

STEREO SHOP TALK

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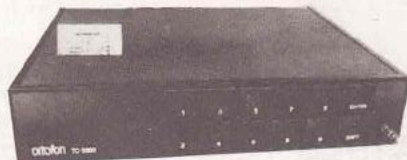
SAVVY RETAILER

A national magazine, "Sight & Sound Marketing" has chosen The Stereo Shop to feature in their magazine as one of the leading stereo stores in the country.

- Find out why our centerfold for this issue has the article reprinted.

- FM lovers on the back page of the centerfold is our newly revised FM stations heard in the Northeast.

How Well Is Your Cartridge Functioning? Have it Measured Professionally FREE



Ortofon TC-3000

With Ortofon's remarkable Test Computer we can give you a complete analysis of actual performance—including separation, frequency response, tracking ability and more. So, whatever the brand and wherever you bought it, bring in your turntable with the cartridge still mounted and we'll plug it into the laboratory test computer. Then just watch the magic as the computer prints out its complete evaluation. And this evaluation summary is yours to take home!

**Factory Authorized Clinic Special
Super High Trade-in Allowances
Trade In Your Old Cartridge Now
and Save \$\$\$\$**

**December
11th till 9:00 PM
12th till 5:00 PM**

FREE dbx SEMINAR

December 10th noon to 8

Free door prizes

dbx Model 21, Disc/Tape Decoder

Four dbx Encoded Records

Meet Bob Hatcher, dbx factory representative who will demonstrate all the benefits of dbx for taping and disc.

1. Find out why dbx is the standard of reference in the recording industry.
2. Hear for yourself how silent tape reproduction can be.

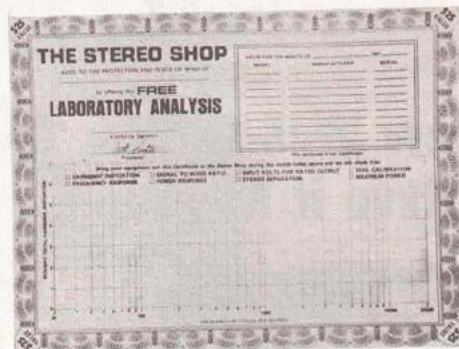
3. Listen to dbx encoded discs for optimum quality.

4. Hear how normal records sound when dbx is added. Experience what dynamic range is all about.

5. We'll be demonstrating all through the day. Just drop in and explore the exciting world of dbx.

THIS OFFER WILL NOT BE REPEATED AGAIN THIS YEAR

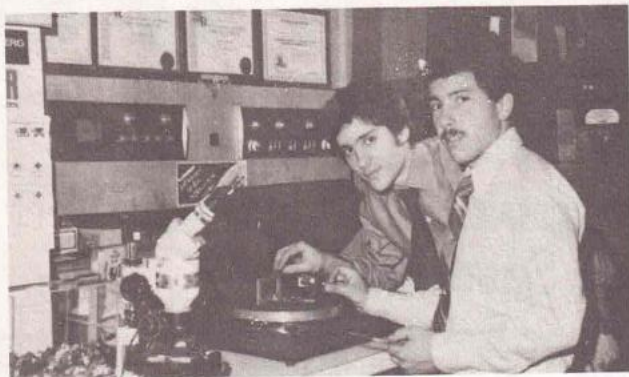
WHEN YOU BUY A STEREO FROM THE STEREO SHOP YOU GET: LONG TERM PROTECTION



THE STEREO SHOP PROVIDES YOU WITH THE BEST SOUNDING
STEREO EQUIPMENT AND THE MOST PROFESSIONAL SERVICE

TURNTABLE CALIBRATION

THE STEREO SHOP CALIBRATES ALL RECORD CHANGERS AND TURNTABLES



WE mount the phono cartridge in every turntable and changer we sell to insure that it is mounted correctly. The final phase of calibration is to set anti-skate and tone arm weight electronically with an oscilloscope and very special test record to insure maximum trackability along with a substantially reduced needle wear. No two changers, even of the same make and model, set up alike. In fact, settings vary up to 30%. Optimizing the settings with this instrument can easily double or triple record life.

THE STEREO SHOPS CONTINUING CARTRIDGE CLINIC PROTECTS YOUR RECORD INVESTMENT

CALL 521-7250 FOR YOUR APPOINTMENT.



YOU CAN NOT BUY A DEFECTIVE NEEDLE FROM
THE STEREO SHOP.

To assist you in protecting your record collection, we have invested in this \$7,500 stylus inspection turntable calibration center. THIS SYSTEM ALLOWS US TO PROVIDE YOU WITH THE FOLLOWING SERVICES:

- 1) STYLUS INSPECTION
 - a) Check for defects in diamonds
 - b) Check for correct stylus mounting
 - c) Check for off-axis cantilevel
- 2) CARTRIDGE ANALYSIS
 - a) Channel balance
 - b) Channel separation
 - c) Output signal level
- 3) ADJUSTMENT OF TONEARM FOR MAXIMUM PERFORMANCE
 - a) Check phasing
 - b) Calibrate tracking force
 - c) Adjust anti-skating

EVERY TURNTABLE BROUGHT IN RECEIVES THE ABOVE SERVICES.

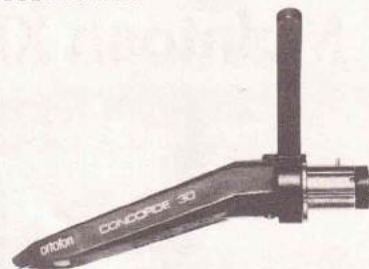
A new era in the reproduction of music.



Ortofon LM-30

ortofon

At the very frontier of
cartridge technology



Concorde 30

The weight of your phono cartridge helps to determine the amount of wear and tear on your records. Until, now, you chose the cartridge which sounded best, and grudgingly accepted record wear because there was little you could do about it. All cartridges were fairly heavy. Now there are the low mass (LM) cartridges from Ortofon. Each model weighs 2.6 grams, just about half the weight of a conventional cartridge. And here's the point: with an Ortofon LM, you can achieve a dramatic reduction-up to 40%-in the effective mass of your tonearm/cartridge system. Reducing a host of related problems: *Mistracking, premature record and stylus wear, wow and flutter, overload and intermodulation distortion. For all of these reasons, leading tonearm manufacturers have long considered low effective mass as their primary design goal. The weight of the cartridge is a critical factor in reducing effective mass. LM cartridges represent the most effective way to upgrade your turntable-and often the best way to improve your entire sound system. Ortofon also offers low mass in a cartridge/headshell combination we call the Concorde. The Concorde is highly recommended for use with the turntable arms having a universal headshell mount. Prices start at \$70.00



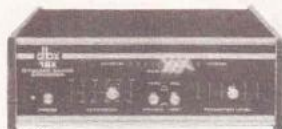
High-mass tonearm/cartridge tracking warp.



Low-mass tonearm/cartridge tracking warp.

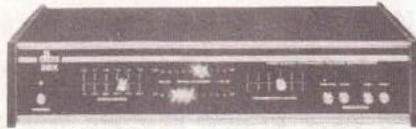
GET THE MOST FROM YOUR RECORDS AND TAPES WITH **dbx** inc. DYNAMIC RANGE EXPANDERS.

A dbx Dynamic Range Expander will significantly improve the sound quality of all your conventional records and tapes. even FM broadcasts. First, it will increase the dynamic range of your music by as much as 50% to give you much of the excitement and impact of a live performance. Second, a dbx Dynamic Range Expander can reduce annoying tape hiss and record surface noise by as much as 20 dB. Such a marked reduction in these distracting noises will dramatically increase your listening pleasure. In short, you will hear a sound quality you've never heard before from your entire music library. All because of the dramatic strides dbx has made with this remarkable technology.

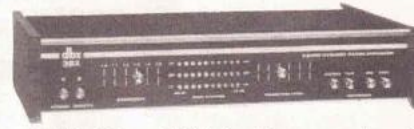


dbx 1BX

The 1BX is a lower cost single-band alternative to the state-of-the-art 3BX and 2BX multi-band expanders and offers up to 50% increase in dynamic range, restoring the impact of "live" music to your favorite records, tapes and FM broadcasts. **\$279.00**



2BX. If you want dynamic range expansion technology at a lower cost than the 3BX, then the 2BX is the model for you. Its somewhat simpler circuitry divides the frequencies into two bands instead of three. Musical integrity of the bass and treble is maintained so that, for example, you can expand the dynamic range of highly percussive music, either rock or classical, without causing the high and middle frequencies to track the low frequency dynamics of the music. **\$499.00**



3BX. The 3BX is the most advanced dynamic range expander ever developed. It restores much of the drama, impact and excitement of a live performance by making loud passages louder and soft passages quieter. Bass, midrange and treble frequencies are sensed in the music signal and expanded individually for extraordinary clarity of sound from even the most complex musical material. **\$750.00**

RECORDING TECHNOLOGY SERIES MODEL 224

The 224 gives you far better tape noise reduction than Dolby B system. Dolby reduces noise by less than 10 dB, and only in the high frequency range. But the 224 reduces noise by more than 30 dB more recording headroom. That's a difference you can easily hear.



dbx-224 \$299.00

A NEW ADVANCED DESIGN

McIntosh XR Isoplaner Radiator Loudspeaker



XRT 20 \$5000.00 pr.

The McIntosh XRT 20 Isoplaner Radiator Loudspeaker System is the latest technological achievement towards the goal of perfect sound reproduction.

The McIntosh XRT 20 has two dramatic subjective listening characteristics:

First, when listening to this system you become emotionally aware of the addition of DEPTH perception to the ordinary stereo spatial effects.

Second, the definition of individual and collective musical sounds is improved to the point where it is really difficult to hear any difference from the real to the reproduced sound.

The high frequency radiators of the XRT 20 operate from 1500 Hz to 20,000 Hz. They are mounted in a straight line. In an 8 ft. high room they effectively radiate from floor to ceiling. Because of this arrangement the radiated sound field is a half cylinder. For a given sound pressure level across the room this radiator requires less electrical input than conventional speakers and hence produces lower intermodulation distortion. The improved definition of musical sounds is simply a revelation that you have to experience.



XR 14 \$500.00



XR 16 \$750.00

The new McIntosh XR 14 and XR 16 Speaker System is the latest development from the McIntosh Acoustic Development and Research Facility. The XR 14 and XR 16 feature a new woofer design; critically damped for complete control of cone motion. High temperature voice coil gives the powerful design rating for 200 watts of program power. The new crossover network, designed using response-time techniques, together with "in line" alignment of speaker elements precise control of crossover network frequencies gives steady stereo imaging at all frequencies between left and right speakers. A pair of XR 14 and XR 16's incredibly recreates all the depth and spaciousness that is put into a recording. Hearing stereo depth in our recordings through XR 14 and XR 16's is a new emotional experience.

How Is Your Room Affecting The Sound Of Your Stereo

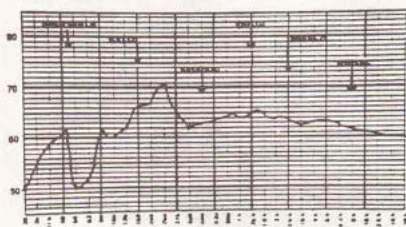
ROOMS are the NEW FRONTIER in Stereo Sound Improvement

McIntosh has now introduced a PARAMETRIC EQUALIZER of significant value to help improve your sound.



McIntosh MQ 104 Custom Environmental Equalizer \$298.00

(a) BEFORE EQUALIZATION



BAND FREQUENCY IN Hz

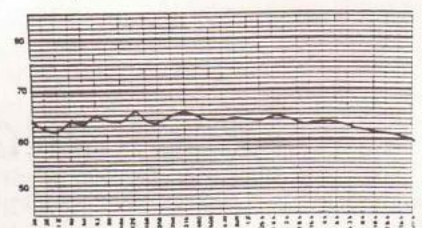
Most all rooms (listening environments) alter the sound of a stereo in an unbecoming fashion. Room dimensions, wall material, and furnishings cause certain notes to sound much louder or softer than they are actually played. (This is called scale distortion and is created by room resonance or standing waves.) Though sometimes bold and sometimes subtle - the result is listening fatigue.

This condition can now be corrected. Until recently no practical method of accurate measurement or custom correction of this condition was available.



McIntosh AA 2 Acoustic Analyzer

(b) AFTER EQUALIZATION



BAND FREQUENCY IN Hz

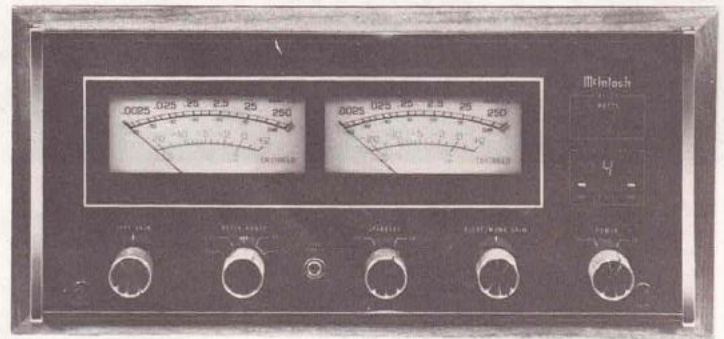
EXCITING NEW PRODUCTS

McIntosh

Unequaled Audio Excellence Hand
Crafted In The USA For Those Who Appreciate
THE FINEST!

the New

**McIntosh MC 2255
250/250 Watt Stereo
Power Amplifier**



NEW AUTOMATIC TEST SYSTEM

The MC 2255 contains a new automatic test circuit. When AC line power is applied, and LED digit illuminates to indicate which test is being performed. Starting with the numeral 7, it makes the required measurement and verifies if it is within tolerance by lighting the "normal" Power Guard green lights. It then counts down to six, performs and verifies the next test, then five, four, three, ect. until it reaches "1" and then the speakers turn on. A "beep" tone is heard each time a test is performed. If a circuit should fail, the red "limit" lights will come on and the sequence will stop at that point. Speaker turn on will not occur until the fault has been corrected; thereby protecting your system from any further damage.

The turn-on and turn-off characteristics of the Power Amplifier are smooth and silent. No noisy relay is required to disconnect the loudspeakers during turn-on time. Relays can cause noise and increased distortion if the contacts aren't perfectly clean.

• 500 Watts At All Impedances.....

The MC 2255 has the proper impedances to drive numbers of speakers simultaneously. For instance, the 1 ohms output will drive eight 8 ohm speakers and deliver full power without overheating.

POWER GUARD

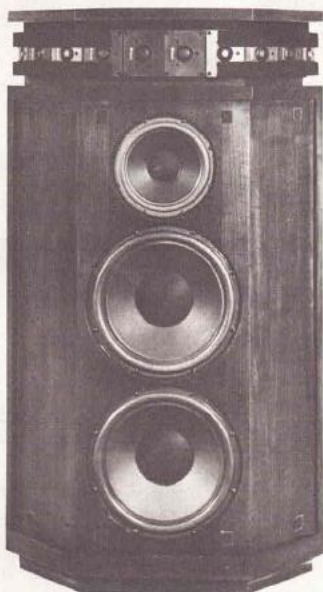
POWER GUARD assures that the MC 2255 cannot be overdriven, thus amplifier output clipping is eliminated. Clipping is caused when an amplifier is asked to produce more power output than it can deliver with low distortion. Amplifiers are capable of delivering large quantities of highly distorted power when they are driven to clipping. The extra energy content of the clipped signal will damage most speakers. McIntosh's Power Guard circuit protects your speakers from this kind of damage

• Extremely Fast Meter Response.....

The meters indicate direct power in watts. They are calibrated in average watts for a sine wave signal but respond to signal peaks. So, a 250 average watt indication also means 500 instantaneous peak watts. The meters are voltage actuated and indicate power accurately when the amplifier is operated into rated output load impedances. In WATTS HOLD, the meter locks to the highest power peak in a sequence of peaks. The meter will be driven to maximum power and electronically held there until a higher peak passes through the amplifier. If no further peaks are reached the meter needle will very slowly return to its rest position (decay rate: 10 dB per minute).

Price \$2500.00

THE NEW McINTOSH XR 19 LOUDSPEAKER



The McIntosh XR 19 is a new addition to the series of Isoplanar Speaker Systems. As soon as you hear a pair of XR 19's you will be immediately aware that you are no longer listening to ordinary speakers. Instead, you will find yourself listening through them into a world of three dimensional sound space. The emotional impact is shattering.

The elliptical tweeter array contains twelve one inch dome tweeters. This gives good vertical dispersion as well as good horizontal dispersion, yet maintains good time response. High frequency power handling is 150 watts sine wave. For single tweeter systems driven at such a high power level gross distortion would occur followed by burnout. In the XR 19 that is only 12½ watts per tweeter. You are assured that distortion will remain low despite high power levels.

The new woofers have been designed to have critical damping characteristics. They still keep control of the cone motion but have the advantage of the same performance with less room equalization, if it is needed. The frequency range of the woofers has been divided at 100 Hz. Both woofers respond down to 20 Hz where they are needed to accurately reproduce deep bass notes. Only the upper woofer crosses over with the midrange. This gives improved directional characteristics.

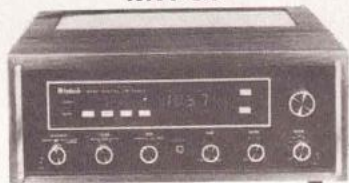
The credenza shape of the cabinet is attractive and blends easily in the home. It also has several acoustic advantages. By removing the corners of the otherwise rectangular box, a shorter diffraction path is made for low frequencies. Also, any residual internal acoustic reflections are randomized and dissipated by the angled surfaces, internal acoustic panels and acoustic material.

Hearing more stereo information through a pair of XR 19's means reduced listening effort. You can relax and experience accuracy in all three dimensions. With the McIntosh XR 19's you can tell the difference right away. New life and enjoyment you were not aware of before can be found even in your older stereo recordings. **\$3900.00**

The World Wide Leader In State-

McIntosh McIntosh McIntosh

MR 80



McIntosh stereo components have long been characterized by superlatives—in their actual performance, in the comments of the people fortunate enough to own them, and in the critical approbation lavished on them by reviewer and competitor alike.

But the new McIntosh MR 80 FM digital tuner surpasses all previous McIntosh products in the lavishness of its critical approval. The laudatory comments are almost as impressive as the performance of the MR 80 itself.

The MR 80 has the most flexible control system ever designed in a stereo FM tuner. Proper use of these controls will yield a higher level of performance than previously possible with conventional tuners.

There are actually four ways to tune the MR 80—manually, auto-scanning, pre-set electronic pushbuttons, and remote scanning.

There are two degrees of FM selectivity available for your use. The narrow, or normal, position of the selectivity switch provides adequate selectivity for sparkling stereo reception even under severe receiving conditions. The super narrow position selects the narrowest IF bandwidth ever used in a stereo tuner. It is used to receive stations from distant cities which are on channels adjacent to local stations. In this switch position, you may well be able to hear useable signals you will be totally unfamiliar with—from distant FM stations that are beyond the capabilities of any conventional stereo tuner to receive.

"The MR 80 has a stereo lock circuit that's unique in that the tuned frequency is locked to the station, not to some internal standard as is the case of many digital tuners." That means the MR 80 will lock on the actual station, instead of where the station should be. Once locked on, a station could drift a full two megacycles to either side of the center of the carrier and still not be lost.

"Most stations have much better regulation than that, but that much extra potential means that the MR 80 can easily handle the amount of drift that many stations do exhibit."

The signal strength meter is also unconventional. It consists of a vertical row of LEDs that respond to the strength of the incoming signal.

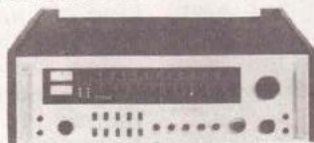
What's particularly nice about that kind of arrangement, is that you can adjust the sensitivity of the light column so that the strongest signal in the area just lights the top LED. That way, you can get an accurate reading of relative signal strengths, rather than having all the in-

puts registering about two-thirds of the way up a conventional meter, the way so many tuners seem to do it. And the fast reaction of the LEDs gives you an accurate handle on multi-path distortion and antenna misorientation.

"With most manufacturers a column display would be a sales gimmick—something to make the unit sell better. With McIntosh, it's a tool, a means of giving you better sound. I like that approach better than the 'bells and whistles' many manufacturers seem to be attracted to these days."

The McIntosh MR 80. It's not just another tuner. **\$2100.00**

THE McINTOSH MAC 4100 IS THE FINEST RECEIVER AVAILABLE



McIntosh has put together a new receiver which offers more performance and versatility than any other receiver before it. In fact, the MAC 4100 combines all the best engineering ideas from the best separate McIntosh components.

The amplifier delivers 100 watts per channel to 4 ohm speakers and 75 watts per channel to 8 ohm speakers with no more than 0.05% total harmonic distortion. The special McIntosh power guard circuit allows you to play your music at maximum volume without overdriving your amp or damaging your speakers from excess distortion.

The controls of the MAC 4100 take their cue from the now famous C 32 pre-amplifier. There is a five band program equalizer or tone control system which allows you to adjust the music to your personal listening tastes. Input signals are switched electronically to eliminate noise and improve reliability. The precision tracking volume control assures you of accuracy at any setting and the continuously variable loudness control allows you to achieve the optimum tonal balance at all volume settings.

For your records there are two new circuits in the MAC 4100. One is a new super low distortion phono preamplifier. The other is a nifty circuit which automatically turns off your entire system when your automatic turntable shuts off—No need to interrupt your pleasure when the record ends.

FM tuning has been simplified on the MAC 4100 with the addition of an automatic frequency lock. When the 'AFL' light comes on, the station is perfectly tuned with no possibility of drift. Performance has also been improved with the addition of newly designed integrated circuits.

This brief description of the MAC 4100 receiver just scratches the surface of its

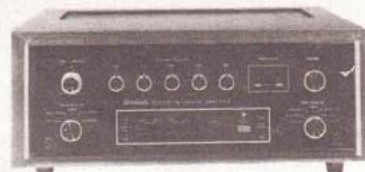
performance and flexibility. Its real benefit is the pleasure it can add to your stereo enjoyment. **\$1650.00 Less your Trade-in.**



MR 78

A beautifully styled unit with many superlative performance characteristics:

- Multiple 'selectivity', normal, narrow and super narrow, switchable from the front panel.
- Linear Phase (constant delay) IF amplifier for low distortion at even high selectivity and low distortion. (Patented).
- A phase linear bridge discriminator provides distortionless conversion from FM to audio and exhibits a capture ratio close to 0 dB. **\$1300.00**



MA 6200

This is no ordinary integrated amplifier. The MA 6200 is a fine expression of stereo engineering and craftsmanship by McIntosh. The MA 6200 has many of the features of the C 32 preamp, like precision step attenuator volume control, true loudness compensation, and five band program equalizer coupled with super-low distortion 75 watt per channel power amplifier on a single chassis (20 Hz to 20 kHz, no more than 0.05% total Harmonic Distortion, 8 ohms). **\$1200.00**



MR 75 AM/FM Stereo Tuner

A superior AM/FM-FM stereo tuner with all the new McIntosh technology which means this tuner will give you years of reliable operation. Some of the new features are the MOS-FET front end for better sensitivity with increased spurious rejection, FET analog switching to eliminate all switching noises, third generation phase locked loop multiplex for better separation, distortion and SCA rejection, LED tuning indicator for greater reliability and tuning ease. The MR 75 is the perfect way to upgrade the front of your present McIntosh system. **\$1150.00**

WHEN YOU'RE READY FOR THE BEST - TRADE UP

of-the-Art High Fidelity Technology

McIntosh

McIntosh

McIntosh

the New McINTOSH PREAMPLIFIER



The McIntosh C-33 provides the most comprehensive range of functions and control options in a stereo preamplifier. Separate Listen and Record Program Buses allow for recording one program while listening to another. Both Listen and Record input selectors control low D.C. voltages which electronically control the F.E.T. analog switches located near the input jacks, keeping signal leads short to substantially reduce noise and hum pick-up. Dual F.E.T. switches are used to give greatest program-to-program isolation. The C-33 offers superior sound quality with the broadest range of control functions. Some of the outstanding features this Stereo Preamplifier incorporates are:

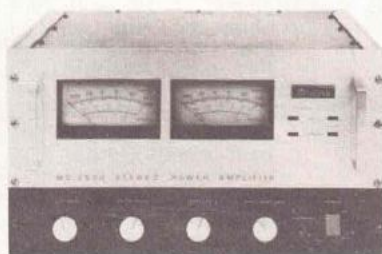
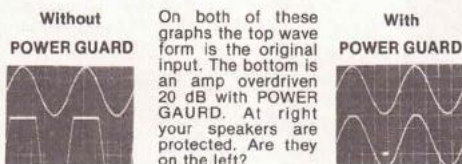
- Five Band Program Equalizer switchable to tape outputs permit individual musical spectra shaping in two octave segments to satisfy personal preference or program limitations.
- A Compressor to Expand and Compress program material to either tape or main outputs allowing you to compress when recording and expand on playback for lower noise and increased dynamic range.
- New Phono Preamplifier Circuits—third generation IC OP Amps with lower noise and distortion than any discreet devices.
- Auto Muting of the main output when switching functions to prevent annoying pops or clicks.
- Built-In Monitor Amplifier with 20 watts per channel power output (for driving auxiliary speakers), now features Power Guard and active current limiters.
- Precision Tracking Volume Control—Better than 1 dB tracking over the entire range of the control. This high order of exactness assures continuous program balance as volume is changed.
- Automatic Turn On/Off—Power to the entire stereo system may be controlled from either the front panel power switch or the turntable power switch so the entire system shuts off along with the turntable.
- Loudness Compensation may be added at any setting of the volume control without affecting program level.

Seven Inputs—Complete facilities for three tapes, two phonos one tuner and auxiliary.

This brief description of the McIntosh C-33 Preamplifier merely scratches the surface of its performance and sound quality. Come in and listen to the finest Stereo Preamplifier in the world.

the New McINTOSH AMPLIFIERS

NORMAL TRANSISTOR AMPLIFIERS "CLIP" WHEN OVERDRIVEN. The new McIntosh amplifiers won't. You cannot get the harsh sound of clipping often associated with "transistor sound". (A clipped waveform has 50% distortion). Clipped waves from an amplifier will damage most speakers. THE NEW POWER GUARD CIRCUIT attenuates the input form comparator, and detects input/output differences of 1.0%.



Ridiculous? For 95% of home audio systems 500 watts per channel of power is ridiculous. But there are those systems that really could use the large power reserves offered by the MC 2500. When you consider the many power robbing possibilities a music system may be facing, you'll understand how quickly an amplifiers power can be drained from the system. Systems being used in large rooms require extra power. Systems with many speakers (like a large supper club) will require additional power. Systems to be played very loud (like a disco or tavern) will require additional power. Systems using very inefficient speakers (such as electrostatic speakers) will require large amount of power. Systems using dynamic range expanders or other outboard devices will require additional power. And the list goes on and on. When you start adding various characteristics that rob power together in a system the problem becomes that much worse!

The MC 2500 is McIntosh's most powerful amplifier delivering 500 watts RMS per

channel of power, both channels driven into 1, 2, 4, or 8 ohms at 0.02% total harmonic distortion over the band width of 20 to 20,000 Hz. POWER GUARD provides an unusual margin of safety for loudspeakers by the prevention of amplifier clipping yet permits the amplifier to deliver designed maximum power. The patented Sentry Monitoring circuit constantly monitors the output signal and instantly reacts to prevent overload of the output transistors and damage due to impedance mismatch and output shorting. \$3000.00

LOW PROFILE McINTOSH COMPONENTS

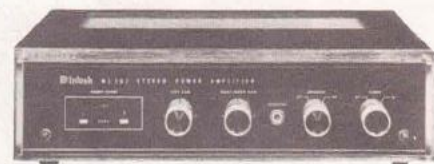


C 504 PREAMPLIFIER

The McIntosh C 504 preamplifier matches the MC 502 power amplifier in appearance and quality of sound reproduction.

Despite its slim profile, the C 504 manages to offer just about all the features found on its larger McIntosh preamp family members. The C 504 has the now famous McIntosh precision tracking volume control and the continuously variable loudness control. It offers you more versatile tonal adjustments with the three-frequency program equalizer. The C 504 accepts connections from 2 turntables, tuner, auxiliary and two tape decks with convenient tape copy buttons. The input selector utilizes FET Analog Switching for quieter and more reliable operation.

If you need a preamplifier that is small in size but not short on features, performance, or reliability try the new C 504 by McIntosh. \$750.00 Less your Trade-in.



MC 502 PREAMPLIFIER

This slim amplifier is, of course, the perfect match for the new C 504 preamplifier. The MC 502 is clean and powerful—75 watts per channel for 4 ohm speakers with no more than 0.02% total harmonic distortion from 20 Hz to 20,000 Hz. The MC 502 has the McIntosh exclusive 'Power Guard' circuit which allows you to play your music at maximum volume without overdriving the amp or damaging your speakers from excess distortion.

The MC 502—elegant styling and elegant sound. \$750.00 Less your Trade-in.

TO THE FINEST...TRADE UP TO McINTOSH

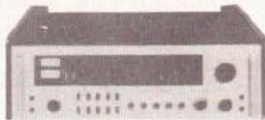
McIntosh

TRADE YOUR OLD McINTOSH NOW



MQ 104

McIntosh
XR 14



McIntosh MAC 4100



Stanton 8005



Stanton 881S

THE COMPLETE SYSTEM PRICE:
\$3300.00 LESS TRADE

McIntosh MAC 4100 Receiver

The new McIntosh 4100 receiver offers performance and flexibility never before available from a single unit. The amplifier produces 75 watts minimum continuous power into 8 ohms from 20 to 20,000 cycles with no more than .05% total harmonic distortion. In addition, the 4100 features the Power Guard circuit previously only available on McIntosh's large separate power amps. This assures you of extremely low distortion no matter how hard the amp is driven. Two rows of vertical light emitting diodes indicate the amount of power being fed to your speakers. The phono section is the quietest we have ever measured while the FM is unparalleled in a stereo receiver. Other features include a five band frequency equalizer for greater flexibility, tape to tape copy and provisions for three sets of speakers. Completely calibrated for optimum performance.

McIntosh XR 14 Loudspeakers

The performance achievement of the McIntosh XR 14 loudspeaker is without peer for a transducer of this size and price. 180° dispersion, exceedingly low distortion, uniform frequency response (20-20k) are unique features in the XR 14. Add the MQ 104 Equalizer to tailor the sound to your very own personal taste or to your room acoustics.

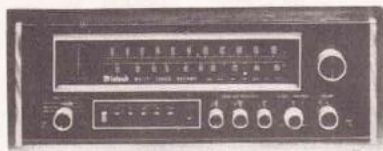
The Stanton 8005

The Stanton 8005 is a semi-automatic turntable which represents a major breakthrough in turntable isolation. It gives you the advantage of an ultra low mass/friction tone arm with the patented Gyrapoise and Unipoise system. Utilizing magnetic as well as a spring suspension, feedback is eliminated. This turntable is custom matched with the Stanton 881S cartridge on our electronic turntable calibration center giving unsurpassed performance in this system.

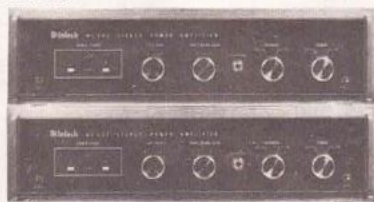
BEST BUY, HIGH PERFORMANCE STEREO FROM McINTOSH.



McIntosh XR 16



McIntosh MX 117



MC 502
Solid State Stereo
Power Amplifier



Thorens 126 MK III



MQ 104

THE COMPLETE SYSTEM PRICE:
\$5600.00

McIntosh MX 117

The McIntosh MX 117 AM-FM Stereo Tuner-Preamplifier concept is a total Master Control Center which allows you to select the matching McIntosh Power Amplifier for your individual requirements. All control input switching is done electronically using field effect transistor analog switches. The front panel selector simply switches small amounts of controlled D. C. voltage which turn the FET analog switches on and off. Since the FET analog switches are located near the input jacks, the length of interconnecting leads is much shorter. This design eliminates switching noise as well as frequency loss caused by the longer signal leads. The magnetic phono and the equalizer amplifier stages utilize new high technology integrated circuit operational amplifiers. Noise factors are incredibly low and distortion levels are at or below the limits of the best present day test equipment. Use of the McIntosh Precision Tracking Column Control will give you tracking accuracy within 1 dB throughout its entire range. The FM-AM circuits in the MX 117 is unique in design. The FM Automatic Frequency Lock is a patented McIntosh circuit which activates when you tune to the center frequency of an FM station. There will be no drift from this accurate tuning assuring minimum distortion and best overall FM performance. Automatic Stereo Noise Suppression insures consistent signal-to-noise on all stations. Electronic FET RF Selectivity Switching gives additional selectivity in areas with extremely strong station signal strengths. The AM circuit is unique in design in that the RF Amplifier circuit has constant selectivity and high image rejection across the complete AM band.

McIntosh MC 502 Power Amplifier

In this system two McIntosh 502 Power Amplifiers are used. This is the most compact source of very low distortion stereophonic power in existence, rated at 175 watts per channel into 8 ohms and less than .02% THD. Some of the protection circuits which contribute to the reliability, long life, and excellent performance of the MC 502 are the Sentry Monitor, which senses and confines current and voltage conditions to the same operating characteristics of the output stage power transistors, and Power Guard which eliminates amplifier output clipping for protection of loudspeaker burn-out. When you need high power in a compact, lightweight, reliable power amplifier, then you need the McIntosh 502.

McIntosh XR 16 and MQ 104

The McIntosh XR 16 Isoplanar Speaker System produces a widely dispersed energy field that allows listeners to experience a full stereo perspective across the room at all positions in front of the speakers. Since the individual radiators are mounted in a vertical line, the speakers produce a symmetrical left and right radiation pattern. In addition to this symmetry, since the speakers are mounted in a vertical line and in the same plane, then the degree of time coordination achieved on the perpendicular is maintained also symmetrically either side of the perpendicular. The use of the McIntosh MQ 104 environmental equalizer allows the speaker system to be tailored by us using McIntosh professional room voicing techniques.

Thorens TD126 MKIII

The TD126 MKIII by Thorens is "the" transcription turntable for discriminating music lovers and professional users. The new load correcting circuitry APC (automatic pitch control) instantaneously compensates for any deviation from the nominal speed. A special surface treatment of the tonearm tube - "split wave technology" - absorbs all undesirable resonances of the tonearm. The Ortofon LM20 cartridge is included, the new Ultra Low Mass cartridge of the 80's.

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Service Approach Draws Customers High-end

THE STEREO SHOP is 70 percent audiophile, 30 percent scientific, and all in the family. The Hartford, Connecticut store, family-owned and run, takes a hard-line and high-end approach to audio sales.

No model goes on display without meeting the store's performance standards. All items sold are tested before they're delivered to buyers. The Stereo Shop offers its customers many services, including turntable calibration, needle inspection, yearly equipment check-up days, custom installation, and record cleaning. Its repair shop serves institutional and commercial as well as home customers.

"Stores can sell and stay in business by giving service. You don't have to be a discount operation," said Bob Serio. Serio and his cousin, Nick Perfito, handle all sales and day-to-day operations.

Perfito's father, Nick Perfito, Sr., started The Stereo Shop in 1959. He works today by appointment with his special customers, concentrating on auditorium installations.

Serio is convinced that hi-fi specialty stores are regaining the top position from the chains and discounters. Noting the troubles of many of the chains in the New England area, he said, "The professional type of store seems to be the kind that's opening up."

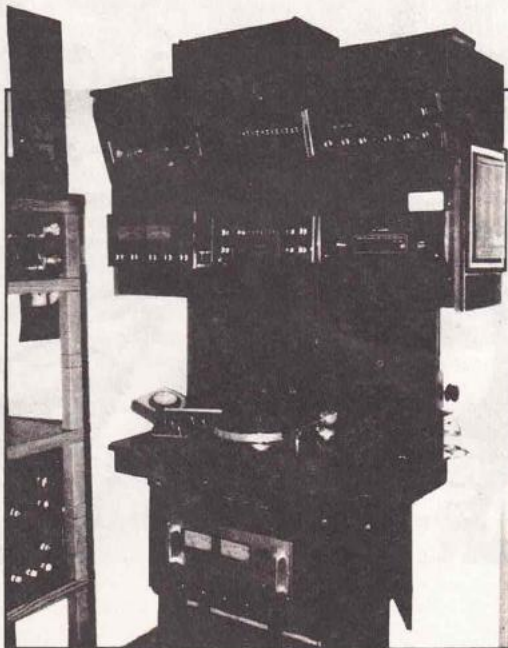
There's always someone giving the equipment away. "But by giving the service, we help the customer get more out of his equipment. He'll be spending more but he'll be getting what he really wants. It's better than going for the cheaper price and then 'getting burned,'" said Serio. More and more buyers, he feels, are ready to pay higher prices to be sure of having the system that's best for their needs.

The Stereo Shop has largely upper-income and middle class customers, including executives and professionals. It carries McIntosh equipment at the extreme high end, the Kenwood Purist A line, Tandberg, and Toshiba receivers. It has just started carrying the new Adcon amp, and carries Dual turntables, Linnsondek turntables, and Rega Planar turntables, as well as MXR equalizers and pre-amps, dbx, Stanton-Pickering, Discwasher, Permastat, and Last.

Top-of-the-line products from The Stereo Shop include McIntosh hardware and a Linnsondek turntable, with a price tag of \$20,000. The lowest priced system available at the store is a \$450 Toshiba with receiver/deck, speakers, and turntable.

The store provides installation for nearly everything it sells. Most unusual however, is the rigorous testing procedure that takes place before any item is offered for sale.

The Stereo Shop tries to get each piece of equipment about four to six weeks before it will be selling it. "First, we listen to it for awhile. Then, it's run through the service department



McIntosh is the store's "reference system," said Bob Serio. Top-of-the-line system is McIntosh at \$20,000 (left). Pictured at right is the store's most popular system, priced at \$3,100.

for all the relevant tests," Serio said. "Then we have a panel of three of our pickiest customers. Each one takes it home for a few days and listens to it. We accept an item for sale only after we get consistent results from all the tests and listening."

Some models are rejected. The manufacturer may point out that a rejected item could be a high-profit opportunity.

But, Serio said, "I know I wouldn't want to get stuck with it." If he and the others involved feel that way, they don't want to sell it to the store's customers.

"The manufacturers leave that decision up to us. They know how we operate," he said.

Once a piece of equipment has passed all the tests and the listeners' panel, Serio spends a few weeks with it before deciding how to best set it up as an in-store system and display it to maximum advantage.

Finally, each item that goes out of the store to a customer is tested. It must at least meet its specs and preferably exceed them before The Stereo Shop installs it. The store makes any adjustments needed.

Many items do need adjustments, The Stereo Shop has found. Cassette decks, for example, often fail to meet the specs on frequency response, meter calibration, and speed accuracy.

Repair shop services many customers

The service department at The Stereo Shop works for a wide variety of clients. In addition to individuals, it handles jobs from schools, government agencies, some foreign governments, and private companies. The range of clients reflects the range of customers who buy their equipment at the store.

Installation in many of their customers' homes must often



Located in a private house, The Stereo Shop is an eye-catcher for walk-bys.



Hartford, Connecticut's Stereo Shop is a family affair. From left to right, Nick Perfuto and Bob Serio, cousins, are the chief salesmen and run day-to-day operations. At center is Nick Perfuto, Sr., who opened the store in 1959. His parents, Rose & Joseph Perfuto, are at right.

be as considerate of decor as of sound, Serio said. So once a product leaves the store, there's another challenge in getting it set up.

Since many of the homes are decorator-designed, the stereo is generally expected to be heard but not seen. This has given a boost to mini-components. "They've really started to take off," said Serio. "With careful positioning," he continued, "we've also had good results placing small speakers behind drapes."

Many of the service "extras" the store provides are geared to the same kind of high-end thinking. The Stereo Shop has sold one of the Keith Monks record cleaning machines (price \$2,500 retail), but more importantly, it keeps one in the store. For 75¢ each, customers can bring in their records to be cleaned, and get a new vinyl sleeve as well.

The Stereo Shop also invested over \$7,000 in a research stereomicroscope, using it for needle examinations. Inspections have shown, Serio said, that up to 40 percent of new needles are defective in some way. Record player and cartridge clinics held at the store have also turned up some startling numbers. As much as 82 percent of the equipment brought in by owners is defective and/or in need of adjustment.

Throughout the year, The Stereo Shop holds clinics and special seminars dealing with different components. Two days are set aside each year for customers to bring in their amps, pre-amps, and receivers for measurement of performance with a lab analysis.

Customers who come in to make purchases get a written proposal form, detailing the store's recommendations for makes and models that would be appropriate for them. All prices are shown.

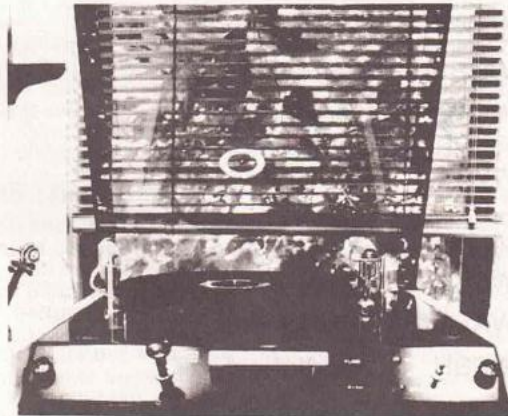
Serio and Perfito fill out the form after talking to the prospective buyer and getting a fix on what he wants.

They will also prepare speaker analyses for customers, showing what the performance of a given speaker is in a specific room.

"You have to invest your time in it," Serio said. "I've been finding that getting the customer to do most of the talking really helps." It's the best way to gear the sales approach and the equipment selected to the customer's specific needs, he has found.

It's important to make the sales approach fit the potential buyer. "If it's a kid, show him a \$450 or \$700 system. If it's a doctor show him a \$5,000 system," said Serio. "But we don't try to pressure even wealthy clients into buying expensive systems if they really don't need them."

Most Stereo Shop customers hear about the store from friends. "We also get a lot of people from the Yellow Pages," Serio said. People who come into the store can fill



**Professional
RECORD CLEANING SERVICE**
75¢ each
INCLUDES NEW VINYL SLEEVE

The turntable center is the first thing a customer sees when he walks in the door. The Stereo Shop offers calibration, alignment, and adjustment.

out a form to get a subscription to the free newsletter. It is sent out by direct mail four times a year to about 12,000 names who have bought from The Stereo Shop within the previous three years.

McIntosh helps organize the mailing list, while The Stereo Shop pays for the printing. The newsletter details the advantages of buying from The Stereo Shop, outlining the various clinics as well as the store's "Five-Year Protection Plan" on parts that are defective due to manufacturing defects and its promise of two years labor, free of charge.

Much of the material deals with product information on the McIntosh lines and equipment from the other companies whose products the store carries. Individual components are covered, and so are systems in various price ranges recommended by the store.

The Stereo Shop does almost no advertising aside from its direct mail efforts. It recently advertised a turntable clinic, marking the first ad campaign in five years. The newsletter, titled "Stereo Shop Talk," serves to draw in customers and keep them up to date on what's available in services and products.

Sight & Sound Marketing

FM STATIONS HEARD IN THE NORTHEAST

88.1	WESU WMNR	Middletown, CT Monroe, CT	95.9	WLYQ	Norwalk, CT
88.3	WQAQ	Hamden, CT	96.1	WSRS	Worcester, MA
88.5	WFCR	Amherst, MA	96.3	WQXR	New York, NY
88.7	WHNU	West Haven, CT	96.7	WYRS	Stamford, CT
89.1	WNPR WMHT	Norwich, CT Schenectady, NY	96.9	WJIB	Boston, MA
89.5	WPKN WGBH	Bridgeport, CT Boston, MA	97.1	WYNY	New York, NY
89.9	WQTQ WERB WWEB	Hartford, CT Berlin, CT Wallingford, CT	97.7	WCTY WCAV	Norwich, CT Brockton, MA
90.1	WFCS WLVN WUSB	New Britain, CT Derby, CT Stony Brook, LI	97.9	WEVD	New York, NY
90.3	WAMC	Albany, NY	98.1	WMYS	New Bedford, MA
90.5	WPBH	Middlefield, CT	98.3	WNOU WDAQ	Willimantic, CT Danbury, CT
90.7	WTCC	Springfield, MA	99.3	WHMP	Northampton, MA
90.9	WBUR	Boston, MA	99.5	WSSH	Lowell, MA
91.1	WSHU WMUA	Fairfield, CT Amherst, MA	100.1	WQVR	Southridge, MA
91.3	WWUH	West Hartford, CT	100.3	WHEB	Portsmouth, NH
91.5	WSKB WMHC	Westfield, MA South Hadley, MA	100.9	WTYD	New London, CT
91.9	WAIC	Springfield, MA	101.1	WGIR	Manchester, NH
92.1	WLNG	Sag Harbor, LI	101.3	WKCI	Hamden, CT
92.3	WPRO WFLY	Providence, RI Troy, NY	101.5	WLKW	Providence, RI
92.5	WWYZ	Waterbury-Hartford, CT	101.7	WLYN WKTQ	Lynn, MA Pittsfield, MA
92.7	WLIR WKUT	Garden City, LI Brattleboro, VT	101.9	WCIB	Falmouth, MA
92.9	WBOS	Boston, MA	102.1	WAQY	Springfield, MA
93.1	WHYN	Springfield, MA	102.3	WFAN WBAB	Stonington, CT Babylon, LI
93.3	WSNE	Taunton, MA	102.9	WDRC	Hartford, CT
93.7	WLVH	Hartford, CT	103.3	WEEI	Boston, MA
93.9	WNYC	New York, NY	103.9	WRCN	Riverhead, LI
94.3	WYBC WCTO	New Haven, CT Smithtown, LI	104.3	WNCN	New York, NY
94.7	WMAS	Springfield, MA	104.5	WFMP	Fitchburg, MA
95.1	WRKI	Brookfield-Danbury, CT	104.9	WIHS	Middletown, CT
95.3	WRSI WSBH	Greenfield, MA Southampton, LI	105.1	WPJB	Providence, RI
95.5	WBRU	Providence, RI	105.5	WQGN	Groton, CT
95.7	WKSS	Hartford, Meriden, CT	105.9	WHCN	Hartford, CT
			106.1	WCOD WBLI	Hyannis, MA Patchogue, LI
			106.3	WWON	Woonsocket, RI
			106.9	WCCC	Hartford, CT
			107.1	WOTB WVHB	Middletown, RI Hampton Bays, LI
			107.5	WBSL	New York, NY
			107.9	WDJF WXKS	Westport, CT Bedford,

Revised as of January 1, 1982

**COME IN TO THE STEREO SHOP AND WE WILL DEMONSTRATE THE NEW McINTOSH MR 78 TUNER
AT MOST TIMES WE ARE ABLE TO LISTEN TO WQXR (NEW YORK) IN STEREO.**

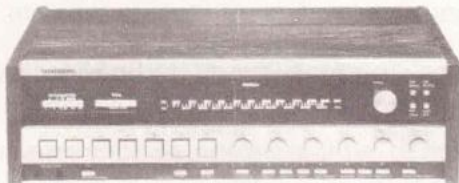
TANDBERG

For over 45 years, Tandberg has continuously earned and enjoyed its international reputation for the highest quality and integrity in audio products, a reputation that is backed by a 30-year tradition in tape recording that is unequalled anywhere.

Through the years, customers worldwide have themselves coined the concept "Tandberg Quality" as a synonym for products with fea-

tures and performance beyond the ordinary. If you are not already familiar with "Tandberg Quality", we invite you to visit your authorized dealer for a first-hand demonstration.

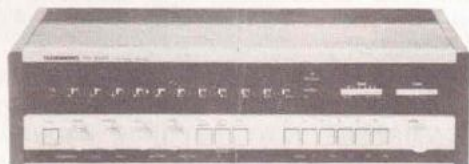
It's no coincidence that probably more dealers and their salemen have bought Tandberg equipment for their own personal use than any other brand.



TR-2080 The Flagship Of The Tandberg Receiver Series

The Tandberg TR-2080 receiver combines an extraordinarily advanced amplifier design with a tuner section so audibly superior that they could use nothing less for their other receivers. Rated at 75 watts per channel, the TR-2080 provides more than adequate power output for home listening environments. There is no compromise on the convenience features that make the TR-2080 the most pleasurable receiver you can use. When you switch from one source to another there are no annoying "clicks" due to a unique automatic electronic fading circuit. Two recorders can be used with the built-in dubbing bass and midrange, individually adjustable for each channel and usable in recording. Two high cut filters and a low filter are also offered as well as facilities for three pairs of speakers.

\$995



TR-2045 True Dedication To Sonic Excellence

The TR-2045 stereo receiver proves that neither performance nor convenience need be sacrificed in a medium-powered receiver. Rated at 45 watts per channel with no more than 0.07% distortion, the TR-2045 uses the acclaimed Tandberg Electronic FM Tuner 4 FM section, and incorporates a host of flexible user features that will add to the pleasure of its use. FM preset pushbuttons let you instantly select up to five FM stations. The preamplifier section has facilities for two tape decks plus offers both high and low filters, loudness contour, speaker switching for two pair of speakers and much more. Precise tuning is facilitated by an accurate center-tune meter. Once set, and automatic frequency control circuit keeps the station locked in place for cleanest reception. All of this and more in our most popular Tandberg receiver.

\$550

TANDBERG REDEFINES CASSETTE PERFORMANCE



TCD-440A



TCD-420A



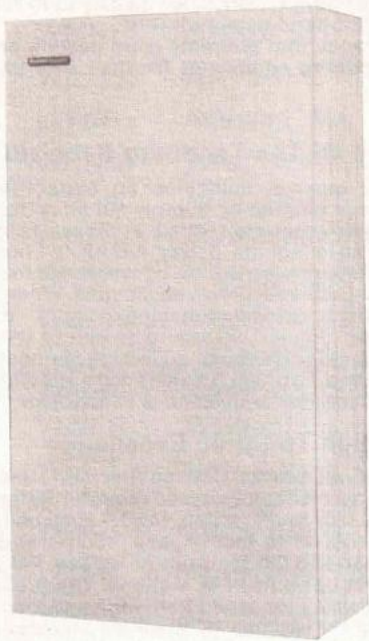
TCD-3004

Tandberg engineers have redefined the performance capability of the cassette with the introduction of the new TCD-440A and TCD-420A Cassette decks. The major breakthrough comes from a Tandberg developed recording circuit called DYNEC which dramatically reduces high frequency distortion. The high frequency overload i.e. "the cassette sound" - of which tape recording purists complain is not simply a question of reaching a point where the tape can hold no more signal. At high frequencies, excessive input levels not only produce enormous amounts of distortion, but actually lower the signal level played back from the tape. In other words, once you have reached the saturation point on the tape, the more signal you try to put in, the less you actually get out. If, just at the point where high frequency saturation (overload) begins to occur, you could automatically and proportionately lower the amount of record treble boost supplied by the equalization circuit (traditionally necessary in order to obtain a flat frequency response), you could prevent high frequency saturation effects, realize the full high frequency output of which the tape is capable, and drastically lower high frequency distortion. In brief, this is precisely what Tandberg's exclusive new dynamic equalization circuit does. DYNEC is used in conjunction with another well know Tandberg invention, the Actilinear Recording System, which increases the signal handling capacity of record electronics 20 dB for better transient response and lower distortion overall. This combination produces recordings unmatched by any other cassette deck currently available. That is why we say that Tandberg has eliminated the one major problem with cassette recording "the cassette sound"!

The TCD-420A is factory prepared for Metal Particle Cassette Tape, as well as Normal Bias and High Bias or Chrome Tape. Frequency response is 30-20,000 Hz \pm 3 dB and the signal-to-noise ratio is 68 dB. ("A" weighted). Price \$600.00

The TCD-440A is factory prepared for Metal Particle Cassette Tape, as well as Normal Bias and High Bias or Chrome Tape. Frequency response is 20-20,000 Hz \pm 3 dB and the signal-to-noise ratio is 70 dB. ("A" weighted). Price \$999.00

The Tandberg TCD-3004 Cassette Deck incorporates a unique tape calibration system which offers positive advantages for the professional user. The TCD-3004 can be calibrated without using any external equipment to obtain optimum performance from all types of tape. These adjustments are fast and easy with the aid of the calibration meter. The transport in the TCD-3004 is microprocessor controlled giving maximum flexibility and protection against operator errors. Also, instead of solenoids to bring the head pinch rollers into contact with the tape, a servo controlled DC motor is used for smooth and flawless transport operation. With DYNEC and Actilinear recording, the Tandberg TCD-3004 truly represents a no-compromise state-of-the-art cassette deck. \$2195.00



Boston Acoustics is a young company founded in early 1979. Frank Reed, the President, most recently served Advent Corporation as Vice President in Charge of Sales. Andy Petite, Co-founder and Vice President of Boston Acoustics, was formerly Director of Product Development at Advent Corporation. (Andy Petite was responsible for the design of the New Advent Loudspeaker and the Advent One; two of the top five best selling loudspeakers ever in North America.)

Boston Acoustics' current product line includes six loudspeakers designed to deliver the highest level of performance in the wide range of home listening rooms. As a result of extensive research in cabinet design, in-house manufacture of critical drivers and crossovers and skillful tonal balancing, Boston Acoustics loudspeakers offer the best combination of efficiency, dispersion, imaging and ease of placement in home use.

Boston Acoustics has become a major factor in home hi-fidelity in just over two years. To hear any Boston Acoustics Loudspeaker is to know why.

The Boston Acoustics A150 (pictured) is a 3-way speaker employing a 10" acoustic suspension woofer, a 4½" midrange and a 1" soft for greater power-handling capability. The cabinet is finished in furniture-grade walnut or oak veneer. A 1½" black pedestal is supplied for floor placement.

Minimum Power: 15 watts

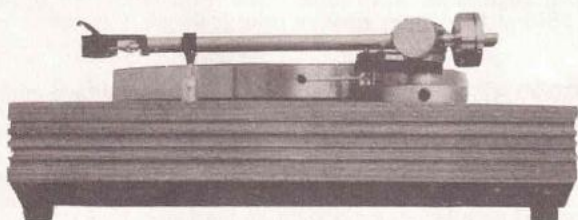
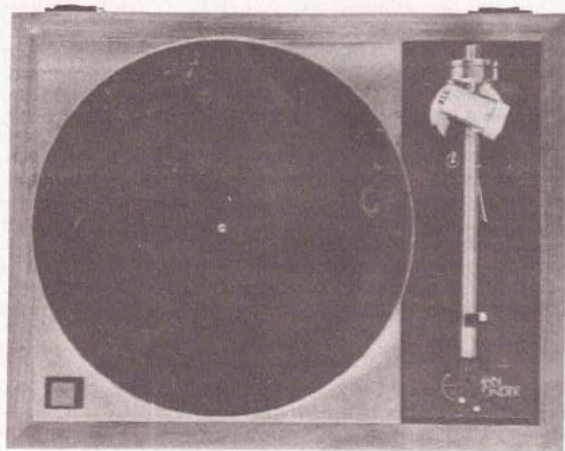
Frequency Response: 36-25,000 Hz \pm 3 dB

Dimensions: 32" H x 16½" W x 8" D

Price: **\$275.00**

Come in and see the complete line of Boston Acoustic Speakers. Prices start at \$75.00 each.

The Linn Disc Playback System



Without a doubt, the best turntable system we have found...ever. This incomparable turntable has applied turntable physics so well, design changes have been minimal and can be adapted to all existing Linns. THE STEREO SHOP insists on selling the BEST, regardless of the advertising claims of breakthrough technology. The Linn Sondek works consistently, which, most importantly, may be delivered to all customers with the same repeated performance. Each turntable is hand assembled by us personally and each part is hand selected. We spend approximately 12 to 17 hours assembling this product. As a result, regardless of price, the finest reproduction from records...period. We have found no tangential, no direct drive, no other form of playback can match this turntable system. The Linn Sodek holds the test of time. Assembled of surgical stainless steel from the bearings, bearing housings, arm pillar and all related moving parts, maximum rigidity is obtained while maintaining the same temperature co-efficients. Another important factor for maximum rigidity is that the turntable maintains maximum phasing so that loss of information is insignificant. By tracing the record groove as closely as possible, we can trace the groove identically to the cutting head modulations. You might expect this from a tangential tone arm, but true tracing cannot be accomplished due to two very important factors: 1) NO RECORDS SPIN EXACTLY ON CENTER and 2) THE TANGENTIAL TONEARMS HAVE CONSIDERABLE PLAY IN THEIR BEARINGS, SO THAT OUT OF PHASE MOVEMENT IS VERY HIGH. This is not acceptable for maximum performance. As a result, both Nick Perfito and Bob Serio document this as the finest turntable available. This turntable system, custom assembled by the two of us personally with our \$12,000 Computerized Turntable Calibration Center deliver the highest level of performance to you. This is THE STEREO SHOP PROMISE. The Linn Turntable and Linn Tonearms start at \$1,100 combinations.

Enter Σ Drive: the amplifier design that brings a startling clarity to reproduced music.

SIGMA

Introducing *the New* Kenwood Audio Purist!

Kenwood's new Audio Purist line offers advanced technology and operating convenience features like Sigma Drive which includes speaker behavior within the scope of amplifier performance. Technically, Sigma Drive links the amplifier performance and speaker systems with specially designed low-resistance speaker cord. Each cord for left and right channels has four individual cords inside. Two come from the amplifier output and the other two function as sensors from the loudspeaker terminals to the negative feedback loop inside the amplifier for a coherent sound reproducing system resulting in incredible damping and a dramatic reduction in distortion. Sigma Drive will startle even the most experience listener.



Kenwood KA-1000

The KA-1000 new Integrated Amplifier with Sigma Drive is 100 watts per channel minimum RMS both channels driven at 8 ohms from 20 Hz to 20 kHz with no more than 0.005% THD. Highlights of the KA-1000 are external power supply for dynamic headroom and stability with less hum and noise, a unique touch controlled automatic one second volume fader, built-in moving coil head amp and Record Out input selector. **\$795.00**



Kenwood KA-900

The design of the Kenwood KA-900 is virtually identical to that of the KA-1000 except for its lower power output and the external power supply. The KA-900 high speed amplifier offers all the benefits of the Sigma Drive System to those who need less power - from 20 Hz to 20 kHz with no more than 0.005% THD. **\$520.00**



Kenwood KA-800

The Kenwood KA-800 High Speed Amplifier featuring the Sigma Drive System, offers the easiest path to a stunning musical experience. This outstanding amplifier incorporates many of the same circuits and features of the two previous models including touch controlled volume Fader, low noise phono preamplifier, MC cartridge input and Record Output-Input selection. The KA-800 seems like a dream come true with 50 watts per channel minimum RMS both channels driven at 8 ohms from 20 Hz to 20 kHz with no more than 0.009% THD. **\$395.00**

NOW ON DISPLAY FOR YOUR EVALUATION WITH THE COMPLETE LINE OF MATCHING TUNERS

MICRO SEIKI

TOTAL MUSICAL PERFORMANCE



Micro Seiki is dedicated to designing turntables which produce the most nearly perfect representation of the original audio signal possible. Each and every component on each and every Micro Seiki turntable has been specially engineered for that particular turntable. Because performance of each component directly affects the performance of all the others. Distortion present at this point cannot be corrected anywhere else in your system. No equalizer can remove excess wow and flutter. No low filter can completely eliminate rumble without reducing critical bass response.

The low mass straight tonearm is constructed of two dissimilar materials carefully selected for their inability to pass vibration from one to the other. This prevents vibration from traveling up the arm and into the cartridge. Any vibration that may be generated between the tonearm and headshell is damped by the detachable carbon fiber headshell.

The platter is isolated from the motor by a flexible belt which acts as a rumble filter, absorbing motor vibrations before they have a chance to reach the platter or the record. A potential problem is eliminated at the source. The result is a higher signal-to-noise ratio. More important, you'll notice this in the form of extra clear bass definition. Style with no compromise in performance. To delight even the most discriminating buyer. It's call **TOTAL MUSICAL PERFORMANCE**. You'll call it **FANTASTIC SOUND**.

Turntables start at **\$150.00**

- Frequency-Generated Servo Controlled Drive System
- Low Mass Tonearm/Carbon-Fiber Headshell
- Multi-Laminated Ebony-Finished Base
- Anti-Feedback Isolating Feet
- Micro Seiki Model MB-18 \$279.00

STEREO SHOP CUSTOM MATCHED SYSTEMS

SYSTEM 1



Toshiba TMC - 7560

The Toshiba TMC 7560 is a AM/FM stereo receiver, incorporating a built-in front load cassette play/record tape deck. The TMC 7560 also has a wide linear type dial scale for fine FM tuning and highly respectable specifications for both the FM tuner section and the audio section. It is 15 watts per channel, min. RMS, at 8 ohms from 40 Hz to 20 kHz with no more than 0.8% THD.

Toshiba SS - X2 Loudspeakers

The Toshiba X-2 is a 2 way acoustic suspension system with an 8 inch woofer. This system produces a smooth and clean quality sound when driven by a good medium output receiver, such as our recommended TMC-7560.

Toshiba Automatic Turntable

This turntable is a fully automatic system. It offers automatic start and is able to stack up to 4 (four) records. A true value in automatic turntables. Including magnetic cartridge, base and dust cover.

The Complete System \$450.00 Less Trade

SYSTEM 2



The Toshiba SA 2500

Offering the music listener 25 watts minimum RMS power output, with no more than 0.05% THD, at 8 ohms from 20 Hz to 20 kHz, both channels driven. Featuring a full choice of program sources, it offers more important extras than many higher priced receivers. It features finely balanced, dynamic stereo sound and gives you more power than you'll ever really need.

Boston Acoustics A70

The A70 contains an 8-inch acoustic suspension woofer, designed and manufactured by BA itself. The woofer uses a low-mass, low resonance, vacuum-formed cone with smooth peak-free response uncolored by cone breakup. The A70 woofer handles the portion of the sound that lies below the 2000 Hz crossover point. The rest of the spectrum is covered by a 1-inch soft-dome tweeter. To improve heat dissipation and ensure that the impedance and frequency response will not vary with power level, BA injects ferrofluid into the voice-coil gap. The ferrofluid serves the triple function of lubricating and cooling the voice-coil gap while damping the tweeter at its resonance point.

Toshiba SR-A100

The belt drive SR-A100 is a fully automatic turntable featuring front lever controls for easy access, large acoustical feet and an easy to read illuminated stroboscope for accurate speed control with $\pm 3\%$ speed adjustment. Wow and flutter is 0.06% wrms. **Ortofon FF10XE MKII** cartridge included.

The Complete System \$550.00 Less Trade

SYSTEM 3



The Toshiba SA 3500

This stereo receiver is one of Toshiba's great stereo values. It has a 35 watt minimum RMS power output, with no more than 0.04% THD, at 8 ohms from 20 Hz to 20 kHz, both channels driven. The FM tuner section has excellent selectivity and sensitivity and two tape monitor circuits that permit tape to tape duplication. It is powerful enough to operate a pair of large speakers.

Series 2 310 By Clarke

The Series 2 310 loudspeaker is a 3-way system incorporating a heavy duty 10 inch woofer and a new convex midrange and a paper dome tweeter for better dispersion in mid and high frequencies. A system of smooth response with excellent spatial characteristics.

The Micro-Seiki MB-12ST

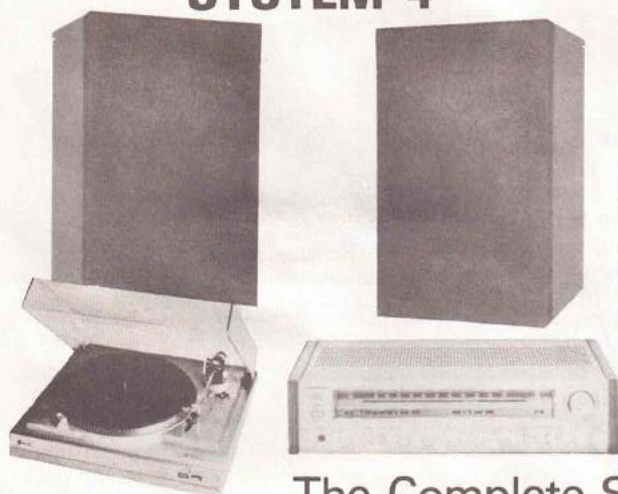
The MB-12ST belt-drive turntable features an automatic return mechanism which returns the tonearm to its resting place when it senses the end of the record. The tonearm, which is the low mass straight type with carbon fiber headshell is oil-damped in both directions so that the tonearm moves smoothly and lightly whether it is being raised or lowered. Wow & flutter - less than 0.055%. S/N ratio - more than 63 dB (DIN B).

The Complete System \$695.00 Less Trade

STEREO SHOP Custom Matched Systems are Protected for 5 Years

CUSTOM MATCHED HIGH PERFORMANCE SYSTEMS

SYSTEM 4



The Toshiba SA 5000

The Toshiba SA 5000 has the same FM tuner as the SA 3500 and is equipped with an amplifier that delivers more than 50 watts per channel into 8 ohms over the whole frequency range from 20 Hz to 20,000 kHz with less than 0.03% total distortion! Visit The Stereo Shop and compare it with any other product on the market. Specifications can be described, but sound reproduction cannot. Let your ears decide for you.

Clarke Premier II

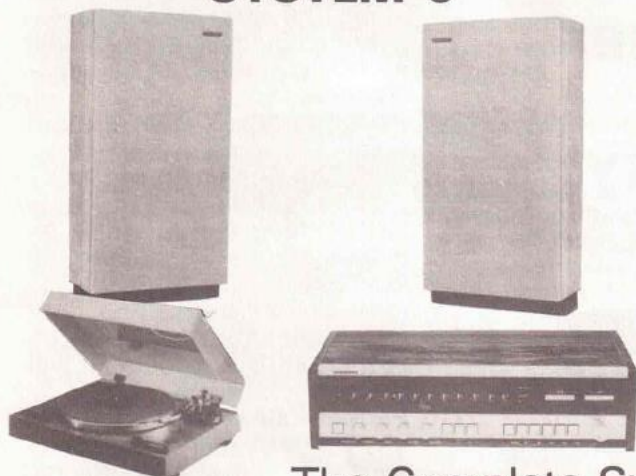
The Premier is a newly designed 3-way system offering the clarity, definition and low bass normally associated with systems far greater in price. The Premier will fast become a standard of reference for a 10 inch 3-way system.

Dual 508

The 508 incorporates a precision motor/drive system utilizing a heavy-duty hysteresis synchronous motor that maintains exact speed accuracy while a precision belt drives the dynamically balanced platter. Also, Dual engineers eliminated every gram of mass possible by designing a straight tonearm for the integral control system. The entire system is designed to provide smooth, accurate rotational speed while simplifying the motor/drive system. ORTOFON FF 15 XE MK II cartridge included.

The Complete System \$895.00 Less Trade

SYSTEM 5



Tandberg TR 2045

The TR 2045 is a superb performing well designed simple to use receiver featuring the acclaimed Tandberg FM tuner with 5 push button FM preset selection. This receiver has amplifier performance that rivals separate power amplifiers. 45 watts RMS per channel, both channels driven into 8 ohms with less than 0.09% THD.

Boston Acoustics A150

The Boston Acoustics A150 is a 3-way speaker employing a 10" acoustic suspension woofer, a 4 1/2" midrange and a 1" soft dome tweeter. Ferrofluid is used in the midrange and dome tweeter for greater power-handling capability. The cabinet is finished in furniture-grade walnut or oak veneer. A 1 1/2" black pedestal is supplied for floor placement. Frequency response - 36-25,000 Hz \pm 3 dB.

Micro Seiki MB-14ST

The Micro Seiki MB-14ST turntable incorporates a low mass straight tonearm for the least amount of record wear. This turntable is also belt driven and is very similar to the MB18 with the absence of the strobe. A true value in semi-automatic turntables. Ortofon FF15E MKII cartridge included.

The Complete System \$1250.00 Less Trade

SYSTEM 6



Tandberg TR 2060

The Tandberg TR 2060 power amplifier section is rated at 60 watts per channel with both channels driven into 8 ohms from 20-20,000 Hz at a rated distortion of 0.07%. Exceptional control flexibility, including pushbutton selection of five FM stations, and the ability to handle two tape decks with dubbing, is also found in the TR 2060. A rosewood cabinet is standard.

CLARKE PRECEDENT II

The Precedent II is a 3-way system that employs a 12 inch acoustic suspension woofer. The result is a bass performance with extended range and also utilizes a 5 inch transmission line mid-range for unsurpassed response and freedom from detrimental standing waves. A soft dome tweeter is used for high frequency dispersion. Its low distortion, wide dynamic range, linear frequency response and high efficiency makes this speaker one for the more demanding audiophile.

Micro Seiki MB18

The belt drive MB18 is a semi-automatic turntable featuring a low mass straight tonearm constructed of two dissimilar materials carefully selected for their inability to pass vibrations from one to the other. Pitch control and strobe light allow you to fine-tune the actual speed of the platter \pm 3.5%. The Micro Seiki MB18 is truly a high performance turntable. Wow & Flutter - less than 0.035%. S/N ratio - more than 73 dB (DIN B). Ortofon FF15E MKII cartridge included.

The Complete System \$1499.00 Less Trade

STEREO SHOP Custom Matched Systems are Protected for 5 YEARS

Have Your Records Professionally Cleaned The Keith Monks Record Cleaning Machine

The Keith Monks is not just a record cleaning machine. It performs so thorough a job it is literally a noise reduction device. Much of the noise heard on older records is simply the build up of dirt over a long period of time. A cleaning on the Keith Monks can restore lost high frequencies and improve

bass response as well as stereo imaging. The Stereo Shop will clean your old records and provide a fresh rice paper sleeve for **\$1.00** a record. If you have a substantial record collection you may want to consider this machine as the best way to upgrade your system. **The Keith Monks is \$2,195.00**



the New



Special non-abrasive cleaning fibers are backed with an exclusive "capture surface" designed to trap tiny particles of tape residue, preventing them from contaminating tape mechanisms.

\$9.00 ea.

The First Discwasher Tape Accessory

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PERFECT PATH**

The Perfect Path Difference

- "Cleaning contact" is made along the total tape path including guides and heads, normally untouched by wiper cleaners.
- Perfect Path cleans without alcohol or freon. It will not extract and age pinch rollers.
- Perfect path simultaneously cleans tape heads while removing debris from along the tape path.
- Perfect Path's cleaning fiber grid is non-abrasive. Even after hundreds of passes, it will not scratch heads.
- Perfect Path restores high frequency "air" and transient response of cassette recordings.

the New

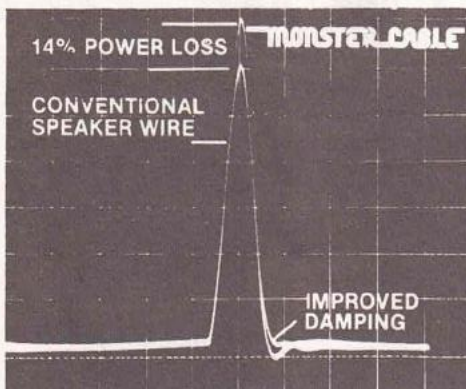
**MONSTER
CABLE™**

Get All The Sound You Paid For. If you are still using conventional speaker wire, your system is capable of significantly better performance simply by switching to Monster Cable.

Here's Why: Conventional speaker wire limits power output, degrades your amplifier's damping ability (robbing you of tighter, cleaner bass) and restricts dynamic range.

Here's A Speaker Wire That Makes A Difference:

The low capacitance, resistance and inductance of Monster Cable transfer complex music signals from amplifier to speakers with astounding clarity and definition. The exclusive rope-like configuration and extremely fine copper stranding increase the conductive surface area and reduce "skin effect," the phenomenon in which high frequency signals are conducted only on the outside of the wire. Even systems with low-powered amplifiers and receivers show a remarkable improvement when used with Monster Cable. **\$1.00 per foot.**



The sine-square pulse test above shows the effectiveness of Monster Cable in improving damping factor and transferring virtually all the amplifier's power to your speakers.

10 REASONS TO BUY YOUR STEREO EQUIPMENT FROM THE STEREO SHOP

Reason No. **PROFESSIONAL REPAIR DEPARTMENT**

1 The Stereo Shop has three essential elements to give you the best possible service on your stereo equipment should it need it. 1.) We maintain a fully equipped factory authorized service department on our premises, staffed with a highly qualified factory trained technician. 2.) Continuing education courses keep our staff current with the rapid changes and advances in electronic technology. Today's sophisticated circuits and electronics requires sophisticated test instruments. Dual trace scopes, wow and flutter meters, distortion analyzers, alignment generators, tape test facilities and more, are all a part of the more than \$25,000 investment made to protect your enjoyment. 3.) You are assured of the quickest repair possible using the correct parts and procedures.

Reason No. **TURNTABLE CALIBRATION**

2 The turntable which you buy from The Stereo Shop will be assembled, aligned, adjusted, calibrated, and performance measured free of charge. To assure you of optimum performance, The Stereo Shop uses sophisticated electronic testing and alignment instruments to make precise adjustments and accurate settings. You'll get greater pleasure through improved performance and your investment in your needle and records is fully protected.

Reason No. **PROFESSIONAL NEEDLE INSPECTION**

3 Diamond needles do wear out with use. To properly inspect a needle for wear requires a good microscope. The Stereo Shop has invested over \$7,000 in a WILD-Heerbrugg Laboratory Research Stereomicroscope. This instrument shows in greatest detail the record contact areas of your needle. FACT --Up to 40% of new needles are in some way defective. Record players and phono cartridge clinics have shown that 82% of the equipment brought in by owners was in serious need of adjustment or defective in some way. YOU CANNOT buy a defective needle or an improperly calibrated and adjusted turntable from THE STEREO SHOP.

Reason No. **TRADE-INS AND USED EQUIPMENT**

4 Your used equipment is worth \$\$\$\$ in trade on new high performance models. All used equipment is reconditioned and is protected by our 90-day guarantee.

Reason No. **YEARLY CHECK-UP**

5 The Stereo Shop will reserve two days during the year when you can have your amplifier, receiver or preamplifier measured professionally. All switches will be cleaned and lubricated and you will receive a laboratory analysis of the performance of your unit. The Stereo Shop cares about you.

Reason No. **FIVE YEAR PROTECTION PLAN**

6 What distinguishes The Stereo Shop from the pack is the lengths we'll go to service you after you've bought something--when you really need us. The Stereo Shop for five years protects your investment in any of our amplifiers, preamplifiers, tuners, receivers or speakers by giving you free any electronic part that is defective due to a manufacturing defect. In addition, The Stereo Shop for two years supplies the labor free of charge.

Reason No. **QUALIFIED PROFESSIONAL SALES HELP**

7 The Stereo Shop sales people receive on-going technical training so that you can be sure they know what they're talking about, and they know precisely which equipment will suit your needs. In addition, he will make sure that your system is properly installed so that you will be fully satisfied.

Reason No. **CUSTOM HOME AND COMMERCIAL INSTALLATIONS**

8 The Stereo Shop has one of the largest and most experienced custom installation departments in this area. A Stereo Shop custom designed and installed music system becomes an intimate part of your home. Our experts will plan and work with you, your interior decorator, architect or contractor.

Reason No. **SPECIAL CLINICS**

9 The Stereo Shop will hold special clinics and seminars throughout the year where leading names in hi-fi will appear in person to broaden your appreciation of the art of music reproduction and will also be on hand to answer any questions which you may have.

Reason No. **20 YEARS EXPERIENCE**

10 The Stereo Shop has been in business longer than any other Hi-Fi house in the Hartford area. The key to our success is the products which we carry. Careful consideration is given to reliability and sound quality. No matter how good the specs are, if it doesn't sound good, it won't be sold at The Stereo Shop.

The Stereo Shop

REMEMBER...

McIntosh Owners "FREE" CLINIC

THURS. FEB. 19th
NOON 'TIL 8:00 PM
and
FRI. FEB. 20th
NOON 'TIL 6:00 PM

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LAST

Liquid Archival Sound Treatment

Gamma Omega Associates proudly announce a remarkable new high technology product...LAST. For the first time an archival preservative has been molecularly engineered for phonograph records. A single application to a new record can provide over 200 plays with no discernible increase in distortion due to wear!

LAST, when applied properly and coupled with normal record hygiene has been shown to: - eliminate record wear - reduces sound distortion - significantly reduce static electricity - increase stylus life - revitalize older records.

LAST achieves these remarkable benefits without injecting any alien element or coating between the stylus and the groove, so it is perfectly safe not only for vinyl discs, but shellac based records as well. While the theory and formulation of LAST might be complex - its application could not be simpler. Within 30 seconds, with no rubbing or buffing a record can be treated to a lifetime of protection.

LAST has an ability to reduce audible distortion on previously played recordings which is often spectacular. This revitalization of the deteriorated surfaces of antique records or valuable collectors items must be heard to be appreciated. There is substantial reduction in surface noise, clicks, ticks, and pops. Mistracking on transients and loud passages is virtually eliminated and the process of wear and groove deterioration is halted. While LAST cannot eliminate scratches or mend damaged surfaces, it does ameliorate their effects enough to allow for the enjoyment of all the musical information that is left at the time of treatment.



1. Unplayed



2. LAST treated, 200 plays



3. Untreated, 50 plays



4. LAST treated, 200 plays



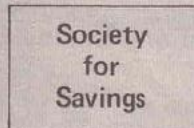
5. Untreated, 50 plays



6. SOUND GUARD treated, 50 plays

LAST Record Product \$20.00

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USE OUR CONVENIENT LAYAWAY PLAN