

# hi fi buys guide to hi fi buying



On the pages that follow, you will find four hi fi systems and accessories that we have selected to ensure your peace of mind.

In selecting these systems, we use three basic common sense rules to make certain you get the very best system possible for the money you spend. We feel it's important for you to know exactly what these rules are:

### **price— performance— reliability**

The above mentioned rules don't mean a thing unless we back them up. After you make a purchase at Hi Fi Buys or the Disc Shop, it is imperative that we protect the investment you have made in us.

How? It's simple. We service everything we sell. If you should ever have any problems with a component you purchase, call us and we will service your equipment as quickly as possible.

Before you can take a piece of equipment home from Hi Fi Buys, each component will be checked out by one of our audio technicians. Tuning sections will be aligned, tape recorders biased and each turntable tracking and anti-skating force will be adjusted - - not by ear and sight, but with one of our Hewlett-Packard, Tectronics, or other laboratory standard test equipment present in our Service Department.

**if you're tired of the other media  
insulting your intelligence and want  
to put your mind at ease, hi fi buys  
has the answers.**

**four of them.**

Also, see page seven for details on our FREE Five Year Service Protection plan, one year FREE Speaker Exchange Program, and FREE Laboratory Analysis Certificate.

Now, for a quick explanation of the four systems on the following pages. They were selected from a maze of equipment available in each of the price ranges. They constitute, we think, the best possible systems to satisfy the demands of the beginner, exemplified in "the starter" system, all the way through to the most demanding audiophile, as you will see in "the super system."

When you decide to add accessories to one of the four systems described or your present system, Hi Fi Buys and the Disc Shop offer an excellent selection of tape recorders (cassette, eight track, reel to reel), headphones (\$19.95 to \$150.00), and even some televisions (if you really want one).

If by now you have decided that hi fi makes more sense than the other media, take a look at the systems inside and pick one out for yourself.

It might save your head.

### **east lansing**

#### **disc shop**

**323 e. grand river**

**517-351-5380**

#### **hi fi buys**

**1101 e. grand river**

**517-337-2310**

### **ann arbor**

#### **hi fi buys**

**618 s. main**

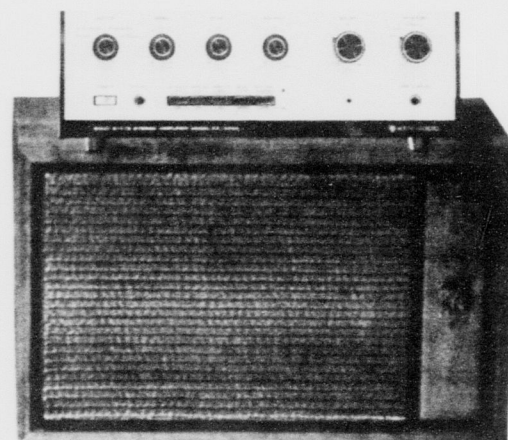
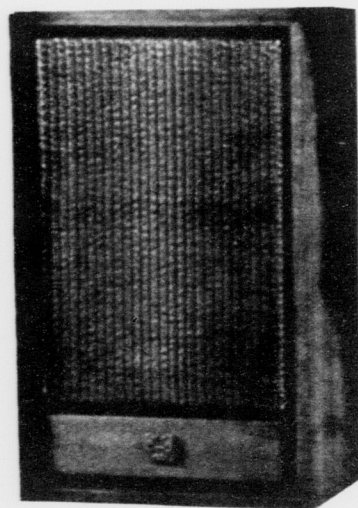
**313-769-4700**

**we accept bankamericard and master charge. long term finance available**

# the starter

aztec • kenwood • garrard

"the starter"



"The Starter" was probably the most difficult of the four systems to put together. We have selected what we think to be the most reasonable in price, yet giving you the ultimate in simplicity and ease of operation, but still retaining maximum performance. Your "first step" into Hi Fi should give assurance that you own a real component system that offers all of the performance and flexibility of the more complex and expensive systems.

This is made possible by the heart of the System, the Kenwood KA-4002. The KA-4002 offers features that are not available in any other amplifier in its price range. A few of the specifications of the KA-4002 are:

24 RMS per channel (20-20,000 Hz) • Less than 0.5% IM and Harmonic Distortion at rated output • Tuner, 2 Phono and Auxiliary

inputs • Main and remote switching for two sets of speakers • Tape monitor and headphone jacks.

To compliment the KA-4002 we picked the Aztec Minuet speaker system. It combines an 8 inch, low frequency driver with a 2½ lb. magnet assembly and a 3 inch high frequency driver to produce very clean low bass and smooth, well dispersed high frequencies. Not only does the Minuet sound great but its appearance is hard to match in its class.

Completing the system is the Garrard 40B Automatic Turntable with a Shure M-44-7 magnetic cartridge installed. The Garrard 40B is a three speed changer with multiple or single play capabilities, a cueing device, and low mass tone arm.

Total system cost - - not including any additional federal surcharge which might be imposed - -

**\$250.00**

what is advent,  
and who is  
henry kloss?



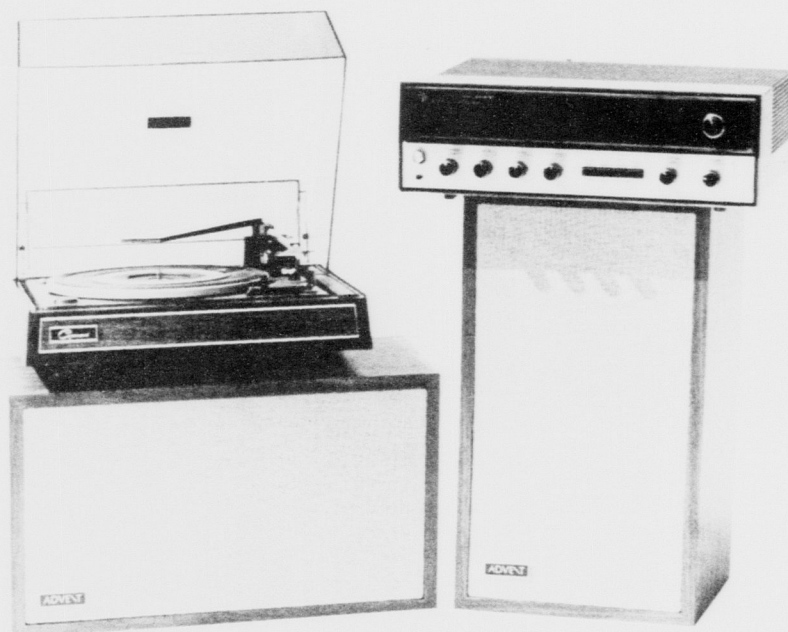
Advent is a Cambridge, Massachusetts company that keeps doing *new things better*.

Advent's president is Henry Kloss. This explains quite a bit about Advent's success. Henry's list of accomplishments before Advent are many. For example, over one-half of the loudspeaker systems used in high-performance and three-piece 'compact' music systems are based on Henry Kloss's designs.

Since Henry formed Advent, his achievements have been even *more* impressive. The Advent loudspeaker (which we introduced about a year and a half ago) is now generally acknowledged to be the outstanding *value* in bookshelf loudspeaker systems. After designing the Advent loudspeaker, Henry played a guiding role in making consumer versions of the Dolby Noise Reduction system available. The Advent Model 100 Noise Reduction Unit made it possible for you to take advantage of the same circuits which the major record manufacturers use! Then, the first tape deck which combined the convenience of the cassette with the performance of open reel recorders was introduced: The Advent 200.

advent, we  
repeat, keeps  
doing new  
things better.

# the intermediate advent ■ kenwood ■ garrard



Systems costing less than five hundred dollars used to share a common weakness: inadequate bass response.

This is no longer true.

Henry Kloss's latest development, the Smaller Advent loudspeaker, offers the same smooth - - extended - - frequency response and freedom from distortion as the original Advent. In other words, it will reproduce *all* the music on your records and tapes . . . including the lowest organ notes. This extended frequency response is available from a speaker costing only \$69.95.

The Smaller Advent loudspeaker is designed to operate at 4 ohms, where most popular transistorized receivers produce maximum power output, and minimum distortion. The Kenwood KR 4130 we have chosen, for example, is capable of delivering a *continuous* 28 watts per channel at 4 ohms, with both channels operating! This makes the KR 4130 an excellent companion for the Smaller Advent loudspeakers.

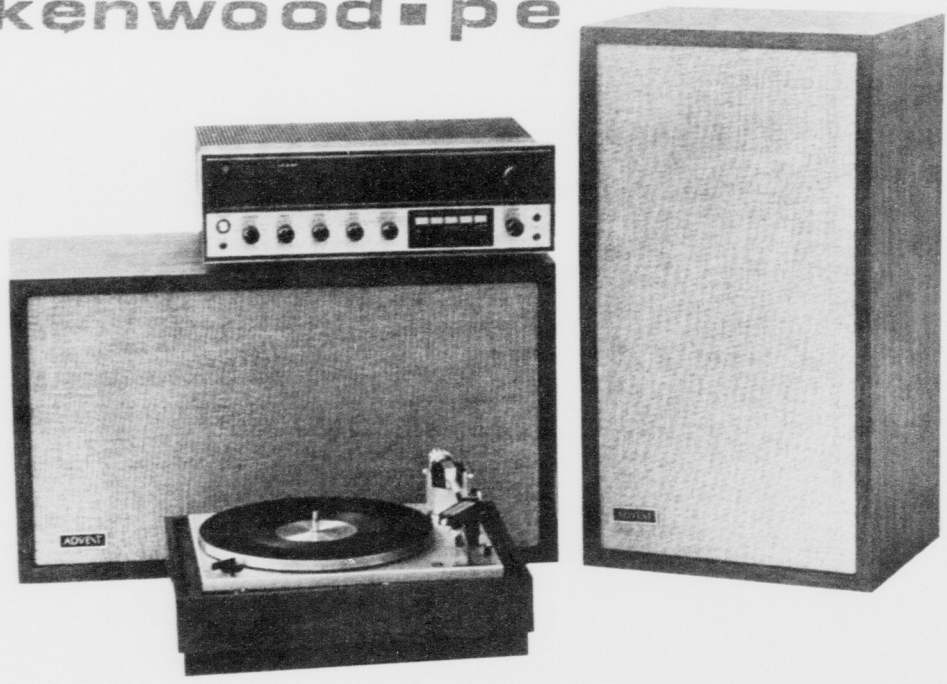
The record player/cartridge which best matches the performance and value of the new Advents is a Garrard SL-55B, with a Shure M-44E cartridge. This is the least expensive combination which will play your records reliably for several years, and at light-enough tracking pressures for extended record life.

Total system cost - - not including any additional federal surcharge which might be imposed - -

## \$399.95

...y can be sent to PAICC  
Bissau. There is no set  
each member has in

# the graduate advent ■ kenwood ■ pe



## the speakers:

"The Graduate" has been our "best value system" for almost a year now. There's good reason for it. We have not yet found any system for less than \$1000.00 that can significantly outperform it.

The Advent loudspeaker introduced a new era of value. It was the result of a determined effort by Henry Kloss to significantly reduce the cost of loudspeaker systems. Henry took advantage of the latest advances in speaker technology, and succeeded in designing a system with performance equal to the finest bookshelf speakers available - - but only costing half as much!

## the receiver:

At the same time that Henry was lowering the cost of loudspeakers, advances in transistor technology were lowering the cost of amplifier power. The Kenwood KR-5150 is an excellent example of this. Never before has a receiver in its price range been able to offer 180 watts of IHF output power. (This translates to a *continuous* 33 watts per channel at 8 ohms, with both channels operating!)

## the changer:

Also, never before has a receiver in the KR-5150's price range been able to offer such excellent AM and FM stereo radio reception! Your favorite stations will come in loud and clear, and with full stereo separation, thanks to such advances as field effect transistors and integrated circuits.

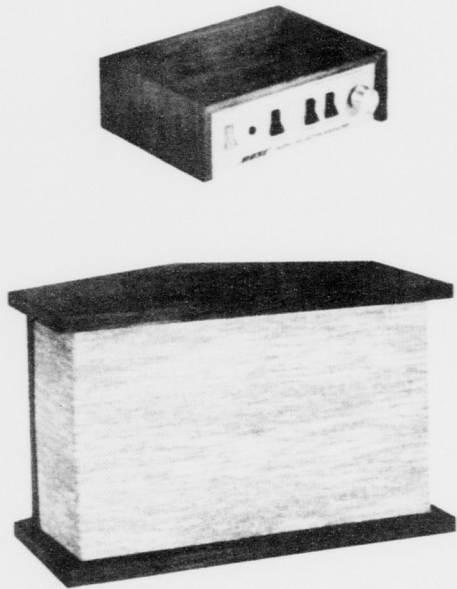
To complete this system we have selected the PE 2038 automatic turntable, complete with base, dust cover, and a Shure M93E stereo cartridge installed in it. They live up to the standards of performance and value established by the Advent loudspeaker and the Kenwood receiver.

Total system cost - - not including any additional federal surcharge which might be imposed - -

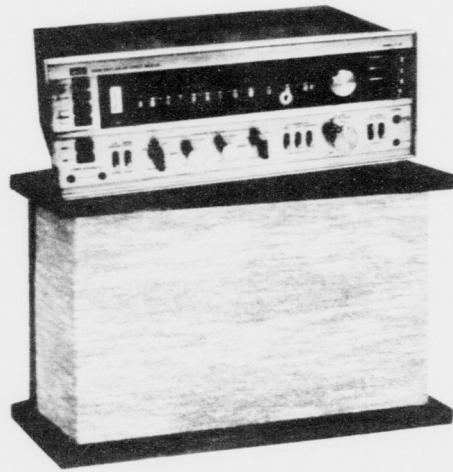
# \$650.00

# super system

bose bic/lux pe



**the speakers:**



**the receiver:**



**the changer:**

If music is important in your life, sooner or later you will own this no-compromise component system. We have chosen these components to satisfy the most discerning ear of any audiophile - or those of you who simply want the original reproduced in your room.

The Bose 901 loudspeaker system is the end product of twelve years of university research. It has achieved in one step this realism of sound that 9 independent reviewers describe as never before possible. The Bose 901 uses a combination of direct and reflected sound to present the music in your room just as presented in the live performance. At \$476.00 a pair, including equalizer, you have to go a long way to match the performance of these speakers. While you're listening to the 901, be sure to ask for our computerized demonstration that will fully explain the features and benefits of the Bose 901, the most highly reviewed speakers regardless of size or price.

The BIC/LUX 71/3R represents the ultimate in state of the art performance and engineering. The AM/FM tuner uses a crystal IF section with provisions for pre-set or manual tuning. The pre-amp contains two phono inputs, tape monitor, tape dubbing through the front panel, and unique bass and treble controls for both channels. The power amplifier delivers 50 watts RMS per channel, both channels driven into a 8 ohm load, 20-20,000 Hz.

Remember, when listening to your records, everything starts at the stylus tip. If your arm is not compliant enough to handle a very light tracking stereo cartridge, the problems that arise are: Distortion, Anti-skating errors; and most important, short record life. By using the P.E. 2040, we have eliminated these problems. The 2040 has an extremely low mass, and high compliance tone arm. Some of the other features of the 2040 are: single and multiple play facilities; adjustable stylus tracking angle for from 1 to 8 records; 7 lbs. turntable platter; damped cueing, both up and down; and last but not least, we have installed a Shure V 15 II cartridge in the P.E. 2040. The Shure V 15 II is recognized by critics both here and abroad as the finest stereo cartridge available today. This combination of the P.E. 2040 and the Shure V. 15 II cartridge offers excellence in performance matched only by the receiver and speakers incorporated in our Super System.

Total system cost - - not including any additional federal surcharge which might be imposed - -

# \$1150.00

# here are three of our suggestions to complete your "complete" stereo system....

## add a pair of stereo headphones!

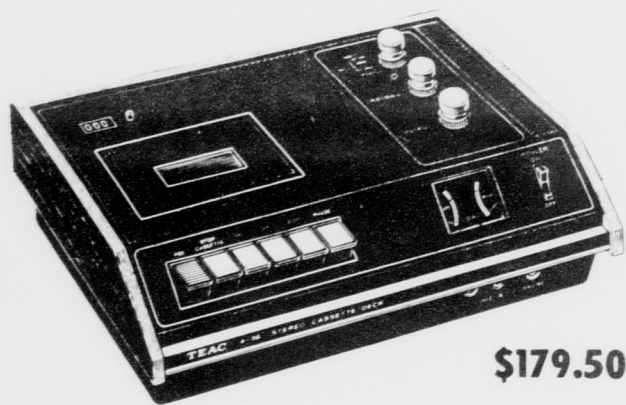


No matter how good your system may be, you can improve it with a pair of stereo headphones! Headphones furnish their own listening experience (which you must hear to believe), and they also allow you to listen to music at high levels without disturbing others in the same room.

At Hi-Fi Buys and the Disc Shop we display all of the major brands: David Clark, Pioneer, Koss, Sharpe, and - of course, Beyer. On display we have headphones ranging from as low as \$14.95 to \$150.00.

Beyer has just introduced a new headphone which you're sure to be interested in: the DT 900. These are super light-weight (only 9 ounces), and yet furnish wide, smooth, frequency response (30 to 18,000 Hz), and virtually unmeasurable distortion (less than 1/2 of one per cent at the highest volumes you'll be listening!). With these advantages of wearing comfort and performance, you'll be pleased to find that the DT 900's only cost \$29.95.

## add a cassette recorder to your system!



**\$179.50**

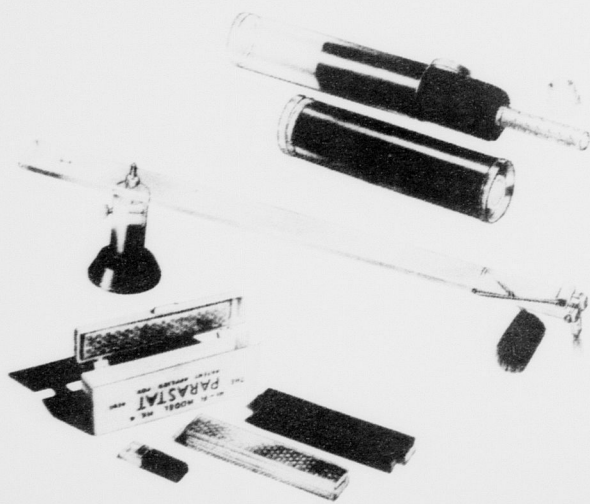
A cassette tape recorder can greatly increase the pleasure you receive from your stereo system. It will allow you to make copies of your favorite records *before* they become worn, scratched, or lost. Cassettes will allow you to make copies of your favorite FM programs.

We at Hi-Fi Buys and the Disc Shop think quite a bit of TEAC tape recorders. We feel that TEAC rates highest in performance, reliability, and value. In each price range, there's a TEAC tape recorder which can best satisfy your needs.

One of our most popular units is the TEAC A-24. Although it costs less than \$200.00, it offers performance and flexibility suitable for the most advanced home systems.

- \* versatile input selector for tuner or line sources
- \* automatic shutoff assures long life for your recorder and your tapes
- \* 4 pole hysteresis-synchronous outer-rotor motor insures you of safe and stable tape travel
- \* signal to noise ratio better than 45 dB!

## clean your records!



No matter how expensive - - or inexpensive - - your stereo system is, you can drastically improve its sound quality for less than fifteen dollars! Dusty or dirty records can destroy your listening pleasure, but record cleaners from Cecil Watts can restore your records to like-new condition.

*The Preener.* No record should ever be played without first being cleaned with a Preener. The velvet bristles of the Preener reach down to clean out dust particles deep in the grooves of your records, and an electrostatic element prevents the future build-up of dust. We feel that extended record life for a cost of \$4.00 is an incredible value.

*The Dust Bug.* If you own a Thorens, AR, or other manual turntable, or if you play your records one-at-a-time on a PE or Garrard, you should own a Dust Bug. The Dust Bug consists of a nylon brush and felt pad cleaning assembly mounted on an arm which tracks ahead of your tonearm, cleaning your records as they are being played. The Dust Bug sells for \$6.50.

*The Parastat.* Records spoiled by many years accumulation of dust and dirt should be cleaned with a Parastat Mark IIA. Records in new - - or like-new - - condition should be cleaned and kept clean with a Parastat Mark 4. Either costs \$15.00, and is well worth it!

# which guarantee your listening pleasure!

## 1. our unique five-year protection plan:

FOR YOUR PROTECTION AND PEACE OF MIND

### HI-FI BUYS

gives this

### FIVE YEAR PROTECTION PLAN

Model: \_\_\_\_\_ SN: \_\_\_\_\_ Date Purchased: \_\_\_\_\_

Signature: \_\_\_\_\_

Because we only sell the most reliable equipment in each price range, and because we have a full-equipped Service Department on the premises, we can offer you a Five Year Protection Program. This is visible proof of our interest in your future listening pleasure!

## 2. free! our anniversary laboratory analysis:

HI-FI BUYS

FREE LABORATORY ANALYSIS

Signature: \_\_\_\_\_

VALID FOR THE MONTH OF \_\_\_\_\_ 1957

MODEL: \_\_\_\_\_ MAKE: \_\_\_\_\_ SERIAL: \_\_\_\_\_

TESTS TO BE PERFORMED:

- HARMONIC DISTORTION
- SIGNAL TO NOISE RATIO
- INPUT VOLTS FOR RATED OUTPUT
- DIAL CALIBRATION
- FREQUENCY RESPONSE
- POWER RESPONSE
- STEREO SEPARATION
- BASS/DRUM POWER

Signature: \_\_\_\_\_

One year after you purchase your system, bring your amplifier, tuner, or receiver back to Hi Fi Buys. We will give it to our Service Department and carefully check its performance. This will ensure that your system is continuing to perform properly. (Note: normally this test would cost \$25!)

## 3. our one-year speaker exchange policy:

HI-FI BUYS

Extends to

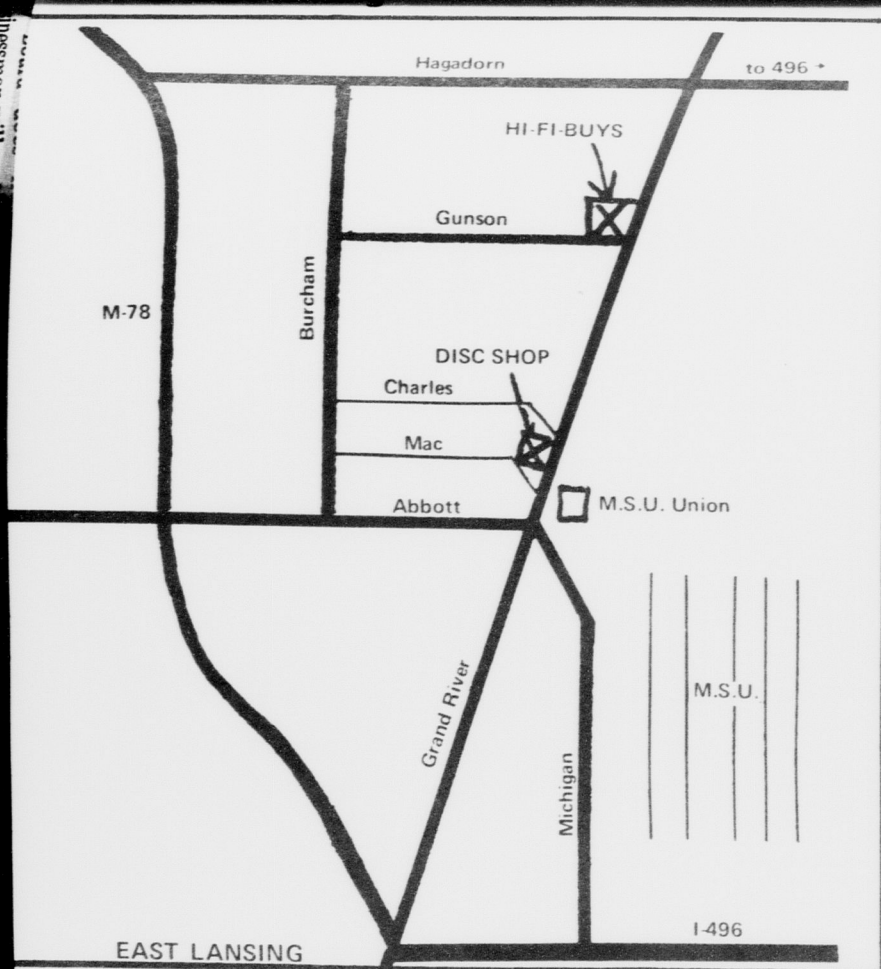
### THIS ONE YEAR FREE SPEAKER EXCHANGE

Model: \_\_\_\_\_ SN: \_\_\_\_\_ Date Purchased: \_\_\_\_\_ Purchase Price: \_\_\_\_\_

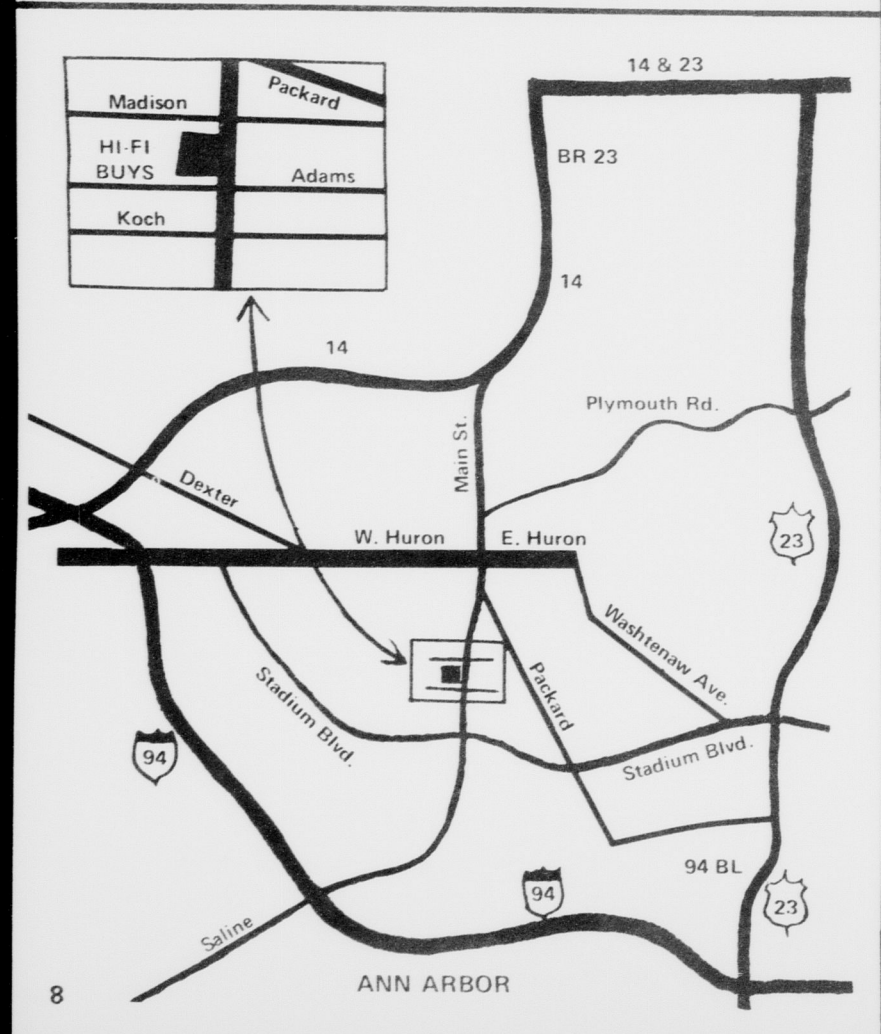
Signature: \_\_\_\_\_

For a period of one year after you purchase your system, you can up-grade it to more expensive speakers without losing a penny! We will give you a trade-in equal to one hundred per cent of the cost of your original speakers, if you replace them with more expensive speakers. (Fair Traded Speakers Excluded) (Speakers Under \$150.00)

Businessmen will see  
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**how to get to hi-fi buys in ann arbor**



**free offer**



**bring in this coupon  
 to hi fi buys or the disc shop  
 and receive a  
 10% discount  
 off list price of any records,  
 pre-recorded tapes or  
 record cleaning equipment.**

Would you like to receive this newsletter regularly?  
 Fill in this coupon and send it to us.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please share this newsletter with your friends. Send us  
 the names of two of your friends who own a stereo, or  
 who might be interested in stereo, and we'll mail them  
 their own copy of this newsletter! Your friends will  
 appreciate your thoughtfulness, and so will we! *(use  
 the coupons below)*

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_