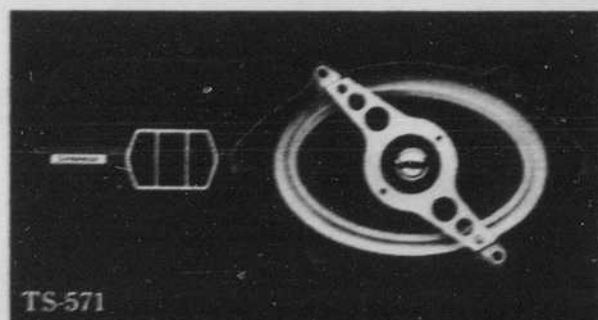




DON'T SCREW IT UP WITH SOMEBODY ELSE'S SPEAKERS.

It pains us, to hear a Pioneer car stereo through anybody else's loudspeakers.

It pains us because we probably make more high-fidelity speakers than anyone else. Some two-dozen different varieties of car speakers alone.



We know what goes into ours. And we know what goes into the other leading brand.

In Pioneer speakers, we use honest, one-piece ferrite magnets. We don't try to fake it with sandwiched magnets, because shortcuts like that increase flux leakage and reduce efficiency.

In Pioneer speakers, we use specially developed cone papers,

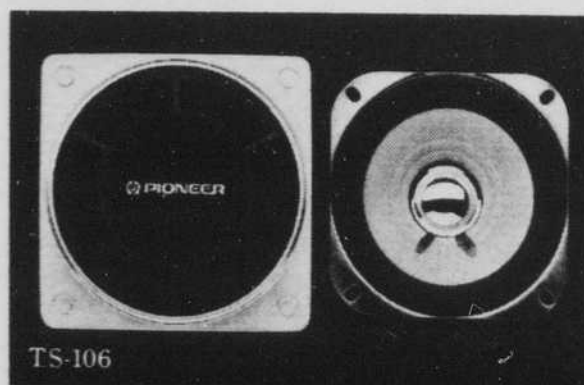
some with polyurethane-coated cloth edges for high linearity and high compliance. We don't take chances on lesser materials, with poor stability and heat resistance.

In Pioneer speakers, we use more-stable high-frequency cones. We take special precautions for weather and temperature resistance.

And now that you've read about us, hear us.

Ask your car stereo dealer to play the other leading speakers, then Pioneer.

And, believe us, you won't need the ears of a Leonard Bernstein to hear the difference.



CAR SPEAKERS BY PIONEER.

Pioneer Electronics of America, 1925 E. Dominguez St., Long Beach, CA 90810