

Why We Believe the Advent 201 Is the Most Satisfying Tape Machine of Any Kind You Can Buy.

In 1970, Advent decided to do what no manufacturer of tape equipment was doing: to develop cassette equipment that was not only convenient and fun to use but capable of making and playing recordings that would be fully comparable to the best open-reel tapes and LP records. Accordingly, we became the first, and for quite a while the only, manufacturer to apply such crucial innovations as the Dolby System of noise reduction and DuPont's chromium-dioxide tape to cassette recording. While developing our high-performance cassette equipment, we also held demonstrations of what was possible in cassette recording for the public, press, and other manufacturers, and lobbied for Dolbyized pre-recorded cassettes from the major labels.

The major product to come out of that process was the Advent 201 cassette deck.

The 201, one of the most highly and explicitly praised products in the history of audio products, has been on the market for two years now. It has literally dozens of competitors claiming equivalent or better performance.

But we believe it to be not only as good in every way as more recent and far more expensive cassette machines, but to be as satisfying for the most critical home-recording purposes as any tape machine of any kind. Here are some questions and answers to help define that satisfaction:

Why Is The 201 Such A Simple Machine?

Because we wanted it not just to be capable of making excellent recordings but to make it easy for the listener to obtain its full performance time after time, recording after recording. Most tape recorders of all kinds and all prices don't make it easy for the user to get best results every time or at all, and many are made needlessly complex to operate because of too many marginal "features" that were assumed necessary to make them attractive (or competitive with other machines) in an audio showroom.

It's important to point out, we think, that Advent products are designed with far more thought to satisfying people after they buy than to what might tempt them to buy in the first place. The 201 has no knob or slider or gauge or indicator light that isn't a useful feature rather than a sales feature. But everything conducive to highest-quality recordings and long-term enjoyment is there.

Why Does The Machine Look So Different From Most Others?

Because it *is* different, and far more rugged and reliable than most. It has evolved from a transport that has been in heavy and hard use for years in schools, libraries, and other audio-visual applications, and it is likely to last and maintain its mechanical performance far longer than most cassette machines on the market. It also provides facilities such as automatic shut-off and complete mechanical disengagement at the end of a cassette or in the event of a jammed cassette—with the

latter preventing tape spillage that makes an otherwise salvageable cassette a hopeless snarl of tape. And it enables you to shuttle from one mode of tape motion to another without having to press the Stop button in between. As a trade for our configuration, you have to hold onto the Rewind-Forward lever while you use it, but its action is so fast that we have had vanishingly few complaints from customers about it.

Why Does The 201 Have A Single VU Meter Instead of Two?

Because that proved, after consideration of all possible approaches, to be best—combining precision and simplicity. One of the troubles with using two VU meters in home recording is that they tend to lead the user to adjust them to read the same on both channels. In reality, though, the material on the two channels is usually different, and the meters *shouldn't* read equally. Two meters also produce a tendency to correct for overload or under-recording by adjusting only the channel whose meter showed too high or low a level. But if the channels were balanced properly in the first place, this puts them out of balance.

The 201's single VU meter, unique in cassette equipment, scans both stereo channels and instantaneously registers the louder peak on either at a given moment. The listener first uses the meter, which can also be switched to read either channel individually, to set channel balance with a pair of Input Level controls. Once balance is set, the meter is set to scan both channels, and final recording level is set or changed with a single Master Level Control that operates on both channels—

leaving the balance undisturbed. This sequence provides far more accurate level-setting than is possible with the overwhelming majority of tape machines of all kinds.

Not only does the 201's meter read instantaneous peaks (by far the most accurate indicator of possible overload), but its action is compensated to indicate the exact point of tape saturation at all frequencies. On rock music in particular, overload is most likely to occur and be heard at high frequencies, and most level-indicators on tape recorders of all kinds don't register full high-frequency content.

We know of no metering system more advanced or effective than the 201's. Most not only aren't as accurate, but tend to mislead the user.

Has The 201 Been Changed?

Yes and no. We have made Volkswagen-style changes as we have gone along, including the change of our original meter for better indication of high frequencies, but the changes were mainly in the direction of making use of the machine still easier and more precise. They would be hard to hear on most musical material, and we made them mainly because it seemed the responsible thing for a manufacturer to do.

Why Is The 201 Fairly Small?

Because its design consciously avoids needless gadgetry that might make it bigger, and also avoids what you might call "packaging air" in order to make a product look like there's more in it. We don't think we have the right to make something that takes up far more of your living space than it has to (or whose chrome shines in the dark) to get you to buy it.

Why Does It Cost Less Than Machines Claiming Equivalent Performance?

Again, because needless gadgetry is *not* there. And because we made the lucky decision to manufacture it in this country, avoiding the price rises that have resulted on imported products because of the fluctuation of the dollar *vs.* foreign currencies.

Why Did We Pick These Questions?

Because every manufacturer attempts to direct your attention in advertising. We want to direct it toward the realities that we feel genuinely determine whether something is enjoyable or not, because what we see on other products—including the confusing variety of super-expensive cassette

machines now being publicized—tells us that we give far more attention to those realities than most other manufacturers.

Ours isn't the only good cassette machine in the world, but there is none likely to satisfy you more in the long run.

If you would like more information on the 201, including its reviews and a list of Advent dealers where you can hear it, please send us the coupon. Thank you.

About Advent Chromium-Dioxide Cassettes:

While we were developing the first high-performance cassette equipment, we became convinced that DuPont's chromium-dioxide tape formulation was crucial for optimum recordings, and began to put it in cassettes and market it on our own. Advent Chromium-Dioxide tapes are made to live up to the quality of the tape they enclose. If one ever jams, we will either replace it or, if you prefer, do our best to transfer a valued recording to another cassette.

Advent Chromium-Dioxide tapes cost no more than other premium-grade cassettes. We think you will find them a bargain.



Advent Corporation,
195 Albany St., Cambridge, Mass. 02139

Gentlemen:

Please send me information on the Advent 201, along with a list of your dealers.

Name _____

Address _____

City _____

State _____ Zip _____



The Advent 201

Advent Corporation, 195 Albany Street, Cambridge, Massachusetts 02139.