

# There's More To Us Than Meets The Ear



**Car Stereo Sound Room**

At the Gramophone, we take car stereo seriously and so do our customers. Many of them, because of their lifestyle or occupation, actually spend more time listening to stereo music in their car than they do in their home. Our car stereo system prices begin at \$199, including installation.



**System Displays**

The Gramophone offers a wide variety of systems to satisfy all price ranges and lifestyles. Our systems include all of our special guarantees and may be purchased on a number of different payment programs. Our complete system prices begin at \$459.

**THE Gramophone**  
THE SOUND ALTERNATIVE

**642-9777**

1560 South Woodward  
Birmingham, MI 48011

Mon. Thurs. Fri. 10-9

Tues. Wed. Sat. 10-6

Open Sundays in December 12-4

The Gramophone was founded in 1976 on the premise that the Detroit area needed a full service stereo store -- a store that, under one roof, could satisfy every stereo need; including home, car, and commercial sound components. This store would offer good values for people shopping in all price ranges -- a store with products for everyone.

Based upon those beliefs, Rick Howard established The Gramophone -- a business that now includes a large selection of sound and video components, a complete service department, a custom installation division, and a variety of customer guarantees. The Gramophone also offers attractive and informative displays, comfortable sound and video comparison rooms, and an atmosphere that will allow our customers to make sound decisions.

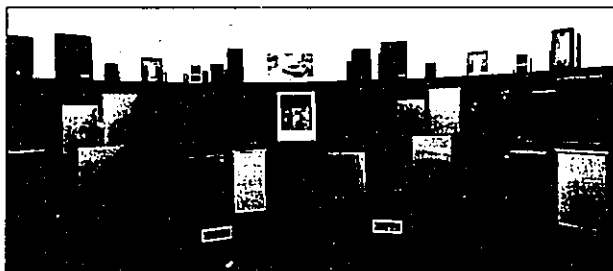
The Gramophone's unique business philosophy was recognized first in 1980, and again in both 1983 and 1984, when **AudioVideo** magazine awarded The Gramophone with the "AudioVideo Retailer of the Year Award".



At The Gramophone, we offer the most up-to-date equipment in our industry. We carry the latest in laser technology including a large selection of **compact disc players**, along with a huge inventory of compact disc software. Our compact disc players begin at \$499.

We also offer the latest in video technology. Our selection includes video monitors, large screen TV's, VCR's (inc. both Beta and VHS Hi-Fi recorders), and related accessories. Our VCR's begin at \$399.

Because many of our customers have active and varied lifestyles, The Gramophone has a variety of **portable equipment** that will satisfy every need. Our portables begin at \$55.



**Speaker Comparison Rooms**

The Gramophone believes that the speaker is the most important part of any hi-fi system. It is for that reason we have put together speaker listening rooms where our customers can compare a large selection of speakers in a private listening environment. Our speaker prices begin at \$159 a pair.