

# Chenier and Frazier know who's best.

When superstars Phil Chenier and Walt Frazier face each other on the basketball court there are no tougher competitors. But when it comes to high fidelity, they've joined the same team — Pioneer. It's one thing Phil and Walt agree on — you can't expect great music unless you have great equipment. And in high fidelity, Pioneer is great equipment.

U. S. Pioneer Electronics Corp.,  
75 Oxford Drive, Moonachie,  
New Jersey 07074.

West: 13300 S. Estrella, Los Angeles

90248 / Midwest: 1500 Greenleaf,

Elk Grove Village, Ill. 60007

Canada: S. H. Parker Company.

**PIONEER**<sup>®</sup>  
when you want something better



Shown: SX-1010 receiver. PL-71 turntable, CS-99A speakers, CT-5151 cassette deck. RT-1020L reel deck, SE-700 headphones

Loud and Proud

HIFI GÖTEBORG.se a

  
PIONEER

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

