

“...but it sounded **sensational** in the store.”

You've just invested \$800 in the hi-fidelity system of your dreams. Now it's turning into a nightmare. Where has the sound gone? The sound that sold you on the system? The answer is all around you.

### What a difference your room can make.

Hi-fidelity systems are made to exact specifications. But, those specifications don't include your room dimensions and "personality": i.e., drapes, carpeting, ceiling height, etc. And, they all affect the sound your system ultimately delivers.

### Here's how our ADC Sound Shaper® equalizers custom-tailor sound.

In a nutshell, ADC Sound Shaper® equalizers segment the audio frequency range and adjust the level of each segment to achieve the sound you want. And, unlike the basic "tone control," an equalizer can balance even the most difficult midrange frequencies.

An ADC Sound Shaper not only eliminates distortion caused by your room, it will actually improve the sound quality of your speakers, eliminate or reduce rumble, hiss and surface noise from even your old "goodies," improve record, tape and

broadcast quality and, in the case of the Sound Shaper Two, allow you to make and dub studio-quality tapes without a studio.

### Re-mix your records while you're listening.

A recording engineer mixes and balances music based on his ears. Which may mean that you don't hear what you want to hear.

With an ADC Sound Shaper, you can. Want more vocal and less instrumentation? — You can have it. It's easy. And, the LED-lit slide controls available on most models make it even easier, because you can visually plot the equalization curve.

### We've got an ADC Sound Shaper to suit your taste...and your wallet, too.

ADC makes several different Sound Shapers. Everything from the basic Sound Shaper One to our top-of-the-line Sound Shaper Three, the *Paragaphic*™ equalizer.

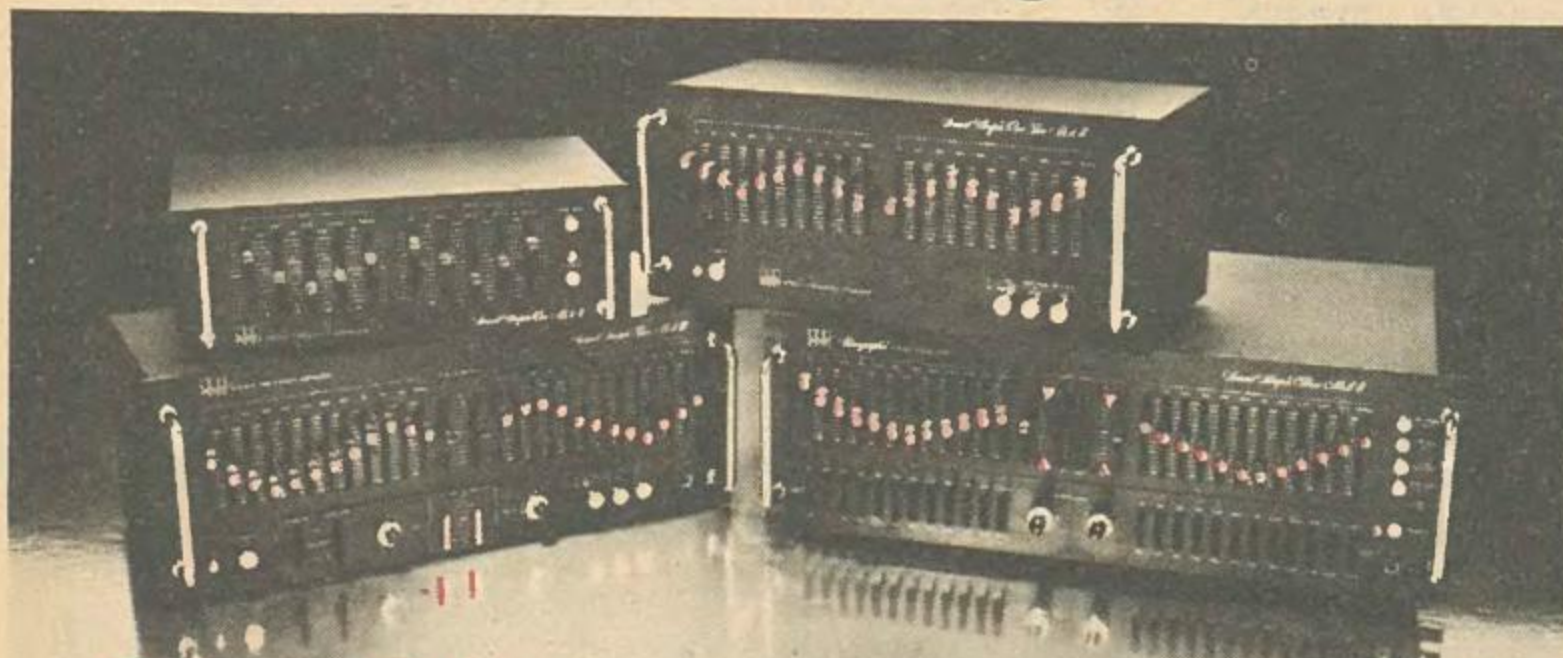
For more information, just look for the "Custom-Tailored Sound" display at fine audio stores everywhere.

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## Custom-Tailored Sound



*Sound Shaper* FREQUENCY EQUALIZERS

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## MUSIC

# Tom Petty battles MCA over album pricing

Once again, Tom Petty is squabbling with his record company. This time he's angry because MCA—which owns his label, Backstreet Records—may slap a \$9.98 price tag on his upcoming album. "My immediate reaction was 'no way,'" Petty said. "It just ain't right. I don't need the extra dollar, and I can't imagine that MCA needs it. They're just motivated by greed."

Petty, who spent time in court two years ago fighting MCA over his contract rights, learned of the possible price hike when he read that a Los Angeles record store planned to boycott both his album and Steely Dan's *Gaucho*, another \$9.98 MCA record. But MCA Records Vice President Gene Froelich denied that any decision has been made yet about Petty's LP. "It could come out at \$9.98, but it could also come out at \$8.98, \$5.98 or \$12.98," he said.

"We will make that decision when the album's been delivered to us."

But Petty's comanager, Tony Dimitriades, said that the singer may not deliver the album until he is assured of the lower price. "The accountants want to listen to the album before they decide how much to charge," Dimitriades said. "We're incensed at that. We're not going to give the record to a bunch of accountants so they can figure



out the price. We're prepared to stop everything and not finish it."

Petty isn't sure he can hold out, but he's counting on public pressure to change MCA's mind. "I'm a little weary of trying to bring ethics to this business," he said. "In fact, if I'm forced out at \$9.98, I'm not going to take the extra money. I don't think this is a good time to slap another dollar on the price of anything, let alone records."

—STEVE POND

### Publisher of 'Creem'

## Barry Kramer: 1943-1981

Barry Kramer, publisher of *Creem* magazine, was found dead in his apartment in Birmingham, just outside of Detroit, at 3:30 a.m. on January 29th. Although the exact cause of death was unknown at press time, it was ruled accidental. Kramer was thirty-seven.

A onetime medical student at Wayne State University, Kramer dropped out in the late Sixties and managed Mixed Media, a book and record store that became Detroit's first head shop. In 1969, after submitting a story to a local

underground paper, the *Fifth Estate*, and having it rejected as "too stylized," Kramer started *Creem*, which he eventually built into an irreverent hard-rock magazine. The publication spawned such noted writers as Dave Marsh, Lester Bangs and Richard Meltzer.

Kramer is survived by his ex-wife, Connie (who has now become publisher), and their four-year-old son, Jacob Justin. According to editor Sue Whitehall, the magazine will definitely continue: "That's the way Barry would have wanted it, for sure." □