

A Particularly Helpful Advertisement From **mac's hi fi**

We Can Help You.

As you may suspect, selecting a stereo system is more than just a matter of taste. It is first and foremost the process of discovering just how much performance you can get for your dollar. How much sound will a system produce? How much of the full musical range does it cover? How clean and detailed is the overall sound?

We at Mac's are uniquely able to demonstrate sound in our stores and show the easily audible differences that may be important to you. But we can be of help even before you come in. Because we spend a good deal of our time evaluating all kinds of stereo equipment for ourselves, we can supply a good preliminary summary of what performance characteristics can be had at what price, what you will gain if you spend more, what characteristics you might want to see emphasized at a given price level.

A HIGH FIDELITY SYSTEM AT THE PRICE OF A COMPACT SONY, BSR, JENSEN



SONY HST 110A receiver
JENSEN MODEL 1 2-way speaker system
BSR 5500 automatic changer
No money down O.A.C. 1½ per cent interest per month 18 percent APR

\$199⁹⁵

HARMON KARDON ADVENT BSR... Our Most Popular System



Sm. Advents
Harman Kardon 330A
BSR 510

\$409⁰⁰

No money down O.A.C. 1½ percent interest per month 18 per cent APR.

What Your Dollar Buys:

With a limited budget (\$200-\$300) you can get a system of reasonable accuracy, but some sacrifices are necessary at the extremes of the musical range to get satisfactory acoustic output (loudness). A system in this price range is most appropriate to small listening areas.

With a moderate budget (\$400-\$500), you have two choices. On one hand, you can get a system which provides accurate musical reproduction in every respect, with sufficient sound output for medium size rooms (2,000 cubic feet or less). Alternatively, if you like to play music very loud in a large room, you can select a different kind of system in this price range that sacrifices some musical accuracy (bass response in particular) to get extra sound output.

With somewhat more to spend (\$550-\$700), you will be able to get a system that combines completely satisfying accuracy with sample output for even very large listening areas and very loud musical levels. In addition, it will include features which add to ease and flexibility of operation, and which help to preserve your records. For most people, the point of diminishing returns is in this price range.

An unlimited budget (\$1,000 and up) will afford you the very best equipment available. Such a system can provide a number of sonic refinements for the ultra-critical listener; truly thunderous sound output on demand; and a myriad of luxurious and helpful control features.

MAC'S HI-FI HAS A GOAL

Our goal is to offer you more long term listening pleasure and lasting reliability than any other Hi fidelity store.

Here's How and Why—

1. Our selection of stereo components is the most complete in the Northwest. Ranging in price from \$50 to \$10,000.
2. Our sales personnel are highly qualified and will be more than happy to answer any technical questions you may have.
3. Our service department contains the most sophisticated test equipment available and staffed with certified electronic technicians. This insures you of quick and competent warranty repairs.
4. MAC'S HI FI protects all electronics and speakers we sell for a full 5 years parts and labor. This shows you our confidence in the product we sell.
5. 30 days from the date of purchase you may exchange any component in the stereo system if you are not completely satisfied.
6. For one year you may trade your speaker system purchased from us for a finer set and receive full credit.
7. MAC'S HI FI guarantees you the highest trade-in on your existing components.
8. MAC'S HI FI is more than happy to deliver and set up your new stereo. Absolutely free.
9. Lots of free parking.
10. AND BEST OF ALL WE WILL REFUND YOUR MONEY IN FULL... within 7 days if you're not completely satisfied with your purchase or our service.

FAMOUS BRANDS SOLD...

Acoustic Research Advent Altec BSR Bose
Brazillay KLH ADC Shure Harmon Kardon ESS
McIntosh Marantz Dual Thorens Philips
Sansui Koss Garrard Sony Tandberg Revox
Pioneer Stanton Decca Maxell Scotch

Examples

At Mac's we demonstrate, sell, and service the majority of good stereo equipment available. Of the many systems we can put together in each of the price ranges we've discussed, we've selected here an exemplary system from each category that will offer the best possible value for your particular number of dollars. We're confident that we can furnish you with a better system for less money and with better service than you are likely to get elsewhere.

Thank you.

A COMPLETE MARANTZ STEREO SYSTEM THAT WON'T DISTORT YOUR EAR OR DESTROY YOUR POCKET BOOK



Marantz 2010 receiver
Marantz Imperial 4G speakers
BSR 310 automatic changer

No money down O.A.C. 1½ per cent interest per month 18 per cent APR.

\$349⁰⁰

ADVENT, MARANTZ, DUAL Three Companies known for their quality and reliability



Large Advents
Marantz 2220 AM-FM receiver
Dual 1214 changer
Shure M55E Cartridge

\$599⁰⁰

No money down O.A.C. 1½ per cent interest per month 18 per cent APR.

mac's hi fi

ALBANY

1225 E. Pacific Blvd.
928-6131
Mon-Sat 9-6
Mon & Fri till 9

BEAVERTON

8614 S.W. Hall Blvd.
643-5666
Mon-Fri 10-9 PM
Sat till 7 Sun 12-6

EUGENE

191 E. Broadway
343-5757
Mon-Fri 9 to 9 Sat till 6

EUGENE STORE MAP

