



...an aid to you in planning
your high fidelity system

Our correspondence shows that we are most often asked four questions.

Therefore, let us consider these at the outset:

Question 1: How much must I spend to really have high fidelity reproduction?

Answer: You will find that due to the nature of Hi-fi equipment, the people who sell it, and their method of doing business, high fidelity components will cost you less than complete, assembled sets of comparable quality... in many cases, for less than you might expect. Naturally, you will try to buy within your own budget. In this connection, you may well find that the most expensive equipment will *not* sound best to *your* ear. Good advice here certainly is to buy *quality*, not quantity! A quality 8" speaker will sound better than an ordinary 12" speaker. A quality record changer will sound better than an ordinary turntable. A quality 10 watt amplifier will sound better than an ordinary 20 watt amplifier. Also, remember that to any quality system... you can always add other quality components and expand your high fidelity set as a good investment.

Question 2: What components do *you* suggest?

Answer: As you may know, a high fidelity system is generally started with four basic components. (1) record player (2) amplifier (3) speaker (4) speaker enclosure. These are the heart of the system, and to them may be added an AM/FM radio tuner, tape recorder, and even a TV chassis. All these parts are self-contained and plug together very simply. It is good advice to select from that equipment which critics, engineers, and other experts have accorded the finest reputation. We will treat each of the basic components further in this brochure.

Question 3: Where should I install my components for best results and appearance?

Answer: It is reasonable to say that in no field of home furnishings can you find greater variety, or room for self-expression, than in high fidelity. Your hi-fi set, assembled of components, can be housed in book cases, built into walls, closet doors, or, if you prefer, there are cabinets of superb design available to you. These cabinets, which on the surface look like home furniture of the highest calibre, are designed with factory cut panels, to fit your choice of hi-fi components and to give you best audio performance as well. In addition, there are inexpensive kits, which are acoustically correct, and which you can assemble and finish yourself, without special skill or tools.

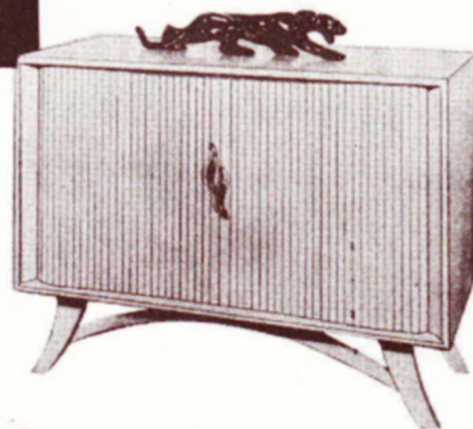
Question 4: Where do I purchase a true high fidelity system?

Answer: In all major cities, you will find established audio dealers, who specialize in the sale of high fidelity *components*... and these dealers often have remarkable equipment for the comparative playing of individual systems. You may be surprised to find that the leading such dealers in your community are not the stores from whom you have purchased your radio or record equipment in the past. This is because they have developed specifically as *high fidelity* specialists and may not carry the commercial types of radio phonographs or television. If you do not find a component specialist in your neighborhood, we suggest you refer to one of the leading magazines dealing with high fidelity, for the names of companies who sell such equipment nationally through the mails.



THE QUALITY ENDORSED PRODUCTS
OF THE
British Industries Group

Today, you can assemble your entire high fidelity phonograph with BIC quality-endorsed components... each the finest of its kind... fully guaranteed... your continuing satisfaction assured by really complete service and spare parts facilities. Compare the British Industries Group with any other components for craftsmanship and value. Your sound dealer will verify that despite their uniform superiority, BIC products are so competitively priced that they are often far less expensive than even ordinary components. Naturally, however, any of the BIC components can be used with the hi-fi products of other leading manufacturers... and to your complete satisfaction.



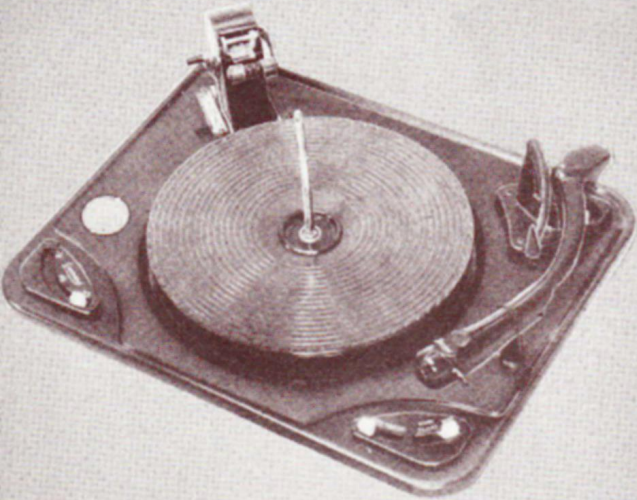
The British Industries Group includes the following top quality high fidelity components:

- GARRARD World's Finest Record Players • LEAK Amplifiers and Pre-Amplifiers
- LEAK Dynamic Pick Up and Tone Arm • WHARFEDALE Loudspeakers
- R-J Small Space Loudspeaker Enclosures • RIVER EDGE customized High Fidelity Cabinets
- GENALEX Finest Audio Tubes Ever Made • MULTICORE 5-Core Solders, and others.

These BIC components are described and listed on the following pages for convenience in planning *your* system... Use the blank spaces for your own comments and notes.

GARRARD

WORLD'S FINEST RECORD PLAYERS



RC88

GARRARD RC88 "TRIUMPH II" . . . 3 Speed DeLuxe Auto-Manual Changer . . . successor to the incomparable RC80 . . . now offers the finest features of its illustrious predecessor, and also incorporates many innovations, including a full manual position: New true-turret drive, with one-piece pulley, guarantees perfect speed without audible flutter, wows, or rumble, and without the use of drive belts. The Triumph II now carries on the illustrious Garrard reputation achieved through meticulous quality-control in manufacturing.

Features: Full manual position gives this automatic changer the additional convenience of a manual record player. Special Garrard-built shaded 4-pole "Induction-Surge" motor, with exclusive dynamically-balanced, weighted rotor. Smoothest, quietest, most up-to-date motor in any record changer. No induced hum when used with magnetic cartridges. Coni-poise live-rubber motor mounts, for "floating" power. The exclusive Garrard Pusher Platform, foolproof and gentle to all records. Interchangeable precision spindles, automatic and manual, for all speeds . . . standard and wide center holes. "True-turret" drive with direct one-piece pulley-idler engagement, guarantees perfect speed, without vibration. Oversized, "Soft-Tread" self-neutralizing pull-away live-rubber idler traction wheel. Rugged steel unit plate. Heavy steel inch-high precision turntable, with rubber traction mat, gives flywheel action, helps to eliminate magnetic hum. Silent, free-wheeling ball-bearing turntable mount. Turntable shutoff brake. Aluminum true-tangent, non-resonant tone arm. Plug-in universal shells with professional finger lift, fit all popular hi-fi cartridges. Stylus pressure and pickup height adjustments on tone arm . . . easiest, most accessible on any changer. Patented "Sensi-Matic" trip mechanism, permits lowest tracking pressures. Accessible instant "Finger-Tip" switches . . . low-inertia, side action. Reinforced automatic muting switch, for silence between records. New-type shielded condenser-resistor network, eliminates startling "plop" noise through speaker upon shut-off. Bronze bearings at all moving points, for long life. Perfectly-meshed, precision-ground gears. All levers fully adjustable. U.L.-approved 6 ft. line cord. Audio pickup cable, with universal jack . . . ready for plug in. Exclusive, instantaneous snap-mount spring assembly, top levelling.

Minimum Cabinet Dimensions: 15½" left to right. 13¼" front to rear. 5¾" clearance above. 3¾" clearance below top of motor board.

RC88 Garrard Triumph II . . . 100/130-200/250 volts. 60 cycles A.C.
Less cartridge and 45 RPM automatic spindle

RC88/GE—With GE RPX-050A twist cartridge (Sapphire 2 sides)
RC88/GED—With GE RPX-052A twist cartridge (Diamond LP; Sapphire 78 rpm)

\$54.50

61.25

72.50



RC98

GARRARD RC98 "CROWN II" . . . 3 Speed Super-Auto-Manual Changer . . . truly the World's Finest Record Changer! Combines all the advancements of the renowned RC90, and the new RC88 . . . provides the greatest galaxy of new high fidelity features ever found in an automatic changer; includes automatic and full manual performance; and continuous + or - variable control on all 3 speeds, with which the RC98 can be "tuned" to match a musical instrument or for perfect pitch.

Features: All features of Model RC88, plus exclusive, advanced-type all-speed + or - variable control, rheostat-operated, and frictionless. 45 rpm automatic spindle included.

Minimum Cabinet Dimensions: Same as RC88.

RC98 Garrard Crown II . . . 100/130 volts. 60 cycles A.C.

Includes 45 RPM automatic spindle. Less cartridge

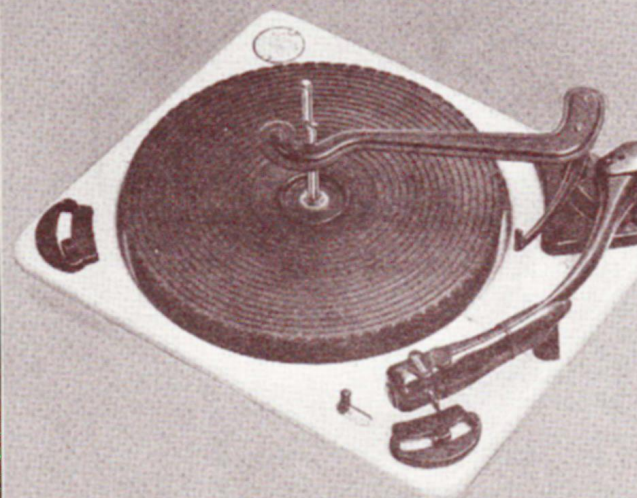
RC98/GE—With GE twist cartridge (Sapphire 2 sides)

RC98/GE—With GE twist cartridge (Diamond LP; Sapphire 78 rpm)

\$67.50

74.25

85.50



RC121

GARRARD RC121 "RENOWN" . . . 3 Speed Auto-Manual-Mixer Changer . . . The first straight spindle Garrard Changer, and not to be confused with ordinary, mass-produced units. It is the most compact, most economical automatic changer ever presented by Garrard . . . fits into any record changer cabinet. This makes it the ideal replacement unit, in addition to its reliability, high performance and operating simplicity.

Features: Simpli-Mix Operation—Records of any standard diameter (12", 10", or 7") may be stacked together bottom to top, in order of size, loaded on the straight spindle at one time, and the overarm placed in position. Changer then operates automatically, regardless of record size. Fully automatic and manual operation. 4-pole shaded "Induction Surge" motor, with dynamically-balanced rotor. "Coni-poise" live-rubber motor mounts. Aluminum, true-tangent tone arm. Stylus pressure and pickup height adjustments easily accessible on tone arm. Interchangeable plug-in heads, fit all popular high fidelity cartridges. True-turret drive. Patented "Sensi-Matic" Trip. Heavy steel unit plate. Steel precision turntable, with rubber traction mat. "Soft-Tread" oversized live-rubber idler traction wheel, self-neutralizing pull-away type. Shielded condenser-resistor network, eliminates shutoff noise. Automatic stop. U-L approved 6 ft. line cord. Pickup cable, with universal jack, ready for plug-in.

Minimum Cabinet Dimensions: 14½" left to right. 13" front to rear. 4¾" clearance above. 3¼" below top of motor board.

RC121: "Renown" . . . 100/130-200/250 volts. 60 cycles A.C.

Less cartridge and 45 RPM automatic spindle

RC121/GE—With GE twist cartridge (Sapphire 2 sides)

RC121/GED—With GE twist cartridge (Diamond LP; Sapphire 78 rpm)

\$42.50

49.25

60.50

Since 1935, Garrard Record Players have been sold and serviced in the United States. Today, this is the pre-eminent name in high fidelity, for the craftsmanship, features, dollar-for-dollar value, and long trouble-free service that come with any Garrard model. It is logical to build your high fidelity system around a Garrard record player. Select the cartridge you prefer, install it in the universal Garrard shell, and your system is started . . . with the finest.



Typical installation on base B301E

301

301 "PROFESSIONAL" TRANSCRIPTION TURNTABLE . . . Designed to provide the professional user and quality enthusiast with a unit *supreme* in its class . . . truly the world's finest transcription turntable for use in the home! Great attention has been given to quality control details appreciated by the connoisseur, including the most exhaustive performance test-procedure ever devised by a gramophone manufacturer.

Features: Accurate measurements of speed, wow, flutter, rumble, flash and insulation contained in an individual inspection card, 24-page book-bound owner's manual and permanent, heavy-duty stroboscope. Turntable 12" diameter . . . 6 lb. cast aluminum, dynamically balanced, precision-machined. New heavy-duty 4-pole shaded motor. Free-floating isolated motor mount . . . entire motor is suspended in air by two sets of counterbalancing tension springs. Noiseless main spindle. Built-in pressure lubricating system. Variable speed control through simple, foolproof eddy current brake. Speed safety lock prevents jamming. Resistor-condenser network eliminates shutoff noise. Perfected turret-drive mechanism. Exclusive system permits unit to be mounted firmly to motorboard in fixed relationship to tone arm. Heavy unit plate entirely die-cast and aluminum.

Specifications: Voltage: Dual range, 100 to 130 and 200 to 250 volts. 50 Cycle pulley available. Wow: Less than 0.2% Flutter: Less than 0.05%.

Cabinet space required: 16" back to front x 13 3/4" wide x 2 1/2" above (excluding pickup) and 3 1/2" below top of motor board. Weight: Net 16 lbs., Gross 20 lbs.

Model 301—Transcription Turntable **\$89.00**
 Model M301—Unfinished 2-piece mounting board accommodating any 12" or 16" arm, with spirit level indicator **7.50**
 Model B301E—2-piece ebony finished base, takes any 12" or 16" arm Spirit level indicator and adjustable feet, for accurate levelling **24.50**



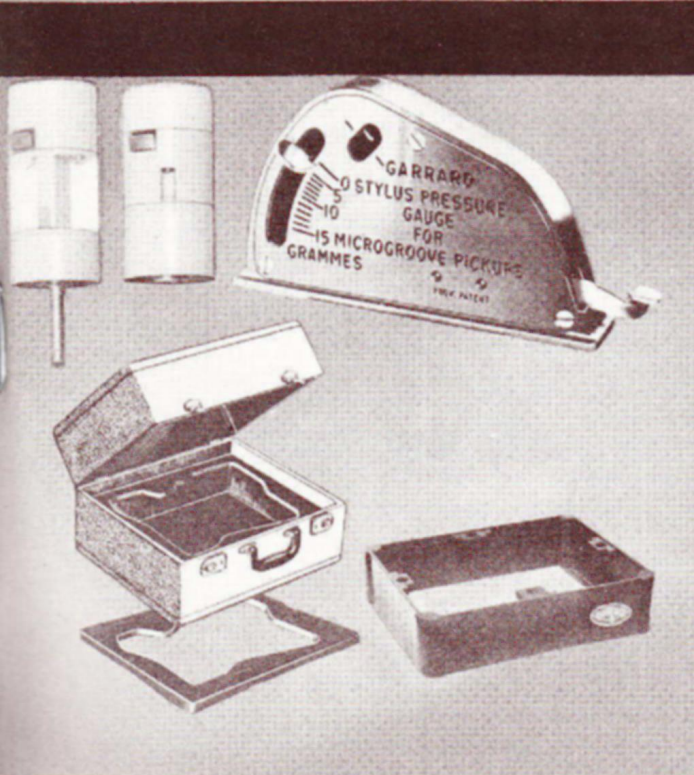
MODEL T

GARRARD MODEL T "CREST" . . . 3 SPEED MANUAL PLAYER . . . a remarkable value, and the right answer for a quality budget system . . . incorporating all basic record playing features of the famed RC80 record changer. The compact, efficient "Crest" guarantees finest reproduction where a changer is not desired. Rugged, with many features not usually found in a manual player.

Features: Automatic start and stop. 4-pole rumble-free motor with weighted, balanced armature. Heavy balanced turntable for flywheel action, constant speed. Easy stylus pressure adjustment. Universal shell to fit all popular hi-fi cartridges. Professional-type finger lift for safe manual handling of tone arm. Line cord and pickup cable, terminating in jack.

Cabinet dimensions: 13 3/4" left to right. 12 3/4" front to rear. 3 1/4" clearance above. 3 1/2" clearance below top of motor board.

Model "T" Garrard "Crest" . . . 100/130-200/250 volts, 60 cycles A.C. (50 cycle bushing available). Less Cartridge **\$32.50**
 T/GE—Same, with GE twist cartridge. (Sapphire 2 sides) **39.50**
 T/GED—Same, with GE twist cartridge (Diamond LP; Sapphire 78 rpm) **50.50**



STYLE

DESCRIPTION

PRICE

NOTES

"45" SPINDLE

"45" SPINDLE—45RPM Automatic Spindle for records with wide center holes . . . Easily inserted wide spindle to fit each Garrard changer. Remain stationary when record is played. Only a small collar revolves, assuring longer center hole and record wear.
 4558 . . . for use with RC88 or RC98 **\$3.50**
 45521 . . . for use with RC121 **3.50**

STYLUS PRESSURE GAUGE

GARRARD STYLUS PRESSURE GAUGE . . . Usable with any tone arm. Quickly and accurately tells the weight exerted by your pick-up. Will save back its modest cost time after time in greater musical enjoyment and longer record life. Scientifically calibrated and marked in large, easy-to-read figures at one gram intervals. All moving parts of lightweight-alloy, completely sealed. **\$2.50**

GARRARD ACCESSORIES: Deluxe units, specifically designed for Garrard products, and built of seasoned woods, with finest durable brass hardware, and coverings:

	Finishes	RC88/98		RC121		MODEL "T"	
		Style	Price	Style	Price	Style	Price
Wood Bases	Dark Brown	B-8	\$4.45	B-21	\$4.15	B-T	\$4.15
	Mahogany	B-8M	4.95	B-21M	4.60	B-TM	4.60
	Blond	B-8B	4.95	B-21B	4.60	B-TB	4.60
	Ebony	B-8E	4.95
Mounting Boards	Sanded Unfin.	M-8	2.25	M-21	2.25	M-T	2.25
Carrying Cases	Sim. Leather	C-8	15.00	C-21	15.00

Style C Blank: Uncut solid motor board to receive any unit **\$15**
 (See Model 301 Description above for mounting board and base)