



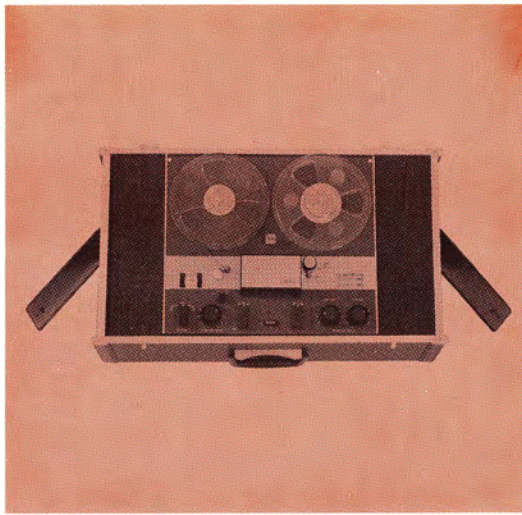
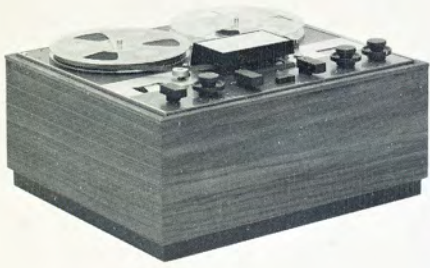
AMPEX

THE FINE LINE

F-44
SERIES

IT'S HERE!

the first complete customized line of 4-track stereo recorder/players . . . each, brought to its own peak of performance . . . each, with its own optimized performance characteristics . . . **each, a one-of-a-kind!**



- A. New optional walnut cabinet for F-4450, F-4452, or F-4460
- B. New F-4470 Portable with built-in amplifier and speakers
- C. New F-4460 Portable, can be removed from case
- D. New design luggage cases for Portables
- E. New F-4450 Unmounted with playback volume control
- F. New "top-side" mike inputs on Model F-4452
- G. New 2044 Speaker-Amplifier with 2-speaker, cross-over network
- H. New F-4452 Unmounted without volume control, for custom systems

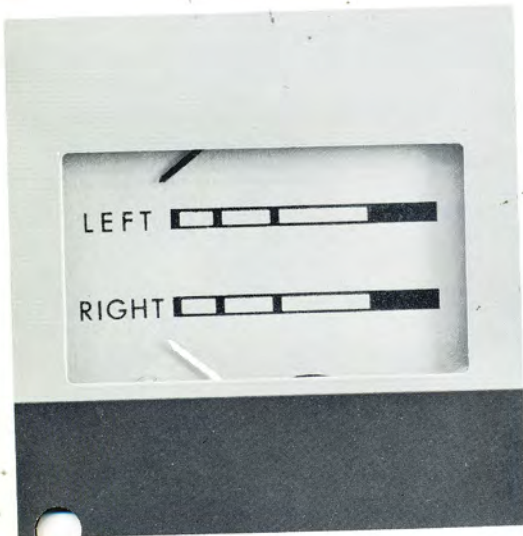
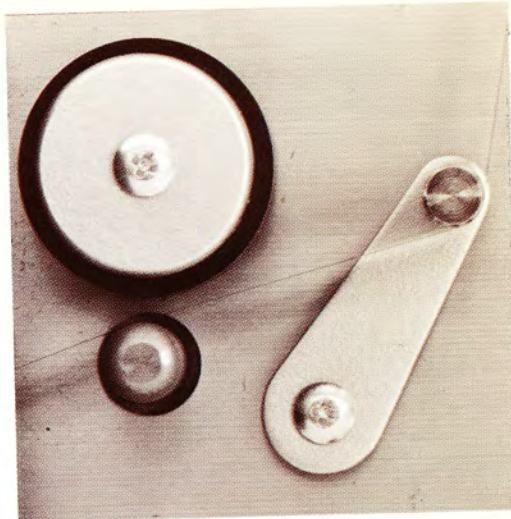
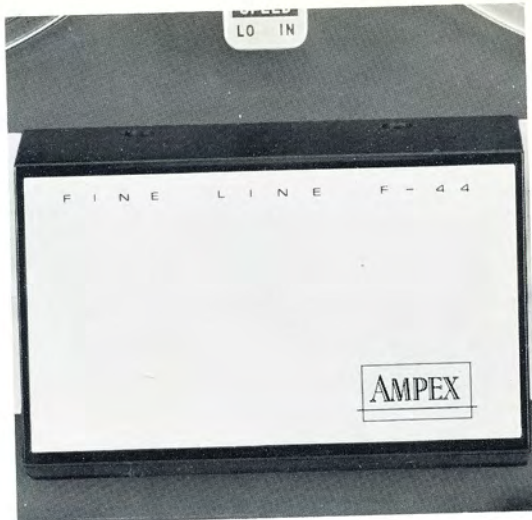
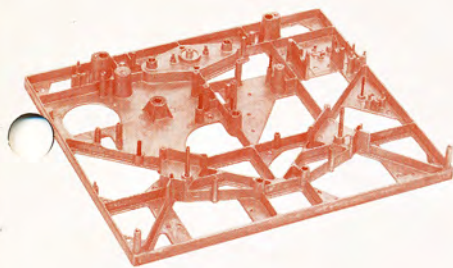


THE FINE LINE

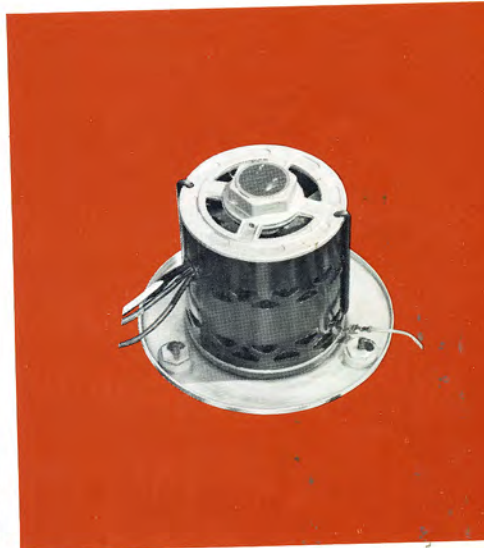
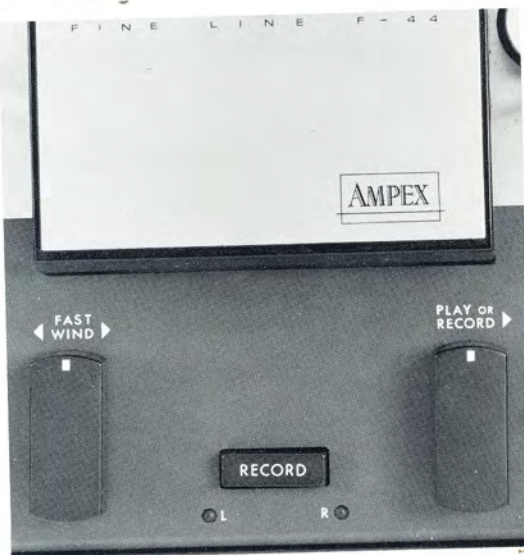
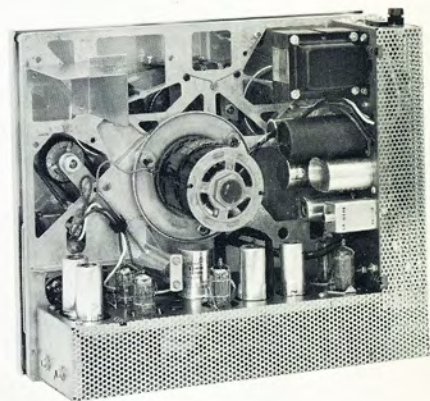
F-44
SERIES

4 NEW MODELS!

New at a glance . . . exciting new color and styling . . . new portables . . . a new unmounted model for custom installations . . . a new optional wood cabinet in hand-finished walnut!



- A. Famous, Fine-Line die cast frame
- B. New head cover with mu-metal shielding
- C. New improved constant tape tension system
- D. New quick-comparison VU-type meters
- E. New electronics with extra amplification stage
- F. New Playback head with improved reliability
- G. New simplified, 2-knob mode-to-mode controls and indicator lights
- H. New hysteresis synchronous motor with integral internal fan



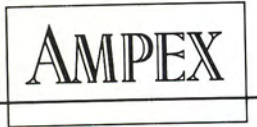
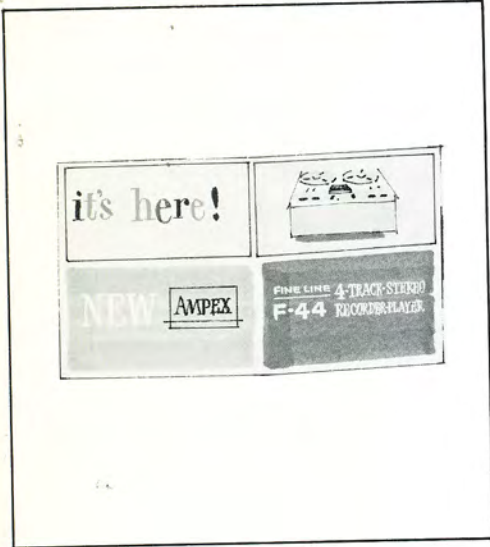
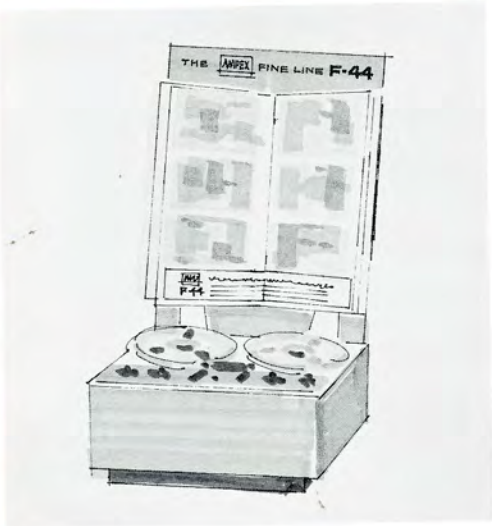
AMPEX
 THE FINE LINE
F-44
 SERIES

NEW FEATURES!

On top — including 2 new VU-type meters and new mode-to-mode, simplified controls . . . Underneath — including new playback head, extra-stage of amplification, **new hysteresis motor!**



- A. National Advertising, September through December
- B. New Direct Mail Envelope Stuffer
- C. New 6-page F-44 Product Brochure
- D. New, self-selling Point-Of-Sale Display ... can also be used as window display or product backdrop
- E. New, colorful multi-use Window/Store Banner
- F. New co-op Mat Book with ads and "layout ideas"
- G. New hang booklet and card with Peak-Of-Performance and head stories



THE FINE LINE
F-44
 SERIES

NEW PUSH!

In national advertising — including 4, full-page ads and a free dealer listing . . . in your store — with new sales aids, displays and literature . . . in your city — with new co-op advertising!

**NEW
PRODUCT**

**NATIONAL
ADVERTISING**

**FREE
DEALER
LISTING**

**NEW
SALES
AIDS**

**EXCLUSIVE,
NEW
SELLING
FEATURE**

**NEW
FEATURES**

**NEW
DISPLAYS**

**INTRODUCTORY
ORDER
PLANS**

**NEW
CO-OP**

AMPEX

THE FINE LINE

**F-44
SERIES**

AND WITH IT...

a complete introductory campaign with:
national advertising . . . co-op for local advertising . . .
direct mail . . . in-store displays . . . an exclusive
selling feature . . . **all to help you sell!**



THE BIG PICTURE OF THE F-44 SERIES INTRODUCTION!

THE NEW PRODUCTS

... are covered briefly in this Broadside ... are covered in detail in the enclosed, new 6-page F-44 Brochure ... read it now!

THE NEW CO-OP

... accruals will be based on units not % of dollar volume (you earn: \$20 for each F-44 Series recorder/\$5 for each Model 2044) ... payment will be based on a fixed percentage of the published National Advertising Rate in your local newspapers and radio-TV stations ... complete details are in the enclosed Co-Op Policy ... read it next!

THE NEW NATIONAL ADVERTISING

... with **FREE dealer listings** in the November issues of: HIGH FIDELITY/HI FI STEREO REVIEW/AUDIO ... also includes full page ads in September, October and December ... but you have to act now!

THE NEW INTRODUCTORY DEALER PLAN

... is loaded with special offers including: Introductory Order Incentives/Introductory Combination Orders With UST and Ampex Tape/Special Price on new Walnut Cabinet ... but it, too, has a deadline, so you have to act now!

YOUR AMPEX SALES REPRESENTATIVE HAS COMPLETE DETAILS AND ORDER FORMS!

AMPEX CORPORATION / 401 Broadway / Redwood City, Calif.

LITHO IN U.S.A.—1745—1.2M-6-63