

A NEW LINE-UP OF LOUDSPEAKERS AND A TURNTABLE

CS-40, CS-50, AND CS-60



This is a new series of loudspeaker systems designed with one objective: to provide the highest standards of performance at their respective price levels. The CS-40 is a straightforward two-way system using a full size 10-inch woofer. Despite its amazingly low price, it provides smooth and flat reproduction of an extremely wide frequency range: 50 to 20,000 Hz. Its sensitivity - 93 dB/w - and its maximum input power rating - 30 watts - make it comparable to far costlier loudspeakers.

The CS-50 is a two-way system using a 12-inch woofer for truly superb, solid bass. Yet frequency spectrums handled by each of the two units are carefully selected so that the all-important mid-ranges are also reproduced smoothly and cleanly. With its input power rating of 50 watts and its high sensitivity rating of 96.5 dB/w, it features outstanding "cost performance". The top model of the series, the CS-60, is a true high fidelity loudspeaker system that provides smooth and clean reproduction over a 40 to 20,000 Hz frequency range, using a 12-inch woofer, a 5-inch mid-range unit, and a 3-inch tweeter.

Both the CS-50 and the CS-60 feature a handsome walnut-oil-rubbed finish, and an attractive black grille netting. They are also provided with phone tape plugs to enable direct operation from tape recorders which generally have phone jack outlets for external loudspeakers. These and their other features, coupled with their extremely reasonable prices make these loudspeaker systems highly desirable models to fill a heretofore vacant area in loudspeaker lineups on the market.

CS-A770

In an era of compact, bookshelf tape loudspeaker systems, Pioneer has come forth with a full-sized floor type loudspeaker system for the most serious enthusiast, the CS-A770.

It mounts in a solid, bass-reflex enclosure, four superb loudspeakers: a 12-inch woofer; 6½-inch and 4-inch mid-range units (all of which are equipped with cones fabricated from Pioneer's "F.B. (Free-Beating)" cone paper, a Pioneer exclusive); and a multi-cellular horn tweeter, to provide a frequency range beginning at an ultra-low 30 Hz and going all the way up to an ultra-sonic 20,000 Hz.

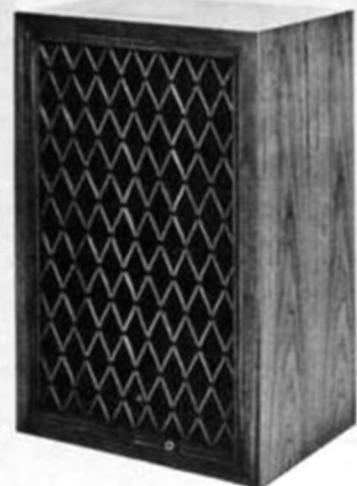


The long list of features includes click-stop level controls for precision adjustment of the mid-ranges and high-ranges; terminals for use in conjunction with two-way or three-way multi-channel systems; and a detachable grille frame, making the CS-A770 a true masterpiece among floor type loudspeaker systems.

CS-99A

If the CS-A770 is the king of floor type loudspeaker systems, then the CS-99A is the king of compact, bookshelf type loudspeaker systems.

It is a superb five-way six-loudspeaker system equipped with a professional size 15-inch woofer, two cone-type mid-range units, a multi-cellular horn-type tweeter, and two dome-type super tweeters. Its frequency range starts from an ultra-low sub-sonic 25 Hz and extends to an unbelievable 22,000 Hz. It has an input power rating of a full 100 watts. Each of these features place it head and shoulders above the accepted definition of conventional bookshelf type loudspeaker systems. The woofer and mid-range units use cones fabricated from Pioneer's superb "F. B. (Free-Beating)" cone paper, while a specially designed network is used in order to eliminate any of the distortion so often found in the vicinity of the crossover frequencies of multi-way loudspeaker systems, to ensure smooth and flat response over the entire audio spectrum.



PL-A35

Placing the tonearm stylus in the groove of a record is a very delicate operation for, unless extreme caution is exercised, the record can very easily suffer irreparable damage in the form of scratches or damaged grooves.

Then there are people who may like to hear the same record over and over again, but don't want to be bothered with getting up and starting the record again.

The Pioneer Model PL-A35 is a unique belt-driven turntable equipped with a fully automatic tonearm, that solves these problems at a stroke.

It operates in the following manner: first, the Selector is set to an appropriate position according to the diameter of the record to be played—12-inch, 10-inch or 7-inch. Then simply setting the Lever to the START position activates the tonearm control system, lifting the tonearm automatically from the tonearm rest, and gently lowering it onto the starting groove of the record to commence playback. And when the record comes to an end, the reverse happens: the tonearm rises from the record, and smoothly returns to the tonearm rest.

Additionally, if the lever is reset to the STOP position while a record is being played, the tonearm will lift from the record even if it has not been played out, and return to the armrest. And setting the lever to the REPEAT position will provide repetitive playing of the same record without the listener having to go near the turntable.



All this means, in other words, that the operator never has to touch the tonearm, and so this eliminates any and all chances of mishandling or damage. Nonetheless, if desired, manual operation is still possible - setting the lever to the MANUAL position will enable manual operation using the arm elevation mechanism. The automatic tonearm mechanism uses its own servo geared motor, for complete freedom from malfunctions or adverse effects upon the turntable as are so often observed in mechanically-activated automatic turntables, so in effect the PL-A35 is a "two-motor" turntable.

The PL-A35 possesses still other features: an anti-skating device, a free stop hinge dust cover, a stylus pressure direct-reading type tonearm that allows changing of cartridges, etc., all combining to endow the turntable with every feature desired by the most serious audio enthusiast.