

"... Gee, everything is going digital these days."

AUDIO IS
NO LAUGHING
MATTER ??

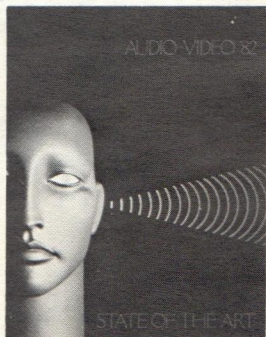
This collection of Audio/Video
cartoons is published by

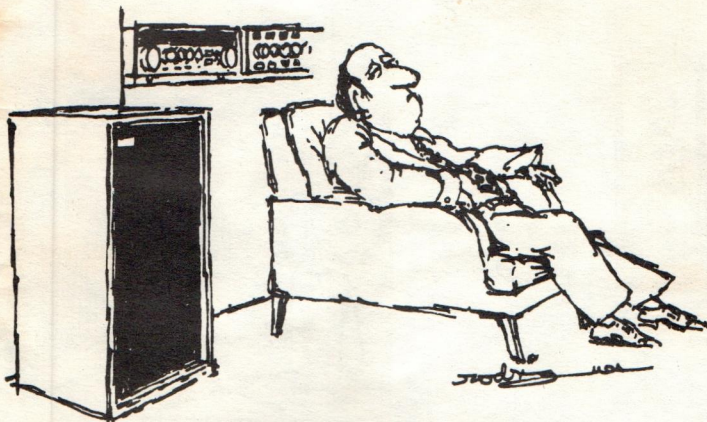
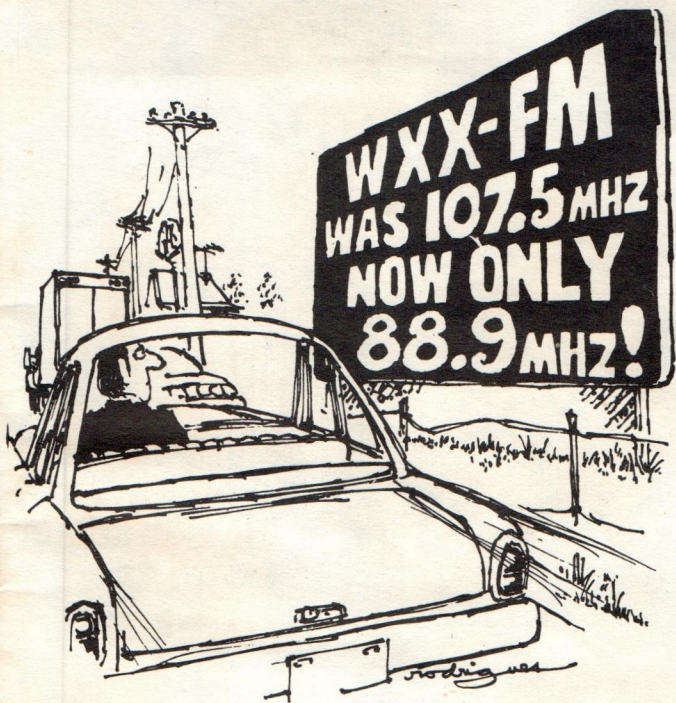
AudioVideo Specialists Inc.
2134 Trans Canada Hwy. S.,
Montreal, Quebec H9P 2N4

The cartoons are all the
work of Charles Rodriquez.
We are grateful to both Charles Rodriquez
and Stereo Review for their cooperation.

For your free copy of Audio-Video '82
State-Of-The-Art catalogue of fine products
send your request to:

AudioVideo Specialists Inc.
2134 Trans Canada Hwy. S., Montreal, Que. H9P 2N4



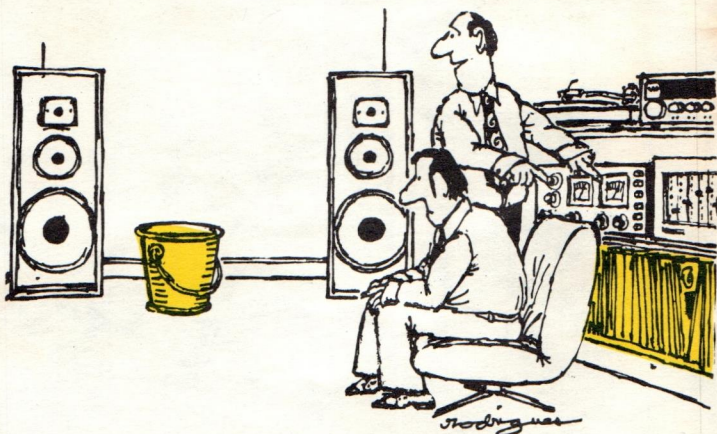


"... We apologize for the 0.0026 per cent wow and flutter in the final passage of the last recording."

TDK. klipsch NIKKO
audio-technica signet C.E.C.



"... Tell you what—I like you and I'm gonna give you a lifetime guarantee on this turntable...."



"... Now watch this—I'm going to put two of the three bassoonists inside that pair...."

TDK. klipsch NIKKO
audio-technica signet C.E.C.

C.E.C.

**the critically
acclaimed
turntables ...**

**DIRECT DRIVE SEMI-AUTOMATIC
TURNTABLE (CEC 8002)**

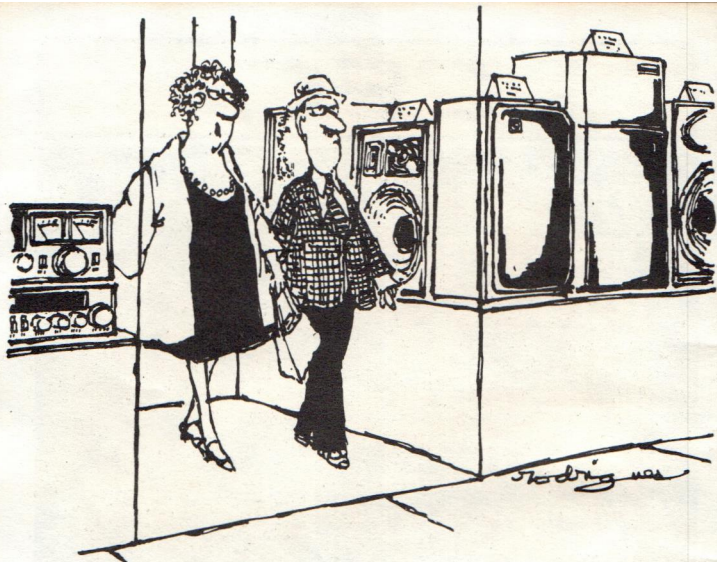
*"...quality performer ...one of the better
values we have come across in a long time".*

— SOUND CANADA

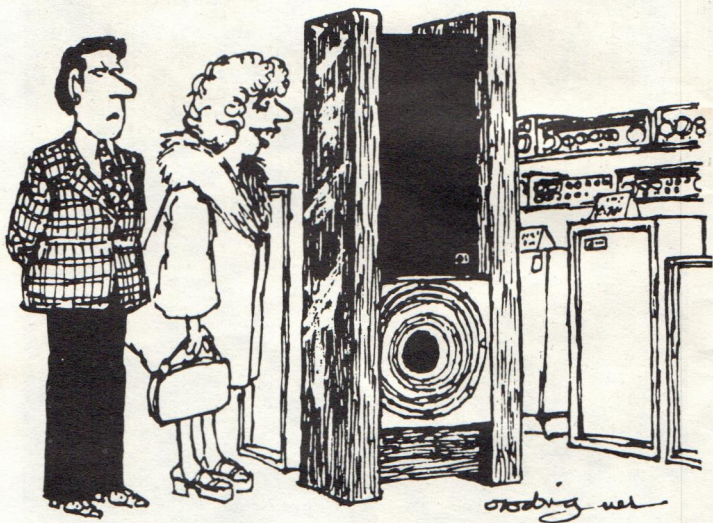
**QUARTZ DIRECT DRIVE FULLY
AUTOMATIC TURNTABLE (CEC 8033)**

*"...all of the controls are gloriously acces-
sible and are entirely automatic ...all told, a
handsome package with a full array of
turntable options, at a price we can all
afford".*

— SOUND CANADA



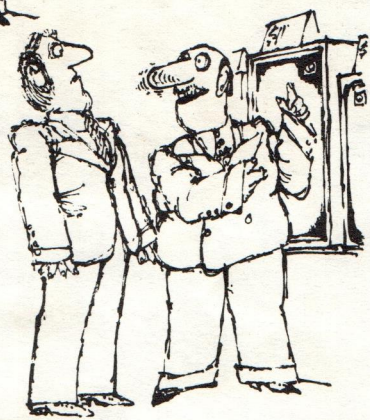
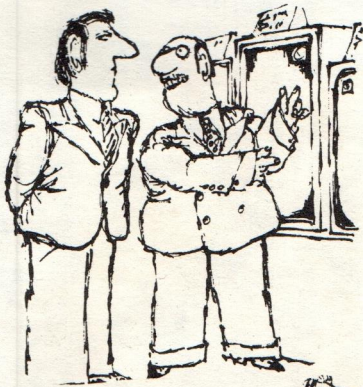
"I told you we're going to keep going until we find one with a Gucci label on the grille cloth!"

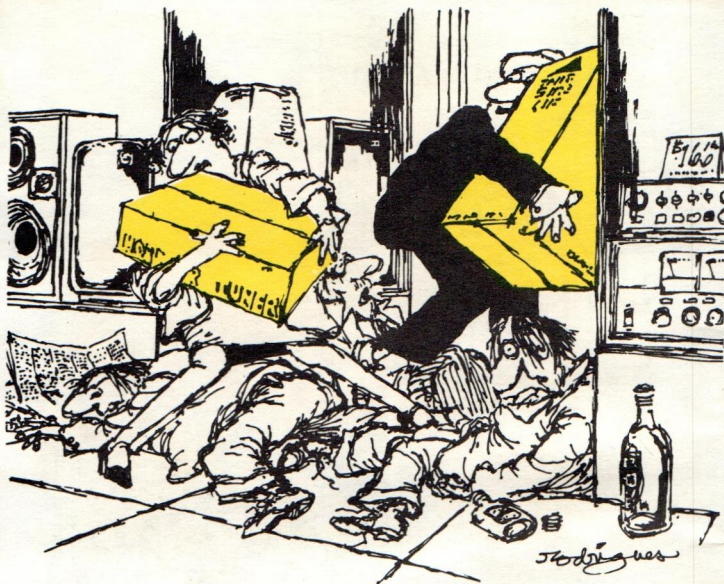


"Yes, Madam, 'New Lemon Pledge' would be just fine."

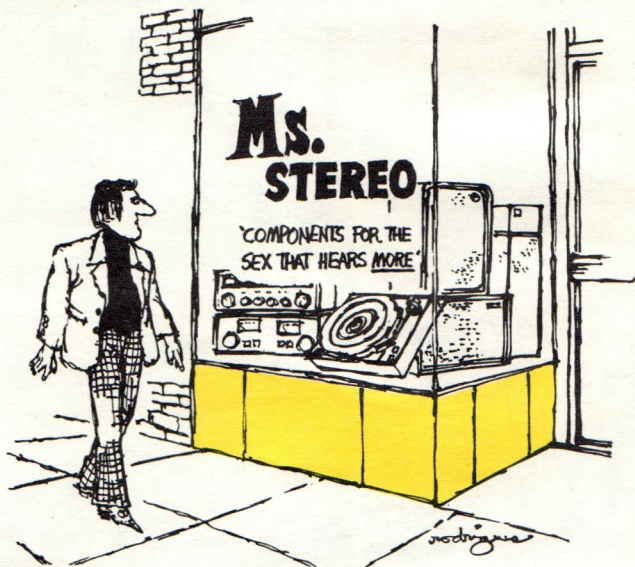


TDK. klipsch NIKKO
audio-technica signet C.E.C.





"Boy, no wonder they give big discounts
when you get away from the high-rent district . . . !"



TDK. klipsch NIKKO
audio-technica signet CEC.

NIKKO

the critically
acclaimed
receivers...

40 WATTS-PER-CHANNEL
DIGITAL QUARTZ RECEIVER (NR-700)

"...this receiver is one that no value conscious buyer should ignore".

— STEREO GUIDE

50 WATTS-PER-CHANNEL
DIGITAL QUARTZ RECEIVER (NR-800)

"...if you are in the market for a midprice, midpower receiver, the NR-800 leaves little room for improvement".

— AUDIO MAGAZINE

65 WATTS-PER-CHANNEL
DIGITAL QUARTZ RECEIVER (NR-1000)

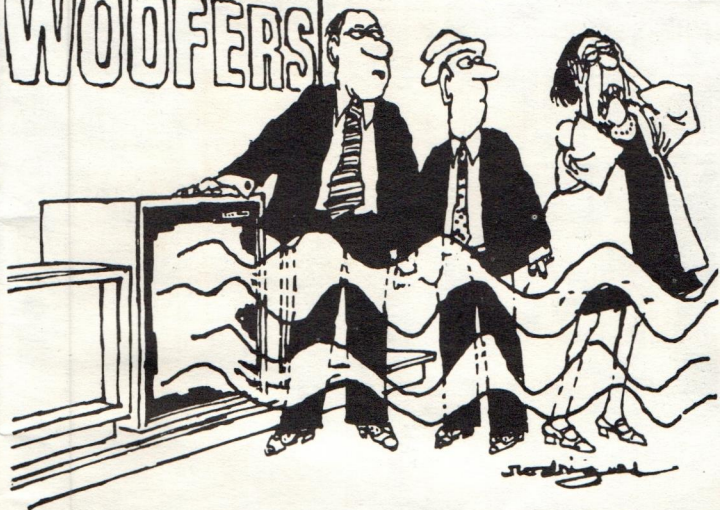
"...the Nikko NR-1000 impressed us as a VERY competent full-feature receiver ...free of design flaws".

— STEREO REVIEW

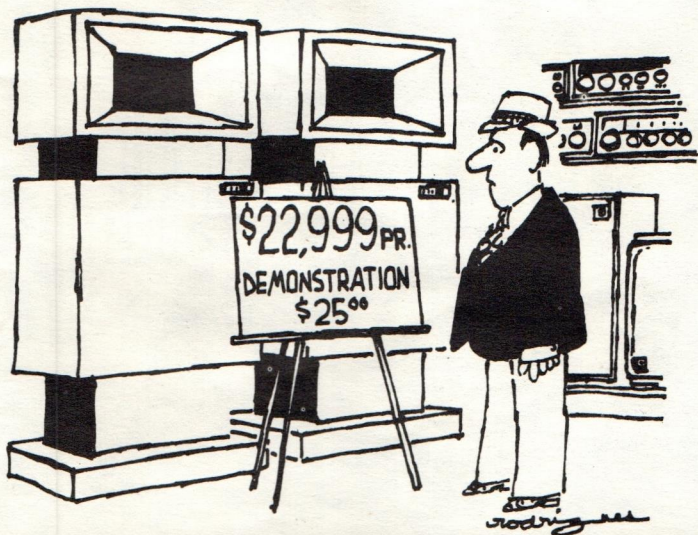


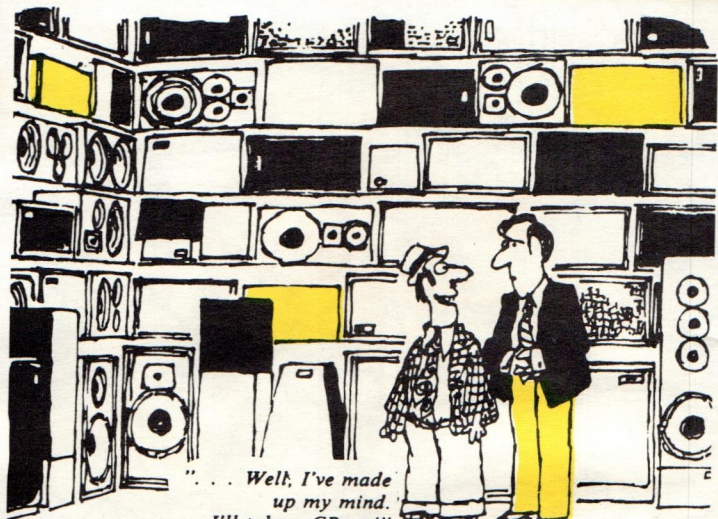
“. . . . and would you answer just one more question? ”

SUB WOOFERS



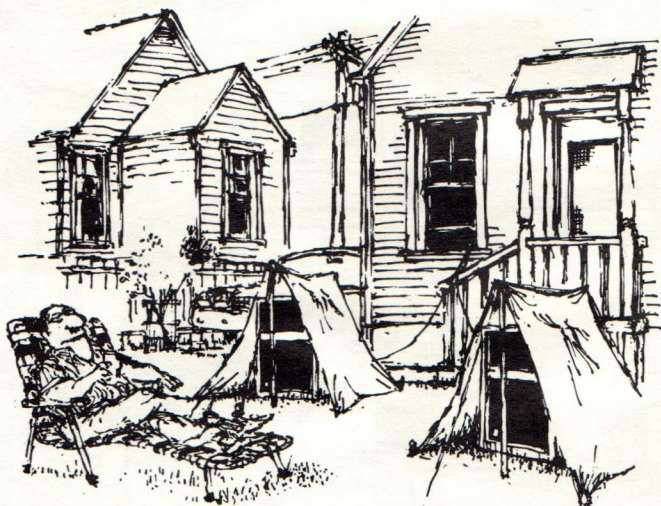
"... I see what you mean, sir. Have you considered divorce?"





... Well, I've made
up my mind.
I'll take a CB set!"

Rodriguez



Rodriguez



klipsch

the critically acclaimed speaker systems...

CORNWALLS

"...the sound of the Klipsch Cornwall is superb — bass is solid, tight, and very clean ... stereo image is quite striking and exhibits unusual depth ... in our opinion the Cornwall belongs in an elite class of speakers".

— SOUND CANADA

KLIPSCHORN/CORNWALL

"...one gets the feeling that either of these systems (KLIPSCHORN OR CORNWALL) is utterly dependable, and will take in stride whatever signal it receives from an amplifier whether the amplifier is spoon-feeding it with pianissimos or hurling the sound of thunderbolts".

— HIGH FIDELITY

KLIPSCHORN

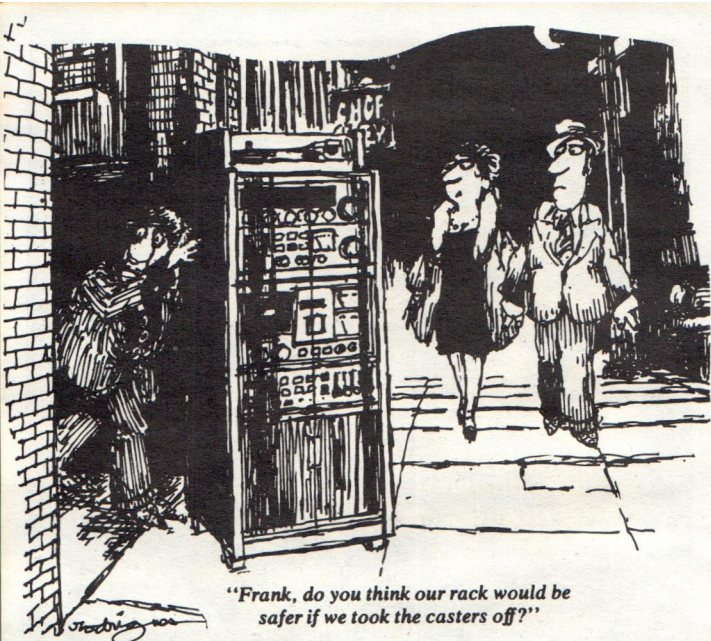
"...Klipschorn is a most impressive-sounding speaker".

— HIGH FIDELITY

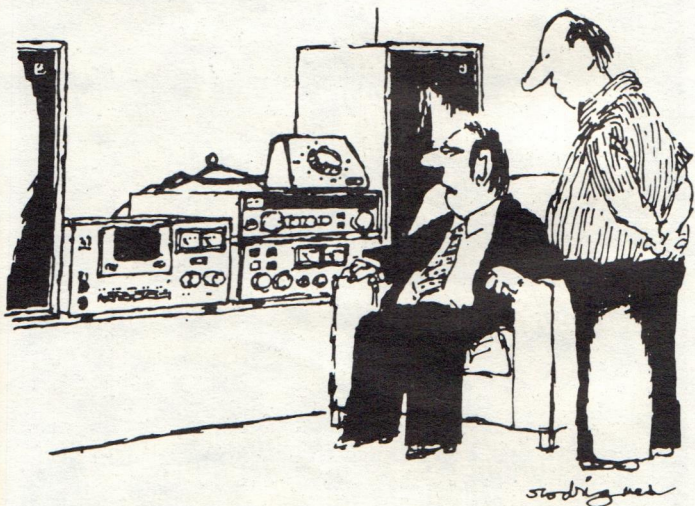
GENERAL

"...a properly designed horn is, without question, the best kind of loudspeaker ... the only horns of practical use are the folded corner variety, of which some of the best have been patented by Paul Klipsch".

— HIGH FIDELITY



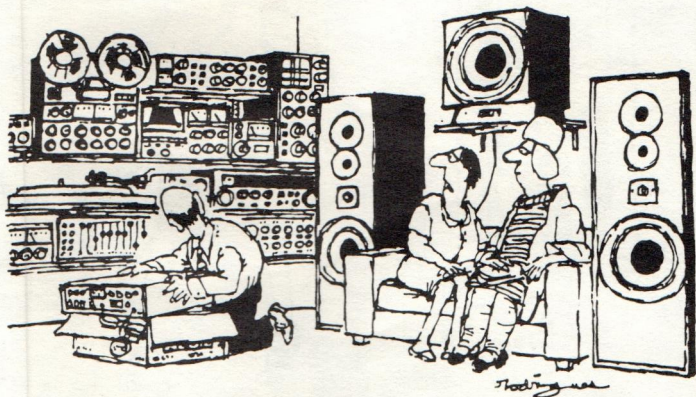
"Frank, do you think our rack would be safer if we took the casters off?"



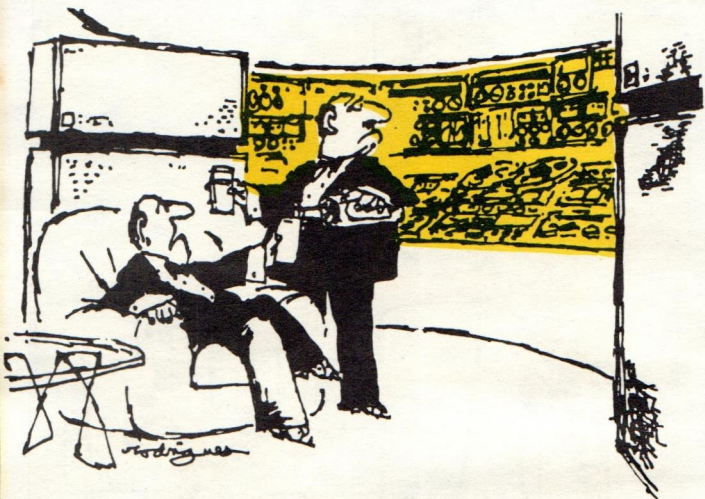
"... A direct-drive, quartz-controlled FM antenna rotator? Yes, Brad, I'd say you're sick. ..."



"... Joe, it's the engineer at some FM station. Do we have a digital-readout tuner and if so would we set it to 102.9 and give him a reading on signal strength while he whistles My Country 'Tis of Thee . . . ?"



"All I can say, Emma, is thank God for food stamps!"



"Gee, Barney, that is tough luck. Fifty-five thousand bucks for a stereo system and all you get is CB and 60-cycle hum"



" . . . And another thing . . . your stereo system never sounded as though we were in the presence of a live orchestra. I lied!"



audio-technica

the critically acclaimed cartridges...

DUAL MAGNET LINEAR CONTACT HIGH PERFORMANCE CARTRIDGE (AT-155LC)

"...this is one of the finest cartridges one can buy".

— CONSUMERS GUIDE

"...tracking ability superb ...excellent (stylus) polish ...equally fine adjustment ...excellent detailing".

— HIGH FIDELITY

"...the most spectacular aspect of the response curve is the separation".

— SOUND CANADA

DUAL MAGNET LINEAR CONTACT TITANIUM BONDED CARTRIDGE (AT-125LC)

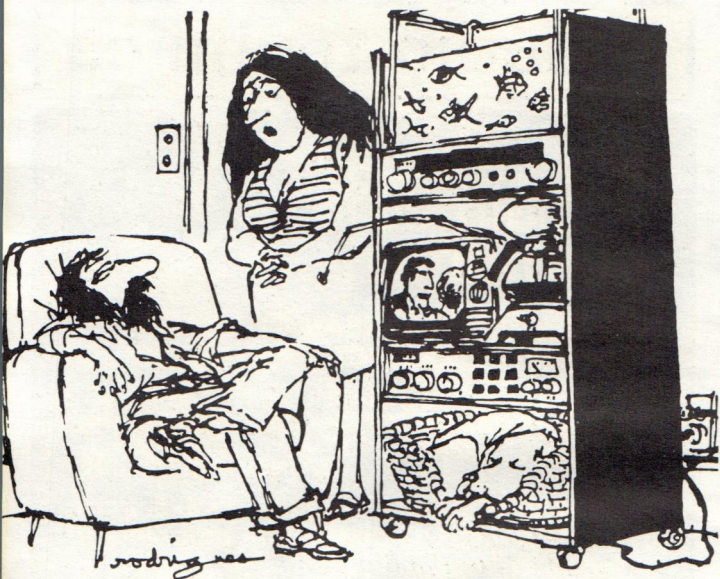
"...musical reproduction was excellent ...overall clarity of sound left little to be desired ...had no difficulty in tracking the test record at all levels".

— STEREO GUIDE

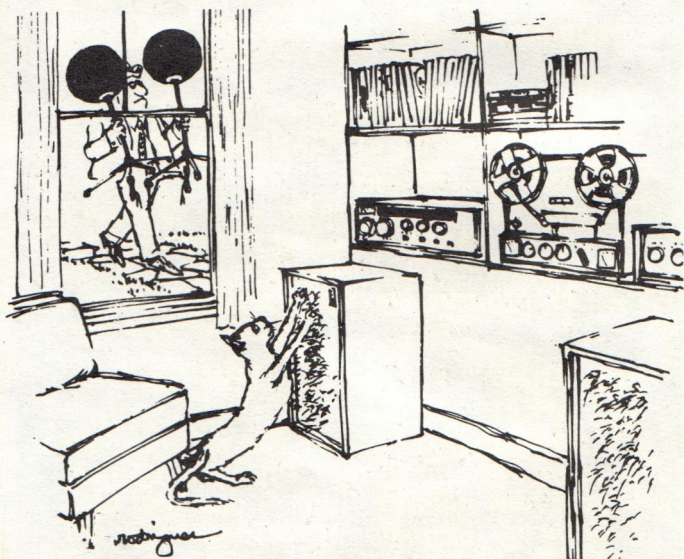
BIRADIAL .2 x .7 mil. CARTRIDGE (AT-31E)

"...in all our tests, the AT-31E proved itself a competent performer, utterly in control ...this new pick-up from Audio-Technica is quite a bargain and represents excellent value for money".

— SOUND CANADA



'What happened, Julius? You used to have such a nice stereo system. . . .'





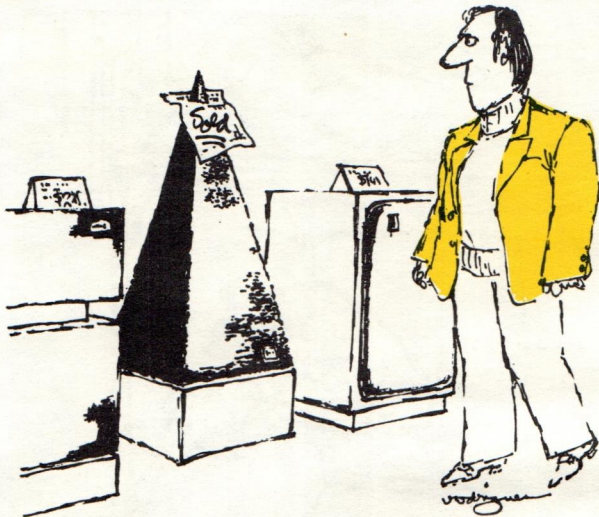
"... Quad—those were the days. From one apartment we'd get four speakers!"



"From zero to 20,000-cycle response—say, those are good speakers, Floyd!"



TDK klipsch NIKKO
audio-technica signet **C.E.C.**



HI-FI ACCESSORIES



“ . . . Then again, knowing at a glance the inductance of your speaker coils may not be important to you. . . . ”

NIKKO

the critically acclaimed amplifiers & tuners...

85 WATTS-PER-CHANNEL INTEGRATED STEREO AMPLIFIER (NA-2090)

"...its quality of sound and features present a real audio bargain ... well designed for user ease, the amplifier easily met its power specifications, being able to put out peaks of over 100 watts".

— AUDIOANALYSIS FM GUIDE

57 WATTS-PER-CHANNEL INTEGRATED STEREO AMPLIFIER (NA-700)

"...stylishly handsome, consumes a minimum of space, is simple to operate and offers all of the most commonly used tone controls ... this unit offers exception value for money".

— SOUND CANADA

FREQUENCY SYNTHESIZED FM/AM TUNER (NT-990)

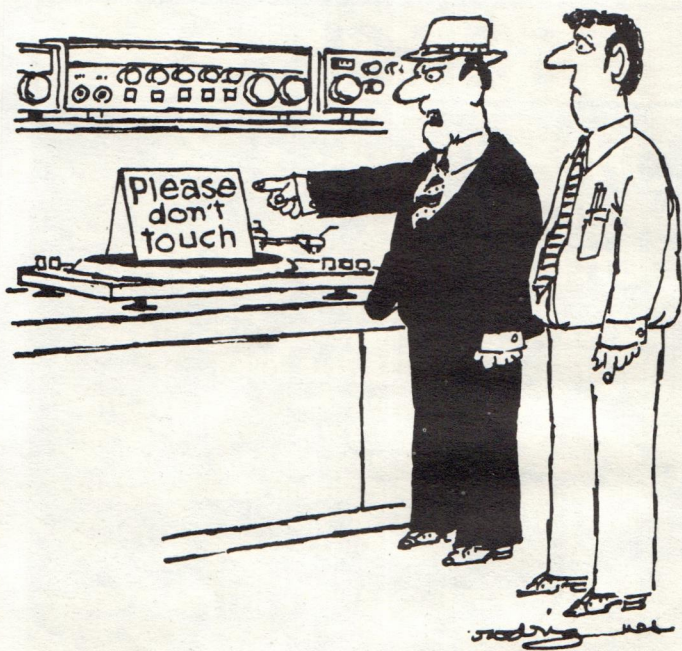
"...a tuner of sufficient excellence to fill the needs of the most serious listeners".

— FM GUIDE ANDIOANALYSIS

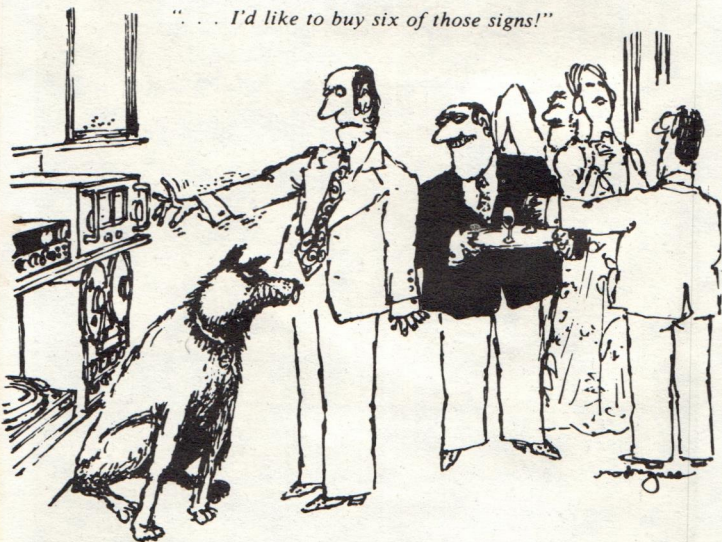
FREQUENCY SYNTHESIZED FM/AM TUNER (NT-700)

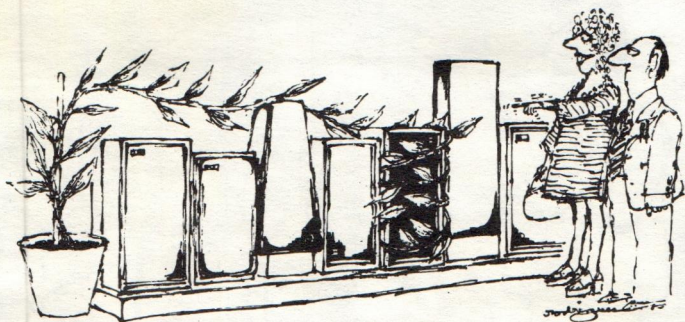
"...this tuner meets all of its important advertised specs and, ...is utter joy to use".

— SOUND CANADA

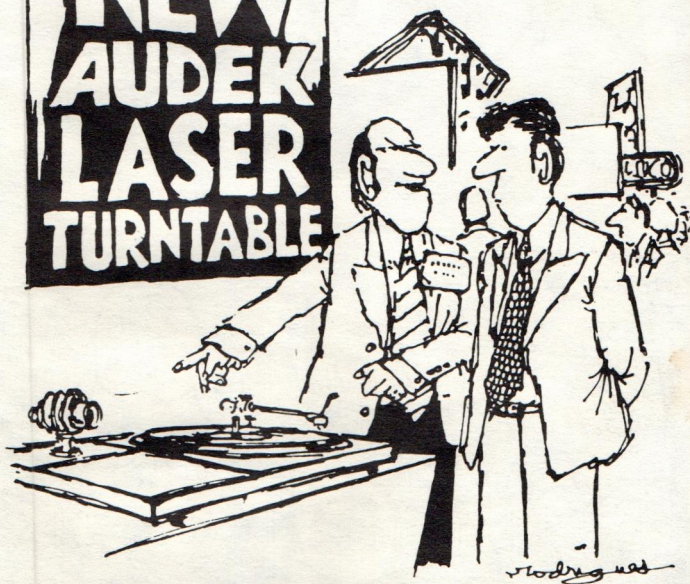


... I'd like to buy six of those signs!"





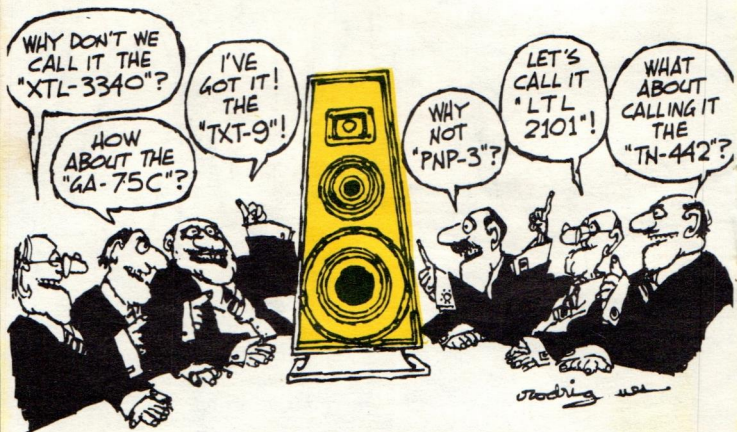
the **NEW AUDEK LASER TURNTABLE**



“ . . . Let's say a guest touches the turntable without your permission. That gun fires a laser beam at his wrist— from then on he'll keep his hands off.”



"... Incredible speaker, sir. Sounds as though you're right here listening to it, doesn't it?"

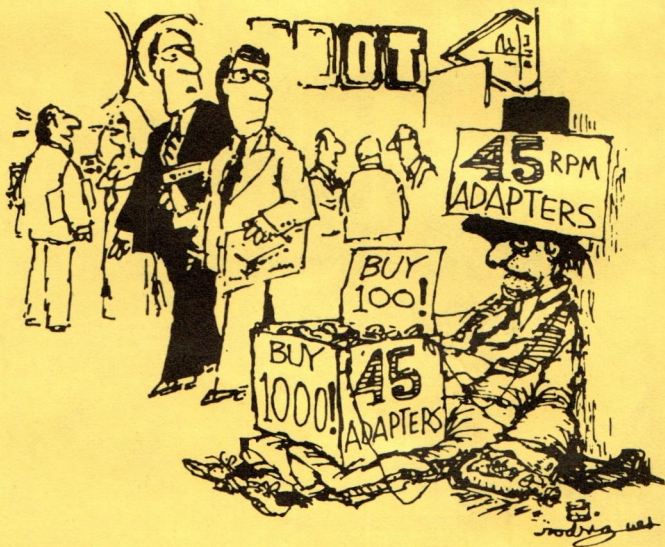


**SELLING
AUDIO IS
CERTAINLY
NO
LAUGHING
MATTER!!!**

**A special confidential look at some of
the fabulous interactions between dealer
and distributor.**



*"I don't care if you do own thirty-eight stores.
Keep your cotton-pickin' hands off the tone arm!"*



*"It's hard to believe that Sam there was once
one of the biggest quad distributors. . . ."*

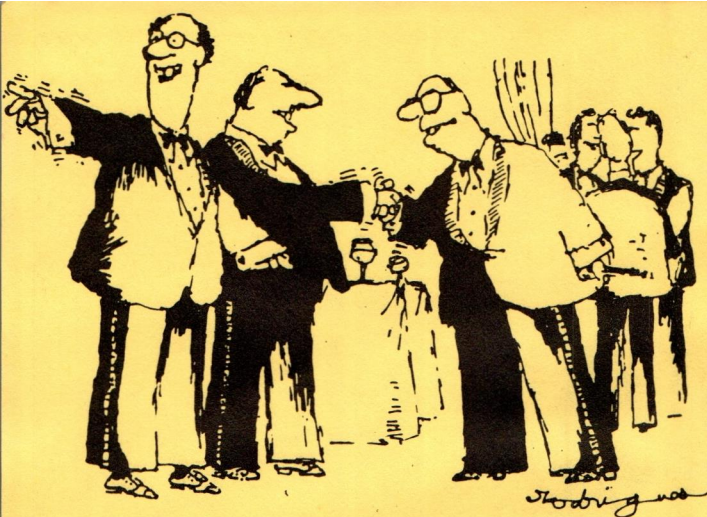
TDK. klipsch NIKKO
audio-technica signet C.E.C.



*"... What's new this year? Well, maybe you noticed
I'm wearing my hair differently."*



TDK. klipsch NIKKO
audio-technica signet C.E.C.



"... Jeff, you remember Phil—Phil makes the world's finest speaker. Phil, you met Jeff, who makes the world's finest speaker, at last year's show. Oh—there's Sir John Hudspeth from England! Sir John makes the world's finest speaker, you know. . . ."



"... Mr. Walters called from the show. He was demonstrating our new super equalizer and the people in the next booth said it was too loud and called the police and now he's in jail."

**Don't your
customers
deserve
critically
acclaimed
products???**

**FM Guide, Sound Canada, Consumers
Guide, High Fidelity, Stereo Guide, Hi Fi
for Pleasure, Complete Buyer's Guide to
Stereo Hi Fi Equipment, The Absolute
Sound, Audio Magazine, Audio & Electro-
nics Digest, and Stereo Review all agree.**

**Audio-Technica - CEC - Klipsch -
Nikko Audio - Signet - TDK offer
outstanding audio and video pro-
ducts.**



"Hey, Mr. Vogel! Remember me? The Chicago show last June? You told me if Reagan won you'd place one hell of an order with me! . . ."



"Oh yes, we're rather small now, of course, but we feel that in a few years . . ."

TDK klipsch NIKKO
audio-technica sigmet C.E.C.

RODRIGUES



"Of course I love you, Roxanne, but I can't buy 10,000 speakers. I only have two stores. . . ."



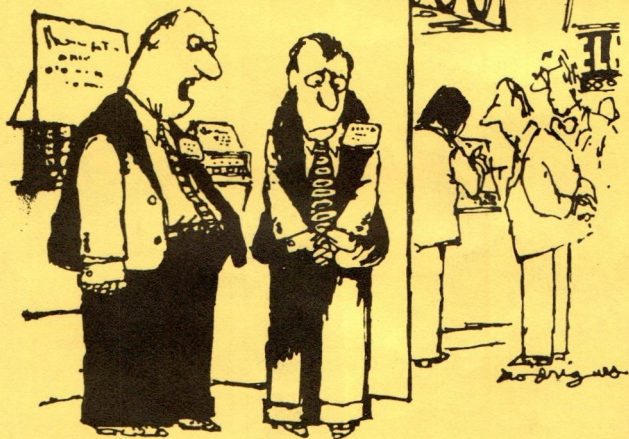
". . . I'll bet that's good equipment over there, Frank. . . ."



TDK. klipsch NIKKO
audio-technica signet C.E.C.



ALPHA



"... Are you telling me you lost your money playing roulette and you pawned our new equalizer to recoup your losses?"



TDK. klipsch NIKKO
audio-technica sigmet C.E.C.



audio-technica

**the critically
acclaimed
gadgets, gizmos
& goodies...**

**AUDIO INSULATORS FOR TURNTABLES
AND SPEAKERS (AT-605)**

"...acoustic feedback ...an elegant, effective solution".

— COMPLETE BUYER'S GUIDE TO
STEREO HIFI EQUIPMENT

**SUPER CONDUCTIVITY CABLE
ASSEMBLY (AT-620)**

"...make one's sound system markedly better".

— THE ABSOLUTE SOUND

ELECTRONIC STYLUS CLEANER (AT-637)

"...this is easily the best stylus cleaner yet designed".

— FM GUIDE

**LIFESAVER RECORD PRESERVATION
& DESTATICIZING SYSTEM (LS1)**

"...we often take a sceptical view of any product that offers 2 in 1 products, this one really delivers on both counts: record preservation and destaticizing".

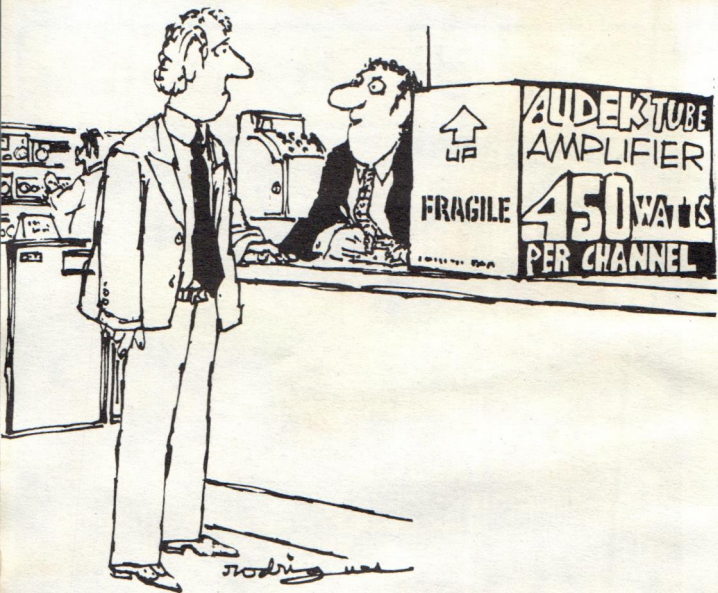
— LEN FELDMAN, AUDIO

SAFETY RAISER (AT-6006a)

(converts manual turntables to semi-automatic)

"...not only superbly effective, but good-looking enough to appear as if it came with the turntable".

— FM GUIDE

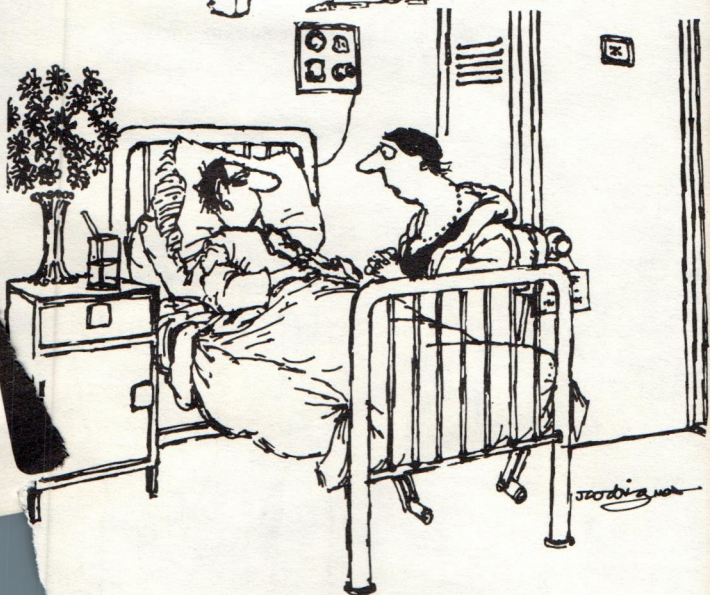
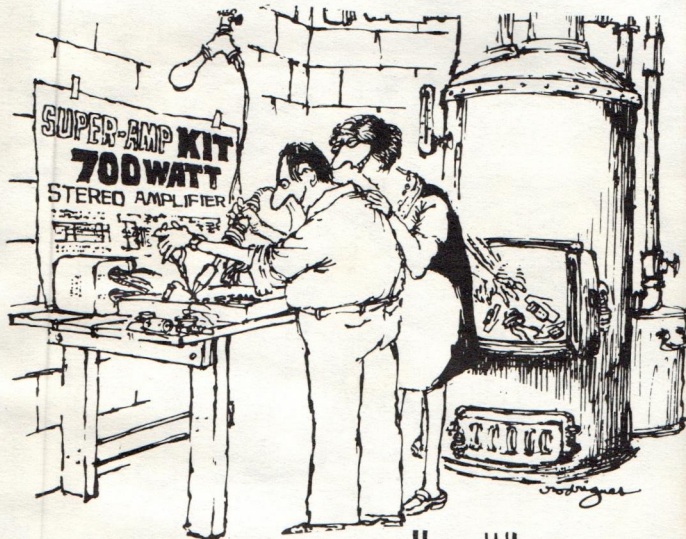


“. . . Incidentally, if you play Widor's Organ Symphony No. 5, it'll heat a small room. . . .”



“. . . Frankly, Dr. Gertzner, the board feels that this obsession of yours to achieve 0.0008 per cent distortion—I beg your pardon—0.000000008 per cent distortion in our receiver line”

AV TDK. klipsch NIKKO
audio-technica signet CEC.

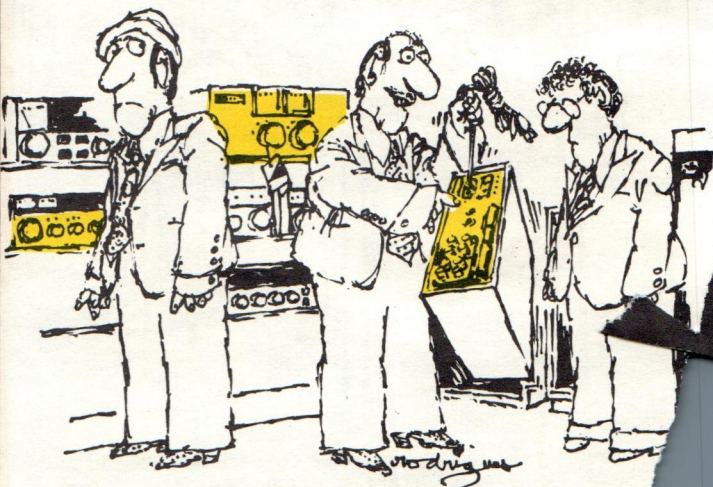


"That's really a coincidence, Gerald. Picking up a stereo amplifier and getting a double hernia."

TDK. klipsch NIKKO
audio-technica signet CEC.



"Oh, so that's what those big handles are for!"



NIKKO

the critically
acclaimed
**professional
performance
system ...**

120 WATTS-PER-CHANNEL POWER AMPLIFIER (ALPHA 220)

"...by any standards, a very fine power amp ...amp does not tend to become unstable ...frequency response, phase response and distortion are exemplary ...recommended".

— SOUND CANADA

FULL FEATURE PREAMPLIFIER (BETA 20)

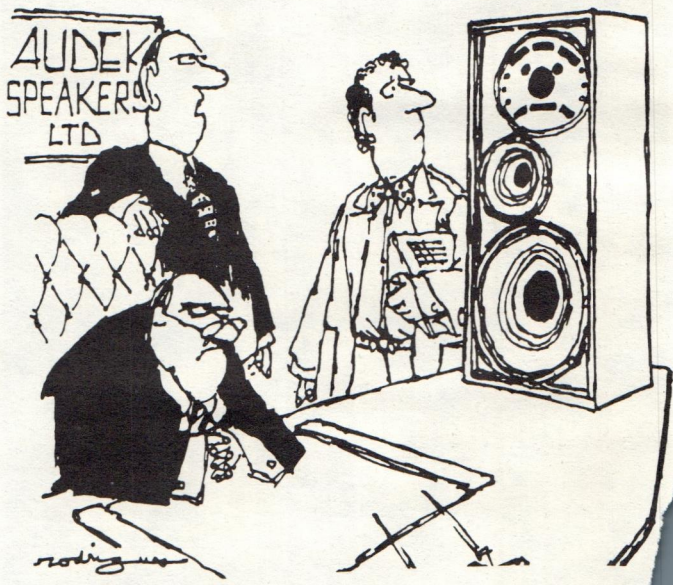
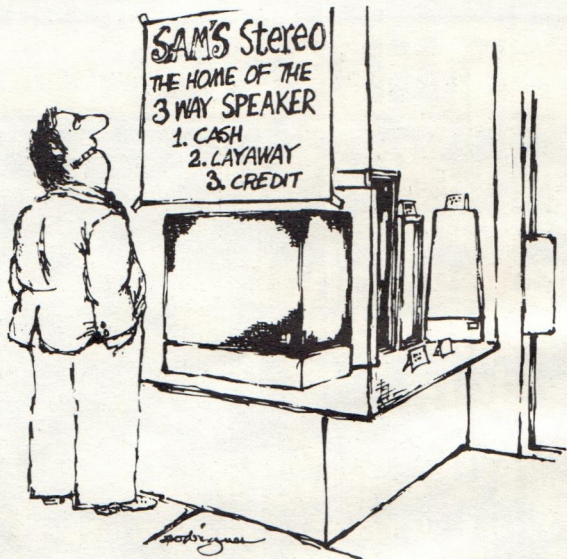
"...volume, bass and treble control action approach perfection ...if you are looking for a top quality preamp then the attractive pricing and extensive tone controls of the BETA 20 make it extremely good value for the money ...recommended".

— SOUND CANADA

SYNTHESIZED FM TUNER (GAMMA 20)

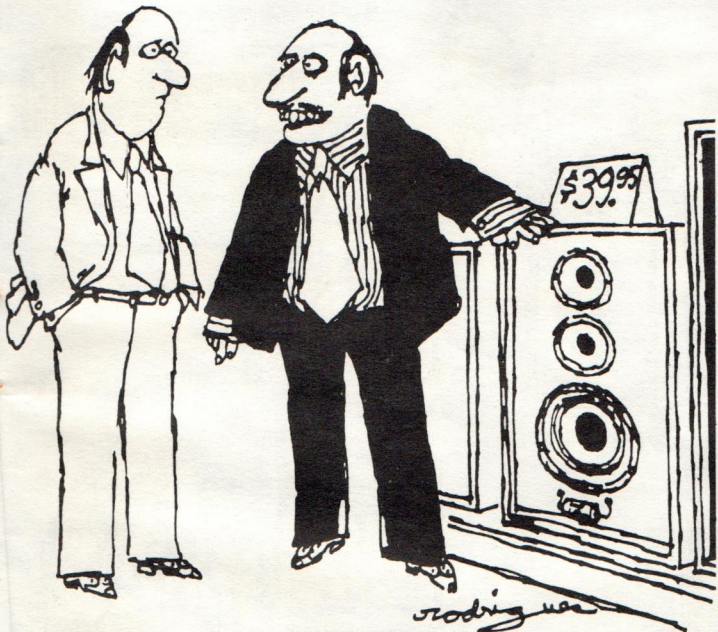
"...after listening to the Nikko GAMMA 20 I found that I had a sense of awe ...stations come out of a background of dead silence ...Nikko seems to have thought of everything ...congratulations Nikko".

— SOUND CANADA

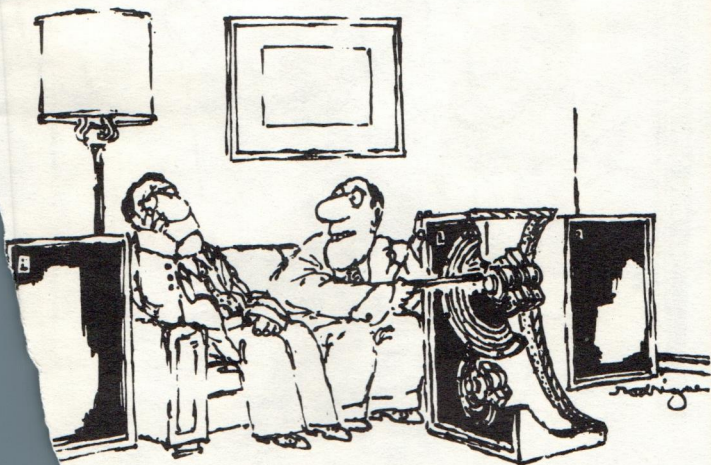


"... I agree with Mr. Hoffman. Who wants to buy an unhappy tweeter

 **TDK. klipsch NIKKO**
audio-technica signet CEC.



"Yessir—Audiola is the biggest speaker manufacturer on the whole Amazon River!"



TDK. klipsch NIKKO
audio-technica signet C.E.C.



"Now Herb, listen to the difference when I switch in the equalizer. . . ."



*"... I've had a tough day, Elaine. Just put the
ambiance setting on 'suburban living room'."*

TDK. klipsch NIKKO
audio-technica signet CEC.



TDK AUDIO TAPE,
the product used by more
cassette deck manufacturers
as a standard of reference than
all other tapes combined.

TDK is the standard of reference for cassette deck manufacturers. SA tape is used by 38 cassette deck manufacturers for setting the high bias position on their cassette decks and MAR and MA are referenced by 29 cassette deck manufacturers.

Cassette deck manufacturers using TDK as a standard of reference include:

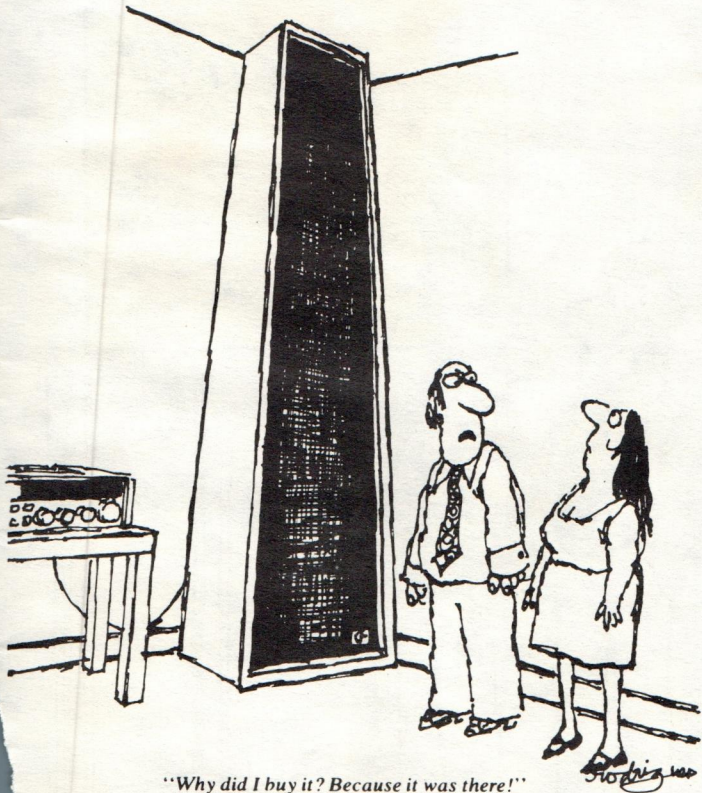
Aiwa	Lux	Sansui
Akai	Marantz	Sanyo
Bang & Olufsen	Meriton	Scott
BIC	Mitsubishi	Sharp
Centrex	Nakamichi	Sherwood
Daig	Nikko Audio	Teac
Down	Onkyo	Technics
Gal	Optonica	Thorens
Hererson	Panasonic	Toshiba
Humig	Phase Linear	Uher
IC	Pioneer	Vector Research
Inwood	Rotel	Yamaha
Loyds		Yorx



*"What an equalizer! My sofa, two stuffed
chairs, and a Persian rug were repossessed
and the stereo still sounds fantastic!"*

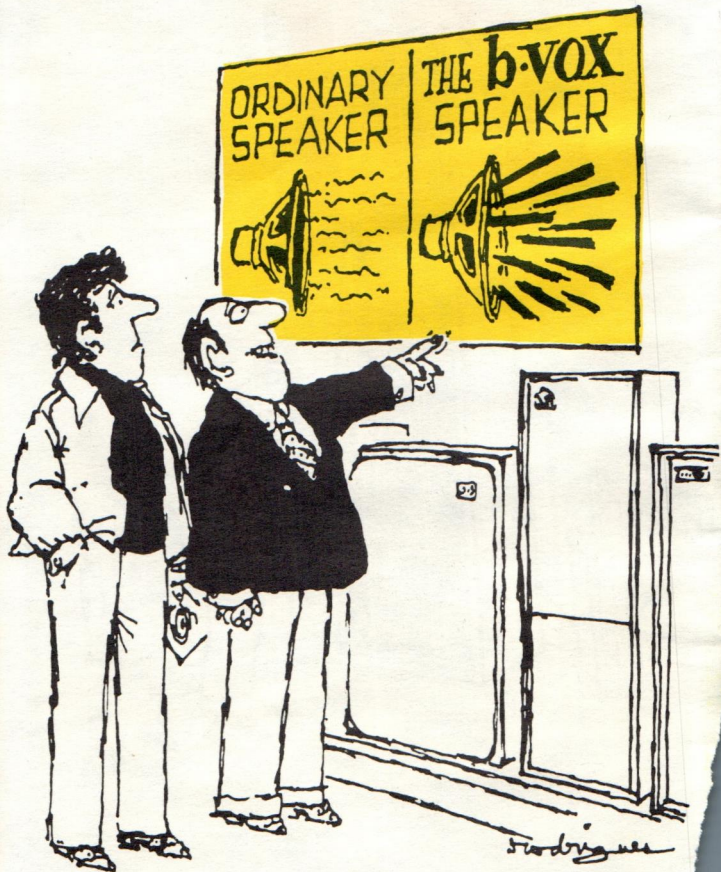


TDK klipsch NIKKO
audio-technica signet C.E.C.



"Why did I buy it? Because it was there!"

 **TDK. klipsch NIKKO**
audio-technica signet C.E.C.



“ . . . And with the same audio signal into the b-vox speaker, see how the 'sound marks' are thicker, stronger . . . ”



the critically
acclaimed
laboratory
hand produced
cartridges...

**LINEAR CONTACT TAPERED
BERILLIUM CANTILEVER CARTRIDGE
(TK-9LC)**

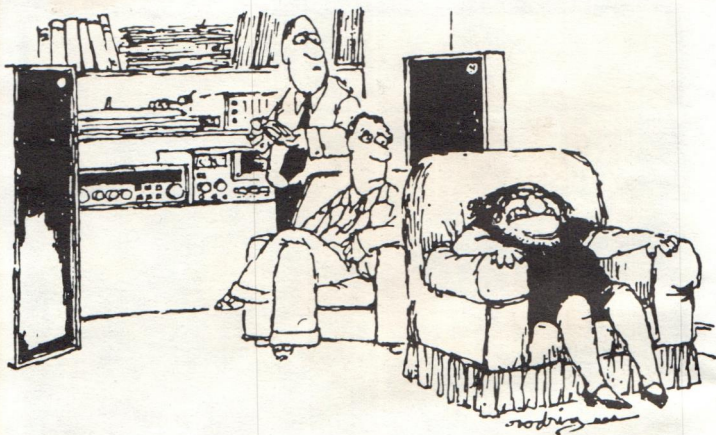
"...all we can tell you is that this is a cartridge with no vices. It is a superlative performer and will satisfy even the most hard-nosed Hi Fi hobbyist.

— SOUND CANADA

**ELLIPTICAL .2 x .7 Mil. CARTRIDGE
(TK-9E)**

"...the most outstanding feature is the light, secure tracking. It was very difficult to catch the cartridge out. Sound quality was clean and crisp, with nice presentation of detail in the mid-range and high register".

— HI FI FOR PLEASURE



*"... No, that's not tape hiss,
that's Emma—she hates Bartók."*



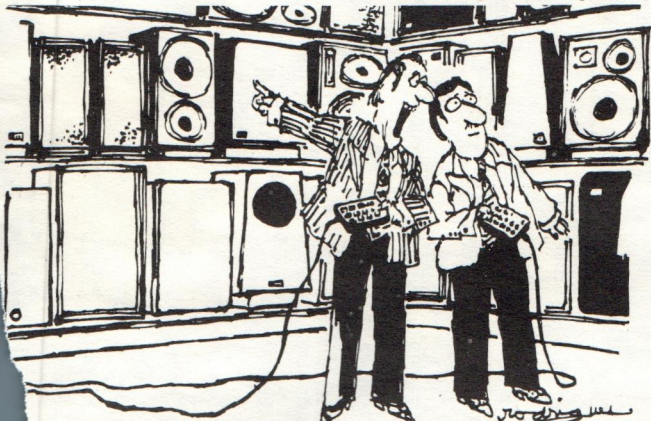
*"... However, if you're looking for something
a little better than state-of-the-art. . . ."*



TDK klipsch NIKKO
audio-technica signet C.E.C.



"... Harry, I've tried, but I just can't get the speakers in phase."



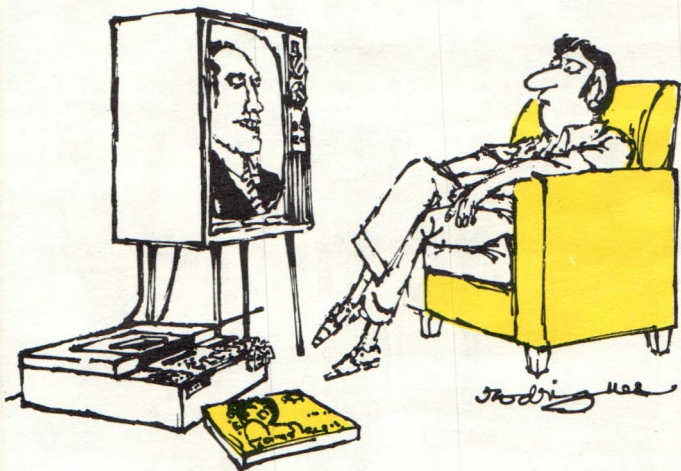
*"... THE AUDAL MARK FOURS.
WHICH ONES ARE YOU LISTENING TO?"*



TDK. klipsch NIKKO
audio-technica signet CEC.

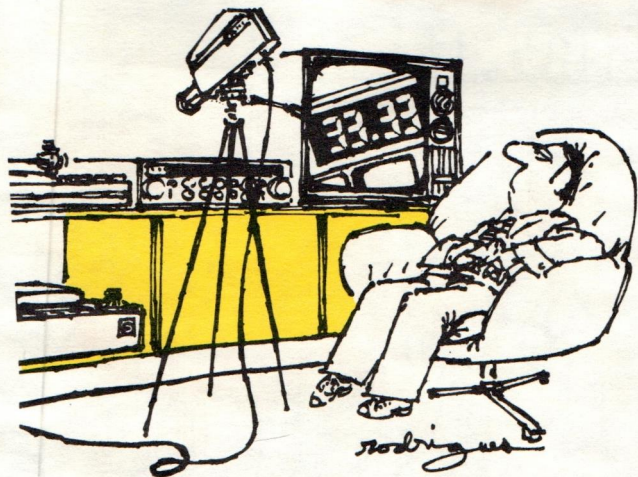


"All right, Smedley, this is Captain Mulholland. Throw out that videotape recorder and all those pirated-off-the-air videotapes!"



"Hello, there! We hope you're enjoying this spicy videotape movie, and we'll get back to it in a moment . . . but first, how's your real-life sex life? Have you ever considered an aphrodisiac? Well, through special arrangement with the makers of Mr. Satyr . . ."

TDK. klipsch NIKKO
audio-technica signet C.E.C.



VIDEO

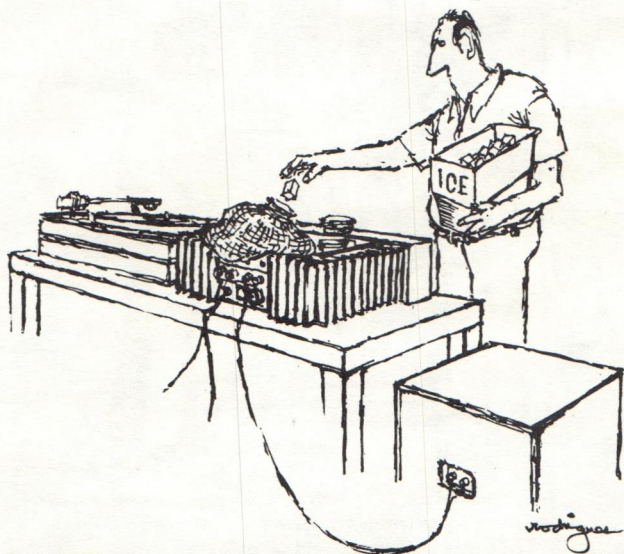


... Well, then, as a viewer who also happens to be a student of anatomy you'll certainly appreciate the freeze-frame feature on our new videodisc machine

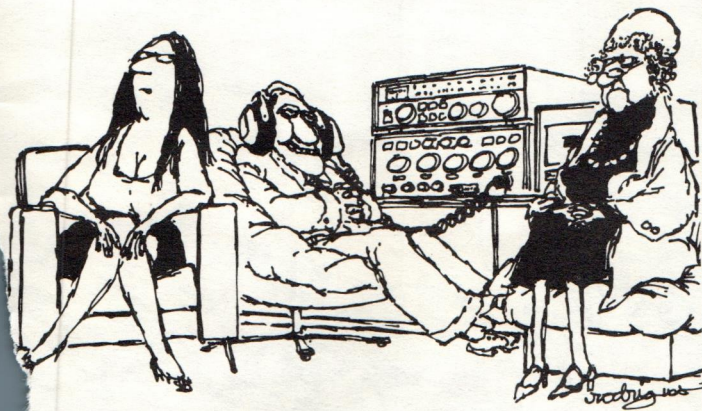
SERVICE



*"... Sure, I know \$229.50 is a lot of dough,
but I had to replace the whole chassis."*



AV TDK. klipsch NIKKO
audio-technica signet C.E.C.



"Watch what you say, Mama—he just finished a course in lip reading. . . ."



“. . . You didn't happen to bring along a Phillips-head screwdriver, did ya?”





audio-technica

the critically acclaimed headphones...

LOW WEIGHT MICROMASS HEADPHONES (ATH-0.5)

"...ATH-0.5 is the smoothest ultra lightweight phone we've yet encountered in terms of sound, and comes at a price at the lower end of the threshold for quality headphones these days".

— FM GUIDE

DYNAMIC ECONOMICAL HEADPHONES (ATH-2)

"...the overall frequency response of the ATH-2 is comparable to that of some of the finest headphones on the market ...the merit of the ATH-2 certainly earns and is awarded the Society of Audio Consultants' Seal of Approval".

— AUDIO & ELECTRONICS DIGEST

DYNAMIC HIGH PERFORMANCE HEADPHONES (ATH-3)

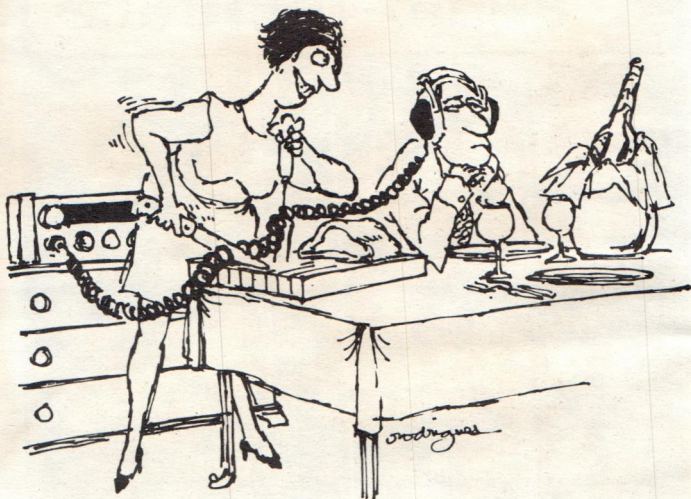
"...sound very similar overall to the finest ...points out the high quality of the ATH-3".

— COMPLETE BUYER'S GUIDE TO
STEREO HI FI EQUIPMENT

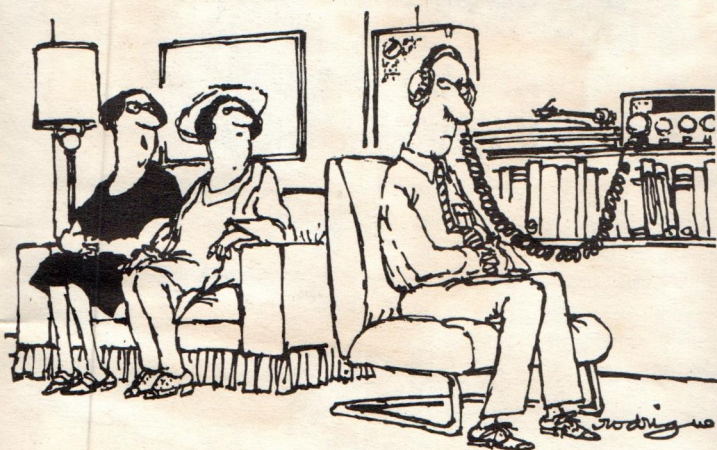
ELECTRET CONDENSER HEADPHONES (ATH-7)

"...the best-sounding headset we have ever tested ...on program material, the ATH-7 produces superb sound, marvelous definition of complex musical passages, unusually wide dynamic range and real 'bite' on transients that is always musically realistic ...the headphones reproduce the same material better than loudspeakers ...the ATH-7 reproduces the cleanest and most natural sound of any stereo headphones presently available".

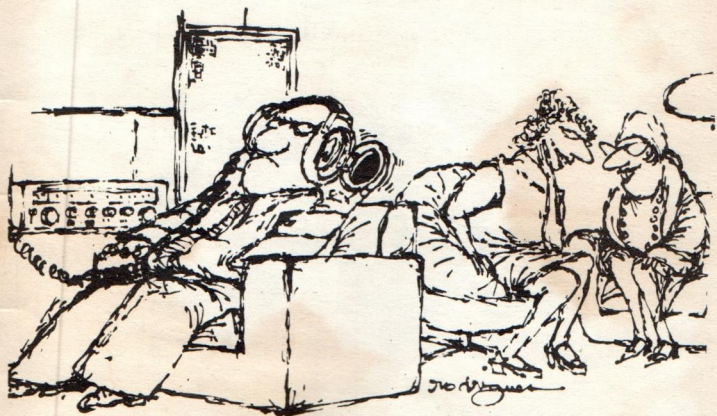
— CONSUMER GUIDE



 TDK. klipsch NIKKO
audio-technica signet C.E.C.



*"... No, those are open-type earphones.
The little snake can hear every word I'm saying."*



Someone who's a Wonder thinks AD-X is extraordinary

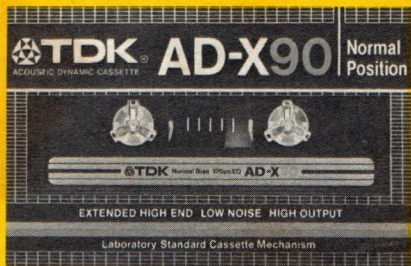


As far as Stevie Wonder is concerned, the only thing that's normal about TDK AD-X is its bias. Otherwise AD-X is extraordinary.

Stevie also knows that even at higher recording levels, the increased headroom in AD-X handles strong signals easily without over-saturation. Extraordinary.

Another advantage about AD-X is the housing it comes in. It's TDK's Laboratory Standard Mechanism, and it's protected by TDK's lifetime warranty. Extraordinary.

That's why Stevie Wonder chose TDK before we chose him. This, too, is extraordinary.



TDK
THE MACHINE FOR YOUR MACHINE