

Beatty Stereo Newsletter

SPRING 1968

1616 W. 43rd (Westport Rd.) K. C., Mo. Phone 816 JE. 1-3109

18 YEARS WITH ONE FINE CUSTOMER HAS BROUGHT US BOTH MUCH SATISFACTION

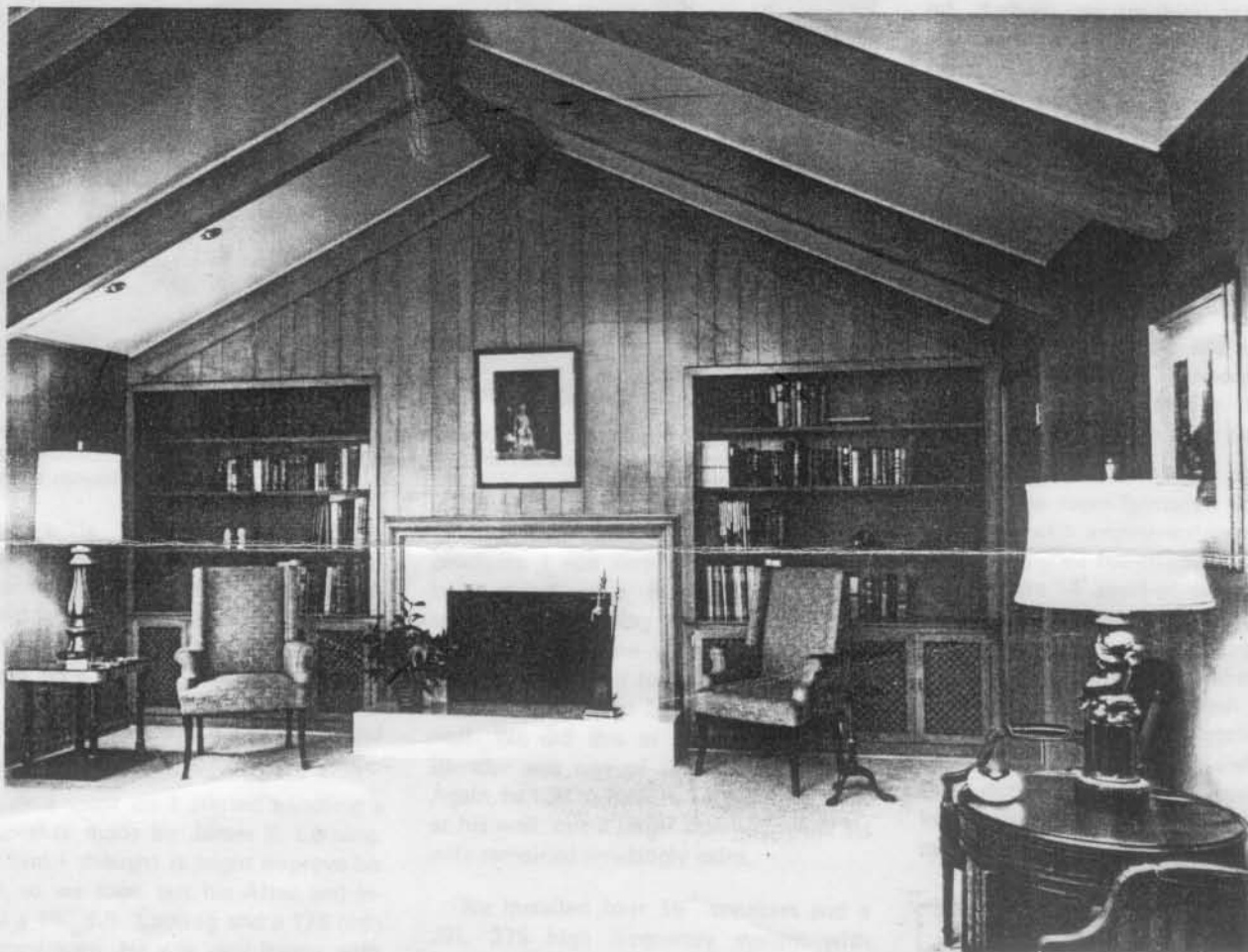
One of America's most devoted and knowledgeable music lovers is Dr. Lester Blender who is a resident of this area. During 18 years of study of the hi-fi industry and critical listening he has constantly strived to obtain the finest home music system available.

The history of Dr. Blender's stereo system in many ways parallels the development of Beatty Hi-Fi and the hi-fi industry. His constant striving for perfection has helped inspire us to never be satisfied with anything but the best.

In 1947 I started installing modern G.E. magnetic

cartridges in people's record players. My first complete custom component hi-fi installation was made in 1948 for Lewis Kitchen, a Kansas City Real Estate Developer. The second was for Peggy Sloan, a decorator, and in 1949 I made an installation for Mr. and Mrs. Arthur Kriehn. This was my best installation at the time and used the first Altec 604 2 way speaker I ever sold. Mrs. Kriehn was one of those extremely rare people who could truly entertain her guests by playing records. This was due to her enthusiasm, selection and description of the music as well as the fact that she had fine hi-fi equipment.

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Dr. Blender's living and music room showing the bookcases where one of the world's finest speaker systems is located. The speakers are concealed behind the areas without books which are covered with cloth to match the paneling. This system is superior even to the JBL speakers used in the Royal Palace in Bangkok.

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Dr. Blender was a friend of the Kriehns and so had the opportunity to hear their installation. After hearing this **component** system, Dr. Blender could not wait to have this **superior** sound for himself. He had spent several years collecting outstanding recordings and had once studied the violin. He had just purchased a \$1600 Capehart which was supposed to be the best that money could buy. I looked at his set and decided that an Altec 604 speaker built into his living room wall would improve his sound. I thought his other equipment must be good (the system had cost \$1600). Dr. Blender said "Well, let's get it in." So in 1950 I cut the first hole in his plaster wall and mounted the speaker using the closet behind as an

24 records on both sides. He played his machine every day and the Lincoln changer kept having problems. He finally said, "Come get this thing! It will be sitting on the front steps." So, we put in a Scott turntable, Grey arm and Fairchild diamond cartridge.

I read about a new amplifier that seemed outstanding and I told him about it. He had to have one, so I installed the first Marantz for Dr. Blender in 1953.

By now I had opened the area's first complete component hi-fi store on Westport Road and of course one of the first people in was Dr. Blender. He was having difficulty walking as Multiple Sclerosis was attacking his spinal cord. With the opening of the store, I had opportunity

to 20 c.p.s. No KC movie theater today has anything to equal it.

By the fall of 1956 Multiple Sclerosis* had progressed to the point where Dr. Blender had to give up his dental practice. Music became even more important to him.

Dr. Blender was content with his system until he heard stereo for the first time from our booth at the 1955 Hi-Fi festival. He immediately wanted stereo and in the grand manner to match his present equipment.

So while he and his wife spent 3 days in Excelsior Springs, we installed the additional equipment in his 900 sq. ft. home in Roeland Park. This included a second JBL wall speaker system, an Ampex 121 tape recorder and another Marantz amplifier and pre-amp. He still has this equipment (and his JBL speakers are still under warranty).

This system remained unchanged for several years and was used constantly. Periodically Dr. Blender would call and ask if there was anything any better or any way that he could improve his system. We told him it was the best available and the only improvement would be a larger room around it. About 1960 he did add 2 JBL super tweeters to his speaker array.

In 1961 he decided to build a new house. This would have two important benefits. It could be designed for greater comfort and convenience for one confined to a wheel chair and it could be designed around his component stereo. The house was completed in 1963 by Joe Hoffman and has been a joy to its owners ever since.

His main room (pictured on page 1) is 18' x 25' with a cathedral beamed ceiling and is designed for critical listening. The speakers are 14' apart on centers and with the JBL acoustical lens to disperse highs there is amazingly even coverage of sound all across the room. The speakers are built behind the bookcases on each side of the fireplace. The grill cloth matches the wall paneling so closely most visitors don't even notice it. The other equipment is kept conveniently in the lovely Weiman cabinet at the other end of the room.

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This handsome cabinet houses Dr. Blender's record player, tuner, pre-amps and tape recorder. It is located conveniently on the wall opposite the speakers. He has a separate room to hold his extensive record collection.

infinite baffle. When I connected the speaker to his console, we got a lot of noise and hum that had not come through the old console speaker. He was very understanding when I told him gingerly "I guess we'll have to replace the amplifier." I installed a Newcomb amplifier and a G.E. magnetic cartridge and the sound was great.

As time went on I started handling a new speaker made by James B. Lansing. I told him I thought it might improve his sound, so we took out his Altec and installed a 15" J.B. Lansing and a 175 high frequency horn. He was very happy with the improvement.

When L.P. records came out we installed a Lincoln changer which played

to hear and compare more component products. I was very impressed with the bass sound of a Bozak "Symphony" speaker system using four 12" bass speakers. This made me wonder what might happen if we used four 15" J.B. Lansing speakers in an even bigger cabinet or in a wall. We did this at the store and Dr. Blender was one of the first to hear it. Again, he had to have it. So again we went at his wall, cut a larger opening while his wife remained amazingly calm.

We installed four 15" speakers and a JBL 375 high frequency system with acoustical lens to disperse the highs. It was fantastic. Piano had a clarity and attack unheard before. Orchestral sound was full and rich, bass extended smoothly

*MS is an insidious and devastating disease. No one knows the cause or a cure. If you would like more information on MS you can contact THE MULTIPLE SCLEROSIS SOCIETY, 6123 Woodson Rd., Mission, Kansas, 66202.

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The large double garage serves as a speaker enclosure. The ceiling of the garage is drilled board with 4 inch Gustin-Bacon fiberglass above it to absorb sound.

When moving into the beautiful new home, the only new stereo equipment needed was a **Thorens turntable** with **SME arm** and an **Ortofon elliptical diamond cartridge**. This demonstrates an **advantage of purchasing top quality components**. Although Dr. Blender has always

eagerly awaited improvements in the industry he has carefully avoided gimmicks and unproved merchandise that is likely to be undependable, or the many so called "new breakthroughs." Although we have tried other items as they came along, the only addition since moving in 1963 has been the new **SHURE Super track** stereo phono cartridge.

List of Equipment in Present System:

- 2—Marantz pre-amps
- 2—Marantz 40 watt power amps

Thorens turntable with SME arm
Shure V-15 II super track cartridge
Ampex 122 tape recorder
Fisher 80 T tuner

The JBL Speakers:

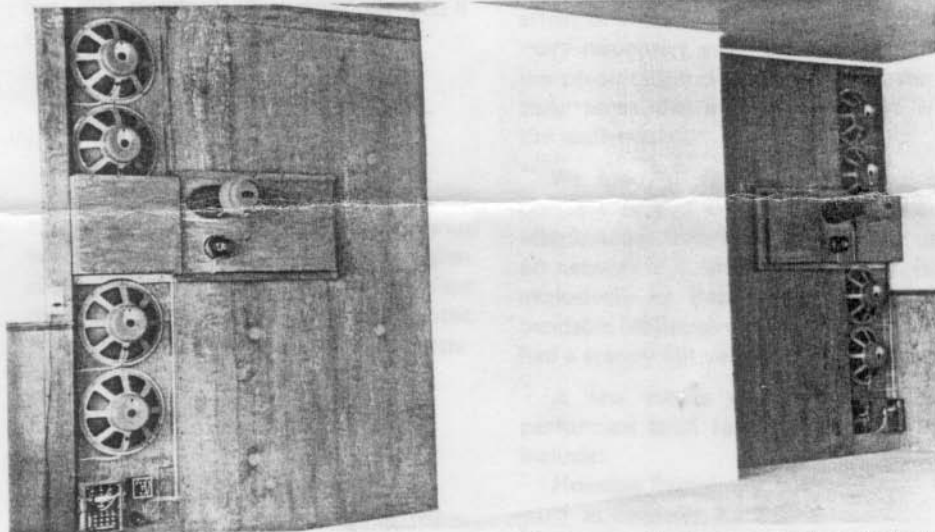
- 8—D130 15" bass speakers
- 2—N500 networks
- 2—375 high frequency drivers
- 2—537/512 horns with acoustical lens to disperse the highs.
- 2—075 super tweeters w/lens
- 2—N7000 networks

Dr. Blender rarely listens to the radio unless one of his friends is playing as he has better record playing equipment than most of the radio stations and he also has a wider selection of the type of music which he enjoys.

Since this system is capable of supplying substantial sound to a football stadium, in a moderate size room such as this it is working well under its capacity. The overall sound is as flawless as anything I have yet encountered. With good recordings there is a sense of space and realism that I haven't heard on any other stereo system in a home.

In 18 years he has spent less than many people would put into one car or several inferior record players. I see little chance that he will need to make any major changes in the next ten years. Dr.

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The garage or back side of Dr. Blender's JBL wall speaker system. For best sound the walls should be rigid so they are constructed on 2 x 4 studs with $\frac{3}{4}$ " plywood screwed and glued to each side and then filled with 2000 lbs. of sand.

DO YOU HAVE A QUESTION? Want the latest literature?

Do we have your address wrong? Do you have a **FRIEND** that admires your stereo? He would appreciate receiving some general information about this enjoyable pastime. Send postage **FREE** card below.

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Blender says, "I HAVE NEVER OWNED ANYTHING ELSE THAT HAS GIVEN ME SO MUCH PLEASURE."

We can arrange for a few seriously interested music lovers to hear Dr. Blender's stereo. Anyone can hear a speaker system like Dr. Blender's at our store any time. It won't sound quite as good however in our smaller room but you can compare it to other speakers by just flipping a switch. We don't sell many but this standard of comparison you'll find in no other store anywhere.

JBL WORLDWIDE SYMBOL OF QUALITY

JBL exports more component quality speakers than any other American manufacturer! Over \$300,000.00 to Japan alone last year. This is in spite of the fact that money is harder to get and the cost is much higher. For instance for the popular "Lancer 77" bookshelf speaker:

YOU PAY in Kansas City \$162

Seekers of quality pay

In Montreal. \$230

In London. \$295

In Paris. \$300

In Tokyo. \$275

In Melbourne. \$308

Besides supplying most enjoyable music listening in homes, JBL speakers are used for outstanding large gathering places including:

Olympic Games in France

New Los Angeles Music Center

Seattle Opera House

Purdue University, Hall of Music

M.I.T., Kresge Auditorium

Mormon Tabernacle, Salt Lake City

Presidential Palace, Mexico, D.F.

Dodger Stadium, L.A., Calif.

Yankee Stadium, New York

Beatty SOUND Rentals in K.C.

Bishop Miede H.S., Mission, Kansas*

Nelson Art Gallery*

Municipal Auditorium, Emporia, Kansas*

Kansas State Field House, Manhattan*

Several Churches in K.C. Area*

*Installation by Beatty, world's oldest JBL dealer.

"Excellent service. I am entirely satisfied. I would certainly recommend to anyone interested in quality sound."

Art Bunker, Jr.

Art Bunker Motors

Kansas City, Mo.

HOW TO HAVE CLEAR SOUND FOR IMPORTANT EVENTS

Hotels • Auditoriums • Gymnasiums • Halls
Outdoors • Shopping Centers

For concerts, conventions, political meetings or any large gathering. Our portable P.A. systems rent from \$30 to \$1200 a day depending on many factors.

The cost often is less than 10c per person which is a very small amount for the tremendous difference in the over-all effect of the event. The audience is much more responsive as it hears every detail of the presentation. Performers do better as they sense the improved contact with the audience.

We use JBL Speakers in our special portable system (Pat. Pend.) Sennheiser Microphones from Germany, usually used on network T.V. and professionally, (sold exclusively by Beatty in this area.) Dependable McIntosh amplifiers (we've never had a system fail yet.)

A few events where audiences and performers both raved about our sound include:

Houston Symphony

at Emporia, Kansas

Stan Kenton* at Kansas State Field

House and in Raytown

Henry Mancini* and Andy Williams*

—KC Municipal Auditorium

Louis Armstrong

in the Kansas City Music Hall

Les Brown, Woody Herman, Jimmy

Tucker, Warren Durett and others at

Leawood and other Country Clubs

Duke Ellington*, Count Basie*, Civic

Orchestra, Village Stompers, Glenn

Miller Orch., Les Elgart, and others

at Free shopping center concerts.

Al Hirt at KU Field House

for 13,000 people.

Jewel Balls at the

Kansas City Art Gallery

U.S. Navy Band,

Lee's Summit High School

We also provided the sound for—

The Billy Graham Crusade in the Kansas City Stadium with crowds up to 53,000. We also have several permanent installations of this type and provide portable systems for traveling groups.

*Own JBL Speakers at home.

"I couldn't be happier with my recorded music."

Dr. Upsher, M.D.

Kansas City, Mo.

NEW WINNWOOD ROLLER RINK INSTALLS SOUND BY BEATTY

Antioch at Winnwood roller rink in K.C. North is the largest and finest roller rink in the area. Mr. McGinnis, the owner, wanted everything to be the best, including the sound.

He started with a basic system using McIntosh amplifiers and 2 15" JBL speakers in our special cabinets. The cost was less than many people spend for ordinary home consoles.

Mr. McGinnis said: "Many people have raved about the sound, I'm quite happy. The response and attendance is much greater than I had hoped for. We have parties booked clear up in October."



He now is adding 2 additional 15" bass speakers and large JBL high frequency horns with acoustical lens, similar to Dr. Blender's, which will put this rink in a class by itself, world wide! This rink is unusually quiet due to damping the floor and a great deal of acoustical material. This combination of less noise and more musical sound greatly enhances skating pleasure.

"It is my great pleasure to report to you the immense satisfaction derived from our Beatty stereo and that it is certainly the envy of all our friends. I could not ask for anything more. I appreciate the all-out effort made by Beatty Stereo to obtain my complete satisfaction."

Jim Roger,

Dist. Manager

Hamilton Funds

Kansas City, Mo.