

STEREO THE SHOP

253 Asylum Street Hartford, Conn. 06103 Phone: 525-8643
505 Farmington Ave. Hartford, Conn. 06105 Phone: 521-7250

When you buy at The Stereo Shop you get these exclusive benefits . . .

- You will find a comprehensive selection of stereo equipment including the famous McIntosh, KLH, Sony and Advent.
- You will have the in-store use of complete demonstration facilities. Let them help make your choice of stereo components easier.
- Your questions will be answered by our friendly qualified personnel.
- You will have at your disposal, the finest service department in New England, offering instant service on equipment purchased from The Stereo Shop. Only The Stereo Shop offers complete factory authorized instant service on its premises.
- You get free delivery within a 25 mile radius.
- You get one free house call (within a 25 mile radius) on any purchase in the first year after you buy.
- You get The Stereo Shop's exclusive Five-Year Protection Plan on any amplifier, tuner or receiver.
- You will be able to make your purchase using your Master Charge or Bank Americard, or if you desire financing up to 36 months can be arranged. (Ask about our 6-month interest free plan.)

We're looking for you . . .

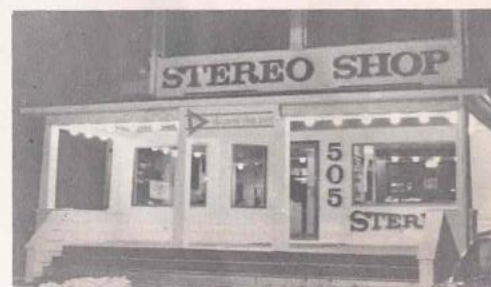
*Sincerely
Mike Defito*

1961



TEN YEARS AGO The Stereo Shop became the first store in New England to give you the ultimate in stereo. McIntosh, Tandberg, KLH, and other famous names came to Hartford. They are known to anyone interested in quality sound. The sophisticated and the unsophisticated alike, have been introduced to you here.

AND NOW



After years of planning, The Stereo Shop opens a second shop at 505 Farmington Ave. It's unlike any stereo store anywhere. Within the stately mansion you will be able to view stereo systems of incomparable quality, custom designed and aesthetically displayed to suggest to you new ideas and new excitement for your home. Here you will be able to hear the quality of one stereo as opposed to another, the advantages of one particular amplifier, the individual characteristics of a tuner, the specific features of a changer, a turntable, or a tape deck. Such differences help you choose what you like. quish to help you choose what you like.

In both of our stores you will find great attention to details, acoustical, technical, and visual. This extra benefit ultimately defines the difference between the first rate and second rate . . . the difference between mediocrity and outstanding . . . the good and the best.

RECEIVERS



PIONEER 440

The Pioneer 440 is an inexpensive receiver that delivers both power and FM sensitivity far beyond its cost . . . It has separate bass and treble controls, and facilities for adding another set of speakers anywhere in your home. **\$199.95**



PIONEER SX-770

All-silicon transistorized AM/FM multiplex stereo receiver. Versatility, advanced circuitry, large power and refined design make this the perfect choice for your home system. **\$249.95**



SONY STR-6065

An excellent choice for the ultimate in stereo reception and reproduction - a star performer on FM stereo, FM and AM broadcasts, records, and tapes. **\$399.50**



SHERWOOD S-7100

A command center for the finest high-fidelity music systems. The S-7100 features power to spare for speaker systems with low distortion. **\$199.95**



McINTOSH 1700

FM Stereo Tuner, preamp-control center, and a pair of 40 watt per channel solid state power amplifiers all in one attractive package.

Automatic stereo switching • D'Arsonval tuning meter for accurate center of channel tuning • Four stages of IF amplification, with AGC • Two limiter stages used for exceptional capture ratio and smooth muting operation • Multiplex filter and SCA filter • Noise rejecting logic circuit used to activate MPX stereo light and automatic stereo switching on 19 kHz stereo pilot signal only. **\$599.00**



MARANTZ 22

The new Marantz 22 receiver delivers 40 watts RMS per channel at less than 1/2 of 1% distortion. In addition the Marantz 22 has a FM/AM tuner equipped with tuning a meter and a signal strength meter that provides its owner with the maximum tuning flexibility and sensitivity. **\$449.00**

INTEGRATED



McINTOSH MA 5100

The finest integrated amplifier/preamplifier available. Offers 45 continuous watts per channel at less than .25% distortion at any frequency. **\$449.00**



PIONEER SA 500

An efficient medium-range pre/main amplifier built to very high specifications. Offers a strong 44 watts of total power. Solid state circuitry. **\$109.95**



PIONEER SA 900

One of Pioneer's most advanced amplifiers. A powerful 200 watt integrated amplifier of exceptional flexibility and professional features in an all solid state set. **\$259.95**

PRE-AMPS

McINTOSH C 26



\$349.00

- Control of remote loudspeaker and main system loudspeakers from the preamplifier.
- Record on one or two tape recorders, monitor either one or record from one tape recorder to another!
- A front panel headphone jack for low impedance headphones when properly connected to the power amplifier.
- Continuously variable loudness compensation.
- High frequency filters.
- Low frequency filters.
- A six-position input selector.
- Center channel level control.
- Phase control.
- Balance control that does not affect the total loudness in the listening room.

McINTOSH C 28



\$499.00

Completely new circuits have reduced the noise and distortion below that of any other preamplifier. This improvement allows you to take full advantage of the sensational new low noise records and tapes. Not content with this improvement, McIntosh engineers provided new and useful flexibility in this professional preamplifier.

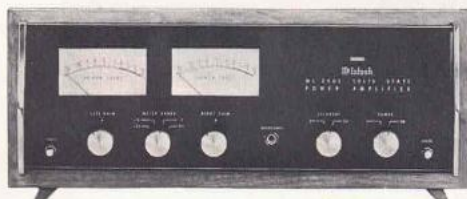
- * Use three tape recorders
- * Copy from one tape recorder to another while hearing a totally separate program
- * Built-in headphone amplifier

POWER AMPS



McINTOSH MC 250

Excellent-quality solid state power amplifier for remote installation. 50 RMS watts per channel at 4, 8, or 16 ohms, less than 0.25% distortion, 20 Hz to 20 kHz, both channels operating. **\$379.00**



McINTOSH MC 2505

Presents sound with a clarity and naturalness never before achieved. All transistor, each channel can produce more than 50 watts of power at low distortion. **\$449.00**



McINTOSH MC 2105

The finest, most reliable stereo power amplifier available. Offers more than 105 watts per channel of virtually undistorted power. You'll hear music as never before. **\$649.00**

TUNERS



McINTOSH MR 77

The world's finest FM stereo tuner - - and achievement of space age advances in electronics and physics. Receives more stations with less noise and distortion than any other tuner available.

\$649.00



PIONEER TX-500

This solid state Pioneer contains advanced features that put it on a par with much more expensive tuners. It has FM multiplex circuitry and an RET front end.

\$109.95



McINTOSH MR-73

The McIntosh MR-73 is a precision engineered, solid state FM-AM tuner. The MR-73 uses integrated Circuits that are the equivalent of 16 transistors, 3 zener diodes, 5 diodes, and 23 resistors.

\$549.00



KLH MODEL EIGHTEEN

A high-performance FM multiplex tuner designed not only to provide reception of outstanding quality, but to do so at a fraction of the cost and size of equivalent tuners.

\$129.95

TUNER / PRE-AMPS



McINTOSH MX 112 TUNER PREAMPLIFIER

The MX 112 combines in one unit every desirable feature of a tuner and preamplifier - - an extremely low-distortion pre-amplifier with a sensitive FM multiplex tuner, and an AM tuner for added complete listening pleasure.

\$599.00

MX 114

As Above, Without AM

\$549.00



SONY ST 80F

FM/AM Stereo Tuner of good quality at considerable low price. Designed primarily for use with Sony Tape Recorders.

\$89.95

TURNTABLES



THORENS TD125

This is without a doubt the finest turntable in the world. Employing many new developments, this turntable will provide flawless speed, and extremely low wow and flutter.

\$230.00 with base



PIONEER PL41A

This integrated turntable, tonearm, base, dust cover, cartridge combination offers excellent professional quality at a reasonable cost. The arm is of advanced design and can track any cartridge made.

\$220.00 complete



EMPIRE 598

Empire, long known as an excellent turntable manufacturer, has released this new turntable with many new features. Offering three speeds, cueing and variable speed, it is a versatile machine.

\$234.95 w/Base, Cover and Arm



THOREN'S TD150TX/II

At unusually low price, this two speed turntable is capable of performance unmatched by machines costing twice as much. Recommended for use with Ortofon or Shure cartridge.

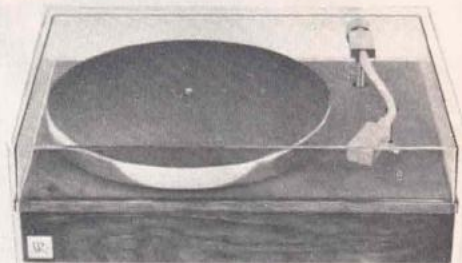
\$145.00 w/Base, Cover and Arm



PIONEER PL25A

This is an automatic turntable that will play single records automatically. Employing a belt driven turntable, this machine combines the desirable features of automatics and turntable.

\$129.95 complete



AR TURNTABLE

Long regarded as a standard of the industry, this is the largest selling turntable in the world. The ultimate in simplicity, its specifications exceed those of the National Association of Broadcasters.

\$87.00 w/Base, Cover and Arm



PE 2010

An extraordinary value, this changer gives the user many features at a low price. Anti-skating and cueing are included in this four speed automatic.

\$80.00 without base or cover



PE 2038

This is undoubtedly the best value in a changer today. Variable speed, viscously-damped cueing, separately calibrated and anti-skating are features available on this automatic that no other changer near its price has.

\$125.00 without base or cover



PE 2040

The PE 2040 is, in our opinion, the best changer available, using a massive turntable, accurate speed is maintained at all times in this machine.

\$155.00

Base and cover \$9.00 each

TONEARMS



SME 3009 Serie II Horizontal Cable Entry Tonearm

The SME is an audiophile's dream. Friction in both horizontal and vertical planes is unmeasurable. For use with Thorens TD 125 Turntable. **\$123.75**



RABCO SL-8E

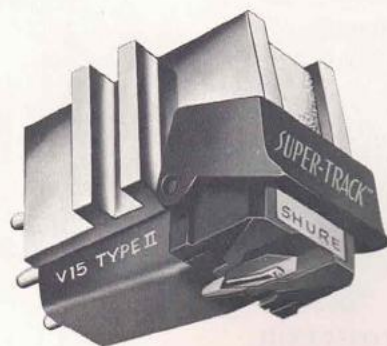
Unquestionably the finest tonearm in the world. This motor driven arm tracks your records as they were cut, in a straight line. For use with the Thorens TD 125 turntable. **\$169.95**

CARTRIDGES



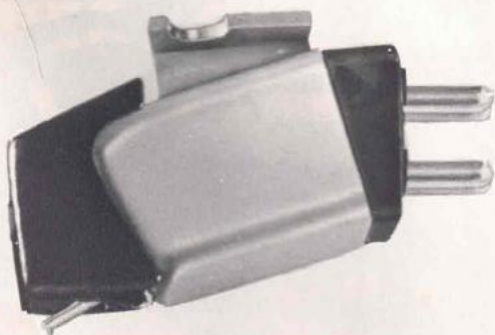
ORTOFON SL-15/STR-70

Rather than a moving magnet cartridge, the Ortofon is a moving coil cartridge. This results in the lowest IM distortion of any cartridge. For use in only the finest arms (SME, Rabco, Thorens). **\$115.00**



SHURE V15/II Supertrack Improved

Capable of tracking records as low as $\frac{1}{2}$ of a gram, this is one of the best cartridges made. Consistently receiving superb reviews (Top Rated in Consumers Reports), recommended for use in the best arms. **\$67.50**



STANTON 500E

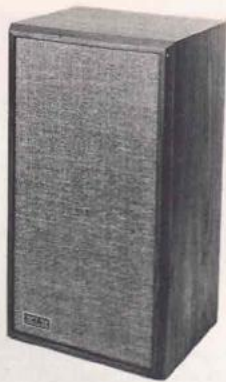
The Stanton 500E is a truly unique cartridge. It employs an elliptical stylus, yet is capable of tracking at 2 to 5 grams, making it ideal for use in the AR Turntable. **\$35.00**



EMPIRE 909X

An excellent buy in a cartridge, the Empire yields superb response, and separation at an unusually low price. **\$24.95**

SPEAKERS



KLH MODEL THIRTY-TWO

A compact, inexpensive loudspeaker system designed to meet all the requirements for excellent performance -- including wide frequency range, low distortion and precise musical balance. **\$95.00 a pair**



KLH 17

One of the largest selling speakers in the world, the Model 17 provides excellent base response at a low price. Similar in sound to the Model 6, it is an excellent value. **\$74.95 each**



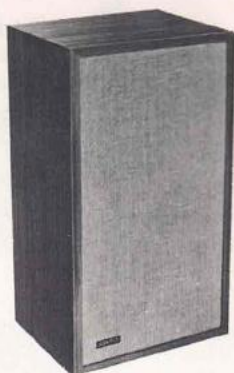
EPI MODEL 100

A bookshelf loudspeaker designed for listeners who appreciate authentic sound. Its accurate tonal balance combined with exceptional dispersion makes it a natural choice of people who enjoy live music. **\$89.00 each**



KLH 5

The Model 5 offers the highest degree of performance available in a bookshelf speaker. Employing four drivers, the entire frequency range is amply covered. **\$189.95 each**



ADVENT

A moderate-priced loudspeaker system that is nothing less than the most completely satisfying choice for most people with a demanding interest in music and sound. Handsome wood cabinet. **\$116.00 each**



KLH MODEL SIX

A moderately priced bookshelf-size loudspeaker system designed to combine very wide frequency range, low distortion and exceptional smoothness across the audible range. **\$134.00 each**



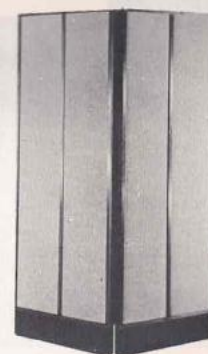
KLH MODEL TWELVE

A new loudspeaker system aiming at the highest level of performance, offering extremely wide and smooth frequency coverage, low distortion, and notably extended bass response. **\$275.00 each**



McINTOSH ML 1C

The product of years of research into loudspeaker technology. Offers distortion as low as their amplifiers -- 1/10th the distortion usually found in speakers, and frequency response is truly flat. **\$624.00 a pair**



KLH 9

A completely electrostatic loudspeaker system consisting of two complete full-range loudspeakers with built-in power supplies and step-up transformers. **\$1,350.00 a pair**

COMPACT STEREO



KLH MODEL ELEVEN

Perfect for students - - the KLH 11 is a complete stereo record playing system built in a portable carrying case. Offers excellent sound.

\$199.95



KLH MODEL TWENTY-SIX

Uses the model 22A speakers. A well matched amplifier and turntable, the Model 26 has twice the acoustic output of compacts costing much more.

\$269.95



KLH MODEL TWENTY-FOUR

The model 24 is the same as the Model 26 except that it includes a very sensitive FM Stereo tuner.

\$319.95



KLH MODEL TWENTY

Offers superb reproduction of both stereo records and stereo FM broadcasts. It features the largest speakers of all KLH compacts.

\$399.95

CASSETTE DECKS



ADVENT MODEL 200

The only recorder that combines the convenience of the cassette format with the quality of an open reel machine. Its dynamic frequency range does justice to everything likely to be taped in the home. **\$260.00**



SONY/SUPERSCOPE MODEL 122

An economy stereo cassette deck performance-packed to give you the most sound per dollar. The exclusive tape pilot indicates operating mode at a glance. **\$99.95**



SONY/SUPERSCOPE MODEL 127

Advanced performance and features make this the choice of today's sophisticated stereo enthusiast. Features built-in peak limiter for distortion-free recording, dual professional-type VU meters. **\$149.95**

CASSETTE PORTABLES



SONY/SUPERSCOPE MODEL 60

A top-quality, full featured cassette recorder at the lowest price yet. Compact, lightweight for easy portability. Powerful built-in speaker, Stop-Go microphone included. **\$59.95**



SONY/SUPERSCOPE MODEL 110

An extremely popular mono portable recorder combining the ease of push-button operation with the convenience of a built-in condenser microphone. **\$109.95**



SONY/SUPERSCOPE MODEL 120

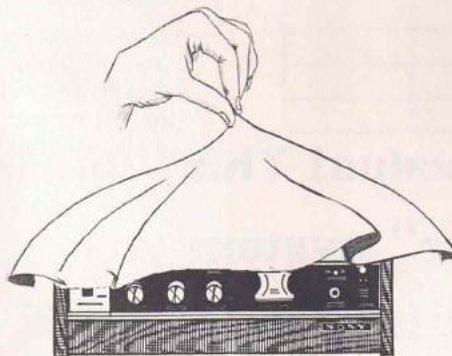
Light, functional and portable, this Cassette-Corder is ready to work for you recording memos, dictation and conferences. Plays convenient cassettes that never need threading. **\$129.95**

REEL-TO-REEL



SONY/SUPERSCOPE MODEL 630

Sony's ultimate complete stereo tape system with full professional features -- 40 watt dynamic stereo power amplifier, three heads, ultra-high frequency bias, and full-range stereo speakers. **\$419.95**



SONY/SUPERSCOPE MODEL 780

Advanced-design, auto-reverse three motor stereo tape deck. The world's most advanced tape recorder with features never before available. **\$995.00**



TANDBERG 3000X

An extraordinary new machine that lowers the cost of quality tape recording. Features three heads and full monitoring facilities, can be installed either vertically or horizontally. **\$299.00**

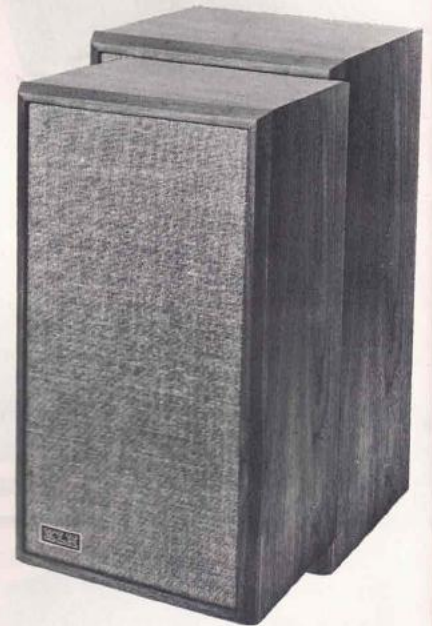
SUGGESTED SYSTEMS



PE 2010 w/Base, Cover, Cartridge



Pioneer 440



KLH 32

**This system, at under \$400 can
outperform others costing far more.**

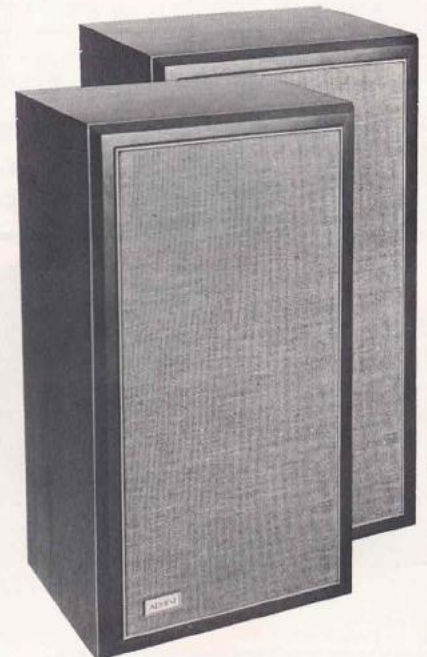
\$384.00



PE 2038 w/Base, Cover, Cartridge



Marantz 22



2 Advent Loudspeakers

**An Incomparable value! This "under
one thousand dollar" system will
provide sound that is hard to match
at any price.**

\$815.00

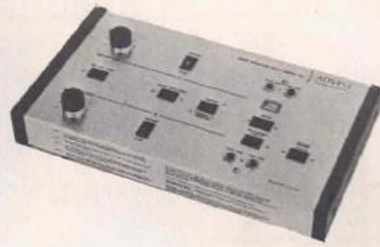
ACCESSORIES



KOSS PRO-4AA

A newly improved headset engineered to meet the most rigid requirements. Fits head contour for efficient seal providing almost complete attenuation of ambient noise.

\$60.00



ADVENT MODEL 101

Advent's noise reduction unit improves tape recorder's performance and cuts recording tape costs in half. Reduces tape hiss making better sound recordings possible at half the speed normally required.

\$125.00



ADVENT MODEL 100

A simultaneous record-playback control center incorporating all the features of the Model 101, plus it permits monitoring and has facilities for mixing microphones and line inputs.

\$250.00



WATTS PARASTAT

Removes dust, grit and residue deep inside record grooves. Helps bring old records back to life as well as maintain new records like new. A must for the users of elliptical styli.

\$15.00



WATTS DUST BUG

Cleans records automatically. Is easily fitted to any transcription type turntable to provide a simple and effective method of removing static and dust while the record is being played.

\$6.50



WATTS PREENER

Provides the perfect solution for keeping new records new. Protects the mirror-like finish of a fresh pressing leaving on trace of film or residue. Penetrates each groove removing dust and grit.

\$4.00

MAIL ORDER FORM

TRADE-IN QUOTATION ORDER FORM REQUEST

THE STEREO SHOP ORDER FORM

Please ship the following equipment, for which my check or money order is enclosed.

This is the equipment I have to trade:

MODEL NUMBER	DESCRIPTION

To give you the highest trade-in allowance for your equipment, we must know the equipment to which you would apply the allowance. Quotations made for trade-in allowance are subject to change if the equipment proves to be inoperative when received. To avoid this possibility, please indicate condition, appearance and age of trade-ins.

This is the equipment I am interested in trading for:

DESCRIPTION	PRICE

My Phone # is _____

A prompt reply will be sent advising of the trade-in allowances. Please include phone number. A Stereo Shop consultant may call to discuss the equipment to be traded.

QUANTITY	DESCRIPTION	PRICE
Total Amount of Order		

Add Applicable Sales Tax

Shipment made via Railway Express (shipping charges collect) unless otherwise specified by you.

Name _____
 Address _____
 City _____
 State _____ Zip _____

PLEASE DIRECT MAIL TO:
 253 Asylum Street, Hartford, Conn. 06103
 TELEPHONE: (203) 525-8643

CREDIT STATUS APPLICATION

THE STEREO SHOP'S "RAPID READY CREDIT" -- Here's a new convenient way to save time and get prompt on-the-spot delivery. It permits you to receive your order when you are ready for it. Use the form below to establish your account with us.

Mr.	Mrs.	Miss	Print Name	Age	Married	Single	No. of Dependents	Rent	Own
Home Address			Street & No.	R.R. No.	How Long	Home or Nearest Phone		Business Phone	
City or Town and Province					Name & Address of Landlord or Mortgage Holder			Monthly Rent \$	
Previous Address					Name & Branch of Family Bank			Yr. & Make of Auto	
Employed by: and Address					How Long	Occupation		Earnings \$ Wk. Mos	
If Self Employed, Describe Type of Business and Address					How Long	Occupation		Other Income \$ Wk. Mos	
Employment of Spouse and Address				Business Phone		How Long	Maiden name of Spouse		Earnings of Spouse \$ Wk. Mos
Name & Address -- Nearest Relative Not Living With You					Name & Address of Nearest Friend Not Living With You				

CREDIT REFERENCES

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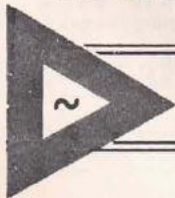
"AT THE STEREO SHOP YOU'LL GET ALL THE CREDIT YOU'LL EVER NEED!"

What We Want You To Remember Is This:

We Are Interested In Quality And Our Goal Is Perfection.

From the selection of a stereo system to fit your particular needs, to its proper installation in your home, to a conscientious and efficient remedying of any problems which later may arise, **OUR WISH IS TO PLEASE YOU ENTIRELY.** The Stereo Shop West will have on its premises a fully equipped Service Center, operated by highly trained personnel so that equipment guarantees can be fulfilled promptly and finally -- This Service Center will be prepared to offer **INSTANT SERVICE** for equipment which has been purchased from us.

This Then Is Our Promise To You. We Only Ask For The Opportunity To Prove That We Are The Best You Can Find.



THE STEREO SHOP, INC.

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253 Asylum St.
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BULK RATE