



Most of these students have stereo phonographs of their own. Why do they bring their favorite records to Pete's room?

The records sound better there. It's that simple.

We found out about Pete's room from his dad. Pete's father happens to work for our advertising agency. So it was natural that when Pete left for college last fall, he took along one of our portable stereo phonographs—the Model Eleven.

A few weeks later, Pete's father visited his son at school. After discussing Pete's grades, the lack of qualified quarterbacks and the abundance of pretty coeds, he asked Pete about the record player.

It was fine, Pete said. But he had a complaint. It interfered with his sleep. It seems that after the other students in the dorm heard the Eleven, they began bringing their records to Pete's room. At all hours.

Not a man to fumble an opportunity, Pete's father asked if KLH could tell the story in an ad. Pete asked his friends and they agreed.

Some of Pete's friends are in the photo above. Ironically, Pete isn't. He had to go to class. But

Pete told us that it's not unusual for his friends to use his Eleven when he's gone. "They've kind of adopted it," he said.

According to the warranty cards we receive at KLH, the Model Eleven has been adopted on just about every college campus in the country. It seems to be a fixture, in fact, wherever serious listeners take up temporary residence.

The reason is simple. The Model Eleven will fill a dormitory room, or a living room back home, with the kind of sound once available only from a massive and expensive sound-system. We designed the Eleven to be the first phonograph that you could take with you and take seriously. It supplies musical pleasure out of all proportion to its size and cost. And the word about its performance has gotten around.

If you would like to find out more about the Model Eleven, visit your nearest KLH showroom. It may be right down the hall. Or write us at 30 Cross Street, Cambridge, Mass. 02139, Dept. E-7.



Suggested Retail Price: \$199.95.



30 CROSS STREET, CAMBRIDGE, MASS.

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TREND Stereo
Center
900 SOUTH KINGS DRIVE
CHARLOTTE, N. C. 28204

Mon. thru Fri.

9:00 A.M. — 9:00 P.M.

Sat.

9:00 A.M. — 5:30 P.M.