

"What should I spend on a music system?"

At Mac's HiFi 191 E. Broadway, we sell and service a variety of carefully chosen stereo music systems, ranging in price from about \$200 to several thousand dollars. If you come in and specify the price range that you are interested in, we'll tell you what we recommend, and why we recommend it as the best choice for your amount of money.

But what happens if you come in and ask us: "What should I spend for a stereo system?" If you don't give a salesman a price range to work with, he usually finds it difficult to give you an answer, because he's afraid he won't succeed in parting you from a large amount of money. You, on the other hand, want to spend the minimum amount for a system that will satisfy you. If you don't know what that amount is, between you and the salesman starts one of those time-consuming "games people play." This particular game is complicated by the large variety of stereo components available, and all the conflicting advertising claims made for this equipment.

We at Mac's HiFi think that the question "What should I spend?" deserves a straight answer. Without knowing anything about you, we're willing to risk such an answer: You probably should spend \$429. Why are we so sure?

The system we have for \$429 is not just a good value (although we do think it's actually the best value now available in hi-fi equipment,) nor is it just a question of it sounding "good for the money." Our \$429 Advent Sansui 350A BSR 510X system is unique among all other systems that can be put together: it is a stereo radio-phonograph system that is nothing less than the right, completely satisfying choice for most people with a demanding interest in music and sound, at a price far lower than such a system would have cost just a few years ago.

Obviously a statement as grand as the one we've just made is subject to all kinds of qualifications. But we'll stick our necks out on this stereo system because fewer "ifs", "ands" or "buts" apply to it than to any other system we sell. Our \$429 Advent Sansui 350A BSR 510X system does the following:

1. It reproduces the entire frequency range of all music, at levels which will comfortably fill the average-to-large listening room.
2. It sounds convincing not only on the best recordings, but on the great majority of recordings and broadcasts of all kinds.
3. It has enough controls and features to satisfy the needs of most music lovers, without the expense of unnecessary frills.
4. Its performance and durability are such that it's highly unlikely that you would want to change any of the components for a very long time.
5. It's simple to operate, and the components are small and attractive enough so that the system won't dominate your listening room.
6. There is ample flexibility for adding such niceties as a tape recorder or auxiliary speakers.
7. It is fully guaranteed for 2 years, parts and labor, by our own service department.

The equipment:

A long list of specifications on each component in a music system tells you little about how all the components will sound together — as a system. Each component depends upon each other component for best performance. The components in our \$429 system each complement each other. Herewith some pertinent details:

The Advent Loudspeakers.

For almost two years, the Advent Loudspeaker has over and over again proved true the claim originally made for it: it provides the kind of performance associated with speakers then and now costing far more.

The Sansui 350A AM-FM Stereo Receiver is yet another example of the wonderful way in which your inflated dollar now buys much more real performance in hifi equipment than ever before: 20 watts-channel RMS, with less than 1 per cent distortion. Sensitive FM performance permits the greatest number of stations to be received in truly listenable form.

The BSR 510X Automatic Changer does its job smoothly and reliably: its heavy platter turns records quietly at a constant speed. There is a gentle automatic changing mechanism and a convenient cueing control. The Shure M75EC cartridge picks up and transmits all the sound there is on the record, at a record-saving 2 gram tracking force. Its excellent high-frequency capabilities complement the fine high frequency characteristics of the Advent Loudspeakers and the Sansui 350A Receiver.

"probably \$429"

- Mon. thru Thurs. 10-6
- Fri. 10-9
- Sat. 10-6
- We Service what we sell

- Master Charge
- BankAmericard
- Mac's Credit Plan
- No Money Down on Approved Credit

