

Record and Cassette Warehouse keeps prices low for Xmas!

AUCKLAND, Thursday:

Mr Michael Dow, MD of The Record and Cassette Warehouse, today extended his now-famous "Any two single albums or cassettes of your choice for \$20.00" theme from the November 30 knock-off date, right up to Christmas eve!

Mr Dow stated: "I've been so impressed with the response from the two-for-twenty theme since its launch. It shows that record and cassette buyers are interested in seeking out the best value for their music dollar."

"If the excellent response continues, I'll continue the offer. I'll keep prices down until Christmas to make records and cassettes as affordable as possible for the gift-buying public. Two-for-twenty-dollar record and cassette buyers can come back again and again, right up to Christmas!"

Whoever heard of a retailer who lowered his prices at Christmastime? Now you have. And needless to say, your purchases are all backed with a guarantee of quality that assures you of first-rate recordings of the music of your choice.

The well-known Two-for-Twenty Dollars theme has proved to be so popular that it's been copied by some other record retailers. Mr Dow dismissed his leadership title in the top-value-for-money record and cassette buying stakes with: "Plagiarism is the highest form of flattery. Offering top value

is a policy at The Record and Cassette Warehouse ..."

It's true. We checked the prices at the Hot News Sale in November. There was music for all tastes, priced from \$3.99 for an album or cassette! Rare jazz imports were going out the door for \$4.99. Popular double LPs for less. Many of these were still available when we went to press. (More details elsewhere on this page).

These sale items, and the extended two-for-twenty dollar season, have been a gift for record and cassette buyers.

It seems that "give the gift of music" has some extra meaning at the Record and Cassette Warehouse ...



Do you wear jeans? and listen to music?

Maybe you do both at the same time! Maybe you'll be delighted to know that you can purchase top-quality Levi's, Izona, Corfu, Wrangler or Mad-man jeans at The Jean Warehouse in Durham Street (upstairs), and get a free record or cassette of your choice (downstairs)!

How's that for a special deal? Truth is, it's not really special at all! The Jean Warehouse does it all the time. So, where were you when you got your last pair of top-quality jeans? Where were you when you missed out on your free, absolutely-gratis-and-for-nothing single album or cassette of your own choice? Well?

Joint MD Tony Hart of The Jean Warehouse stated: "What's the problem! Don't jean-wearers listen to music anymore?"

Good question! Good

trouser idea attached to a good listening idea makes good sense. If you wear a clean pair every day you could have a small record collection (or cassette collection) under way without even realising it. All free!



Late sale delivery is good news

Late stock deliveries can be a nightmare for a retailer. Particularly with records and cassettes, when enthusiastic would-be purchasers have to be turned away when existing stocks are a total sell-out, and they've set their minds on a particular recording.

Such was the case only a few minutes into the Hot News Sale at The Record and Cassette Warehouse. Short delivery. This time, however, it's good news. It means that some of those names you sought on the rapidly-depleting sale racks could be reappearing there right now. If you missed out on the day, it's well worth a phone call or a visit right now to see if your selection came in on that last late delivery ...

Did you get a look at the Hot News lists in the Auckland Star and 8 O'clock? If you missed the

news when it was launched, would you be impressed with the idea of popular double albums and cassettes going for as little as \$3.99? How about Jam's 'All Mod Cons' cassette for \$4.99? And in the classical line, Mozart's Symphonies in a 4-cassette box worth \$31.99, sold for \$8.99!

Typical example. The variety went right across the spectrum, Jazz, modern, pablo. Classical, popular. There was something there for everybody ...

Better news still is that these sale-priced items are

still on the racks. Call The Record and Cassette Warehouse now, on Auckland 793-819 and see if your choice is there ...

Where else?

Nowhere else but The Record and Cassette Warehouse. Never before have the people of this city seen such a sale. And it may never happen again. Phone 793-819 with your inquiries.

All Credit Cards Welcome

The Record and Cassette

Wanna come to a party?

The occasion is The Record and Cassette Warehouse 7th Birthday. The date is the 7th of December. To commemorate the great event, seven great prizes will be given away over seven days.

You'll have to be there on one of those seven days from December 8th to get the chance to pick up one of those prizes.

Who knows, it could be a free record. Or a cassette! What else!

Give the gift of music

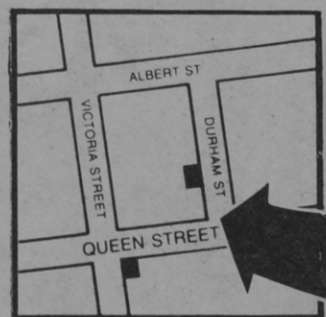


You couldn't think of a nicer, more appropriate gift than hours of listening pleasure. Classical, jazz, or rock 'n' roll, everybody has a taste in music ...

So, say it all with a Gift Voucher from The Record and Cassette Warehouse! You get a reputation for being a real nice person — they get the freedom of choice of whatever record or cassette they want ...

Remember, the famous two-for-twenty dollar opportunity that goes for records and cassettes goes for the vouchers too! Record and Cassette Warehouse vouchers are available at Durham Street and the Corner Record and Cassette Warehouses.

For Christmas, say it all with a voucher. For your friend, it means a lifetime of listening pleasure ...



Warehouse is pleased to announce that purchases may be made with any credit cards or cheques.

Any authorised voucher will be accepted during the sale. Don't miss out on your selection.