

HOW TO CHOOSE A QUALITY STEREO SYSTEM

1

CHOOSE COMPONENTS.

You have the opportunity to choose your turntable, control section, amplifier and speakers. The ones that are best for you. In prepackaged systems, all of those things are chosen by the manufacturer on the basis of what's best for him. Each manufacturer has his strengths ... and weaknesses. By doing your own choosing, and taking advantage of an attractive system price, you can get the sound you want for less than the sound you might have to "settle for" in a compact or console.

2

KNOW THYSELF.

What do you want a music system for? If you're really into hard rock FM, concentrate on a receiver and speakers that are large enough to blow your mind without doing the same to your budget. If, on the other hand, you concentrate on your own records and rarely listen to radio, the turntable and cartridge become extremely important. Analyze your listening tastes -- and then disregard glittering extras that you may never use anyway.

3

KNOW THY BUDGET.

Have a good idea of how much you want to spend. In stereo components, a reasonable range these days is from a little above \$200 to about \$650. Below \$200, unless the system is for a very small space (like a car) there isn't enough sound to be truly high fidelity. Hi-fi means "sounds like the real thing." Between \$200 and \$650 there are a variety of possibilities, each truly high fidelity, and offering extras and greater power to fill large rooms with sound as the price increases. Above \$650, music systems have refinements of special interest to the audio enthusiast whose budget allows him to indulge in absolute perfection.

4

WHAT TO LOOK FOR.

The speaker is the most important part of the system because different models show the greatest sound variation of any part of the system. You should listen for (1) good deep bass (not boomy!), (2) well spread-out highs, (3) properly proportioned tonal response (good reproduction of all notes), (4) clean transient response, (5) efficiency (how loud the speakers sound for a given electrical input). The latter determines how much power will be needed in your next choice -- the control section.

The preferred type of control section is the receiver -- a single instrument containing an AM/FM stereo tuner and an amplifier for increasing the power of tuner or phono signals to the level necessary to drive the speakers. With your room size, proximity to FM stations and your choice of speakers in mind, look at the receivers for (1) power, (2) FM performance, (3) control versatility. The first two are usually specified by the manufacturer and confirmed by trade publications and our own testing. When comparing two units be sure that each is specified in comparable terms.

The record player or tape deck plugs into the receiver and provides an alternate music source. If you're choosing a record player, be sure to note (1) does it play multiple records or single only, (2) does it run at unwavering speed, (3) does it track your records lightly, (4) is it quiet, (5) is the phono cartridge appropriate for low record wear and good sound in the player. Tape players (and recorders) are becoming more and more popular. You can choose among convenient cassette and 8-track formats and the most versatile open reel types. Because both record and tape players combine mechanical and electronic parts, be sure to rate reliability as a most important factor.

5

WHERE TO LOOK.

There are a number of stereo shops in Lincoln. We suggest you check at least three of them when you're shopping -- including Stereo Studio, of course! Check price, performance and service. Somebody will always have an extra low price, but if there is little or no guarantee of the equipment, that's no bargain. Likewise, the service behind the guarantee is part of a deal. The more extensive and immediate it is, the more it is worth. We believe that, once you've had a chance to compare, you'll wind up back at Stereo Studio.

The Starter...

NEW System 1

SMS-1016
\$199.95

It would be virtually impossible to approximate the performance of the Superscope SMS-1016 in separate components for its low price of \$199.95. That's why, for the starter in stereo, we've selected this Superscope compact.

The SMS-1016 has a high-performance FET tuner, AM and FM, full black-out illuminated slide dial, Quadraphase circuitry for four-channel hookup, tuning strength meter, headphone jack and tape monitor. The amplifier section delivers 10 watts continuous (RMS) power, both channels driven in to an 8 ohm load.

Perched atop the electronics section, in a convenient space-saving arrangement is a full-size 3-speed BSR changer with cueing lever and hinged detachable dust cover. The speakers are extended-range Superscope S-16's.

