

The reason Pioneer took on Nakamichi and not Marantz?



Maybe you saw the recent ad where Pioneer compared their \$600 CT-F1000 cassette deck to the \$1650 Nakamichi 1000II. Pioneer came out looking pretty good, considering the \$1000-plus price difference.

But it would have been a different story if Pioneer compared their S-600 machine to the \$431 Marantz 5030B cassette deck. So let's do it for them:

The Pioneer and the Nakamichi both feature a three head design that lets you monitor off the tape as you record. So does the Marantz 5030B. The Nakamichi and the Pioneer have separate Dolby systems for playback and record. Just like the Marantz.

They both feature controls that let you go from fast forward to reverse without punching the stop button first, and without breaking or jamming the tape. The Marantz lets you do that too.

And both feature a total harmonic distortion of less than 1.5%, and wow and flutter of only 0.05%. Ditto for the Marantz.

(In all fairness we should point out the Nakamichi does give you certain extras, including auto rewind and a pitch control as well as a slightly extended frequency response—extras you'd expect for \$1650!)

And now the similarity ends. Because here's where the Marantz beats them both hands down—in features and price! The Marantz has extended range VU meters *and* LED peak level indicators. Plus an easy to use combined bias and equalization control (more costly to make than separate controls). And super hard Permalloy heads that out-last ordinary Permalloy heads, while sounding better, to many experts, than ferrite head.

Then there's the Marantz master level control to simultaneously control line and mic gain. Plus a pre-calibrated Dolby β circuit you never have to align, ever. For all those pluses, here are two important minuses: The Marantz sells for \$1210 less than the Nakamichi, \$109 less than the Pioneer.

So that's the story. And we'll end on a note of agreement with Pioneer: If you can't hear the difference, why pay for it?

See the 5030B and other Marantz cassette decks, from \$189.95 to \$449.95* at your dealer's today.

There's never been a better time to buy...
marantz
 We sound better.

Loud and Proud

HIFIGOTEBORG.se a



marantz



WANT TO RELAX TO BEAUTIFUL
MUSIC

WELCOME

WE HAVE GOOD HIFI AT YOUR
SERVICE

PLEASE WAIT HERE & A MEMBER
OF OUR TEAM WILL BE WITH
YOU SHORTLY.

Or press finger HERE