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Panasonic Consumer Affairs
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Dear Panasonic Consumer Affairs Specialist:

I was wondering if you currently have any 8 track tape players for sale? If not, do you offer any servicing for old models? I own a model RS-805 and I need to get it fixed. I don't suppose you are coming out with any new 8 track models anytime soon are you? I would consider upgrading to a better model if possible. I really like my RS-805, but I just might be better off buying a new one off the shelf, because I really don't know what is wrong with the one I have. Before I took it in to be fixed, it wouldn't power on at all. Do you think I need a new cord?

Unfortunately, it is pointless now to speculate why my player wouldn't power on. You see, I put it into a large shopping bag and took it down to Radio Shack to see if they could fix it. When I got to the mall, the bag handle ripped and I dropped it in the parking lot. Some idiot maniac driver wasn't paying attention to traffic or pedestrians and he ran over my shopping bag with his truck. He yelled some expletives at me and said something derogatory about my leisure suit, but he didn't stop to help or offer to pay for the damage or anything.

I need to get my 8 track fixed or else buy a new player and I only trust the Panasonic brand for audio electronics. My new wife is going to have a baby in about six months (give or take). I have heard that babies in the womb can hear music played on the outside. I also heard that a baby that regularly listens to music tends to develop faster and better than other babies. I want to give my baby every head start that I can.

I am a child of the 70's disco generation and I want to start my baby off right listening to my old disco 8 tracks. I haven't listened to my disco 8 tracks for a while. I guess somewhere in that span is when my RS-805 stopped working. I just fell away from listening to my 8 tracks on a regular basis. You see, I never thought I would have a child of my own to pass along my 70's heritage. Now that I have been blessed with a new wife and a new baby, I have so many things to teach and share with the baby!

For instance, I also want to teach the baby how to play football, but my wife says that will have to wait until after he or she is born. From the sounds of it, based on what my wife says, I think

Junior is going to be a place kicker or maybe a punter. I tried to get my wife to swallow a miniature football so Junior would have something to practice with in there, but she refused.

Anyway, I never completely gave up on disco, but I refuse to convert my 8 track disco collection into cassettes or CDs because it would just be too expensive for me to duplicate what I have already accumulated over the years. Have you seen those Time-Life advertisements on TV? They offer all the 'greatest hits' compilation CDs and try to use the selling point that it would cost hundreds, if not thousands, of dollars to buy all those great hit songs in their full album format.

I think that Time-Life's compilations are bastardizing the record industry. I don't want a "Disco's Greatest Hits" CD to play for my baby. I want ALL the disco songs -- the hits and the duds. Some of the best disco songs ever made are the ones that didn't get any radio play. In fact, when it comes to my collection of 45's (not nearly as large as my collection of 8 tracks), I probably play the "B-side" songs more often than I do the "A-side". The hell with Time-Life's compilations, I say!

More than anything else, I think the sound quality and general aesthetics of 8 tracks is far superior to CD's -- especially when it comes to disco music. A CD is so impersonal and antiseptic (not to mention too delicate and fragile). An 8 track, on the other hand, is heavier and more tangible. It fits well in your hand. There's nothing like the feel of inserting an 8 track into the player and the sensation you get in the palm of your hand when the cartridge locks into the play position. Get ready to get down!

Can you please send me a catalog of your most recent line of 8 track players? Also, please let me know when the ability to record on 8 tracks will be made available to the general public. If that is coming soon, I might be willing to buy a lesser 8 track player to use temporarily to play music for Junior, and then invest in an 8 track player/recorder in the near future.

Sincerely,



Rusty Lucas

p.s. The 8 track player is for me, but can I get a free Panasonic baseball cap for my baby for free. I know that the trend never really took off, but I think baseball caps are perfectly made for disco dancing. I am hoping Junior can spark that fashion statement once disco makes its mainstream comeback. Who among our generation doesn't immediately picture the 1979 Pittsburgh Pirate pillbox baseball cap when we hear Sister Sledge *We are Family*? A match made in heaven, I say! Please send me a free Panasonic baseball cap for my baby's future disco dancing days!