Rand Road, #207, Des Plaines, Illinois 60016, (312) 299-0195: Illinois, Wisconsin; Mid-Atlantic Sales, Barclay House, Suite 4, 1200 Marlton Pike, Cherry Hill, New Jersey 08034, (609)

795-5422: Delaware, East Pennsylvania, So. New Jersey; Mountain Region Assocs. West, 328 West 2nd South, Suite 24, Salt Lake City, Utah 84101, (801) 363-4408: Utah, Eastern Idaho, Montana; Nackman, Brod, Vann & Co. H, P.O. Box 8370, 1316 Baur Boulevard, St. Louis, Missouri 63132, (314) 991-2424: Kansas, Nebraska, Iowa, Missouri, Lower Tip of Illinois; Gene Piety Factors, Inc., P.O. Box 2903, Honolulu, Hawaii 96802, (808) 839-9059, TX: 723-423: Hawaii, Guam; Tom Ripp Company, 2 Kansas Street, San Francisco, CA 94103, (415) 863-4661: Northern California; S. & P. Associates, P.O. Box 58321, 715 World Trade Center, Dallas, Texas 75258, (214) 747-2531: Texas, Oklahoma, Louisiana, Arkansas, Mississippi; Bland F. Simmons Co., P.O. Box 25404, 5400 S. W. Patton Road, Portland, Oregon 97221, (503) 292-1288 or 292-5688: Oregon, Washington, Western Idaho; Martin A. Taylor Co., Inc., 1015 Chestnut Street, Philadelphia, PA 19107, (215) 922-0237: **Military — U.S. Only**; Top Sales Co., Inc., 1001 East Boulevard, Charlotte, NC 28203, (704) 372-9527: North & South Carolina.

CERWIN-VEGA!

12250 Montague St.
Arieta, CA 91331
Phone: (213) 896-0777

President: Gene Czerwinski
VP Mktg: Ray Arbuckle
Dir. Mktg. Comm: Rich Mandella
VP Oper: Rubin Saranik
Credit Mgr: Myron Huffman
Western Reg. Mgr: Steve Gleason
Midwestern Reg. Mgr: Wayne Myrick
Eastern Reg. Mgr: Mike Anastasio

Products:

Home Speakers, Electronics, Car Speakers, Disco Equipment, Professional Audio Equipment.

Representatives:

List available on request.

CHELCO SOUND INC.

1432-1440 Randolph Ave.
Avenel, NJ 07001
(201) 381-0080

President: Fred Hassine
Exec. VP: Samuel Hassine
Exec. VP: David Hassine
Exec. Administrator: Stephanie Milnicsuk

Products:

Portable Radios, Cassette Recorders, Clock Radios, 8-Track Players, AM/

FM Cassette Recorders, AM/FM 8-Track Players, CB's, CB Antennas, Radios, Mini & Micro Cassette Recorders.

Representatives:

List available on request.

CIZEK AUDIO SYSTEMS INC.

15 Stevens St.
Andover, MA 01810
Phone: (617) 470-0736

VP-Engrng: Mark Gailus
Plant Mgr: Jan Loen

Products:

Loudspeakers

Representatives:

List available on request.

CLARION CORP. OF AMERICA

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

President: Jim Levitus
Sales Coord: Amanda Chism
VP Retail: Murray Merson
SR. VP/Mktg: Don Coleman

Products:

Automotive-Audio, Hi-Way Fidelity & Accessories

Representatives:

List available on request.

CLARKE SYSTEMS INC.

441 Governor's Hwy
South Windsor, CT 06074
Phone: (203) 528-4331

President: John Sollecito
Secy-Tres: Bill Milewski

Products:

Loudspeakers

Representatives:

List available on request.

COBRA COMMUNICATIONS PROD. GROUP

DIV. OF DYNASCAN CORP.
6460 W. Cortland St.
Chicago, IL 60635
Phone: (312) 889-8870

President: Carl Korn
VP Gen. Mgr: Paul Davis
Gen. Mktg. Mgr: Dennis Burke
Sales Promotion Mgr: Al Stark

Products:

CB Radios, Auto Sound Products

Representatives:

List available on request.

COLORMAX ELECTRONIC CORP.

180 Northfield Ave.
Edison, NJ 08817
Phone: (201) 225-0106

President: Sakae F.R. Chang
Mktg VP: Ming-Shu Cheng
Distributor Sales Mgr: Elaine Dunzallo
Credit Mgr: Carla Young
Customer Svc: Elaine Dunzallo

Products:

Matching Transformers, Splitters,
Taps, Couplers, Amplifiers, Pre-
Amplifiers, Boosters, Amplifier
Telephones, Converters & Other
MATV Devices

Representatives:

List available on request.

CONCEPT ENTERPRISES INC.

613 S. Imperial St.
Los Angeles, CA 90021
Phone: (213) 624-1046

President: Peter Ng
Vice President: Edward Liu
Vice President: David Kwang

Products:

Digital Tachometer, 4, 3, 2-Way Car
Speaker Systems, Car Stereo Boosters,
Equalizers, AM/FM/MPX Cassette
Radios

Representatives:

List available on request.

**CONCERT HALL DIV.
INTERSTATE INDUSTRIES INC.**

111 S. Washington Blvd.
Mundelein, IL 60060
(312) 566-4840

President: G. Rissman
Exec. VP-Gen. Mgr: R. Rissman
VP-Mktg & Sales: W. Emmenegger

Products:

Portable & Module Phonographs,
Disco Juke Boxes

Representatives:

List available on request.

CONCORD ELECTRONICS

6025 Yolanda Ave.
Tarzana, CA 91356
Phone: (213) 344-9335

Pres.: Sumner Ladd
VP Sales: Donald C. Gervin
VP Engr: Al Williams
Admin. Mgr: Jo Ann Hiley
VP Prod. Dev: Mort Gleberman

Products:

Mobile High Fidelity Components,
AM/FM Receivers, Amplifiers,
Equalizer & Cassettes

Representatives:

List available on request.

CONRAD JOHNSON DESIGN INC.

1474 Pathfinder Ln.
McLean, Va. 22101
Phone: (703) 528-8650

President: William Conrad
Vice President: Lewis Johnson
Production Mgr: William Thalman

Products:

Vacuum Tube Electronics: PV2
Preamplifier, MV45 and MV75-1 Main
Amplifier, Premier One 200 Watt
Amplifier, MC110 Moving Coil
Transformer TR-1.

Representatives:

List available on request from
manufacturer.

MITCHELL A COTTER CO., INC.

35 Beachwood Ave.
Mt. Vernon, NY 10553
Phone: (914) 699-1874

President: Mitchell A. Cotter
Vice President: John J. Macek
Cust. Svc: Rondi Halling
Off/Credit Mgr: Mary P. Seidel

Products:

MK-2 Moving Coil Pick-up
Transformer, PSC-2 Phono Signal
Conditioner, NFB-2 Noise Filter/
Buffer, PW-2 Master Power Supply,
B-1 Turntable Base & B-2 Turntable
Isolation Platform, GS-2 Ground
Strip, Triaxial Interconnect Cables

Representatives:

**MICHIGAN, ILLINOIS,
WISCONSIN, MINNESOTA AND
INDIANA:** Pro Audio Sales, P.O. Box
730, Tower Lake, Barrington, ILL
60010. (312) 381-4559; **FLORIDA,
GEORGIA AND ALABAMA:** Chafee
Enterprises, 2215 Alpine Ave.,
Sarasota, FL 33580 (813) 366-9414;
NORTHWESTERN STATES:
**WASHINGTON, OREGON,
ALASKA, IDAHO, AND
MONTANA:** Northmar, Inc., P.O.
Box 15220, Seattle, WA 98115, (206)
524-5170.

For further information, please contact
the factory.

d

dbx, INC.

71 Chapel St.
Newton, MA 02195

President: David Blackmer
Exec. VP: Zaki Abdun-Nabi
VP Mktg & Sales: Jerome Ruzicka
Dir. Mktg & Sales, Consumer Prod:
Allan Evelyn

Dir. Mktg & Sales Prof. Prod.:

Lawrence Jaffe
Consumer Prod. Mgr.: Joseph Fahey
Eastern Reg. Mgr.: Robert Hatcher
Central Reg. Mgr.: Scott Berdell
Western Reg. Mgr.: Scott Sylvester

Products:

Digital & Analog Signal Processing
Systems, Recording Tech. Series Tape,
Noise Reduction System, dbx Discs

Representatives:**DBX CONSUMER PRODUCTS****REPRESENTATIVES:**

EASTERN REGION, Bob Hatcher,
Manager

New England: NEW ENGLAND
MARKETING GROUP, Ayer Road,
Harvard, MA 10451, Principal: John
DeRose, Phone: 617-456-3392; **New
York Metro (NY, NJ, NYC, L.I.):**
JOHN B. ANTHONY COMPANY,
992 High Ridge Road, Stamford, CT
06905, Principal: John B. Anthony,
Phone: 203-322-9202; **New York,
Upstate:** HESS SALES COMPANY,
3178 Lone Pine Road, Schenectady,
NY 12303, Principal: Jeff Hess,
Phone: 518-355-7173; **Mid-Atlantic
States (E. PA, S. NJ, DE, DC, MD,
VA):** EVOLUTION MARKETING,
2600 Urbana Drive, Wheaton, MD
20906, Principal: Brett Cosor, Phone:
301-933-6129; **Ohio, W. VA (incl. W.
PA):** ASTRO SALES, 672 Alpha
Drive, Cleveland, OH 44143,
Principal: Dick Rose, Phone: 216-461-
4500; **Michigan:** PHILLIP G. FLORA
ASSOCIATES, 45225 Grand River,
Novi, MI 48050, Principal: Phillip G.
Flora, Phone: 313-349-8130.

CENTRAL REGION, Scott Berdell,
Manager

**Northern States (MN, SD, ND, W.
WI):** CLARK R. GIBB COMPANY,
11100 Bren Road, West, Minnetonka,
MN 55343, Principal: Ron
DeHarpporte, Phone: 612-938-5420;

1981 SOUND INDUSTRY DIRECTORY

Plains States (IA, NB, KS, MO):

ELECTRONICS MARKETING ASSOCIATES, 6325 B. Blue Ridge Blvd., Raytown, MO 64133, Principal: John Blando, Phone: 816-737-2350;

Central States (IL, WI, IN, KY):

AUDIO RESOURCES, 825 North Cass Avenue, Suite 205, Westmont, IL 60559, Principal: Wayne Hrabak, Phone: 312-655-1180; Southeast States (NC, SC, TN, AL, GA): VENTURE SALES, 4037 E. Independence Blvd., Charlotte, NC 28205, Principal: Larry Ross, Phone: 704-568-4067; Florida: THIRD CENTURY MARKETING, 2800 W. Sheridan Street, Hollywood, FL 33202, Principal: Edgar Smith, Phone: 305-947-7107.

WESTERN REGION, Scott Sylvester, Manager

Northwest (WA, OR, W. ID, W. MT, AK):

NAESETH-SOLAAS & ASSOCIATES, P.O. Box 230, Mercer Island, WA 98040, Principal: Dale Naeseth, Phone: 206-236-0918; N. California, N. Nevada: DOBBS-STANFORD CORPORATION, 1011 Commercial Street, San Carlos, CA 94070, Principal: John Dobbs, Phone: 415-595-3630; S. California: MARSHANK SALES COMPANY, 3940 Higuera Street, Culver City, CA 90230, Principal: Norm Marshank, Phone: 213-559-2591; AZ, S. Nevada: WESTERN AUDIO SALES, 9210 El Morado Street, Fountain Valley, CA 92708, Principal: David Sandberg, Phone: 714-964-1036; Mountain States (E. MT, WY, E. ID, UT, W. TX, CO, NM): B & B ELECTRONICS, 5000 S. Quebec, Denver, CO 80237, Principal: Dick Beets, Phone: 303-773-6700; Southwest (E. TX, OK, LA, AR, MS, W. TN): REP-TECH, INC., Route #4, Box 197, Terrell, TX 75160, Principal: Bobb Partridge, Phone: 214-222-2131.

DICTOGRAPH MFG. CORP. OF CANADA

89 Glencameron Rd.
Thornhill, ONT L3T 1N8 Canada
Phone: (416) 881-0077

President: Robert Walton
Mktg.: Martin S. Gold
Intercom Mktg. Mgr.: Brian Sharrock
Adv. & PR: Walter Salm

Products:

Dictograph Phone Controller, Automatic Dialers, Telephone Answering Machines & Wired Intercoms.

Representatives:

List available upon request.

DISCWASHER GROUP OF COMPANIES

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

President: Dr. Bruce Maier
Natl. Sales Mgr.: Jim Hall
Adv. Mgr.: Vicki Hargrove

Products:

Record Care & Audio Accessories, Audio Electronics, Speakers, Amplification, Dealer Displays, Direct to Disc Records, Digital (PCM) Records

Representatives:

FLORIDA: A M I Sales, P.O. Box 4334, 13960 N.W. 60th Av., Hialeah, FL 33014 Phone: 305-821-9953; ALASKA: McAfee Marketing Co., 3014 38th West, Seattle Wa, 98199 Phone: 206-282-8663; UPTATE NY: Bishop Enterprises, 10 Adler Park Dr., East Syracuse, NY 13057 Phone: 315-437-8447; MN, N & S DAKOTA, EXTREME W WI: Blumentritt Sales, 3131 Fernbrook Lane North, Plymouth, MN 55441 Phone: 612-559-3630; NYC, N. NJ: Carduner Sales, 711 Washington, NY, NY 10014 Phone: 212-924-8540; S. CA, NV, AZ: Damar Industries, Inc., 20520 Nordhoff St., Chatsworth, CA 91311/ Phone: 213-998-6501; IN, W. PA, KY, OH, WV: DB Sales Company, 30 Springside Dr., Akron, OH. 44313/ Phone: 216-666-0031; TX, OK, AR, LA: Dobbs-Stanford Co., PO Box 3585 (mailing #), 1520 West Airport FRwy. (shipping #), Irving Texas 75061 (mailing), 75062 (shipping) Phone: 214-252-5502; GA, AL, MS, TN, N & S CAROLINA: Elrep Sales Co., P.O. Box 61, 1876 Forge St., Tucker GA, 30084/Phone: 404 938-7108; MO, KS, NE, S. ILL. IA: Electronic Marketing Assoc., 6325-B Blue Ridge Blvd., Raytown, MO 64133/Phone: 816-737-2350; VA, DE, MD, E. PA, S. NJ, DC: Elmark Co., 2367 Huntingdon Pike, Huntingdon Valley, PA 19006/ Phone: 215-947-0750; CO, MT, UT, NM, ID, WY, EL PASO: Marv Farley and Assoc., P.O. Box 820, 2943 Peak Ave., Boulder, CO 80301 Phone: 313-443-4962; WI, N. ILL.: Irving W. Rose Assoc., 3333 Commercial, Northbrook, IL. 60062 Phone: 312-291-

2260; N. CA, RENO: Paul Seaman Co., 14234 Catalina St., San Leandro, Ca 94577/Phone: 415-352-7860; WA, OR: Sischo & Assoc., 9021 View Avenue N.W., Seattle WA 98117/ Phone: 206-784-4875 Or 4876; NH, MA, CT, VT, RI, ME: The Smith Company, 599 New Park Ave., West Hartford, CT. 06110/Phone: 203 523-0512; MI: TA Electronic Sales, 4626½ Walton Blvd., Drayton Plains, Mi. 48020/Phone: 313-674-3178; HAWAII: Repco-Pacific, 250 Ward Ave., suite 206(office) Honolulu, HI 96814/ Phone: 808 533 1755/6/7

DISPLAY SPECIALTIES

675 Barbey St.
Brooklyn, New York 11207
Phone: (212) 345-7300

Pres.: Sam Nadrich

Products:

Wood cabinets for records, tapes, video tapes and stereo equipment cases

Representatives:

List available on request.

DISPLAYS UNLIMITED INC.

P.O. Box 10213
Eugene, OR 97440
Phone: (503) 484-7500

President: W. James Cox
VP-Oper.: Donald Alongi
Chief Elect. Engr.: Steven Moe
Design Coord.: George Lawrence
Design & Adv.: Tim Fex

Products:

Car Stereo Displays, Video Tape Recorder Display, Video Editor Displays, O.E.M. Displays, O.E.M. Switching Systems, Car Audio Blue Book, Solid State Switching System for Car audio or Push Button Switching Hi Fi System for Car Audio or Hi Fi

Representatives:

Contact company directly.

D&J ELECTRONICS, INC.

415-I Belden Ave.
Addison, IL 60101
Phone: (312) 543-0045

President: Elston R. Ashpole

Products:

Communication Products, Automotive Audio Products, Communication Accessories

Representatives:

List available on request.

DONGNAM ELECTRIC IND. CO. LTD.

One Madison St.
East Rutherford, NJ 07073
Phone: (201) 472-0777

President: Y. T. Park
Branch Mgr.: Byung K. Jan
Sales Mgr.: George Oswald
Engineer: Yun Shon
Export Mgr.: J. S. Park

Products:

High Fidelity Components, Receivers, Tuners, Amplifiers, Tape Decks, Micro B/W TV Audio Combinations, Micro TV Clock (LCD) Radio Combination, Compact Stereo Systems, Cassette & 8-Track Recorder & Player Systems (Avail. with 110/220/240 Switchable Operation), Loudspeaker Systems, Car Stereo, Cassette Portables, Disco Console.

Representatives:

List available on request.

DONG WON ELECTRONICS CO., LTD./INKEL CORP.

1001 E. Touhy Ave.
Ste. 74
Des Plaines, IL 60018
Phone: (312) 299-8016

Director: S. H. Choe

Mgr.: K. H. Kim

Products:

Stereo Receivers, Amplifiers (Integrated), Main Amplifiers, Power Amplifiers, Tuners, Cassette Decks, Synthesizer Tuners, Speakers, Turntables

Representatives:

List available on request.

**DORCHESTER ELECTRONICS
Div. of Apollo Electronics, LTD.**

40 Fima Crescent
Toronto, ONT M8W 3P9
Phone: (416) 252-6301

Pres. & Gen. Mgr.: Richard P. Kruger
Mgr./Mktg. Sales: Ken Carfagno

Products:

Stereo Compact Systems, Modular Stereo Phonographs with and without Radios, Portable & Children's Phonographs

Representatives:

List available on request.

**DOWNEN CONSUMER
ELECTRONICS**

206 E. Main St.
Carmi, IL 62821
Phone: (618) 382-7263

President: Charles Downen

Products:

Home & Disco Loudspeaker & Sound Reinforcement Systems, Budget Priced Home Stereo Speaker Systems

Representatives:

List available on request.

DYNACO, INC.

110 Shawmut Rd.
Canton, MA 02021
Phone: (617) 828-7858

President: Phil Goldstein

Products:

Loudspeakers, Electronics

Representatives:

List available on request.

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

30708 Lakefront Dr.

Rep-of-the-Year Awards

IRV ROSE GROUP IS JBL'S "REP OF THE YEAR" (l to r: Steve Rand, JBL Vice President for Domestic Sales; Irv Rose, principal of Irv Rose Group; Ed Hart, JBL Executive VP for Marketing)



YOICHI NAKASE (left), senior vice president of Kenwood Electronics, presents the 1979-80 Kenwood Speaker Award to Lonnie Kaplan of Third Century Marketing (Hollywood, Florida), given in recognition of the rep firm's "outstanding achievement in speaker line sales." Third Century Marketing represents Kenwood in Florida.

1981 SOUND INDUSTRY DIRECTORY

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

President: Noboru Tominari
Managing Dir.: Hiroshi Ishihara

Products:
Moving Coil Phono Cartridges
including New Product Dynavector
"Karat" Series, Bi-A is Inserta
Controlled Tone Arm, Silver Wire MC
Cartridge Transformer

Representatives:
List available on request.



EAST COAST ENTERPRISES, INC.

P.O. Box 630644
Miami, FL 33163
Phone: (305) 920-5775

Pres.: Michael Cinquino
Marketing Director: Richard First
Sales Coordinator: Pam Jones

Products:
Adapt-a-Sound Auto Speaker Adapters

Representatives:
List available on request.

ELAN ELECTRONICS CORP.

No. 151, Sec. 2, Chung Shan N. Rd.
Taipei, Taiwan, R.O.C.
Phone: (02) 56344356

Products:
Car stereo, Home Stereo, Portable
Tape Recorder, CB Transceiver

Representatives:
List available on request.

ELECTRO BRAND, INC.

4234 W. Drummond Pl.
Chicago, IL 60639
Phone: (312) 227-0500

Pres.: Samuel Dry
VP: Richard L. Ettelson
V P: Ben T. Crane

Products: Stereo Home Entertainment
Systems/Music centers/Compacts,
Home/Portable/Auto-8-Track Players,
Pocket/Portable/Multiband Radios
(With and Without TV & CB
Reception), Clock Radios, Cassette
Recorders/Players, Novelty Radios,
Auto Sound Products

Representatives:
List available on request.

ELECTRO-VOICE INC.

600 Cecil St.
Buchanan, MI 49107
Phone: (616) 695-6831

President: Bob Pabst
Dir. of Prod. Mgmt.: Jim Long
Sales Mgr.: Dave Rothfeld
Consumer Prod. Sls. Mgr.: Tony
Satariano
Cons. Prod. Mktg. Mgr.: Milo Kosich
Dir. Adv. & Sales Prom.: Tim Rooney
VP Mkt.: Bob Morrill

Products:
Interface Speaker Systems, Encore
Speaker Systems

Representatives:
List available on request.

EL MFG., INC.

P.O. Box 296
Irving, TX 75060
Phone: (214) 946-6499

Pres.: Eric Littlejohn
VP.: Dave Selph
Sales Mgr.: Linda Burch

Products:
Sound Balance & Sound Levels
Speaker Stands, Realwood Component
Cabinets, Video Stands

Representatives:
List available on request.

EMERSON RADIO CORP.

One Emerson Ln.
Secaucus, NJ 07094
Phone: (201) 865-4343

Chmn. of the Bd.: William Lane
President: Stephen Lane
Exec. VP: Donald Dvorkin
Sr. VP: Saul Knazick
VP & Natl. Sales Mgr.: Jim Kirsner
VP & West Coast Reg. Sales Mgr.:
Joel Gillis
Premium Sls. Mgr.: Cheryl Cicala
Dir. Sales Admin.: Ed Beller

Products:
Stereo Components, Digital Clock

Radios, Modular Stereo Phonographs,
Portable and table radios

Representatives:
List available on request.

EMPIRE SCIENTIFIC CORP.

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

Vice President: Andy Segal
VP/Intl. Sales: Howard Spanbock
Creative Dir.: Norman Levenstein
Credit Mgr.: John Beutel
Dir. of Resch & Dev.: Roland C.
Wittenberg

Products:
Cartridges, Stylies, Record-Care
Products, Audio Accessories,
Turntables

Representatives:
ALPHA SALES, 8506 Evergreen Ave.,
Indianapolis, IN 46201, (317) 257-
4167: **INDIANA, KENTUCKY;**
AUDIO MARKETING, PO Box 284,
308B Blue Ridge Ext., Grandview,
Missouri 64030, (816) 765-1224:
IOWA, KANSAS, NEBRASKA,
MISSOURI, S. ILLINOIS; AVON
MARKETING, 690 Alpha Dr.,
Highland Heights, OH 44143, (216)
449-5330; ASTRO SALES, (216) 461-
4500: OHIO, WEST VIRGINIA,
WESTERN PA; CAMPBELL
MARKETING ASSOC., Mailing
Address: PO Box 1966, Bellevue, WA
98009; Shipping Address: CAMPBELL
MKTG., 1644 263rd Ave. SE,
Issaquah, WA 98027, (206) 392-2682:
WASHINGTON, OREGON,
ALASKA, WESTERN IDAHO;
DYNAMIC MARKETING, 2800
Sheridan St., Hollywood, FL 33020,
(305) 925-6070; Ken Cantor (home),
105 Cove Lake Dr., Longwood, FL
32750 (305) 862-0587: FLORIDA;
ELECTRONICS MARKETING, 435
Newtonville Ave., Newton,
Massachusetts 02160, (617) 527-7753;
Marvin Grossman (home), 21 Pilgrim
Rd., Waban, MA 02168 (617) 332-
7481: MASSACHUSETTS,
VERMONT, RHODE ISLAND,
MAINE, CONNECTICUT; GDS
MARKETING, INC., Main Office
Mailing Address: PO Box 866, North
Hollywood, CA 91603; Shipping
Address: 11126 Weddington St., North
Hollywood, CA 91601, (213) 877-8191,
(213) 984-3339: SOUTHERN
CALIFORNIA (SOUTH OF SAN
LUIS OBISPO), SOUTHERN
NEVADA (LAS VEGAS), ARIZONA
— "Cartridges, Watts, and Audio
Groome Only"; KARET-SENESECU

AIWA AD-M800U STEREO CASSETTE DECK

Three heads...and a brain.

Successful dealers sell equipment which offers more to their customers. And Aiwa gives you more to offer. You see, only the very best cassette decks have three heads. But Aiwa's includes a brain. Aiwa's exclusive microprocessor system called DATA...Digital Automatic Tape Adaptation.

THE DATA SYSTEM

In less time than it takes to read what DATA does ...DATA does it. Set DATA's computer and press START. LEDs begin to flicker. One each for LH, FeCr, CrO₂, and Metal.

DATA's electronic senses analyze the tape and an LED lights up as the others go out. Now you—and DATA—know the kind of tape being used.

Another LED flickers and lights. BIAS is set for best frequency response using a built-in 6 kHz reference signal. The next LED flickers and lights. Dolby* levels are calibrated and set using a 400 Hz reference signal.

Two LEDs remain. One flickers and lights. EQ-M is set ... equalization for the mid-range 5-10 kHz. Then the next, EQ-H ... equalization for the high, 10-18 kHz range is set.

Further down the panel an LED lights. It's green. OK! You're ready to record. But ... if the red LED lights instead, the machine's not wrong. The tape is. Get another tape or switch to manual over-ride.

Once DATA is set, you record with maximum sonic quality, regardless of whose tapes or what type you're using. And DATA stores the tape analyses—at your command—in its memory bank. Four different tapes of your choice.

Cassette recording was never so precise. So simple. And so fast.

IT ALL ADDS UP

Precise sophistication like DATA deserves features and performance to match. You've got them, starting with built-in wireless remote control for full-function performance from across the room, using dependable, invisible infrared projection.



You have 3-head performance using linear, ultra-hard sendust heads with Aiwa's exclusive V-cut geometry for contour effect elimination doing away with roughness at low frequencies. And each head

is designed for best performance at its specific function.

Add Double-Dolby*; IC logic controls; dual motor drive; backlit VU meters with 5-step peak reading LEDs; auto-repeat; memory replay; oil-damped eject and more.

The sum of the parts is frequency response of 30-17,000 Hz using metal tape. S/N ratio of 58dB with FeCr, Dolby* on. Wow & Flutter 0.04% WRMS.

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*Dolby is a registered trademark of Dolby Laboratories, Inc.



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EON RESEARCH & DEVELOPMENT CORP.
406 W. 37th Ave.

Vancouver, BC V5Y 2N3
(604) 325-7694

President: Brian Thurston
Exec. VP: David Thurston

Products:
Disc Clamping Devices, Record Mats

Representatives:
List available on request. Hervic Electronics Inc., 406-18750 Oxnard St., Tarzana, CA 91356 (213) 343-3441.

EPICURE PRODUCTS INC.

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

President: Harry Brustlin
VP/Finance: Frank DiGeralamo
VP/Mktg.: Ed Carrier
Credit Mgr.: Ken Smith
Dir. of Resch. & Eng.: Dana Hathaway
Mgr. of Mktg. Ser.: Suzanne Markos

Products:
Auto Sound, Home Speakers, Tone Arms, Turntables

Representatives:
List available on request.

ESSEX GROUP, INC.

7010 Lindsay Dr.
Mentor, OH 44060
Phone: (216) 255-2500

Gen. Mgr.: John De Maria
Natl. Sales Mgr.: Ken Van Winkle
Mgr. Eng.: Doug O'Brien
Speaker System Engr.: Dave Smith
Auto Speaker Natl. Sales Mgr.: Dick Pike

Products:
Promotional Line of Speaker Systems, Premium Line of Speaker Systems, Mini Systems with Sub Woofers, Automotive & Package Speaker Systems

Representatives:
List available on request.

ES TRANSLATOR Div. of ETM Mfg. Co.

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

Pres.: Ben Walker
Mkt. Mgr.: Bargin McWhorter

Products:
Home Speakers, Professional Speakers

Representatives:
List available on request.

ETI ELECTRONICS

5751 Miami Lakes Dr.
Miami Lakes, FL 30014
Phone: (305) 556-4000

President: Robert Grossman

Products:
Car Stereo Speaker Systems

Representatives:
List available on request.

EUMIG USA, INC.

225 Community Dr.
Great Neck, NY 11020
Phone: (516) 466-6533

President: Meinulf Poiss
Mktg. Mgr.: Jeff Thielen
Tech. Rep./Eumig USA: Tom Benson

Products:
Three-Head Servo Controlled Cassette Decks, Electronic Separates

Representatives:
List available on request.

EV GAME INC.

186 Buffalo Ave.
Freeport, NY 11520
Phone: (516) 378-0440

President: Mike Damsky
Exec. VP: Gerry Damsky
Natl. Sales Mgr.: Bill Ranshous
Prod. Mgr.: Jim Stearns
Reg. Sales Mgr.: Jay Kahn

Products:
Phono Cartridges & Needles, Audio Cables, Phonograph Wheel/Belts

Representatives:
Contact company directly.

EXR CORPORATION

3618 Elizabeth
Ann Arbor, MI 48103
Phone: (313) 996-4111

President/Mktg. & Sales: Jim Cassily
President/Research & Design: Jim Lagerkvist
Treasurer: Melanie Rogers
Production Engr.: Paul Gilson

Products:
Psychoacoustic Audio Processing Systems (Model EX2 used for broadcasting and SP1), Exciter Model SP 1 Enhancer

Representatives:
List available on request.



FALCON ACOUSTICS LTD.

Norwich Rd.
Mulbarton, Norwich, Norfolk, UK
Phone: Mulbarton (0508) 78272

Mang. Dir.: Malcolm Jones
Cmpny. SEc.: Valerie Jones

Products:

Sub-Bass Electronic Crossover,
Nightingale Loudspeaker Systems, NM
Point 5 & NM3, Audio Filter
Networks & Components

Representatives:

List available on request.

FALCON SAFETY PRODUCTS, INC.

1065 Bristol Rd.
Mountainside, NJ 07092
Phone: (201) 233-5000

Chmn. of the Bd.: Roy F. Thorpe
President: Lionel H. Schwartz
Dir. of Mktg.: Shire Chafkin
Natl. Sales Mgr.: H. Alan Stein
Consumer Product Mgr.: Remo
Melucci
Electronics Prod. Mgr.: Ron Wood

Products:

Compressed Air Device with
Accessories (Dust-Off), Anti-Stat
Dusting Device (Stat-Off), Anti-Stat
Adaptor (Stat-Off Adaptor), Record
Cleaning Product, Record/Tape Head
Cleaning Kit, Groove Tube

Representatives:

List available on request.

FEDERAL TRANSISTOR CO., INC.

5333 McConnell Ave.
Los Angeles, CA 90066
Phone: (213) 391-5245

President: Ray Pinto
VP: Martin Harary
Natl. Credit Mgr.: Susan Kurtz

Products:

Radios, Home Stereo, Portable 8-track
Players, Clock Radios & Tape
Recorders & Portable Cassette Players

Representatives:

List available on request.

FIDELITY RESEARCH OF AMERICA

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

Owner: Phil Schwartz
Credit Mgr.: Sandra Schwartz

Products:

Moving Coil Cartridges, Transformers,
Phono Tonearms

Representatives:

List available on request.

FISHER CORP.

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

President: Howard Ladd
VP/Sales: David Karron
Sales Mgr./Audio: Dick Hultine
Sales Mgr./ICS: Don Labenda
Sales Mgr./Speakers: Rick Gibson

Products:

Receivers, Tape Decks, Turntables,
Speakers, Amps, Tuners, Audio
Component Systems

Representatives:

Local Reps. available on request.

FORTUNE STAR PROD. CORP.

12 W. 23rd St.
New York, NY 10010
Phone: (212) 929-7700

President: Edith Gluck
Sec.: George Gluck
Treas.: Ivan Gluck
VP: Robert Gluck

Products:

Cassette Tape Recorders, Car & Home
Stereos, TV, Radios & Phono Radios,
Speakers, Tapes & Batteries, Antennas

Representatives:

List available on request.

FOSTER ELECTRIC CO., LTD.

1111 East Touhy Ave., 428,
Des Plaines, IL 60018
Phone: (312) 298-7570

President: Hiroaki Shinohara
Mang. Dir.: Michio Baba
Gen. Mgr./Export Div.: Takeshi Hara
Mgr./USA: Tom Okawa

Products:

Tuners, Preamplifiers, Amplifiers,
Receivers, Woofers, Midranges,
Tweeters, Horns and Compression
Drivers, Headphones, Microphones,
Mixers, Portable Mixer/Amplifier,
Electronic Subassemblies, Microphone
Capsules, Microphone Stands

Representatives:

List available on request.

FOURNIER ACCESSORY FURNITURE INC.

5040 Winnetka Ave. N
New Hope, MN 55428
Phone: (612) 533-8782

President: Gregg Sammons
Gen. Mgr.: Bill Sproat
Sales Mgr./USA: Clark Eisel

Products:

TV & Stereo Component Stands,
Audio Racks, Wall Entertainment
Centers

Representatives:

List available on request.

FRANCE ACOUSTIQUE

36 Bc. De La Marne
Nogent S/Marne, France 94130
Phone: 875 38 39

President: Marcel Torchin

Products:

Home Speakers

Representatives:

List available on request.

F & R AUDIO IMPORTS, INC.

P.O. Box 212 Somerset, NJ 08873
Phone: (201) 828-8075

President: Frank C. Filippone
Sec/Treas.: Rose M. Filippone

Products:

Audio Accessories, Record Care
Products, Cartridges, Tonearms,
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Accessories, Noise Suppression Units,
Tube Type Preamplifiers, Amplifiers &
Electronic Crossovers, Transmission
Line Loudspeakers

Representatives:

List available on request.

FRIED PRODUCTS CO.

7616 City Line Ave.
Philadelphia, PA 19151
Phone: (215) 473-7474

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

Products:

Loudspeakers

Representatives:

List available on request.

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1981 SOUND INDUSTRY DIRECTORY

350 Fifth Ave.
New York, NY 10118
Phone: (212) 736-3335

Exec. VP: K. Yasunaga
VP/Gen. Mgr.: John Dale
Mktg. Mgr.: T. Kobayashi
Advertising Mgr.: Margaretha Bystrom
Dir. of Tech. Mktg.: Tom Ushijima
Sales Administration Mgr.: Mildred Taylor
Public Relations: Len Stein
Nat'l. Sales Mgr. for Consumer Products: John Bermingham

Products:

Cassette Tape, 8-track Tape, Open Reel, Video Tape, Beta & VHS, Video Head-Cleaning Tapes (Beta & VHS)

Representatives:

Contact company directly.

FUJITSU TEN CORP. OF AMERICA

19281 Pacific Gateway Dr.
Torrance, CA 90502
Phone: (800) 421-1996

Gen'l. Mgr: Toshikazu Akita.:
Mkt. Mgr Murray Lefton
Nat'l. Sales Mgr.: Randy Davis

Products:

Auto Sound Products

Representatives:

List available on request.

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Rt. 1
Ponderosa Ln.
P.O. Box 216C
Pevely, MO 63070

President: H. Dee Fuller
Acct. Executive: Charles Topham
VP: Brent Hardy
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Products:

Variable Speed Cassette Tape Recorder, Accessories, Pre-Recorded & Blank Cassettes

Representatives:

List available on request.

FULTON RECORDS/FULTON SPEAKERS

4204 Brunswick Ave. N.

Minneapolis, MN 55422
Phone: (612) 537-7076

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Gen'l. Mgr.: Robert Fredere
VP: Dean Seal
Service Dir.: Jack Anderson
Prod. Mgr.: Richard Fulton
Shipping Dir.: Mark Wepner
Purchasing Dir.: Roger Olson

Products:

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1304 Success St.
Pittsburgh, PA 15212
Phone: (412) 321-5900

President: Michael E. Zelenak

Products:

Loudspeakers

Representatives:

Contact company directly.



GAMMA OMEGA ASSOCIATES, INC., THE LAST FACTORY

P.O. Box 41
Livermore, CA 94550
Phone: (415) 449-9449

President: Edward Catalano
VP: Emmett Wrenn
Marketing Dir: Walter E. Davies

Products:

Last Record Preservative (Liquid Archival Sound Treatment)

Representatives:

List available on request.

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85 Sherwood Ave.
Farmingdale, NY 11735
Phone: (516) 293-2400

President: Marvin Paris

Mktg. Mgr.: Neil Blatt
Oper. Mgr.: Nick Romano
Nat'l. Svc. Mgr.: Al Pranckevics
Sales Adm.: Sylvia Hampton
Mktg. Coordinator: Ira Gitlin
Op. Administrator: Nancy Beckmann

Products:

Music Recovery Module, Belt Drive Single & Multiple Play Turntables, Direct Drive Single Play Turntables, Record Care Accessories

Representatives:

List available on request.

GEMINI SOUNDS, INC.

1476 Camden Ave.
Campbell, CA 95008
Phone: (408) 371-8580

President: Robert L. Fils
VP: Mike Smith

Products:

Car Stereos, Amplifiers, Speakers

Representatives:

List available on request.

GEMINI SPEAKER SYSTEM

1221 38th St.
Brooklyn, NY 11218
Phone: (212) 851-6000

President: Ike Cabasso

VP: Artie Cabasso
Sales Mgr.: Alan Cabasso

Products:

Speaker Systems, Enclosures, Stereo
Disco Mixers, Equalizers, Disco
Speakers, Echo Chambers

Representatives:

List available on request.

GEM SOUND CORP.

620 East 132nd St.
Bronx, NY 10454
Phone: (212) 993-2663

President: Matt Goldenberg
VP: George Dertinger, Sr.
Sales Mgr.: George Dertinger, Jr.
Credit Mgr.: Zeny Ortiz
Plant Mgr.: Charles Bryand

Products:

Speaker Systems, Enclosures,
Loudspeakers, Disco Lighting &
Equipment

Representatives:

List available on request.

GENERAL SOUND

2001 W. Cheryl Dr.
Phoenix, AZ 85021
Phone: (602) 997-6147

President: Norman J. Fuchs
VP/Oper.: Hal Paxton
VP/Sales: Gary Conway
Admn. of Finance: Wilton H. Ashby
Dir. of Mfg.: L. N. "Skip" Williams
Dir. of European Mktg.: Bob Coppola

Products:

Speakers, Bass Extenders, Sub-
Woofers

Representatives:

List available on request.

**SOUTHERN CALIFORNIA,
SOUTHERN NEVADA, ARIZONA:**
J. S. H. MARKETING, 1933 S.
Broadway, Suite 249, Los Angeles, CA
90007; **MID ATLANTIC STATES:**
MID ATLANTIC SALES, 12 Shannon
Ct., Medford, NJ 08055; (Branch 1),
MID ATLANTIC SALES, 608
Washington Blvd., Suite 407, Laurel,
MD 20810; **CHICAGO, WISCONSIN:**
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ARKANSAS:** AL MOSKAU &
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Expressway, Suite 560, Dallas, TX
75206; **ROCKY MOUNTAIN
STATES:** B&B ELECTRONICS, 5000
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1), B&B ELECTRONICS, 1800 S. W.
Temple, Salt Lake City, UT 84115;
GEORGIA, ALABAMA, TENN.,

MISS, N.C., S.C.: DMS SALES,
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GA 30075; **NORTHERN
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63141, (Branch 1), RICH ECKERT,
9505 W. 89th St., Overland Park, KS
66212; (Branch 2) MR. AL LEVINE,
1201 Office Pk Rd, Apt 604, West Des
Moines, IA 50265; **FLORIDA:**
CREATIVE MARKETING, 2501 E.
Commercial, Fort Lauderdale, FL
33308; (Branch 1), CREATIVE
MARKETING 1380, 1380 N.W. 65th
Ave., Warehouse D, Sunrise, FL
33313. **NORTHERN NEW YORK:**
ROWSON-SENDRAK ASSOCIATES,
5100 Highbridge St., Fayetteville, NY
13066.

GENESIS PHYSICS CORP.

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

President: George F. Samuels
Plant Mgr.: Hank Lanum
Product Mgr.: Dennis Smith

Products:

Loudspeakers

Representatives:

List available on request.

THE GILMORE CO.

P.O. Drawer K

Plattsburg, MO 64477
Phone: (816) 539-2421

Owner/Gen. Mgr.: Gerald M. Gilmore
Accounting Mgr.: Jeane E. Gilmore
Prod. Mgr.: Fred M. Traylor

Products:

Audio/Video Furniture

Representatives:

ELMARK, Mr. Mark Pitkow, 2559
Huntingdon Pike, Huntingdon Valley,
PA 19006, (215) 947-0750; WILLIAM
LYNCH SALES, 3678 Gardenia Drive,
Baldwinsville, N.Y. 13027, (315) 652-
6382; JIM MARTUCCI SALES CO.,
2470 Haymaker Road, Monroeville,
PA 15146, (412) 372-3769; TEX
MORTON ASSOCIATES, Mr. Tex
Morton, 27033 Farmbrook Villa Drive,
Southfield, Mich. 48034, (313) 352-
8292. CLARK PARTRIDGE, Mr.
Clark Partridge, P.O. Box 21205, Salt
Lake City, Utah 84121, (801) 272-3131;
REP-TECH INC., Mr. Bobb
Partridge, Rt. 4 Box 197, Terrell, TX
75160, (214) 222-2131. DICK
SCHAUS, 1314 34th St. N.W.,
Washington, D.C. 20007, (202) 333-
3511. TAYLOR SALES GROUP, Mr.
John A. Taylor, 133 Barton Road,
Greenfield, Mass. 01301, (413) 772-
6286; TREGO SALES, Mr. Jim Trego,
2239 Benedict Canyon, Beverly Hills,
CA 90210, (213) 274-8351.

**G. L. I./INTEGRATED SOUND
SYSTEMS, INC.**

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

President: Stuart Rock
Mktg. Mgr.: Paul Friedman
Dir. of Engineering: Michael Klasco
System Sales: Steve Emspak

Products:

Mixer, Preamplifier Signal Processor,
Dwarf Speakers, Power Amplifier,
Disco Console Cabinets, Professional
Speaker System, Raw Frame Drivers

Representatives:

List available on request.

**GOLDEN PACIFIC ELECTRONICS,
INC.**

18341 Irvine Blvd.
Tustin, CA 92680
Phone: (714) 731-1730

Gen. Mgr.: Wilson Chou
Exec. Dir.: Laura Chou
Sales Mgr.: Edwin Lee
Sales Coordinator: Amelia Duong
Buying Mgr.: Philip Yu

Products:

1981 SOUND INDUSTRY DIRECTORY

Car Stereo, CRT Monitors, Home Stereos, Color TV, 3-in-1 TV, Cassette Video Tapes, Electronics, Components

Representatives:

List available on request.

GOLDRING PRODUCTS, LTD.

Anglian Ln.
Bury St. Edmunds
Suffolk, England IP32 6SS
Phone: 0284 64011

Products:

Stereo, Magnetic Pickup Record Case Accessories

Representatives:

List available on request.

GRAFYX AUDIO PRODUCTS, INC.

310 Kirk Rd.
St. Charles, IL 60174
Phone: (312) 584-9503

President: Jim Bewersdorf
VP./Adv. Mgr.: Charlie Sauer
VP: Robert Sauer
VP: Steve Henderson
Sales Mgr.: Paul Brown
Engineer/August Systems: Matt Bertram
Engineer/August Systems Systems: Greg Danner

Products:

Grafyx-SP Loudspeakers (Standard of Performance) Models: SP-10, SP-8, SP-6 Cone, Walnut SP-10, SP-6, Car Speakers: SH-601

Representatives:

List available on request.

GRANADA ELECTRONICS INC.

167 Clymer St.
Brooklyn, NY 10710
Phone: (212) 387-1157

Products:

Car Stereos, Speakers, CB Radios, Accessories & Antennas

Representatives:

List available on request.

GRAN PRIX ELECTRONICS

108 Madison St.
St. Louis, MO 63102
Phone: (314) 621-3314

President: Dick Proctor
Exec. VP: Ron Richter
VP: Terry Moser
VP: John Loose

Products:

Compact & Component Stereo Home Entertainment Packages, 8-track Players & Recorders, Cassette Recording Systems, Multi-Band & Novelty Radios, Speakers

Representatives:

List available on request.

GREAT WHITE WHALE INC.

348 East 84th St.
New York, NY 10028
Phone: (212) 861-3434

President: Bert Cohen
Contr.: Michael Holmes

Products:

Speakers; Point 3A & 4A & 5A Systems, Electronics: 625 & 615 Power Amplifier, 846 & 308 Preamplifier

Representatives:

List available on request.

GRUNDIG — L.A.S. EAST

85C Saratoga Blvd.
Island Park, NY 11557
Phone: (516) 889-3511

GRUNDIG — L.A.S. WEST

2315 East Anaheim St.
Long Beach, CA 90804
Phone: (213) 438-9416

President: George Luvshis
Treas.: Lewis Abeles
Sec.: Alan Waldman
VP: Vito DeSpigno

Products:

Grundig-Receivers, Studio Models, Speaker Systems, Cassette Decks, Cassette Recorders, Cassette Radio Recorders, Portable Radios, Reel-to-reel Decks, Rack Mounted Components

Representatives:

List available on request.

h

THE DAVID HAFLER CO.

5910 Crescent Blvd.
Pennsauken, NJ 08109
Phone: (609) 662-6355

Pres.: Edward Gately
Sect'y.: David Hafler

Products:

Preamplifier, Power Amplifier, Pre Preamplifier

Representatives:

COMPONENT MARKETERS, 201-947-9300, 135 Fort Lee Rd., Leonia, NJ 07605: N.J., GREATER NYC., L.I., W. CHESTER CTY; AUDIO RESOURCES, 312-655-1180, 826 N. Cass Ave., Suite 205, Westmont, IL 60559: IND., KTY; ELMARK, 215-947-0750, 2367 Huntington Pike, Huntingdon Valley, PA 19006: PA., S. JERSEY, MD., VA., DEL.; GUNDOLFI, REISS & ASSOC., 203-933-8542, 70 Jessie Drive. West Haven, CT 06516: NEW ENG., GREATER NY STATE; IRV ROSE ASSOC., 312-291-2260, 3333 Commercial Ave., Northbrook, IL 60062: EA. WISC., N. ILL.. MARV FARLEY & ASSOC., 303-443-4962, 2943 Peak Ave., Boulder, CO 80301: S. IDAHO, WYO., UTAH, COL., MEXICO; NORMAN LABS, 405-321-3205, 2278 Industrial Blvd., Norman, OK 73069: TEX., LA., ARK., OKLA.; OAC INDUSTRIES, 415-783-6200, Suite 203, 3423 Investment Blvd., Hayward, CA 94545: NORTH. CALIF., NORTH, NEV.; PAUL HAYDEN ASSOC., 404-766-0261, 1530 Narbell Ave., East Point, GA 30344: TENN., N. CAR., S. CAR., ALA., GA., FLA.; RAYMOND O. WRIGHT & ASSOC., 313-477-7562, 34157 Nine Mile Rd., Farmington Hills, MI 48024: MICH., OHIO., W. PA.; TREGO SALES, 213-274-8351, 2239 Benedict Canyon Dr., Beverly Hills, CA 90210: S. CAL., S. NEV., ARIZ.; VALHALLA, 206-522-9411, Suite #204, 444 NE Ravenna Blvd., Hayward, CA 98115: WASH., ORE., N. IDAHO, W. MONT., ALAS.; WM. MENEZES & ASSOC., 913-649-2680, Box 7070, 9604 Nall Ave. Overland Park, KS 66207: KS., MISSOURI, NEB., IOWA., S. ILL.

HAGERSTOWN LEATHER GOODS CO.

858 Willow Circle
Hagerstown, MD 21740
Phone: (301) 797-6600

President: Dr. H. N. Taylor
VP/Mktg.: David L. Handler
Natl. Sales Mgr.: C. Herschell Weaver

Products:

Record Cases, Cassette Cases,
Specialty Storage Cases & Custom
Design Products, 8-Track Cases

Representatives:

Contact Nat'l. Sales Mgr.

"BON SONIC" HANABASHIYA LTD.

39 West 28th St.
New York, NY 10001
Phone: (212) 689-9652

President: E. Kazadeh
VP: Ira Karlin
Mgr.: Pete Kelly

Products:

In-Dash 8-track & Cassette Car Stereo
with AM/FM-Mpx Radios, Portable 8-
track Tape Players w/Radio, Speakers,
8-track & Cassette Car Stereos, FM
Converters, AM/FM Radios, Novelty
Radios, Cassette Adaptors, Walkie
Talkies, Digital Clock Radios

Representatives:

List available on request.

HANNOVER PRODUCTS

815 East El Camino Real
Sunnyvale, CA 94087
Phone: (408) 739-7240

Owners: George K. Pawelzick &
Robert Wilson & Renate Pawelzick

Products:

Speaker Spacers for Automobiles

Representatives:

List available on request.

HARMAN-KARDON INC.

55 Ames Ct.
Plainview, NY 11803
Phone: (516) 496-3400

President: Robert Furst
VP Res. & Dev.: Leon Kuby
Dir. Mkt. & Sales: Robert Goodman
Field Sales Mgr: Carl Davis

Products:

Receivers, Amplifiers, Preamplifiers,
Integrated Amplifiers, Tuners, Cassette
Decks, Turntables.

Representatives:

List available on request.

HARTLEY PRODUCTS CORP.

620 Island Rd.
Ramsey, NJ 07446
Phone: (201) 327-4443

President: Richard Schmetterer
Sr. Engineer: Harold Luth
Gen'l. Mgr.: Joseph Cappadona

Products:

Speaker Systems, Drivers, Cable

Representatives:

Gene T. Clears Co., 759 72nd St.,
Downers Grove Ill. 60515:
(WISCONSIN & ILLINOIS), (312)
968-1750; DdB Marketing, 23886
Fenton Drive, Mt. Clemens, MI 48043:
(MICHIGAN) (313) 468-3284.
Benjamin Jacobs, 79 Stedman St.,
Brookline, Mass. 02146: (NEW
ENGLAND), (617) 566-3360;
Kramerson-Randall, RD Angel Hill
Road, Chatham, N.Y. 12037:
(UPSTATE NEW YORK), (315) 458-
4284; Marketing Analysts, 6558
Masfield St., Worthington, Ohio
43085: (OHIO, KENTUCKY &
WESTERN PENNSYLVANIA), (614)
436-2808; Positive Growth Associates,
15 Bridge St., St. Augustine, Fla.
32084: (FLORIDA), (904) 824-8601.

HARTZELL CUSTOM PRODUCTS

Turtle Lake, WI 54889
Phone (715) 986-4407

President: Don Larson
Sales Mgr: Gary Jacob

Products:

Cassette, 8-track, Video storage cases,
LP and 45 rpm record cases

Representatives:

Contact company directly

HEGEMAN AUDIO PRODUCTS, INC.

P.O. Box 111
176 Linden Ave.
Glen Ridge, NJ 07028
Phone: (201) 743-7808

President: Stew Hegeman
Sec/Treas.: Nanette Hegeman

Products:

Pre-Amplifiers

Representatives:

Contact company directly.

HEPPNER SOUND

Belvidere Rd.
& Curran Rd.
Round Lake, IL 60073
Phone: (312) 546-2161

President: Myron Heppner
VP: Raymond Cuny

Products:

Automotive Speakers

Representatives:

List available on request.

HERALD ELECTRONICS

6611 North Lincoln Ave.
Chicago, IL 60645
Phone: (312) 675-1100

President: Charles F. Kellner
Sales Mgr.: Hank Katz
Customer Svc. Mgr.: Charles Ward
Credit Mgr.: Jim Cummings

Products:

Speakers (Raw) & Accessories; Audio
Accessories: Adapters, Jacks, Plugs.
CB Accessories: Hardware, Horns,
Meters, Microphones, Speakers.
Microphones: Electrete Condenser,
Dynamic. Public Address: Amplifiers,
Horns, Receivers. Speakers:
Automotive, HI-FI, Musical
Instrument, Replacement. Service
Aids: Switches, Test Equipment,
Transformers. Disco mixers, equalizers
& mic mixers.

Representatives:

List available on request.

HERVIC ELECTRONICS, INC.

18750 Oxnard St. #406
Tarzana, CA 91356
Phone: (213) 343-3441

Gen. Mgr.: Armand Herskovic
Sales Mgr.: Warren Harwood

Products:

Connoisseur Turntables, Record Care
Products, "Eon" Pod, Headphones

Representatives:

List available on request.

HITACHI SALES CORP. OF AMERICA

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

President: Ryozauro Mori
Natl. TV & PET Product Mgr.: Bruce
Schoenegge
VP of Sales: Allan Wallace
Natl. Mktg. Mgr./Audio Comp Div.:
Jerry Henricks
Adv. Mgr.: Robert W. Tygenhof

Products:

Color & B/W TVs, Radios, Tape
Recorders, Radio Tape Recorders,
Compact Stereo Systems, Clock
Radios, Hi-Fidelity Components:
Receivers, Amplifiers, Pre-Amplifiers,
Cassette Tape Decks, Turntables,
Speakers, Tuners, Video Tape
Recorders & Cameras, Portable

1981 SOUND INDUSTRY DIRECTORY

Radios, Cassette & Tape (blank), AM/FM Radios.

Representatives:

List available on request.

REGIONAL OFFICES: HSCA

Western Regional Office, address and # same as above. Gen'l Mgr.: Paul Sachs; Eastern Regional HSCA Reg., 1200 Wall St. W., Lyndhurst, NJ 07071, (201) 935-8980, Gen'l Mgr.: Irv Fulton; HSCA Southern Regional Office, 510 Plaza Drive, College Pk., GA 30349, (404) 763-0360, Gen'l Mgr.: Gary Wooten; HSCA MidWestern Regional Office, 140 Morse, Elk Grove Vllg, IL 60007, (312) 593-1550, Gen'l Mgr.: Ed Porter.

HORIAN ENGINEERING INC.

600 Lake Emma Rd.
Lake Mary, FL 32746
Phone: (305) 323-2400

President: Richard Horian
Sales Mgr.: Robert Horian

Products:

Record Purifiers, Cassette & Cartridge Kits, Record Organizer, Tape Coordinators, Stylus Care Kits, Deluxe Tape Head Cleaning Kit, Care Center, Cleaner Refill, Total System, Illuminated Tape Head Demagnetizer, Record Protectors

Representatives:

List available on request.



IMF ELECTRONICS, INC.

5226 State St.
Saginaw, MI 48603
Phone: (517) 790-2121

President: Ronald Bliss
VP: John Hayes
VP: David Brown

Administrator: Sherry L. Schwandt

Products:

Loudspeakers: Super Compact II, ALS-30, ALS-40IIa, Studio TLS-50IIa, Monitor TLS-80IIa, Reference Standard Professional Monitor Mark IV Improved. Ambisonic Surround Sound Decoder.

Representatives:

List available on request.

IMPORT AUDIO LTD.

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

President: Jeff Joren
Retail & Import Mgr.: Art Clancy

Products:

Turntables, Tone Arms, Cartridges, Loudspeakers, Receivers — FM, Amplifiers, FM Tuner/Preamplifiers, Tuners — FM

Representatives:

Contact company directly.

IMPULSE CORP.

330 Ponder St.
Denton, TX 76201
Phone: (817) 382-1436

President: Ken Futterer
VP: Alec Rowell
Sec.: Kyle Richburg
Treas.: Karen Futterer

Products:

Model One Ribbon Loudspeaker

Representatives:

List available on request.

INCEPTION AUDIO LTD.

(formerly Tangent Marketing)
Unit 1
21 Progress Ave.
Scarborough, Ontario M1P 4S8
Phone: (416) 298-3434

Pres.: Jeff Percy
Canadian Mkt. Dir.: Jeff Soltyssek
U.S. Nat'l Sales Mgr.: Richard Colburn
Designer: Kevin Voecks
Canadian Sales: Paul MacDonald
W. Canadian Sales: Pat Dempster

Products:

Audio Design Amplifiers & Pre-Amplifiers, Woodcraft Speaker Stands, Mirage Loudspeakers

Representatives:

List available on request.

INFINITY SYSTEMS, INC.

7930 Deering Ave.

Canoga Park, CA 91304
Phone: (213) 883-4800

President: Arnold Nudell
Exec. V.P.: Cary Christie
Vice President Domestic Sales: Tom Frisina

Dir. Intl. Mktg.: Stan Peters
Chief Engineer: Bascom King
Dir. Research & Dev.: John Miller
Customer Service Mgr.: Arlene Dufine
Sales Op. Mgr.: Gene Tucker
E. Sales Mgr.: Tom Robbins
W. Sales Mgr.: Rich Baccigaluppe

Products:

Loudspeakers

Representatives:

List available on request.

INTERCO, INC.

P.O. Box 30576
Raleigh, NC 27612
Phone: (919) 787-2498

VP/Sales: Wes Le Marr
Sales Mgr.: Vickie Christofaro

Products:

Tape & Record Care Accessories, Video Care Products

Representatives:

List available on request.

INTER-EGO SYSTEMS, INC.

50 Werman Ct.
Box 221
Plainview, NY 11803
Phone: (516) 752-8144

President: Richard L. Rothenberg
VP: Michael A. Rothenberg
VP: Alfred V. Anderson
VP: Marc Rothenberg
Nat'l. Sales Mgr.: Kenneth Gelber

Products:

Hi Fidelity Loudspeaker Systems: SE 8, SE 10, SE 12, & Super Ego

Representatives:

List available on request.

INTERNATIONAL AUDIO REVIEW

2449 Dwight Way
Berkeley, CA 94704
Phone: (415) 841-2315

President: J. Peter Moncrieff

Products:

Loudspeakers, Amplifiers, Phono Accessories, Books

Representatives:

List available on request.

INTERNATIONAL COMPONENTS CORP.

105 Maxess Rd.
Melville, NY 11747
Phone: (516) 293-1500
(800) 645-9154

President: Mortimer Grossman
Exec. VP: Irwin Friedman
VP/Distr. Sales: Harvey Grossman
VP/OEM Sales: Fred Grossman
Sales Mgr.: Leon Kramer

Products:

Car Audio/Communication Products;
Speakers (Kits, Packaged, Bulk OEM);
Speaker Grilles (OEM, Custom,
Universal). Commercial Sound, Home
Entertainment & General Replacement
Loudspeakers. Electron Tubes,
Semiconductor, Capacitors, Resistors,
Lamps./Lights & Component Kits

Representatives:

List available on request.

INTERSEARCH INC.

4720 Q Boston Way
Lanham, MD 20801
Phone: (301) 459-3292

President: Egil Angerd
National Sales Manager: Todd Crane

Products:

Audio Pro Stereo Components
(Receivers, Amplifiers, Speaker
Systems, Subwoofers)

Representatives:

METROPOLITAN NEW YORK:

James Altman Co., 37-06 82 St.,
Jackson Heights, NY 11372, (212) 779-
2665; **OHIO, W. PENNSYLVANIA,**
W. VIRGINIA, INDIANA: KENT
Audio Market Association, 9470
Whitewood Rd., Brecksville, OHIO,
44141, (216) 526-2426; **MID**
ATLANTIC: Fahy Marketing
Association, Inc., 235 Tauton
Boulevard, Malton, New Jersey,
08053, (215) 923-4534; **MISSISSIPPI,**
N. DAKOTA, S. DAKOTA, W.
WISCONSIN: Fruen & Associates,
2800 W. Road, Wayzata, MN, 55391,
(612) 475-2642; **TEXAS,**
OKLAHOMA, LOUISIANA,
ARKANSAS: Lee Sales Co., P.O. Box
5566, Evking, TX, 75062, (214) 363-
3831; **WASHINGTON, OREGON,**
IDAHO, MONTANA: Naeseth/Solaas
& Associates, P.O. Box 320, Mercer
Island, WA 98040, (206) 236-0918; **N.**
CALIFORNIA, N. NEVADA: New
West Marketing, 1028 Creek Drive,
Menlo Park, CA 94025, (415) 323-
0323; **KANSAS, MISSISSIPPI,**
IOWA, NEBRASKA: Marketing
Professional, 10615 Lackman Road,
Lenexa, KA, 66219, (913) 492-5869;
ILLINOIS, W. WISCONSIN,

MICHIGAN: Pro Audio Ltd., P.O.
Box 730, Barrington, IL 60010, (312)
381-4559; **S. CALIFORNIA, S.**
NEBRASKA, ARIZONA: Rich G.
Roshier & Associates, 4931½ Brewster
Drive, Tarzana, CA 91356, (213) 342-
6522; **FLORIDA:** Ron Schneid &
Associates, 130 Lop Sales Trail,
Newport, Richey, FL (813) 848-6821;
S. EAST: Elrep Sales Co., P.O. Box
266, Tucker, GA 30084, (404) 938-
7108; **N. ENGLAND & UPSTATE**
NEW YORK: Fitzpatrick Sales Co.,
Box 313, Worcester, MA 01603, (617)
752-4452.



JAMO HI FI USA, INC.

916 Ash St.
Winnetka, IL 60093
Phone: (312) 441-8585

President: Keld Larsen
Mfg.: Preben Jacobsen
Int'l. Sls. Mgr: Julius Mortensen
Sales Mgr: H. Fischer

Products:

Home Stereo Speaker Systems,
Speaker Stands

Representatives:

Illinois: TREE AND ASSOC., 780
Lively Blvd., Elk Grove Village, Ill.
60007; **Kansas, Nebraska, Iowa, Miss.,**
SW Ill, Oklahoma and Arkansas:
R. L. GRAHAM ASSOC., P.O. Box
6464, 9201 Belinder Rd., Leawood,
Kansas 66206; **OHIO, W. Pa. W. Va.:**
Audio Marketing Assoc., 9470
Whitewood Rd., Brecksville, Ohio
44141; **Wisconsin:** EK1, 1006 E.
Churchill Lane, Fox Point, Wisc.
53217; **Ut, Colo, Nev, Mont, Wyo, Id:**
SIG SCHREYER SALES, 2891 Casto
Lane, P.O. Box 17168, Salt Lake City,
Utah 84117; **Minnesota, N & S**
Dakota: MARKETING SERVICES,
1415 No, Lilac Dr., Minneapolis, MN
55422; **TX and Louisiana:** THE
CULVER CO., 29811 I-45 North,
Spring, TX 77381; **FLORIDA:**
PROFESSIONAL MARKETERS,
5223 Camilfra Dr., SARASOTA, FL.
33581; **NEW YORK metro New**

Jersey, L.I. Lower Conn.: LARRY
DAMATO SALES, 9 Kuiken Court,
Wayne, N.J. 07470; **IN CANADA:**
RADIO TRADE SUPPLY LIMITED,
490 Yonge Street, Toronto, ONT M4Y

JAMES B. LANSING SOUND INC.

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

COB, Harman Int'l. Industries:
Sidney Harman

Pres., Harman Int'l. Industries: Herb
Paige

Pres./CEO: Jerry Kalov
Exec VP Mkt.: Ed Hart
Exec VP Comm. (Adv): Curtis Pickelle
Exec VP Op.: Jon Rapp
Exec VP Fin.: Steve Shelton
Exec VP Res. & Eng.: Howard Durbin
Exec VP Human Resources: Dave
Farrell

Products:

Loudspeaker Systems

Representatives:

List available on request.

JANIS AUDIO ASSOCIATES, INC.

2889 Roebling Ave.
Bronx, NY 10461
Phone: (212) 892-7419

President: John Marovskis
VP: Ilze Marovskis

Products:

Crossover Amplifiers, Mit Cartridges,
Phono Preamplifier, Sub-Woofers

Representatives:

John Marovskis Associates.

JANORHURST, LTD.

Century House
Shortmead St.
Biggleswade, Beds, England
Phone: 0767 314252

Products:

Turntables

Representatives:

List available on request.

JAZZY ELECTRONICS, INC.

1555 60th St.
Brooklyn, NY 11219
Phone: (212) 436-1616

Pres.: Ziggy Brach
Sales Mgr.: Harry Neuman

Products:

CB, Car Stereo, Car Speaker,
Powerbooster, Graphic Equalizer,
Accessories

1981 SOUND INDUSTRY DIRECTORY

Representatives:

List available on request.

JENSEN SOUND LABORATORIES

4136 N. United Pkwy.
Schiller Park, IL 60176
Phone: (312) 671-5680

President: Robert F. Erazmus
VP & Gen. Mgr. Home Audio: Fred Hackendahl
Prod. Mgr. Home Audio: Sandy Schroeder
Mktg. Svcs. Mgr. Home Audio: Chuck Wendt
VP & Gen. Mgr/Auto: Jim Twerdahl
VP Car Audio Sales: Pete Fredriksen
Prod. Mgr. Car Audio: Jim Oblak
Adv. Mgr. Car Audio: Russ Trennert
Sales Promo. Mgr. Car Audio: Sandie Krudl
Nat'l. Sales Mgr. for Home Audio: Lee Drady

Products:

Home Audio Speaker Systems, Car Audio Speakers & Car Electronics

Representatives:

List available on request.

JET SOUND LABORATORIES

1000 E. Del Amo Blvd.
Carson, CA 90746
Phone: (213) 637-1001

President: Leo David
VP: James J. Parkin
Natl. Sales Mgr.: Jack Forster
Reg'l. Sales Mgr.: Ken Oku

Products:

Automotive Hi Fi, Car Stereo, In-Dash/Under-Dash, Graphic Equalizers, Boosters, Speakers & Accessories

Representatives:

List available on request.

JET SOUND LABORATORIES CAR TAPES, INC.

1000 E. Del Amo Blvd.
Carson, CA 90746
Phone: (213) 637-1001

President: Leo David
VP: James Parkin
Natl. Sales Mgr.: Jack Forster
Reg Sales Mgr.: Ken Oku

Products:

Car Stereo Radios, Tapeplayers, CB, Speakers, Power Booster/Equalizers, & Accessories.

Representatives:

List available on request.

J.I.L. AMERICA, A. DIV. OF I.M.C.

737 W. Artesia Blvd.
Compton, CA 90220
Phone: (800) 421-1062

President: Arcy L. Pragale
Exec. VP: Al R. Kovac
Operations VP: Jim Swanner

Products:

Auto Radios, Tape Decks, Tape Players

Representatives:

List available on request.

JR LOUDSPEAKERS

1155 Warburton Ave.
Yonkers, NY 10701
Phone: (914) 965-5818

U.S. Agent: Barry Foster
Export Dir: Gino Rossi

Products:

JR Loudspeakers, JR 149, JR 150, LPA & EXA Sub-Woofer System

Representatives:

List available on request.

GTR PRODUCTS

42 Jackson Dr.
Cranford, NJ 07016
Phone: (201) 272-9300

Dir of Mktg: Isobel Wayrick
President: George H. Tissen
Sales MGR: John English

Products:

Chord Organs, Records, Tapes, VCR Racks, Auto Butler & Accessories, Headphone Racks

Representatives:

List available on request.

JUMETITE LABORATORIES, LTD.

P.O. Box 35369
Vancouver, BC V6M 4G5
Phone: (604) 669-2563

President: Theodore B. Hobrough
VP: Gilbert L. Hobrough
VP Mfg: Colin Lowndes

Products:

Ribbon Loudspeaker Systems

Representatives:

NYC, NY: Executive Communications
(201) 343-8819.

JVC (U.S. JVC CORP.)

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

Dir. & President: N. Sakoda
Exec. VP: R. F. O'Brien
VP/Tres: Todd Sugiyama
VP Sales & Mktg: Josh Yoshioka
Gen. Mgr: K. Murai
Nat'l. Sales Mgr: Phil Goldstein
Ass't Nat'l. Sales Mgr: Noboru Tachikawa
Nat'l. Prod. Planning Mgr: George E. Meyer

Products:

Receivers, Amplifiers, Pre-Amplifiers, Power Amplifiers, Tuners, Turntables, Cassette Decks, Graphic Equalizers, Speakers, Headphones, Tape Recording Accessories, Radio Cassette Recorders, Videocassette Recorders Tuner/Timer, Color Cameras, Video Tape, Color TV, B/W TV & Video Accessories

Representatives:

List available on request.

k

KATONE CORP.

2 W. 29th St.
New York, NY 10001
Phone: (212) 889-6240

Pres./Sales: Jack Katz
Sales: Maurice Katz
Sales: Gene Lieberman
Sales: Terry Turiace

Products:

Portable 8-Track, Car Stereos, In-Dash AM-FM, Stereo Recorders & Speakers, Novelty Radios

Representatives:

List available on request.

KEF ELECTRONICS LTD. C/O INTRATEC

P.O. Box 17414
Dulles Intl. Airport
Washington, DC 20041
Phone: (703) 435-9100

Mktg. Dir: Robert Cox
U.S. Natl. Sales Mgr: Fred Yando

Managing Dir: Raymond Cooke
Sales Admin: Robert Demetro
PR: Bryan Stanton

Products:

Loudspeakers, Loudspeaker Kits,
Drive Units

Representatives:

Rene Norrell Marketing, 99 Oak Street, Closter, NJ 07624, (201) 768-1447, Rene Norrell: **New York City, Northern New Jersey, Connecticut, Rhode Island**; Pro Audio Ltd., P.O. Box 730, Barrington, IL 60010, (312) 381-4559, Brian Tucker: **Illinois, Wisconsin**; Evolution Marketing, 2600 Urbana Drive, Wheaton, MD 20906, (301) 933-6129, Brett Cosor, Mark Daugherty, Duane Self: **Maryland, Delaware, Pennsylvania, Southern New Jersey, Washington, D.C., West Virginia**; Little House, 602 South Emerson Street, Denver, CO 80209, (303) 778-7258, Neil Rollins, Vance Rollins: **Arizona, New Mexico, Colorado, Utah, Wyoming, Idaho, Montana**; RB Sales, 617 East South Holly Drive, Fenton, MI 48430, (313) 629-3613, Dick Bloom: **Michigan, Ohio**; Fitzpatrick Sales Company, P.O. Box 313, Webster Square Station, Worcester, MA 01603, (617) 752-4452, Richard Fitzpatrick: **Massachusetts, Maine, New Hampshire, New York State, Vermont**; Michael Chafee Enterprises, 2215 Alpine Avenue, Sarasota, FL 33579, (813) 366-9414, Mike Chafee: **Florida**; Al Moskau & Associates, 6060 North Central Expressway, Suite 560, Dallas, Texas 75206, (214) 363-8560, Al Moskau, Gary Rackley: **Arkansas, Louisiana, Oklahoma, Texas**. Sonic Marketing, 1185 Chess Drive, Foster City, CA 94404, (415) 572-7990, Mike Avilla: **Hawaii, Northern California, Northern Nevada**; Rep Associates, 4091 West State Highway 3, Bremerton, WA 98310, (206) 479-5692, Harold Jaffee, Kim Jaffee: **Alaska, Oregon, Washington**; Tobias Company, P.O. Box 14392, Omaha, NB 68114, (402) 391-3522, George Tobias: **Iowa, Kansas, Missouri, Nebraska**; Bob Hoke Sales, Inc., P.O. Box 771, Huntington, IN 46750, (219) 356-1555, Bob Hoke: **Indiana, Kentucky**; Technicon Marketing, 101 Cumberland Avenue, Suite 106, Madison, TN 37115, (615) 865-6040, Ray Updike, Ed Gardner: **Alabama, Georgia, Mississippi, North Carolina, South Carolina, Tennessee**; Fruen & Associates, 2800 West Road, Wayzata, MN 55391, (612) 475-2642, Bill Fruen: **Minnesota, North Dakota, South Dakota, Western Wisconsin**; Western

Marketing, 2441 North Tustin #K, Santa Ana, CA 92705, (714) 973-4958, Jim Brunner: **Southern California, Southern Nevada**; National Sales Manager, KEF Electronics Ltd., 1195 Los Trancos Drive, Portolla Valley, CA 94025, (800) 227-1919, (415) 851-7377, Fred Yando.

KEITH MONKS AUDIO (USA), INC.

652 Glenbrook Rd.
Stamford, CT 06906
Phone: (203) 348-4969

President: Keith Monks
Exec. VP: Richard Chilvers

Products:

Record Cleaning Machines, Tone Arms, Record Cleaning Accessories, Microphones, Microphone Floor Stand.

Representatives:

List available on request.

KENWOOD ELECTRONICS, INC.

1313 E. Watsoncenter Rd.
Carson, CA 90745
Phone: (213) 518-1700

Chrmn. of the Bd: George T. Aratani
President: Alan K. Komatsu
Sr. VP: Bill Kasuga
Sr. VP: Yoichi Nakase
VP-Mktg: Don Palmquist
VP-Prod: Henry Akiya
VP/Gen. Mgr.-Midwest Region Office: Hiroshi Tada

Products:

Receivers, Tuners, Amplifiers, Turntables, Cassette Decks, Speaker Systems and Accessories, Car Stereos Components & Accessories.

Representatives:

List available on request.

KINETIC AUDIO INTERNATIONAL, LTD.

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

Pres. & Chief Eng: Ted R. Karson
VP, Charge of Sales: Jeanne Kolb-Russo
VP-Mngmt: T. G. Karson
Sec. & Treas: J. N. Karson
Prod. Eng: T. J. Karson
VP-Mktg: J. Walters
Prod. Control: A. Day
Prod. Eng: Steve Flamich
Adm. Ass't.: Ruth Danielle

Products:

Stereo Speaker Systems, Hi-Fi Accessories, Audio Furniture, Automotive Stereo, Automotive

Accessories.

Representatives:

IL: Ted Pappas & Associates.
For other reps. please contact company.

KIRKSAETER-SAGA HI-FI, INC.

398 S. Pickett St.
Alexandria, VA 22304
Phone: (703) 379-2888

President: Daniel D. Strelsky
Tech: Bruce D. Scull

Products:

Receivers, Speakers, Separate Components

Representatives:

List available on request.

KLH RESEARCH & DEVELOPMENT

145 University Ave.
Westwood, MA 02090
Phone: (617) 326-8000 (In Mass.)
(800) 225-6042

President: Denis Wratten
VP/Prod. Dev.: Frank Jones
Dir. of Mktg. Svcs: Tom Aissis
Sales Coord: Janet Buchino

Products:

Loudspeakers

Representatives:

R.S.B. MARKETING, NEW ENGLAND; BILL KIST & ASSOC., METRO NEW YORK; DELTA SALES CORP., MID ATLANTIC; GEMINI MARKETING, SOUTH EAST; CREATIVE MARKETING, FLORIDA; A. D. SEGAL, UPPER STATE NY; MARKETING ANALYSTS, OHIO; DEMA SALES, MICHIGAN; MIDWEST REPS & ASSOC., OHIO, W. VA., PA; KARET-SENESCU, ILLINOIS; LMF CO., NORTH CENTRAL; SOUND MARKETING ASSOC., MID WEST; TEXPORT CO., SOUTH WEST; PROFIT LINES, ROCKY MOUNTAIN; NORTHMAR, PACIFIC NW; PAUL FITZPATRICK CO., NORTHERN CALIFORNIA; JOHN STEINBERG CO., SOUTHERN CALIFORNIA; LOU SUTTON CO., HAWAII; LEATHERS & ASSOC., TENNESSEE.

KLIPSCH & ASSOCIATES, INC.

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

President: Paul Klipsch
Exec. VP: Raymond Booles

1981 SOUND INDUSTRY DIRECTORY

Intl. Sales Mgr: Jack Fautain
Nat'l. Sales Mgr: Chuck Mulhearn

Products:

Loudspeakers for Home and Profession

Representatives:

List available on request.

KM LABORATORIES, INC.

342 Madison Ave.
Ste. 209
New York, NY 10173
Phone: (212) 687-3505

Pres. & Eng. Consultant: David W. Stebbings
European Mktg. Dir: Ray Pyman

Products:

KM Laboratories Loudspeakers, AIRS Processor, Audio linear Turntable, TD 4001, Professional Mixing Console, KM 205 Bi-amp Pro. Loudspeaker, Mixing Pre-amplifier MP1, SP100 Pre-amplifier, Smoked-glass Platter, Processor Module, 2X Moving Coil Module, 2X Phono Board Module.

Representatives:

List available on request.

KOSS CORPORATION

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

Chmn. & CEO: John C. Koss
Pres. & COO: James Dodson
Nat'l. Sales Mgr: Jeff Martin
Nat'l. Accts. Mgr: Dave McLeod
VP Mktg: Robert Bukowsky
Prod. Mgr: John Wood
Prod. Mgr: Mike Ziarnik
Adv. & PR Mgr: Michael Koss

Products:

Stereophones, Loudspeakers, Digital Ambience Processors

Representatives:

List available on request.

LACOR INTERNATIONAL CORP.

15952 Downey Ave.
Paramount, CA 90723
Phone: (213) 531-4520

President: Peter Lee
VP & Dir. of Mktg: Richard Tyler
Automotive Dealer Sales: Blain Forsyth

Gen. Mgr: Hohn Chon
Credit Mgr: Marlene Jones
Pres., Transcom: Dick Lask

Products:

Audio Flair Car Stereos, Car Speakers & Intercoms

Representatives:

List available on request.

LASONIC ELECTRONICS CORP.

1827 W. Valley Blvd.
Alhambra, CA 91803
Phone: (213) 281-3957

President: Hong XI Chen
VP: Steve Chang
Natl. Sales Mgr: Gary Miller
Mktg/Adv. Coord: Jody Bean

Products:

Portable Radio/Cassette Recorders

Representatives:

List available on request.

LEISURECRAFT PRODUCTS LTD.

28 S. Terminal Dr.
Plainview, NY 11803
Phone: (516) 349-0600

President: Victor Reichenstein
Exec. VP: Monroe A. Schulder
VP: Lawrence Reichenstein

Products:

Mercury Watches, Webcor Stereos, AM/FM Mini Portable TV's, Mini TVs, Electronic LED Scale, Music Machines, Webcor Telephones, Dial-a-Trons, Telephone Accessories

Representatives:

List available on request.

LENOSS ELECTRONICS LTD.

55 Randolph Ave.
Avenel, NJ 07001
Phone: (201) 499-0700

President: Bernard Fuchs

Secy.-Tres: Morris Fuchs
VP: Joshua Zeitman

Products:

AM/FM Stereo Components with 8-Track & Cassette, Players & Recorders Built In

Representatives:

List available on request.

LEONARD

28, rue de la Rubrique
Besancon, France 25000

Director: Claude Leonard

Products:

Turntables & Accessories

Representatives:

List available on request.

LINN PRODUCTS, LTD.

235 Drakemire Drive
Castlemilk
Glasgow G45 9SZ Scotland

President: Ivor S. Tiefenbrun, Gary C. Warzin.

Intl. Sales Mgr: Charles Brennan
U.S. Sales Mgr: Gary Warzin
U.S. Gen. Mgr: Tony Gregory

Products:

Linn Sondek LP12 Turntable, Isobarik Speaker Systems: Isobarik PMS & DMS, S.A.R.A., Active S.A.R.A., K.A.N., ASAK Cartridge, LV II Tonearm, Moving Coil Pre-amp

Representatives: Indianapolis, IN:
Audiophile Systems, Ltd.

LLOYD'S ELECTRONICS INC.

180 Raritan Center Pkwy.
Edison, NJ 08817
Phone: (201) 225-2030

Chmn. of the Bd: Abraham Zagha
Sr. Exec. BP: Donald L. Schneider
Reg. Sales Mgr: Thomas Sheehan
Regl. Sales Mgr: Edward Weiss
Dir. of Adv & Sales Prom: Norman G. Robinson

Products:

Stereo Compacts, Components & Phonographs with Speakers, Portable Radios, radio/8-Track Players & Cassette Recorder/Players, Clock & Table Radios, Stereo Speaker Systems, Record Changers & Turntables, Electronic Pocket & Printer Calculators

Representatives:

List available on request.

GRANT LUMLEY AUDIO PRODUCTS

Industrial Ctr.
Unit C Paulsgrove
Southampton, England PO6 4RZ

Managing Dir: Roy Grant
Dir. of Mktg: Ray Lumley
U.S. Agent: Frank Filippone
U.S. Agent: Rose M. Filippone

Products:

Pre-amplifier, Amplifiers, Electronic
Crossover (All Tube type),
Transmission-Line Loudspeaker

Representatives:

List available on request.

LUX AUDIO OF AMERICA, LTD.

160 Dupont St.
Plainview, NY 11803
Phone: (516) 349-7070

President: A. Miura
Natl. Sales Mgr: Paul Murphy
Western Reg. Sales Mgr: K. Akiyama
VP-Mktg: B. Bowman
Sales Coord: Colleen Markland
Tech: Steve Sugiura
Eastern Reg. Mgr: Roger Noakes
Midwest Reg. Mgr: Richard Kawatani

Products:

Cassette Decks, Stereo AM/FM
Tuners, Integrated Amps, Car Amps,
Turntables, Graphic Equalizer,
Receivers, Spkr, Tonearms, Tape.

Representatives:

List available on request.



MAGNA SYSTEMS INC.

281 N. Main St.
Bristol, CT 06010
Phone: (203) 589-6029

President: Donald Bowers
VP: Sheldon Glick
VP: Timothy O'Donnell

Products:

High Fidelity Loudspeakers

Representatives:

Contact company directly.

**MAGNAVOX CONSUMER
ELECTRONICS CO.**

Interstate 40 & Straw Plains Pike
Knoxville, TN 37914
Phone: (615) 521-4307

Sr. VP Mktg: Kenneth Ingram
VP Sales: James Egan
VP: Jerry Michaelson
Sales Mgr. Video Systems: Robert
Eastwood
Sales Mgr. Odyssey Games: Stan
Veltkamp
VP Adv/PR: Rita Hutner
Dir PR: Don Hall

Products:

Optical Video Disc Player, Video
Games, Radios, Modular Music
Systems, Video Cassette Recorders,
Color Camera, Console Stereo, Color
Television, Projection TV

Representatives:

Contact company directly.

MAGTONE ELECTRONICS, INC.

2741 Toledo St.
Ste. 204
Torrance, CA 90503
Phone: (213) 533-5877

President: Harry H. Omae
Exec. VP: Samuel H. Imai

Products:

Auto Hi-Fi Component Systems,
Inverted Power Amplifiers, Equalizer-
Preamplifier Control Units, Speaker
Systems, Accessories.

Representatives:

List available on request.

MAJESTIC ELECTRONICS, INC

7037 Hayvenhurst Ave.
Van Nuys, CA 91406
Phone: (213) 781-8200

President: A. Louis Marion
Sales Mgr: Vic Rosenbaum

Products:

In Dash Car Radios with Tape Players,
Under Dash Tape Player, Power
Boosters & Graphic Equalizers, Car
Antennas, Auto Speakers,
Headphones.

Representatives:

List available on request.

MARCOF ELECTRONICS

7509 Big Ben
Webster Groves, MO 63119
Phone: (314) 968-2128

Nat'l. Sales Mgr: Jeff Wilner
Pres: Ed Martin
Adv. Dir: John Hawks
Prod. Mgr: Dave Coffin

Products:

Poweramp, Preamp, Pre-Preamp,
Megastrand, Warpknot, Glasmatt

Representatives:

List available on request.

MARIAH ACOUSTICS

Rte. 28
Arkville, NY 12406
Phone: (914) 586-3295

Pres: Larry D. Hunsicker

Products:

Mariah LS-1 Loudspeaker Systems

Representatives:

Mfr. Rep: Michael A. Batthany
List available on request.

MARUME CORP.

7022 Alondra Blvd.
Paramount, CA 90723
Phone: (213) 531-8872

President: Chris Yang
Natl. Sales Mgr: Jim Maynard
Gen. Mgr: J. Kim

Products:

Car Stereo, Auto Sound AM/FM
MPX, Cassette W/AM-FM MPX

Representatives:

List available on request.

**MASON CAMERA &
ELECTRONICS CORP.**

40 W. 27th St.
New York, NY 10001
Phone: (212) 889-7555

President: Jack Rottenberg
VP: Mark Rottenberg
VP: Sol Kanarek

Products:

Portable Clock & CB Radios, Tape
Recorders, Car Stereos, Home Stereo
Systems, Batteries, Calculators

Representatives:

List available on request.

MATRECS ELECTRONICS INC.

805 Woodman Ave.
Winslow, IL 61089
Phone: (815) 367-3811

Bd. Chmn: George H. Miller
President: Loyd L. Ivey
Gen. Mgr: John D. Lunn
Plant Mgr: David E. Smythe
Acoustical Engineer: Robert C. Seeger
Purchasing Agent: Bonnie Stark

Products:

Automotive & Home Loudspeaker
Systems

Representatives:

List available on request.

**MAXELL CORP. OF AMERICA
(Consumer Products Div.)**

60 Oxford Dr.
Moonachie, NJ 07074
Phone: (201) 440-8020

1981 SOUND INDUSTRY DIRECTORY

President: T. Okada
VP-Audio/Video Prod: Gene LaBrie
Western Reg. Mgr: M. Stanley
Midwestern Reg. Mgr: S. Levine
Southeast Reg. Mgr: M. Coghlan
Eastern Reg. Mgr: W. Mann
Mktg. Sales Field Coord: M. Golacinski
Coord. Mgr. Adv/Prods: S. Edwards
Natl. Sales Mgr. Pro. Products: J. Ringwood
VP-Special Prod: T. Ozawa
Supervisor of Nat'l. Video Accounts: Don Patrican

Products:
Magnetic Audio & Video Recording Tape, Sloppy Discs (computers), Silver Oxide & Alkaline Batteries

Representatives:
List available on request.

MAYWARE LTD

15 Heather Walk
Edgware, Middlesex, England HA8 9TS

Managing Dir: Gerald Bearman
US Agent: Frank Filippone
US Agent: Rose Filippone

Products:
Cartridges, Tonearms & Transformers

Representatives:
List available on request.

MBR ELECTRONIQUE

15 rue Remusat
Paris, France 75016
Phone: 1-520-35-57

President: M. Reverchon

Products:
Speakers, Tonearms

Representatives:
List available on request.

McCABE AUDIO SYSTEMS, INC.

916 N.E. 64th St.
Seattle, WA 98115
Phone: (206) 527-4434

President: William P. McCabe
VP, Engr: Roger J. Eakin
Credit Mgr: Janet Westkin
Production Mgr: David McCabe
Treas: Myron Milner

Products:
Harbeth Loudspeakers

Representatives:
Contact company directly.

MEMOREX CORPORATION Consumer Products Div.

1600 Memorex Dr.
Santa Clara, CA 95052
Phone: (408) 987-1325

Pres.-Cons. Prod. Grp: Howard F. Earhart
VP Consumer Sales: John R. Humphreys
Mktg. Mgr.-Cons. Prod. Grp: Albert P. Pepper

Products:
Blank Audio & Video Recording Tape, Record & Tape Care Accessories

Representatives:
List available on request.

METRO SOUND

10615 Vanowen St.
No. Hollywood, CA 91605
Phone: (213) 877-2651

President: Ralph Slotnick
VP & Gen. Mgr: Sys Jurin
Sales Mgr: Rita Glaser
Controller: Ed "Pepe" Peroni
Credit Mgr: Robert Bonnel
Chief Engr: Mark Cooper
Svc. Mgr: Jess Ariola

Products:
Car Stereo Tape Players, Ultra-Fi High Fidelity Components for Automobiles, Car Speakers, Car Electric Antennas, Booster Amplifiers, Equalizers, Car Stereo Allied Products.

Representatives:
List available on request.

MFSL, INC.

21040 Nordhoff St.
Chatsworth, CA 91311
Phone: (213) 993-4945

Chmn. of the Bd: Brad Miller
President: Herb Belkin
VP, Prod. Devel: Gary Giorgi
Dir. of Mktg: Michael Foltz
Dir. of Sales: Mike Dion

Products:
Records & Tapes, Audiophile Recordings & Accessories

Representatives:
List available on request.

M & G ELECTRONICS

32 Ranick Rd.
Hauppauge, NY 11787
Phone: (516) 582-3400

Pres: Louis Maltz
VP: Elliott Maltz
Sales Mgr: Stan Grey

Products:
Automotive Speakers & Accessories, Hi-Fi Stereo Replacement Speakers & Accessories, General Replacement Speakers, Public Address Speakers & Accessories, Paging Horns.

Representatives:
List available on request.

MICHAELSON & AUSTIN

140 New Bond St.
London, England W1Y 9HF
Phone: 01-499-3510

Products:
Thermionic Valve Amplifiers

Representatives:
List available on request.

MICRO-ACOUSTICS CORP.

8 Westchester Plaza
Elmsford, NY 10523
Phone: (914) 592-7627

President: Arnold Schwartz
VP: Norman H. Dieter Jr.
Sales Mgr: Duane S. Fitzpatrick
Reg. Sales Mgr: Lyle A. Liberman

Products:
Micro-Acoustics Phono Cartridges, Loudspeakers, STC Direct Pressed Discs

Representatives:
List available on request.

MICRO SIEKI

701 E. Macy St.
Los Angeles, CA 90012
Phone: (213) 489-7600

Natl Sales Mgr: John Gordon

Products:
Turntables, tone arms and accessories

Representatives:
List available on request.

MID AMERICA PLASTICS Mid America Home Entertainment

6900 Canby, 108
Reseda, CA 91335
Phone: (213) 705-1024

VP-Sales: Gary R. Brey
President: Jarl H. Brey
Sales: Mary Brey
Sales: Tom Sabow

Products:
Video Cassette Albums & Cases, Audio Cassette Cases

Representatives:

List available on request.

MIDLAND INTERNATIONAL CORP.

1690 N. Topping
Kansas City, MO 64120
Phone: (816) 241-8500

Corp. VP: Patrick E. O'Sullivan
Corp. VP: Robert A. Caldwell
VP: Dennis J. Oyer
Sales Mgr: Edward J. Herald
Reg. Sales Mgr: Paul Crain
Reg. Sales Mgr: Scott Henderson
Reg. Sales Mgr.: Jerry W. McCoy

Products:

Car Stereo Products In-Dash
Automotive Radios, 8-Track &
Cassette Graphic Equalizers, Power
Boosters, Speakers, CB Radios,
Antennas & Accessories, Color & B/W
TVs

Representatives:

List available on request.

MILLER & KREISEL SOUND CORP.

10391 Jefferson Blvd.
Culver City, CA 90230
Phone: (213) 204-2854

President: Ken Kreisel
Exec. VP: Jonas Miller
Research Consultant: Dr. Lester Field
Finance Consultant: Ted Herwood
Natl. Sales Mgr: Stephen Smith
Publicity Dir: Chuck Back

Products:

Direct to Disc & Digital Records,
Satellite-Volkswalker Speaker System

Representatives:

List available on request.

MISSION ELECTRONICS

89 Galaxy Blvd.
Rexdale, Ontario M9W 6A4
Phone: (416) 675-7730

Pres.: Farad Azima
VP Sales: Army Leonetti
Sales Mgr. (US): Howard Jacks
Sales Adm.: Bonnie Holton

Products:

Loudspeakers and Amplifiers

Representatives:

List available on request.

**MITOM INDUSTRIES LTD.
LASER AUDIO ENGINEERING**

1140 Eight Line
Oakville, Ontario, Canada
L6H 2R4
Phone (416) 842-2850

President: Emil Bazinet
General Manager Mktg & Sales: Gerry
C. Mullin
Gen. Mgr. Mfg.: Michael Seebeck

Products:

Lazer Loudspeakers

Representatives:

List available upon request.

MITSUBISHI

Electric Sales of America
3030 E. Victoria St.
Compton, CA 90221
Phone: (213) 537-7132

West Coast Regl. Mgr: Dan Fujii
Pacific N.W. Regl. Mgr: John Butler
S. Central Regl. Mgr: Tommy Fuqua
Midwest Regl. Mgr: Gary Hartfelder
Eastern Regl. Mgr: Kevin McDermott
New England Regl. Mgr: Bill Lange
S.E. Regl. Mgr: Ken Hosp
Audio Dir.: Fred Hartfelder

Products:

Consumer Audio Electronics &
Loudspeaker Systems

Representatives:

List available on request.

MITSUBISHI

Electric Sales America Inc.
7045 N. Ridgeway Ave.
Lincolnwood, IL 60645
Phone: 800-323-4216

President: Super Yamaguchi
Exec. Vice President: Yoshi Yamashita
Natl. Sales Mgr: Mike Hyde
Marketing Rep: Larry Faetz
Eng. Auto Snd. Prod: Nick Yamashita
Mktg. Mgr: Ted Yamoka
Credit Mgr: Jim Mullarkey

Products:

Car Stereo Radios, Components,
Speakers, Under-dash Tape Players

Representatives:

List available on request.

MOBILE AUDIO DEVELOPMENT CORP.

P.O. Box 7338
Arleta, CA 91331
Phone: (213) 993-3542

President: William J. Schnell
VP: Helen H. Jameson

Products:

Car Stereo, Amps, Equalizers and
Speakers

Representatives:

List available on request.

MONARCH ELECTRONICS CO.

84 Withers St.
Brooklyn, NY 11211
Phone: (212) 383-5656

Natl. Sales Manager: Irving Meisels
Field Sales Manager: Sam Freund

Products:

Complete Line of AM/FM & Multi
Band, Portable Radios, Clock Radios,
Car Radios-In Dash AM/FM 8-Track
& Cassette Radios, Car Speakers, CB's
40 Channel, Antennas & Accessories,
Novelty Radios

Representatives:

List available on request.

THE MONSTER CABLE CO.

101 Townsend St.
San Francisco, CA 94107
(415) 777-1355

Dir. of Mktg: Noel Lee
Gen. Mgr: Terry McCord
Exec. VP: Agnes Lee
Natl. Sales Mgr: Joe Abrams
Exec. Sales Secy: Doris Proper

Products:

Speaker Cables, Speaker Connectors
Turntables Pads, Audio Cables &
Accessories

Representatives:

List available on request.

MORDAUNT-SHORT, INC.

1919 Middle Country Rd.
Centereach, NY 11720
Phone: (516) 981-0066

Pres. & Managing Dir: M. C. Short
VP & Gen. Mgr: Joel Schwartz

Products:

High Fidelity Loudspeaker Systems

Representatives:

List available on request.

MONA CO. OF CANADA, LTD.

112 E. 7th Ave.
Vancouver, BC V5T 1M6

President: Mike Leung
Sales Mgr: Mike Wing

Products:

Car/Home 8-Track to Cassette
Adaptor, Car Stereo Equipment

Representatives:

List available on request.

MOREL ACOUSTIC

414 Harvard St.

1981 SOUND INDUSTRY DIRECTORY

Brookline, MA 02146
Phone: (617) 277-0111

President: Mikhael Shabani
VP, Mktg: Charles A. Murphy

Products:
Loudspeakers, Loudspeaker Kits,
Drive Units

Representatives:
List available on request.

MORSE ELECTRO PRODUCTS CORP.

Morse-Electrographic Div.
101-10 Foster Ave.
Brooklyn, NY 11236
Phone: (212) 257-7118

Chmn. of the Bd: Philip S. Morse
President: Gerald Zarin
VP-Sales: Milton Dolnick
NY Reg'l. Mgr: Bill Woodard
Chicago Reg'l. Mgr: Burt Snider
Zone Mgr. (LA/Chicago): John Irvy
Atlanta Reg'l. Mgr: Dick Parker
S.W. Div. Zone Mgr: Bill Simpson

Products:
Stereo Compacts & Consoles, Musical
Furniture, Stereo Components,
Including Receivers, Speaker Systems,
Changers, Tape Equipment

Representatives:
List available on request.

MOTOROLA, INC.
(Div. Piezo-Ceramic Products)
9733 Coors Rd., N.W.
Albuquerque, NM 87114
Phone: (505) 897-3590

Product Manager: Doug Bosomworth
Intl. Sales Mgr: Robert J. Munn
Mktg. Mgr: John Shoulta
Domestic Sales: Roger Milewski
Domestic Sales: Mike Griffith
Engineering Mgr: Jon Bost

Products:
Piezo-Ceramic Loudspeakers

Representatives:
List available on request.

MOTOWN SOUND SYSTEMS, INC.
1301 N. Tustin Ave.
Anaheim, CA 92806
Phone: (714) 524-1920

President: Edward Tawil
VP Sales & Mktg: John Mitchel
International Controller: Jack Ahrens

Products:
Speakers & Electronics

Representatives:
List available on request.

M.S.C. AUDIO DIV.
5134 Valley Blvd.
Los Angeles, CA 90032
Phone: (213) 221-1212

President: Don Bieier

Products:
Home Entertainment Speaker Systems

Representatives:
List available on request.

MTI, INC. AUDIO

8900 S.W. Burnham F-7
Tigard, OR 97223
Phone: (503) 639-9313

President: Theodore R. Hunt
VP: Morris Wagner

Products:
Matrix Switching Systems

Representatives:
List available on request.

MTI

1802 W. Grant Rd.
Ste. 114
Tucson, AZ 85705
Phone: (602) 884-7529

CEO: Dennis M. Breen
President: Sherwood L. Scribner
Mktg. Dir: David Emerson
Cus. Service: Mark Siebert

Products: MTI 100 Active Crossover,
MTI 200 Preamplifier, MTI 245 Power
Amplifier, MTI 500 Preamplifier

Representatives:
List available on request.

MXR INNOVATIONS

740 Deering Park Ave.
Rochester, NY 14613
Phone: (716) 254-2910

Secy.-Tres: Terry L. Sherwood
Gen. Mgr: Phil Betette
Chief Eng: Richard Neatrou
Adv. Coord: Gerald Brown
European Coord: Robert Wilson

Products:
Graphic Equalizers, Noise Reduction
Devices, Pre-Amplifiers

Representatives:
List available on request.

MURA CORP.

177 Cantiague Rock Rd.
Westbury, NY 11590
Phone: (516) 935-3640

Chrmn. of the Bd: Morton E. David
President: George Hardy
VP Sales: Edwin Weisl Jr.

Products:
Audio Microphones, Wireless
Microphones, CB, Cassette-8-Track
Adaptor, CB Antennas, CB
Accessories, Stereo Headsets 8-Track
Adapters, Test Equipment, Cordless
Telephones & Communications
Accessories

Representatives:
List available on request.

n

NAD (USA), INC.

675 Canton St.
Norwood, MA 02062
Phone: (617) 769-7050

President: Martin L. Borish
VP/Gen'l. Mgr: Peter Tribeman
Tres: Raymond Block
Tech. Oper: Henry F. Precourt
Natl. Sales Coord: Paul J. DiComo
Dir. Sales Op: Sally A. Becker

Products:
Receivers, Cassette Decks, Cartridges,
Integrated Amps, Tuners, Turntables,

Representatives:
List available on request.

NAGATRONICS CORP.

2280 Grand Ave.
Baldwin, NY 11510
Phone: (516) 546-3295

President: David B. Monoson
Sec./Tres.: Jack Greenfield
Nat'l. Sales Mgr.: Seth Hochman
Reg'l. Mgr.: Fredric Kleid

Products:
Phono Cartridges, Pre-Pre Amplifiers,
Transformers

Representatives:
List available on request.

NAIM AUDIO, LTD. (U.S. Sales Div.)

5750 Rymark Ct.

Indianapolis, IN 46250
Phone: (317) 849-7103

Director: Julian Vereker
U.S. Sales Mgr: Gary Warzin
U.S. Gen. Mgr: Anthony Gregory

Products:

Audio Power-Amplifiers, Pre-Amplifiers, Electronic Crossovers

Representatives:

List available on request.

NAKAMICHI U.S.A. CORP.

1101 Colorado Ave.
Santa Monica, CA 90401
Phone: (213) 451-5901

Chairman of the Bd: E. Nakamichi
President: N. Nakamichi
Exec. VP, Gen. Mgr: Hiro H. Saito
Natl. Sales Mgr: Walter C. Stagner Jr.
Mktg. Mgr: Jane LeFevre

Products:

Cassette Decks, (Model 1000 ZX, 680ZX, 570ZX, 660ZX 582, 581 590M, 482, 481, 480), Receivers (Model 730, 530), Noise Reduction Unit (Model High-Com 11)

Representatives:

List available on request.

NIGHTINGALE ACOUSTICS LTD.

School Rd.
Bracon Ash
Norfolk, England NR14 8HG

Managing Dir: Malcolm Jones
Company Secy: Valerie Jones

Products:

Loudspeaker Systems, Audio Filter Networks, Audio Filter Components, Sub-Bass Electronic Crossover

Representatives:

List available on request.

NIKKO ELECTRIC CORP.

320 Oser Ave.
Hauppauge, NY 11187
Phone: (516) 231-8181

President: K. Oeda
VP Sales & Marketing: John Schroder
VP Finance: V. Tsuchiya
Credit Mgr: Bob Hamilton
VP Adm: W. Miyahara

Products:

Stereo Receivers, Amplifiers, Pre-Amplifiers, Tuners

Representatives:

List available on request.

NON-PAREIL INDUSTRIES

1890 Marietta Blvd.

Atlanta, GA 30318
Phone: (404) 938-2261

Cory W. Hillebrand
Steve J. Cohen

Products:

Speaker Stands, Component Furniture, Album Holders, TV Stands, Video Add-ons for Resale Display of Package, Promotions

Representatives:

List available on request.

NORTH STAR ELEC., INC.

845 Sandhill Ave.
Carson, CA 90746
Phone: (213) 515-4888

VP: James Phelan
Sales: J. L. Brady
Operations: John Barnard

Products:

AM/FM 8-Track, AM/FM Cassette, Car Speakers, Power Boosters, Graphic Equalizers, Auto Reverse Cassette w/AM/FM & Accessories

Representatives:

List available on request.

**NORTRONICS CO. INC.
(Recorder Care Div.)**

8101 Tenth Ave. N.
Minneapolis, MN 55427
Phone: (612) 545-0401

Sales Mgr: Ken Lubitz
Rick Patzke
Steve Williamson
Sharon Goetzke
Vicki Serafin
Pat Reed

Products:

Auto Sound Tape Care Prod. & VCR Recorder Care, Accessories Tape Head Demagnetizers, Bulk Eraser, The Splicer, Reel Tabs, Headsavers, Tapemates, Cassette Bulk Eraser, Foam & Cleaner Kit, Professional Head Lapping Kit, Replacement Magnetic Recording, Heads for All Tape Recorders

Representatives:

List available on request.

NUMARK ELECTRONICS CORP.

503 Raritan Center
Edison, NJ 08817
Phone: (201) 225-3222

President: Harry Kotovsky
VP: Robert Kotovsky
Eastern Reg. Sales Mgr: Larry Artz
Western Reg. Sales Mgr: Larry Lurie
Natl. Sales Coord: Vincent Maiello

Products:

Sound Mixers, Equalizers, Amplifiers, Auto & Home Hi Fi Speakers, Stereophones, CB Accessories, Microphones, Audio Accessories

Representatives:

List available on request.



OCTAVE RESEARCH INC.

1 Laurel Ave.
Mt. Vernon, New York 10550
Phone: (914) 667-3801

Pres: Ted Lopatin
Tech Svcs: Ernest B. Viotty, Jr.

Products:

Subwoofer with crossover/equalizer, Class A power amplifier & Preamplifier

Representatives:

Contact company directly.

OHM ACOUSTICS CORP.

241 Taaffe Place
Brooklyn, NY 11205
Phone: (212) 783-1111

President: John Strohbeen
Chief of Prod. Design: Marty Gersten
Dir. of Eng.: Ralph Huntington
Customer Svc.: Steve Lake
Mkt Mgr.: Lynda Rich

Products:

Car & Home Loudspeakers

Representatives:

List available on request.

**OLYMPUS CORP. OF AMERICA
(Pearlcorder Div.)**

4 Nevada Dr.
New Hyde Park, New York 11042
Phone: (516) 488-3880

President: Y. Watanabe
VP: P. Mizumura
Asst. Div. Mgr.-Pearlcorder Div.: T. Nozumi

Products:

Olympus Pearlcorder: Hand-held tape recorders & transcribers

Representatives:

List available on request.

1981 SOUND INDUSTRY DIRECTORY

OMNISONIX, LTD.

Middletown Ave., Box 430
Northford, CT 06472
Phone: (203) 239-6213

President: Robert L. Maggi
Finance: Neil F. Carrano
Dir. of Sales: Ross Dodds
Dir. of Mktg.: Thomas R. Violante
Exec. Dir.: Thomas Doc Cavalier
Chief Consulting Eng: Richard Robinson

Products:

801 ImagerTM, 801 Theater & Disco Model, Trodnossel Blank Recording Tape (Cassette), 801 Automobile Imager.

Representatives:

List available on request.

ONKYO U.S.A. CORP.

42-07 20th Ave.
Long Island City, New York 11105
Phone: (212) 728-4639

President: S. Tanaka
Nat'l Sales Mgr.: Mark Friedman
Prod./Adv Mgr.: Ken Furst
Midwest Sales Mgr.: Frank Malitz
Controller: Bob Sorrentino
Sales Ed. Mgr: Paul Levitt

Products:

Receivers, Integrated Amps, Tuners, Preamplifiers, Power Amplifiers, Loudspeaker Systems, Turntables, Cassette Decks, Equalizers, Phono Cartridges, Equipment Racks.

Representatives:

List available on request.

OPTONICA

(Div. of Sharp Electronics)

10 Keystone Place
Paramus, New Jersey 07652
Phone: (201) 265-5600

Nat'l. Sales Mgr: William Yanke
General Mgr: Gerald Orbach
E. Regl. Sales Mgr. Ron Maroney
N.W. Regl. Sales Mgr. Bruce Fowler
W. Regl. Sales Mgr. David Baker
Prod. Mgr.: Michael Karmazin

Products:

Audio Components, Accessories, Power, Pre- & Integrated Amplifiers, Electronic Furniture, Receivers,

Recorders, Cassette Decks, Speakers Tuners, Turntables.

Representatives:

List available on request.

OROVOX SOUND ELECTRONICS

11545 Tuxford St.
Sun Valley, CA 91352
Phone: (213) 768-3688

Chmn.: Peter Wald
President: Edward Wald
VP Sales & Mktg.: Vince Barr
VP Sales Canada: Sandy Brooks
VP Sales Canada: Jerry Brooks
VP Intl. Sales: Steven Schiffman
Off. & Credit Mgr.: Susan Prout

Products:

Automotive Loudspeakers and Accessories

Representatives:

List available on request.

ORTOFON, INC.

122 Dupont St.
Plainview, NY 11803
Phone: (516) 349-9180

Gen. Mgr.: Henry A. Roed Jr.
Nat'l. Sales Mgr.: Colin Evans
Asst. Nat'l. Sales Mgr.: David Leiman
Mktg. Coord.: Angela Genovese

Products:

Ortofon Phono Cartridges & Accessories

Representatives:

List available on request.

OSAWA & CO. (USA), INC.

21 Harbor Park Drive
Port Washington, NY 11050
(516) 484-5455

Chairman of the Board & President:
Y. Okamoto

Vice President Marketing and Sales:
Jack McMurray
Sales Specialist: Vince Wheeler

Products:

Osawa MP Cartridges, Osawa OS High Performance Cartridges, Ultracraft Tonearms, Disk Mat, Turntable Mats, Nagaoka Record and Tape Care Accessories, Heco Speakers, Satin Moving Coil Cartridges

Representatives:

List available upon request.

O'SULLIVAN INDUSTRIES INC.

19th and Gulf Sts.
Lamar MO 64759
Phone: (417) 682-3322

VP Mktg.: Dan O'Sullivan

Natl Sales Mgr. Tom Riegel
Midwest Reg. Sales Mgr. Jim Rhinehart
Eastern Reg. Sales Mgr. Cliff Bickel
Northeast Reg. Sales Mgr.: Jeff Housman
Western Reg. Sales Mgr. Tom Tirdel
Adv. Mgr. Dennis King
Sales Coordinator: Joe Brisbin

Products:

Audio, TV & Electronic Furniture

Representatives:

List available on request.

p

PAISLEY RESEARCH

135 Torbay Rd.
Markham, ONT L3R 1G7
Phone: (416) 495-7798

President and Engineer: Ian Paisley
Mktg. Coordinator: Michael Rosenberg

Products:

Speaker enclosures, Drivers

Representatives:

List available on request.

PANASONIC COMPANY Consumer Electronic Div.

One Panasonic Way
Secaucus, New Jersey 07094
Phone: (201) 348-7000

President: Ken Kurahashi
Exec. VP: Ray Gates
Exec. VP/Treas.: Nat Gilbert
VP Commun, Div: Russ Johnson
VP Northeastern Grp.: Ralph Wolfe
VP Southern Grp. Jack Pluckhan
VP Midwestern Grp. Paul Mitchie
President PWI: Howard Yamato
Gen Mgr. PWI: Vic Ioppolo
VP Home Audio: Div/Technics: Jeff Berkowitz
Sales Mgr. Home Stereo/HES: Jack Weiss
Ass't. Gen. Mgr. Portable Audio Div.: Dick Lovisolo
Sales Mgr. Radio, Radio Cassette, Telephone Equip: Bill Kopp
Sales Mgr. Tape Recorders: Mike Aguilar
Ass't. Gen Mgr. Home Video Div:

Stan Hemetz
Sales Mgr. TV: Jay Yancy
Sales Mgr. VHS: Peter Schindo
Ass't. Gen Mgr. Sales Support Group:
Moe Guiheen
Gen Mgr. Communications Div.:
Frank Novak
Nat'l. Sales Mgr. Data Systems: Tom
Nugent

Products:

Assorted Consumer Electronic
Products

Representatives:

List available on request.

PANASONIC COMPANY

Auto Products Div.

One Panasonic Way
Secaucus, NJ 07094
Phone: (201) 346-7646

President, Panasonic Co.: Ken
Kurashashi
Exec. VP Panasonic Co: Ray Gates
Exec. VP/Treasurer: Nat Gilbert
VP Commun. Div.: Russ Johnson
Asst. Gen Mgr.: Hisao Yamauchi
Nat'l. Sales: Bob Patterson
O. E. M. Sales Mgr.: Ron Berger
Pro. Mgr.: Ed Opat
Mktg. Coord.: Myles Adler
Eastern Region Mgr.: Joe Kinder
South Eastern Region Mgr.: Morry
Chapple
Midwest Region Mgr: Paul Glass
Western Region Mgr: Matt Leondis
Southwest Regional Mgr: John
Cannella

Products:

An Assortment of Panasonic Car
Audio Products including radios tape
players, CB's, power boosters,
speakers, graphic equalizers, and the
Cockpit

Representatives:

List available on request.

PANASONIC COMPANY
Professional Audio Div.

One Panasonic Way
Secaucus, New Jersey 07094
Phone: (201) 348-7470

Exec. VP Ray Gates
Exec. VP/Treasurer: Nat Gilbert
Asst. Gen Mgr. Jim Parks
Sales Eng. Coord. Technics R & B
Series: Paul Ackel
Panasonic R & B Series & Ramsa:
Paul Ackel

Products:

Turntables, Tone arm systems, Pre-Pre
Amplifier, Moving coil stereo phono
cartridges, DC Power Amplifier,
Honeycomb Disc Speaker Systems and

a complete area of sound
reinforcement equipment.

Representatives:

List available on request.

PATHCOM INC.

24105 S. Frampton
Harbor City, CA 90710
Phone: (213) 325-1290

President: W. I. Thomas
VP-Engrng. T. Dennis
VP-Mfg. F. Zuber
Nat'l Sales: J. Reynolds
VP-Mktg: F. Hamer
VP-Import: K. Maruyama
Sales Mgr.: V. Kepic
Sales Mgr.: B. Coletti
Sales Mgr.: E. Smith
Sales Mgr.: I. Meltzer
Sales Mgr.: J. Lombardo

Products:

Automotive Components, 8-Track &
Cassette radios, amplifiers, graphic
equalizers, speakers, Cordless
telephones & Accessories, CB
Transceivers, FM Business, Amateur &
Marine Radios & Accessories.

Representatives:

List available on request.

PATSON ELECTRONICS INC.
Div. Patronic Industries, Inc.

1201 Broadway, Rm. 507
New York, New York 10001
Phone: (212) 683-5130

President: Jay Shanker
Reg. Sales Mgr.: Hira Shanker
Nat'l Sales Mgr.: Mike Shanker

Products:

Audio Cables, Hi Fi, modular
telephone, MATV/CATV & CB
accessories, Microphones, AC
Adapters, Soldering Irons, Car stereos,
car stereo speakers, Car Stereo
Equalizer-Amplifiers & Electronic
Parts.

Representatives:

List available on request.

PEERLESS AUDIO MFG. CORP.

40 Jytek Dr.
Leominster, MA 01453
Phone: (617) 537-6001

Dir. of Oper.: Per Staal
VP Mktg.: Donald Brandt
Sales Mgr: Andrew Oxenhorn
VP Engineering: Ian White
Design Engr.: Mark Sullivan

Products:

Automotive Speakers, Speaker Kits,
Woofers, Tweeters & Midranges

Representatives:

List of representatives available upon
request.

PEERLESS VID-TRONIC CORP.

60 West St.
Bloomfield, NJ 07003
Phone: (201) 429-8600

President: Herb Ravis
Sales Mgr: Andy Danzico
Exec VP: Larry Firestone

Products:

8-Track & Cassette Carrying Case,
Phonograph Record, Carrying Case,
Home Storage Units for 8 Track and
Cassette, 8 Track and Cassette
Maintenance Kits, Cassette Holders
and Videocassette holders.

Representatives:

List available on request.

PETROUS ELECTRONICS CORP.
(Div. Petrous Industries Inc.)

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

President: W. L. North
Exec. VP: Joon Jee
VP Mktg. & Sales: S. Gordon
Divsl. Mgr: Roger Hassing
Import Mgr: Richard Martinez
VP Oper: Larry Wittington

Products:

Studio Series, Audio Components,
Receivers, Amplifiers, Tuners, Hi Fi
Speakers, Solar-Powered Calculators,
Hand Held Calculators.

Representatives:

List available on request.

PFANSTIEHL

3300 Washington St.
Waukegan, IL 60085
Phone: (312) 623-1360

Pres. & Gen Mgr: Merle R. Nelson
Eastern Reg Sales Mgr: Carroll
McMullin
Central Reg. Sales Mgr: Carl Orwant
Western Reg. Sales Mgr: E. Dude
Barber
Purchasing Mgr.: Charles W.
Corchran
Mktg. Dir: Robert B. Wight

Products:

Phonograph Needles & Cartridges,
record and Tape Accessories, Audio
Hook-up Cables and Connectors, CB
Accessories, Modular Telephone
Accessories.

Representatives:

List available on request.

1981 SOUND INDUSTRY DIRECTORY

PHASE LINEAR CORP.

Consumer Audio
20121 48th Ave. West
Lynnwood WA 98036
Phone: (206) 774-3571

President: Donald Prewett

Products:

Power Amplifiers, Preamplifiers, FM
Tuners, Noise Reduction Devices,
Turntables, Cassette Tape Deck,
Speaker Systems, Equalizers

Representatives:

List available on request.

PHASE RESEARCH CORP.

3207 Oradell
Dallas, TX 75220
Phone: (214) 352-2613

President: Philip Clements
VP: Don Smith
Regl. Sales Mgr: Gary Miller
Gen Supv. Mike Moore
Eastern Reg. Mgr. Gregory Elliott

Products:

Loudspeakers

Representatives:

List available on request.

PHILIPS HIGH FIDELITY LABS LTD.

P.O. Box 6960
Knoxville, Tenn. 37914
Phone: (615) 521-4335

VP & Gen Mgr: R. T. McCarthy
VP of Sales: R. Quaid
Prod. Mgr: J. C. Koppier
Cont: R. Graham

Products:

Receivers, Turntables, Separates,
Speakers, Tape Decks

Representatives:

List available on request.

PICKERING & CO., INC.

101 Sunnyside Blvd.
Plainview, NY 11803
Phone: (516) 349-0200

President: W. O. Stanton
Corp. VP of Natl. Mktg.: Gordon
Hurt

VP Consumer Mktg.: D. P. Collins
Nat'l. Sales Mgr.: Joe Greco
VP Mktg.: Jim Fox
VP Acoustical Prod.: Sidney Becker
Exec. VP: R. A. Dickison

Products:

Magnetic Cartridges, Styli,
Headphones, Stylus Timer,
Preamplifier, Head shell, Permostat,
Record Cleaner, Stylus Cleaner.

Representatives:

Please contact Pickering directly for
appropriate representative.

Representatives:

NY & NJ: Pinz Sales Corp., 570
Yonkers Ave., Yonkers, NY 10704,
Tel: (914)423-4747/48; **S. CA:** Jerry
Bauer Assoc. #1, 8218 Lankershim
Blvd., N. Hollywood, CA 91604, Tel:
(213)768-2100; **AZ:** Jerry Bauer Assoc.
#2, (same as above); **OH, MI, W. VA,**
W. PA: DB Sales Inc., 30 Springside
Drive, Akron, OH 44313, Tel: (216)
666-0031, TLX: 980147 (DB Sales
Mros); **IN, KY:** Midwest Marketing
Sales, Inc., 30 Springside Drive, Suite
F, Akron, OH 44313, Tel: (216)666-
0531; **NC & SC:** Carolina Marketing
Assoc., 500 Archdale Drive, Charlotte,
NC 28210, Tel: (704)527-2953; **MN,**
ND, SD, W. WI: T. L. Elwood
Assoc., 7370 Peony Lane, Maple
Grove, MN 55369, Tel: (612)523-0305;
DL, MD, VA, E. PA, DC, NJ: Fahy
Marketing Assoc., 235 Taunton Blvd.,
Marlton, NJ 08053, Tel: (215)923-
4534; **CO, E. ID, E. MT, UT, WY,**
NM: Jack Rowe Assoc., 7100 E.
Lincoln Drive, Scottsdale, AZ 85253,
Tel: (602)991-2260, TLX: 667-439; **AL,**
MS, TN, GA: G.M.A., Inc., 4025
Pleasantdale Rd., Suite 510, Atlanta,
GA 30340, Tel: (404)447-5822; **NY:**
Levin/Ross Inc., Bldg. #E, 3000
Winton Rd. S., Rochester, NY 14623,
Tel: (716)442-0720/21; **N. CA. & NV:**
Mancini Assoc., 7282 Sir Frances
Drake Blvd., Lagunitas, CA 94938,
Tel: (415)488-0110; **E. WI, N. IL:**
Source Marketing Inc., 2460 Wisconsin
Avenue, Downers Grove, IL 60515,
Tel: (312)960-1617; **OK, LA, AR, TX**
(except El Paso): Miller & Associates,
Inc., 4304 Beltwood Parkway N.,
Dallas, TX 75240, Tel: (214)661-5002;
4800 W. 34th Street, Suite C-10,
Houston, TX 77092, Tel: (713)681-
3209; **HI:** Repco Pacific, Suite 206,
250 Ward Avenue, Honolulu, HI
96814, Tel: (808)533-1755/56/57,
REPCO 7430149 via ITT; **PR & Virgin**
Islands: Electronic Sales Assoc., Calle
203-GO 11, Country Club 3rd Ext.,
Rio Piedras, PR 00924, Tel: (809)769-
2911; **NEW ENGLAND:** Michael Scott
Co., Inc., 20 Walnut Street, Wellesley

Hills, MA 02181, Tel: (617)235-0102;
FL: Southern Audio Corp., 5901 E.
NW 151 St., Miami Lakes, FL 33016,
Tel: (305)558-5826; **MO, IA, KS, NE,**
S. IL: R. J. Throckmorton Sales Co.,
124 Manchester Rd., Ballwin, MO
63011, Tel: (314)227-7222; **ALAS; W.**
ID, OR, W. MT & WA: Western
Audio Sales Co., 918 NE 64th St.,
Seattle, WA 98115, Tel: (206)522-8721;
MILITARY: Julius Rothschild & Co.,
City Center Clorox Bldg. #290, 1221
Broadway, Oakland, CA 94612, Tel:
(415)654-3858.

PIONEER ELECTRONICS OF AMERICA

1925 E. Dominguez St.
Long Beach, CA 90810
Phone: (213) 639-5050

President: Jack Doyle
VP Sales: Steve Solot
VP Mktg.: Bob Bunting
Adv. Mgr.: Sharyl Juhlin
Mkt. Planning Mgr.: Joan Steen
Natl. Sales Mgr.-Spec. Mkts.: Bill
Mathies
Prod. Mgr.: Viston Smith
Natl. Sales Mgr.-Portables: Don
Lombardi

Products:

Car Stereo, Car Speakers, Portable
Cassette, Compact Home Units

Representatives:

List available on request.

PLASMATRONICS, INC. Home Speakers Div.

2460 Alamo S.E. Ste. 101
Albuquerque, NM 87106
Phone: (505) 843-9430

President: Alan E. Hill
Sales Mkt.: Carol A. Hill
Tech.: Anthony B. Salsich
Tech.: Larry G. Hill

Products:

Hill Type 1 Plasma Speaker System
and Hill Type A Direct Drive
Amplifier

Representatives:

List available on request.

PLASTI PLEX CORP.

1209 Chicago Rd.
Troy, MI 48084
Phone: (313) 589-1771

President: Joe Stanton

Products:

Cassette and 8 Track Storage Cases,
LP and 45 RPM Record Storage
Racks, LP and 45 RPM Record
Cleaner

Representatives:

List available on request.

PLATTER MATTER INC.

792 Millwood Rd.
Toronto, Ont. M4G 1W2
Phone: (416) 488-6700

VP: M. Hibbard

Sales Mgr.: Robert McDonald

Products:

Platter Matter Turntable Mat

Representatives:

List available on request.

PLEXUS AUDIO SYSTEMS, INC.

P.O. Box 174
Blawenburg, NJ 08504
Phone: (609) 466-2862

Pres.: Eric G. Tigner

Chairman & Chief Engr.: Jeffrey S. Polan

Engr.: Marc Polan

Products:

Subwoofers, Pre-Amplifiers, Class A Power Amplifier, Electronic Crossover, McPhono Pre-preamplifiers, Full Range Loudspeaker Systems

Representatives:

Contact company directly.

POLK AUDIO

1205 S. Carey St.
Baltimore, Md. 21230
Phone: (301) 837-4300

President: George Klopfer

Vp Mktg.: Sandy Gross

VP Engng.: Matt Polk

Sales Coord.: Carol Wilson

Product Mgr.: Melvin Hecht

Plant Mgr.: Craig Georgi

Products:

Monitor Series Loudspeakers, Sound Cable System

Representatives:

List available on request.

POLYDAX SPEAKER CORP.

Audax S.A.

2 Park Ave.
New York, NY 10016
Phone: (212) 684-4442

President: Charles Legorju

VP: Serge F. Ferre

Mktg. Dir.: Francoise Legorju

Sales and Design Engr.: Evan M. Struhl

Products:

Loudspeaker Components; High Fidelity Bextrene & Paper Woofers,

Carbon Fibre Woofers, Bextrene Woofer-Midranges, Soft Dome Tweeters and Midranges, Hard Cone Tweeters, CB, TV and Automotive Loudspeakers, Die Cast Professional and Disco Loudspeakers, Rubber Edged Woofers and Midranges.

Representatives:

List available on request.

PROFESSIONAL SYSTEMS ENGINEERING INC.

2021 W. County Rd. C.,
St. Paul, MN 55113
Phone: (612) 631-3084

President: D. A. Klinefelter

Products:

Amplifiers, Preamplifiers, Miscellaneous Electronics

Representatives:

List available on request.

PULASKI FURNITURE CORP.

Pulaski, VA 24301
Phone: (703) 980-7330

President: B. C. Wampler

VP: James Kelly

Sales Mgr.: Randy Chrisley

Eastern Sales: Normal Kroll

Western Sales: Lewis Simon

Products:

Furniture for Audio Components, Television, VCR, Videodisk, TV Games, Home Computers Etc.

Representatives:

List available on request from general sales manager.

PYLE INDUSTRIES, INC.

501 Center St.
Huntington, IN 46750
Phone: (219) 356-1200

President: Frank Pyle, Jr.

Natl. Sales Mgr.: Doris Swain

Gen. Mgr.: Marlin Price

Dist. Sales: Mark Pyle

Adv. Dir.: Kent Pyle

Chief Engng.: Harold Rich

Treas.: Robert Webster

Products:

Loudspeakers and Accessories

Representatives:

List available on request.

PYRAMID LOUDSPEAKERS CORP.

131-15 Fowler Ave.
Flushing, New York 11355
Phone: (212) 762-1300

Products:

Loudspeakers

Representatives:

List available on request.

q

QUASAR CO.

Matsushita Electric Corp. of America

9401 W. Grand Ave.
Franklin Park, IL 60131
Phone: (312) 451-1200

Pres. & COO: Alex Stone

Dir. of Sales: Dick Mentzinger

Products:

Home Video Cassette Recorders, Video Cameras, Color and Black/White TV, Microwave Ovens, Projection TV, Hand held computer, Audio Compacts, Video Accessories, Video Blank cassettes and Tape and Audio Systems.

Representatives:

List available on request.

QED

Questar Electronic Design Co.

221 Cemo Circle,
Ste. A
Rancho Cordova, CA 95670

President: Gary L. Hudson

VP-Chief Eng.: Richard Majestic

Products:

Electronics

Representatives:

Contact company directly.

QED AUDIO PRODUCTS, LTD.

112 Windmill Rd.
Sunbury-on-Thames, England TW16-7HD

Dir.: Ian Vine

Dir.: Robert Abraham

U.S. Agent: Frank Filippone

U.S. Agent: Rose Filippone

Products:

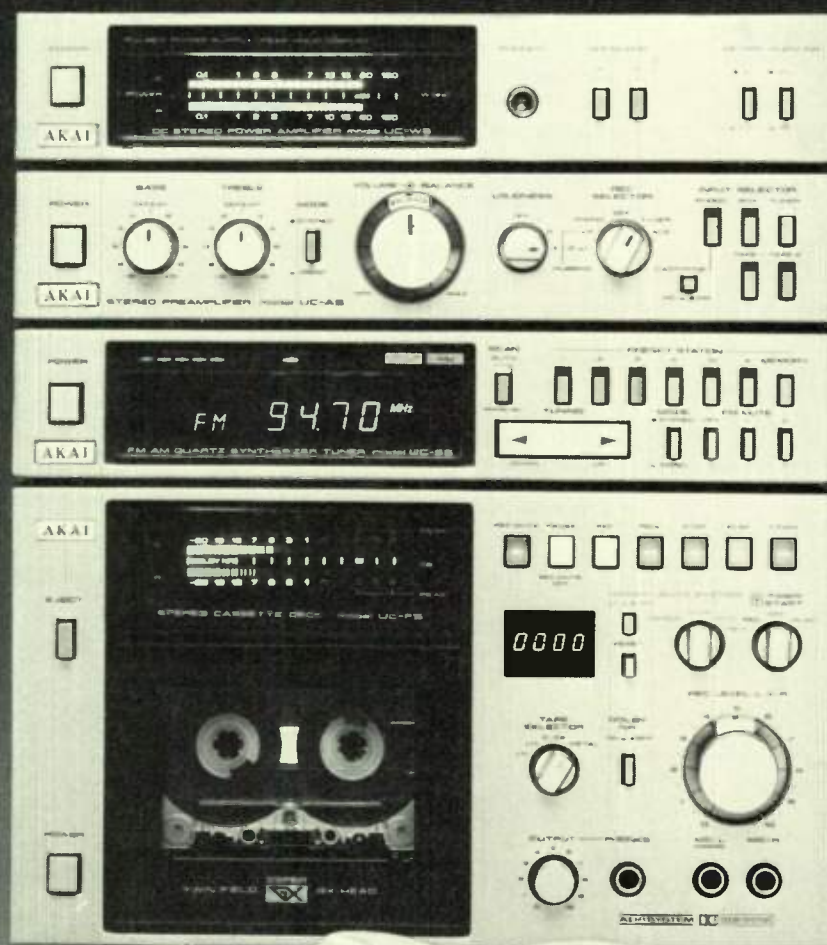
Tape Switching Units, Speaker Switching Units, Various Audio Switching Accessories, Noise Suppression Units, Cable Clips.

Representatives:

Write manufacturer directly.

Continued on page 110

AKAI PROUDLY ANNOUNCES A REDUCTION IN QUALITY.



Representatives:

List available on request.

RKO TAPE CORP.

3 Fairfield Crescent
West Caldwell, NJ 07006
Phone: (201) 575-8484

Vp & Gen. Mgr./RKO Tape Corp.:

Hugh S. Wallace

VP/RKO Radio: George Capalbo

Pres. Gamma Ind.: William O'Connor

Products:

RKO Broadcast I; RKO Ultrachrome;
RKO Xd/XTRA Dynamic, Three
Lines of Blank Consumer Audio Tape

Representatives:

List available on request.

ROAD SOUNDS

425 7th St. N.W.
Washington, D.C. 20004
Phone: (202) 347-5438

President: Douglas Jemal

VP: Lawrence Jemal

Mark Mishan

Murry Esses

Products:

Auto Speakers and Radios

Representatives:

List available on request.

ROADSTAR CORPORATION OF AMERICA

5331 McFadden Ave.
Huntington Beach, Ca. 92649
Phone: (714) 891-1751

Chmn. of Bd.: T. Adachi

President: Joe Spinale

Exec. VP: S. Uema

VP Oper.: Carl Leithe

Natl. Sales Mgr.: Jim Minea

Products:

Cassette Auto Stereos: Cassette AM-FM MP in-dash units, 8-Track Units, Cassette Underdash units, MO-FI Auto Stereo Cassette Decks, Tuner and Amplifiers, Graphic Equalizers and full line of MO-FI Auto Stereo Speakers.

Representatives:

List available on request.

ROBINS INDUSTRIES, CORP.

75 Austin Blvd.
Commack, NY 11725
Phone: (516) 543-5200

President: Herman Post

VP Sales: Jack Friedland

VP Sales-Dist. & Mass Merchandising

Div.: Stu Caine

Gen. Mgr.-Export Sales: Jim Thornton

Products:

Robolite, Turntable light, Whistlestop-Electronic cassette head demagnetizer, Vac-O-Rec electro-mechanical record cleaning systems, video cassette bulk tape erasers, Tape-Record storage units. Anti-Static devices and a complete line of Audio Record and Tape Care accessories.

Representatives:

List available on request.

ROCELCO, INC.

1669 Flint Rd.
Downsview, Ontario M3J 2J7
Phone: (416) 663-5302

President: Norman Yeager

VP: Jack Yeager

Products:

Record care products, Ribbon speakers, cartridges, Tonearms audio accessories.

Representatives:

List available on request.

ROGERS FOAM CORP.

20 Vernon Street
Somerville, MA 02145
Phone: (617) 623-3010

President: James H. Rogers, Jr.

VP Sales: Richard P. Costello

VP Marketing: William G. Sirois

Products:

Engineered foam products including custom-designed speaker grilles, foam gaskets and conductive foam products; special packaging.

Representatives:

List available upon request.

ROLLER PHONE

dba Midtown Mobasser

2106 S. Olive St.
Los Angeles, CA 90007
Phone: (213) 746-4740

President: Philip Ehrlich

VP: Art Donkhanian

Sec.: Hamid Ebrahimi

Sales: Deborah Scharmach

Products:

Headphones, Radio headphones

Representatives:

List available on request.

ROTEL OF AMERICA INC.

1055 Saw Mill River Rd.
Ardsley, NY 10502
Phone: (914) 693-3355

President: Alred Choy

VP: Melvin J. Kaplan

Sales Coord.: Roz Hacker

Tech. Dir.: Michael Gregory

Products:

Stereo receivers, amplifiers, tuners, tape decks, turntables, disco/players, equalizers.

Representatives:

List available on request.

ROVER ENTERPRISES CO., INC.

22 W. 27th St.
New York, NY 10001
Phone: (212) 684-3570

E. Zebaida

E. Lee

Products:

Autosound; 8-Track/Cassette Car stereo players, Indash, Underdash with MPX radio, equalizers, Portable AM/FM radios, 8-Track/Cassette players, recorders, portable stereo/8 track player with MPX radio, Portable stereo cassette recorder with MPX radio. Home stereos, Auto/Home speakers, LED and Digital clock radios, radio phones, multiband radios, LCD calculators, Antennas, Blank Cassette Tapes, Microphones, Audio Cords, Accessories, 110/220 V for export.

Representatives:

List available on request.

RTR INDUSTRIES, INC.

8116 Deering Ave.
Canoga Park, CA 91304
Phone: (213) 883-0116

President: Robert Rehorst

Chief Executive Officer: Ed Duggan

Natl. Sales Mgr.: Joe Alinsky

Products:

Home Speakers

Representatives:

List available on request.

RUSSOUND/FMP, INC

P.O. Box 2369
Woburn, MA 01888
Phone: (617) 935-3625

Pres.: John W. Rabbitt

VP: Gaylord Russell

Products:

Tape recording accessory switch boxes, Speaker Accessory and Multi accessory switch boxes, stereospace expander and synthesizer.

Representatives:

List available on request.

1981 SOUND INDUSTRY DIRECTORY

S

SAE (Scientific Audio Electronics, Inc.)

701 E. Macy St
Los Angeles, CA 90012
Phone: (213) 489-7600

President: Morris Kessler
VP and Gen Mgr: Malcolm Schmeer
Dir of Mktg: Mike Joseph
VP. of Sales: Warren Pompei
Natl Sales: Mark Cohen
Natl Svc. Mgr: Bob Hunt
Adv. Mgr: Susan Tatum
Chief Engr: Barry Thornton
Asst. Svcs. Manager: Bill Allison
Credit Mgr: Duane LeCesne

Products:
Amplifiers, Preamplifiers, Digital
tunersm Parametric equalizers, Time
Delay Systems, Noise reduction
systems, Receivers, Integrated amps,
Tuners, Cassette Decks.

Representatives:
List available on request.

SAMDOO ELECTRONICS CO., LTD.

P.O. Box Yoi-Do 32
Seoul, Korea
Phone: 64-8611/3

President: S. K. Kim
Managing Dir: John E. Rhee
Marketing Mgr: J. S. Park

Products:
Clock radios, Car Stereos, Cassette
Players, Graphic Equalizer Booster
Amplifiers for Car

Representatives:
List available on request.

SAMPO CORP OF AMERICA

1050 Arthur Ave
Elk Grove Village, IL 60007
Phone: (312) 364-6900

President: T. P. Wang

Exec VP: Felix Chen
VP-Sales & Mktg: Joe DiFiglio
Mgr. Intl Sales: Jack Lin
Western Reg. Sales Mgr: George
Macedon

Products:
Color & B/W TV's, Micro TV w/radio
and cassette, B/w Micro TV w/radio &
LCD clock, Tri-screen TV and
portable stereo cassette radio, Micro
color TV w/radio and cassette and
Fans.

Representatives:
List available on request.

SANSUI ELECTRONICS CORP.

1250 Valley Brook Ave
Lyndhurst, NJ 07071
Phone: (201) 460-9710

President: M. Miyake
Exec. VP: H. Omikawa
VP/Mktg & Sales: T. Yoda

Products:
Stereo receivers, amplifiers, tuners,
speaker systems, turntables, cassette
decks, headphones, mixer-reverb,
racks, accessories, graphic equalizers.

Representatives:
List available on request.

SANYO ELECTRIC, Consumer Electronics Div.

1200 W. Artesia Blvd.
Compton, CA 90220
Phone: (213) 537-5830

President: Y. Takemoto
Sr. VP: W. J. Byron
VP: A. Westburg

Products:
Television, portable radio, portable
tape recorders, Stereo Music systems,
stereo components, automotive sound
products.

Representatives:
List available on request.

SAXTON PRODUCTS INC. (OTC)

215 N. Rt. 303
Congers, NY 10920
Phone: (914) 268-6848

President: E. Abbo
VP: A. Abbo
Sales Mgr: R. Hibsham
VP: A. Byer
Reg. Mgr Midwest: Dariel Watts
Reg. Mgr. Pacific: Richard Hagen
Asst. to Pres: Max L. Palmer
Reg. Sales Mgr Eastern Red: Fred
Shultz
Telephone Sales Mgr: Mike Meyers

Products:
Wire and Cable, accessories for audio,
TV and Telephone use, Telephone
Instruments and electronic devices.

Representatives:
List available on request.

SCHEIBER SONICS

60 Roundhill Rd
Dobbs Ferry, NY 10522
Phone: (914) 693-0214

President: Anthony Federici

Products:
Spatial decoder

Representatives:
List available on request.

H. H. SCOTT INC

20 Commerce Way
Woburn, MA 01888
Phone: (617) 933-8800

President: Solomon Boucai
Natl Sales Mgr: William Wagner
Asst to Pres/Export Mgr: Serge
Buchakjian
Natl Product Dev Mgr: Joe Robidoux
Mktg. Mgr.: Ann Carlson
Sales Dev. Mgr.: Ron Lichtenstein
New England Reg. Sales Mgr: Janis
Csicsek

Products:
Hi-fidelity receivers, Amplifiers,
Tuners, Cassette Decks, Turntables,
Loudspeaker Systems, Rack
Equipment, Audio Analyzer.

Representatives:
List available on request.

SEVILLE ELECTRONICS CORP.

2 Park Ave.
New York, NY 10016
Phone: (212) 686-3332

President: Joel J. Zimmer
VP Sales: Norman R. Somer

Products:
Portable radios, Multi-band radios,
Digital clock radios, Portable cassette
player/recorder, portable 8 track
players, stereo components, 8 Track
and Cassette

Representatives:
List available on request.

SHAHINIAN ACOUSTICS LTD

4 Selden Ct.
Selden Long Island 11784
Phone: (516) 736-0033

President: Richard Shahinian
Executive Sec: Mari L. Shahinian
Plant Manager: Vasken Shahinian

Products:

Loudspeaker Systems

Representatives:

List available on request.

SHARP ELECTRONICS**Audio Division**

10 Keystone Place
Paramus, NJ 07652
Phone: (201) 265-5600

President: T. Sugawa
Exec. VP: Charles N. Daigneault
Ass't. VP: T. Inoue
Gen'l. Mgr.: Geral Orbach
Nat'l. Sales Mgr.: Harvey Schneider
E. Reg'l. Sales Mgr.: Gred Bolton
NW. Reg'l. Sales Mgr.: Robert Van Metre
S. Reg'l. Sales Mgr.: Norman Ziegler
W. Reg'l. Sales Mgr.: Ken Schettig
Prod. Mgr.: Jay Bergen

Products:

Stereos, Tape Decks, Radios, Cassettes, System Components, Video Recorders, Video Cameras, Auto Components, etc.

Representatives:

Area rep available on request.

SHEFFIELD LAB INC.

P.O. Box 5332
Santa Barbara CA 93108
Phone: (805) 969-4744

President: Doug Sax
Co. Dir: Robert Louis
Mktg. Dir: Andrew Teton
Sales Controller: Jim Duller
Asst. Producer: Pat Meredith

Products:

Sheffield Lab "Direct Disc" Records.

Representatives:

List available on request.

SHURE BROTHERS INC.

222 Hartrey Ave
Evanston, ILL 60204
Phone: (312) 866-2200

Exec. VP Mktg: Ray Ward
Mgr. Domestic Sales: Lottie Morgan
Mgr. Adv & Sales Prom: Lee Habich
Sales: Bob Ott
Sales: Michael Pettersen
Mgr. Intl Sales: Bob Layton
Export Sales: Russ Murray
Export Sales: John Santos

Products:

Cartridges, microphones, sound systems

Representatives:

List available on request.

SIARE

17 Rue Lafayette
St. Maur Des Fosses, France 94100
US Contact: Harold Weinberg
516-751-3270

President: Gerard Bretecher
Sales Mgr: Thierry Cagniard
Export Mgr: Jean Lemesle

Products:

Loudspeakers, home and automobile speakers, audio components, console stereos.

Representatives:

List available on request.

SIGNET

(Div. of A-T, U.S.)

4701 Hudson Drive
Stow, OH 44224
Phone: (216) 836-9302

Natl Sales Mgr: Howard K. Brown
Customer Svc: Peter Hoagland

Products:

Dual magnet phono cartridges, moving micro-coil phono cartridges, moving coil transformer, stereophones, tonearms, stylus cleaner, phone accessories.

Representatives:

List available on request.

SNELL ACOUSTICS

10 Prince Pl
Newburyport, MA 01950
Phone: (617) 462-3194

President: Peter Snell
VP Prod: Brandon Westley
Dir Sales: David Wichman

Products:

Type A Loudspeaker

Representatives:

List available on request.

SONAX

Div Anglo American Audio Co., Inc.
P.O. Box 653
Buffalo, NY 14240
Phone: (416) 438-1012

President: Bruce Emonson
VP: Mike Remington
Operations Mgr: Ursula Oberlander

Products:

Turntables

Representatives:

List available on request.

SONIC INTERNATIONAL CORP.

12 Greek Lane,
P.O. Box 494

Edison, NJ 08817
Phone: (201) 287-8900

President: Morris Cabasso
VP: Robert E. Barnes
VP: Sid Gable
Sales Mgr: Mike Goin

Products:

Stereo speakers, headphones and accessories

Representatives:

List available on request.

SONIC RESEARCH, INC

27 Sugar Hollow Rd.
Danbury, CT 06810
Phone: (203) 792-8822

President: Peter Pritchard
Mktg Mgr: George Petetin
Sales Mgr: Ron Wilcox

Products:

Sonus magnetic cartridges, Pixoff dry cleaner

Representatives:

List available on request.

SONY CONSUMER PRODUCTS CO.

9 W. 57th St.
New York, NY 10019
Phone: (212) 371-5800

President: Joseph Lagore
Exec. VP: Kenji Tamiya
VP: Ed Adis
VP: Dick Komiyama
VP: Junzo Wachi

Products:

Beatamax video recorders, projection TV's, car stereos, radios, Tape recorders, compact stereo and color TV's.

Representatives:

List available on request.

SONY INDUSTRIES

9 W. 57th St
New York, NY 10019
Phone: (212) 371-5800

President: Michael Schulhof
Exec. VP: Kenji Tamiya
VP: Eiji Tanaka (Tape)
VP: Frank Leonardi (Hi-Fi)
National Sales Mgr: Don Unger (Tape)
Natl. Sales Mgr: Victor Hahn (Hi-Fi)
Gen. Mgr: Nick Morris (Mics)

Products:

Beta Videocassettes, U-Matic Videocassettes, 1-2 inch Videotape, 1-inch high brand master Videotape Compact Audio Cassette Tape, Open Reel Tape, Micro Cassette Tape, High Fidelity Components, Receivers,

1981 SOUND INDUSTRY DIRECTORY

Turntables, Cassette Decks, Open Reel, Separates, Speakers, Cartridges, Component Systems, Digital Audio Processors, Professional Audio Products: Mics, Mixers, Headphones, Consumer Products.

Representatives:

List available on request.

SOUND BARRIER CORP

1050 E. Dominguez
Carson, CA. 90746
Phone: (213) 637-2517

Mngng Dir: Hiro Saito
Nat'l Sales Mgr: Harold Schwalbe
Reg. Sales Mgr: Nick Palazzolo
Mgr. Dir: George Mederos

Products:

Stereo car radios and cassette tape players, equalizers, amplifiers equalizers, stereo auto speakers, floor Mounts, super thin speaker surface mount and enclosure type speakers, Boosters, amplified speakers, 6 x 9 doormounts, enclosure type/surface mounts, 6 x 9 rear door speakers.

Representatives:

List available on request.

SOUND CONNECTIONS INTL., INC.

8415 Tangerine Pl.
Tampa, FL 33617
Phone: (813) 985-7033

President: Stuart Marcus
Exec. VP: Douglas S. Johnson

Products:

Sound connector interconnecting cables, Sound connector speaker wires, Sound connector Tonearm output cables

Representatives:

Mike Chafee Enterprises, 2215 Alpine Ave., Sarasota, FL 33579, (813) 366-9414: **FLORIDA**; Tobias & Co., 7031 Drowsy Pine, Houston, TX 77092, (713) 462 6864: **TEXAS, OKLA, ARK, LOUISIANA**; Raymond D. Wright & Assoc., 34157 Nine Mile Rd, Farmington Hills, MI 48024, (313) 477-7562: **MICHIGAN, OHIO, WEST PENNSYLVANIA, WEST VIRGINIA**; Valhalla Hi Fi Marketing,

444 N.E. Ravenna #204, Seattle, WA 98115, (206) 522-9411: **WASHINGTON, OREGON, ALASKA, HAWAII**; Rene Norrell, 99 Oak St., Closter, NJ 07624, (201) 768-1447: **NORTHERN NEW JERSEY, NEW YORK CITY INCLUDING WESTCHESTER & ROCKLAND COUNTRIES, & NEW ENGLAND**; Elmark, 2559 Huntingdon Pike, Huntingdon Valley, PA 19006: **EAST PENNSYLVANIA, DELAWARE, VIRGINIA, SOUTH N.J., MARYLAND, WASH. D.C.**; Elliott Sales Co., 2316 W. 104th Terrace, Leawood, Kansas 66206, (913) 642-5942: **IOWA, KANSAS, NEBRASKA, MISSOURI**; Paul Hayden & Assoc., 1530 Nazell Ave., East Point, GA 30344: **ALABAMA, GEORGIA, TENNESSEE, MISSISSIPPI, NO. CAROLINA, SO. CAROLINA**; Western Marketing, 716 Park Center #138, Santa Ana, CA 92705, (714) 973-4958: **SOUTH CALIFORNIA, SOUTH NEVADA**; Bob Graves Company, 3508 Carlsbad Ct., Pleasanton, CA 94566, (415) 846-8164: **NORTH CALIFORNIA**; Marketing Services, 1415 No. Lilac. Dr., Minneapolis, MN 55422, (612) 546-4343: **MINNESOTA, WEST WISCONSIN, SOUTH DAKOTA, NORTH DAKOTA**; All other territories are open at this time.

SOUND DYNAMICS CORP.

161 Don Park Rd.
Markham, Ont. L3R 1C2
Phone: (416) 495-0050

President: Robert R. Baker
Intl. Sales Dir: George A. F. Baker
Sec/Treas: Ian R. Watt
Intl. Sales: Bill Balfour

Products:

Loudspeakers

Representatives:

List available on request.

SOUND GUARD CORPORATION

348 S.W. 13th Ave.
Pompano Beach, FL 33060
Phone: (305) 782-1041

President: Gregory Cornehl
VP/Mktg: Joseph E. Kotowski

Products:

Record Care Products

Representatives:

Joe Mazzeo: 673 Lexington Ave., Rochester, NY 14613, (716) 458-7851; **Richard-Dean Associates Inc.**: 200 West Cummings Park, Woburn, MA 09801, (671) 933-8435; **Bill Kist Associates**: 505 Northern Blvd., Great

Neck, NY 11021, (516) 482-2605; **Lienau Associates Inc.**: 4334 Montgomery Avenue, Bethesda, MD 20014, (301) 654-8444; **Paul Hayden**: PO Box 90668, 1530 Nebell Avenue, E. Point, GA 30364, (404) 766-5196; **L. P. Hench**: 9900 S.W. 168th St., Miami, FL 33157, (305) 251-4343; **Integrated Sales**: 24494 Turnbridge Lane, Cleveland, OH 44122, (216) 831-1447; **E. S. Purrington Company Inc.**: 24365 Rockford Drive, Dearborn, MI 48124, (313) 336-7733; **Shardon Marketing**: 5116 N. Cicero Ave., Suite 104, Chicago, IL 60630, (312) 725-1900; **McFadden Sales**: 4645 Executive Drive, Columbus, OH 43220, (614) 459-1280; **Carmine A. Vignola**: 1001 C. SW Blvd., PO Box 569, Jefferson City, MO. (314) 636-3121; **Marketing Plus**: 5200 West 73rd St., Edina, MN 55435, (612) 831-4104; **Century Sales**: 14109 Inwood Road, Suite 40, Dallas TX 75240, (214) 387-2140; **B&B Electronics Products Inc.**: 5000 S. Quebec, Denver, CO 80237. (303) 773-6700; **Jack Berman Company Inc.**: 8295 S. LaCienega Blvd., Englewood, CA 90301, (213) 649-6111; **Moulthrop Sales**: 7080 Commerce Drive, Pleasanton, CA 94566, (415) 846-0550; **Marketing Connection**: PO Box 98, 4238 West Mercer Way, Mercer Island, WA 98040, (206) 232-6030.

THE SOUND OF O

2009 Hopkins St.
Berkley, CA 94707
Phone: (415) 527-1391

President: Daniel R. Olson

Products:

Speaker systems

Representatives:

List available on request.

SOUND RESEARCH, INC.

1000 E. Del Amo Blvd.
Carson, CA 90746
Phone: (213) 637-1001

President: Leo David
VP Mktg: James J. Parkin
Nat'l. Sales Mgr.: Jack Forester
Mkt. Mgr: Charles Goldberg

Products:

Home entertainment speakers

Representatives:

List available on request.

SOUND SOURCE DIV

Settles Brothers Inc.
P.O. Box 12167
Columbus, Ga 31907
Phone: (404) 563-7027

Pres: Jack Settles
VP: E. A. Settles
Mktg Dir: Bradford L. Smith

Products:
Loudspeakers

Representatives:
List available on request.

SOUND TECHNOLOGY INC.

1400 Dell Ave.
Campbell, CA 95008
Phone: (408) 378-6540

President: Bob Anderson

Products:
Intermodulation and harmonic distortion analyzers, stereo generators, tape recorder test sets and related test equipment for design, manufacturing and service of audio components.

Representatives:
List available on request.

SOUNDCRAFTSMEN, INC.

2200 S. Ritchey St.
Santa Ana, CA 92705
Phone: (714) 556-6191

President: Ralph Yeomans
VP/Eng: Paul Rolfes
VP/Oper: Sterling Sander
VP/Admin: Lori Benett
Sales Mgr: Roger Hagemeyer
Eng: John Holyoake

Products:
Equalizers, Pre-amplifiers, amplifiers

Representatives:
List available on request.

SOUNDDESIGN CORP.

34 Exchange Pl.
Jersey City, New Jersey 07302
Phone: (201) 434-1050

Chrmn of the Bd.: Saul E. Ashkenazi
President: Ely E. Ashkenazi
Sr. VP: Harry Franco
Sr. VP: Morris Franco
Sr VP: Bob Winer
VP-Soundesign Western: Gad Sabbah

Products:
Compact stereo and components systems, stereo consoles and disco consolettes, 8-track and cassette players and recorders, electronic and digital clock radios, multiband and portable radios, television portable microcomputer cassette decks.

Representatives:
List available on request.

SOUND-MATE, INC.

P.O. Box 42290

1229 Veltre Circle, S.W.
Atlanta, GA 30311
Phone: (404) 344-2514

President: Jan P. Plummer
Sales Mgr: Kirk Dudley
Mkt: David M. Harris
Adm. Mgr.: Reufenus Smith

Products:
Universal stereo remote control and accessories.

Representatives:
List available on request.

SOUNDMATES

Janszen Inc.
796 29th Ave., S. E.
Minneapolis, MN 55414
Phone: (612) 379-7700

President: Donald L. Klierer

Products:
Dynamic Hi Fi speakers, Electrostatic Hi Fi speakers.

Representatives:
List available on request.

SOUND TECH SYSTEMS

Avenel, NJ 07001

President: Richard Beda
VP: Steven Beda
Gen Mgr: Murray Sherman
Sales Mgr: David Silverman

Products:
Radio, portable cassette, 8-track and cassette compacts, LED AM/FM clock radio, turntables and 4-model's, AM/FM MPX receivers and audio file speakers.

Representatives:
List available on request.

SPARKOMATIC CORP.

Milford, PA 18337
Phone: (717) 296-6444
(800) 233-8831

Pres.: Edward Anchel
VP/Mktg.: James D. Pedranti
VP & Sec.: Richard A. Sabel

Products:
Car stereos and speakers, CB Accessories, auto digital clocks

Representatives:
List available on request.

SPATIAL INC.

1270 Lawrence Station Rd.
Sunnyvale, CA 94086
Phone: (408) 446-5656

President: Richard P. Knapp
VP: Dirk Hughes-Hartogs

Mktg. Mgr.: Linda Keilers

Products:
Preamplifiers, power amplifiers

Representatives:
EJ Green, 200 Madison Avenue, New York, New York, (212) 686-6100; MJ Associates, 33 North Addison Road, Addison, Illinois 60181, (312) 279-7171; Hal Abrams Marketing, 231 East Millbrae Avenue, Ste. 1119, Millbrae, California 94050, Hal Abrams or Greg Weatherby, (415) 349-6153.

SPEAKER AID STAND MGRS.

10 Century St.
Jacksonville, FL 32211
Phone: (904) 743-2867

Pres.: Dusty Rhodes
VP: Orville Shannon

Products:
Audio Furniture

Representatives:
Contact company directly.

SPECO DIV. COMPONENTS SPECIALTIES INC.

1172 Rt. 109
Lindenhurst, NY 11757
Phone: (516) 957-8700

President: Louis W. Keller
VP: Stanley Hulkower
Dir. of Mkt. and Sales: James J. Ganci
Dir. of Mktg. and Sales/Auto Div: Mel Hulkower

Products:
Automotive speaker and accessories, mini-speaker systems for mobile or home; trumpets, horns, AM and FM wireless intercoms, megaphones, equalizers and power boosters

Representatives:
List available on request.

SPECTRO ACOUSTICS INC.

4500 150th Ave., N.E.
Redmond, WA 98052
Phone: (206) 882-1890

Pres.: John M. Coons

Products:
Basic power amplifier, graphic equalizer, straightline preamplifier, FM tuner, OEM electronics.

Representatives:
List available on request.

SPICA

1570 Pacheco Suite E-16
Santa Fe, NM 87501
Phone: (505) 988-5056

1981 SOUND INDUSTRY DIRECTORY

Director: W. John Bau

Products:

Speaker systems, audio interconnect cable

Representatives:

Contact company directly.

STANTON MAGNETICS INC

200 Terminal Dr.
Plainview, NY 11803
Phone: (516) 349-0200

President: W. O. Stanton
Exec VP: R. A. Dickison
Corp. VP Mktg./Dom. Oper.: Gordon Hurt
VP/Consumer Mktg.: D. P. Collins
VP: James E. Fox
VP: Sid Becker
Natl Sales Mgr: Joseph Woodstock
Ass't Sales Mgr: John Blusonis

Products:

Cartridges, styli, headphones, turntables, preamplifiers, record care products, stylus wear gauges.

Representatives:

JOHN B. ANTHONY CO., 992 High Ridge Rd., Stamford, CT 06905, TEL: 203-322-9202/212-585-2027; **UPPER NEW JERSEY, NEW YORK, NASSAU & SUFFOLK COUNTIES; AVA MARKETING**, 11 Computer Dr. West, Albany, NY 12205, TEL: 518-458-7715; **UPPER NEW YORK STATE (INCLUDING NEWBURG); CARIBE AUDIO DISTRIBUTORS**, P.O. Box 5833, Condado St. No. 70, San Juan, P.R. 00906, TEL: 809-722-0219; **PUERTO RICO AND VIRGIN ISLANDS; CENTURIAN MARKETING ASS.**, P.O. Box 1011, Ballwin, MO 63011, TEL: 314-227-7229; **KANSAS, NEBRASKA, IOWA, MISSOURI; STAN CLOTHIER CO.**, 7423 Washington Ave. South, Minneapolis, MN 55435, TEL: 612-944-3456; **COVERS SOUTH DAKOTA, NORTH DAKOTA, MINNESOTA, WESTERN WISCONSIN; C. S. COOPER**, 112 Oakwood Rd., McMurray, PA 15317, TEL: 412-941-6473; **W. VIRGINIA, WESTERN PA., EXCLUDING ERIE AND STATE COLLEGE; COWIE ASS.**, 1174 E. Big Beaver Rd., Troy,

MI 48084, TEL: 313-689-7252; **MICHIGAN; MARKETING ANALYSTS**, 6558 Masfield St., Worthington, OH 43085, TEL: 614-436-2808; **OHIO; ELMAR ASS.**, 3385 Thornwood Dr., Doraville, GA 30340, TEL: 404-938-2821; **NORTH CAROLINA AND SOUTH CAROLINA, GEORGIA, ALABAMA, TENNESSEE, MISSISSIPPI; HENRY JONCAS CO.**, 12058 Lake City Way North East, Seattle, WA 98125, TEL: 206-363-9200; **WASHINGTON, OREGON, WESTERN IDAHO, WESTERN MONTANA, ALASKA; CARDINAL SALES CORP.**, Morenci Professional Park, 6225 Coffman Rd., Indianapolis, IN 46268; **KENTUCKY, INDIANA (EXCLUDING GARY-HAMMOND AREA); HEATON & KEYSER INC.**, P.O. Box 5826, 3696 Haven Ave., Redwood City, CA 94063, TEL: 415-367-1400; **NORTHERN CALIFORNIA PART OF NEVADA AND NORTH OF BUT NOT INCLUDING LAS VEGAS; CHARLES LUCAS SALES CO.**, P.O. Box 24632, Dallas, TX 75224, TEL: 214-330-8181; **TEXAS (EXCEPT EL PASO COUNTY), LOUISIANA, ARKANSAS, OKLAHOMA; IRVING W. ROSE ASS.**, 3333 Commercial Ave., Northbrook, IL 60062, TEL: 312-291-2260; **WISCONSIN, IL (EASTERN), (GARY-HAMMOND, INDIANA); GENE ROSEN & ASS.**, 9501 Wadsworth Drive, Bethesda, MD 20034, TEL: 301-530-8448; **VIRGINIA, MARYLAND, DELAWARE, WASHINGTON DC., EASTERN PENNSYLVANIA; SCOWCROFT & ASS.**, 4895 Joliet St. Unit D, Denver, CO 80239, TEL: 303-371-5280; **WYOMING, UTAH, EASTERN IDAHO, COLORADO, EASTERN MONTANA, NEW MEXICO, EL PASO, TEXAS; THIRD CENTURY MARKETING, INC.**, 2800 West Sheridan St., Hollywood, FL 33021, TEL: 305-925-7111, 305-947-7107; **FLORIDA; TREGO SALES CO.**, 2239 Benedict Canyon Dr., Beverly Hills, CA 90210, TEL: 213-274-8351; **SOUTHERN CALIFORNIA, PART OF NEVADA, (SOUTH OF AND INCLUDING LAS VEGAS) HAWAII, ARIZONA; WILLSON SALES CO.**, P.O. Box AA, York, ME 03909, TEL: 207-363-5336; **ALL OF NEW ENGLAND, MA, CT, RI.**

STAX KOGYO, INC.

940 E. Dominguez St.
Carson, CA 90746
Phone: (213) 538-5878

President: Naotake Hayash
Prod. Mgr: Takeshi Hayashi
Sales Mgr: Shigeru Tanaka

Products:

Amplifiers, pre-amplifiers, earspeakers, tonearms, cartridges.

Representatives:

List available on request.

STD (USA) INC. (Strathclyde Transcription Development)

1155 Warburton Ave.
Yonkers, NY 10701
Phone: (914) 965-5818

US Agent: Barry Foster
Export Mgr: Gerald Hunt

Products:

Turntables, tube amplifiers

Representatives:

List available on request.

STEREMOTE, INC

1845 Utica Ave.
Brooklyn, NY 11234
Phone: (212) 241-3500

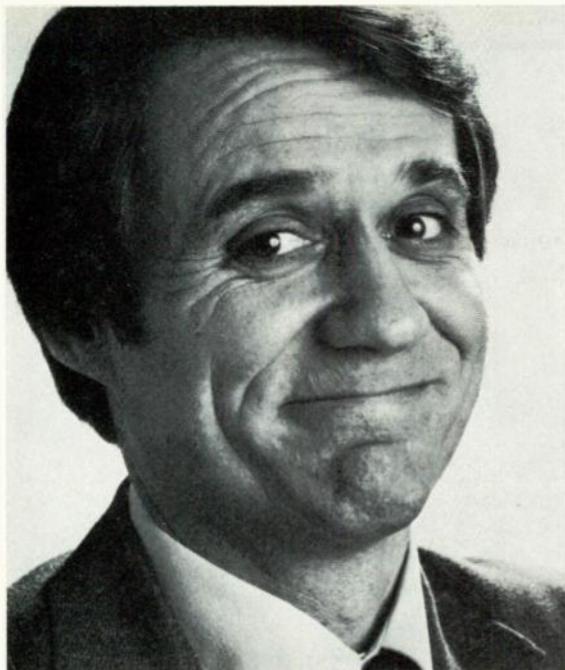
President: Steve Abadi
Dir. of Prod Dev: John P. McNett
Dir Mktg & Sales: Doug Chatburn

Products:

Modular remote control systems and accessories for existing home audio and video equipment: Master control centers, Individual room controls, portable remote controllers, source/ Mode selection units, memory tuners, tape and VCR Control units, simultizers and TV remote control units, In-Store programmed demonstration systems available

Representatives:

Audio Merchandising and Associates, 1251 A South Beach Blvd., LaHabra, CA 90631, (213) 943-6703; **Paul Seaman and Company**, 14234 Catalina Street, San Leandro, CA 94577, (415) 352-7860; **Naeseth-Solaas and Associates**, 2737 77th S.E., Mercer Island, WA 98040, (206) 236-0918; **Gene Piety Factors, Inc.**, P.O. Box 2903, 861 Mapunapuna Street, Honolulu, HI 96802, (808) 839-9059; **B & B Electronics**, 5000 South Quebec, Denver, CO 80237, (303) 773-6700; **E. S. Purrington and Co., Inc.**, 24365 Rockford Drive, Dearborn, MI 48124, (313) 336-7733; **Miller and Associates, Inc.**, 4304 Beitwood Parkway North, Dallas, TX 75240, (214) 661-5002; **Bobenhouse Marketing Associates Co.**, 689 Craig Road, St. Louis, MO 63141, (314) 569-1066; **Goodman**



...for you,
Custom-Tailored
Sound means
custom-tailored sales.

When a customer selects a hi-fidelity system in your store, the last thing you want is for him to be unhappy when he sets it up in his home. So, suggest that he add an ADC Sound Shaper® frequency equalizer to his system.

Show him that his amplifier can alter treble, bass, maybe a midrange, a filter or two, and volume. But, an ADC Sound Shaper will allow him to adjust everything he hears — segment by segment over the entire audible sound spectrum. What's more, with the LED-lit slide controls available on most models, he can visually plot the equalization curve. And, right away he's curious.

Then show him how an ADC Sound Shaper can eliminate tape hiss and scratches: how to adjust his system so that it fills his entire listening environment

with no "dead spots"... and he's sold on the concept.

That's the beauty of ADC Sound Shaper equalizers. Whether it's the basic Sound Shaper One or the top-of-the-line Sound Shaper Three *Paragraphic*,™ it's easy for a customer to immediately hear the difference custom-tailored sound makes. And, with the range of ADC Sound Shaper equalizers available, there's bound to be one that's right for his system and his budget.

There's something for you, too. Because, unlike many other components, the ADC Sound Shaper line has markups that leave room for profit. So, you can develop a "custom-tailored" profit picture!

It all adds up to this: Your customer will leave the store happy. He's going to stay happy, and you're happy, too!

Custom-Tailored Sound



®Sound Shaper is a registered trademark of Audio Dynamics Corporation.



A BSR COMPANY

BSR (USA) Ltd., Blauvelt, NY 10913.
BSR (Canada) Ltd., Rexdale, Ontario.

1981 SOUND INDUSTRY DIRECTORY

Marketing, 754 East Hillside Avenue, Barrington, IL 60010, (312) 381-8639; **M.E.R. Associates**, 7317 Cahill Road, Suite 257, Edina, MN 55435, (612) 941-7181; **Ideal Marketing**, 740 East 52nd Street, Suite #8, Indianapolis, IN 46205, (317) 283-3060; **J & B Associates**, 1782 Marietta Boulevard N.W., Atlanta, GA 30318, (404) 351-9818; **Intracostal Electronics Sales Co.**, 1109 North Federal Highway, Hollywood, FL 33020, (305) 921-2032; **Balaton Marketing Company Inc.**, P.O. Box 17435, Washington, D.C. 20041, (703) 471-1764; **Marketing Analysts, Inc.**, 6558 Masefield Street, Worthington, OH 43085, (614) 436-2808; **Rowson Sendrak Associates, Inc.**, 5100 Highbridge Street, Room 43C, Fayetteville, NY 13066, (315) 637-8585; **Audio Marketing Consultants**, 1767 Front Street, Yorktown Heights, NY 10598, (914) 962-2190; **Marketing Company of New England**, 93 North Main Street, Randolph, MA 02368, (617) 963-2110.

STUDER REVOX AMERICA INC

1425 Elm Hill Pike
Nashville, TN 37210
Phone: (615) 254-5651

President: Bruno Hochstrasser
Natl Sales Mgr: Barry Evans

Products:

Tape recorders, amps, turners, turntables, headphones, microphones, accessories, receivers

Representatives:

List available on request.

SUMIKO INC.

3000 College Ave.
Berkley, CA 94705
Phone: (415) 843-4500

President: Blair M. Boyd
Dir. Tech Svcs: David W. Fletcher

Products:

Tonearms, cartridges and record care accessories, records.

Representatives:

List available on request.

SUPEREX ELECTRONICS CORP.

151 Ludlow St.
Yonkers, New York 10705
Phone: (914) 965-6906

President: Daniel Schulman
Mktg Dir: Michael Solomon
Svc. Mgr: Pat Nowak

Products:

Programmable graphic equalizer, graphic Tape switching console, Ten Band equalizer, parametric equalizers, translinear stereo phones, studio master stereo phones, performance series, video RF switcher, Audio/Video Deck Switcher, audio scientific Class "A" amplifiers, headsets/Boom mikes, motorcycle Comm.

Representatives:

List available on request.

SUPERSCOPE INC.

20525 Nordhoff St.
Chatsworth, CA 91311
Phone: (213) 998-9333

Pres: Joseph S. Tushinsky
Exec VP: Fred C. Tushinsky
Exec. VP/Oper: Ronald Costa
VP/Mktg: Robert Fried
Asst VP Sales/Natl Sales Mgr: Bill Steffen

Products:

Portable AM/FM radio cassette recorders, tape decks, stereo components, car stereos and speakers, compact systems, mics, receivers, cassette decks, turntables, speaker systems, accessories

Representatives:

List available on request.

SUPPORT SYSTEMS

2 Padre Parkway
Rohner Park, CA 94928
Phone: (707) 584-7787

Mktg. Dir: Wm Steven Day
Sales Mgr: Gary B. Jones
Operations Mgr: Karen Papanek

Products:

Speaker Stands

Representatives:

List available on request.

SUTTON IMPORT EXPORT CORP.

15 W. 24th St.
New York, NY 10010
Phone: (212) 255-2558

President: Sol Sutton
VP: Ike Sutton
Natl Sales Mgr: Morris Sutton

Products:

Radios, Am, AM/FM multibank

clock, novelty, tape recorders, promotional stereos, 8-track players, walkie talkies, car stereos, 4- and 3-way speakers, power boosters, equalizers, personal care items

Representatives:

List available on request.

SYNERGISTICS

8116 Deering Ave.
Canoga Park, CA 91304
Phone: (213) 883-0116

President: Robert Rehorst
CEO: Edward Duggan
VP: Ronald Toews
Natl. Sales Mgr.: Joe Alinsky

Products:

Home Speakers

Representatives:

List available on request.

SWIRE INTERMAGNETICS CO.

234 W. 146th St.
Gardena, CA 90248
Phone: (213) 515-0494

President: Irving Katz
Exec. VP: Jim Lantz
Natl. Sales Mgr: Sonja Henderson

Products:

Blank recording Tape

Representatives:

List available on request.

SYMMETRY

101 Townsend St.
San Francisco, CA 94107
Phone: (415) 777-1113

Dir. of Mktg.: Noel Lee
Gen. Mgr.: Terry McCord
Exec. VP: Agnes Lee
Natl. Sales Mgr.: Joe Abrams
Prod. Mgr.: Bill Barbour
Exec/Sales Sec: Doris Lee Prober

Products:

Electronic crossovers, preamps, amplifiers, speaker wire and accessories.

Representatives:

List available on request.



TAMON INTERNATIONAL, INC.
Export Div.

1-11 Kanada Izumicho
Tokyo, Japan 101
Phone: Tokyo 866-2111 J2684

President: Takeshi Nakada
Dir: Naoki Kameda
Mktg Mgr: Yoshio Morishita
Prod. Mgr: Masami Masuda
Pres. of Tamon Autosound Inc: Steve Kobayashi

Products:

Hi Fi speakers systems, loudspeaker units, Hifi graphic equalizer, car speakers and car equalizer boosters.

Representatives:

List available on request.

TANCREDI DIV.
Kologel Co., Ltd.

2318 E. Del Amo Blvd.
Compton, CA 90220
Phone: (213) 979-3700
(800) 421-2161

President: Jung Ok Shin
VP: Soon Ik Chun
Dir. of Advtg: Joe Merlo

Products:

Car Audio Equipment

Representatives:

List available on request.

TANDBERG OF AMERICA, INC

Labriola Court
Armonk, New York 10504
Phone: (914) 273-9150

Exec. VP: J. Peter Moe
Tech. VP: Tor Sivertsen
Factory Rep: Chuck Ackerman

Products:

Receivers, cassette decks, reel to reel recorders, speakers

Representatives:

List available on request.

TATUNG CO OF AMERICA INC.

2850 El Presidio St.
Long Beach, CA 90810
Phone: (213) 979-7055
(800) 421-2929

President: Dr. C. Sun
VP/Mktg: George Chen
Sales Mgr: Rich Bond

Products:

Televisions and stereos

Representatives:

List available on request.

TDK ELECTRONICS CORP.

755 Eastgate Blvd.
Garden City, New York 11530
Phone: (516) 746-0880

President: Sho Okiyama
VP: K. Kohda
Natl Adv. Mgr: David Lyons
Eastern Div. Mgr: John Schattin
Natl Video Prod Mgr: E. Pessara

Products:

Industrial and consumer magnetic tape products and accessories

Representatives:

Richard Dean Associates: 200 W. Cummings Park, Woburn, MA 01801, (617) 933-8435; **Marchese, Marsey, Barden:** 206 Park Avenue, Rochester, NY 14607, (716) 442-9700; **Carduner Sales:** 96 Bank Street, New York, NY 10014, (212) 924-8540; **Lienau Associates:** 4334 Montgomery Ave., Bethesda, MD 20014, (301) 654-8444; **Carolina Marketing Assoc.:** 500 Archdale Drive, Suite 102, Park 77, Charlotte, NC 28210, (704) 527-2953; **Dean Cooper Company:** 1710 Wilwat Drive, Norcross, GA 30093, (404) 448-5460; **L. Haas Company:** 1826 NE 150th Street, N. Miami, FL 33181, (305) 945-6544; **McFadden Sales Inc.:** 4645 Executive Drive, Columbus, OH 43220, (614) 459-1280; **Metro Sales Co. Inc.:** 740 E. 52nd Street, Suite 11, Indianapolis, IN 46205, (317) 283-1035; **J. Malcolm Flora Inc.:** 165 W. Liberty Street, Plymouth, MI 48170, (313) 427-7460; **SER, Inc.:** 3418 W. Main Street, Skokie, IL 60076, (312) 673-2250; **Clark R. Gibb Co.:** 11100 Bren Road West, Minnetonka, MN 55343, (612) 938-5050; **Carmine A. Vignola Assoc.:** 1001-C Southwest Blvd., P.O. Box 569, Jefferson City, MO 65101, (314) 636-3121; **Century Sales Ltd.:** 14109 Inwood Road, Dallas, TX 75240, (214) 387-2140; **Centennial Marketing:** 8505 E. Orchard Road, Suite 116, Englewood, CO 80110, (303) 770-0771; **W. K. W. Company:** 766 Garfield Street, Seattle, WA 98109, (206) 283-9663; **Hal Abrams Marketing:** 1206 S. Amphlette Blvd., Suite 1, San Mateo, CA 94402, (415) 349-6153; **Damark Industries:** 20600 Nordhoff Street, Chatsworth, CA 91311, (213) 998-6501; **Bazar, Inc. Sales Hawaii:** 875 Waimanu

Street, Honolulu, HI 96813, **Bazar, Inc. Sales Co.:** 129 E. Taussig Blvd., Norfolk, VA 23505, (804) 583-4322; In Canada, contact Audio Specialists Inc., 2134 Trans Canada Highway South, Montreal, Quebec H9P 2N4, (514) 683-1771.

TEAC CORP. OF AMERICA

7733 Telegraph Rd.
Montebello, CA 90640
Phone: (213) 726-0303

Pres: Norio Tamura
VP Mktg and Sales: Barry Goldman
VP Gen Mgr: Gary Beckerman
Natl Sales Mgr: David Oren
Natl Sales Mgr: Bill Mohrhoff

Products:

Stereo cassette decks, stereo open reel decks, professional mixing boards and recorders, stereo components.

Representatives:

List available on request.

TECHNICS

One Panasonic Way
Secaucus, NJ 07094
Phone: (201) 348-7000

President: K. Kurahashi
Exec VP: Ray Gates
VP and Gen Mgr: Jeff Berkowitz
Prod. Mgr. Technics: Fred Uehara
PR & Shows: Sid Silver
Asst. Natl Sales Mgr: Rick Del Guidice (electronics & speakers)
Asst. Natl Sales Mgr: Paul Foschino (tape recorders)
Asst. Natl Sales Mgr: Ken Wipfler (turntables)
Asst. Mgr Operations: George Niwa
Oper Supv: Gary Friedland
Asst. Prod. Mgr.: Mike Inune

Products:

Technics receivers, integrated amps, pre-amps, power amps, tuners, miniature components, remote controlled components, electronic accessories, turntables, cassette decks, reel to reel decks, speakers, headphones, microphones and racks, electronic accessories

Representatives:

List available on request.

TECHNIDYNE CORP.

P.O. Box 19088
Houston, TX 77024
Phone: (713) 468-0200

President: Andrew A. Andros
VP Oper: Roger B. Olson
Exec. Asst: Ann Murray
Sales Asst: Julia L. Andros

1981 SOUND INDUSTRY DIRECTORY

Products:

Pocket stereo cassette player, cordless telephone

Representatives:

List available on request.

TELCO PRODUCTS CORP.

44 Sea Cliff Ave.
Glen Cove New York, 11542
Phone: (516) 759-0300

President: Joseph R. Getz

Products:

CB, Amateur radio and telephone accessories, disco equipment, marine air

Representatives:

All inquiries to main office.

THIEL AUDIO PRODUCTS CO.

4158 Georgetown Rd.
Lexington, KY 40511
Phone: (606) 254-9427

President: James E. Thiel
VP: Thomas A. Thiel
Mktg Dir: Kathy Gornik

Products:

Thiel Loudspeakers Models 03, 04, & 02

Representatives:

List available on request.

THOMSON-BRANDT

BP 219, Moulins, France 03001
Phone: (70) 44-22-42

Cons. Elect Div. Mgr: Claude Maillard
Audio Video Dept Mgr: Francois-Marie Valentin

Audio Video dept Ind Mgr for France: Jean-Pierre Floris

Prod Mgr: Joel Bayard
Comm Mgr: Christian Bec
Quality Engr: George Extrat
Research Eng: Michel Maille
Export Mgr: Bastian Roher
Export Mgr: Maurice Berthomier

Products:

Record players, record changers, home speakers, tuners, turntables, preamplifiers, amplifiers, cassette recorders.

Representatives:

List available on request.

3D ACOUSTICS

5 Sunrise Plaza
Valley Stream, NY 11581
Phone: (516) 561-7555

President: Robert S. Park
VP Eng: Mark L. McCann
VP Sales: John F. Roth

Products:

Three piece loudspeaker systems.

Representatives:

List available on request.

3M COMPANY

Magnetic Audio/Video Prod. Div.

3M Center Bldg.
223-5N
St. Paul, MN 55144
Phone: (612) 733-4834

Don Rushin
Steve Frederickson
John Povolny
Del Eilers
Joe R. Williams
Mike Dendentti

Products:

"Scotch" brand Metafine metal tape, "Scotch" Brand Master cassettes, "Scotch" Dynarange cassettes, "Scotch" Highlander cassettes, 8 track cartridges, open reel recording tape, home video cassettes and system care products (tape care, record care and video care).

Representatives:

List available on request.

THRESHOLD CORP.

1832 Tribute Rd. Suite E.
Sacramento, CA 95815
Phone: (916) 927-5061

President: Nelson Pass
VP: Renee Besne
VP Admin: Joe Sammutt III
Nat'l Sales Mgr: Mark Glazier

Products:

Power amplifiers, preamplifiers

Representatives:

List available on request.

THUNDERFOOT ENGINEERING

915 N. Mansfield Ave.
Los Angeles, CA 90038
Phone: (213) 462-6707

Don Klein
Ronnie Ligrano
Camille Klein

Products:

Thunderfoot speaker and component stands

Representatives:

Audex Marketing, Inc., 7419 Middlebelt, Ste. 3, W. Bloomfield, MI 48033, (313) 851-4150, **Territory:** Michigan; Audio Marketing, Suite C, 1660 N.W. Professional Plz., Columbus, OH 43220, (614) 459-1212, **Territory:** Ohio, West Virginia, and western Pennsylvania; Cal West Marketing North, 3521 Investment Bl. #2, Hayward, CA 94545, (415) 785-7280, **Territory:** northern California and northern Nevada; Cal West Marketing South, 3387 Cerritos Ave., Los Alamitos, CA 90721, (213) 598-7614, **Territory:** southern California, southern Nevada and Arizona; Cardinal Sales, 6225 Coffman Rd., Indianapolis, IN 46268, (317) 298-9650, **Territory:** Indiana and Kentucky; C & L Sales, 94-035 C Leokane St., Waipahu, HI 96797, (808) 671-5384, **Territory:** Hawaii; Firestone & Associates, 8531 Sunup Trail, Boynton Beach, FL 33436, (305) 734-1333, **Territory:** Florida; Hutmacher Associates, 1014 Busse Highway, Park Ridge, IL 60068, (312) 692-5570, **Territory:** Illinois and eastern Wisconsin; Bill Kist Associates, 505 Northern Bl., Great Neck, NY 11021, (516) 482-2605, **Territory:** New York City, northern New Jersey and environs; Lambert Sales, Box 117, Burley, WA 98322, (206) 857-4085, **Territory:** Washington, Oregon, western Montana, and northern and western Idaho; M. P. Associates, Inc., 159 Mill St., Haverhill, MA 01830, (617) 374-7360, **Territory:** Maine, Vermont, New Hampshire, Massachusetts, Connecticut, & Rhode Island; Lou Paul Associates, 10503 Rockley Rd., Houston, TX 77099, (713) 933-9900, **Territory:** Oklahoma, Arkansas, Louisiana, and Texas (except for the Texas panhandle); Roussil Associates, Inc., 9507 Culver St., Kensington, MD 20795, (301) 949-3002, **Territory:** Virginia, Maryland, Delaware, District of Columbia, southern New Jersey and eastern Pennsylvania; Smith Engineering, 850 N. Hamline Ave., St. Paul, MN 55104, (612) 646-4851, **Territory:** North and South Dakota, Minnesota, and eastern Wisconsin; T & A Marketing, 232 Pralle Lane, St. Charles, MO 63301, (314) 946-1446, **Territory:** Nebraska, Missouri, and Kansas; Upstate Marketing, P.O. Box 338, Auburn, NY 13021, (315) 252-4177, **Territory:** Upstate New York.

TMA ENTERPRISES

35 East Hills Dr.
New Canaan, CT 06840
Phone: (203) 966-7300

TEN PROFIT BUILDERS!

WHAT IS AN ADVERTISING RESOURCE CENTER?

Our job is to help retailers like yourself advertise more effectively. We serve as an independent clearing-house of ideas and techniques which have proven themselves around the country. We make these ideas available to you, so you can put them to use on the local level. With the right tools, an informed and motivated stereo retailer can do his own advertising. We make those tools available.



FROM THE ROGER C. PARKER ADVERTISING RESOURCE CENTER

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 Personalized Direct Mail.

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.

3 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.

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.

5 Systems 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.

Tabloid Modules.

Saves you time and money makes it easy to prepare a newspaper insert. Includes cameraready artwork and editorial materials, with "holes" for you to insert your favorite systems. Pre-finished manufacturer's pages available for major lines.

7 Business Planning Guide.

All businesses need a written business plan. A written business plan will increase profits, improve relations with bankers and suppliers, make your business easier to manage, help you handle change and inflation, and increase the value of your business at sell-out time.

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!

9 Custom Ad Production.

Why let your newspaper spoil your ads? We can translate your merchandising requirements into good-looking, cost-effective, and on-time newspaper ads.

Car Stereo Promotion.

Includes 8 page tabloid module, tags, "teaser" newspaper ads, and radio scripts.

FOR MORE INFORMATION
PHONE US OR MAIL
YOUR BUSINESS CARD TODAY!

ROGER C. PARKER
ADVERTISING RESOURCE CENTER
592 LAFAYETTE ROAD / P.O. BOX 492
HAMPTON, N.H. 03842
(603) 926-3381

MAIL THIS COUPON TODAY

NAME _____
FIRM _____
ADDRESS _____
CITY/STATE _____
ZIP _____ PHONE _____



1981 SOUND INDUSTRY DIRECTORY

President: Allen Cohen

Products:

Disc Cleaning machine and record care accessories

Representatives:

List available on request.

TOSHIBA AMERICA, INC.
Appliance and Consumer Elec. Div.

82 Totowa Rd.
Wayne, NJ 07470
Phone: (201) 628-8000

President: Kimiyasu Kobayashi

VP: T. Awazu

VP: Shoichiro Amikura

Mdse. Mgr: Osami Suzuki

Natl Mkt Mgr: Peter Dyke

Spec. Mkts/Sales Mgr: Robert Shiff

Natl Mktg: Kevin Furlong

SW Reg. Mgr: Ike Royster

Western Reg. Mgr: Robert Walters

Mid-West Reg. Mgr: Fred Wolf

Mid-Atlantic Reg. Mgr: Sam Frankel

N.E. Regional Mgr: Bernie Garfinkle

Merch. Mgr/Hi Fi: Takashi Watanabe

Products:

VCR, TV, radios, tape recorders, stereo compacts, high fidelity components.

Representatives:

List available on request.

TRANS AUDIO MARKETING INC.

70 Rue Therrien
Sherbrooke, PQ J1H 5T4
Phone: (819) 563-6162

Products:

Oracle turntable and oracle products

Representatives:

List available on request.

TRANSCRIBER CO. INC.

P.O. B. 478
Attleboro, MA 02703
Phone: (617) 222-3525

VP and Gen Mgr: John Sheasgreen

Natl Sales Mgr: John McDonald

Field Sales Mgr: Tom Jordan

Prod. Des: Don DeLuca

President: Robert B. Puleston

Prod Des: William Smith

Products:

Record and tape care products, audio accessories

Representatives:

List available on request.

TRANSDUCTION LTD.

P.O. Box 608
Bristol, PA 19007
Phone: (215) 945-7563

Victor Piorun

Robert Etter

Ralph Regula

Products:

Loudspeakers and electronic crossovers

Representatives:

List available on request.

TRILOGY

655 73rd St.
Niagara Falls, New York 14092
Phone: (716) 283-0277

Dan D'Agostino

Ray Rahauer

Products:

Speakers & electronics

Representatives:

List available on request.

TRINITY AUDIO CORP.

277 N. Goodman St.
Rochester, NY 14607
Phone: (716) 271-4477

President: Seth E. Waltz

VP Mktg: Albert H. Williams

Chief Eng: Ben W. Fagen

Products:

High end-harmonically corellated loudspeakers: Cathedral, Trinity, Monitor; DC servo Loop Pre-Amp, electronic crossovers, passive crossovers, subwoofers, mid fi-harmonically corellated loudspeakers: Model One, Model Two

Representatives:

List available on request.

U

UAC

100 Rue de la Roquette
Paris, France

Philippe Boutboul

Products:

Automobile, disco and home speakers

Representatives:

List available on request.

ULTRA HI FIDELITY DIST.
(SABA Brand)

1001 E. Touhy Ave, Ste 112
Des Plaines, IL 60018
Phone: (312) 827-9818

Dir of Mkt: Hank Allen

Lisa Moss

Products:

Amplifiers, receivers, speakers, tuners, turntables

Representatives:

List available on request.

ULTRALINEAR LOUDSPEAKERS
(Div of Solar Audio Prod Inc.)

3228 E. 50th St.
Los Angeles, CA 90058
Phone: (213) 582-6383

President: Scotty Stell

Chmn of the Bd: Ed Meltzer

VP Sales: Sparky Wren

Mktg Oper Mgr: Wendy Wilson

Natl Svc. Mgr: Vic Green

Products:

Home hi fidelity loudspeaker systems, car speakers

Representatives:

List available on request.

UNGERMANN ENTERPRISES INC.

21011 Itasca St. E
Chatsworth, CA 91311
Phone: (213) 998-2400

Pres & Chmn of Bd: Philip S.

Ungermann

VP Intl/Mktg.: Gweneth Williams

Products:

Audio & video displays, switching systems, Sound Shuttle

Continued on page 127

THE TAPE OF THE STARS

The new line of Ampex blank audio recording tape will be a standout—on your shelves and in your sales. We've enhanced electrical performance, improved mechanical properties, and designed new packaging that's been pre-tested for success.

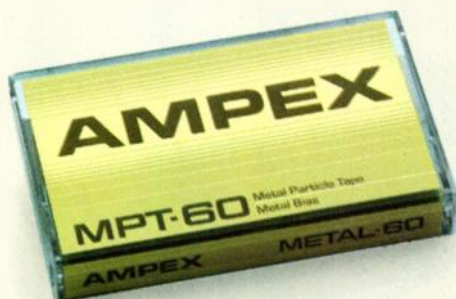
And we'll be supporting the new Tape of the Stars with exciting, full-color national advertising featuring the Bee Gees and Blondie in high-impact publications such as Playboy, Rolling Stone, High Fidelity, Stereo Review, Road & Track, and more. You'll benefit from year-round traffic-building promotions, an expanded 100% co-op plan, distinctive collateral materials, and attractive floor, counter and wall displays—all featuring the famous stars who actually use Ampex tape in the recording studios.



(C-60, C-90)

GM I (GRAND MASTER I) SERIES

GM I's electrical and mechanical characteristics make it ideal for recording richly orchestrated music. High output sensitivity and low distortion provide truly rewarding sound reproduction.



(C-60)

MPT (METAL PARTICLE TAPE) SERIES

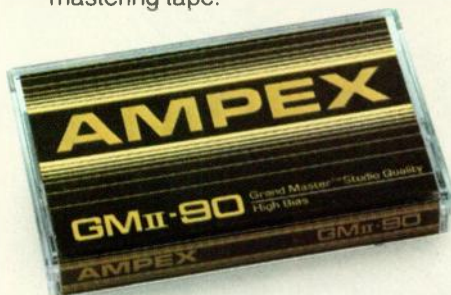
Higher maximum output level and signal-to-noise ratio of 70dB+ lets your customers reach into those areas that were formerly the realm of open reel mastering tape.



(C-45, C-60, C-90)

EDR (EXTENDED DYNAMIC RANGE) SERIES

EDR's flat, extended high-frequency response rises above auto and road noise while delivering crisp, distortion-free reproduction of the mid and low frequencies.



(C-60, C-90)

GM II (GRAND MASTER II) SERIES

This improved high coercivity tape housed in our exclusive True-Track™ cassette mechanism, features improved processing for higher electrical output.



(C-45, C-60, C-90, C-120)

ELN (EXTRA LOW NOISE) SERIES

Specifically formulated for extra low noise performance, ELN offers a broad dynamic range and good frequency response for general music recording applications.

For more information contact:

Max McCollough
Bethesda, Maryland
301/530-8800

Robert Douglass
Atlanta, Georgia
404/451-7112

Robert Pellino
Elk Grove Village, Illinois
312/593-6000

Jerry Nevill
Dallas, Texas
214/637-5100

Stan Paris
Glendale, California
213/240-5000

Holt Johnson
Redwood City, California
415/367-4611

Edgar Stevenson
Hackensack, New Jersey
201/489-7400

AMPEX

Ampex Corporation
Magnetic Tape Division
401 Broadway
Redwood City, California 94063
415/367-3888

IT TAKES MORE THAN GOOD

JENSEN HOMIE AUDIO

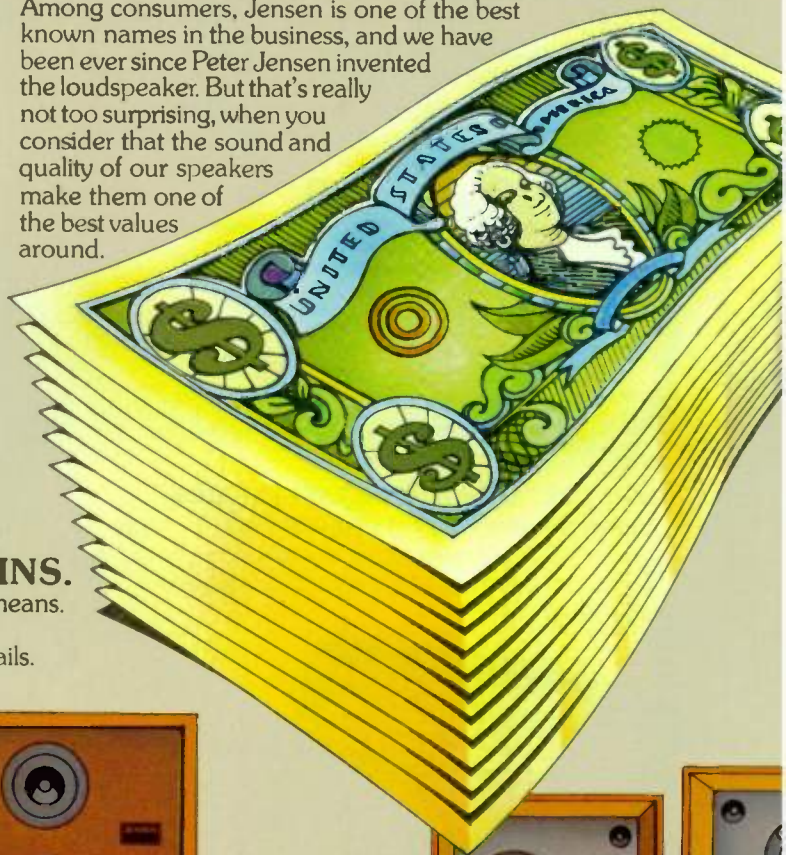
LISTEN TO THE JENSEN PROFIT PROGRAM.

For the retailer, knowing good speakers takes more than a sharp ear. It also takes a sharp pencil.

You've got to have good solid business sense, knowing which brands to carry. Which brands move. And which brands turn a profit. That's why we thought you'd be interested in some very solid reasons why Jensen speakers add up at the cash register.

A WELL KNOWN BRAND NAME.

Among consumers, Jensen is one of the best known names in the business, and we have been ever since Peter Jensen invented the loudspeaker. But that's really not too surprising, when you consider that the sound and quality of our speakers make them one of the best values around.



HIGH PROFIT MARGINS.

Nobody has to tell you what that means.

But your Jensen rep can give you some pleasant details.

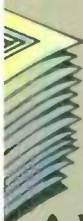


SOUND TO SELL SPEAKERS.



NATIONAL ADVERTISING.

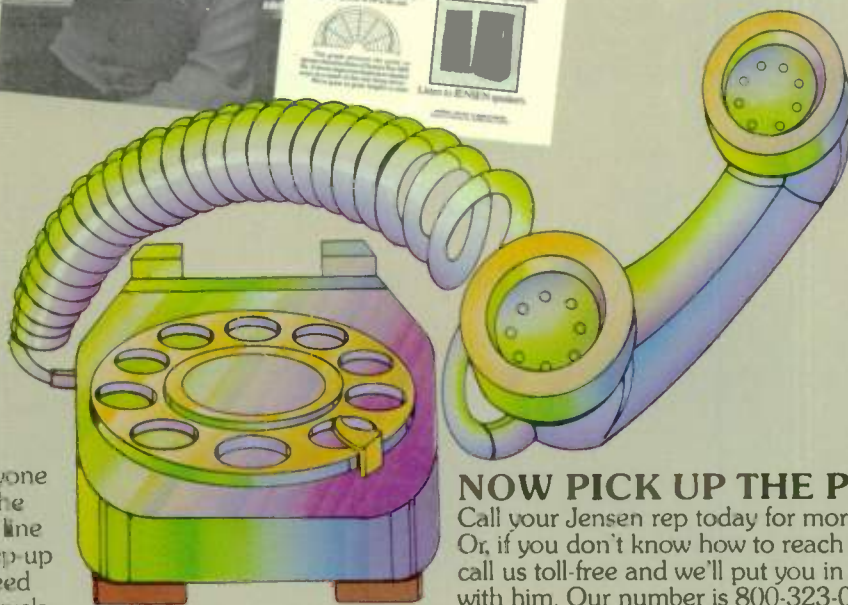
Our strong national advertising is making a powerful impact on your customers in national magazines and hi-fi buff magazines. We're also big on co-op support: a full 100% co-op program for both the LS-b and System Series speakers.



A FULL LINE OF HOME SPEAKERS.

We make fine speakers for everyone from the first-time customer to the serious audiophile. Jensen's full line fills everyone's needs, makes step-up sales easy, and eliminates the need for several brands for different levels of sophistication.

And behind every Jensen speaker is a full five year transferable warranty, strong service policies, and immediate shipment.



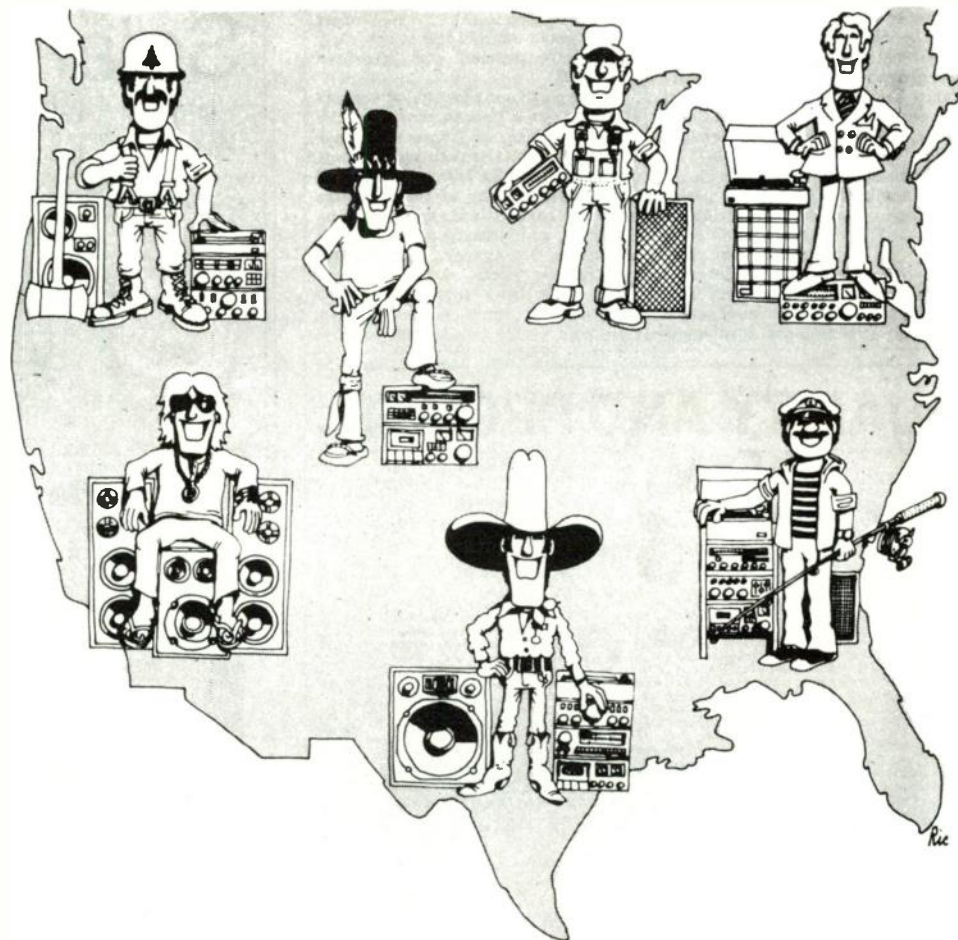
NOW PICK UP THE PHONE!

Call your Jensen rep today for more details. Or, if you don't know how to reach him, call us toll-free and we'll put you in touch with him. Our number is 800-323-0707.



JENSEN SOUND LABORATORIES an ESMARK Company

**No two hi fi dealers are alike.
And neither are any two hi fi magazines.**



From the east to the west, and all points in between, no two hi fi dealers are alike. But one thing they have in common is High Fidelity Trade News, the only hi fi magazine with something for everyone.

Some hi fi magazines only give you the news. But we go one step further. News analysis and sensible methods designed to improve your store management is what our editorial mix is all about.

For the floor salesman, there are monthly reports on how to sell, including a new monthly column by respected veteran retailer Harold Weinberg. For the store manager, there are meaty articles on budgeting,

marketing and promotion, including the acclaimed series by ad pro Roger Parker.

For those carrying video within their audio product selection, there is another monthly column designed to keep you updated on the latest developments in this complex, rapidly developing industry. And for everyone, there is solid journalism, top-notch writing, and the fast pace required by today's busy dealers. So whether you have long hair and sell in a t-shirt, or whether you meet and greet your customers in a blue blazer, High Fidelity Trade News is the only magazine tailored to your retail lifestyle.

**HIGH FIDELITY
trade news**

Custom-fitted to your retail environment

1981 SOUND INDUSTRY DIRECTORY

Continued from page 122

Representatives:

List available on request.

UNITED AUDIO PRODUCTS INC.

120 S. Columbus Ave.
Mt. Vernon, NY 10553
Phone: (914) 664-6211

Gen Mgr: Murray Rosenberg
VP Dir of Mktg: Jay Schwab
Natl Sales Mgr: Martin Homlish
Natl Field Rep.: Steven Goldenberg

Products:

Turntables, cassette decks and phono cartridges

Representatives:

List available on request.

UNITRONEX CORPORATION

Consumer Products Div.

1171 Landmeier Rd.
Elk Grove Village IL 60007
Phone: (312) 437-9700

Exec. VP: Donald J. Mucha
Sales Mgr: Art Gaines (Western area)
Sales Mgr: Gary Brunner (Eastern & Mid-West)
Gen. Mgr. Consumer/Prod. Div: Mike Gerutto

Products:

Hi Fi loudspeaker systems

Representatives:

List available on request.

US PIONEER ELECTRONICS CORP.

85 Oxford Dr.
Moonachie, NJ 07074
Phone: (201) 440-8100

Exec VP: Ken Kai
VP Sales: Marvin Lazansky
Mid West Reg. Sales: Tom Friel
Eastern Reg Sales: Lee Gold
Western Reg. Sales: Mike Pontelle
Southern Reg/Sales: Phil Green
VP Adv: Steven Elgort
Dir of Laser-Disc: John Talbot

Products:

Hi-Fidelity receivers, amplifiers, pre-amplifiers, tuners, reel-to-reel and cassette tape decks, turntables,

speakers, headphones, mixers, component ensembles, videodisc players

Representatives:

List available on request.

USS SOUND SYSTEMS INC.

2233 Flatbush Ave.
Bklyn, New York 11234
Phone: (213) 258-5660

President: Maury Esses
VP Sales: Marc Mishaan

Products:

Sound systems for professional and home use, mixers, raw components, microphones, headphone and accessories

Representatives:

List available on request.

UTAH SPEAKER CO. Div of Oxford Speaker Co.

4237 W. 42nd Pl.
Chicago, IL 60632
Phone: (312) 927-3715

President: Michael J. Oslac Ph. D.

Sales Coor: Mary Ann Zagorski
Dir of Eng: Larry Salzwedel

Products:

Hi-Fidelity speaker systems, component loudspeakers, paging horns

Representatives:

List available on request.



VCX, INC.

733 Varna Ave.
North Hollywood, CA 91605
Phone: (213) 764-0319
(800) 423-2587

Eastern Reg'l. Sales Manager: Sandy Sarnblad
Western Reg'l. Sales Mgr.: Martin Bernback

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There's no time better than now to beat the recession. There's an enormous market in Europe for American-made products and you can be bringing home profits to carry you over the current American recession.

You can sell in any of Europe's dozen biggest markets where in most cases the consumer buying power is even greater than the American consumer's pre-recession purchase power. And distributors will pay you by Letter of Credit or any similar method which ensures that you receive your payment immediately upon delivery. No waiting for the cash, no need to employ collection agencies.

How do you get started in signing up distributors? How do you know if the distributors you meet are the right ones? How can you export if you don't know the markets or the languages?

Visit with us in New York or London. We'll give you a free copy of our 200-page GUIDE TO DISTRIBUTION IN EUROPE and introduce you to our knowledgeable staff. After all, we're the only audio/consumer electronics business publication covering all of Europe. And we have offices in every major European market.

Nobody knows Europe better than ACE INTERNATIONAL.

1981 SOUND INDUSTRY DIRECTORY

Export Sales: Steve Dionis
Export Sales: Saul Saget

Products:
Pre-Recorded Videocassettes

Representatives:
Contact company directly.

VPI INDUSTRIES INC.

P.O. Box 159
Ozone Park, NY 11417
Phone: (212) 738-3269

President: Harry Weisfeld
Bus. Mgr: Sheila Weisfeld

Products:
HW-2 Isolation Base, HW-4 Buffer plate, Record Weights, sota Lamina-table, HW-9 (for Denon & JVC motors only)

Representatives:
List available on request.

VANITY FAIR INDUSTRIES INC.

260 Bethpage-Spagnoli Rd.
Melville, NY 11747
Phone: (516) 293-4400

President: Stanley Cohen
Dir Sales and Mkt: Al Magida
Natl Sales Mgr: Steve Zimmerman
VP: H. Sussman
VP-Admin & Finance: Michael Gogliucci

Products:
Phonograph players, electronic games, compacts.

Representatives:
List available on request.

THE VARIABLE SPEECH CONTROL CO.

185 Berry St Ste. 3850
San Francisco, CA 94107
Phone: (415) 495-6100

Products:
Cassette Tape Recorders, Video Cassette Recorder

Representatives:
List available on request.

VERITAS ELECTRONICS CORP.

22 Grand Ave.
Framingdale, NY 11735
Phone: (516) 541-5373

President: Warren S. Rosenthal
Mktg: William Wolf
Mktf: Sol Wolf
Mktg: George Fannin
Sales: Lillian Light
Sales: Martin Deutsch

Products:
Complete line of packaged audio accessories, headphones, microphones, meters, intercoms, audio cables and connectors, phone and tape accessories, paging and hi fi speakers, display packaged CB accessories, Auto speakers, boosters

Representatives:
List available on request.

VISIONEERING PRODUCTS

P.O.B. 26208
Phoenix, Arizona 85068
Phone: (602) 867-8980

President: Peter J. Laurence
VP/Marketing: Lynette Hinson

Products:
Multi-media sales training programs

Representatives:
Contact company direct.

VISONIK OF AMERICA INC.

701 Heinz Ave.
Berkely, CA 94710
Phone: (415) 548-4005

President: Henry Eberle
Sales Mgr: Douglas Kim
Reg. Mgr: Helmut Stieglitz

Products:
Loudspeakers, sub-woofer, mobile power amplifiers, auto subwoofer, audio stereo preamp and auto stereo individual drivers and system

Representatives:
Contact company directly.

W

WALD SOUND INC.

1131 Dora St.
Sun Valley, CA 91352
Phone: (213) 875-0480

President: Estle Finney
Chmn of the Bd: Lavere Lund

Products:
High Fidelity Speakers

Representatives:
List available on request.

WALCO ELECTRONICS CO.

3446 Concourse Level
Clifton, NJ 07015
Phone: (201) 471-1070

President: James M. Lynam
Exec VP: E. T. Spirko
Natl Sales: A. Ward Brill

Products:
Phonograph needles and Cartridges

Representatives:
List available on request.

WENDELL FABRICS CORP.

1044 Northern Blvd.
Roslyn, NY 11576
Phone: (516) 484-5940

Chrmn of the Bd: Frank Silverman
President: Allan H. Silverman
Exec. VP: Joe Winston
VP Mfg: Alan W. Silverman
Sales Eng: Frank Handzel
Sales East Coast: Harry Avedisian
Sales West Coast: Pat Coleman
Sales West Coast: Jack Schroeder
Sales Canada: Bob Southall
Sales Canada: Jack Cartwright
Dir of Eng: Haskell Mallory

Products:
Speaker grille fronts and grille cloth, injection molded plastic grille frames, plastic molded parts and vacuum formed electronics parts.

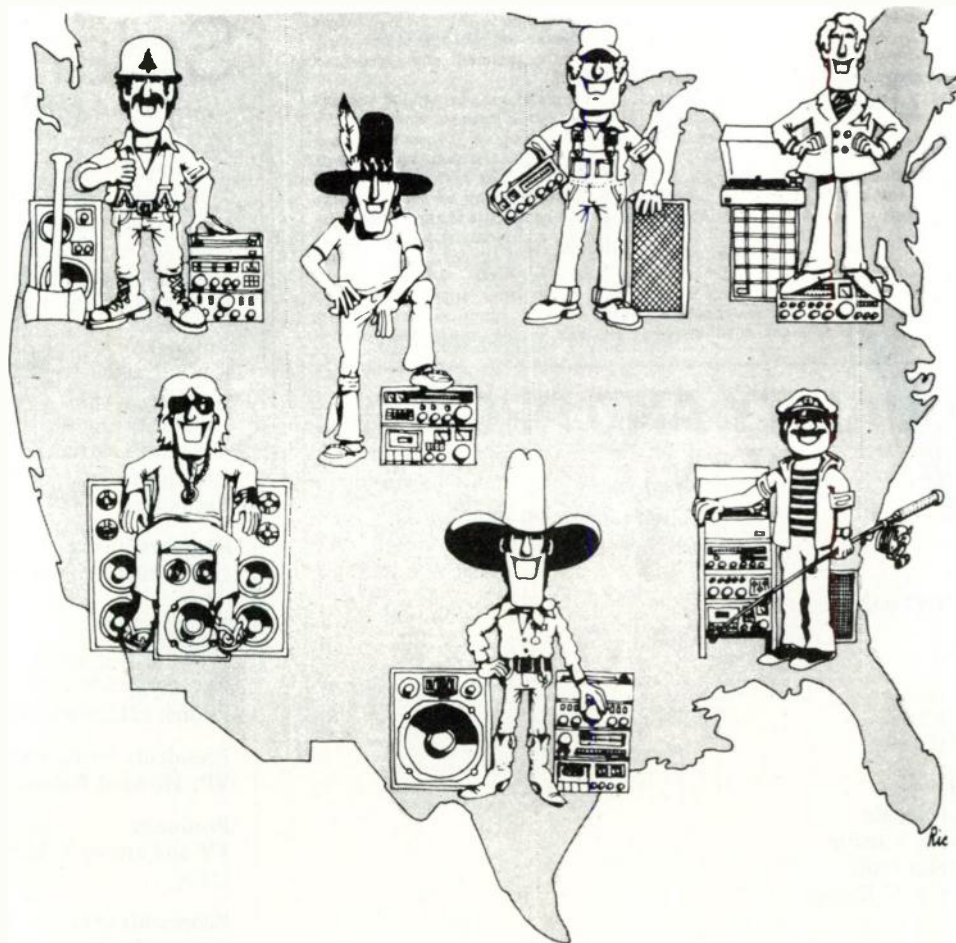
Representatives:
List available on request.

WOOD SPECIALTY PRODUCTS, INC.

1501 Vine St. Box 344
Harrisonville, MO 64701
Phone: (816) 884-5113

President: David F. Kinney

No two hi fi dealers are alike. And neither are any two hi fi magazines.



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HIGH FIDELITY
trade news

Custom-fitted to your retail environment

1981 SOUND INDUSTRY DIRECTORY

VP and Gen Mgr: Roy L. Johnson

Products:

Stereo speaker systems

Representatives:

List available on request.

Y

**YAMAHA INTERNATIONAL
CORP.
(AUDIO DIVISION)**

6600 Orangethorpe Ave.
Buena Park, CA 90620
Phone: (714) 522-9105

VP: Stewart Greenberg
Nat'l. Sales Mgr: Jay Eagle
Ass't. Sales Mgr: Nick Nagano
Nat'l. Adv. Mgr: Doan Hoff
Nat'l. Service Mgr: Geoff Dower

Products:

Amplifiers, basic integrated preamplifiers, tuners, tape decks, headphones, turntables, speaker systems, cartridges, receivers.

Representatives:

List available upon request.

YORX ELECTRONICS CORP.

405 Minnisink Rd.
Totowa, NJ 07512
Phone: (201) 256-0500

Chrmn of the Bd: Al Tannenbaum
President: David B. Wolff
VP Sales & Mktg: Stewart Katz
West Sales Mgr: Tom Brannis
Eastern Sales Mgr: Pete LePore

Products:

Stereo component systems, stereo 8-track and cassette sound systems, electronic display clock radios, portable 8 track and cassette players, multiband radios.

Representatives:

List available on request.

Z

**ZEFF ADVANCED PRODUCTS CO.
(Audio div.)**

5018 Paradise Rd.
Modesto, CA 95351
Phone: (209) 577-4268

President: Robert Zeff
VP: Jeanine Drake-Zeff
Design Eng: Greg Williams
Rsch & Dev: Lonnie Blansit
Sales & Mktg: James T. Donahue
Sales and Mktg: Joseph Vermeren

Products:

Power amplifiers, band graphic equalizers, intelligent showroom switchers, electronic crossovers, auto preamplifiers, auto sound accessories, auto speakers, switching systems, computers

Representatives:

List available on request.

Z.T.I. LTD.

121-135 15th Street
Brooklyn, NY 11215
Phone: (212) 788-5500

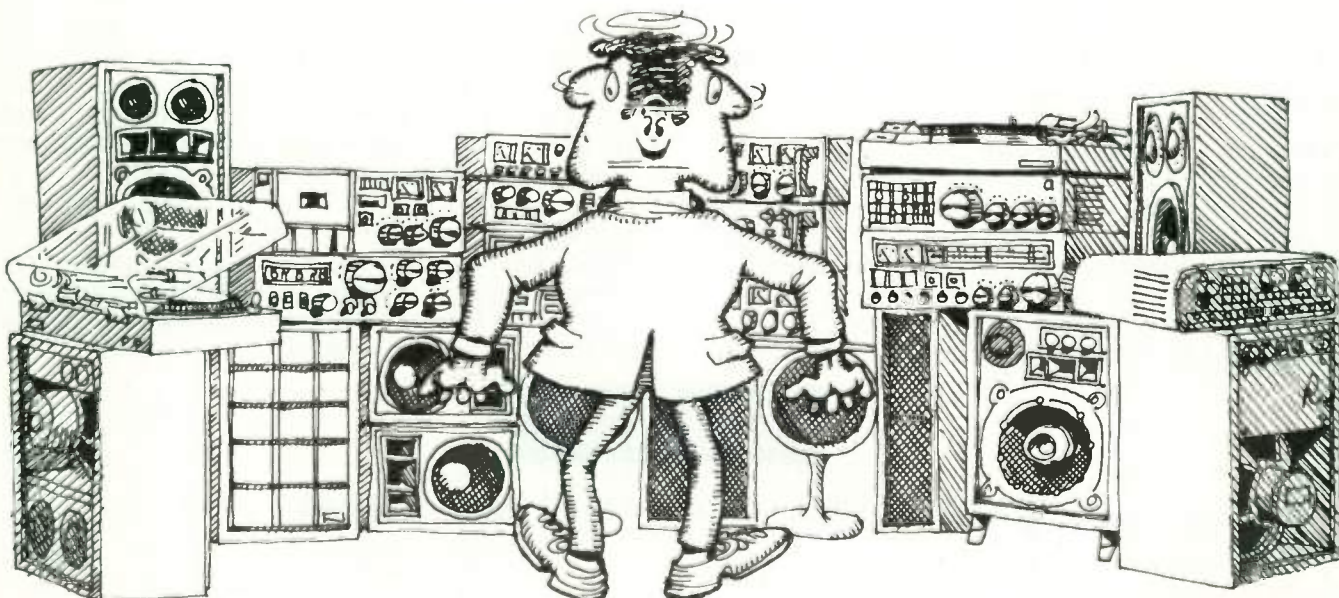
President: Irving Rabinowitz
VP: Howard Rabinowitz

Products:

TV and stereo Tables and Stereo Stack Units

Representatives:

List available on request.



dbx envisions 20/20 target

dbx feels retailers — not just consumers — are the logical target market for the new model 20/20 equalizer analyzer introduced at the recent CES.

The computerized equalizer/analyzer, selected for the CES Design and Engineering Exhibition "as one of the most innovative products of 1980," allows in seconds automatic and accurate analysis of anyone of ten locations within a room and the automatically adjusts equalization for a flat frequency response.

"The capability this gives a retailer is totally unique," says director of marketing and sales/consumer products, Allan J. Evelyn. "It is the ultimate tool for comparison of various audio components and its use greatly adds to a retailer's image."

Adds vice president/marketing Jerome Ruzicka, "In examining the theoretical potential for improved sound quality, we must recognize the fact that the system must include the whole room environment. Equalizers on the market to date have potentially excellent capabilities. The problem is at the user end because using this equipment requires an extraordinary degree of skill and patience. Ultimately the equipment is misused, with the result that the sound quality is not as it could be."

Digital automation

The problem of equalizers not achieving their potential due to improper utilization led dbx engineers to the concept of automation. Digital control eliminates the human weak link by automating the equalization process and also providing flexibility and multiplicity by incorporating many functions. This is exactly what the 20/20 accomplishes.

With its companion microphone and built-in pink noise generator, the 20/20 can automatically "voice" a room and instantly store and recall the equalization settings. The 20/20 also functions as a real time analyzer, serves as a sound level meter and provides continuous information on the amplitude for each frequency band in addition to instantaneous readout of musical content in each frequency band. This functioning of the real time analyzer is visually portrayed on a display containing over 300 LED's. The 20/20 also displays any equalization curve stored in memory.

Until the introduction of the Computerized Equalizer/Analyzer, dbx products incorporated analog technology. The 20/20 is a hybrid, using

both digital and analog technologies.

According to Ruzicka, "dbx does not feel compelled to adhere to just one technology. We will use either analog or digital or both whichever is most suitable. In this product we used both, allowing us to integrate a number of functions while simultaneously by-passing human error and need for

special skill and patience. As a result, proper equalization can be accomplished automatically in a 10 second period instead of a day."

Delivery is scheduled in late September or early October for the 20/20; suggested retail is around \$1295, although dbx told HFTN there may be a price change at the time of delivery.

RKO CASSETTE DEALERS MAKE MONEY!



Here's how you can, too!

The tried and true way to make more money is to buy for less and sell for more.

Trouble is, in the cassette business, most dealers pay just about the same for comparable brands.

What you need is a top-quality cassette that you can sell for a fair price and a fair profit... and that's so good it keeps your customers coming back for more.

What you need is the RKO line.

You won't find RKO cassettes just anywhere. We're now limiting our distribution only to high-quality audio specialists.

That's because we're offering a first-rate product line that won't play second fiddle to any other line — bar none.

There's RKO Ultrachrome, a second-

generation, true chrome tape specifically formulated to give high output, low distortion, and low noise on a wide selection of typical cassette decks.

There's RKO Broadcast I (After all, we are the RKO Radio people.), a premium ferric that brings broadcast quality to the home recordist at consumer prices.

And there's RKO XD, our "workhorse" ferric (and your biggest potential for volume sales), with quality that's high enough to challenge premium ferrics and a price that's low enough to compete with garden-variety LN's.

So if you're tired of just breaking even (or worse) on your existing cassette lines, start making money. Start selling RKO.



RKO TAPE CORP.

3 Fairfield Crescent, West Caldwell, N.J. 07006 • Telephones: 201-575-8484, 212-233-3520

Cast Your Vote!

Who do you cast your vote for as America's next president?
Who does the hi fi/video industry choose for president?
Join in HFTN's *Presidential Poll* — and be counted.

*(After the national elections in November we will see how we
voted in perspective with the rest of the nation.)*

Please indicate your choice for candidate:

- ☐ **John Anderson**
- ☐ **Jimmy Carter**
- ☐ **Edward Kennedy**
- ☐ **Ronald Reagan**

(No write-ins please)

Send this form by return mail to:

Editors
High Fidelity Trade News
6 East 43rd St.
New York, N.Y. 10017

Sparkomatic Car-ves Up Data

A good deal of confusion and theorizing exists in the car stereo industry; few in-depth pieces of market research which delve into the makeup of the typical car stereo purchaser exist. Realizing this, Sparkomatic Corporation decided to distill and compile data collecting from 15,000 purchasers of its own car stereo equipment, interpreting it into usable data for both its purposes and that of retailers.

The Sparkomatic report breaks down the 15,000 respondents by age, sex, marital status, education, and whether or not they drive and, if they do, how many miles they average per year. In addition, they report gives insight to the entertainment tastes of these car stereo users: what is their favorite tv show and what kind of music it is that they like. Here we highlight some of the key findings interpreted in the Sparkomatic survey:

Sex

The car stereo market is still a male dominated market, yet it is shown that there is most certainly a viable female market of important size.

Marital Status

The total car stereo market is predominantly single. A 34.8% married market is a market significant enough not to be overlooked and is one which is growing.

Age Group

The survey said 61.2% of all respondent purchasers were 24 years of age or younger. Out of this group, 18.1% were under 18. 19.6% were in the 25-34 age group while 19.2% fell into the 35 and older category.

The female segment of the market is primarily an 18-24 year old market

with 54.5% falling in this group.

Education

One third of those who had purchased car stereo attended college, out of which 14.2% graduated.

Who Buys Car stereo

Car stereo is purchased predominately by the user, whether male or female.

Drives Own Car

The survey said 94.2% of car stereo buyers drive their own car.

Favorite music

Pop/rock, disco and country music are car stereo buyers' favorites. Males prefer country music to disco; females prefer disco to country. Generally however, the musical taste of both sexes are the same.

The Sweet Sounds of Success. . .



The "Sweet Sounds of Success" are Motorola's solid state ceramic speaker lines. Solid State brings high power capability, sensitivity, and long term ruggedness to the market at attractive prices. Our solid state ceramic tweeters are the accepted standard in sound reinforcement. The high drive requirements of the disco scene are right up our alley. The automotive coaxial systems have benefited from our thin profile (no magnet structure) and high sensitivity. Now, Motorola introduces a new line of superior hi-fi tweeters, that truly have something for everyone. These same high performance solid state systems have been married to an attractive, extremely clean sounding line of tweeters for the discriminating home hi-fi market. With features like low harmonic distortion, high impedance, excellent transient response, and now something for everybody, you can see why at Motorola, we have the sweet sounds of success. For additional information on Motorola Solid State Ceramic speakers, write or call:



MOTOROLA INC.

Communications Systems Division

Ceramic Products • 9733 Coors Road NW • Albuquerque, NM 87114
(505) 897-3590 • TWX (910) 989-1693

Overseas and Canada, contact: 2553 N. Edgington Street • Franklin Park, IL 60131
Phone (312) 451-1000 / ext. 4238 • TWX (910) 255-4619
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VIDEO

ITA Directory Now Available Free of Charge

The ITA is offering the 1980 edition of its **Source Directory** free of charge to non-members in the United States. All you have to do is write the ITA on your company letterhead requesting the directory. Mail your request to ITA, 10 West 66th Street, Suite 10D, New York, N.Y. 10023. Non-members outside the United States are charged a \$3 fee to cover airmail postage and handling.

The **Source Directory** lists manufacturers and suppliers of blank and pre-recorded tape, equipment, accessories, supplies, components and facilities, video equipment, accessories and facilities for industrial and broadcast use; and equipment, accessories, pre-recorded programming, distribution, facilities, supplies and manufacturing components for home video systems. The **Directory** has already been mailed to ITA member companies.

Incidentally, don't forget to make your plans to attend the ITA video conference upcoming in October. This fall's conference, running from October 21 to 23rd, will be held once again at the New York Sheraton. For further information on keynote speakers, call the ITA at 212-787-0910.

AVA Formed To Assist Video Dealers

The American Video Association (AVA) was formed last month by Gene Swenson, who is serving as the organization's general manager. The purpose of the AVA is to identify and assist independent video dealers of consumer video products, benefiting video specialists, appliance and TV dealers, audio stores and other "small retailers" of video equipment.

The AVA will study problems that seem to be common to many video retailers and will for possible solutions to them. Some areas of study and consideration will be personnel, merchandising programs and inventory financ-

ing. The AVA will act as a spokesman for its members, and will encourage the independent video dealer to join with others for the purpose of mutual assistance.

One very valuable service of the AVA is the "Hot Line," which allows video dealers to have a personal discussion with AVA personnel via WATS line. Each month a certain "problem area" is selected for study, consideration and analysis through this service.

The AVA will also pool the purchasing power of its membership roster to obtain improved pricing on selected

models of video equipment and accessories. Although the AVA is not specifically organized as a buying group, this is an additional benefit of membership in the AVA which can be provided to members because of the significant buying power that results from such pooling.

Those independent video dealers who are interested in joining the AVA should contact either:

John Power, Executive Director, or Linda Mendenhall, Executive Assistant, American Video Association, 1050 E. Southern Avenue, Suite C-3, Tempe, AZ 95292 (602) 967-3172.

Test Potential Of Video Gear



A dealer doesn't need to commit a large amount of retail space or invest in a large inventory to test the potential of the video market in his area, according to experts at JVC.

A small floor space — measuring approximately 8 x 10 — is considered by JVC sufficient for hands-on demonstration displays. And, with respect to the start up investment in video products inventory, JVC recommends that lines from three manufacturers of vcrs and cameras meets initial market needs. Products should include a low-end promotional piece to generate traffic, a step-up model with improved performance and additional features, and a top-of-the-line unit.

By stocking blank tape from several

manufacturers, dealers can create an excellent profit center. As the last two years have shown, an estimated 6-8 blank tapes are purchased with each new machine.

A real problem is in setting up a pre-recorded tape center. While a big draw for first-time buyers, pre-recorded tapes are difficult to track and service. They are also a substantial investment, considering that the wholesale cost of a library of 25 films or programs, with 10 copies of each, could easily run over \$7,500. Dealers should use care in signing sales contracts with program distributors. Caution also should be exercised in that critical area of all pre-recorded software — quality.

The right staff

The best place to find personnel for video sales is from the audio section. These salespeople are familiar with electronics and so are able to learn the technology and selling points rapidly. The best method of payment is also familiar; a base salary, plus commission and a monthly or quarterly bonus for exceptional work, according to JVC.

Most video purchases are not impulse buys. Few consumers spend \$1,000 without a great deal of care; most want the credibility of a unit firmly established in their minds before they decide. Often this product credibility is more crucial than establishing users' needs. JVC advises its dealers to stress impressed by the variety of recording times, playback techniques and other options, they believe.

Demonstration is also an important part in merchandising video equipment. "Hands-on" remains one of the best of a dealer's selling strategies.



Hitachi adds 100,000 . . .

Guests from Japan and government officials from the state of California all headed out to Hitachi's formal opening of its new 100,000 square foot facility in Compton.

Guests from Japan include Masafumi Misu, vp international operations of Hitachi Sales Corporation of Japan and Ichiro Kawamoto, managing director of HSCJ and former president of the American sales subsidiary in Compton.

Governor Jerry Brown never made it to the opening, but in attendance was Congressman Glen Anderson (R) from that district, as well as Richard C. King, director of the state office of international trade, and Mayors Bradley (Gardena) and Cade (Compton).

The new plant, in actual operation since last spring, has three assembly lines which produce eight models of 19-inch color tv sets. Each line has a two-stage quality control procedure through which all products pass. A random sampling of sets undergoes 24-hour burn-in tests, while others receive a week-long heat run test. Another random sampling is checked out by the Quality Assurance department.

The assembly plant has room for adding lines and shifts to produce more sets as the demand increases.

The Hitachi opening follows the recent plant openings of other foreign set makers, such as Sharp, and preceded the opening in Atlanta recently of a Sampo facility.

WCI's Fink Sounds Caution

As the three major video disc formats continue to woo both potential software and hardware manufacturers, WCI Home Video President Mort Fink sounds caution.

Fink said that his company has been approached by all three formats to sign an alliance and said that he would end up "going with whatever format is viable." But Fink, whose parent corporation owns a number of record pressing plants, said that "I don't think the \$1.50 cost of disc production we originally heard about will last."

In fact, Fink said, as well as he could estimate, the cost of disc production — which could ultimately effect the price to the consumer — has almost doubled. "I think that the realistic cost for video disc production is now in the \$3.50 to \$4.00 range."

Coming in the October Issue of High Fidelity Trade News

- ☆ A feature interview with Bernie Mitchell on video and how to profit from it in the eighties.
- ☆ Video software story: what's hot and who's got it.
- ☆ A technical roundup by *Video Magazine's* Berger-Braithwaite team covering the projection television scene.
- ☆ Answers by dealers to the musical question "How do I really get into the video biz?"

Read October HFTN
For insight into the video market

**HIGH FIDELITY
trade news**

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Get the best Christmas sales builder available...before your competitor corners your market.

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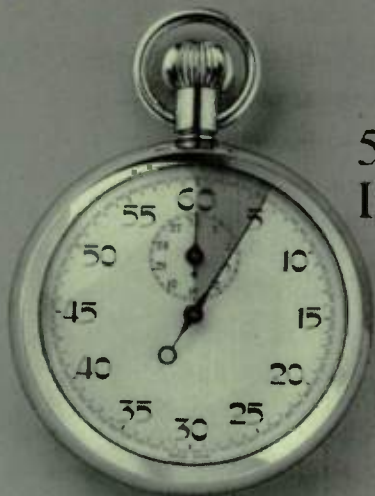
Shown here: The Gamma 20 frequency-synthesized digital tuner with 6-station programmable memory, Beta 20 preamplifier with performance, construction and many features of far more costly units, EQ-1 graphic equalizer, ND-790 metal cassette deck (with optional rack-mounts), Alpha 220 DC servo nonswitching power amplifier.

Experience these and other quality NIKKO AUDIO components at your authorized dealer—all except cassette decks backed by a transferable 3-year parts & labor limited warranty.

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NIKKO AUDIO

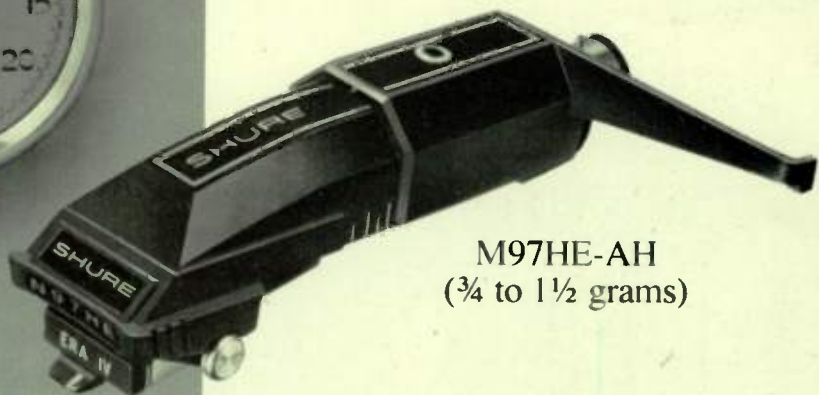




5 Second
Installation



45 Second
Alignment



M97HE-AH
($\frac{3}{4}$ to $1\frac{1}{2}$ grams)

M97HE
ERA IV Cartridge
with adjustable
integrated headshell



For more information write:
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