# How to be Happy, Secure, and Inundated with Sound, and still have some money left over: (OR HOW TO BUY A STEREO FROM ANYONE)

This is probably the first major leisure purchase of your life— be thorough, be careful, don't be ripped off. Hi-Fi components are like any other equipment that has to perform: it's no damn good if it doesn't work reliably or if, when it breaks, it can't be fixed quickly at reasonable cost, if not free under warranty. On Page Two is the WES Warranty. It has been called by many of our competitors the strongest in the industry; in fact, they have asked why and how we do it. It is far stronger than the

manufacturers' own warranty. This is because we accept the responsibility for the total system no matter how many manufacturer's components are involved. Moreover, you have our personal word that, no matter what, we will treat you just like we would like to be treated.

Buying a system consists of figuring out where to buy, what to buy, what price to pay and when to buy. Let's take them in that order.

### Where?

Where to Buy: Buy from a reputable dealer near whereyou live. Our hi-fi shopping maps on page 15 will help you find us in the State College area. When you buy from one of these dealers, if you've got a problem, it's not a hassle to get satisfaction. Remember, not all products work perfectly out of the box; in fact, some don't work at all. This holds true for even the manufacturer's equipment. If you buy from a distant dealer or one that offers only the manufacturer's warranty, the smallest problem becomes a nightmare. All dealers mentioned on page 15 sell about the same products and, to varying degrees; stand behind those products. And no one selling out of his apartment is equipped to render you service. (Unfortunately, they may be equipped to take your money and run). Whatever the case, none can come close to our deal in terms of price and service. We are in business to do business. We'll show you our recommended systems in various price ranges later in this supplement. Come into our stores and compore the sound we give you for your money versus others anywhere in the U.S., the convenience of being close to us, and the warranty. We hope you'll want to do business with us.

## What?

What to Buy: A component system generally consists of a record changer or manual turntable, a receiver (tuneramplifier), a pair of speakers, and a stereo cartridge. The item that makes the biggest difference in the sound is the loudspeaker. This is the heart of the system. Of course, the rest are important for numerous reasons. But the speakers make the system sound good, bad, clean, honky, objectionable or maybe even just plain rotten. We have devoted pages 8 and 9 to speakers.

Page 8 explains how and what to listen for in a loudspeaker. Page 9 displays specific high-quality

loudspeakers.

As far as the electronics are concerned, their performance parameters can be quantitatively measured, and the actual published specifications are available in all our stores. Fortunately the small differences between all good-quality amplifiers will make very little difference,

if any, in how your hi-fi system sounds. The important criteria for power output is that the receiver have adequate power for the speakers, taking into account your room size and desired listening level. The amplifier must have less than one percent total distortion. Then, the important criteria for brand selection is reliability warranty (both the manufacturer's and the dealer's), features, and even styling.

The cartridge is another important piece of the system. Generally, as good or as bad as it may be, the more you pay the better the performance. That's not too bad, however, since even the best are not very expensive. As far as the turntable is concerned, reliability, ease of operation and its gentleness to your records are the main things to look for.

# What Price?

What Price to Pay: Up until a couple of years ago systems costing less than eight hundred dollars weren't, perfect in regard to the musical parameters. There were compromises. Today, systems costing approximately \$400 do the job beautifully: Sure, there are significant improvements in a system costing \$600, such as increased power-handling capacity. Systems costing, say \$1000 or more offer improvements in spatial relations. But a \$400 or \$600 system is a necessity of life today; more expensive systems are a luxury. Below \$400 some compromises are necessary. There is less degration in this price range than ever before, but still some. Remember: the "how much" at WES is less than anywhere else. Shop and compare.

## When?

When to Buy: Again a two-part question. Because of increased cost, inflation, both here and overseas, prices will be going up later in the fall. If you want a system and can afford to purchase now, do so. What about waiting for a sale? If you wait for one of our competitors' sales, their price may become almost as low as ours. We sell our systems at the lowest prices possible. It's a lot easier that way— for us, for you, and for the friends that you will refer to us later.



