



...What's your wave length?
(N.B. You won't find it by letting your girl-friend
sit on your PIONEER receiver!)

PIONEER
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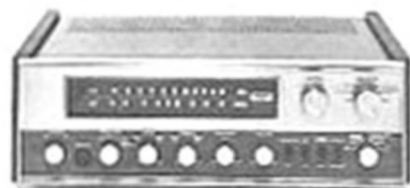
PIONEER



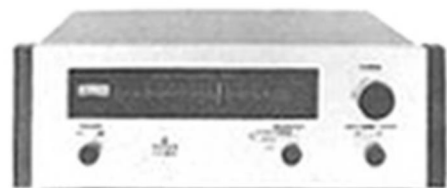
PIONEER — pioneering still higher fidelity.



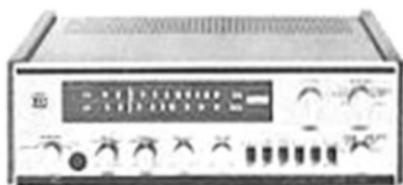
SX-1500TD 180W US\$ 399.95



SX-700T 70W US\$ 249.95



TX-500 US\$ 99.95



SX-1500T 170W US\$ 360.00



SX-770 70W US\$ 249.95



SA-900 200W US\$ 259.95



SX-1000TD 130W US\$ 310.00



SX-440 40W US\$ 189.95



SA-700 120W US\$ 199.95



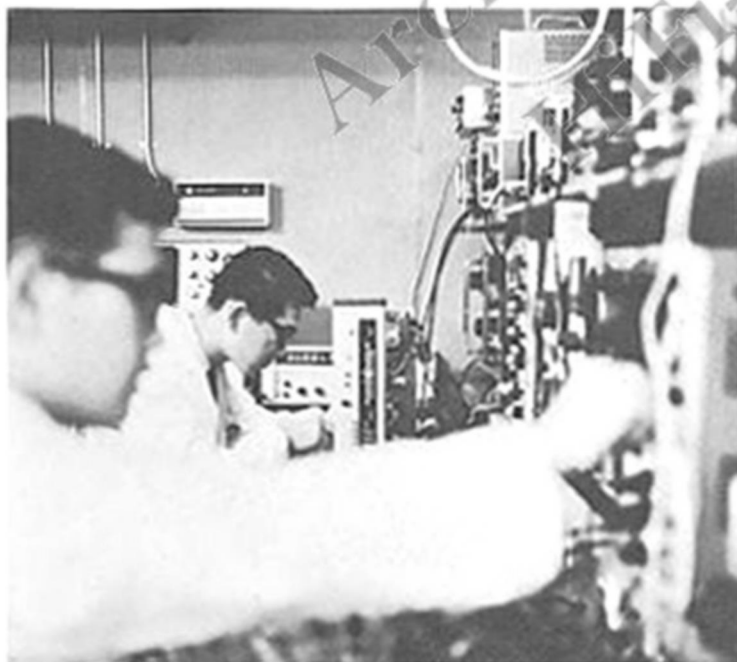
SX-990 130W US\$ 299.95



TX-900 US\$ 239.95



SA-500 44W US\$ 99.95



SR-202 US\$ 95.00

The technical "inner life" of an amplifier is a pretty complicated set-up. Works of art embodying the latest electronic and electro-mechanical advances, and presented as a sum total in the form of plain rectangular boxes, they are the heart of a really perfected HiFi unit.

But the buyer is apt to wonder what he could do with such a complex set if ever the slightest little thing were to go wrong. And, actually, this question is justified in view of the myriad components that go to make up the whole — loudspeaker boxes, receiver, record player, etc.

We, too, have every reason to see the would-be owner's point of view, though we do claim that our units are foolproof. To make assurance doubly sure, in the last few years we have concentrated upon creating a dense network of service stations and spare parts depots. In the U.S.A., for instance, we have over 60 authorized service shops, and we are also constantly increasing the number of repair shops. So we can claim with conviction: PIONEER units can be sold without service worries!

PIONEER Electronic (Europe) AG, Forchstrasse 59, 8032 Zürich/Switzerland

at your EES shops, at your Audio clubs
prices mentioned here
fair traded in U.S.A.

Printed in Switzerland