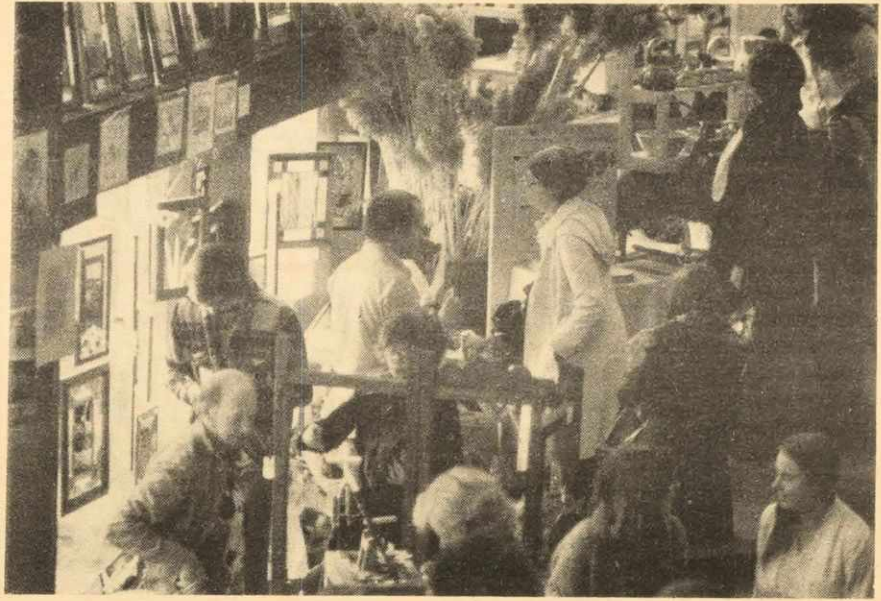
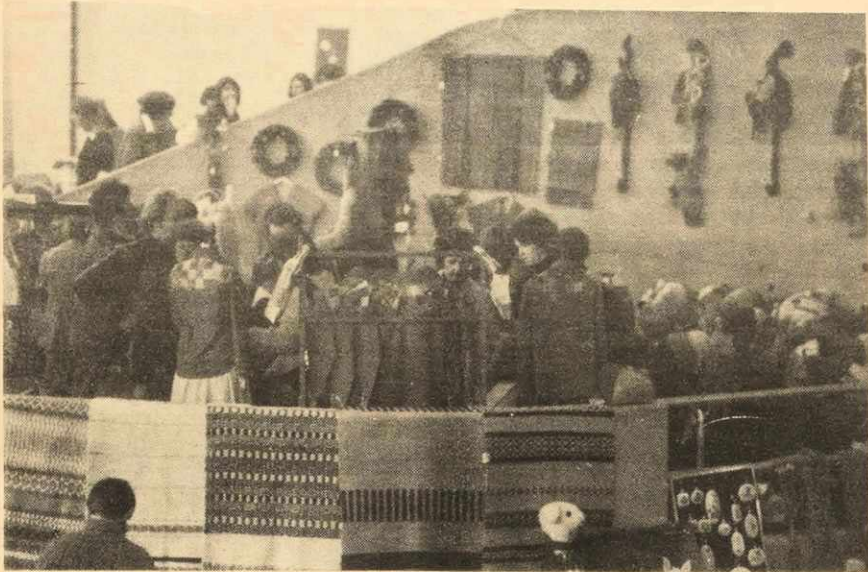


The Arts Centre was jammed last weekend with Christmas shoppers browsing and buying at the annual Christmas Crafts show. R. Fulton / Dal Photo.



The sculpture court at the Arts Centre was mobbed all weekend for the Crafts show. R. Fulton / Dal Photo

You want to change the system.

But you don't think you have the bucks.

The system in question is your present stereo.

What's happened is that you've developed a more discriminating ear.

What once sounded terrific suddenly doesn't sound so hot.

And what never sounded —like the sibilance way behind the rhythm guitar—is now a veritable pain in the cochlea.

You're ready to upgrade. But your worry is that moving from stereo to true high fidelity is awfully expensive.

Well, it can be. But it doesn't have to be.

Hitachi has just brought a new line of equipment into Canada.

Good-looking, contemporary, high quality, high fidelity.

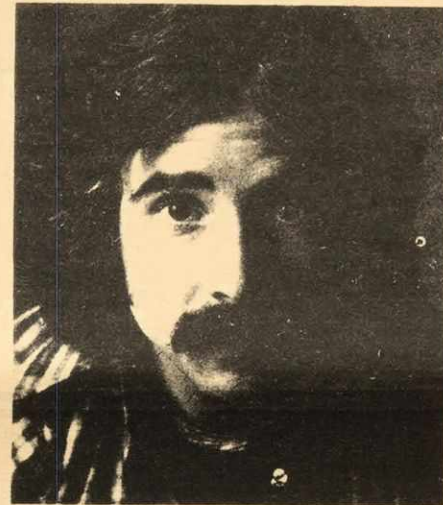
With specs you'd expect to find at a much higher price.

The name of this new line is Lo-D, the result of over three years research that speci-

fically focused on the listener and his needs. (What is the range of his hearing? Is he capable of catching the lowest and highest notes? Or is he limited to the middle range?)

Hitachi scientists measured these individual listening reactions by testing over 5000 people in Hitachi's sound labs. Then, the results were mathematically tabulated and converted into a unique Sound Design chart.

Called ESP for its investigation of Emotion, Sensation and Physical Characteristics, the Hitachi hi-fi report was the genesis of Lo-D.



When you hear its brilliant sound, and look at its brilliant price, you'll discover Lo-D is quite an achievement.

The kind of achievement that suddenly makes it easier for you to improve the system you're living with now.

The kind of achievement that has made Hitachi a world leader in electronics.



SR-802 AM FM Stereo Receiver w. OCL Circuitry 50 Wx2 @ 8 ohms (20-20,000 Hz, 0.5% THD)

D-3500 Advanced Stereo Cassette Deck w. 3 Head Performance, D Dolby* Off-tape monitoring, S Nw Dolby: 63 dB Wow and Flutter: 0.05% (WRMS)



*DOLBY is a trademark of Dolby Laboratories, Inc.