

LINCOLN CENTER Library and Museum of the Performing Arts in New York City uses AR-3's in its listening rooms to achieve a minimum of artificial coloration.



© 1968, LINCOLN CENTER FOR THE PERFORMING ARTS

AR INC.

**SPEAKERS
ARE CHOSEN
FOR CRITICAL
PROFESSIONAL
USE—**

COURTESY THE MUSEUM OF MODERN ART



THE MUSEUM OF MODERN ART in New York City uses AR-2a' speakers in the sculpture garden. A sound-reinforcement system for summer jazz concerts is designed for natural sound, free of hi-fi gimmick effects.

**BUT THEY WERE DESIGNED
FOR THE HOME.**

AR-3

The AR-3 consists of the AR 12-inch acoustic suspension woofer (originally used in the AR-1 and AR-1W) in combination with 2-inch and 1 $\frac{3}{8}$ -inch dome tweeters developed in AR's laboratory.

The AR-3 three-way speaker system is a no-compromise device. It is the most natural-sounding musical reproducer that we were able to design, regardless of cost.

SIZE: 14" x 25" x 11 $\frac{3}{8}$ " depth

SUGGESTED AMPLIFIER POWER (RMS): 25 watts minimum per channel

TECHNICAL SPECIFICATIONS: Impedance 4 ohms. Frequency response and distortion curves are available on request.

PRICES: Mahogany or natural birch.....\$216.00
Unfinished pine (not recommended for staining).....203.00
Walnut, oiled walnut, or cherry.....225.00
AR-1W (woofer portion only, in an AR-3 cabinet).....\$71 less than
above prices

5% higher in the West and Deep South



(shown without grille cloth)

5-YEAR GUARANTEE

AR speakers are sold under a five-year guarantee covering both materials and labor of repair, with no service charge. Freight costs, and the cost of a new carton when necessary, are reimbursed.

high fidelity* (Hirsch-Houck Labs)

"The sounds produced by this speaker are probably more true to the original program than those of any other commercially manufactured speaker system we have heard."

record*
guide

(Larry Zide)

"Given a good stereo source, a pair of AR-3's comes as close to musical realism in the home, I believe, as the present state of the art permits. . . . In sum, until someone comes out with something better that doesn't take up the entire house, the AR-3 is for me the reference standard."

down
beat

(Charles Graham)

"The best speaker to be bought today at any price for home use is Acoustic Research Model AR-3."

AUDIO

(Edward Tatnall Canby)

". . . I have been using the two AR-3 units since last June for most of my listening and intend to continue using them indefinitely. That's for the record and it's enough."

Hi-Fi News

(London, England — R. L. West)

"This is the first time in his life that the reviewer has ever heard 20 c/s from a commercial loudspeaker. Feeling is perhaps a better word. The most outstanding feature is its lack of bass — on all the occasions when there shouldn't be any! . . . the reviewer sees why they have been raved about in their homeland."

The following comments on the AR-1W apply equally to the AR-3, which includes the AR-1W as woofer. They were written before the AR-3's appearance.

Atlantic

(John M. Conly)

"The AR-1W woofer gives the cleanest bass response I ever have heard."

The Audio League Report*

(Consumer testing organization, now defunct)

"Speaker systems that will develop much less than 30% distortion at 30 cycles are few and far between. Our standard reference speaker system [using the AR-1W as woofer], the best we've ever seen, has about 5% distortion at 30 cycles."

Saturday Review

(David Hebb)

"Competent listeners, with trained professional ears, were fooled into thinking that the live portions were recorded,† and vice versa. . . . The extreme low notes were felt, rather than heard, without any 'loudspeaker' sound. . . ."

†At a demonstration of live vs. recorded pipe organ, using AR-1W's.

*A reprint of the report is available for the asking.

AR-2^x AR-2a^x

The AR-2^x is a lower cost version of our basic acoustic suspension design, with a 10-inch woofer and a 3½-inch broad-dispersion cone tweeter.

The AR-2a^x is an AR-2^x speaker system with our 1¾-inch super-tweeter (the same one used in the AR-3) added to extend the extreme high-frequency response. Mid-range units and super-tweeters are independently adjustable.

The performance standard used in the design of the AR-2^x and AR-2a^x was the same as that for the AR-3: musically natural, unexaggerated reproduction. But where quality in the AR-3 is limited only by the state of the art and our engineering skill, here price is also a consideration.

The AR-2^x and AR-2a^x are improved models of the AR-2 and AR-2a respectively, with the tweeter of the AR-2 (the mid-range unit of the AR-2a) changed.

Kits for converting an AR-2 to an AR-2^x, or an AR-2a to an AR-2a^x, may be ordered from your dealer, or directly from AR at \$15 each postpaid (see page 12). These conversion kits are made available in line with AR's policy of insuring against obsolescence whenever possible.

SIZE: 13½" x 24" x 11½" depth

SUGGESTED AMPLIFIER POWER (RMS): 20 watts minimum per channel

TECHNICAL SPECIFICATIONS: Impedance 8 ohms. Frequency response and distortion curves are available on request.

	AR-2^x	AR-2a^x
PRICES: Mahogany or natural birch.....	\$ 96.00	\$122.00
Unfinished pine (not recommended for staining)...	89.00	109.00
Walnut, oiled walnut, or cherry.....	102.00	128.00

5% higher in the West and Deep South.

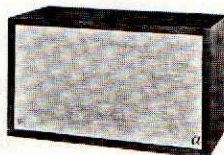


AR-2^x
(shown without grille cloth)



AR-2a^x
(shown without grille cloth)

5-YEAR GUARANTEE



AR-2a^x

PRESS COMMENT on the AR-2 and AR-2a

Winnipeg Free Press*

(Ken Winters)

"I chose the AR-2a speakers over other extremely good systems because of their self-effacing dispositions. They seemed to intrude less in the music than did other speakers with more markedly individualistic sound-producing natures."

high fidelity

(Hirsch-Houck Labs)

"The low frequency harmonic distortion of the AR-2a is remarkably low, and in our experience has been surpassed only by the AR-1. . . . The super-tweeter response is such that our microphone is incapable of measuring its limits."

down beat

AR-2a selected as best medium priced speaker system in 1960 "Picks of the Year."

review of recorded music

(Fred Grunfeld)

"If I seem carried away by these [AR-2] loudspeakers that is because they have a wonderfully natural quality. . . . They are particularly the answer for anyone who demands a very clean string tone. . . ."

THE DIAPASON

(Joseph S. Whiteford, President, Aeolian-Skinner Organ Co.)

". . . the problem of reproducing very low frequency organ tone without distortion or coloration was considerable. 'Electronic' sound would not do. Acoustic Research speaker systems [10 AR-2's installed permanently in a synthetic reverberation device at Christ Church, Cambridge, Mass.] provided an ideal solution."

AUDIO

(Edward Tainall Canby)

"I find AR-2 . . . remarkably clean and unobtrusive in its sound, easy on the ears for long-period listening, easy also to ignore in favor of the music itself. . . . Excellent illusion!"

*A reprint of Mr. Winters' article, on a complete medium-cost stereo system, is available on request.

AR-4^x

The AR-4^x — an improved model of the AR-4 — uses an 8-inch acoustic suspension woofer and a 2½-inch wide-dispersion cone tweeter.

The AR-4^x does not have as wide a frequency range as our other speakers, but in smoothness and uncolored musical quality it holds its own even when compared to the AR-3.

Of all our speaker models the AR-4^x, by a wide margin, represents the highest quality per dollar.

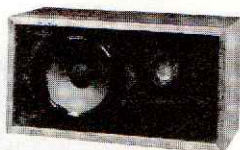
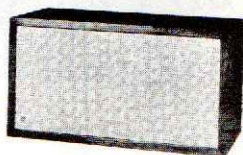
SIZE: 19" x 10" x 9" depth

SUGGESTED AMPLIFIER POWER (RMS): 15 watts minimum per channel

TECHNICAL SPECIFICATIONS: Impedance 8 ohms. Frequency response and distortion curves are available on request.

PRICES: Oiled walnut\$57.00
Unfinished pine (not recommended for staining)51.00

5% higher in the West and Deep South



(shown without grille cloth)

5-YEAR GUARANTEE

AR speakers are sold under a five-year guarantee covering both materials and labor of repair, with no service charge. Freight costs, and the cost of a new carton when necessary, are reimbursed.

CHICAGO
SUN-TIMES *

(Robert C. Marsh)

"The AR-4 is a best buy in any comparative shopping survey. It is going to attract a lot of interest in the low-price bracket, but, more than this, it is going to raise a big fuss in the next bracket up . . . this absence of coloration . . . suggests that the AR-4 is a rather rare bird among its budget-priced fellows and that it is slated for wide consumer acceptance."



"All in all, it is difficult to see how AR has achieved this performance at the price . . . the eight-inch acoustic-suspension woofer of the AR-4 produces extended low-distortion bass. The power response and dispersion of the AR-4's tweeter are as good as those of units that cost many times as much."

high fidelity

"To say that the AR-4 is the 'best' of this class would be to presume too much in the way of individual listener preference; it would perhaps be more to the point to say that we have heard nothing better, so far at least, in this price class . . ."

"We liked the AR-4 . . . We like the AR-4^x even more."

HiFi/Stereo
review

(Julian D. Hirsch)

"The acoustic-suspension loudspeaker system, pioneered so successfully by Acoustic Research, has been scaled downward in price and size . . ."

"This [*frequency response*] would be remarkable for any speaker, and in our experience is unique for any speaker in the price class of the AR-4^x . . . We know of no competitively priced speaker that can compare with it."

Radio-Electronics

(Peter E. Sutheim)

"The distinctive lack of obtrusive coloration that made the [AR] speakers famous is still very much evident . . . It is most noticeable on string bass, which has a clean 'bite' and growl to it that is often obscured in larger systems . . . The AR-4 sounds unmistakably like its older brothers, but the bass is, of course, less substantial."

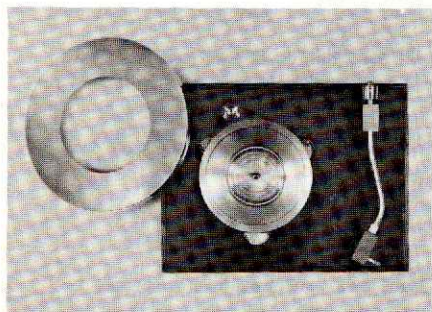
LA
REVUE DES
DISQUES

(Jacques Dewèvre)

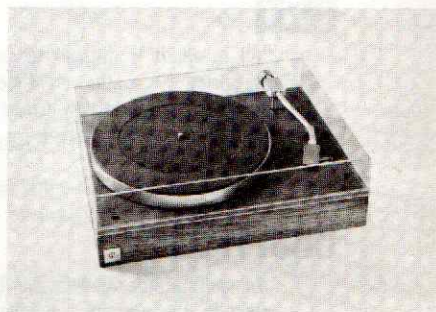
"There has been nothing like it [the AR-4^x], and the least I can write is that this speaker is astonishing . . ."

AR^{INC.} turntable

(33 $\frac{1}{3}$ & 45 RPM)



PROFESSIONAL quality. The AR turntable meets NAB specifications for broadcast equipment on wow, flutter, rumble, and speed accuracy. It is belt-driven and synchronous.



COMPLETE with arm, oiled walnut base, dust cover, and accessories including needle force gauge. Overall dimensions with the dust cover are 12 $\frac{3}{4}$ " x 16 $\frac{3}{4}$ " x 5 $\frac{1}{4}$ ".



FOR BUTTERFINGERS. This is a picture of the tone arm a second after it has been "accidentally" dropped. It floats down, but when the needle is in the groove the arm is free of restraint.



STABLE performance. The suspension design makes it insensitive to mechanical shocks from the floor or to acoustic feedback.

3-YEAR GUARANTEE

Same guarantee conditions as for speakers (see page 2)

\$7800
LESS CARTRIDGE

5% higher in the West and Deep South

PRESS COMMENT on the AR TURNTABLE

quoted from **HiFi/Stereo** review (Julian D. Hirsch)

"The wow and flutter were the lowest I have ever measured on a turntable . . . The speed was exact . . . the only rumble that can be heard with the AR turntable, even with the tone controls set for heavy bass boost, is the rumble from the record itself."

"I found that records played on the AR turntable had an unusually clean, clear quality. The complete freedom from acoustic feedback (which can muddy the sound long before audible oscillations occur) was responsible for this."

quoted from **HI-FI** MODERN
STEREO SOUND (John Milder)

" . . . the best answer so far to the interrelated problems of rumble and acoustic feedback . . . the only time rumble is audible is when it has previously been engraved on a record by a noisy cutting lathe. Nor is feedback audible . . . There is simply silence."

quoted from **AUDIO**

"The AR turntable does run at exact speed (both speeds), and it introduces as little 'signal' of its own as any turntable we have had occasion to test."

quoted from **high fidelity**

" . . . the lowest speed error USTC has encountered in [fixed speed] turntables . . . no hint of rumble . . . silent and accurate operation."

quoted from **Toute l'Electronique** (Ch. Darteville)

"It seems that once again they [*Acoustic Research*] have executed a master stroke in putting on the market a turntable that we do not hesitate to describe as — the word is not too strong — revolutionary."

quoted from **THE GRAMOPHONE** (Percy Wilson)

"I have, in fact, only one criticism of the AR turntable and arm: it is greatly under-priced. For its high standard it could well be double the price."

quoted from **INDUSTRIAL DESIGN**

" . . . noteworthy for elegant simplicity."

high fidelity at grand central

This is one of Acoustic Research's permanent high fidelity displays, the AR Music Room on the west balcony of Grand Central Terminal. A second AR Music Room is operated at 52 Brattle Street in Cambridge, Massachusetts.



You are cordially invited to visit the Music Rooms. A variety of program material from Vivaldi concerti to Dixieland jazz (but no boat whistles or ping-pong games) is played continuously in stereo, through AR equipment.

No sales are made or initiated at the Music Rooms, but AR personnel are on hand to answer any questions, technical or strictly amateur, that you may have.

The New York Music Room is open from 10:00 to 6:30 on weekdays, 11:30 to 5:30 on Saturday and Sunday. The Cambridge Music Room is open from 4:00 to 10:00 on Monday, 12:00 to 10:00 Tuesday through Friday, and 10:00 to 10:00 on Saturday.



AR woofers alternate with the pedal pipes of an Aeolian-Skinner organ.

AR has staged or participated in dozens of "live vs. recorded" concerts. At periodic intervals the musicians stop playing and AR-3 speakers take over, working from a tape previously recorded by the same musicians.

DIRECT COMPARISON BETWEEN LIVE MUSIC AND THE SOUND OF AR SPEAKERS

If the function of high fidelity equipment is to reproduce musical sound rather than to create its own kind of sound, such a comparison is the ultimate test of loudspeaker quality. We count 9 reviewers* who have written that they were unable to detect most of the switchovers from live to reproduced sound, from string quartet or pipe organ to AR speakers.

*including writers in *Audio*, *The American Record Guide*, *High Fidelity*, the *Saturday Review*, and a host of newspapers.



AR-3's imitate the Fine Arts Quartet.

AR^{INC.} books et al

HIGH FIDELITY SYSTEMS — A User's Guide by Roy F. Allison

AR Library Vol. 1 (New Dover edition) 99 pp., illus., paper \$1.00

A layman's practical guide to high fidelity installation. We think that it will become a classic work for novices (and perhaps be consulted secretly by professionals). From the **Bergen Evening Record**: "completely basic . . . If this doesn't give you a roadmap into the field of hi-fi, nothing will." From **The American Record Guide**: "I would strongly urge this book as prerequisite reading for anyone contemplating hi-fi purchases." From **Electronics Illustrated**: "the best basic book now available on high fidelity."



REPRODUCTION OF SOUND by Edgar Villchur

AR Library Vol. 2 (New Dover edition) 100 pp., illus., paper \$1.00



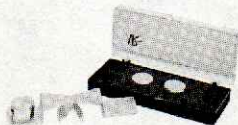
Vol. 2 explains how components work rather than how to use them, but it presupposes no technical or mathematical background. Martin Mayer writes in **Esquire**: "far and away the best introduction to the subject ever written — literate, intelligent and, of course, immensely knowledgeable." From **HiFi/Stereo Review**: "just the book to satisfy that intellectual itch for deeper understanding."

SPEAKER BASE

Provides improved acoustics where space limitations require mounting near the floor. 11" high x 14½" wide x 13" deep. Oiled walnut, or unfinished birch (suitable for staining), \$7.50. Not suitable for AR-4x.



AR NEEDLE FORCE GAUGE



The same gauge that is supplied with AR turntables. It is an equal arm balance with weights to ¼ gram, accurate enough to be used at the AR plant ($\pm 5\%$), and complete with instructions and case. \$1.00.

ACOUSTIC RESEARCH, INC., 24 Thorndike Street, Cambridge, Massachusetts 02141

Please send me the following:

- Roy Allison's "High Fidelity Systems — A User's Guide" at \$1
- Edgar Villchur's "Reproduction of Sound" at \$1
- Speaker base in finish at \$7.50
- AR needle force gauge at \$1
- Kit for converting AR-2 or AR-2a to AR-2x or AR-2a^x at \$15 (each)

I enclose \$..... in bills, money order, or check only. (All prices postpaid.)

NAME _____

ADDRESS _____