Beer Cans Banned In Kibbie Dome

No beverage containers of any kind will be allowed in the new Kibbie-ASUI Activities Center, according to Dennis Hedges, center manager.

The container policy is intended to promote safety and cleanliness in the center and to help boost concession sales at events held in the center, Hedges said, explaining the new policy to members of the ASUI Senate Wednesday.

Hedges said the new policy was intended primarily to prohibit consumption of liquor at center events, but added the policy would apply to all container regardless of what they contain.

The policy requires one drawn up earlier this year by the student stadium board, which prohibited only bottles and cans from being brought into the center, according to John Hecht, stadium board member.

Hedges said the stadium board policy was overridden at the initiative of members of the University administration including President Ernest Harlung.

Hedges said he realized the new policy would not prohibit imaginative people from bringing liquor to football games and concerts.

One Senator, Maureen McProud, expressed doubts about the new policy while questioning Hedge after his presentation. McProud said she didn't think the new policy would work, and because of enforcement problems the new regulation is "useless."

Before Hedges' presentation ASUI Vice-President Gregg Lutman told the Senate he thought the new container regulations were needed and added that he thought members of the Senate would agree.

The stadium smoking policy, which prohibits all smoking in the stadium area but not in the outer corridors of the center, was also presented by Hedges.

The smoking policy would also be in effect at concerts, he said, and might be enforced by center employees who would uncover smokers with flashlights and leave the flashlights on the violators until they stopped smoking.

Hedges said there were no problems with the center roof, which perfectly legal and safe. A state fire inspector had earlier said the roof might be a fire hazard. The damaged materials which were called into question by the fire inspector, Hedges said, were a dome stadium in New Orleans, La. and in a building at Notre Dame University, and were judged safe in both instances.

Law senators out

by Bill Lewis of the Argonaut Staff

Three members of the ASUI Senate resigned Wednesday, as part of an effort to establish a separate student government for students in the University College.

The senators—Lindsey Popp, Gary DeMeyer and Lance Salladay, all law students, have been leaders in an effort to establish a student bar association and to effectively represent members of the ASUI while participating in that effort.

A bill that would create a bar association to represent law students was favored by the ASUI senate Wednesday, shortly before the law students' resignations were announced. The bill had been introduced by De Meyer.

This brings the number of empty senate seats to four, with another possible resignation on the way. Senator Ann Vogt announced her intention to resign before her summer and resign her seat and her duties.

The move, however, the ASUI President David Warnick. Nichols is the senate president pro-tempore.

Warnick, who will be appointing the new senators said he would have at least one from each division announced by September 10. He added he is presently taking applications for the seats. The presidential appointments are subject to senate approval and appointees seats will be up for election in December.

When the resignations were announced by ASUI Vice-President Gregg Lutman at Wednesday's ASUI, they were greeted by a round of applause from senate members. The issue of creating a separate student bar association had raised some ill feelings between the law students and other student members.

The resigning senators said in a resignation letter they were unable to effectively represent the ASUI while attempting to establish a separate student government for law students.

Warnick Blasts Regents

by David Morrissey and Randy Staggers

of the Argonaut Staff

Current Board of Regents policy on alcohol consumption on campus is "totally unrealistic," David Warnick, ASUI president, said Thursday.

Warnick, speaking in the University Classroom Center to 30 journalism students and faculty, fielded questions ranging from the need for student collective bargaining to the high student-faculty ratio in several departments on the University of Idaho campus.

But it was the questions covering the alcohol problem that elicited the most interest.

Warnick, in a stinging attack on the State Board of Regents, said the existing ASUI policy on student consumption of alcohol which prohibits such consumption on public school property as "totally unrealistic."

Charging the Board with an "unwillingness to demonstrate political courage" in facing this problem, Warnick suggested two methods through which a more realistic policy could be established.

"We must first seek to change the policy of the Board, of the Regents," Warnick said, indicating that this would involve intensive student lobbying with the Board. "Next we must change the existing Moscow city ordinance," Warnick added, noting that it prohibits drinking in public buildings without a license.

Warnick indicated that a resolution would soon be introduced in the ASUI Senate urging the Board of Regents to reconsider their current alcohol policy. Referring to the city council, the ASUI president noted that a city council election would be held in November.

"We can change the membership of that council if we want," Warnick said. "If we do that, they'll listen to us."

Warnick also stressed the need for collective bargaining in order to improve the University of Idaho status. "We need not just a faculty that is organized," Warnick said, "but students organized as well. Collective bargaining is going to be the number one issue on campuses around the country in the next few years."

"I'm still interested in students needing an equal third party role in any collective bargaining," Warnick said. "This bargaining could be used to help obtain additional funding for faculty positions."

Mentioning his recent presentation to the Joint Budget Hearings in Boise, Warnick stated that a unified faculty and student body might have been able to obtain more funding for the University.

Warnick was also asked about a letter concerning the report submitted last July to the regents on the faculty ratio problem—a letter from Board of Regents member, Dr. Joe Meldrum.

Dr. Meldrum, despite some criticisms, backed the report submitted by student John O'niakk to the regents, a report saying that there were far too few faculty positions at the University and asking for $6.5 new positions.

Warnick also answered questions concerning the recent resignation of the three law students from the ASUI Senate ("They obstructed student interest," he said). The use of Kibbie Dome for a future "Blue Mountain" festival. Warnick stated that festivals musicians and listeners should be subject to "the same registrations" as any other group that uses Kibbie Dome. "No additional restrictions are needed."
Intramurals begins new season

Another season of mens intramurals kicked off September 3, with softball, football, and soccer. The teams are scheduled to follow with a schedule of sports activities ranging from pool to tennis. Intramurals are open to all university students.

Teams made up of off campus students, called the Town Men's Association, will combine with teams from the dormitories to compete in independent leagues for each sport. Fraternities form their own teams and will compete against one another. In the more popular activities, such as softball and football, the fraternities and independent champions vie for the campus championship.

Points are tallied for each team according to achievement in each sport. The team having the most points at the end of the season wins the overall campus championship. Last year the Delta Tau Delta fraternity won the title.

According to Robert Whitehead, new director of U of I intramurals, each dollar and fraternities have an intramural manager who organizes the teams. Off campus males interested in joining a team may contact the Intramural Office, room 201, in the Memorial Gym.

Last year, 62.2% of the on campus males enrolled at the U of I participated in the program. Approximately $2 from the registration fee of each male student is used to fund intramural activities.

Cougars will use Dome

Tomorrow morning, the Washington State University football squad will conduct a private football practice at Idaho's Kibbie Activity Center.

According to Dennis Hedges, manager of the newly covered activity center, the practice will be closed to the public for two reasons. First, the ceiling at the center is not yet completed and is not totally safe and secondly, the WSU Cougars want to keep the practice secret.

The Vandals will play WSU on November 15. Idaho's Head Football Coach, Ed Troxel, said he doesn't object to WSU using the facility in fact, he is all for it. Washington State has, on numerous occasions, allowed the Vandals to practice at their field in Pullman. Last spring, when the weather was so foul in Moscow, WSU allowed Idaho to have a scrimmage at Pullman.

All practices and tours of the Kibbie Dome have to be arranged in advance with the director, according to Director Hedges. He said the Vandals have practiced in the facility on several occasions and many organized groups have toured it, but they have had to sign special liability waivers.

Hedges said students will be able to visit the center when work on the roof is completed in one and a half to two weeks. "It is only the safety factor preventing students from touring it now," he said.

Besides four Idaho home games in the Kibbie Dome this season there will probably be some Mountain West Conference action and maybe even a Shrine game. The Shrine game would be a double header high school football event. All high school games are only tentatively scheduled, though, according to Hedges.
An era has passed

It was an occasion. The mood was quiet and somber in the Chief's room (as the nine attending senators delivered their final communications for the evening). Eighteen cold eyes sat in judgement while surveying the three empty chairs which stood as barren symbols of negativism and legislative footdragging.

On the verge of adjournment, the Vice-President was reminded of a slip of paper—a simple message written and signed from the occupants of the three chairs which now were as void in the chambers.

Before uttering the words which fulfilled the deed, the atmosphere became one of anticipation. Relief was approaching and it wasn't spelled ROLAIDS, but rather RESIGN.

What had been said came to pass, and the famine had become a memory. The legions rejoiced, frivolly became common for at least one minute, and the world was happy once again.

Yes indeed, the firm of Salladay, Copple, and DeMeyer had failed. Unable to represent their constituency, they followed in Nixon's footsteps, leaving behind their elected offices and going forth to battle with the elements of law.

An era has passed for the ASU. Student legislation may become droll and routine, dissertation and buck passing within the ranks is now in the hands of amateurs, for the masters are gone.

And yet, there remains a nagging thought in the back of the mind. What if the replacements learn from their successors?

Give us the statistics

To the Editor,

Your article, "Study Tells All: Affectiveness Depends on Buttock Proportions," in the August 24 issue of the Argonaut has prompted this letter to you and the gentlemen responsible for the survey.

The presentation of data from the survey in the article was very poor and almost not decipherable. Plugging what I believe are the data for sum and sum of squares of the ratings for WSU (232.95 and 618.834) and U of I (236.68 and 624.53) girls into my HP-45 yields average ratings of 2.33 (instead of 2.32) and 2.36 for WSU girls respectively. These numbers are only mean ratings and not "mean buttocks width" as the article seems to indicate.

Cranking these numbers through the proper formulas yields 0.674 (instead of 0.80) and 0.624 for standard deviations for WSU and U of I ratings respectively. The r-value calculated from this data is 0.25 and indeed is less than the 1.96 table value necessary for significance at the 5 percent level. This leads to the conclusion of no difference.

Please pardon this critical evaluation of these data you have presented. However, if we desire to rate a lady's attractiveness in terms of a number, it behooves us to be sure we have our "figures" straight, so to speak. The gentlemen responsible for the survey are to be commended for their diligent efforts in the pursuit of research. I agree wholeheartedly with their call for more data in order to better evaluate the female populations of WSU and U of I.

Sincerely,

Dave Harsh
Washington State University

Resignation is the answer

At Wednesday's senate meeting, one could hear cheers and groans of emotional excitement from ASU President David Warnick. The reason: three allegedly troublesome law student senators, frequent centers of contention between the ASU President and the ASU Senate, officially resigned their senate positions—making five vacancies on a thirteen-member senate.

Warnick is lucky. Few presidents have been able to appoint their own legislative branches. How Warnick handles this situation will determine the future of the Associated Students of the University of Idaho.

If the appointments are sound, then Warnick will be regarded as a president whose philosophical purposes included the dynamic development of student interests on all levels of student concern. Conversely, if Warnick's appointments are ill-conceived, political manipulations generated to further Warnick's personal political ends, then the local ASU historians will have little admiration of Warnick's many administrative talents.

We hear few cries of concern from those student voters who elected the law students—those who believe the ASU to be a lethargic vulture from which little positive innovations accrue.

The election of the law students represented widespread disillusionment and existential apathy from which only a radical hysterectomy in the structure of student government could save. Students hoped that the election of the law students would end the petty politics and parlor-game atmosphere of student government in its present form. But...the law students could not change the nature of the ASU, and they prevented others from similarly making positive gains.

One logical inconsistency in Warnickian philosophy may develop as he provides replacements for the five former senators. Warnick promised to replace Ann Vogt, a resigned senator from the Greek side of campus, with another sorority girl of similar interests. The logical idea was to continue representation of their constituency.

However, it would also seem consistent that Warnick would choose similar philosophical types to replace the law students, and Britt Nichols, a former member of Shoup Hall.

Will Warnick be consistent? Will Warnick appoint senators who represent the opinions and emotional tonality of the no-more-bullshit law students? The answers will be found in the nature of the future appointments, to be announced next Wednesday.

Hopefully, Warnick's appointments will show that Warnick has concern for the health and welfare of the Associated Students and not primary concern for his own political future. Warnick sits at the helm of his own metaphorical ship—a senate answerable to him alone.

The Argonaut would like all Senate candidates to drop by the office and talk to Marshall Hall or Randy Staplus.

The rock sound of the University cities

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The University of Idaho Dairy Center

by Blaine Baerch of the Argonaut Staff

The University of Idaho is home to a dairy herd of 80 registered purebred Holstein cows.

Housed at the University's dairy center behind the proposed Patouse Empire Mall site, the herd is used for instruction and research, as well as milk production, said herdsman Dennis Woodruff.

Current research includes the areas of nutrition, reproductive physiology, feeding, bedding, and hormones.

The herd is also being used in conjunction with agriculture science laboratories in feeding and management. In the spring, it will be an integral part of a class in artificial insemination and fertility, said Woodruff.

Experiments in the bedding of the cows indicate that individual bed stalls may be better than one large open pen, said Woodruff. The individual stalls take less room, are easier to clean and need less bedding material.

In the past, woodchips have been the traditional bedding material. However, said Woodruff, they are getting expensive. Therefore, the dairy center has been experimenting with other bedding materials including rubber mats, Astro-turf, and indoor-outdoor carpet.

It appears, though, that the most successful of the new bedding materials may well be recycled fibres from the cows own manure, according to Woodruff.

The remainder of the manure is made into liquid fertilizer to be used on the University's pasture land and farms.

Also being considered is a plan to recycle the water used to wash the stalls so that the same water will be used over and over.

Every year 200 tons of baled hay, 1,200 tons of alfalfa silage (grown on the University's farms) and concentrated grains are needed to keep the herd in food, said David Thacker, assistant research professor for dairy science.

Each cow will eat 62 pounds of feed mix per day and consume ten gallons of water.

From this the University not only gets its fertilizer, but also 140,000 gallons of milk as a byproduct of keeping the herd for teaching and research.

According to Thacker, an average mature Holstein weighing around 1,500 pounds will give about six gallons of milk per day if 7,000 gallons in a ten month lactation cycle.

After ten months, the cow is rested for two months, calved and put back into production.

All of the milk is sold to the Dargold Creamery of Spokan.

In fiscal year 1974-75, the sale of the milk generated $85,587, said Dr. Jack E. McCroskey, department head of Animal Industries.

The money is put back into the income funds, said McCroskey. One is a general University fund that is used by all departments of the school. The other is an agriculture experimental station fund whose money goes to the College of Agriculture.

However, McCroskey said, the income is figured as part of our revenues when the legislature sets our budget.

This spring, 65 calves were born at the dairy center, said Woodruff. The calves spend their first day with their mother and then are kept in individual pens.

All heifers are kept and eventually added to the dairy herd, said Woodruff. The bulls are either sold to the Department of Veterinary Science or sold at auction in Lewiston.

For the first two months, the calves are fed on whole milk with one daily feeding of clostrum, or mother's milk. Clostrum is a different composition from non-maternal milk bought in stores and is not sold commercially, said Woodruff.

When the cows are two years old they have their first calf and are put into milk production. Woodruff said the average cow will produce for four to five years.
The dairy herd was started in 1907, according to Dr. Richard B. Ross, a 28 year faculty veteran in dairy science. That was the year the Department of Dairy Science, of which Ross was chairman from 1960 to 1970, was formed.

The dairy barns were originally located on the land now occupied by the Performing Arts Center and the Law Building. The area of Thoepilus Tower and Wallace Complex was the pasture land.

In 1965, Ross was instrumental in getting Woodruff, in getting the new dairy facilities built at their present location behind the proposed Pelouse Empire Mall site.

"We're more much more modern than before," said Ross. "In fact the dairy facilities are more modern than any of the other livestock barns. The cattle, which were added to the University in 1959, are still pretty much in their original facilities."

The Department of Dairy Science was incorporated into the Department of Animal Industries in 1870.

Before 1973, milk produced by the dairy herd was processed by a University operated creamery. Ross said they never did bottle the milk, but sold it in dispenser containers to the dorms and other areas on campus.

However, cheese, ice cream and other dairy products were marketed. "It was good quality and enjoyed a good reputation," said Ross. "At Christmas the Dairy Science Club would put together gift packages that would be sent all over the country."

This past summer the Board of Regents had the creamery equipment sold to the Idaho State Penitentiary in Boise, said Ross.

The herd is presently being computerized to allow for improved management of breeding, production, and health.

All breeding is done through artificial insemination. Bulls from all over the country can be selected on the basis of the production potential, repetability or physical characteristics, said Woodruff.

An ampule of ten to fifteen million viable sperm cells is then shipped to the University, packed in liquid nitrogen. Although ampules may sell from $2 to $200, depending on the bull, the average price for that used on the University's herd is around $5, said Ross.

All of the animal industries feed, including 2000 tons of silage, are stored at the dairy center, said Woodruff. Presently under construction is a new hay shed that will store 600 tons of baled hay.

Currently the dairy industry is the fourth largest industry economically in the State of Idaho. Only beef, potatoes and wheat bring more money into the state than dairy, said Woodruff. "and it is going to get more-important as food gets scarcer," he said.

Having been a part of the dairy sciences at the University for 28 years, Ross predicts a good future. "We could use more support help in the form of graduate students and technicians, and more feed processing equipment like a pellet mill," he said. "But, overall everything looks pretty good."
Troxel anticipates good season

With a little over a week before the season's football opener at Arkansas, Head Coach Ed Troxel is optimistic and says his grid squad is really shaping up.

"Although we still aren't as big and strong as I'd like, we'll be a quicker and more physical ball club this year," Troxel said.

The Vandals should have a more solid defense this season, especially the secondary and linebacking corps. Three of four defensive backs from last year will be back sporting plenty of experience. Although Craig Coleman was lost to graduation, defensive backs Chuck Love, Bill Clark and Bill Kielty are back. Strong side linebacker will be J. C. transfer Ken Petticolas and there is a battle for the weak side linebacker between Kiel Killoguard and Mike Siva, who is coming back after an injury.

Anchoring the front line on the Vandals' defense: "Oklahoma" will be ends Doug Fisher and either Rick Sullivan or Jeff Phister, depending on who gets the nod from the coaching staff. Another fight for position is for the nose guard slot between Dave Gallick and Tom Ellerton.

Highlighting the offense are two all-Big Sky stars, fullback J.C. Chadband and tight end Steve Duncanson. Chadband will be gunning hard for the Vandals in his last year with the team. Last year he gained 758 yards in nine games and this year, behind a stronger offensive line he could come near the 1,000 yard mark.

Duncanson has been hailed as the "greatest light end in Vandal history" and should have another exceptional season. Troxel said Duncanson has great hands and is an outstanding blocker.

At quarterback will be Dave Comstock, who underwent surgery in the off-season to have a separated shoulder repaired. Challenging Comstock is a redshirt from last year, Ken Schrom. According to Troxel, Schrom has been looking good and should get lots of playing time.

The backfield should be one of the offense's strongest points with Chadband and Comstock. At running back it will be Monty Nash or Robert Brooks, but both will be playing a lot. At flanker will be the only freshman on the squad, Bob Cheek.

Returning at split end is stand out Tim Cote and Chuck Fillipin will probably get the nod for placekicker.

The offensive line will be slightly small, but most of last year's will be back. Will Overguard and Clarence Hough will be the cornerstones of the left side playing tackle and guard respectively. John Yano will handle the chore of snapping the pigskin at center.

At right guard it is a battle between Joe Dahlin and Mike Kramer, a starter last year, who sustained a thigh injury two weeks ago.

Troxel is pleased with the effort and determination shown by his squad. "With a week to go before the season there are battles going on for five positions," he said.

WRA offers range of sports

"Ready, set, 28, 42, 10, hike hike" is a football phrase that sounds sweet to many university men this time of year. But football can also become a reality to U of I women, if they grab the opportunity to participate in WRA (Women's Recreation Association) intramurals.

Flag football, the first program, will begin September 8, and continue through October. A booklet containing the dates of the activities will be offered in two weeks at the WHEB.

All women who are students of U of I are automatically members of the WRA and are able to become involved with each sports program. The activities include: flag football, golf, track, volleyball, swimming, basketball, table tennis, coed volleyball, badminton, square and social dance, softball, and tennis.

Each sorority and living group on campus has a WRA representative who informs her group of each sport and dance program. The individual living groups may then organize their own teams for each sport.

Points are kept on the achievements of each team for each sport; the one with the highest total number becoming the Tournament Champion. Other trophies for sportsmanship, winner of individual sports tournament, and Woman Athlete of the Year are awarded.

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Call the Community Development Center at 885-6147 between 7:30 a.m. and 4:30 p.m. for personal interviews and information.

Pick up applications at the Community Development Center, Room 110 in Old Forney Hall before Sept. 12.

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...A POWER FAILURE

United Way fund drive set

University Relations will be promoting a United Fund Drive on Sept. 13. Organizers of the drive, Jim Barnes from University Relations and Greek Advisor Bruce Pittman, say volunteers should meet in the SUB at 8:30 a.m. Group leaders will get groups together and each section will cover a certain part of town, going from door to door collecting donations for United Way.

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WOMEN is seeking articles to be sold on consignment at a public auction to be held on Sept. 7. Call NOW 882-7351.


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WOMEN is seeking articles to be sold on consignment at a public auction to be held on Sept. 7. Call NOW 882-7351.


There will be an opening social at the LDS Institute tonight at 7. A free hayride, dancing and refreshments are planned.

A physics colloquium will be held Monday night in room 112 of the Physical Science Building at 4 p.m. John Gladwell, Director of the Idaho Water Resources Research Institute will speak on “Some Thoughts on Technology Assessment.” Soup and sandwiches will be served at the Campus Christian Center Sunday night at 7 p.m. Everyone is welcome.
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"HOW TO COMPARE LOUDSPEAKERS" (page 2)

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6. EXTENDED WARRANTIES on all STEREOCRAFT pre-selected systems.

7. FREE local delivery and set-up, if you desire.

8. LOANER EQUIPMENT: If your STEREOCRAFT purchase ever requires warranty service, we'll lend you a replacement.

9. CONVENIENT FINANCING: We'll help you arrange financing on your purchase if you wish.

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A GOOD, OLD FASHIONED SUCCESS STORY

In autumn, 1978, two Eikensburgh audiophiles were bemoaning the necessity of traveling to the coast in order to see what was new, or even good, in high fidelity components. They were not "nuts" of some sort, but just a couple of guys who liked to listen to music the way it's supposed to sound. Their conversation evolved from "Someone ought to open a shop on this side of the mountains" to "Why don't we... .?"

Result: In January, 1979, the first STEREOCRAFT shop opened in Eikensburgh, in a 14 foot by 14 foot store. In July the store moved to its present 2600 square foot location at 408 North Pearl St. For many reasons (some are listed on the back cover), business flourished; and plans began to take shape for another opening.

In July, 1972, STEREOCRAFT opened in Pullman, and soon encountered a familiar problem: the business outgrew the location. Result: In June, 1973, the Pullman store moved to its present spacious location at South 306 Grand Avenue, above the Oriental Restaurant.

In March, 1975, STEREOCRAFT opened in Yakima, at 711 West Yakima Avenue, in a location large enough to accommodate the business without a move in the near future. (Of course, we'd be pleased to outgrow it!)

There you have the story so far. We like our business; we've pleased a lot of people who already knew what they wanted in a music system, and we've surprised and delighted a lot of people who didn't know how much enjoyment they could buy for relatively few dollars. If you're an old friend, forgive this reminding. If you're new to us, come on in: we could be very good for each other!

Our recommendations are based upon experience and tests, not intuition and profit margins.

All of us at STEREOCRAFT are into music, and we know what music systems should sound like. Our staff includes several professional musicians. We have tested literally hundreds of components from over fifty manufacturers, and have acquired the knowledge and experience that enable us to put together well matched, high performing, sound satisfying music systems at moderate prices.
Some things you should know before shopping...

Among most of today's comparably powered amplifiers and receivers there is little, if any, audible difference when they are auditioned with the same turntable, cartridge and speakers. (There are exceptions. The lower-powered Yamaha and Sony receivers have more punch than the competition in the deep bass region. This is especially important with speakers such as Advents which have extended low frequency capability.)

There are, however, real and dramatic disparities among speakers which can spell the difference between a mediocre system and one that will bring you lasting enjoyment. To make sure you don't make a mediocre choice, here are some simple and interrelated facts which can be enormously helpful in comparing speakers.

Suppose for the moment that you are comparing the sounds of two sets of speakers by switching back and forth between them. If both sets are identical models from the same manufacturer, then you should not hear any difference. If however, one set is louder (even if the difference is only slight) then you will pick the louder of the two as sounding 'best' — even though there is no difference!

FACT ONE: ALMOST REGARDLESS OF 'QUALITY,' THE NORMAL LISTENER PREFERS THE LOUDER OF TWO OTHERWISE SIMILAR-SOUNDING SPEAKERS.

To understand why this is important, you need to understand speaker efficiency. There is no particular virtue in one speaker being more efficient than another; they are simply the results of different design strategies. The efficiency of a speaker refers to how loud it will play for a given setting of the volume control. Stated simply, one speaker may need more power than another to produce the same volume level.

When you compare two different speakers, then, if you use the same volume setting on the amplifier, the more efficient speaker will play louder and this louder speaker will sound 'better,' whether or not it really is. The truly important differences, such as frequency range, distortion, and tonal balance will be obscured. Hence:

FACT TWO: IN COMPARING SPEAKERS, BOTH (ALL) MUST BE PLAYED AT THE SAME VOLUME.

Fact two also concerns speaker efficiency and, in particular, its relationship to bass response. This relationship is summarized in


In practical terms, this means that a highly efficient bookshelf speaker is not capable of moving enough air at low frequencies to produce the lowest (30 to 50 Hz) notes at their proper volume. If you opt for a high efficiency speaker, you do so at the expense of genuine low-bass performance. Since the performance of a speaker in the deep bass has much to do with the enjoyment you get, this can be an expensive trade-off; deep bass in a high-efficiency speaker requires massive drivers and a cabinet of generous dimensions.

CAVEAT AUDITOR: It is common to think that one speaker has 'more bass' than another when, in fact, the greater 'bass' you're hearing is an exaggerated mid-bass boom we affectionately refer to as "jukebox bass." Not only is this phony bass fatiguing, but it also obscures the genuine deep bass which may exist (you'll never know!). If you seem to be taken in by this misleading phenomenon, we won't hesitate to tell you, and will demonstrate the effect by appropriate choice of program material.

High efficiency is not all bad. In fact, it can be very useful to you if you already have an amplifier or receiver with extremely limited power (10 or fewer watts RMS per channel). If you like your music very loud and don't wish to get a better amplifier, then you will need a more efficient speaker. Indeed, some listeners simply prefer the characteristic "high efficiency sound;" and should you find yourself among them, you'll find a broad selection of speakers from which to choose at STEREORACHT.

What to demand in any speaker comparison

Contrary to what is commonly believed, choosing speakers does not have to be difficult or confusing. But like all myths those which surround speaker selection, has some basis in the real world. If you don't have access to adequate demonstration facilities you will end up choosing speakers with as much information as you would get by comparing amplifier specifications written in Swahili.

The differences between speakers could be understood by everyone if it weren't for the afore-mentioned variations in speaker efficiency. To permanently lay to rest the misleading myths about speakers, we have recently installed a new speaker comparison device in each of our audio showrooms. This unit in no way alters the sound quality of the speakers connected to it. What it does is enable you to compare speakers of varying efficiencies at the same volume level. Our comparisons are instantaneous because even a one or two second delay in switching would be sufficient to cause you to forget what the first pair sounded like before you heard the second pair.

Only with this kind of comparison can you hear and evaluate all the performance characteristics of the speakers you are considering and on the basis of concrete information make a rational choice.

Our speaker comparator replaces magic with reason, and gives you the tools you need to be a participant rather than an observer in the selection process.
PUTTING IT ALL TOGETHER!
Why one of our Special System Combinations is probably your best buy...

As you probably know by now, there's an awful lot of stereo equipment in the
world. We believe it's our business —
and the best kind of business for you and
for us — to pick and choose on behalf of
our customers. We do not only pick the
components we feel are the best of their
card, but we combine them carefully to
make complete stereo systems in various price ranges.

You could put on a blindfold and drag
practically any combination of com-
ponents out of our stockroom with pretti
good assurance that they would work
at least passably together. But it simply
makes sense for us to do the combining
on your behalf. We know which
receivers and amplifiers will drive
which speakers without either straining
themselves or overdoing it. We also
know what people really value in equip-
ment when they get it home, and how to
reflect their real needs in systems that
they can afford.

As a practical matter, we generally
pick the speakers in a system first (if
you've read the preceding page, you'll
know why), and then the receiver and
record player (including the cartridge
in its tone arm). Our choice of a
receiver is based on the right amount of
power to drive the speakers, which is
the amount that will provide comfort-
able listening without costly excess. We
can and do listen to people's particular
needs on the spot and sometimes decide
on a different receiver (more expensive
or less expensive than our original
choice), but it works out almost all the
time that our initial choice does exactly
the right job with given speakers.

Our choice of a record player is easy:
we always fill out a system by picking
the best one we can possibly find to fit a
given price category. Again, we listen
to you, and are ready to recommend
something more or less elaborate than
our original choice if it makes sense for
your needs. But most people find our
choice right on the mark for what they
need and what they can afford.

You will have to talk very hard, how-
ever, to get us to sell you any compo-
nent in any system that seems
marginal for your needs and therefore
likely to disappoint you. If you buy a
$250 stereo system and your life then
changes to the point that you want to fill
your house with thousands of dollars of
assorted gear, that's fine with us. But
we won't sell you something we know to
be lacking in some respect, with the
idea of your having to come back some-
time for something more expensive.

We didn't go into business to open a
showroom in which people would walk
around in "supermarket shock" and
eventually hand us some money. We
think that a merchant, especially of
goods like ours that can provide so
much pleasure if they're chosen cor-
rectly, ought to do the best he or she can
for his customers. We happen to know
that's the best way to do business in the
long run.

That's why our specialty is selected
systems at various prices. We
guarantee all of them explicitly and
unmistakably. And we're confident
they represent the best we can do for you.

NOW, FOR NOT VERY MUCH MONEY,
A SYSTEM THAT SOUNDS REALLY GOOD

If you think excellent sound is prohibitive in cost, just give this
system a listen! It's small and moderately priced, but, unlike appli-
cance and department store "compact systems," this is not a frail,
disappointing toy. The ADVENT 400 speakers have the characteris-
tic octave-to-octave balance and tight, clean bass you'd expect in
a member of the Advent family. In fact, the bass response is so good,
you'll think there's a larger speaker hidden somewhere! The careful
design and an elaborate equalization network make this perform-
ance possible.

The system is powered adequately by the Superscope
A-235 amplifier, which has provisions for addition of
tuner and tape deck when you're ready. The reliable
Garrard 42M automatic turntable, base, and Pickering
V15/ATE4 elliptical cartridge, are ideally suited to this
system.

TODAY $299 BUYS MORE AND
BETTER SOUND THAN EVER!

For just under $300 (at amount which, alas, many spend on a piece of giltter mediciory that sounds
terrible), you can own a music system that will please you, not just on the day of purc Rhodes for a long
long time. This one features Audionet's AS20 speakers (not some mock private-label brand), the
Pioneer Sound Project 100 monitor receiver, the new Garrard 42M turntable with base and dust cover
and a Pickering V15/ATE4 cartridge. Naturally, this system sounds bigger, has more power and more
flexibility than the preceding one. For example, the Pioneer Sound Project 100 has switching for two sets
of speakers and includes a tape monitor circuit, in addition to am/fm capabilities. This is a good
beginning for those with a new but possibly expanding interest in stereo.

Total Retail Value $445.  STEREOCRAFT PRICE $299

Total Retail Value $281.  STEREOCRAFT PRICE $199
Long ago dubbed the "Prime Rib at Dogfood Prices" by one of our people who shall remain nameless (for his own protection), this Advent/Harman/Kardon/Garrard/Pickering system is just what the name implies—a connoisseur's delight at an unexpectedly low price. The Advent/2 warm-white enclosure achieves better acoustical properties than wood and at lower cost; the resulting saving has been put where it counts—into the drivers, which surpass anything else at anywhere near the price. There are two tweeters for wide dispersion and generous power-handling capabilities, and a long-throw Advent woofer that delivers better bass response than most speakers at any price. (In fact, the woofer comes within a half-octave of going as deep as the best woofer in any bookshelf speaker, that of the larger Advent Loudspeaker.)

The Harman/Kardon 300B fm/am receiver is the perfect companion for the Advent/2's. Measured according to the most rigorous standards, the 330B provides 18 watts a channel and includes a sensitive am/fm tuner and a complete array of control facilities including multiple speaker switching and tape monitoring.

To complete this system we've added the Garrard 440M with base, dust cover and the Pickering V18/AIE4 deluxe elliptical cartridge. This system is one of the better buys in our entire offering.

Total Retail Value: $471
STEROOCRAFT Price...
(Those who prefer wood-appearance speakers may substitute the excellent RTR EXP9 speakers for the Advents at no additional cost.)

Just three or four years ago a $450 music system would have been severely limited in performance. Not anymore. Three good products enable us to offer you an outstanding system for only $449. One is the Sony 7015, the first in a new generation of high performance Sony receivers. With phase-lock-loop tuning and a conservatively rated 15 watts RMS per channel from 40 to 20,000 Hz, at less than 0.5% harmonic distortion, the Sony is a fine match for one of our favorite speakers, the Audioanalyst A-76X. A two-way system, the A76X uses a phenolic ring tweeter to produce clean and widely-dispersed highs. Characteristic of all Audioanalyst speakers, the A-76X features a clean, tight bass.

Garrard's new 440M completes the system. Equipped with base, cover, and Pickering's V18/AIE4 cartridge and elliptical stylus, the 440M also has viscous damped cueing, anti-skating, and a highly refined tone arm. The result of this happy marriage is a high quality system which will do justice to all but the last half octave of bass.

Total Retail Price: $554
STEROOCRAFT Price...

"Hear Every Note"

The preceding systems constitute a sequence of steadily better sound, approaching the ideal of perfect musical reproduction. With this, the "Hear Every Note" system, we finally reach that point at which all of the music, from that soul-satisfying last octave of bass to highs at the edge of audibility, is accurately and faithfully reproduced.

The high performance of this system is directly attributable to the Smaller Advent Loudspeaker, which actually sounds identical (not close, but identical) to the larger Advent (see page 5). It is the only speaker under $100 which will actually reproduce those deep, shuddering organ notes and the lowest notes of a string bass. Advent achieved this remarkable performance in a smaller enclosure by sacrificing a small amount of efficiency and ultimate loudness. (Unless you live in a Baronial hall and wish to entertain the surrounding serfs, this is of no concern to you. If you fit this category, please see our systems on page 5.)

The Sony STR7055 is yet another in Sony's new generation of high-performance moderate cost receivers. It supplies well over 20 watts RMS per channel from 20 to 20,000 Hz into the Smaller Advents with less than 0.5% distortion.
"The Giant Killer"

Many of our customers have told us repeatedly and with unbridled enthusiasm (that's the best kind!) that the Advent Loudspeaker is the most satisfying purchase of any kind that they've made in a long, long time. Many of you are already familiar with Advent and their products and will understand this. For the rest of you (and for anyone who enjoys David and Goliath stories), here are some pertinent facts:

a) Advent has chosen only about 180 dealers nationally, as compared to more than 8,000 for Marantz, for example, and more than 3,000 for Pioneer. (Everyone in high fidelity retailing wants to be an Advent dealer, but only a select few meet the company's rigid standards for local reputation, demonstration facilities, and customer service.)

b) Advent spends less on national advertising in a year than some high fidelity manufacturers spend in one week!

c) Despite a) and b), the Advent Loudspeaker is the best-selling loudspeaker in the United States!

When a product achieves such a pre- eminent position with so little advertising and only limited distribution, it can only be due to massive recognition that the product is unquestionably fine value. The extraordinary word-of-mouth reputation spawned by happy Advent owners who are totally and uniquely satisfied with their Advent purchases stands alone in our experience.

A simple reason is at the heart of this nearly fanatic pride of ownership: the Advent Loudspeaker achieves a level of performance which is comparable in every audible respect to the most heralded and expensive speakers available, and it is clearly and dramatically better than many far more expensive speaker systems. Even at $300 this performance would be a noteworthy achievement; at $122 to $141 (depending upon cabinet finish), the Advent Loudspeaker is an engineering marvel which should be particularly welcome to anyone looking for a genuine bargain. We know of no better buy in all of high fidelity! The most respected audio professionals agree.

Two excellent systems utilizing the ADVENT loudspeaker

"THE NEAR SUPREME"

- HARMAN-KARDON 433
- Two Advent Loudspeakers
- PIONEER PL-150 turntable

Total Retail Value: $373

STEREOCRAFT PRICE: $599

"THE SUPREME"

- SONY STR-745
- Two Advent Loudspeakers
- PIONEER PL-150 turntable

Total Retail Value: $817

STEREOCRAFT PRICE: $689

We recommend two superb music systems (described above) which make Advent Loudspeaker performance accessible to a wide array of budgets and tastes. To fully appreciate what these systems can do for you, visit any of our showrooms. (Incidentally, a small room or modest budget need not hand between you and Advent performance; the Smaller Advent Loudspeaker, featured on page 4, performs with the same musical accuracy as the larger — just with a bit less ultimate volume capability.)
Why we believe the Advent 201 is the best cassette you can buy...

The Advent 201 — one of the most highly and explicitly-praised products in the history of audio — has been on the market for three years now. It has literally dozens of competitors claiming equivalent or better performance.

But we believe it to be not only as good in every way as more recent and far more expensive cassette machines, but to be as satisfying for the sound of recording purposes as any tape machine of any kind. Here are some frequently-asked questions about the Advent 201:

Why is the Advent 201 such a simple machine?

Because Advent wanted it not just to be capable of making excellent recordings, but to make it easy for the listener to obtain its full performance. After all, recording after recording. Many tape recorders are made needlessly complex, because of too many marginal 'features' that were assumed necessary to make them attractive (or competitive) with other machines in an audio store.

It's important to point out that Advent products are designed with far more thought to satisfying people after they buy, than to what might tempt them to buy in the first place. The 201 has no knob or slider or gauge or indicator that isn't necessary, but everything necessary for highest quality recordings and long-term enjoyment are there!

Why does the machine look so different from most others?

Because it is different. It is far more rugged and reliable than most. The 201 is evolved from a transport that has been in heavy and hard use of years in schools, libraries, and other audio-visual applications. It is likely to last and maintain its mechanical performance far longer than most cassette machines on the market. Features found on the 201 include automatic shut-off, automatic disengagement in case of jamming, and about the fastest rewind/forward of any machine.

The 201 is unique in its price range in that you can switch from 'play' to 'fast-forward' or 'rewind' without going through 'stop.'

Why does the Advent 201 have a single VU meter instead of two?

Because a single meter proved — after consideration of all possible approaches — to be best, combining precision and simplicity.

One of the problems using two VU meters in home recordings is that they tend to lead the user to adjust them to read the same on both channels. Actually, though, the material on the two channels is usually different, and the meters shouldn't read equally. Two meters also produce a tendency to correct for overload or under-recording by adjusting only the channel whose meter shows too high or too low. But, if the channels were properly balanced in the first place, this correction would put them out of balance.

The Advent 201's single VU meter — unique in cassette equipment — scans both stereo channels and instantaneously registers the loudest peak on either at a given moment! The listener first uses the meter (which can be switched to read either channel individually) to set channel balance with a pair of input level controls. Once balance is set, the meter is set to scan both channels. Final recording level is set or changed with a master level control that operates on both channels, leaving channel balance unchanged. This has proven to be the easiest, and most accurate method yet devised for setting tape recorder levels.

The Advent 201's meter reads instantaneous peaks (by far the most accurate indicator of possible overload) and its action is compensated to indicate the exact point of tape saturation at all frequencies. On rock music in particular, overload is most likely to occur at high frequencies, and many recorders are deficient in that their meters aren't compensated to reflect this.

Has the 201 been changed?

Yes and no. Advent has made Volkswagen style changes as they've gone along, including changing the original meter for better indications at high frequencies. But the changes have mainly been in the direction of making the machine easier to use and more precise.

Why is the 201 fairly small?

Because it's design consciously avoids needless gadgetry, and also avoids what might be called 'packaging' air in order to make a product look like there's more in it. Advent doesn't think they have to make something larger than necessary (or whose chrome shines in the dark) to make you buy it.

How does it cost less than machines claiming equivalent performance?

Again, because needless gadgetry is not there. And because Advent made the lucky decision to manufacture it in this country, avoiding the price rises that have resulted on imported products because of the fluctuation of the dollar vs. foreign currencies.

Some exceptionally clear quotes from reviewers on the Advent 201

"The Advent 201 easily met its specifications and established itself — at least for now — as the best cassette recorder we know of. Having used it to evaluate the forty types of cassette tapes in a survey report, we have familiarity with, and respect for, its capabilities." — Julian Hirsch, STEREO REVIEW

"Well, I have tested it and used it. I can only categorically say that it represents the finest cassette deck available — one that is not likely to be surpassed in the future." — Larry Zide, STEREO & HI-FI TIMES

"The deck was the first we had come across in which a properly recorded cassette could be made literally indistinguishable from the sound source." — HIGH FIDELITY

"It is difficult to restrain our enthusiasm for the Advent 201. The sound quality, especially with the finest playback amplifiers and speakers, was literally awesome, as was the total absence of hiss or other background noise." — Julian Hirsch, STEREO REVIEW

"The 201 is a superlative tape deck. That it is a cassette unit with these qualities is something that would not have been believed just one year ago." — Larry Zide, STEREO & HI-FI TIMES

"In making recordings from disc and FM — both at the time of preparing the original report and in intervening months — we find that the 201 documents the premise that the sound of state-of-the-art cassette equipment need make no apologies whatever to the better open-reel decks." — HIGH FIDELITY
Long used as a recording studio monitor, JBL's Century 100 is an audio classic and certainly one of the best bookshelf speakers ever made, regardless of price. The L-100 has deservedly earned the name "Supershef."

The Sony TA4650 is the first popularly-priced amplifier to incorporate true complementary vertical FET (VFET) power amplifier stages for natural high definition triode sound. Our tests show this to be one of the most conservatively rated and cleanest sounding amplifiers available at any price.

This is the least expensive way to obtain high quality sound from separate amplifier and preamplifier. At our special sale prices these are priced about the same as the mass merchandisers' integrated amps. There is no question in our mind as to which is better.

The SAE MK XXX Preamplifier was $250, is now $200; the MK XXXXB power amplifier, formerly $600, is now $250.

Braun loudspeakers are the most highly acclaimed speakers in Europe, where they are the standard against which all other speakers are judged. They are now available in the United States without the usual price premium that goes with an import.

ADS is a member of the Audio Designers Society, the Association of Independent Sound and Recording Engineers, and the STEREOCRAFT group of high fidelity publications. We are located in the heart of Soho, New York City. All of our equipment is available for audition at your convenience. We are happy to welcome you to our shop.

THE WORLD'S BEST BUY IN A HIGH-PERFORMANCE LOUDSPEAKER! $410

The Dahlquist DQ-16 is, by popular consensus, one of the planet's three or four best speakers, regardless of price. At only $410 it is about one-fourth the cost of the other speakers with which it is usually compared. A truly enjoyable listening experience!

It offers a degree of flexibility, control and performance that far surpass its modest price of .........

$299

We like to think of Phase Linear as being the Advent of high performance electronics companies. Simply stated, their products offer ultimate performance at less than half the going price. The new Phase Linear 2000 preamp is no exception!

The best way to improve the sound of a high performance system is with a really good cartridge (not one of those 64.95 list, 19.95 specials). The ORTOFON VMS 20 is a new cartridge that has basically the same performance as the famed M15E Super, but is designed for a wider range of tone arms, including better quality automatics. At $65 the VMS20 represents real value, and according to High Fidelity Magazine, "strong competition for $100 super cartridges."
GET A (PRACTICALLY) FREE TAPE DECK!

Because of the Crossfield Head recording technique, Tandberg reel to reel decks make better copies at 3¾ i.p.s. than most other high priced machines do at 7½ i.p.s. This means you can reduce tape costs by 50% with a Tandberg! At our special sale price of only $399, you will have recovered the cost of your Tandberg 3300X with tape savings after only 60 reels of tape.

SPECIAL OFFER

SALE $100.00 Regularly $499
SALE PRICED AT STEREOCRAFT

$399

More Super Buys! Many one-of-a-kind! Good only while stock lasts!

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