

Custom Electronics Consumerism Equals Growth

OR

We Know You're Not An Idiot

The famed american social critic H.L. Menken once wrote, "you'll never go broke underestimating the intelligence of the american public. From its inception, Custom Electronics has felt such cynicism towards the public a hinderance rather than a help in the retailing of quality stereo components.

Custom is one of the few stores in the country to use an efficiency compensating, equalized switching board—the only valid way to compare different sets of speakers.

Although the customer makes the final decision, without pressure from the salesman, Custom Electronics has a definite opinion about what is the best equipment for each particular need.

At Custom, staff is trained to aid the customer in making the best possible choice, given individual needs and budget.

With three stores and sales growing year by year Custom feels it has proven Menken wrong—

customer satisfaction and profits do walk hand in hand.

CUSTOM ELECTRONICS

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($\frac{1}{2}$ block south of Love Library)
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