

July, 1964

Volume 8, No. 7

HIGH FIDELITY trade news

THANK YOU

for your response to our June editorial on communications equipment in public transportation.

For those of you who phoned, wrote or buttonholed us, we all agree that the industry must show government (at all levels) that passenger safety and common sense require communications and alarm systems on all transportation.

TRADE NEWS pledges itself wholeheartedly to this campaign. For some suggestions, see page 8.

The Editors

LS
ter
Letter
ational
Telegram

04

CH?
EST=

ably

yours,
ANY, I

ntson







AT LAST

A TRANSISTOR TUNER YOU CAN SELL IN VOLUME



Scott Engineering, Scott Performance
Scott World Wide Reputation
In A Transistor Tuner At \$259.95

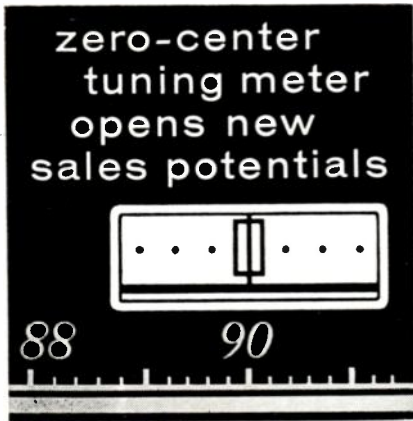
These SIX major engineering breakthroughs give your customers more value for the money . . . make the Scott 312 the easiest tuner to sell:

| | THE FEATURE | THE BENEFIT TO YOUR CUSTOMER |
|---|---|--|
|  | Comparatron Circuit Computer-like device that compares incoming signal with a fixed noise signal. If the incoming signal includes only noise, Comparatron stays in the monophonic mode. If a 19 kc multiplex pilot is present, Comparatron instantly switches to stereo. | Quick, foolproof, and quiet stereophonic switching. Changes in signal strength will not cause stereo to switch in and out as is the case with many automatic devices. |
|  | Flat-Line Limiting New circuits make the 312 impervious to pulse noises. Output of tuner will vary less than 1 db between weak distant station and strong local station. | The model 312 will provide quiet, noise-free reception regardless of automobile ignition, apartment house elevators, and other electrical noises. You can tune across the dial and do not have to readjust the volume control as you pass from one station to another. |
|  | New Scott Silver-Plated, 4-nuvistor front end Special Scott design employing four nuvistors provides high sensitivity with low internal heat, metal shielding, and superior signal to noise ratio. | The 312 will pull in weak distant stations clearly, and will continue to do so for years without need of realignment or frequent changing of tubes. |
|  | AGC controlled IF stages Perfect stereo reception is assured without overload. Scott's famous wide-band ratio detector perfectly complements the IF stages to assure amazing capture ratio and distortion-free sound. | Strong local stations will not overload the tuner and blot out weak distant stations. No cumbersome distant-local switch is needed or will be found on the 312 tuner. |
|  | Series gate, Time-switching multiplex circuit Scott's advanced solid state circuit takes advantage of the amazing switching capabilities of transistors to provide separation in excess of 35 db. | Sets new standards of stereo realism. The 312 has greater separation than most stereo records and broadcasts. |
|  | Bi-Symmetric audio output stage Scott's unique high feedback network around the final audio output stages assures perfectly matched output signals on each channel. | Your customer can make off-the-air tape recordings of truly professional quality. Here's the tuner for your many tape recording enthusiasts. |



H. H. Scott, Inc., 111 Powdermill Road, Maynard, Mass.

Export: Scott International, 111 Powdermill Road, Maynard, Massachusetts. Cable HIFI Canada: Atlas Radio Corp., 50 Wingold Avenue, Toronto



By: Curtis Westra, Chief Engineer
Sherwood Electronic Laboratories, Inc.



Stereo broadcasting by major stations is increasing. There are also a growing number of "Class A" FM stations being interspaced between more powerful broadcasts. Both provide added reasons for wanting to

own high fidelity tuners and receivers. Both also make precision tuning more necessary than ever for maximum stereo separation and the reception of weaker signals adjacent to more powerful broadcasts.

Modern FM tuner circuits feature a flat-top bandpass with no peaks. Consequently, peak meters and tuning eyes can only approximate the FM station carrier-frequency center since they provide visual replicas of the IF bandpass.

This is why Sherwood now incorporates a professional D'Arsonval zero-center tuning meter in its tuners and receivers. The meter, which is connected directly to the ratio detector, provides the same accurate "plus-to-zero-to-minus" readings as are used in factory alignment or by the design engineer. "Zero" on the meter indicates the exact center of the frequency band whether the program material is low- or full-modulation in character.

Curtis Westra

- the PROFIT line
- the STYLE line
- the COMPLETE line
- the PERFORMANCE line

Sherwood

HIGH FIDELITY
Sherwood Electronic Laboratories, Inc.
4300 No. California Ave., Chicago, Illinois 60618

**East Coast Dealers Find Market Lumpy—
Don't Like It** 17
Our Maine-to-Florida Market Report this month turns up some concern over unpredictable sales patterns.

Pasadena 18
Ham gear, martinis, and the Tournament of Roses all rub shoulders with hi-fi in Southern California.

A Pro Gives a Course in Admaking 20
Tips on how to milk the most from your ad dollars. By Leon Kuby.

What's Oki Doing over Here? 31
Old in Japan, new in this country, Oki tells why they're here and what their plans are for our market.

Advertisers' Index 48

As We Go to Press 8

Audio in Print 34

Calling Cards 47

Hi-Fi Camera Eye 36

Products for Profits 20

High Fidelity Soundings 10

To Help You Sell 42

Tapes for Demo to Help Sell 44

Managing Editor
Anthony Lord

Editor
Ralph Freas

Associate Editor
Robert Long

Contributing Editors
Edwin Bergamini
John Cornell

Circulation
Etta Eisman

Advertising

New York:
S. Kenneth Nelson
25 W. 45th St.,
New York, N.Y. 10036
LT 1-8840

Chicago:
Stuart J. Osten
333 N. Michigan Ave.,
Chicago, Ill. 60601
DE 2-3507

West Coast:
Husted Coughlin, Inc.
444 Market Street
San Francisco, Calif. 94111
Garfield 1-0151
or
1830 W. 8th St. (Suite 404)
Los Angeles, Calif. 90057
389-3132

HIGH FIDELITY TRADE NEWS—Vol. 8, No. 7 Copyright © 1964 by St. Regis Publications, Inc. Published monthly by St. Regis Publications, Inc., 25 W. 45th St., New York, N. Y. 10036 Publishers: J. T. Schwartz and L. D. Solomon. Accepted as controlled circulation publication at Englewood, N. J. Advertising rates on request. This magazine assumes no responsibility for equipment loaned to contributing writers for developing story material unless specifically authorized by the managing editor. Change of address notices must give old as well as new address. Attach address label from recent issue. Printed in U.S.A.

What do these dealers know about *today's* high fidelity market that keeps their business *profitable*

They know . . . that the old gag about losing a little on each sale but making up for it in volume is just plain hogwash.

They know . . . that when dealer profit margin goes to pot there's little room for the other services that make as many sales as price.

They know . . . that Sherwood's *consistent* FAIR TRADE pricing policy has long discouraged discounters from promoting the line. Sherwood's prices have remained stable and realistic, and consumers know it too.

Sherwood, as the pioneer of high fidelity FAIR TRADE, is the *only* full line component manufacturer which has never wavered from this policy . . . insuring *every dealer a fair profit on every sale*. Join the profit team . . . become a Sherwood dealer.



John Gill,
GILL CUSTOM HOUSE, Chicago, Illinois
"We promote Sherwood because:
1. It's a solid, quality item throughout
—the best there is for the money.
2. It permits a decent profit on each sale.
3. The Sherwood Company is interested
in me and my business."



**Steven Teachout, TEACHOUT
ASSOCIATES, INC., San Mateo, California**
"Our profit on Sherwood components is
excellent. And best yet, service callbacks
which can make even good profits dis-
appear have been fantastically low."



Leonard Bernstein,
THOMSON SOUND, Norman, Oklahoma
"By selling both Sherwood speaker sys-
tems and components, our profit on
single or multiple sales is excellent. Our
customers go for the idea of matched
performance."

Ted Roussil, CUSTOM HI FI RADIO CO., Washington, D.C.
"We recommend Sherwood components with complete con-
fidence, because our reputation has been built on quality
custom installations. We know our customers won't see
a half-price sale somewhere on the components we just
installed."

Sherwood Electronic Laboratories, Inc.

4300 North California Avenue
Chicago, Illinois 60618
Phone—Area Code 312—478-7300

It's easy to sell what everybody's buying.

**You are looking at
the greatest success story
in hi-fi history.**

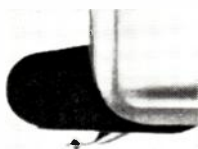


The Fisher 500-C stereo receiver, world's best-selling high fidelity component. No wonder — with 1.8 microvolts FM sensitivity (IHF) and 75 watts music power (IHF), still priced at \$389.50. Fisher Radio Corporation, 21-21 44th Drive, L.I.C., N.Y. 11101.

The Fisher

Wouldn't it be great if
there was a top-rated,
top-selling cartridge with
an elliptical stylus and it
retailed for \$29.95

Well there is one...



the new Empire 880^{PE} and
it's great!

Empire, the company that gives you the unexpected in the classic-shaped troubadour and the cylinder-shaped grenadier now carries forth all the standard features of the "proven performance" 880^{PE}, plus these newer, greater features: Frequency response from 8 to 30000 cps, compliance 20x10⁻⁶ cm/dyne, biradial elliptical hand-polished .2 x .9 mil diamond.

And that's only half the news.

When Empire introduced the 880 and 880^P cartridge they boasted it had done away with obsolescence. In effect it has.

Now every 880 owner can have an elliptical stylus cartridge by simply replacing its present stylus with the new replaceable 880^{PE} elliptical stylus for only \$14.95.

Now that's greatness!

Call your Empire representative today — you'll be glad you did.

EMPIRE "World's Most Perfect High Fidelity Components"

Empire Scientific Corp. — 845 Stewart Ave., Garden City, L. I., N. Y. Export: EMEC, Plainview, L. I., N. Y. — Canada, Empire Scientific Corp., Ltd., 1476 Eglinton West, Toronto

JULY, 1964

HIGH FIDELITY TRADE NEWS 7

Last-minute news concerns the empire-building of John Koss. He now has control of Rek-O-Kut, holding a reported 66% of the stock. No merger is planned yet, but a vigorous program is being brewed for the audio-visual field. Look for a full report on the new setup in our August issue.

Shure has gone into the package phono field. A portable in a Samsonite case runs \$400; an extra \$50 gets a walnut case. The Shure V-15 feeds their own state electronics, via a Dual 1009. The portable sports a jack for a PA mike (by Shure, of course).

The IHF Yellow Pages program is well under way. If you want to get into the next issue and you're in an area covered by an IHF ad, you should check with your local Reuben H. Donnelley representative to find out what your closing date is. If you don't remember what it's all about, look up page 37 in our May issue.

And, talking of the IHF, we owe Mike Selton of Lesa an apology for misidentifying him in our June coverage of the booth drawings for the New York show. Mike did the honors with the "squirrel cage" and was shown with Julian Gorski, who picked the United Audio space.

MORE ON SOUND IN TRANSPORTATION—

One step in the right direction, although a pretty limited one, has already been taken in New York City since our June column. The subway police are experimenting with a walkie-talkie system to aid in the prevention and direction of crime. It's still no immediate solution for a terrified passenger, but it's a start.

The problem is that directives for the purchase of communications systems to protect public transportation passengers must come from government; and government, as we all know, can be a pretty difficult instrument to move, even on the local level. To wield it for the the public good (and where communications is concerned, it's up to the audio industry to take the initiative) takes muscle—and that means working together.

Lobbying is one way of doing it. Getting meaningful requirements written into law—on any level of government—is a sound foundation. And it's something to build a sales program on, too. Until administrators have codes to guide them, the salesman's pitch just sounds like a lot of words.

But laws or codes must make sense in terms of audio if they are to have any value. It's our responsibility as an industry to see that they're written right.

Some day someone will try to imitate the DUAL 1009 auto/professional turntable

(if they do, here's how to tell and sell the difference)

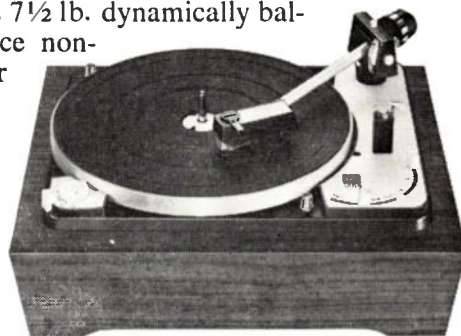
The Dual 1009 is the *one* that . . .

1. Tracks and trips flawlessly at ½ gram (because it was designed to)
2. Gives you simple and precise direct-dial stylus force adjust from 0 grams up
3. Applies stylus force directly at tonearm pivot, preserving perfect tonearm balance
4. Plays all four speeds—16, 33, 45, 78
5. Provides variable speed control over 6% range, assuring perfect pitch

. . . and, of course, the Dual 1009 already enjoys a solid year of proven performance, verified and acclaimed by the entire industry.

That alone will take some catching up.

6. Lets you start automatically in single play as well as in changer operation
7. Avoids record hole wear by lifting weight of the stack off each record before it drops
8. Maintains constant speed even when line voltage varies beyond 10%
9. Has anti-skating compensation for 1 gram tracking built into tonearm system
10. Features 7½ lb. dynamically balanced one-piece non-ferrous platter

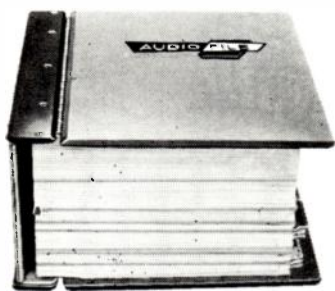


UNITED AUDIO  DUAL
12 WEST 18TH ST., N.Y. N.Y. 10011

How Audio-File cuts the cost of doing hi-fi business...

END PRICING ERRORS

Quoting the wrong price to a customer can turn a profit into a loss. Repeated often enough, and your net can really suffer. When your salesmen use Audio-File, there is less chance they'll quote incorrectly. Audio-File contains the latest resale prices because it is updated every week. Manufacturers' catalog data is also included. Audio-File cuts the cost of doing business. **FREE 30-DAY TRIAL, WRITE:**



AUDIO-FILE

645 Stewart Avenue, Garden City, N. Y.

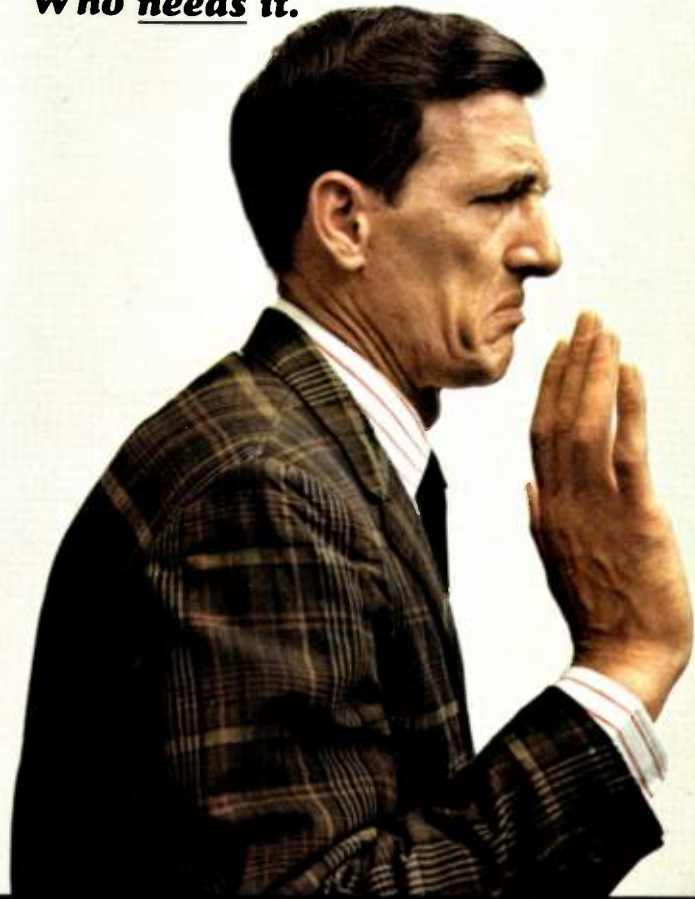
high fidelity soundings

A NEW SEMINAR for audio specialists is being planned by the Chesapeake and Mid-Lantic Chapters of the Electronic Representatives Association. Tentative dates of Sept. 14, 21 & 28 have been announced by **Gene Rosen**, ERA audio v-p. Details will be coming from **Horace Johnson** of **Harold A. Moyer Co.**, who is seminar committee chairman. . . . **Markal Sales Corp.** has been added to the growing list of reps retained by **The Finney Co.** Markal will service Illinois, Wisconsin and Michigan. . . . **Leon Kuby**, whose resignation from Harman-Kardon was announced in our June issue, is now the national sales promotion manager of **Fisher Radio**. Don't miss his article in this issue. . . . **Paul R. Abbey** has been promoted to v-p, general manager of **Concertone**. At the same time, **William T. Swart** joined the company as chief engineer. **Concertone's** New York office has moved to 101 Park Avenue. . . . **A. D. Davis** has been elected chairman and chief executive officer of **Allied Radio Corp.** Succeeding him as president is **William E. Cowan**. . . . **UTC Sound Division** have picked up their **Goodmans** speakers and moved to 809 Stewart Avenue in Garden City, N.Y. . . . Two new rep organizations have been appointed by **Cadre**. The **John F. Thompson Co.** of Ormond Beach, will handle the **Betacom** division in Florida. **Shamrock Electronic Sales** of Angola, Indiana, will handle sound contractors, national accounts and industrials for **Cadre** and **Betacom** in Indiana and Kentucky. . . . **William E. Roberts**, president of **Ampex**, has announced a rise of better than 15% in both sales and net earnings for the fiscal year that ended May 2nd. . . . ERA personnel in the news include **Bob Morgan**, the executive director. He has been nominated for inclusion in the Junior Chamber of Commerce's "Outstanding Young Men of America" annual. He also has a new assistant in **Larry Garnello**, recently named director of trade divisions. . . . **Walter Stanton**, as president of the **Institute of High Fidelity**, has named **Ed Miller** of **Sherwood Electronics** to fill the vacant position of IHF vice president. **Herb Horowitz** of **Empire** will fill the unexpired term as member of the board left by **Murray Rosenberg's**

resignation from Harman-Kardon. . . . **Jack Schweighauser** has been appointed director of sales for the **Weathers and Conley Divisions** of **Telepro**. At the same time, **Don Williams** was named **Weathers** sales manager and **Arnold Kaminer Conley** sales manager. . . . **Malcolm Steinlauf, Inc.** has been appointed the ad agency for **Trusonic** loudspeakers. . . . At the annual meeting in June, **Electro-Voice** president **Albert Kahn** announced net earnings up 117%, for net earnings of 46¢ per share. . . . **B. Bernard Halpern** has divested himself of his interest in **Winfield Electronic Sales Co.** to devote himself to export repping for **Central** and **South America**. . . . **Herman D. Post**, president of **Robins Industries**, has been elected president of the **Jamaica Center** for Psychotherapy, the largest out-patient clinic in its field in the U.S. . . . **Charles Fetty** of **Westron Sales** and membership chairman of the **Electronic Representatives Association**, reports membership up to 970 and expects goal of 1050 for the year to be exceeded. . . . **Roberts** is unveiling a new line of recorders priced from \$170. With their free demo tape at 1-7/8 ips, they have come up with real tape-vs-disc price competition. . . . **Vernitron** will go into CB radio under its own name this summer, after having stayed in the private label field previously. . . . **Marty Bettan Sales, N.Y.** rep firm, is celebrating their 10th anniversary. Their biggest present: 5500 additional square feet of warehouse and office space. . . . **Qualitone Industries**, Tuckahoe, N.Y. phono needle maker, has bought control of **Eddson Stylus Corp.** of Yonkers, who make diamond parts. . . . The **Jericho, L.I.** rep firm of **Gilbert E. Miller Associates** has added **Irwin J. Miller** to its sales staff. . . . **Ronette's** new national sales engineering manager is **Robert Lensink**. . . . New rep group in Denver is **Telsco, Inc.**, headed by **Warren H. Tandy** at 1781 S. Filbert Ct. . . . **Mannie Horowitz** has moved from **Eico** to **Auricord Corp.**, to be chief of electronic engineering for the tape recorder and deck manufacturer. . . . **Milton J. Shapp**, **Jerrold** president has announced purchase of 289,150 shares of the company's common stock from **Carl M. Loeb, Rhoades & Co.**, the second major purchase in 11 months. . . . **Eico** has added **Irving G. Kelman** to its staff as Controller.

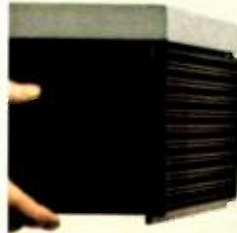
OUR RED FACES are not just sunburned. In our June issue, all the folio lines (like the one at the bottom of this page) read *July, 1964*. So it looks like you'll have to tell the book by its cover.

**A new tape recorder?
Who needs it.**



Sure.

But this one
is different,
really...



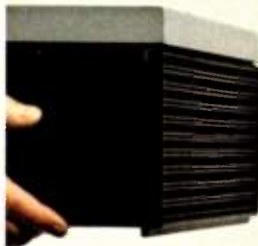
Forget it.

...s got styling,
and...

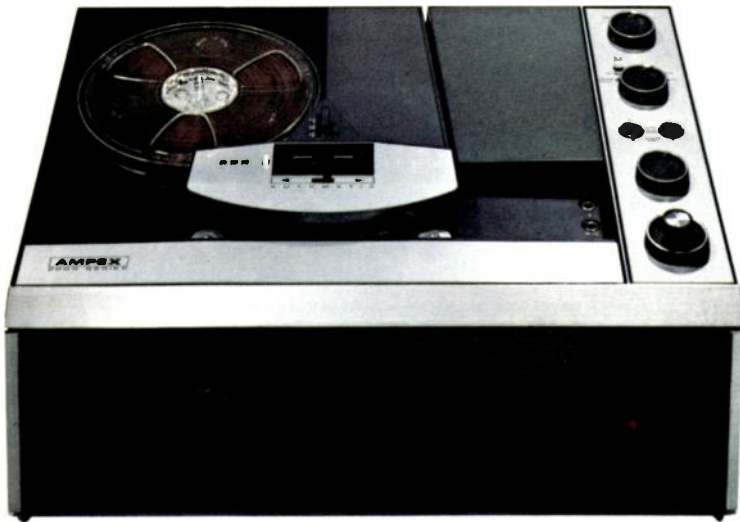


**Ampex!
Why didn't you
say so.**

But when Ampex...



Good-lookin' unit. What are the features?



Model 2070

Well... there's automatic reverse (subsonic signal can be added at any point on the tape); also automatic threading (thread tape in just 2 seconds!).

Then there's also fingertip manual reverse, dual capstan drive, no pressure pads, extra long play (fidelity at 3³/₄ crowding 7¹/₂ ips), automatic shut-off (of everything—recorder, motor, amps, everything!), 3 speeds, 3 heads (Ampex heads), optional automatic slide synchronization, vertical or horizontal operation, rigid-block head suspension (for constant head alignment under any conditions), die-cast aluminum frame, automatic lifters, self-contained speakers, solid state power amplification and power supply, all in one portable carrying case.

(2000 Series, Model 2070, complete recorder with speakers, dynamic microphone—less than \$499.95*)

How about the specs?

Terrific. Specifications on the 2000 Series run like this:

Frequency response at 7¹/₂ ips:
average (production run):
±2db, 30-18,000 cps
guaranteed minimum:
±3db, 50-15,000 cps

Signal-to-noise at 7¹/₂ ips:
average (production run):
52db
guaranteed minimum:
49db

Wow & flutter at 7¹/₂ ips:
average (production run):
1/13th of 1% (.0007)
guaranteed minimum:
1/8th of 1% (.0012)

Size:
18⁵/₈" x 13" x 7"

Weight: 39 lbs. (in case with
speakers)
(2000 Series, Model 2080, deck
only, walnut case—less than
\$469.95*)

What's the warranty?

Simple and unique. One year free service on parts and labor. Plus—if Ampex merchandise arrives inoperative through manufacturing fault or error (when there is clearly no shipping damage), it may be returned to the normal Ampex shipping point, freight collect! Ampex will then replace the defective units within 96 hours—prepaid!

(2000 Series, Model 2050, deck only, ready for installation—less than \$439.95*)

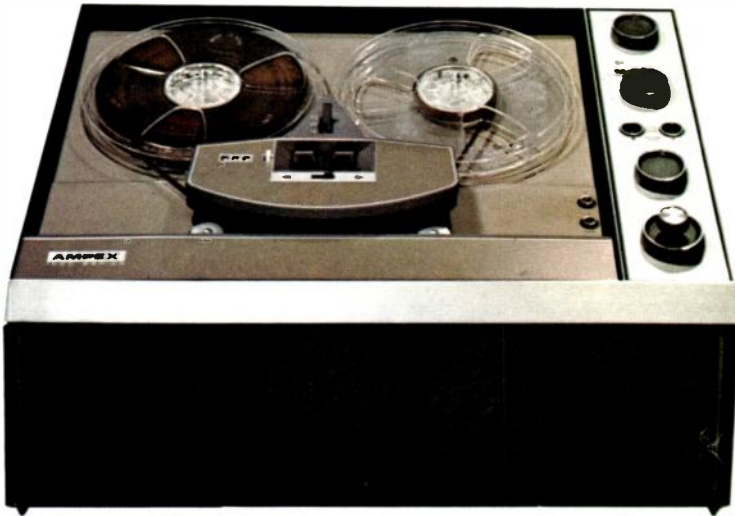


Model 2080



Model 2050

**And what
are the features
of this model?**



Model 1070

Its main feature is its price which, without any doubt, makes it the best value in its class. That's a story every "smart shopper" will want to hear!

Virtually the same as that of the 2000 Series except that these 1000 Series models do not include the automatic threading feature, nor the automatic reverse; the reverse is manual. Merely flip the switch when the reel is finished and it plays in reverse.

And remember this: every one of these Ampex units comes with a handsome dust cover *plus* an unusual "Owner's Kit," which includes—an Operator's Manual, a Tape Catalog, Warranty Card *and* one demonstration reel of tape, plus a reel of Ampex recording tape.

(1000 Series, Model 1070, complete recorder with speakers and dynamic microphone—less than \$399.95*)

**And the
warranty on
this
series?**

Same as on all the others. A full year's service on parts *and* labor, plus replacement of defective units.

(1000 Series, Model 1080, deck only, walnut case—less than \$369.95*)

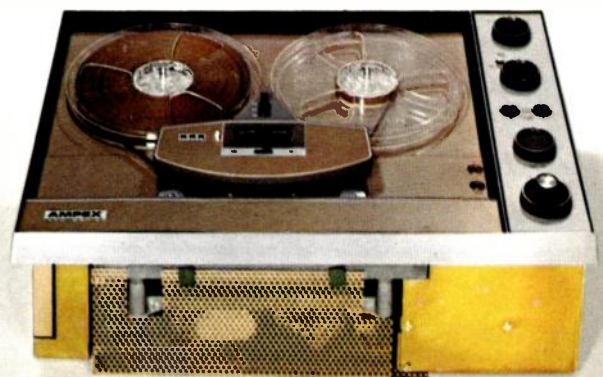
**Are the specs
almost the same,
too?**

Yes. And they're Ampex specs, which means that they're honestly published, unexaggerated specifications which any consumer can evaluate before he makes a purchase—and have full confidence in his evaluation. So can you, for that matter.

(1000 Series, Model 1050, deck only—less than \$349.95*)



Model 1080



Model 1050



Model 2010



Model 1016

What about accessories?

There are two speaker systems available; both styled in walnut with brushed aluminum accent panels, with a choice of charcoal or cane grille cloth.

2000 Series,
 Model 2010 (Speaker System), charcoal grille
 Model 2011 (Speaker System), cane grille

each contains:
 8" full-range speaker
 3" super tweeter
 2,000 cps crossover
 high frequency attenuator
 —less than \$79.95* each

1000 Series,
 Model 1015 (Speaker System), charcoal grille
 Model 1016 (Speaker System), cane grille

each contains:
 5 1/2" woofer
 5 1/2" mid-range speaker
 2 1/2" tweeter
 4,000 cps crossover
 —less than \$89.95* a pair



Model 2001
 (Dynamic microphone)—less than \$34.95*

Is there anything else?

Since you asked—yes. There's our totally new Businessman's Franchise. It covers 8 major market conditions (you'll probably call them "sore points") and demonstrates how Ampex overcomes them.

Then there's our new 24-man sales team

—enough capable men to service your account in a fashion you've dreamed about but never thought possible.

If you're interested in more information, fill out the coupon and mail it. You'll be glad you did.

*Manufacturers suggested list price

Printed in U.S.A.

The new world of tape turns on Ampex

Ampex Corporation
 Consumer Products Division
 2201 Landmeier Road
 Elk Grove Village, Illinois 60007



Yes. I'm interested. Please send me: (check one)

- More information on the new Ampex Businessman's Franchise.
- One of those 24 new Ampexmen to give me all the literature and explain the new story on the new Businessman's Franchise.

NAME _____

ADDRESS _____

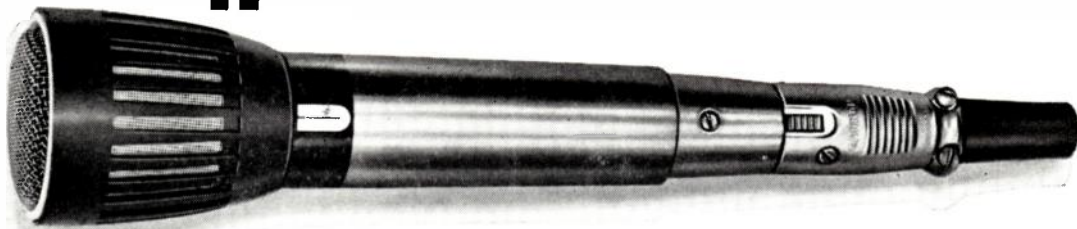
CITY _____ STATE _____



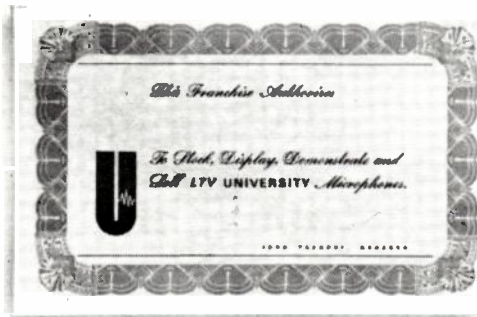
What does University have that the two oldest microphone lines haven't?

(Thanks for asking.)

1.



2.



3.

4.

1. The world's only shock-mounted, chrome-plated, dynamic CARDI-OID with professional connectors and cables selling for *under \$30.00.*

2. The world's only microphones sold with a 5 year warranty. (With this kind of support you'll find University's new microphone line far easier to sell)

3. Sold only through authorized franchise dealers . . . to increase your market, to protect your investment and to assure maximum profitability.

4. The most aggressive and dramatic advertising and promotion campaigns in the industry's history . . . to build preference for University microphones.

Once upon a time, two microphone lines were all a dealer needed. Today, a dealer needs the "hot" line—if he wants to cash in on the *full* potential of the expanding microphone market. Feature our \$29.95 Model 8000 cardioid—you'll discover that every tape enthusiast is a potential customer for it! Exploit the five-year warranty on our entire line of professional/amateur omnis, cardioids, CB

and ham microphones. Results: faster turnover . . . greater profits! Get all the reasons why it pays to concentrate on University. Write for complete details or contact your local University Microphone Representative.



LTV UNIVERSITY

A DIVISION OF LING-TEMCO-VOUGHT, INC.
9500 West Reno, Oklahoma City, Oklahoma



What is a Garrard? A Garrard is a compact collection of advanced, precision-engineered parts, expertly tooled and assembled by the world's leading audio craftsmen . . . producing units of incomparable performance. □ What does a Garrard mean to your customer? Trouble-free operation, fine service and spare parts facilities . . . maximum pleasure. □ What does a Garrard mean to you? Pre-sold models, no headaches . . . customer recommendation year after year. □ Fifty years of experience lack meaning unless a company learns something. At Garrard, we learn something new every day.

Garrard[®]
World's Finest



Some eastern outlets find the consumer too successful in his traditional game of keeping the dealer guessing.

East coast dealers find market lumpy—don't like it

Some are up—some are down—many are up & down.
Dealers worry whether Spring sales ran strong enough to carry them through the summer.

By Ted Henke
and the TRADE NEWS
Marketing Department

AUDIO COMPONENT BUSINESS has been spotty in East Coast stores. Some reported sales gains, some declines, while others find good weeks intermingled with poor ones.

In most cases, dealers don't know why the market is behaving in this unpredictable fashion.

A market-by-market report of sales conditions follows:

New England

At De Mambro Radio Supply, Boston, April and May sales were down about 10% from last year, according

to Norman Stewart, manager of hi-fi components.

The demand in record changers, he said, is mainly for the Garrard Type A. AR is the big seller among turntables. Thorens sales are good, particularly on the TD124, but some of the lower priced Thorens tables are meeting stiff competition from AR, he noted. Pickering accounts for the bulk of cartridge sales, taking over the lead from ADC which "was big last year." Shure and Ortofon also are selling.

In receivers, amplifiers and tuners, Scott leads at De Mambro with sales about the same as last year. Sherwood sales, Stewart said, are increasing. As for tape recorders, "we are doing real well with Ampex and Tandberg, with

sales of the latter increasing, he stated.

"We're in the KLH-AR area," he noted, "so these are our big selling speakers. The KLH 6 and AR 2a lead, but we also sell a lot of KLH 4 and AR 3 in the higher price range. We move some Electro-Voice."

In sharp contrast to most other dealers, L. L. Del Padre Associates reports phenomenal business. The main store in Springfield, Mass., ran 34% ahead of last year in the first four months and, then, in the period of May 1-16, zoomed to 145% over the comparable 1963 period. The spectacular two-week record was due largely to a 15th anniversary sale (described in JUNE TRADE NEWS). However, this promotion was not run in Holyoke, Mass., where Del Padre, in a new, more central location found sales more than double last year's. These percentages apply to all departments in the stores, with components sharing in the gains.

In record changers, Louis Del Padre concentrates on the Garrard Type A. He also shows Dual 1009 and Miracord, rather than lower priced units.

In electronic components, "we do the best job with McIntosh," he said. As for speakers, JBL systems are "going very well at full price, and the

(Continued on page 30)

Henry Radio in Pasadena AC bldg. finds strange bedfellows no problem

Unorthodox location doesn't slow traffic flow through chain's new outlet in So. California suburb—center for audio activities.

HENRY RADIO has entered the highly competitive Pasadena (Calif.) market in a most unusual way.

The store is downstairs (which is not *too* fantastic); but you enter through a cocktail lounge!

Henry, of course, is most famous for ham radio equipment—the nation's largest in that respect. But audio components also are important in the stores in Butler, Mo., West Los Angeles and Anaheim, Calif. (See *TRADE NEWS*, Jan., 1964.)

They'll be important in Pasadena, too, according to Walt Henry Jr., of the family which gives the firm its name. More of that later, but what's this bit about components in a cocktail lounge? Or high-fi among the high-balls?

It's not as improbable as it sounds, when you get the whole story.

The cocktail lounge is the Tournament Room (as in Tournament of Roses). And it occupies the corner of Los Robles Ave. and Green St. in the tradition-steeped Pasadena Athletic Club.

Owner of the building happens to be Randy Richards, a sound enthusiast through whose cooperation and efforts a Hi-Fi Club, Ham Radio Club and Citizens Band group have had

quarters in the building. Richards was head man in a components and ham radio concern which previously faced Green St. some 30 yards west of the new corner entrance. In fact, his store also used some of the downstairs floor space—but you entered through an orthodox, display-window store at sidewalk level.

The unique cocktail entrance was devised, in part, to afford access to the enlarged version of the store under the Henry name. And it faces two streets instead of one.

It also left Richards free to rent out his surface level store space to other tenants. Richards, incidentally, has an interest in the new venture, which "opened its stairway" March 30, prior to the formal May opening. Sam Niles is store manager, for Henry Radio—and young Walt Henry is in charge of the audio components department.

"Our policies here will be the same as at other Henry Radio stores," said Walt, who recently served his "apprenticeship" in the components section of the Anaheim store, which his father manages. Cliff Footitt was Walt's mentor.

In addition to both top quality and more moderately priced lines, this will

THE BUILDING that houses Henry Radio, the Tournament Room, SCAT and the other Richards-backed clubs is the impressive Pasadena Athletic Club. *THE MAN* is Randy Richards, owner of the Athletic Club building and active man-about-Pasadena. His personal interest has a lot to do with the enthusiasm for audio (component hi-fi, ham radio, and CB communications) that belies staid Pasadena tradition.



Randy Richards guides Pasadena groups

RANDY RICHARDS could be one of several to qualify for the title of "Mr. Pasadena."

He's vice president of the Tournament of Roses, for instance—which means the minute the famed New Years Day pageant ends next January first, he'll be working on the 1966 version as prexy. And he's a former Chamber of Commerce president.

More important to those in the audio and electronics field, however, is Richards' bountiful role as a sort of "Mr. Sound" or perennial host to both music-loving audiophiles and

ditty-ditdat "ham" radio enthusiasts.

Richards has had an electronics business about 15 years, although it is not audio-related in our industry's sense. He also has an older son who is a licensed amateur operator. And Randy Richards also happens to own the famed Pasadena Athletic Club building at Green St. and Los Robles Ave.

Here's the rundown on the "clubs" mentioned briefly in the accompanying story on Henry Radio.

Stereophonic Club of Southern California is the audio components
(Continued on next page)



THE ENTRANCE to Henry Radio may leave the uninitiated somewhat confused. "Cocktails" sign refers to the Tournament Room. A stairway in the bar's entry leads down to the new Henry outlet.

mean acceptance of trade-ins and generous credit arrangements, he said.

"We handle all our own paper," he said. "Our customers can make major purchases at 20% down and such low monthly interest that they end up with bank rates."

Ham radio equipment, obviously, will continue to be the house specialty—which is an economic point of strength in Pasadena so far as the over-all operation is concerned. In entering Pasadena, Henry has invaded territory already the home of successful High Fidelity House, Dow Radio, Stereo Mart and Acorn-Arrow.

Walt Henry, however, already was thinking of improvements in his components department when we talked to him. Although he liked the acoustics and freedom from outside distractions in his subterranean sound room, he was going to change the lighting. He also knows how fast the audio components section grew at the Anaheim store.

Richards from 18

group. Founded about a year ago, its membership now is approaching 100. Although most members are from San Gabriel Valley, two drive nearly 100 miles from the Riverside County town of Hemet. Several come from Long Beach and coast cities far from Pasadena.

Membership meetings are the second Tuesday of each month, with directors and officers meeting more frequently. Building-owner Richards not only provides permanent headquarters, but makes available whatever room is needed for the BIG meetings.

"That's usually the ballroom for the audio components group," Richards admitted.

The non-profit organization (annual dues \$6) lists among advantages of belonging their independent and objective evaluation of competitive stereo component equipment, technical seminars by recognized experts, and live performances by recording artists.

There also were some popular "come-ons" such as purchase of tapes and records at "wholesale" prices. Hal Borek, founding president and now co-chairman of the Stereophonic Club, laughed and said the discount deal apparently was the least of the members' concern. They trade with their own favorite dealers—hence, so far, there haven't been enough requests for discounts to qualify for them!

"They have their own equipment and collections—and some of the demonstrations our members have put on have been fantastic," he said.

Current president of the club is Len Olsen, detective with Pasadena's police crime laboratory—and a radio-

audio buff since 1938. Borek is a loan company executive.

Don't think for a minute that some astute Reps haven't become aware of Stereophonic Club's existence. Off-hand, the officials named Irv Stern and Ralph Auf der Heide as two who put on excellent and expert demos, as have others.

The ham group in the Athletic Club is SCAT—Southern California Affiliated Transmitters. It, too, is provided with secure quarters for its gear—and any needed meeting space.

"This includes the permanent radio 'shack' where any member who is a licensed operator may use the transmitter any time," Richards pointed out.

Richards also had a special 35-ft. antenna erected atop the 100-ft. PAC building.

Significant of the quality of members we're talking about:

Current SCAT prexy is Bal Pickering—son of Dr. William Pickering, who heads California Institute of Technology's Jet Propulsion Laboratory in Pasadena.

Board Chairman is Robert Gratton, senior engineer at the Navy's ordnance and testing station in the same city.

Like their audiophile friends in the club building, the hams are a non-profit organization. They present free Morse Code lessons every Monday night.

A CB or Citizen's Band radio group also organized and was given quarters by "Ready Randy" Richards, but it apparently hasn't jelled. Many CB enthusiasts who first showed up now are members of the SCAT group—busily learning their dit-dat-dits and technicalities so they CAN become licensed hams and have their own call letters.

AN OPENING complete with Hollywood-type searchlights pointed skyward and free gifts or prizes for guests heralded Acorn-Arrow Electronics' new store in Pasadena, Calif. It also indicated the lively audio competition in this city famous for the Rose Bowl and Tournament of Roses. (See story on Henry Radio's arrival on the scene.)

Acorn-Arrow's previous store was on Colorado Blvd. 10 or 12 blocks east. The new one at 1715 E. Colorado is perhaps 40 yards from Dow Radio. Bob Hager is manager of the store, which stressed discount prices in the huge ads announcing the opening the first Fri-Sat-Sun in April.

Sunday selling in staid Pasadena? At least one audio components specialist there even has had a mid-week closed day in addition to Sunday! The old Arrow store was open Sundays, but it was much more on the edge of town. And the new components department is much larger and more attractive.



A pro gives a course in admaking

Five minutes spent with the newly appointed national sales promotion manager of Fisher Radio teach basics of stretching precious ad dollars.

by Leon Kuby

The First Minute

WILL ADVERTISING pay for you—or only your competitors? Will it move merchandise and provide profits? The answer will be consistently *yes* if your advertising is right! You must advertise the *right items*—the *right prices*—the *right media*—the *right way!*

The Second Minute

This is all about advertising layout. This means the way your ad actually combines words, pictures, prices, charts, your name, address, and so on.

Art directors who make lots of dollars have revealed the secret of their most successful ads. They learned it by copying from the largest and most successful newspaper advertiser in history: Sears, Roebuck. I urge you to follow Madison Avenue advice and Sears experience.

The first golden rule is simplicity. Use *one* major idea in an ad—and *one only*. The ad is a product announcement, or your Anniversary Sale, or the End-of-Year Clearance Sale, or an image builder—or whatever. It's *not* all of them.

Arrange the ad simply. If the ad appears cluttered, it'll drive readers away. It identifies your store as the highway surplus outlet, not as the center for high fidelity and quality.

Eliminate foolish frills, fuss 'n' feathers. No last minute "helping" the ad by turning something at an angle. No last minute bigger, blacker word or price so it shouts. No little Santa Claus, pointing a finger, or fancy borders. In spite of how you may feel about frills—they don't sell!

The Third Minute

The big thing about a successful ad is that it communicates. It offers the reader something he doesn't have now. Hope. Joy. Prestige. Fulfillment. Contentment. His First High Fidelity System. Words help communicate this idea. What are the best words—words that have been the choice of leading newspaper, magazine and TV advertisers.

Good News! Announcing! Introducing! Just Arrived! Amazing!

Remarkable!

Self Interest: How to . . . !
Quick! Easy! Advice to . . . !
The Truth About. . . !

Cash Savings: Bargain! Compare! Last Chance! Offer! Lowest Price! Save! Free!

Emotions: Love . . . ! Proud! Friend!

For attention getting, a combination of these appeals sells millions of dollars worth of food, cars, clothing. You will have to compete for those same dollars in your offer of hi-fi. Remember: the average reader of your ad has been the target of 1500 other ads which have sought his attention on the very day *you* selected as your own. Will your ad break through to him?

Don't forget to ask for the order. State the price clearly. If you don't prefer to tell the price, offer low down payment and credit. If you haven't done that, at least say: Low Price. If you can, lead him to your place by offering a trade-in, or demonstration, or literature, or some other premium.

Promotion features music student awards

JUNE IS NOT NORMALLY accounted to be a good month for audio sales, but it was the second biggest month of 1963 at Troy's Hi-Fi Center in Durham, N. C. While returns were not in at press time, John C. Troy, Jr., confidently expected this June to match or better last year.

You can't turn a so-so month into a record breaker by just sitting back and waiting for sales to happen. Troy's created the urge to buy, and incidentally earned itself a good chunk of community good will, with a month-long promotion centered around "best musician awards" in the area's high schools.

An award was made at each school on graduation night, with the winners receiving KLH Model 11 portable phonograph systems with the compliments of the store. News releases

Include your name and address and store hours.

But just don't get your reader interested and then leave him there. There'll be a dealer somewhere else happy about your having warmed up a sale for him if you do.

The Fourth Minute

Each month there should be a plan for your advertising for the weeks ahead. The total budget is a measurable percentage of your sales. You and your accountant will be able to work out the "How much." It may be helpful for you to know that, for retail shops with aggressive hi-fidelity departments and for hi-fi salons, the advertising will range from 2% to 5%. It may be interesting for you to know that Sears spends 2.4% of its \$4 billion dollars' income on its advertising.

If you are in a big town, 2%-5% will only buy a few ads of modest size each month in a big paper. But, in addition, you've got the Yellow Pages, the radio station, the sign man, the school yearbook and City Directory.

Your dollars can't be everywhere; but you can *stretch* them.

"Stretch them by *not* spending money for items you can have free (product photos, engravings, layout and art work, copy, display ads).

Stretch dollars by making each dollar more effective. Concentrate dollars into high visibility areas such as the radio or TV list page of the Sunday paper or better, in its high fidelity section, if it has one) rather than in the hardly-read neighborhood advertising "throw away." Do direct mail

announcing the awards were sent to local newspapers.

Troy's backed up the "best musician awards" with mailings of literature on the KLH portable to its prospect and customer lists. Store windows were devoted exclusively to KLH, which was also featured in the store's newspaper advertising.

While this promotion was well under way, John C. Troy, Jr., was already making plans for another one to stimulate sales during the hot summer months. This will seek to create a desire for outdoor speaker systems, with the store explaining how easily such installations can be made.

"Last year," John said, "we had a very good summer without using this approach. We just featured big speaker systems. This year, we hope, will be even better."

invitation to a prospect rather than strewing costly literature on your own counter where only your present traffic can see it.

Stretch dollars by watching for opportunities to have the national manufacturer share your local ad cost in return for services you can provide that cost little effort (stocking his line; displaying his products; utilizing his national ad program's promotional aids; tying in with the campaign of the manufacturer, who, in national magazines, is already talking to your customer).

Stretch dollars by making full use of the free services in advertising assistance offered by your local newspaper, the radio station, the ad department of the manufacturer.

All these services are free! Stretch your ad dollars by using them!

The newspaper will take the ad mat you get free from the manufacturer and will cast it into lead so that it will print in the newspaper. They will provide layout pads to simplify your ad preparation. You need only paste down the ad proof, write in the prices and indicate position for your name and address or store identifying insignia (logo).

Newspapers can set type for any variation you wish to make in the ad, following the style of the material you wish to change or replace. Provide double-spaced copy on a separate sheet (not on the layout page) to simplify and speed up type-setting. You will get proofs prior to publication so you can see what the ad looks like before it runs. Show this proof to at least one other person in your store. He'll catch the misspelled word or wrong price that you might overlook.

Also, the newspaper will cooperate with you on the position in the newspaper if you meet regularly with the local ad department representative who will guide you from experience. He'll warn you about the food days in the paper when your ad could be drowned in soy sauce and pressed duck; he'll advise you when special home furnishing or cultural pages offer improved attention from high income hi-fi hungry readers. He'll be glad to take your publicity stories and photos to the Editorial Department of the paper. (They don't *have* to print them; but if you're an advertiser, they just *might*.)

Manufacturers provide complete ad mats professionally readied to insure maximum attention in your local publication. They also provide glossy photos if you wish to make up special promotional ads of your own. Their
(Continued on page 46)



JOE BENJAMIN sees a bright future for component high fidelity.

Benjamin sees growing market

Market problems for Truvox (and its competitors) don't dampen hopes for good things to come—including some new products in the offing.

IF YOU THINK you have price problems, you should hear Joe Benjamin tell about audio dealers in Puerto Rico. The president of Benjamin Electronic Sound Corp. had just returned from a swing through Europe and other spots abroad, including the island territory.

"The price of our products are boosted 15% by tariffs in Puerto Rico," Benjamin said. "Besides limiting sales somewhat, it placed the dealer in a bad competitive position opposite mail-order houses."

How come? we wanted to know.

"If someone orders a product by mail," Benjamin explained, "the post office may, or may not, collect tariff on it. I suspect the former is true in most cases."

Puerto Rico has only two good audio shops, he told us. Interest in audio is high, however. Stereo broadcasting is the rule there rather than the exception as in many communities here in the U. S. and Benjamin believes stereocasting is one of the important factors in getting the high fidelity message across.

While the situation in Puerto Rico holds some interest, it's a passing thing; like everyone else, Benjamin is most concerned with sales problems at home. He is bullish about the future, with minor reservations.

Much of his optimism stems from the slow but steady growth component high fidelity has experienced in recent years.

We asked if he were concerned at the fact that packaged phonograph sales seem to be slowing.

"Not at all," he said. "In my opinion, their losses are gains for component high fidelity. Look at it this way. Many people bought packaged phonographs thinking it was true high fidelity. Sooner or later, they're disabused of that fact and they come to us. Many component sales made today are replacement sales; people are replacing low-fidelity consoles with high fidelity components."

He also pointed out that interest in recorded music—both broadcast and on records—is on the increase. If sales of packaged phonographs are slowing in the face of this increasing interest, there must be something wrong with the packaged product.

His major reservation relates to the current practice of selling component packages, that is, a complete system at a complete-system price.

"The public is getting short-changed on some of the components," Benjamin pointed out. "The retailer will advertise a system including a big-name receiver at just a little more than the price of the receiver alone. The other components have to be second-rate for the retailer to offer a system at such a price. As a result, the customer buys medium-fi instead of high.

"You have to realize that the industry depend for much of its
(Continued on page 45)

Ampex bares new franchise, new line

Two recorder series feature lowest Ampex prices, automatic features. Will be sold by dealers with new franchise contract designed to fight gripes.

MOVING "FIRMLY INTO THE CENTER of the consumer tape recorder field" is the way Ampex describes their action in releasing the 1000 and 2000 series of recorders and accessories. The phrase might be used equally well to describe their new dealer franchises policy, announced a week earlier.

The Ampex "Businessman's Franchise," as they call it, establishes a series of guarantees for both the dealer and the manufacturer. Minimum resale (a policy also "moving firmly into the center" of the hi-fi field) is, of course, part of the deal. But there are some provisions that will have a less familiar ring.

In introducing the program, Ampex Consumer Products sales manager John Trux pointed out that Ampexes are not impulse sales items—"less so than refrigerators or dishwashers, for instance." The program is therefore designed to attract and keep dealers that Ampex feels can do a good job with this kind of a product.

Among the methods adopted are a 96-hour replacement policy on imperfect merchandise, the maintenance of uniform dealer discounts, irrespective of order quantity, control of the franchise to exclude mail-order-only from competition with established dealers, a scrip program to subsidize on a co-op basis local dealer Ampex ads, and protection for the dealer against sudden changes in prices or products.

NEW RECORDERS have automatic features in the 2000 series. Tape dropped into a slot above the takeup reel is picked up automatically by special toothed hub. Automatic reversing uses 20-cycle cue, put on the tape by moving mode switch one position beyond "record." Tapes cued at both ends play continuously.



By attacking a list of dealer grievances, Ampex hopes to offer an attractive program. They also try to encourage what they believe to be sound merchandising practices to help keep their dealers healthy. A case in point is the system of "qualified" dealers, who receive a 4% yearly

rebate.

To "qualify," a dealer must first be franchised. In addition, he must maintain demonstrators of 3 out of the 4 price categories in the Ampex line—demonstrators ready to go any time an Ampex representative walks into the showroom; he must make his sales personnel available to Ampex for training; he must use Ampex point-of-sale materials. These are all things Trux feels they should do anyway; the 4% is a bonus for having done them.

The term of the franchise is yearly with a June 30th expiration. By September, John Trux hopes to have 1000 dealers signed up. He estimates distribution patterns roughly as follows: 60% through audio specialists, 25%
(Continued on page 46)

Dealers of Radio Row just won't give up — drive to save area from demolition...

by David S. Isaacson

THE MERCHANTS of Radio Row are continuing their battle for survival.

In the aftermath of the U. S. Supreme Court's refusal to hear their case on the grounds of no federal question, the merchants are waging their campaign on the State and local levels. Their primary target is the New York State Legislature, where bills have been introduced to repeal those portions of the original enabling legislation that threaten Radio Row with extinction.

In a dramatic appeal for public attention, the merchants chartered a bus and followed New York State's Governor Rockefeller to New Hampshire. As the Governor bid New Hampshire Republicans to support him as the GOP Presidential nominee, the picketing merchants demanded of the Governor that he take care of their plight in his home state. The merchants received a good share of the television and press coverage on the occasion of the Governor's N. H. trip.

Similar television and press coverage has attended the demonstrations before the Governor's New York City offices conducted by the wives and mothers of Radio Row's merchants and employees. The pram-pushing brigade received excellent coverage as natural human-interest stories for the news media.

In further support to win a hearing and acceptance for their claims, the merchants have published and

are distributing an 18-page booklet titled *The Second Sphynx*, which serves as both a public statement of their plight and as a public indictment of how it came about.

While there is continued effort to get their message to the general public and electorate body, the merchants are also maintaining a rigid schedule of direct meetings with the lawmakers themselves. A delegation of ladies, representing the merchants, make weekly trips to the State Capitol, where they sit in during legislative sessions and meet with assemblymen, senators and state officials throughout the week. On off days, these same ladies are meeting with State officers and elected representatives who have offices in the city.

While the ultimate outcome of their struggle remains to be seen, it is becoming apparent that the longer they endure in their campaign, the more political and economic forces in the community are becoming aroused, either directly or indirectly.

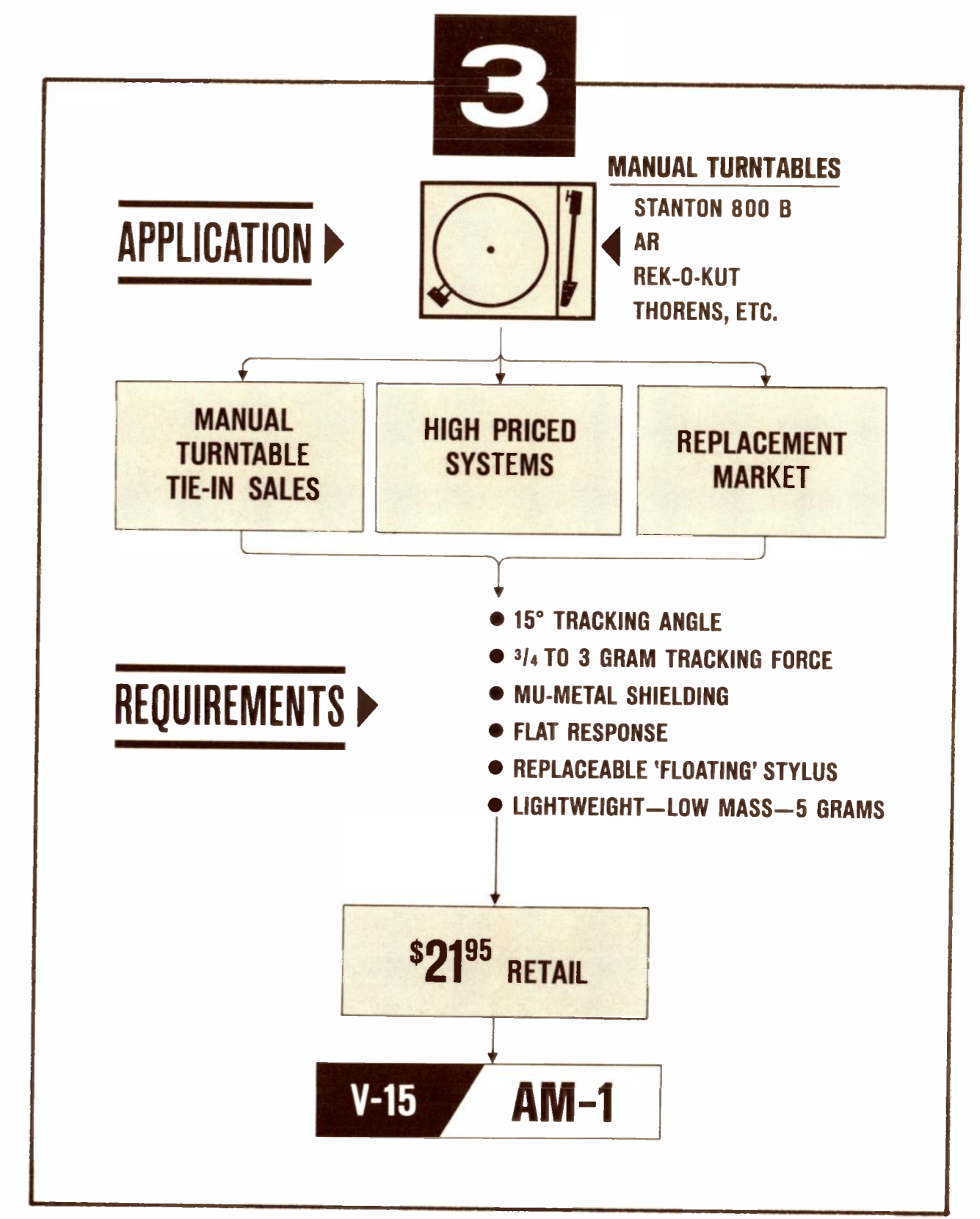
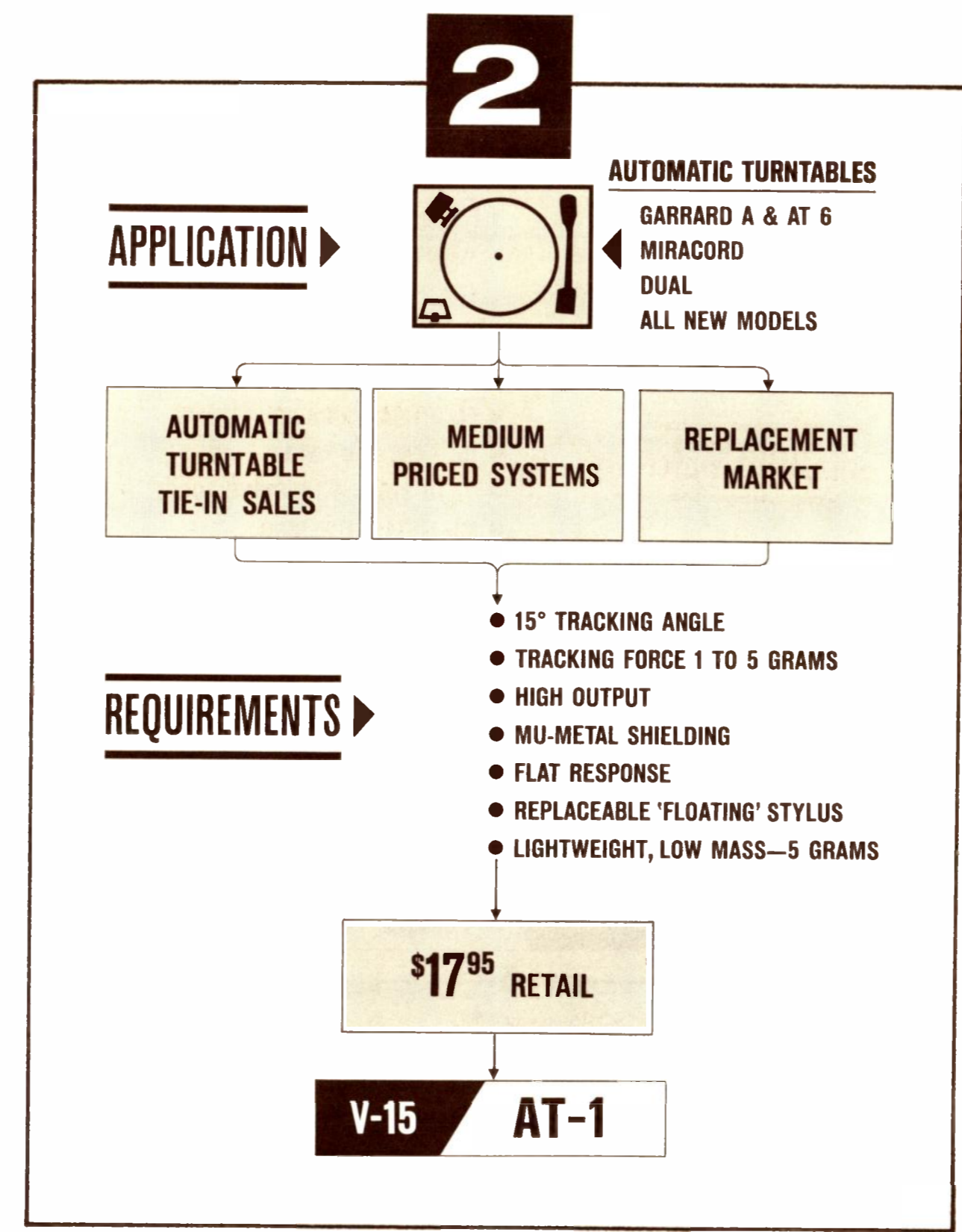
Various labor unions in the metropolitan area, under the influence of their memberships in affected locals, are coming out in support of the merchants of Radio Row. Similarly, influential Real Estate groups in New York are voicing their opposition to a project that would destroy the historic electronic center.

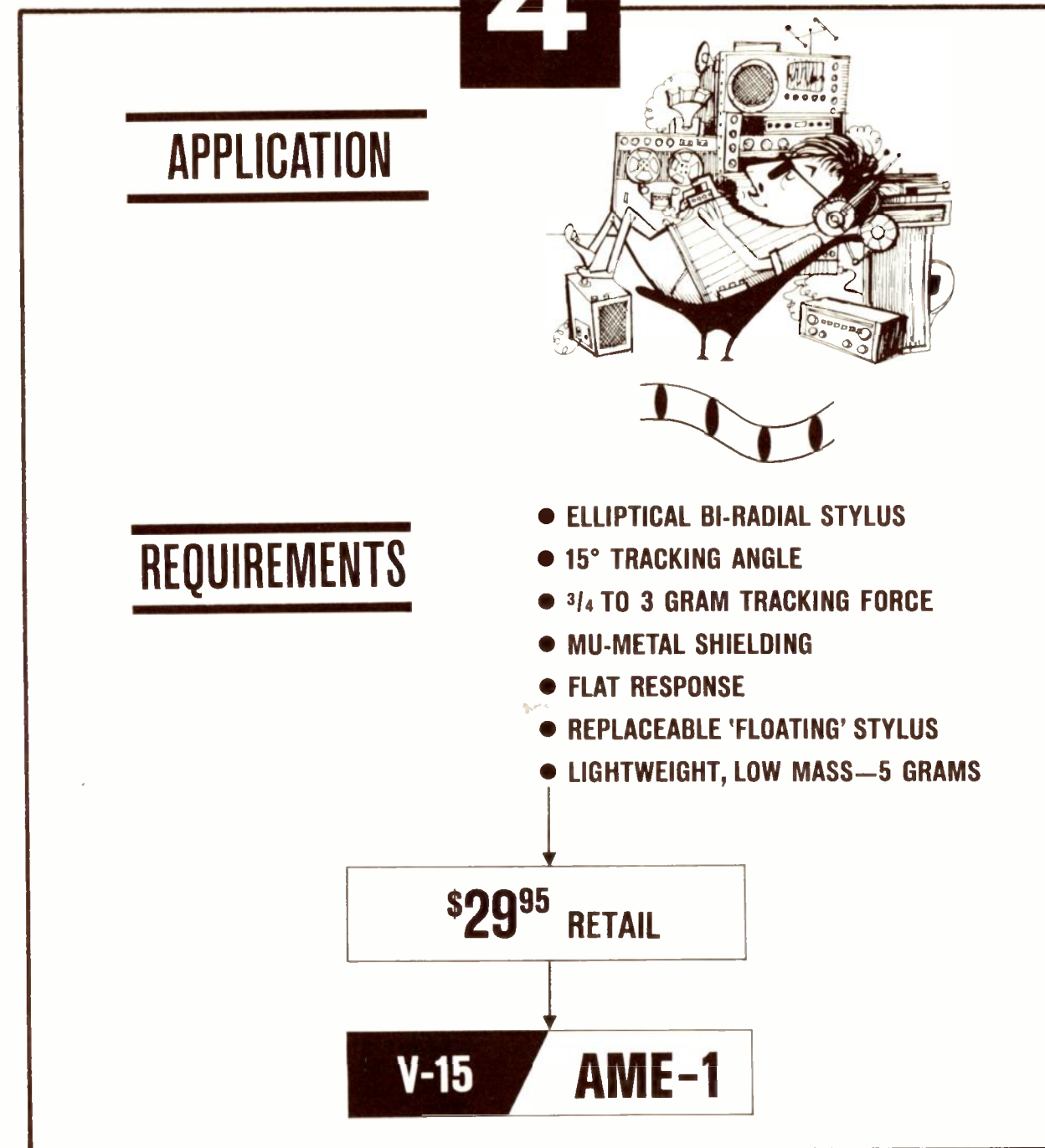
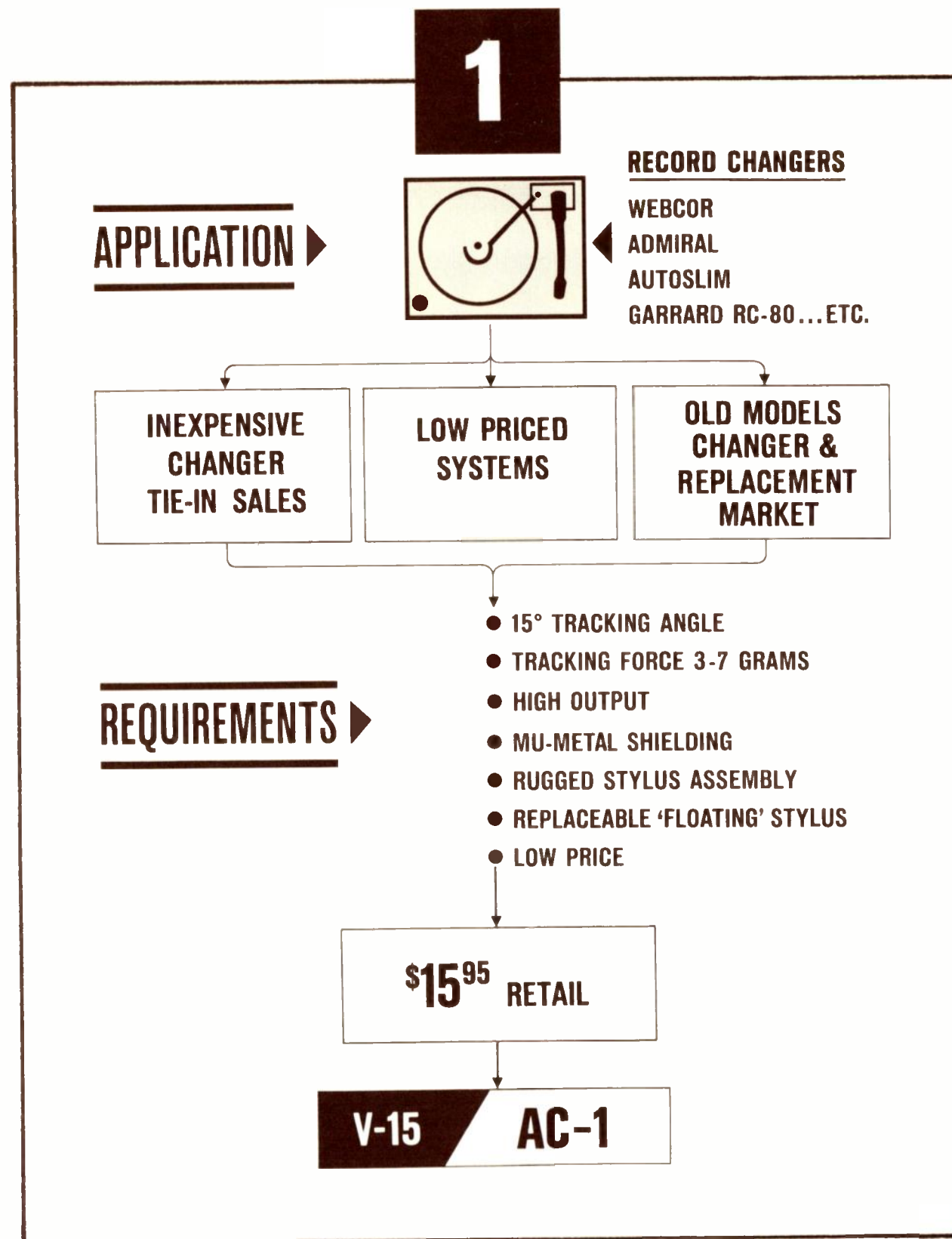
The merchants still hope that in the end they will win through an aroused public opinion and an informed electorate.

4 WAYS

Pickering's
 "engineered application"
V-15 Micro Magnetic* Series
 IM F ES
 your pickup sales

- V-15 AC-1** for record changers
- V-15 AT-1** for automatic turntables
- V-15 AM-1** for manual turntables
- V-15 AME-1** ELLIPTICAL





Call your Pickering Sales Representative for V-15 presentation:

Leon Adelman Co.
25 Chittenden Ave.
New York, N. Y.
212 WO 2-5308

Stan Clothier
12 W. 58th St.
Minneapolis, Minn.
612 TA 5-1234

Roy Haught & Assoc.
3132 Forest Manor
Indianapolis, Ind.
317 545-1376

Hyde Electronics Co.
888 So. Lipan
Denver, Colo.
303 936-3455

EXPORT: Ad Auriema, Inc.
85 Broad St.
New York, N. Y.
212 BO 9-7750

CANADA: Charles W. Pointon, Ltd.
66 Racine Road
Rexdale, Ontario
416 CH 7-8777

Kelly-Schmitz-Winkler
7546 Troost Ave.
Kansas City 31, Mo.
816 EM 1-5651

William Lanphear Co.
159 Western Ave., W.
Seattle 99, Wash.
206 AT 4-8150

Le Roy/Schnitter/McGuire Assoc.
R. D. 1 (Bienna Road)
Phelps, N. Y.
315 KI 8-4891

Miller & Assoc., Inc.
6441 Linden Lane
Dallas, Texas
214 AD 9-3789

Les Morrow Co.
3123 W. 117th St.
Cleveland, Ohio
216 CL 1-5700

Nickerson-Gray & Assoc.
2434 Park Blvd.
Palo Alto, Cal.
415 DA 6-0152

Roland Olander & Co.
6313 Santa Monica Blvd.
Los Angeles, Cal.
213 HO 9-6313

Schulman Assoc. Inc.
6233 N. California Ave.
Chicago, Ill.
312 743-4641

Michael Scott Co.
336 Washington St.
Wellesley Hills, Mass.
617 CE 5-0102

Morris F. Taylor Co.
P.O. Box 111, 9431 Georgia Ave.
Silver Spring, Md.
202 JU 9-4002

World Wide Products, Inc.
P.O. Box 186, 1928 N.E. 151st St.
No. Miami Beach, Fla.
305 947-3531

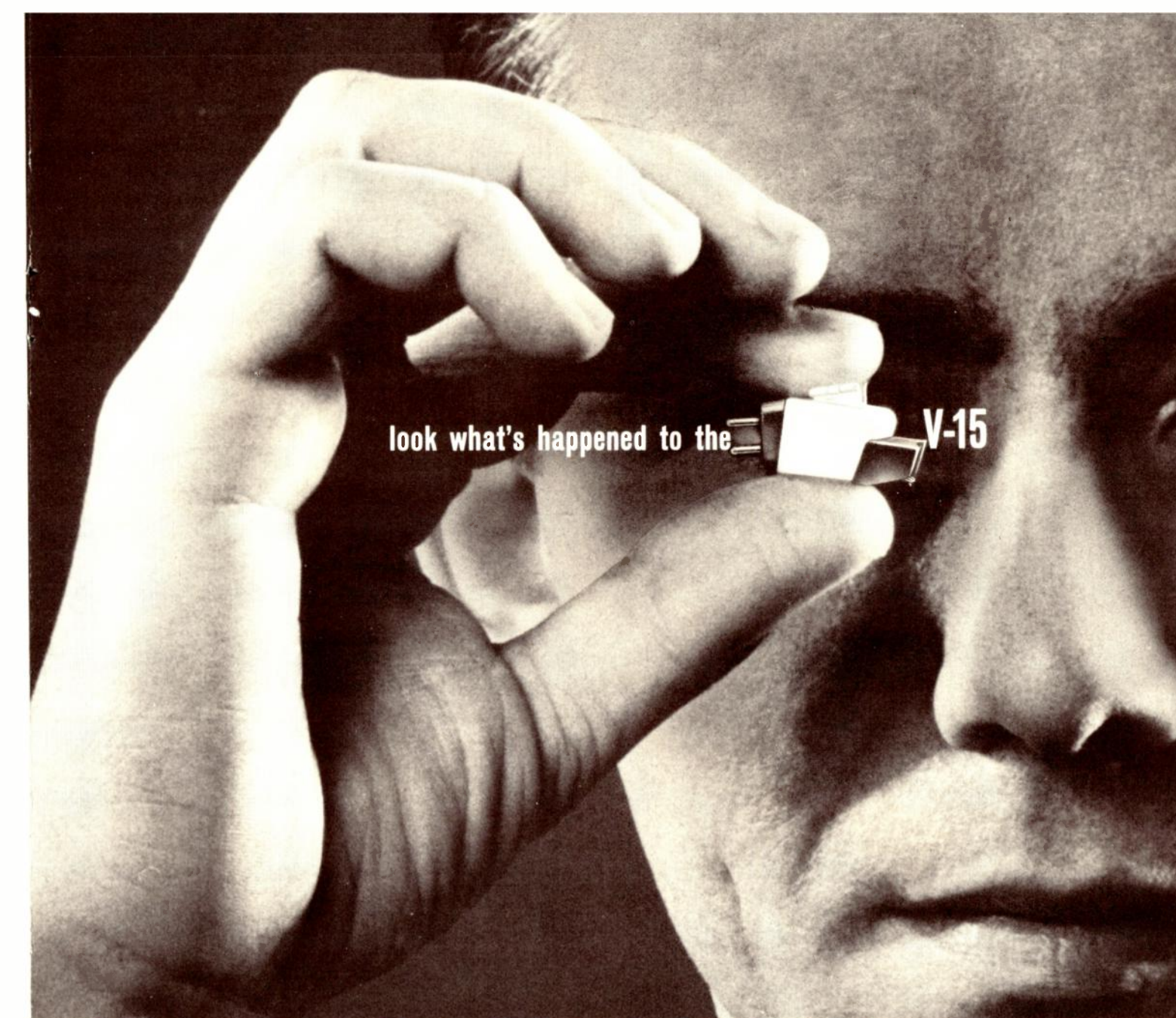
Lawrence F. Zaffina Co.
15620 Juliana
East Detroit, Mich.
313 777-9191

FOR THOSE WHO CAN HEAR THE DIFFERENCE

PICKERING & COMPANY, INC., PLAINVIEW, N. Y.

Pickering

PRINTED IN U.S.A.



look what's happened to the V-15

FOUR MICRO-MAGNETIC* 15° PICKUPS!

Whether you own a record changer, automatic turntable, or a professional type manual turntable Pickering has engineered the RIGHT V-15 pickup for you. If it's RECORD CHANGER application, where high output and heavier tracking forces are required try the **V-15 AC-1**. Most of you, no doubt are tracking lighter on the late model AUTOMATIC TURNTABLES and will use the **V-15 AT-1**. Or if a professional type MANUAL TURNTABLE is your choice you'll need the even more compliant **V-15 AM-1**. And if it's unexcelled tracking ability you're seeking, you will demand the ELLIPTICAL STYLUS PICKUP **V-15 AME-1**. All four of these pickups are radically different from any other cartridge. You can see the difference. You can hear the difference. Pick up a V-15. Note its light weight—only 5 grams. Perfect for low mass tone arm systems. Now, see how Pickering's exclusive "Floating Stylus" and patented replaceable V-Guard assembly protects your record and diamond as it plays.

*Trade Mark of Pickering and Co., Inc.

FOR THOSE WHO CAN HEAR THE DIFFERENCE

THE WORLD'S LARGEST AND MOST EXPERIENCED MANUFACTURER OF MAGNETIC PICKUPS

Pickering

IN 1956,
AGAIN
IN 1960,
AND NOW
IN 1964...



every microphone in the "pool" radio-TV coverage of both Republican and Democratic National Conventions is Electro-Voice. Performance—not politics—determined the choice, and for the third term, it's E-V by a landslide. Performance is the main plank on which every E-V microphone and speaker is built.

May we have your vote?



Model 643 Cardline* Unidirectional Microphone



Model 668 Dynamic Cardioid Boom Microphone



Model 642 Cardline* Unidirectional Microphone



Model #54 Dynamic Omnidirectional Microphone



Model 666 Variable-D® Dynamic Cardioid Microphone

*T.M.

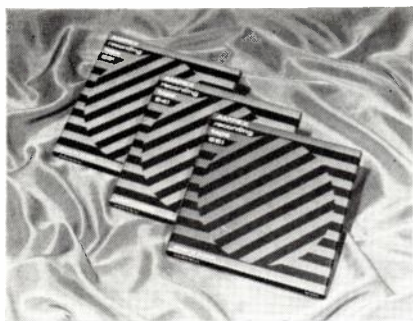


Products for profits

Ampex enters blank tape

A broad new line of blank recording tapes for home audio recorders featuring exterior color-coding in a distinctive new package has been introduced by Ampex. Called the 500 Series, the new line offers 11 different configurations of thickness and reel size. Long-lasting DuPont Mylar is used exclusively as a base. Included in the new line is a complete selection of tapes specifically designed for slow-speed recording.

The new line is packaged in three color combinations that identify the tape by thickness— $\frac{1}{2}$ mil, 1 mil, and $1\frac{1}{2}$ mils. The tapes are available in both five and seven inch reels. A specially developed oxide formulation

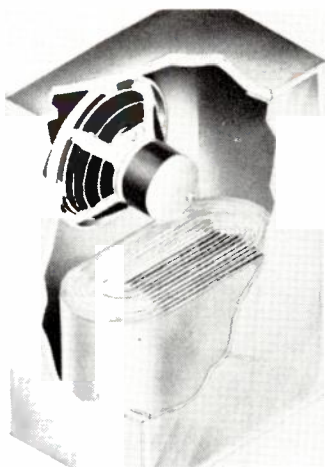


is used in four tapes to provide maximum recording quality at speeds of $3\frac{3}{4}$ and $1\frac{7}{8}$ inches. Another new feature of the 500 Series is the use of 4-inch reel hubs instead of standard $2\frac{1}{2}$ -inch hubs, to insure more stable transport from reel to reel, and materially reduce flutter.

Treatment sops up sound

The Soundsorber, a novel blend of acoustic materials for the treatment of high fidelity speaker systems, is available from Hartley Products Co. of New York. The use of the Soundsorber in a speaker System is intended to eliminate air resonance and cabinet boom, while at the same time absorbing the rear sound waves.

The Soundsorber is a combination of two acoustic materials of varying densities, interleaved in a jelly-roll pattern. Sound from the rear of the speaker penetrates the more open material, which has a low absorbency factor, and is then almost completely absorbed by the other material which is highly absorbent. The two materials act together to damp the rear

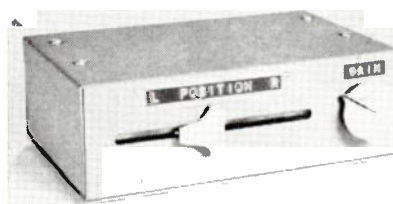


sound wave, reducing its output 65 db.

Soundsorbers are incorporated in all Hartley speaker systems, including the new 12-cubic foot Concertmaster, which employs three modules. Soundsorbers may also be used in other speaker systems or in custom-built enclosures.

Moves stereo source

The UltraAudio stereo positioner is a low-cost version of the "pan pot" used for years by most major motion picture and disc recording studios. Made by UltraAudio Products Divi-



sion of Oberline, Inc., Box 921D, Beverly Hills, California, it is known as the Hollywood Phantom Positioner, model H-122.

The 4x6x2-inch self-contained and fully transistorized printer circuitry allows the user to position any sound source electronically from left to right and back again (and anywhere in between) in a two-channel stereo sound or recording system, just by pushing a knob. The Positioner also provides about 60db of gain, more than sufficient to bring even weak sound sources up to level for feeding stereo power amplifier inputs.

East Coast

from 17

same is true of Bozak." At lower price levels, the Jensen TC4 and E-V 4 and Regina are selling. Some Fisher speakers are moving, too.

New York

Korvette, now considered first in over-the-counter audio, sees sales ahead of last year, but won't reveal how much. Sales are overwhelmingly in complete systems rather than individual components. These include in-store specials as well as advertised packages. Garrard, Fisher and Scott are among the leading brands. Speakers are mostly Korvette's own XAM brand, but "we sell some of various brands," a spokesman said.

Tape recorder sales "are beginning to pick up" as people buy them for graduation gifts, he reported. Sales are mostly in the low end, under \$200, with recorders selling for less than \$100 leading in unit sales.

Sales at Sam Goody are "much better than last year," Jay Schwab, audio department manager, reported. "It's always a struggle," he said, "but we manager to do better."

The trend to receivers, according to Schwab, is becoming ever more dominant. Last year the ratio was 60/40 in favor of receivers, now it's 80/20. In line with this, changers are lengthening their sales lead over turntables, and the sale of package systems is growing.

Goody does "a lot of business" in tape recorders, but "we don't really know how well we're doing," said Schwab. "Prerecorded tape, which we've been pushing for a long time, is beginning to show a little breakthrough at last."

He finds that many more higher priced non-bookshelf speakers are being sold than in the last two years. On the other hand, package selling has resulted in more sales of private label speakers, he said.

Bill Colbert described business in his Audio Exchange stores as "spotty" with "a couple of stores up and a couple down." Business should be better, he said, because there's less competition with several stores having gone out of business.

Generally speaking, stores in the New York metropolitan area, Colbert said, need a few months of superb business to accumulate capital. An increase of a few percentage points some months is not enough, he declared.

Audio Exchange's turntable sales are mainly Thorens. "It's the only brand that sells, but we sell it in large

quantities. Garrard, is by far the biggest seller, and Miracord and Dual Changers follow in that order, he noted. Leading cartridge brands are Pickering at lower prices and Ortofon at the high end.

In the amplifier, tuner and receiver area, the Fisher 500C receiver is "strong," Sherwood is a "good seller" and some Bogen moves. "We are a big McIntosh dealer," he said, "and the problem is more one of delivery, especially of tuners, than of selling."

The best selling speakers, in order, are KLH, AR, Bozak and EMI. Colbert admits to not being strong on tape recorder sales, but we do sell some Tandberg, some Ampex, occasionally a Crown, and a number of Sonys.

One large New York dealer, who asked not to be named, reports that overall sales this year have been good, but with ups and downs. "Fortunately," he said, "we did well in the big months, dropped off in the lighter months. January and February were much better than in 1963, and even matched 1962, our big year. March and April were a little weaker than last year, but May was good. It had to be as it is the last big month until September.

The bulk of tape recorder sales in this outlet are in the under-\$200 category. It does very little in the \$300-400 range, but sales are better in the \$400-600 area.

Washington, D.C.

Business is quite good at Shrader Sound, Ed Vaughan, manager of the custom department said. The biggest single trend is toward receivers, with the Fisher 400 extremely popular since the factory price reduction, he noted. Prior to that, the Fisher 500C was the big one.

He reported particularly good sales of the KLH Model 11 portable and Model 15 table model phonograph systems. Both, he said, are good bread-and-butter items.

Garrard is the top name in changers at Shrader Sound, while Thorens leads in turntables. Grado is the top cartridge there. Tape recorder movement is fairly good, with the Sony 200 the biggest seller.

The KLH 6 is the fastest selling speaker, but "we do pretty well on the KLH 4 and Fisher XP2A," he stated. In big systems, the store's own Capozio, incorporating a 15" Tannoy, sells best at \$289.

Audio Center, in nearby Bethesda, Md., found business "okay up to April," (Continued on page 34)



In usual order: Mel Koenig, Hiroshi Yasuda, Etsuro Nakamichi, Sidney Koenig.

What's Oki doing over here?

A name familiar in Japan bids for U.S. market. Consumer products to come through Chancellor Electronics; recorders now, others to follow.

WE HAD TO ADMIT that our knowledge of Oki Electric was limited, indeed, in answer to a question from Chancellor Electronic's Mel Koenig. We were there to discuss with him the introduction into the American market of Oki's tape recorders.

He handed us a descriptive booklet. "They were in production with telephones five years after Alexander Graham Bell," said Koenig. "You'll see that they have been in business over 80 years."

Glancing over the historical outline, our eye was caught by a 1907 item, listing capitalization at 600,000 Yen (less than \$1,700, if we figure it right). Present volume runs in the neighborhood of \$100 million.

Farther back in the book are pictures of telephone exchange equipment and receiving sets, radio and carrier equipment, a variety of communications, radar, navigation, measurement and alarm equipment, and business machines.

"Oki is now tied in with Univac in Japan," said Koenig. He hinted that data processing was a rapidly growing area for Oki, although past figures concentrate on communications in general and telephone in particular. The recent agreement with Sperry Rand Corporation will make Oki the Japanese manufacturer of Univac equipment.

But who is Chancellor Electronics? It is, first of all, the Koenigs: Sidney (president), Sherman (treasurer) and

Mel (vice president), who acted as spokesman for both Chancellor and Oki.

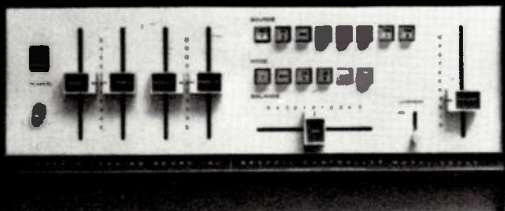
He referred to his history in the hi-fi field: "We've been in the tape recorder business since it was wire recorders, so we know a lot about what to look for in a product and how to market it once we have it." And Chancellor will be in charge of marketing the Oki consumer products here.

Oki will also be establishing its own New York office to act as a center for their efforts in research for the development of American industrial markets. Hiroshi Yasuda, who is responsible for Oki sales, and Etsuro Nakamichi, who is responsible for engineering research and development, were introduced to TRADE NEWS as being in this country primarily to set up these facilities.

The four tape recorder models presently being offered will be the first of a line specially designed for the U. S. market. When we asked whether any Oki products presently distributed by other U. S. companies would now become available through Chancellor, the answer was an emphatic "no."

Referring to the Oki 555 (and its companion units), Koenig said, "It's a great recorder! Our experience with tape recorders has convinced us that you can't make one in this country for that price and still expect anything (Continued on page 44)

**JBL PRESENTS THE
SOLID STATE STEREO
GRAPHIC CONTROLLER**



A TOUR DE FORCE OF CREATIVE ENGINEERING

Straightline controls. Pushbutton selectors. Inputs in front as well as back. Take a look and wonder... *Isn't this the way it should have been done in the first place?* The JBL design staff started fresh. Clean slate. No restrictions, prejudices or preconceptions. With cold objectivity they regarded the functions of a preamplifier/control center, re-evaluated its relationship to a human operator, weighed every conceivable feature. Straightline controls give immediate visual indication of setting. Even from a distance. Direction of movement seems intuitive. Up to increase, down to attenuate. Slide to one side or the other to balance channels. Pushbutton selectors permit instant comparison, switching from one source (top bank) or mode (lower bank) to another without passing through intermediate positions. Pushed button lights up. Controls are so arranged that those most frequently used are most accessible. Human engineering. Front-panel inputs permit sampling and comparing components, connection of portable units without disrupting permanent rear-chassis connections. Front jacks are behind a

flip-down door which also conceals occasionally used facilities such as a headphone jack, fuse, filters, system gain, level and balancing controls. The Graphic Controller includes a 1,000 cycle test tone generator to be used for speaker balancing, placement and orientation. An Aural Null Stereo Balancer accessory provides a very precise means for balancing speakers, and also the two signals from your stereo pickup. Performance-wise—in terms of response, distortion, hum—the JBL solid state Graphic Controller is the finest instrument of its kind you can buy. As has been said of other JBL products, "It's the result of doing everything right." In fact the Graphic Controller is so *right* in every respect, so well built, so well engineered that yours might very well become a family heirloom. There's much more to be said about the SG520. You'll find a complete description in Bulletin SL801-2. Write for your free copy and the name of the Authorized JBL Audio Specialist in your community.

The Graphic Controller is designed, engineered and manufactured by:



JAMES B. LANSING SOUND, INC., LOS ANGELES 39, CALIFORNIA



22,500,000 IMPRESSIONS PUT CONCERTONE ON TOP

It's only natural that the incomparable Concertone 800—the most unique recorder in the industry—should be backed by the biggest advertising program in Concertone's history. More than 22,500,000 consumer impressions are making everyone aware that the incomparable Series 800 has triumphantly arrived. Only the Series 800 (portable or tape deck) has Reverse-o-matic® and six heads, enabling you to record or play in both directions without reel turnover. This new Concertone is being pre-sold for you

by massive consumer advertising, fully supported by a complete merchandising and sales promotion program. And, in case you've forgotten, the incomparable Series 800 is a profit-protected, quality line selling for less than \$399! For details on the new Series 800, write Paul Abbey, Vice President of Concertone, a Division of Astro-Science Corporation, 2112 Chico Avenue, South El Monte, California.

CONCERTONE 

East Coast from 31 but May was terrible," according to Fred Burke. Other local dealers have told him business is slow at their stores, he said.

"It's not a question of not being able to sell if customers come into the store," Burke declared. "But there's just no traffic. We increased our advertising, as a test, but it didn't bring any more people in—just now it seems to be a total waste. We tried advertising a Kenwood AM/FM/MPX tuner at \$89, ran it three times in one week, but no one seemed to be interested. And we had been doing a very good job with Kenwood, as we have

an exclusive on the line. Maybe we just tried to sell it too cheap."

The Fisher 400 at \$237 is dominating the receiver field, he said. Garrard leads in changers; the AR turntable outsells the Miracord changer. "We had been making a nice profit with the \$68 AR, getting \$85 for it, complete with cartridge. But now a leading discounter is selling the new AR, listing at \$78, at \$59, or about \$5 above cost," he said.

KLH and AR lead "without question" in speaker sales. At higher prices, it's JBL, Burke stated. "We are the largest dealer in the U.S. for JBL Apollos. We have both Apollos

and Paragons on the floor, and we're not afraid to demonstrate."

North Carolina

Troy's Hi-Fi Center, Durham, N.C., was destroyed by fire early this year, but was rebuilt on the same site. "We went the McIntosh route, with the curtain of sound and salon appearance," John C. Troy, Jr. said.

Business was extremely strong for two and a half months after the re-opening, he said, but dropped off in the first two weeks of May. He attributed the drop-off to good weather. But he expected good business in June, as that month was the second strongest last year.

Before the fire, Troy's had considerable success with the Bozak building-block approach to large speaker systems. But the fire seemed to kill this business off. "We worked on customers, then the fire interrupted before we could close the sale," he said. "Now the public seems to be going back to smaller speakers, with the KLH 6 currently the biggest seller. But extremely small speakers are not selling at all."

In turntables, Troy's Hi-Fi Center sells "a little bit of everything." Elac cartridges are "real strong," probably due to the Consumers Union report, he noted.

"We have taken on the Sherwood line and are doing a pretty good job with it," he stated: Marantz and McIntosh lines are both selling well. Dynakit is biggest in the kit field. And we intend to push the KLH transistorized amplifier.

"Tape recorders are selling extremely well, centered around the Viking 88. We moved Viking 86s at full list as long as we could get them, and now we're concentrating on the 88."

Florida

Business is down "somewhat, probably about 10 to 15%" at Hi-Fi Associates, Miami, Jim Wright said.

Garrard is the top record changer. Component sales are mostly in receivers, with Fisher, Scott and Harman-Kardon in the lead. "In speakers, we are selling the old standbys, Bozak, KLH and E-V." Tape recorders aren't moving too well, and "perhaps last year's sales were better. Headsets are a "nice secondary item." The company is not making any particular push for them at present, but during the winter it demonstrated them in conjunction with television and tape recorders.

AUDIO IN PRINT:

A roundup of audio topics the public will read in July

Overseas

ONE OF EUROPE'S largest tape manufacturers, Germany's Agfa puts on quite a house organ; a copy of the French edition just crossed our desk: 16 pages of Life-size, two color gravure with articles on tape and its applications, including such comparatively-little-known ones as sound effects for model railroads, tape control of machinery, and recordings of aircraft communications for study in case of accidents. An article on the plus qualities of polyester backings shows tape being submitted to torture tests not in an aseptic lab, but in homey-looking kitchen surroundings. Other articles cover the computer installation at NASA's Marshall Flight Center in Huntsville, Ala., uses of tape to preserve disappearing dialects and reminiscences of old-timers, tape at Radio Nederland, ABC's of editing, and some pretty good cartoons—plus a column on stars and their tape recorders this month: Mario Del Monaco tapes in his Cadillac—using a Uher 400, AKG D-19, and — to nobody's surprise — Agfa tape.).

While we're on tape recording, let's note that **The Tape Recorder** (March) tests not only recorders, but their accompanying microphones. When will U. S. pubs follow suit?

TR's sister publication, **Hi-Fi News** (April) covered a most interesting pick-up arm, the Trutrack, a radial

arm floating on mercury. The arm showed up again in the May issue's coverage of the London Audio Festival and Fair, in an issue that also featured brief coverage of the Paris and L. A. shindigs. Elsewhere in the issue, a good report on Shure's M44-5, and a considered weighing of the BBC's sound quality and facilities.

Holland's **Luister** also covers the British and French shows, and adds an amusingly illustrated article on the hallucinations of headphone listening.

Naturally, **Revue du Son** has the most extensive coverage of the Paris show, and most U. S. dealers would have been at home there, surrounded by JBL, ADC, AR, Scott, Shure, Bogen, Superex, Grado, Omega, Heath, Acoustech, McIntosh (*sic!*), Dyna, Grommes, H-K, Fisher and such familiar European makes as Thorens, Connoisseur, SME, Neat, Ferrograph, Grundig, Dual, Quad and Leak. This month's juicy contents also include an article *On Listening Intelligently to Fidelity As A Whole*, reports on the Shure M44-5 and the V-15, and a new machine for tape duplication, plus a critical comparison of the KLH-14 and JansZen 130.

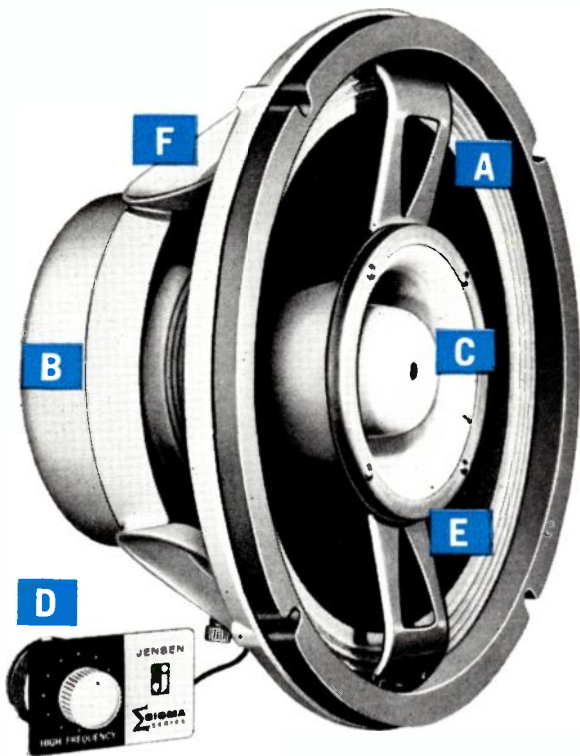
IVAN BERGER

Electronics World

THE ARTICLE *Tape-Recorder Equalization Curves*, by Herman Burstein, (Continued on page 36)

NEW Σ SIGMA™ SERIES By JENSEN

7 SUPERB HIGH FIDELITY LOUDSPEAKERS

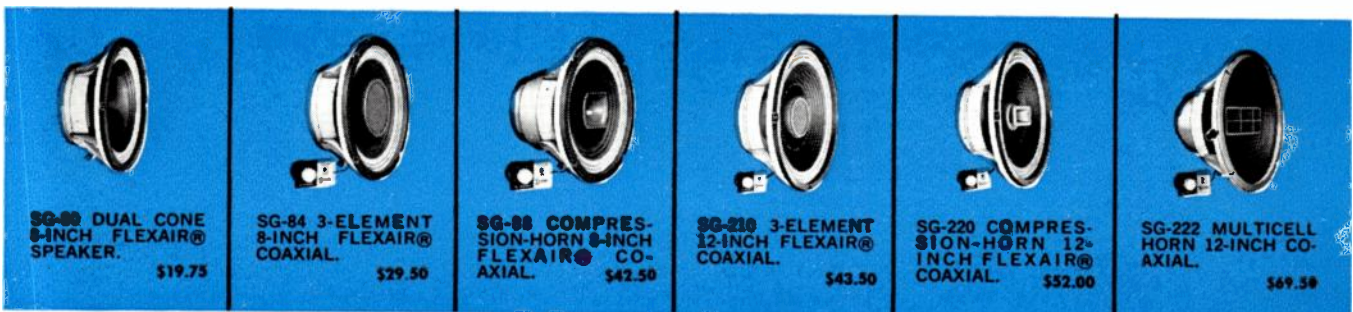


The brilliant new Jensen SIGMA Series incorporates the newest advances in electro-acoustic design, plus performance and reliability that set new standards for high fidelity unitary loudspeakers. Note these outstanding features:

- A** Jensen FLEXAIR® suspensions permit improved bass response even in compact enclosures.
- B** High-energy SYNTAX-6® magnetic structures for high power capacity and low distortion.
- C** Exclusive design low-crossover tweeters (2,000-cycle) provide excellent m-f and h-f response.
- D** Separate HF control with all coaxials permits custom-balancing of frequency response.
- E** Carefully formulated cones retain strength and shape even after long service.
- F** Heavy-duty die-cast frames give rigidity and permanently accurate alignment of the moving system.

SG-223 REFLEX HORN COAXIAL 12" SPEAKER. Jensen's finest unitary. A true 2-way speaker with our unique horn-loaded reflex tweeter and high-compliance low-resonance FLEXAIR® woofer. **\$76.50**

Jensen's full-time research and development program has consistently produced significant advances in loudspeaker design. Recent developments have dictated numerous changes in the construction of loudspeakers to take advantage of new performance possibilities. The 7 speakers in the new SIGMA Series incorporate all of those refinements and changes which have been proven effective. The SIGMA Series represents the first completely new loudspeaker group redesign in the industry in a number of years. It makes available a comprehensive range of types most often requested for unitary requirements at reasonable prices.



*For complete information
on SIGMA Series speakers
write for Catalog 165-J.*

JENSEN MANUFACTURING COMPANY / DIVISION OF THE MUTER COMPANY / 6601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS
Canada: Radio Speakers of Canada, Ltd., Toronto • Argentina: Ucoa Radio, S. A., Buenos Aires • Mexico: Fapartel, S. A., Naucalpan, Mex.

Electro World from 34

presents an overall summary of present standards and current practices at the various tape recorder speeds. The comprehensive discussion is intended as a "reference source" for the tape recorder enthusiast, as well as for sales and service use.

Also in the July **Electronics World** is an article by Charles W. Martel of Raytheon. *Remote Volume Control* describes a simple control circuit using the Raysistor, a photocell with a self-contained light.

The Hirsch-Houck Lab Reports (*EW Lab Texted*) cover the Shure Model 578 Omnidyne, an omnidirectional dynamic mike for PA and recording, finding it "very natural, balanced, and pleasing on voice. Music also reproduced well, although with a perceptible loss of extreme highs." Allied Radio's Knight record changer KN-990 is also investigated and found to be an unusual buy, since it incorporates several features not often found in low-priced units.

Hi-Fi/Stereo Review

THE JULY ISSUE of Hi-Fi/Stereo Review features an exhaustive ten-page report on stereo cartridges. Prepared by Hirsch-Houck, this report covers no fewer than twelve popular stereo cartridges. These are the Empire

880p, the Pickering V-15, the Shure M44-7, the Sonotone Mark IV, the Shure M44-5, the ADC 770, the Pickering Stanton 500 AT, the ADC Point Four, the ADC Point Four/E, the Shure V-15, the Ortofon SPE/T, and the Weathers PS-11. The tests performed on each cartridge included frequency response, channel separation, intermodulation distortion, tracking force, square-wave response, vertical tracking angle, and hum pickup. Specifically discussed in the article is the subject of elliptical styli, with suggestions as to which records benefit most from their use.

Other technical coverage includes Technical Editor Larry Klein's answers to reader's hi-fi questions, and Hans Fantel's continuation of his series on hi-fi definitions.

The lead musical article in the July issue is titled *The Anatomy of a Best-Seller*, and is an inside report on what factors combine to make an LP a hit—or a miss. This is followed by *An Impertinent View of Tanglewood*, which examines the way culture and commerce intertwine in the Berkshires.

High Fidelity

THE YOUNG (AMERICAN) man with a baton, Robert Craft, is the subject of the lead article in the July issue of **High Fidelity**. Author Eric Salzman discusses Mr. Craft's career, his close

relationship with Igor Stravinsky, and his plans to conduct the complete works of the Viennese School for Columbia. In his article *Fie Upon Freud*, Peter J. Pirie disagrees with those who maintain that psychoanalytic evaluation of the great composers produces valid reasons for greatness.

Feature reviews in this issue include the Columbia issue of the Liszt *Faust Symphony* (Bernstein and the N. Y. Philharmonic), the Vanguard recording of Mahler's *Symphony No. 8* (Abravanel and the Utah Symphony), and Shakespeare's *Hamlet* (Geilgud directing Burton and cast on Columbia).

In an article titled *Organs Without Pipes*, author R. D. Darrell surveys the history of the electric and electronic organ and parallels its rise to popularity with the technological perfection of high fidelity components. A special discussion of the Revere tape cartridge player and recorder appears in this issue, and the prototype of an audio/video recording system that is being developed by Fairchild for use in the home is discussed in *Newsfronts*. The reports on equipment in the July issue include: Bogen RT-1000 receiver, Tandberg 74 tape recorder, University Tri-Planar-speaker system, and London Summation arm and cartridge from English Decca.

**hi-fi
camera
eye**



THE LADY is Pat Doyle, Cleopatra at the Hollywood pavilion, N. Y. World's Fair. She visits pres. Harry Ashley at Eico booth in Interiors bldg.



BILL SUTHERLAND is new ad & sales promo manager for Electro-Voice.

TOP SALESMAN AWARD to J. M. Flora from Ed Miller of Sherwood, (C). Representing Flora are Ray Molnar, Phil Flora, Jim Flora, Scottie Flora, Charles Houser, Phil Wallace.

TANDBERG CLINIC is presented at Magnetic Recorders. Ingolf Nielsen, Tandberg's Norway-trained engineer, is shown at left with Lawrence Browlee, one of 6 technicians at LA distributor.



SONY**SUPERSCOPE** *The Tapeway to Stereo*

Sound News and Views

Vol. IV, No. 7

Sun Valley, Calif.

July, 1964

The Listening Post

10 Indians & 2 Chickens

by Joseph S. Tushinsky

The text for today's sermon is taken from a stereo rendition of two old classics. The first concerns the shrinkage of the 10 little Indians. We look at it in reverse. The second is the ancient hope for a chicken in every pot. Here we see double.

The Redskin tribe, if you'll recall, started numerous and, through misadventure, ended in none. And, if you remember (*or your father could tell you*), it was Herbert Hoover who campaigned for reelection with the slogan, "A chicken in every pot, a car in every garage." Big dream!

Back in the early 20's, the man who owned a car was a distinctive personage and a rarity. Only the most affluent and pioneering spirit on the block had a high-topped Model T parked on the cobblestone in front of his house.

Time passed. Then the man next door bought a car too. Soon *everybody* had a car, or at least it seemed that way when you were out on a Sunday drive.

And, just when the auto manufacturers themselves expected saturation, a new phenomenon appeared. Families began accumulating 2 cars!

At first it was the automotive-minded kid with the hot rod which he half-assembled. In more recent times, the lady of the house with a wagon to tote kids and groceries around, has, in many instances, run the family car tally up to 3. Perhaps this is all an outcome of living in what the sociologists have termed "The Affluent Society." We just have the wherewithal for more of the

(Continued on next page)

Sony is Digested

Fifteen million copies of the Sony success story were distributed to the reading (*and buying*) public when the *READER'S DIGEST*, in its June issue, published *Sony Turns Small Things Into Big Profits*, written by J. D. Ratcliff and condensed from *The Lion*, fraternal organ of Lions International.

Herewith, with the permission of the *DIGEST*, we are condensing the condensation:

How are great businesses born? Witness the unpromising beginning of one of the most spectacular successes of our time. A hundred dollars invested in this company in 1946 would be worth about seven million dollars today.

After the war in a boarded-up room of a bombed-out skeleton of a department store in Tokyo's Ginza district, eight men labored at benches made of scrap lumber, on salvaged raw materials. That was Sony's first staff.

Named from the Latin word *sonus* for sound, Sony is the creation of two remarkable men: Masaru Ibuka, an engineer, and Akio Morita, a physicist. Rejecting other consumer goods, they decided to stick to electronics, and pioneer on the highest possible level. "*Whatever we manufacture must be the best we can make.*"

At first things only worsened. By May '46, capital had dwindled from \$1600 to \$527 and they moved into a small firehouse, making room by keeping the fire-engine outside during the day.

In 1948 Ibuka and Morita first heard of the tape recorder. They developed a new design and built 50 units. A restaurant proprietor was wheedled into buying one, as a promotion stunt: customers could sing and get an immediate playback of their voices. Police bought another, to keep records of interrogations. But the sale of two *hardly* made a going business. So Ibuka and Morita bought a demonstration truck and started touring the schools of Japan, to

suggest that recorders could take down educational radio programs to be used at will. Sales soared. In the end, two-thirds of Japan's 40,000 schools bought recorders.

Next, learning of Bell Telephone Laboratories' transistor, Ibuka went to work redesigning the new wonder component, brought the price of making some of them down from \$50 to 15c. In 1957, Sony introduced the world's first pocket radio — little larger than a pack of cigarettes — and brought news, music and education to backwoods regions of the world.

If a radio could be squeezed down, why not TV too? By 1962, Sony had a 5-inch, 8 pound "Micro" TV. Sony is now making 1000 a day, nearly 1,200,000 dollars worth a week at present retail levels.

Company research men keep keen eyes on the future; the company spends about 6 percent of income on research, far above the Japanese average. Latest achievement: The tunnel diode, smaller than a collar-button, performs transistor jobs better, faster. Achievement coming up: Home video tape recorders for instant home movies and TV program recording.

As success mounted, Morita kept his scientists plugging away at electronic research so Sony could come out on the market with something different when competitors started catching up with them on existing products.

His company a world-wide success with total annual sales of \$77 million in more than 100 countries, Ibuka still wears bedroom slippers in the office, and a factory hand's blue-cotton zipper jacket. Feet draped over the arm of a chair, he is a patient listener. "*Sit and let people talk,*" he says. "*That's where good ideas come from.*"

... and also the good Sonys. The *DIGEST* story should make a few million more people aware of the name *SONY*. And, incidentally, paraphrasing Ibukasan, maybe some good selling ideas can come from the customers themselves.

RAVE REVIEWS ON SONY 500



Model 500

high fidelity MAGAZINE

April, 1964, says:

"The NAB playback characteristic of the 500, as measured at USTC, was among the smoothest and closest to the NAB standard ever measured, indication that the Sony 500 is capable of providing excellent reproduction from prerecorded tapes. Speed accuracy at 7½ ips was fair; wow and flutter were very low—lower in fact than Sony's specifications. Signal-to-noise ratio was very good—again, better than specified. The record/playback response at 7½ ips was almost perfectly flat out to 12 kc; at the slower speed, the high end rolled off sooner, as expected. Distortion was very low at both speeds.

"The Sony 500, in sum, combines reliable, clean performance with a good deal of versatility. It has the attractiveness of a complete, self-contained package and offers everything needed by the amateur recordist—from microphones to stereo speakers, which incidentally sound surprisingly good, distinctly better than the kind of nominal speakers often supplied in complete recorders. And for the more demanding hobbyist, it does have the facilities—and the performance capability—for serving as the tape recording and playback element of a component stereo system."

Hi Fi/Stereo Review

MAGAZINE April, 1964 says:

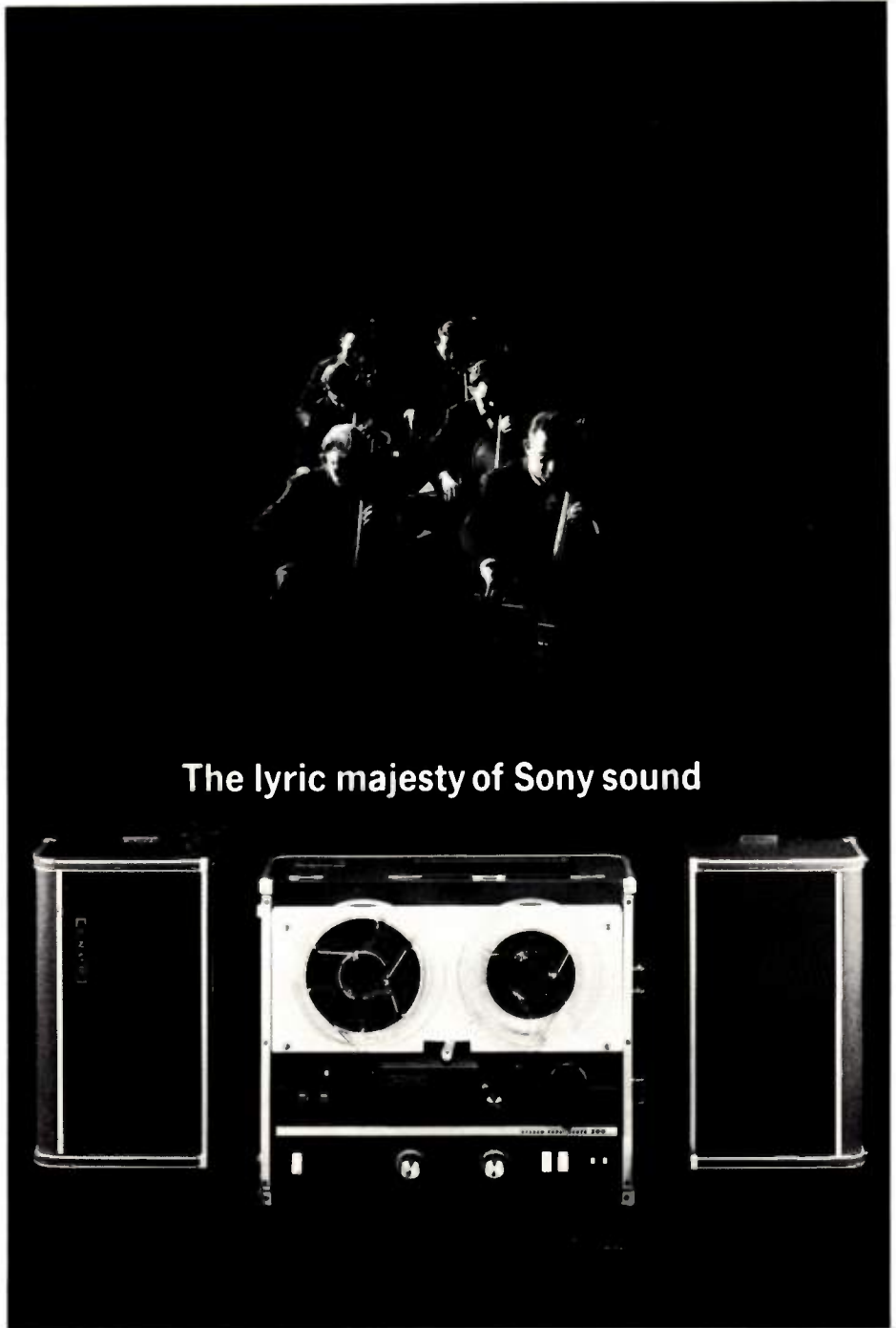
"Although intended for use in the home, the Sony TC-500 is constructed in a manner that would do honor to many a professional machine.

"One of the striking features of the TC-500 is the detachable speakers, each of which forms half the cover of the portable unit. The loudspeakers are fully enclosed, and are obviously of small size, yet when driven by the TC-500's built-in 3-watt monitor amplifiers they produce sound of an astonishing quality. Not only are the Sony's speakers among the best-sounding I have ever heard in a portable tape recorder, but they compare favorably with some of the low-price bookshelf systems. With the bass boost switched in, the speakers appear to go down cleanly to about 50 cps, and have a nicely balanced over-all sound.

"The two Sony F-87 microphones, which are stored in the speaker cases, also sounded a good deal better than the microphones usually supplied with tape recorders. They have an excellent cardioid pattern and do a creditable job of recording music or voice.

"The sound quality of the Sony TC-500 played through a hi-fi system was generally excellent. . . . the over-all sound remained clean and very much of high-fidelity caliber."

For further information, or complete copy of the above test reports, write Superscope, Inc. "Test Reports B," Sun Valley, California.



The lyric majesty of Sony sound



A magnificent new stereophonic high fidelity tape system; precise, versatile, complete in itself, the Sony Sterecorder 500, with the revolutionary lid-integrating speakers, may be purchased for less than \$399.50 complete with two F-87 cardioid dynamic microphones.

Outstanding operational features distinguish the amazing new Sony Sterecorder 500: ■ Acoustical cone suspension speakers ■ Speakers combine to form carrying case lid ■ 4-track stereo and monophonic recording and playback ■ Vertical or horizontal operation ■ Microphone and line mixing ■ Sound on sound ■ Two V.U. meters ■ Hysteresis-Synchronous drive motor ■ Dynamically balanced capstan flywheel ■ Pause control ■ Contour switch ■ Automatic shut-off ■ Automatic tape lifters ■ FM stereo inputs ■ Multiplex Ready!

SUPERSCOPE® The Tapeway to Stereo

Sony tape recorders, the most complete line of quality recording equipment in the world, start at less than \$79.50. For literature or name of nearest dealer, write Superscope, Inc., Dept. O, Sun Valley, Calif. In New York, visit the Sony Salon, 585 Fifth Avenue.



10 Indians & 2 Chickens

(Continued)

worldly goods. For the same thing has happened with other once-considered luxury items. The average American home today has 2.9 radios, including the one in the second car. And the homes with 2 television sets are becoming more and more commonplace.

Another interesting part of the phenomenon is that what starts as a luxury in time becomes a necessity. The family with two cars now would feel deprived if they had to cut back to one.

Now, the tape-recorder is a comparative new-comer in the household, making its impact on many people for the first time. That's why it may be difficult for some of us to realize that there are already families with more than one recorder.

Yet, after all, tape recorders are specialized tools. The recorder used for the fine reproduction of music is a different breed of cat from the portable dictating recorder. The high-pressure business executive who saves every precious thought by uttering it into an 801A on his way home in the car, might like to spend his evening immersed in a high-fidelity rendition of Vivaldi. *This* is the man who should own two recorders — at least.

How affluent can a society get?, you might ask. But consider again the hen. Once chicken every Sunday was status eating. Today? There's a chicken in every basket. Or, to paraphrase Alfred Hitchcock, the birds is *here*.

The point is that a very logical customer for a Sony is the man who already has a Sony. *He* knows how good an instrument Sony makes. The next step is to make him realize his sound-reproduction needs are wider.

Yes, in some Utopia in a Millenium yet to come, we can visualize 4 or 5 Sonys in every home . . . the tape deck in the music room . . . the 211-TS in the projection and language study room . . . the 801A in the car . . . the 200 for mother in the kitchen (*or for the robot doing mother's work*).

But today, even in our primitive age, don't overlook the present Sony owner. He may be just the man with an itch to listen to the pitch to take on another Sony. That man may become a Sony collector dwelling in a house well-appointed, with *two* chickens, *two* cars, and, of course, *two* Sonys. For now.

TAPE RECORDERS



in the News

The Son Who Comes To Dinner

Two ingenious Midwestern parents have devised an infallible way of calling their wandering 10-year-old into meals on time. They play back a tape of the ice-cream wagon chimes, amplifying its siren song to penetrate the neighborhood. Never fails to work.

Seems a shame, however, not to be selling pops to all the other kids who show up.

• • • •

How To Achieve Immortality

Lester C. Worden in his book, *A Living Legacy*, advises everyone to do as the V.I.P.'s do: get a tape recorder (Sony?) and rattle off his memoirs, complete with favorite background music, voices of intimates, etc., in a sort of home-cooked *This Is My Life*. How generations-to-come will thank their ancestor's memory for establishing this familial continuity!

Time Magazine paints a touching picture of some evening in 2064 when Mother says to those gathered around the electronic hearth: "*Tonight let's play Great-great-great-grandfather.*"

• • • •

Blue Tape

Chicago police and firemen have gone modern and eliminated a lot of red-tape by use of recording tape. Dispatchers and desk men no longer need keep tedious and illegible logs since tape recordings of all calls are being made. One of the gains the police claim, is that hurried reports of address given by nervous witnesses who hang up too soon can be played back. Another is that false fire reporters think twice when they know police will have their voices in evidence. What's more, one chief says, the non-business use of radio-phones by the cops themselves will be eliminated. No man in blue is going to broadcast: "*Pick up a pound of butter for your wife on the way home,*" if he knows he's on tape.

Another chief in the area believes that the tapes "*already have improved tactics in detection and capture of criminals.*"

Next time a cop tries to sell you a ticket to the policeman's ball, you sell him a tape recorder.

• • • •

The 11½ Hour

Psychiatric sessions between 11 schizophrenics and their psychiatrists were tape recorded at the Massachusetts Mental Health Center. Then these dialogs were screened for meaning, translated into a code and transcribed onto punch cards.

Can it be hoped that, by means of this form of therapy, computing machines can be cured of tics and stutters? If so, is it too late for that addressing machine that sent one Iowan farmer 4000 copies of the same issue of *LIFE*?

• • • •

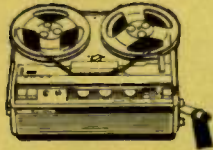
We Love You, Ringo, Yes, We Do!

Our Hollywood man reports that when tickets went on sale three months in advance of the August appearance of the Beatles at the Hollywood Bowl, hundreds of teenagers were already queued up. No wonder. They had waited all through the night. And do you know what had kept them company? Portable tape recorders. And you know what those recorders were playing?

Yeah! Yeah! Yeah!



"500"



"464-SL"



"211-TS"



"801-A"



"600"



"777"

Our monthly visit
with

Charlie

THE CREATIVE
SALESMAN



Charlie was laboriously enunciating, "La plume est uber da table," in a peculiarly guttural way into a 464-SL when we walked in on him this month.

"What's up, Charlie?," we inquired, prepared for anything.

We got anything. "It's that butcher, Hansie Gruber. He's going to Paris, him and his frau — wife."

"So."

"So, as a service, with the Sony he bought, I agreed to supply him with language lessons. And it's been keeping me up."

"Working after hours?"

"Not that so much. But, you see, he's a pretty busy butcher during the day, so . . . well, you've heard of sleeplearning."

"I did indeed. You put the French tape on your Sony, equipped with a continuous-playing loop, at bedtime. And in the morning your wife calls you Maurice."

"That's the theory, but we have a couple of side problems. You see, when he's asleep, Hansie thinks in German. So that's why we can't use a pre-recorded tape. We've got to give him French for someone who dreams with a German accent. And I've been up nights testing these French lessons with a German accent as recorded by an American on a Japanese recorder. Besides . . ."

"There's more?"

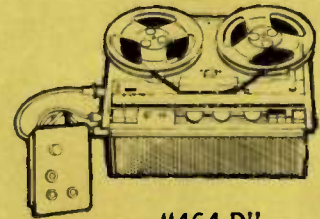
"Yes. Now Hansie's nervous about not being able to pass. It's been keeping him up. And, needless to say, me too. But I think I have that part of it licked."

Charlie put a new reel on his machine. The sound that came through with startling Sony-fidelity was unmistakably a snore: "Zzzzzz." "It struck me that sleeping is inspirational," explained Charlie with pure delight, "so I taped a contented sleeper, my wife, and I figure if Hansie . . . Hey, what a terrific idea! Why, do you know how many people there are suffering with insomnia? Must be millions! A virgin market, absolutely untapped and ready to buy!"

It was then that we got out of the store.



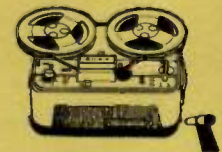
"200"



"464-D"



"111"



"102"



"263-D"
"SRA-2L"

SONY TAPE RECORDERS
SELECTED BY THE
HOUSE OF GOOD TASTE



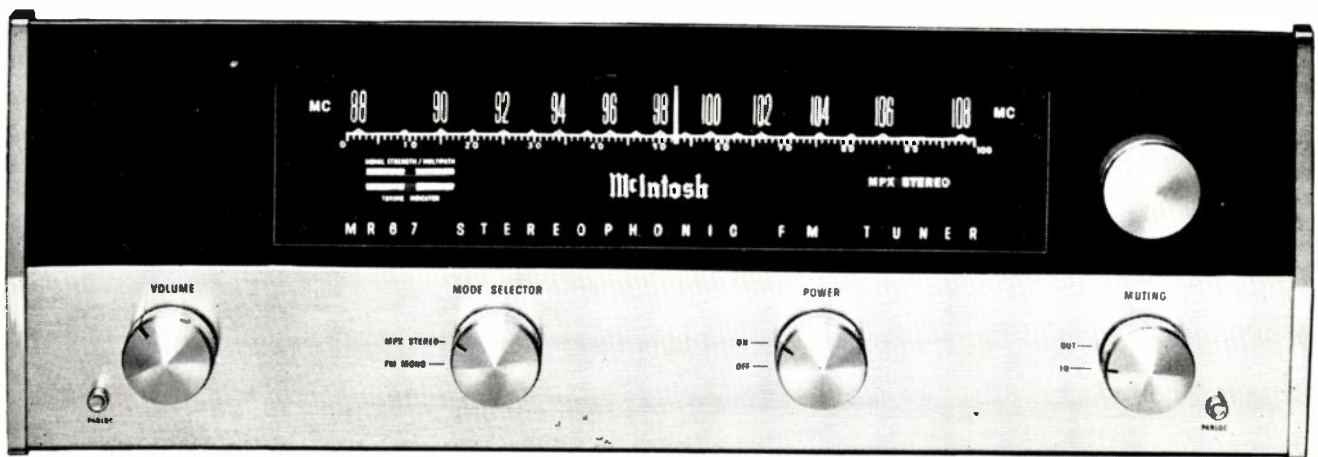
NEW YORK WORLD'S FAIR

1964 • 1965

UNEXCELLED

by any other Tuner!"

Audio, February, 1964



need we say more?



\$30 down and only
\$10 a month
from most dealers!

Send for FREE INFORMATION

MR 67

16 Chambers St.
Binghamton, N. Y.

McINTOSH LABORATORY INC.

16 Chambers St., Binghamton, N. Y.

Please send me MR 67 information

NAME _____

STREET _____

CITY _____

STATE _____

To help you sell

Fisher mobilizes

The Fisher bird mobile is an attractive gold and blue colored display which can be used as a decorative window ornament or as an in-

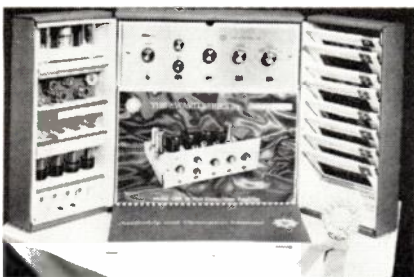


store mobile. It attracts consumer attention to the Fisher name, and is especially suitable for heavy traffic stores.

H-K package honored

A corrugated box for stereo amplifier components made by West Virginia Pulp and Paper for Harman-Kardon, was awarded the Gold Ribbon for carry home packs at the 1964 Fibre Box Competition, sponsored by Fibre Box Association, in Chicago.

Designed to provide separate compartments for the various parts of a stereo amplifier, the construction serves both as a compact carry-home package, and as an attractive display. The split cover opens to form two side compartments allowing the box to be set up for display in the store or for home assembly.



Norelco gives a hand

As part of its massive merchandising program for the Continental '101' cordless transistor tape recorder, Norelco has unveiled a counter display designed to show the machine being held by a hand to highlight its portability and small size. Measuring only 20 $\frac{3}{8}$ " high, 16 $\frac{7}{8}$ " wide and 6 $\frac{3}{8}$ " deep, the display takes up a minimum of counter space with maximum impact. If the recorder is provided with batteries, it can be used for live demonstration without disturbing the display.

There is space next to the machine for literature and provisions for non-obtrusive taping to prevent theft.

**NOW...PERFECT FM
ELIMINATE
FM
INTERFERENCE!
With the Sensational
New! FINCO
FM BAND PASS FILTER**

**ENGINEERED TO
MOUNT ANYWHERE**

Get only pure FM signals. Use a Finco FM Band Pass Filter to stop interference and block out unwanted signals from T.V., Citizens Band and Amateur transmitters, motors, autos and fluorescent lamps. Size: 4 $\frac{1}{4}$ " x 2" x 1 $\frac{1}{2}$ ". Available at your Finco Hi-Fi dealer. Satisfaction guaranteed!

Model 3007 Only \$6.95 List

THE FINNEY COMPANY
34 W. Interstate St. • Bedford, Ohio

COMMERCIAL SOUND

Polylingual system used at World's Fair

By Solomon R. Kunis

FOREIGN VISITORS to the New York World's Fair may listen to Billy Graham's inspired sermons in any one of six languages. This newest development in commercial sound is made possible by a multi-language simultaneous interpretation system designed and installed by Round Hill Associates of New York.

The system is installed in the 350-seat auditorium in the Billy Graham Pavilion, where a 28-minute evangelistic film entitled *Man in the Fifth Dimension* is presented to Fair visitors every hour from 10 a.m. to 10 p.m. The panoramic motion picture, shot in Todd A-O color in Israel, Greece and the United States, features a running commentary by Billy Graham in English. Mr. Graham's message, however, is also available to listeners in Spanish, French, German, Russian, Chinese and Japanese through the multi-language communication system.

The heart of the multi-language communication system in the theatre is a special receiver, which has been built into the arm rest of every seat. The receiver consists of a plastic earphone, connected by an acoustic tube to a transducer in the underside of the arm rest, and a six-position control, which selects the desired language.

The multi-language receiver was developed originally by the United Nations and installed in a number of its meeting rooms by Round Hill Associates. The receiver may be used with either live or recorded translations, and utilizes either wire or radio transmission.

At the World's Fair site, the foreign language commentary is recorded on a 35-millimeter, 6-track tape—with each channel carrying a translation of Billy Graham's words in a different language. The tape is played back on a special six-channel tape machine, which is interlocked

(Continued on page 48)

SOUND INDUSTRY DIRECTORY

25 WEST 45TH STREET • NEW YORK 36, NEW YORK • PHONE: LT 1-8840

rates for **1965** issue

BLACK AND WHITE DISPLAY:

| | |
|--------------------------|--------|
| One Page | \$695. |
| Two—Three Pages | 661. |
| Four—Five Pages | 632. |
| Six or More Pages | 603. |
| Two Columns | 554. |
| One-half Page | 454. |
| One-third Page | 309. |
| One Column | 309. |
| One-half Column | 250. |
| Inside Front Cover | 895. |
| Inside Back Cover | 850. |
| Back Cover | 950. |

COLOR:

Publishers Choice of 2nd Color — \$120. page
 Advertisers Choice (Rate on request)
 Process Color & Metallic Inks (Rate on request)

BLEED:

Add \$40. to above rates for bleed.

INSERTS:

Supplied to us pre-printed untrimmed & flat on stock no heavier than 70 lb.

| | |
|---------------------------|-----------------|
| Two Pages | \$595. per page |
| Four Pages | 555. per page |
| Eight or More Pages | 350. per page |

MECHANICALS:

| | |
|------------------------------|------------|
| Full Page | 7" x 10" |
| Two Columns | 4½" x 10" |
| One-half Page | 4½" x 7½" |
| One-half Page (Horiz.) | 7" x 5" |
| One Column | 2½" x 10" |
| One-half Column | 2½" x 4¾" |
| Trim Size of Book | 8¾" x 11¼" |

Bleed Size: Add ¼ to trim size on all bleed sides.

Advertising plates 110 screen mounted type high

CLOSING DATES:

| | |
|--------------------------|-----------|
| Space Reservations | June 15th |
| For Plates | July 15th |
| For Inserts | Aug. 15th |

Reserve space now for the 1965 directory issue. For advertising rates, call or write:

New York:
 S. KENNETH NELSON,
 25 West 45th St.,
 New York 36, N. Y.
 LT 1-8840

West Coast:
 Husted Coughlin, Inc.
 444 Market Street
 San Francisco 11, Calif.
 Garfield 1-0151
 or
 1830 W. 8th St. (Suite 404)
 Los Angeles 57, Calif.
 389-3132

Chicago:
 STUART J. OSTEN,
 333 No. Michigan Ave.,
 Chicago 1, Ill.
 DEarborn 2-3507

YOUR
Tandberg
 DEALERSHIP
 STARTS
 HERE



Success Story: Tandberg
 Manufactures Its Own Heads

... with the finest components and a rigorous quality control program at the factory that assures you and your customers of "the finest tape recorder in the world!" As a franchised dealer, this spells out many advantages for you. You are always sure of your product. You are always sure of consumer acceptance. Your profits are better. Your business growth is enhanced. With all of this, Tandberg of America, Inc. offers you the additional benefits of complete national advertising, outstanding service facilities, full parts availability, plus, ... a world-wide reputation for "better, clearer, more natural sound".

Contact Bob Bowman, our sales manager, or our local sales rep if you want to become a Tandberg dealer.



Final
 Production Checkout
 Assures Quality

Tandberg OF AMERICA, INC.
 P.O. Box 171, 8 Third Avenue, Pelham, N. Y.

Tapes for demo to help you sell

by Edwin S. Bergamini



Numbers in reviews refer to approximate footage on the footage counter.

MUSSORGSKY (arr. Ravel): Pictures at an Exhibition. LIADOV: The Enchanted Lake. Szell, Cleveland Orch. Epic EC 838, \$7.95.

Ravel's justly famed, super-vivid orchestration of Mussorgsky's magical tour through a picture gallery has been given full due as a stunning experience in sound. This, the seventh appearance on 4-track tape, stands up well against the competition, even if the final excitement is lacking. Our copy was stronger in the left channel. Best demos: *Bydlo* (Cattle) at A 357—note tenor tuba at right rear—and *Catacombs* (B 85). Objections: couldn't "Pictures" have been coupled with a score of equal length, to avoid breaking in the middle? And who wants to fast-forward to B 454 to hear Liadov's *Enchanted Lake*, filling out the B sequence? Why not give it a proper existence elsewhere with his two other short tone poems, *Baba Yaga* and *Kikimora*?

SIBELIUS: Symphony No. 1. Tchaikovsky: Symphony No. 5. Maazel, Vienna Philharmonic Orch. London LCK 80137, \$11.95.

This is another example of the special sound we've come to expect of London's best big-orchestra tapes. This is low-level, uncolored, beautiful sonic stuff, with stereo depth subtly but firmly stressed over separation. We do wonder if one or two climaxes (as in Tchaikovsky's first-movement buildup—to A 610) weren't shaved back just too much. Maazel's Sibelius First, the first on tape, has yet to appear on stereo disc! Would that it were *the* performance of this dark-hued and curiously unfocused score. But not so; although the young conductor's firm-to-ruthless way with the familiar Tchaikovsky puts him in the top half of *that* listing. London's box cover lists the Sibelius "Karelia" suite as being on the tape. Once again, 'tain't so.

BRITTEN: The Young Person's Guide the Orchestra. SAINT-SAENS: Carnival of the Animals. Hugh Downs, narrator; Leo Litwin and Samuel Lipman, pianos (in the Saint-Saens); Fiedler, Boston Pops Orch. RCA Victor FTC 2106, \$8.95.

Both of these remarkable orchestral showpieces have appeared on tape before; Britten once, Saint-Saens

three times. We continue to wait for a re-recording by Noel Coward of the verses Ogden Nash wrote for the Saint-Saens. Not being Coward, narrator Hugh Downs plays it safe and bland—and ends up dullish. Best demo here, at any rate, is "Aquarium" (A 317) or the famed swan (A 609) with 'cello solo. The sturdy Britten, more powerfully conducted than the Saint-Saens, is the tape's real attraction. The commentary, written by Eric Crozier, guides one from percussion (A 131, and dig those cymbals!), to piccolo (160) to violas (on right, 272). It is apt, attractive, and unobtrusive. Mr. Downs does well by it. The recording? You're right in Symphony Hall at Pops time, and that's that.

Bright demo sound: The original Broadway cast version of *110 in the Shade* (RCA Victor FTO 2026, \$8.95). Here's a typical show tape, high-level, every word acute, wide spread (no real depth) for stereo. Not outstanding; good songs include the harsh outcry "Old Maid," vehemently done by the star, Inga Swenson (B 160), the rash "Little Red Hat" (B 545).

Oki in U.S. from 31

like that kind of quality. And I'm thinking of the dealer as well as the consumer when I say that.

"We know the kind of service problem most recorders give the dealers. Well, 1000 of these machines were distributed through the PX system, and we know from the results of that test that when a dealer sells one of these, it *stays* sold."

A service center system is, of course, being established. Mel emphasized the difficulties of getting only service organizations that are thoroughly reliable, but said that he was satisfied with the way the program was coming along.

One factor he expects to contribute to the low service rate is the all-transistor line. "The only all-transistor line in the business; at least, in this price category," he said proudly. He expects the solid state circuits to help sales, too, particularly since they help keep

the weight of the portables very low.

Another factor they hope to use in establishing the line is the reputation of Oki, itself. Each ad will have a section aimed in this direction. Koenig mentioned as examples of Oki feats their work on klystron tube and transistor manufacture, their complete telephone systems for Central America and Southeast Asia.

Distribution will be one-step, with a rep organization presently being built up to handle the dealers. All the outlets presently active with tape recorders are included in the program. The Koenig jaw took on a firm set when he talked of their minimum resale policy. "It will be strictly enforced," he said sternly.

The sky seems to be the limit on future products. Koenig hinted gleefully about radios that are "really different," but refused to go into details. This can lead in any direction that Chancellor and Oki think is warranted by the market.

In the meantime, the recorders have the spotlight. They are, say the Koenigs, a good example of the right product at the right time. "And that," concludes Sidney Koenig, "is what it takes."

Benjamin from 21 growth on word of mouth. In addition, new prospects are attracted to components by hearing a top quality system in a friend's home. If the system is medium quality, the listener is no prospect.

"I know that retailers regard this practice as good merchandising. It moves merchandise all right, but I'm afraid it's at the expense of the industry's growth."

His qualified optimism doesn't negate his faith in an upswing in sales of his own products. He is particularly encouraged by the early reception of their Truvox tape recorder. In Benjamin's view, the future of tape recording rests squarely on sales of big-ticket, high-quality units.

The major sales hurdle that retailers face in merchandising tape recorders is the relative complexity of units with too many gimmicks.

"Some recorders are so complex that the dealers have difficulty explaining them thoroughly," he said. "A machine with top quality that is easy to operate will do more for the future of tape recorder sales than anything else. And it makes the salesman's job easier."

Another sign of Benjamin's belief in a healthy sales future is his plan for expansion and new product development. Not able to disclose details at this time, he promises eye-opening news by the year's end.

JULY, 1964

Tarzian Tape- a fast climber

BY FRED LUCAS,
Sales Manager

A report published this year by a leading audiophile magazine shows that during 1963 Tarzian Tape was a very close second in the number of inquiries received concerning all advertised magnetic recording tapes. The same story—Tarzian first or second month after month—is true of the other consumer magazines in which we advertised.



Clearly, Tarzian Tape has made a fast climb toward the top of the popularity poll. It was not well known to the average recorder owner three or even two years ago. **Consistent, nationwide promotion, backed up by guaranteed quality of our product and a good profit margin for dealers, has made the difference.**

Recorder owners today are rebelling against the "take it or leave it" attitude of the dealers who offer only one or at most two tape brands. They'll shop until they find the tape they want. **More and more, the brand that shows them top quality in sound reproduction, long life, and full line availability is Tarzian Tape. They're looking for it.**

Satisfy your customers' new wants...not the ones they had four years ago. **You pay only \$30 for the special Tarzian Tape Profit Builder Kit—a high mark-up package containing colorful counter display case, 36 reels of Tarzian Tape in all three popular reel sizes, and potent merchandising aids. It's a profitable and timely start on the Tarzian band wagon. Order your Kit now, or write for more information.**



SARKES TARZIAN Inc.

World's Leading Manufacturers of TV and FM Tuners • Closed Circuit TV Systems • Broadcast Equipment • Air Trimmers • FM Radios • Magnetic Recording Tape • Semiconductor Devices

MAGNETIC TAPE DIVISION • BLOOMINGTON, INDIANA

Export: Ad Auriema, Inc., N.Y. • Canada: E. J. Piggott Enterprises Ltd., Toronto, Ont.

Scott makes stand against summer dumping deals

THE IDEA that reducing prices will help fight summer doldrums is not new. Nor is it sound, says H. H. Scott sales manager Bill Glaser.

He refers to the practice of offering "summer deals" to dealers, based on products already in the manufacturer's line, and presumably to be there still, come fall. In a memo to their sales reps announcing that no Scott program is planned for this summer, Glaser says:

"We feel that last year's summer deal programs only resulted in overstocking of dealers to a dangerous level. This caused extremely heavy inventory pressure to move merchandise at any price during the prime selling season. Thus, what *appeared* to be a 10% or so saving to the dealer, increasing his profit margin, *actually* resulted in dealers being forced to give away 10, 15 or 20% additional discount."

In addition to consequent losses sustained by individual dealers, Glaser feels that the industry as a whole felt no benefit in spite of increased volume. Moreover, he finds such price war tactics inconsistent with a minimum resale policy like Scott's.

After about two months on minimum resale, Scott finds itself "very firmly committed to our policy of bringing order into the market place," according to one spokesman. Although some "confrontations" have been reported between Scott and its dealers, the outcome seems to have been satisfactory to everyone concerned.

They look on the "no dumping" stand as a measure to protect their dealers and help make minimum resale the basis of working policy; as Bill Glaser puts it, "providing responsible merchandising programs to increase both our profits and our dealers' profits."

Ampex from 22 through camera specialists, the remainder through music stores, department stores, appliance stores, and miscellaneous outlets.

One point in their sales policy remains to be mentioned. Trux feels that "confusion of specs and unreliability of equipment are major ob-

stacles to general acceptance of tape recording." The 96-hour replacement policy will help; but Ampex is also embarking on a new method of writing specifications, average plus guaranteed minimum.

And that brings us right back to the new line that the newly franchised dealers will be selling. The series 1000 and 2000 spec are written this way. Frequency response for the Model 2070 at 7½ ips, for instance, is shown as $\pm 2\text{db}$, 30c to 18kc for average performance; $\pm 3\text{db}$, 50c to 15kc as a guaranteed minimum.

The intention is, of course, to emphasize to the public that specs are intended as informative data, not as part of a freewheeling sales pitch. The use of statements like, "These are Ampex specs," in their advertising is further designed to convey the idea of uninflated data.

The recorders themselves are very much a part of the big news. Above all, the slot threading and the automatic reverse have created a lot of interest. Some spectators at a press showing were reminded of the sort of camera and projector features that have created so much interest.

The automatic takeup mechanism works simply. The reel has no upper flange. A toothed hub catches the free end of the tape and gently winds it up. The combination of tooth configuration and rotation speed is, according to Ampex's Rein Narma, critical if reliable action without tape damage is to be achieved.

A number of spectators raised a question about the use of neon level indicators. Why no meter? And isn't the neon tube associated with the extreme low end? At \$300 or more, is the customer going to settle for a neon tube when he can have a meter?

In Ampex's opinion, according to Narma, any meter or tuning eye available to them at a price consistent with the intended selling prices (and tags for these lines start lower than any previous Ampex models) were incapable of the kind of transient indication they wanted. "And besides," he said, "they have meters of some kind on so many of the low end machines now that they don't mean what they used to."

The reversing is provided by a 20-cycle pulse using a tuning fork oscillator for pulsing and tripping. Reversing pulses are being added to the Ampex prerecorded tape line. In fact, some are being turned out a 3 3/4 ips to make use of the improved slow speed wow and flutter provided by

(Continued on page 48)

Admaking from 20 literature can augment your advertising by direct mail or other literature distribution programs.

Some manufacturers will provide either radio scripts or actual radio transcriptions for local radio station use. Many will provide publicity stories and photographs for local publicity use in your local newspapers, concert programs, regional magazines, etc.

The Fifth Minute

A ready-made newspaper ad mat service is as simple to use as instant coffee. Only, instead of adding boiling water, your local newspaper will add boiling lead to warm up your sales.

When you purchase newspaper space, it will be billed to you by the line or by the column inch. There are 14 lines to the column inch. If the advertising space costs \$1 a line, you have a cost of \$14 for each inch. If you provide the newspaper with the actual fibre mat, there will be no other costs.

You can effect a savings on that line rate. Newspapers offer volume discounts to all advertisers. You will be given an advertising rate card by the newspaper or radio station in the community. If you plan to spend \$5000 during the year for advertising, a contract for a bulk space rate can save you 2%, 3%, 5%—or maybe more, since it varies place to place.

If you do not know just how much space you will be buying during the year, *do not take a contract*. The bulk rate can be "earned" if, during the year, you use the large amount of linage which would entitle you to a saving. You can get a credit later on. And don't be bashful about asking about this credit if you know that you've reached the discount level.

Ad mats may be used a number of times. The newspaper will file these for you or return each after it has been used. If you will rubber-stamp your store name on the mat, it will simplify its return to you.

Don't write on the mat. It never gets seen by anyone in the ad department. Write instructions only on the ad proof or, better, on the layout sheet on which you have pasted or stapled the ad proof. On the layout sheet you should indicate the date the ad is to run, and any special instructions on the use of your company name, price changes, etc. This information should also be neatly provided on a separate sheet of paper to accompany the layout sheet and the ad mat or mats.

Your local newspaper representative will take over from there. If you don't have a friend at the local ad office of

calling cards

Insertion rate: \$15 per inch, one time; progressive rates available. Includes blind box if desired.

Address orders and inquiries to Classified Section, High Fidelity Trade News, 25 West 45 Street, N. Y. 36, N. Y.

SERVICE STATION

We are the leading service shop for Manufacturers' Service Warrantee in this area. We service Television, Tape Recorders, Record Players, Hi Fi, and Stereos. Contact us for our Qualification and Credit References.

ROLAND DEMERS TV SERVICE
436 Maple St. Manchester, N. H.
Telephone 603-625-5311

Audio representatives for "hot-selling" tape recorder line!

This is an amazing opportunity for organizations currently contacting stores handling audio equipment. One of the fastest growing lines of quality tape recorders needs hard-hitting, aggressive representatives. Hurry! Write details of experience. All replies held confidential. Box KMI

the paper, call and ask for the ad manager; you'll soon have a new friend and an occasional free lunch with gossip of the town's economy.

You may make any ad larger or smaller by adding or eliminating copy or illustrations. Illustrations are usually provided in a series of sizes so that a flexibility in ad size is permitted. Remember always that each illustration requires its own mat. If you have lost a mat, an engraving will be made by the newspaper and charged to you . . . \$5 or more, depending on size. If you have only a photograph or drawing of the product you wish to have included in your proposed ad, this will require engravings prior to publication. Get your local ad representative to explain the costs of this to you.

If you wish to use, in an ad of your own, an illustration or copy already part of an existing mat, just indicate this to the newspaper. *Do not cut up the mat.* This destroys the mat for future use.

A number of small-column illustrations may be combined to make an ad two or more columns wide. The newspaper will gladly set in ruled lines, borders, coupon border effects and similar simple devices to make the ad effective and attractive. Be sure to ask your local newspaper representative for the free handbook which the newspaper publishes, illustrating the type faces and other aids which the newspaper can provide to complete the ads you create.

JULY, 1964

WANT BUSINESS OVERSEAS?

Advertise in Europe's leading high fidelity, and electronics publications. For information, address queries to: **TMI, 424 Madison Ave., New York, N.Y. 10017**
Telephone: 212 HA 1-1229

RAW SPEAKERS EXTRA-LOW PRICES (they sound great)

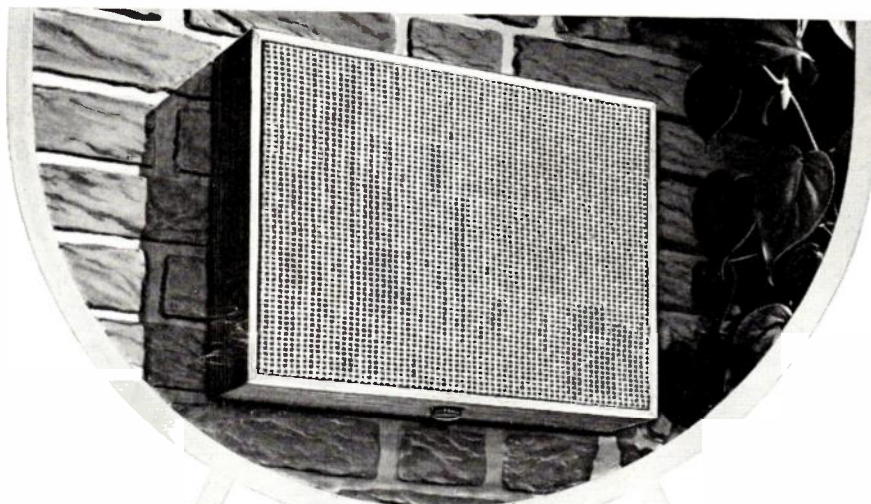
Gross lot quantities—cash only!
Write Box DB, High Fidelity Trade News

REPS WANTED

Qualified sales representative to sell quality products, tape recorders, tuner/amplifiers, FM-AM radios. Many models price protected. Several exclusive territories open.
MARTEL ELECTRONIC SALES, INC.
2356 South Cotner Avenue
Los Angeles, Calif. 90064

TOP

Sales Communications Engineer seeks new challenge. Over 30 years' experience with "Ma Bell".
Write Box G, HiFi Trade News
25 W. 45th St., N. Y. C. 10036



outdoor durability
indoor beauty
Argos quality

the **Patio** outdoor speaker

Music to bar-b-que by...or music to enhance winter holiday decorations—sounds beautiful on the PATIO speaker system.

- Durable enclosure is ¾" redwood.
- Moisture-resistant, 8-ohm, full-range speaker, 10-watt capacity.
- Attractive plastic cane grille.
- Handy, built-in volume control saves steps.
- Small 14" x 10½" x 3½" size fits in any sheltered space.
- Price is a sales-maker \$14.95 Audiofile net



FREE CATALOGS
on NEW LINES, write

Argos

PRODUCTS COMPANY

Dept. D, 600 So. Sycamore St., Genoa, Illinois 60135

HIGH FIDELITY TRADE NEWS 47

Go with Uher Go with Martel

the exciting, new quality line of tape recorders, with that high protected dollar profit.



Go with the fantastic Uher 4000-S "Magic in a matchbox" . . . reports Audio Magazine.



Go with the incomparable Uher 8000

newest concept in tape recorder design — now priced within everyone's budget.

Audio Magazine stated "... practically any use that can be imagined is possible with the 8000."

Go with the only line being featured on both ABC and NBC TV Network . . . being used at the World's Fair by station WTFM.

Go with Uher by Martel

Contact

MARTEL ELECTRONICS

Los Angeles New York City
2356 So. Cotner 1199 Broadway

Chicago
1141 Merchandise Mart Plaza

Ampex from 46
the double capstan drive on the new units.

The only major differences between the two series is the absence of the automatic threading and reverse in the 1000 series, although it does not require that the reels be turned over to hear the reverse tracks. Each series consists of a complete unit, a deck in a walnut case, an uncased deck, and two speaker styles. A mike is available for either series.

Polylingual from 42
with the 70-millimeter film projector by means of a selsyn motor.

The output of each channel goes to a preamplifier and power amplifier, from which it is fed by wire to the transducers in the arm-rest receivers at every seat in the house. Normally only the receivers in the last three rows of the theater are turned on.

In addition to the multi-language communication system, the sound system at the Billy Graham Pavilion provides other features worth noting. For example, the English commentary, music and sound effects for the film are fed to a battery of ten speakers around the theatre to provide a stereophonic effect. Six Altec Lansing theatre sound speakers are located behind the screen, and four are mounted above and behind the audience for a panoramic effect.

Also worth commenting on is the background music system at the

Graham Pavilion. This system feeds a prerecorded program of semi-classics, waltzes, and devotional music to the lobby and offices and to the garden surrounding the theatre. The background music is also played in the theatre itself, between films.

The background music is provided by a Scully tape reproducer, which provides 8 hours of program material on a 14-inch diameter reel of quarter-inch dual-track tape. The Scully unit is provided with an automatic silver-contact tape reversal mechanism, which permits the tape recorder to play continuously for an indefinite period without attention.

The background music system utilizes high fidelity speakers throughout, even in the outdoor areas. Eight-inch speakers, mounted with infinite baffles in weatherproof enclosures, are installed in the gardens. Paging facilities are also incorporated in the background music system.

Attendants at the Billy Graham Pavilion report that the filmed showing of *Man in the Fifth Dimension* has played to virtually full capacity audiences since the Fair opened last month. Foreign visitors are especially grateful for the multi-channel communication system which permits them to hear the films inspiring message in their native tongues.

ADVERTISERS INDEX

| | |
|---------------------|--------|
| Ampex | 11-14 |
| Argos | 47 |
| Audio-File | 10 |
| British Industries | 16 |
| Concertone | 33 |
| Dual (United Audio) | 9 |
| Electro-Voice | 29 |
| Empire | 7 |
| Finney | 42, 48 |
| Fisher | 6 |
| Harman-Kardon | 49 |
| Jensen | 35 |
| J. B. Lansing | 32 |
| Martel | 48 |
| McIntosh | 41 |
| Pickering | 23-28 |
| Sarkes-Torzian | 45 |
| H. H. Scott | 2-3 |
| Sherwood | 4-5 |
| Shure Bros | B.C. |
| Sony/Superscope | 37-40 |
| Tandberg | 44 |
| University | 15 |

**MORE
PROFITS FOR YOU**

**MORE and BETTER
FM Stereo Multiplex
BROADCASTS
FOR YOUR CUSTOMERS**

with the
FINCO[®]
AWARD-WINNING FM Antenna

Model FM-4
\$24.90 List

World's Most Complete
line of HI-FI Phased
FM ANTENNAS

Find out how you can get easy, extra profits! Write for Catalog 20-213

THE FINNEY COMPANY
34 WEST INTERSTATE BEDFORD, OHIO
DEPT. HN

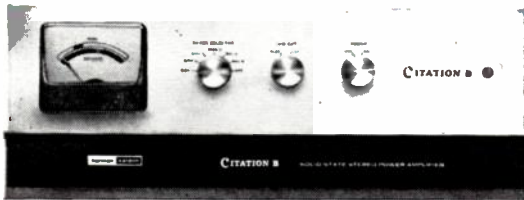


“...by combining this unit, Citation A, with a *solid state basic amplifier* of comparable quality, a sound path could be set up that approaches the classic goal of amplifier design—a straight wire with gain.”

—HIGH FIDELITY MAGAZINE

THE NEW CITATION B

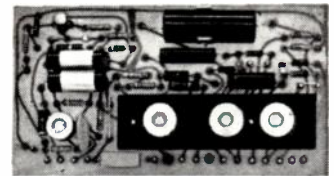
PROFESSIONAL 80 WATT SOLID STATE STEREO BASIC AMPLIFIER



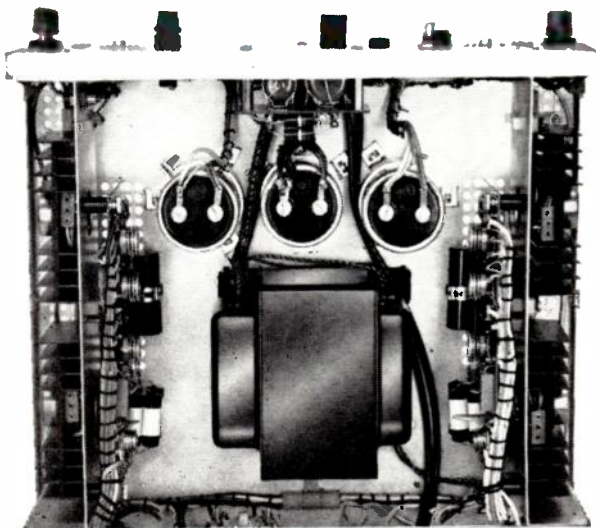
Handsome front panel: facilitates custom installation. Features include current-adjustment meter, on/off switch with pilot light and low-cut filter. Removable bottom panel conceals idling adjustment controls.



Computer-grade silicon output transistors: heavy-duty, solid state devices, virtually impervious to abuse. Will take 100% more power than their use in Citation B will ever demand.



Driver stage: Wideband silicon driver transistors are mounted on rugged, military-type epoxy glass board. Board pivots for easy accessibility or removal.



Top view of chassis: computer construction throughout. Five sub-assemblies assure easy accessibility and minimum operating temperature through efficient heat dissipation; faced military wiring harness couples each stage.



Electrolytic capacitors: engineered to computer-grade specifications for unlimited shelf life and consistent, long-term performance.



“Heat sink”: heavy-duty finned aluminum device which rapidly draws heat away from output transistors—insuring long life, fail-safe performance.

The “classic goal of amplifier design” is now reality. The big “B” is here. The Citation B. A power-packed “brute” loaded with 80 watts of flawless performance—a true product of the computer age. • The “B” has the widest frequency response of any basic amplifier—1 to 100,000 cps. • The “B” has the best square wave response—less than one microsecond rise time. • The “B” has the highest damping factor—50 to 1 at 10 cps. (No other power amplifier is even close.) • The big “B” is the only power amplifier completely free of hang-over or clipping at full power output.

The Citation B reflects Harman-Kardon’s solid state leadership in every way—performance, design and construction. “A straight wire with gain” when matched with Citation A, the big “B” will also enhance the performance of any other high quality stereo preamplifier. For more information—write Citation Division, Harman-Kardon, Inc., Plainview, N.Y., Dept. TN-7.

harman kardon

A subsidiary of THE JERROLD CORPORATION

This ad is appearing in leading high fidelity publications as part of Harman-Kardon’s campaign to back up sales of this remarkable new instrument.

A MAJOR BREAK-THROUGH IN SOUND PURITY

... BY **SHURE**

THE SOUND FROM THE NEW SHURE V-15 STEREO DYNETIC® CARTRIDGE WITH ITS REVOLUTIONARY BI-RADIAL ELLIPTICAL STYLUS HAS NEVER BEFORE BEEN HEARD OUTSIDE AUDIO LABORATORIES

by S. N. SHURE, President, Shure Brothers, Inc.

The sound from the new Shure V-15 Stereo Dynetic Cartridge is unique. The unit incorporates highly disciplined refinements in design and manufacture that were considered "beyond the state of the art" as recently as the late summer of 1963. The V-15 performance specifications and design considerations are heady stuff—even among engineers. They probably cannot be assimilated by anyone who is not a knowledgeable audiophile, yet the sound is such that the critical listener, with or without technical knowledge, can appreciate the significant nature of the V-15 music re-creation superiority. It is to be made in limited quantities, and because of the incredibly close tolerances and singularly rigid inspection techniques involved, it is not inexpensive. Perfection never is.

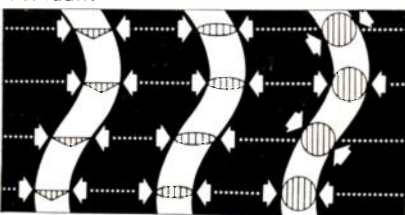
THE BI-RADIAL ELLIPTICAL STYLUS

The outstanding characteristic is that the V-15 Stylus has two different radii . . . hence the designation Bi-Radial. One is a broad frontal plane radius of 22.5 microns (.0009 inch); while the actual contact radii on each side of the stylus are an incredibly fine 5 microns (.0002 inch). It would be impossible to reduce the contact radius of a conventional spherical/conical stylus to this micro-miniature dimension without subjecting the entire stylus to "bottoming" in the record grooves.

The Shure Bi-Radial elliptical stylus, because of its larger frontal radius of 22.5 microns (.0009 inch), cannot bottom . . . and as you know, bottoming reproduces the crackling noise of the grit and static dust that in practice cannot be eliminated from the canyons of record grooves.

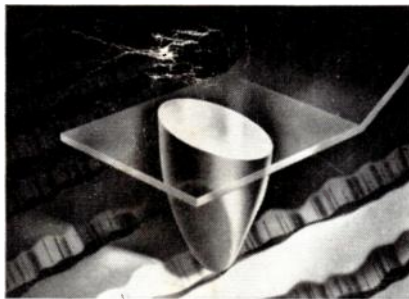
TRACING DISTORTION MINIMIZED

The prime objective in faithful sound recreation is to have the playback stylus move in exactly the same way as the wedge-shaped cutting stylus moved when it produced the master record. This can't be accomplished with a spherical/conical stylus because the points of tangency (or points of contact between the record grooves and the stylus) are constantly changing. This effect manifests itself as tracing distortion (sometimes called "inner groove distortion"). Note in the illustration below how the points of tangency (arrows) of the Bi-Radial elliptical stylus remain relatively constant because of the very small 5 micron (.0002 inch) side contact radii:



Cutter Elliptical Conical

The Shure Bi-Radial Stylus vastly reduces another problem in playback known as the "pinch effect." As experienced audiophiles know, the record grooves are wider wherever and whenever the flat, chisel-faced cutting stylus changes directions (which is 440 cycles per second at a pure middle "A" tone—up to 20,000 cycles per second in some of the high overtones). An ordinary spherical/conical stylus riding the upper portion of the groove walls tends to drop where the groove gets wider, and to rise as the groove narrows. Since stereo styli and cartridges have both vertical and horizontal functions, this unfortunate and unwanted up-and-down motion creates a second harmonic distortion. The new Shure Bi-Radial elliptical stylus, on the other hand, looks like this riding a record groove:



You'll note that even though it has a broad front face with a frontal plane radius of 22.5 microns (.0009 inch), and it measures 30 microns (.0012 inch) across at the point of contact with the groove, the small side or contact radii are only 5 microns (.0002 inch). This conforms to the configuration of the cutting stylus and hence is not as subject to the up-and-down vagaries of the so-called "pinch-effect."

SYMMETRY, TOLERANCES AND POSITIONING ARE ULTRA-CRITICAL

Frankly, a Bi-Radial elliptical stylus, however desirable, is almost impossibly difficult to make CORRECTLY. Diamond, as you know, is the hardest material . . . with a rating of 10 on the Mohs hardness scale. It's one thing to make a simple diamond cone, altogether another to make a perfectly symmetrical Bi-Radial stylus with sufficiently close tolerances, actually within one ten thousandth of an inch! Shure has developed unprecedented controls, inspections and manufacturing techniques to assure precise positioning, configuration, dimensions and tolerances of the diamond tip. It is a singular and exacting procedure . . . unique in the high fidelity cartridge industry. And, unless these inspection techniques and safeguards are used, an imperfectly formed elliptical configuration can result and literally do more

harm than good to both record and sound.

THE V-15 IS A 15° CARTRIDGE

The 15° effective tracking angle has recently been the subject of several Shure communications to the audiophile. It conforms to the effective record cutting angle of 15° proposed by the RIAA and EIA and now used by the major record producing companies and thereby minimizes tracking distortion.

The major features, then, of the V-15 are the Shure Bi-Radial Elliptical Stylus, the singular quality control techniques and standards devised to produce perfection of stylus symmetry, and the 15° tracking angle. They combine to reduce IM and harmonic distortion to a dramatic new low. In fact, the distortion (at normal record playing velocities) is lower than the inherent noise level of the finest test records and laboratory measurement instruments! In extensive listening tests, the V-15 proved most impressive in its "trackability." It consistently proved capable of tracking the most difficult, heavily modulated passages at a minimum force of 3/4 grams (in the Shure-SME tone arm). The entire V-15 is hand-crafted and subject to quality control and inspection measures that result in space-age reliability. Precision machined aluminum and a special ultra-stable plastic grip. Exact alignment is assured in every internal detail—and in mounting. Mu-metal hum shield surrounds the sensitive coils. The V-15 is a patented moving-magnet device—a connoisseur's cartridge in every detail.

SPECIFICATIONS

The basic specifications are what you'd expect the premier Shure cartridge to reflect: 20 to 20,000 cps., 6 mv output. Over 25 db separation. 25×10^{-6} cm. per dyne compliance. 3/4 gram tracking. 47,000 ohms impedance, 680 millihenries inductance per channel. 650 ohms resistance. Bi-Radial diamond stylus: 22.5 microns (.0009 inch) frontal radius, 5 microns (.0002 inch) side contact radii, 30 microns (.0012 inch) wide between record contact points.

But most important, it re-creates music with a transcendent purity that results in a deeply rewarding experience for the critical ear.

Manufactured under U.S. Patents 3,055,988; 3,077,521 and 3,077,522. Other Patents Pending.

V-15 Cartridge—\$62.50 net
Replacement stylus VN-2E—\$25.00 net

SHURE BROTHERS, INC.
222 Hartrey Avenue, Evanston, Illinois