



## Whatever happened to "concert hall realism"?



It used to be the reason for buying high fidelity equipment. Those higher highs and lower lows made it almost like being there.

There's being the concert hall. Because that's where music in those days was meant to be heard.

Not so today. Today's music simply is not meant to be heard in a concert hall. It's meant to be heard in the home. On a record player.

### What is reality?

Spectacular developments in recording and playback media have not only made available better sound for more people, they've also had important implications for music itself.

The people making music today are making it in recording studios. And these studios are crammed with electronic equipment unheard of ten or fifteen years ago.

Music makers, using techniques based on this equipment, produce most of the music we enjoy today.

So "concert hall" now means studio. And "realism" now means the sound a music producer wants you to hear on your home music system.

The better your equipment, the closer you get to that reality.



## Is quad a hardware hype?

Was the first drum a hardware hit?  
Not once somebody started to  
Quad is a valid musical th  
Quad is going through a h  
Remember when stereo was just an excuse to sell another 4775 amp?  
But enough people just plain mugged stereo equipped folks  
so they bought lots of stereo equipment!  
And once The Beatles did the Beatles stereo recordings  
It was no longer a geographical art and craft that improved the  
under landscape that the heart of the nation of to do  
As with the first drum the drum  
what you've got, it's what you've got with what you've got  
And now we've got quad.

### Software

Quad just plain sounds better than dual or the  
way stereo sounded in the 1950s.  
Beyond that, however, the musical possibilities  
are already becoming apparent. Already available in CD-4 (compact  
4-channel) discs are available quad recordings by Mercury Music.

Some artists:

Carole King	1970
George Strait	1970
Early Beatles	1963
Frankie Miller	1970
John Coltrane	1967

# TEAM<sup>®</sup>

## ELECTRONICS

### Commercial for TEAM

We got so excited by quad, we went on and made our own bit of quad software. It's a recording called "My Beautiful Music Machine". It's not for sale. It's for demonstrating. Not just to show you our equipment, but quad music.

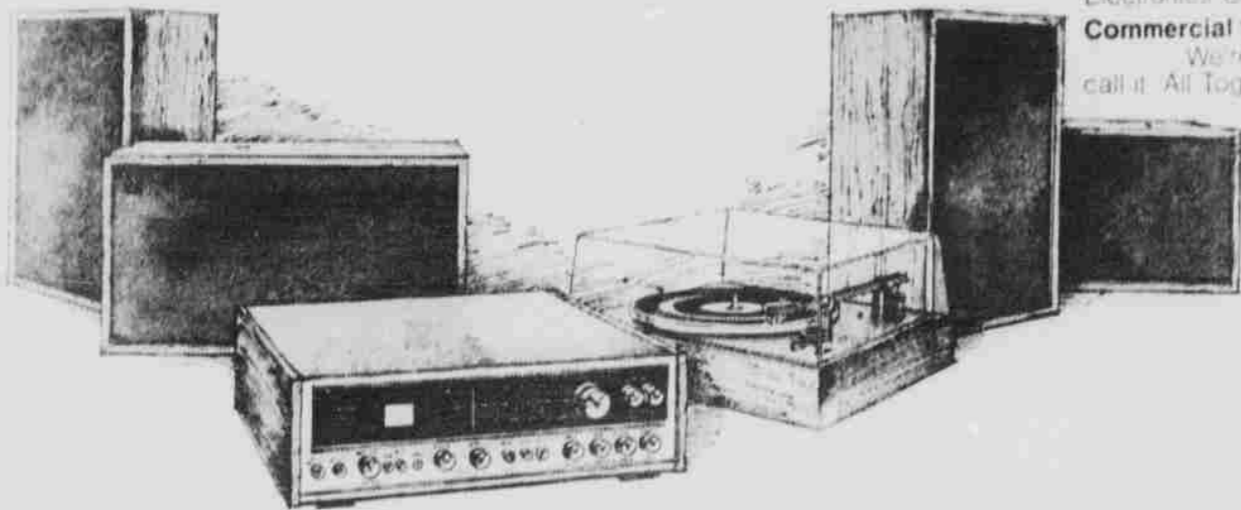
"My Beautiful Music Machine" was developed from the ground up as a quad musical experience. None of the "enhancing" that a stereo recording. We love it. And you can hear it at any TEAM Electronics Center just for the asking.

### Commercial for a system

We're singing out it's system. It's a system, so you can call it "All Together" and when you hear it you'll know why. It delivers offers total sound capability but superb stereo performance as well.

Come hear "My Beautiful Music Machine" and it and blow your mind.

"All Together" quad system.	List
Pioneer CD-4 Quad Amp	\$499.00
Reclining Quad Loudspeakers	\$159.00
PE-3012 Turntable	99.00
Wood Base	19.00
Dust Cover	19.00
Audio Tapes (4) AT-101 (4) (4) (4) (4)	80.00
TOTAL (incl. tax, freight, & handling)	\$1084.00
SEPARATELY	\$1084.00
	TEAM PRICE \$ 900.00



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