

The Stereo Studio 5-minute course in Cassette Decks.

Lesson 1: The tape medium possesses many advantages over phonograph records. Tape cassettes are at least as convenient to use and store as records. And, unlike records, they don't easily collect dust, get scratched, or otherwise lose sound quality.

Lesson 2: With a cassette deck and relatively inexpensive blank cassettes, it's easy to make your own recordings. From FM broadcasts, from your friends' records, even from live performances. In a very short time, savings in record purchases alone may permit you to recoup your initial investment in cassette equipment.

Lesson 3: With cassettes, it is now possible to obtain sound that has as wide a frequency range, and is as low in tape hiss or other extraneous noise as what you'd expect from an open reel tape deck.

Lesson 4: The first cassette deck capable of delivering such performance is the Advent 201. Today the Advent 201 delivers sound that is virtually indistinguishable from live sources, FM broadcasts, phonograph records, or from the sound delivered by far more expensive cassette decks.

Lesson 5: The Advent 201 is the first cassette deck to employ integrated Dolby B noise reduction circuitry. But this is not the only reason for its superior performance. The 201 also uses the new ultra-wide frequency chromium dioxide tapes developed in conjunction with Advent by Dupont. And the 201 has been so thoughtfully designed that it is virtually impossible to make bad recordings with it.

Lesson 6: Some cassette decks now on the market were intentionally made complicated-looking in the belief that such appearance would increase their sales appeal. The Advent 201, on the other hand, is devoid of needless gadgetry. It not only looks simple to use, it's extremely simple to use. Lesson 7 is a prime instance of this.

Lesson 7: The Advent 201 has a superior metering system. Much easier to use than conventional systems. It monitors both stereo channels at once — measures the higher of the two stereo inputs so as to immediately detect an overload before it can ruin what you're recording.



Lesson 8: There are now cassette decks on the market costing as much as \$1,000 and more. Nonetheless, it is virtually impossible to detect differences between the performance of the \$280 Advent 201 and that of machines costing twice or three times as much.

Lesson 9: Some cassette recorders are far more rugged and dependable than others. The Advent 201, made entirely in the United States, is one of the most dependable audio devices we know of. In addition, since introducing it, Advent has consistently made Volkswagen-type improvements in the 201, to make it still more reliable and even easier and more fun to use.

Lesson 10: One of the problems with cassette recording has been the jamming of cassettes. The Advent 201 features complete mechanical disengagement in the event of a jammed cassette. This prevents tape spillage that can turn an otherwise salvageable cassette into a hopeless mess.

Lesson 11: One of our Stereo Studio audio experts can teach you to make perfect recordings on the Advent 201 in a matter of minutes.

Lesson 12: You can, of course, use your Advent 201 to play the large existing library of great recorded music now on the market.

Your final exam is a single essay question. What is the simplest, most ungadgety, most rugged and most reliable, best sounding cassette tape recorder on the market today?

Congratulations. Here's your diploma. Bring it into either Stereo Studio location for a practical demonstration of everything you've learned.



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