

STEREO SHOP TALK

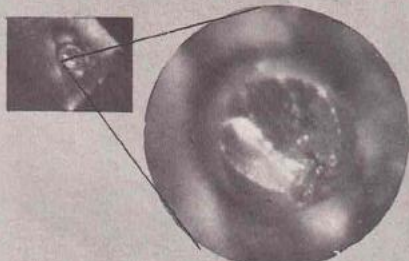
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Phone (203) 521-7250 Emergency Service Phone (203) 232-6148

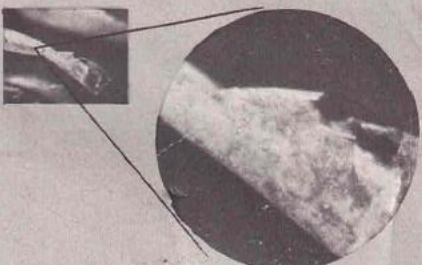
COULD THESE NEEDLES BE YOURS?



Needle Lever Broken or Badly Cracked



Diamond Chipped



Needle Lever Bent or Pinched



Relative sizes can be misleading. Here is a photo of the human hair beside a needle in the groove of a stereo record. This shows the microscope size of the area of contact. When this small contact area wears, it **DAMAGES YOUR VALUABLE RECORDS.**

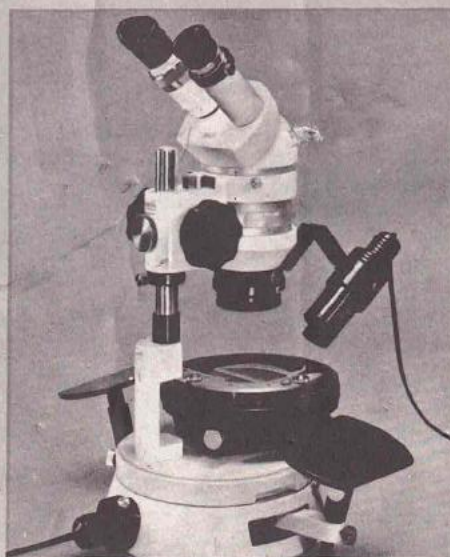
BRING YOUR CHANGER OR TURNTABLE TO THE FREE PHONO- CARTRIDGE-NEEDLE CLINIC

Thursday
JULY 12

Noon to 8:00 P.M.

and
Friday
JULY 13

Noon to 8:00 P.M.



Stereo Shop has invested in a superb research-type microscope with an incident-light accessory for examination of opaque surfaces. With this microscope we can show incredible detail in the critically important areas on the surface of a needle. It shows so clearly that you can see for yourself the true condition of your needle.

The microscopes in use by most stereo stores are little more than toys. They are inadequate to show anything but gross wear. When a phono needle has finally worn down enough to show on the typical store microscope, *you've already ruined your records.*

HERE IS WHAT YOU GET:

- FREQUENCY RESPONSE
- ABILITY TO TRACK LOUD RECORDINGS
- CHANNEL SEPARATION
- PHASING
- GROUNDING
- CHANNEL BALANCE
- TONEARM FRICTION
- ANTISKATING SET ACCURATELY
- TONEARM BALANCED PRECISELY
- OVERHANG ADJUSTED EXACTLY

NEEDLE INSPECTION: Using our specially designed microscope, we make an accurate determination of the condition of your needle.

TRACKABILITY TEST and free adjustments: Your record playing equipment is tested for trackability. Needle pressure and anti-skate are adjusted for optimum performance and minimum record wear. Note: We cannot offer this test to players that require more than 3 grams needle pressure or with units that have worn needles.

AT *STEREO SHOP* YOU GET....

LONG TERM PROTECTION

For your protection in warranty, test, and service of available stereo products let us be able to offer them to you. Only when they meet the rigorous requirements of our Service Laboratory will our equipment systems of performance, with reliability, do so after their production for sale. Quality being their responsibility, service yours or so after the original policy.

**FOR YOUR PROTECTION AND PEACE OF MIND
THE STEREO SHOP**
give

NAME _____ this
FIVE YEAR PROTECTION PLAN

Model _____

THE STEREO SHOP

THE STEREO SHOP
ADD TO THE PROTECTION AND PEACE OF MIND

**FREE
LABORATORY ANALYSIS**

NAME _____ MODEL/PART NO. _____ SERIAL _____

Bring your equipment and the Certificate to the Stereo Shop during the month (over 30 days) we will check free:

BASS/LOW FREQUENCY RESPONSE BASS/TREBLE BALANCE SIGNAL TO NOISE RATIO DIST. CALIBRATION FREQUENCY RESPONSE

THE STEREO SHOP

THE STEREO SHOP
Extends to _____ this

ONE YEAR FREE SPEAKER EXCHANGE

NAME _____ S/N _____ DIST. NUMBER _____

THE STEREO SHOP

EVER NOTICE HOW MOST STEREO STORES CAN SELL YOU EQUIPMENT A LOT FASTER THAN THEY CAN REPAIR IT.....

AT *STEREO SHOP* YOU GET....



INSTANT SERVICE – SERVICE WITH CONFIDENCE

- * **Only For Stereo Shop Customers**
We will give immediate attention to your equipment while you wait – 6 days a week – within 30 days of purchase.
Instant service on Saturdays throughout the warranty period. A service department staffed with technicians who have know-how and the willingness to ensure your equipment meets or exceeds factory specifications. A service shop equipped with Hewlett-Packard, Tektronix, General Radio, and Ferrograph precision test instruments – these are calibrated and checked regularly.

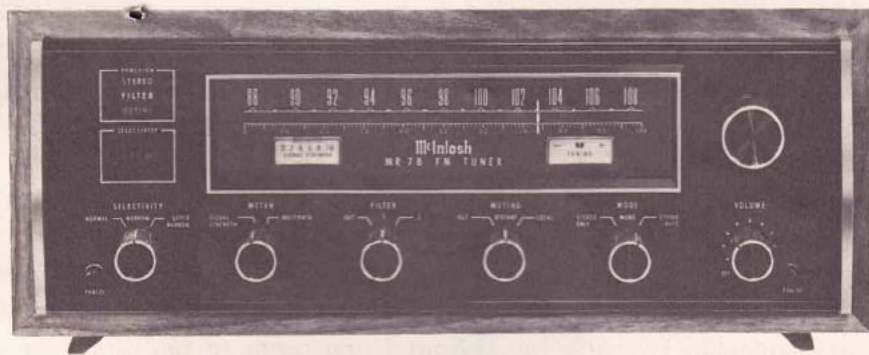
DISCOVER
VALUE....

McIntosh

Smooth . . . sophisticated, sensitive styling to support your good taste has long been a McIntosh trademark. Because of the care used in design, McIntosh always leads the industry

in appearance. Design integrity gives McIntosh styling the longest life in the industry. No other manufacturer shows such care for the appearance of your investment.

UNINHIBITED RESEARCH HAS DEVELOPED THE NEW TECHNOLOGY NECESSARY FOR A TRULY LOW DISTORTION FM TUNER WITH SENSATIONAL NEW PERFORMANCE ON AM



WORLD'S BEST FM TUNER

High performance, solid state reliability and ideal flexibility . . . all in a compact, beautiful stereo control center. For greater spurious rejection the AM-RF amplifier circuit includes a three section variable tuning capacitor in the metal enclosed shielded RF module which also houses the FM-RF front end. The AM circuit has constant sensitivity, constant selectivity, high image rejection across the complete AM band. This circuit design achieves equal sensitivity even down at the low end of the band. Spurious image, and intermediate frequency rejection are all superior.



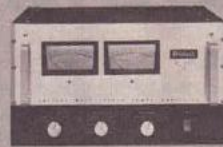
The Sound of Reality

- ML 2 C - \$624.00
 2 - 10" Radiators (12" Loudspeakers)
 1 - 5" Radiator (8" Loudspeaker)
 2 - 1½" Dome Radiators
 1 - Coaxial Super Radiator

A loudspeaker is a "sound imaging" device much the same as a photograph is a "visual imaging" device. You measure the excellence of a photograph by judging the coincidence of the visual image with reality and the sound image you make the ultimate judgement based on what you hear. The most important thing a loudspeaker can do for you is to sound right the first time you listen to it, the next time you listen to it and every time you listen to it.



The BEST THERE IS!!
Performance Guaranteed!



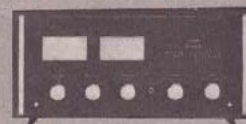
MC 2300 - \$1,299.00
 MC 2300 Stereo Power Amplifier. 300 RMS Watts continuous per channel into 4, 8, or 16 ohms, both channels operating.



C 28 - \$499.00
 C 28 Professional Solid State Stereo Preamp with unlimited performance and superb flexibility. Quietest preamp in the entire stereo industry.



MR 77 - \$599.00
 MR 77 FM/FM Stereo and AM Solid State Tuner.



MC 2105 - \$649.00
 MC 2105 Power Amplifier, delivers 105 watts continuous per channel, both channels driven . . . 4, 8, and 16 ohms.



C 26 - \$349.00
 C 26 Solid State Preamp



MQ 101 - \$250.00
 Use the McIntosh MQ 101 Environmental Equalizer for best response in your listening room.

COMPLETE STEREO SYSTEMS

HOW TO PICK THE RIGHT ONE FOR YOU

The Stereo Shop has chosen several good, well-balanced component stereo systems, using the criteria of quality and price. It is important to stress what "well-balanced" means in terms of putting together a stereo system. We have first chosen a Stereo Receiver we know and trust; we have grouped it with what we feel is the best combination of speakers and turntable to match with that receiver. There are many different factors to consider, some of which may not be immediately obvious. For example, we have chosen one receiver that delivers excellent power at four ohms impedance. Thus we have matched it with a pair of excellent four ohm speakers, -- insuring that both receiver and speakers operate at full efficiency.

Each component in every system is as balanced to the other as we can make it, having ample, but not excessive power in reserve, within the quality and price boundaries of that system.

If you have a specific system requirement that isn't filled by one of our systems, we can help you select the equipment to satisfy your needs. Perhaps you would like your system to be easily moveable from living room to rec room; we can install the plugs and jacks to make this possible. If you want extension speakers for another room, we can provide them. Our systems are both complete and versatile.

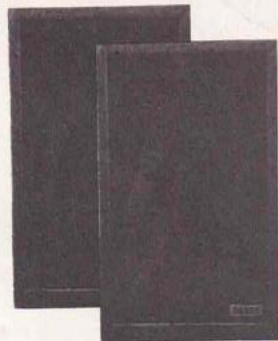
SYSTEM 1



Pioneer SX-424



Garrard 42 M



Magnetron 208 Loudspeakers

The Pioneer SX-424

In a handsome package of quality circuitry and reasonable price, the SX-424 offers up to 50 watts of music power (at 4 ohms), very sensitive FM reception, a wide linear type dial scale for fine FM tuning, highly respectable specifications for both the FM tuner section and the audio section. It's a versatile unit, too—because you can use it with almost all music sources available today, including records, tape, FM and microphone.

Magnetron 208

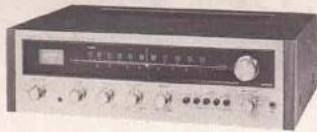
A 2-way acoustic-suspension speaker system with an 8-inch woofer, this low-cost system produces a smooth and clean quality sound when driven by a good medium output receiver, such as our recommended Pioneer SX-424.

Garrard 42M

The 42M is Garrard's latest advanced automatic turntable. The Shure 72ECS cartridge is provided premounted and accurately balanced. Advanced standard features include adjustable anti-skate control, and low-mass aluminum tone arm.

The Complete \$319 Stereo System

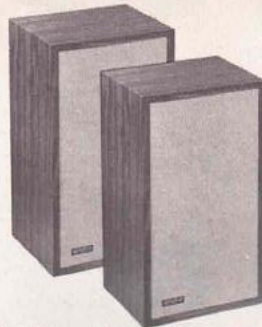
SYSTEM 2



Pioneer SX-525



Garrard 42 M



The Smaller Advents

The Pioneer SX-525

Offering the music listener up to 72 watts of advanced circuitry and a full choice of program sources, the SX-525 offers more important extras than many receivers priced much, much higher. It features finely balanced, dynamic stereo sound — and gives you more power than you'll ever really need to fill a large room with music.

The Smaller Advent Loudspeaker

This is the only speaker under \$100 which reproduces the lowest octave of bass. Having the same remarkable frequency response and accurate sound as the big Advent. Ask us for an A-B test between the Smaller Advent and any other speaker in its price range.

The Garrard 42M

The 42M is Garrard's latest advanced automatic turntable. The Shure 75ECS cartridge is provided pre-mounted and accurately balanced. Advanced standard features include adjustable anti-skate control, and low-mass aluminum tone arm.

The Complete \$439 Stereo System

SYSTEM 3



Pioneer SX-626



Dual 1215 S



Advent Loudspeakers

The Pioneer SX-626

This stereo receiver is one of Pioneer's great stereo values. Including up to 100 watts of power (at 4 ohms), and FM tuner section of excellent selectivity and sensitivity, two tape monitor circuits that permit tape-to-tape duplication. The SX-626 is powerful enough to operate a pair of large speakers, yet it's also versatile enough to handle small and medium-range speakers.

The Advent Loudspeaker

Don't let the moderate sized price tag fool you. The Advent Loudspeaker competes with considerably more expensive loudspeaker systems. This much we can guarantee: within its price range, there is no loudspeaker that we know of that offers you more of the music than does the Advent loudspeaker.

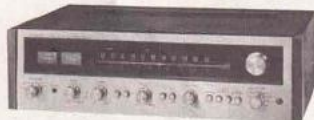
Dual 1215S Auto/Standard Turntable

The 1215S is Dual's least expensive turntable. Among its features:

Low-mass counterbalanced tubular tone arm tracks flawlessly at as low as 0.75 gram. 6% variable pitch control for all speeds (33, 48, 78 rpm). Anti-skating separately calibrated for torque motor maintains constant speed. 3¼ lb. laminated platter.

The Complete \$649 Stereo System

System 4



Pioneer SX-727



Dual 1218



Full Range Microstatic Speakers

The Pioneer SX-727

The SX-727 handles up to two tape decks, two turntables, three pairs of speaker systems and a microphone. Its sensitive FM section is loaded with the very latest of solid state circuitry — the better to offer distortion-free reception. Its direct-coupled power amplifier circuitry means a wide power bandwidth and superb frequency response. And the unit puts out up to 195 watts of music power (at 4 ohms).

Dual 1218 Auto/Professional Turntable

Within a few months after its introduction, the 1218 became the most popular turntable Dual has ever made. The gimbal-suspended tone arm tracks as low as 0.5 gram. The motor combines high starting torque with dead-accurate, synchronous-speed constancy.

Other features: one-piece 4 lb. cast platter, cue-control damped in both directions, rotating single-play spindle.

The Full-Range Microstatic Loudspeaker

The full-range microstatic has five direct radiating dynamic high frequency drivers mounted in a unique semi-decahedron array to directly approximate an ideal point source. Microstatics low frequency driver is an acoustic suspension ten inch woofer that has flat response and wide-dispersion. The response between woofer and the microstatic array is smooth and clean.

The Complete \$849 Stereo System

REEL TO REEL TAPE RECORDERS



TANDBERG 9000X

The Tandberg 9000X will make indistinguishable copies of records and FM broadcasts at 3 3/4 inches-per-second. New motor design matches the performance of the most expensive professional machines. Recommended for perfectionists! Available in four and two track head configurations. **\$649.50**



REVOX A-77 WITH DOLBY

REVOX the most professional of all consumer and semi-pro tape recorders. Three motors, three heads, relay/solenoid operation, remote controlable. Over-all performance unbeaten in the field - Many custom options available: variable pitch, sel-sync, four channel. The Dolby Noise Reduction System eliminates all tape hiss. **\$969.00**

THE BEST RECEIVERS



McINTOSH 1900

The McIntosh 1900 will be a new experience for you. You'll hear music with a new dimension of realism. It is the only receiver made that is capable of driving three pairs of speakers simultaneously. It has, beyond any question, the finest sounding and lowest distortion tuner section of any receiver made. The AM section is quite remarkable. Ask us about it. The 1900 is conservatively rated at 55 RMS per channel. **\$799.00**
Cabinet \$29.00



TANDBERG TR 1020

— superb sensitivity in a receiver of modest proportions and power rating, providing quality in FM reception usually available only in much larger, more powerful, and more expensive units. Striking modern design brushed aluminum and blue in a walnut case. Thirty very clean watts per channel with output power monitor circuit and provision for two sets of loudspeakers. **\$429.00**, Walnut Cabinet Included.

TWO EXCITING LOUDSPEAKERS

The Full Range

Microstatic Loudspeaker

The Full-Range Microstatic is the bookshelf speaker that directly radiates 180 degrees in both vertical and horizontal planes. Multi-tweeter array, full hemisphere dispersion, new design high efficiency air suspension woofer. Natural sound, solid low end, high power handling capacity. Micro/Acoustics guarantees that each Microstatic will meet these laboratory standard specifications with a tolerance of $\pm 5\%$.

\$150.00

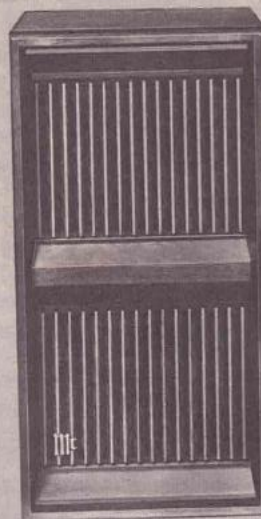


The McIntosh

ML-10C Loudspeaker

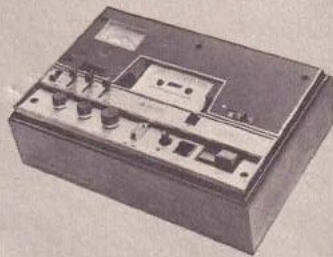
Perfection in reproduced sounds require the world's finest loudspeakers: only McIntosh fills this requirement! Each enclosure contains 3 loudspeaker elements to faultlessly reproduce the entire audio range, free from distortion, and with uncolored transient response! You'll be able to enjoy music from anywhere in the room, thanks to the 180 degree sound dispersion at all frequencies!

\$250.00



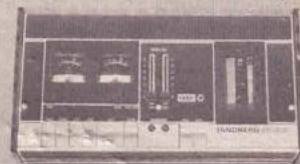
CASSETTE TAPE RECORDERS

Looking for ease of operation, convenient storage, tape performance?
Here is the ultimate solution.



ADVENT 201

If reel to reel taping is inconvenient to you, or if you like the small compact cassette concept, come and let us demonstrate the Advent 201 Cassette Deck. The sophisticated Advent transport offers smooth, fast action.



TANDBERG 330

This cassette machine is an entirely new design concept, which meets the exacting demands of the most critical listener. Some of the features which make it the most advanced cassette recorder available are, dual capstan closed loop tape drive, three motors and ferrite heads guaranteed to last as long as the machine itself. **\$330.00**

The Dolby Circuit makes this machine a Best Buy

Manual

TURNTABLES

Automatic



PHILIPS GAZ 212

The Philips offers a moderately priced electronic turntable. This turntable, with DC servo motor, solenoid controls, variable speed dual belt drive, and hydraulic cueing has to be the best we've had the opportunity to work with. (Walnut base and dust cover included.) **\$150.00**

The Best Record Changer

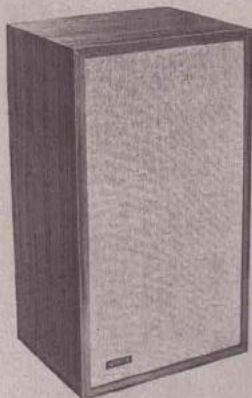


DUAL 1229

Simply the finest record changer we can offer you! The Dual 1229 has illuminated stroboscope, damped cueing, automatic and manual cycles, etc. But the 1229 goes much further; it represents that today must be considered the ultimate refinement of the record player.

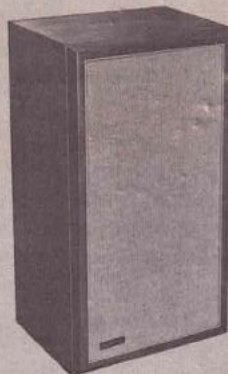
THE ADVENT LOUDSPEAKERS

Now You Can Hear All the Music



Don't let the moderate sized price tag fool you: The Advent Loudspeaker competes with considerably more expensive loudspeaker systems. This much we can guarantee: within its price range, there is no loudspeaker that we know of that offers you more of the music than does the Advent loudspeaker. If you find one, please bring it into the shop. We might place an order. Available in walnut - **\$116.00**, or utility cabinets - **\$102.00**.

... For A Few Dollars Less



This is the only speaker under \$100.00 which reproduces the lowest octave of bass. Its tonal characteristics are essentially the same as the larger Advent speaker, but its power handling capabilities are not as great. Ask us for an A-B test between the Smaller Advent and any other speaker in its price range. Then A-B it against the regular Advents and see which Advent is right for your home. **\$69.95.**

**Free Phono-Cartridge
and Needle Clinic
at the Stereo Shop
Thurs. July 12th
Noon till 8 PM
Friday July 13th
Noon till 8 PM
Make Sure Your Records
Are Protected-FREE**

THE STEREO SHOP, INC.
505 Farmington Ave.
Hartford, Ct. 06105

BULK RATE
U.S. POSTAGE
PAID
Permit No. 106
Binghamton,
N.Y. 13904



CLINIC SPECIAL - HEADPHONE SALE

Pioneer SE 30A

SE-30A Stereo Headphones Excellent stability and an extremely wide frequency response range are the features of this Pioneer headphone set which is compatible for any stereo system with a headphone jack and an output impedance rating of 4 - 16 ohms.



Reg. 29.95
NOW \$19.95

Pioneer SEL 40

The full brilliance of recorded sound is yours alone with this night owl music lover. Revolutionary design, with washable kid soft ear cushions and headband. Perfectly molded for long hours of listening comfort.



Reg. \$39.95
NOW \$24.95

Pioneer SEL 20

Virtually distortion free sound is possible from this budget priced Pioneer head set. Wide frequency response and comfortable fit make the SE 20A an outstanding value.



Reg. \$34.95
NOW \$22.95

WE HAVE PRERECORDED DOLBYIZED CASSETTES IN STOCK

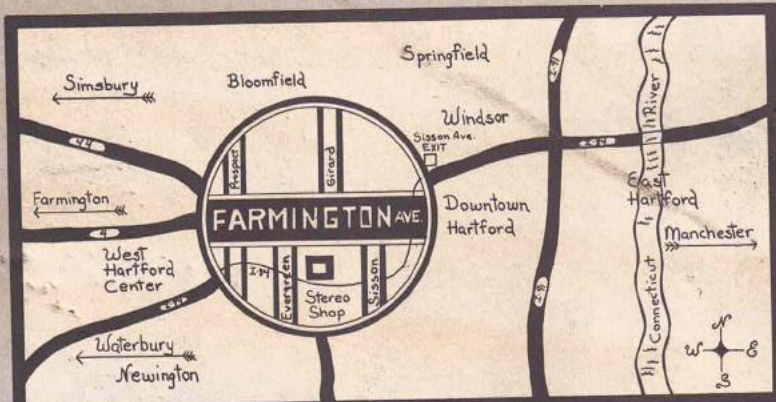
STORE HOURS

Mon.-Thurs.-Fri-

9:30-9:00

Tues.-Wed.- Sat.-

9:30-6:00



STEREO SHOP IS CONVENIENTLY LOCATED OFF I-84- TAKE SISSON AVENUE EXIT (46) TO FARMINGTON AVENUE GO LEFT PAST CINERAMA TO STEREO SHOP

FREE PARKING

ALL THE CREDIT YOU'LL EVER NEED



General Electric Credit Corporation
Long Term Financing

USE OUR CONVENIENT LAYAWAY PLAN