

# we've got the sounds.

**RCA Records announces  
compatible, discrete 4-channel disc;  
first release set for May;  
priced same as stereo discs;  
regular but selective release  
pattern planned by fall**

Rocco Laginestra, President of RCA Records, today announced RCA's perfection of a truly compatible, discrete four-channel phonograph record that the company will release its first product in May and that the disc will bear the same price as RCA's stereo records.

Stating that this breakthrough by RCA's engineers, working in collaboration with Panasonic and JVC, will revolutionize the record industry, Laginestra said RCA will begin regular but selective releases in the fall of the four-channel discs and that eventually all RCA's new recordings will be compatible with both stereo and discrete four-channel playback equipment.

"This achievement puts the recording industry at the dawn of a new era," Laginestra said. "As long ago as last July, we announced that the discrete, four-channel disc would provide the consumer with the finest available sound, either on stereo or four-channel equipment and that it would provide the dealer with but one inventory. We now have the perfected disc, and I am happy we will be able to offer it to the market at the same price as our stereo recordings!"

**RCA Records and Tapes**

CIRCLE 26 ON READER-SERVICE CARD