

NEW PRODUCTS

from

Electro-Voice

- Microphones
- Commercial Sound Products
- High Fidelity Components
- Phonograph Needles, Cartridges, and Wheels

Aries Console Speaker System



TRADITIONAL
Cherry



SPANISH
Oak



CONTEMPORARY
Pecan

THE ARIES SPEAKER SYSTEM

Fine furniture system

The new Electro-Voice Aries console speaker systems integrate fine furniture design and construction with acoustical excellence — at surprisingly modest cost. The Aries is available in three styles: Traditional, finished in rich cherry; Contemporary with stylish pecan finish; and popular Spanish in rugged oak. These superb designs will be a proud addition to home decor.

Close attention to detail is evident in these systems. Select North American veneers and hardwoods are used on the cabinets. Two final lacquer coats, each baked and hand rubbed, assure beauty and durability. Hardware, grill cloth selection, and finish all contribute to the authenticity of design. Careful cabinetmaking techniques result in a totally sealed, especially solid unit.

Superior sound

As important as appearance is, the essence of high fidelity componentry is fine sound. The ability to reproduce music in thrilling, realistic concert-hall style is possible because of Electro-Voice's advanced audio engineering knowledge and design creativity. Not satisfied with staying abreast of the "state of the art", E-V engineers strive to improve it, continuing their tradition of Setting New Standards in Sound.

The Aries is a three-way system incorporating a 12-inch woofer, 6-inch midrange, and 2½-inch tweeter.

Cabinet, all internal components, crossover, and acoustic damping have all been carefully designed and integrated to result in the epitome of "fine-tuned" sound.

WOOFER — The foundation of the Aries brilliant performance. The nine and one-half-pound magnet structure provides highest efficiency consistent with precise transient response. New sealed-foam, half-roll surround of the woofer assures stable suspension of the cone and yet allows long-throw cone movement of up to ¾-inch. The woofer will handle 50 watts of continuous sine-wave power. Extremely low distortion, even

SPECIFICATIONS

Frequency Response:	25 to 20,000 Hz
Nominal Impedance:	8 ohms
Power Handling Capacity	
Program:	35 watts
Peak:	70 watts
Dimensions:	22¼" H x 27½" W x 16¼" D
Style/Finish:	
Contemporary/Pecan; Traditional/Cherry; Spanish/Oak	
Net Weight:	65 lbs.
Shipping Weight:	75 lbs.
Nat. Advertised Price:	\$275.00

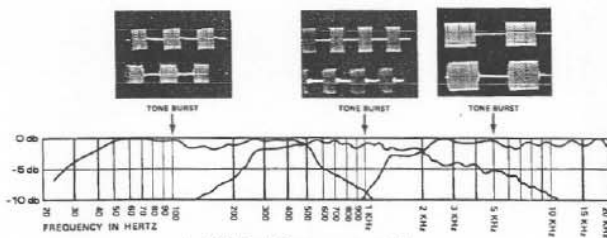
reproducing the lowest organ pedal tones.

MIDRANGE — Special attention has been given to this speaker which reproduces sound in the most sensitive range of the ear. A specially selected and treated cone and suspension insure smoothness and low distortion. The midrange speaker is mounted in its own sealed and internally-damped enclosure preventing interaction with the woofer.

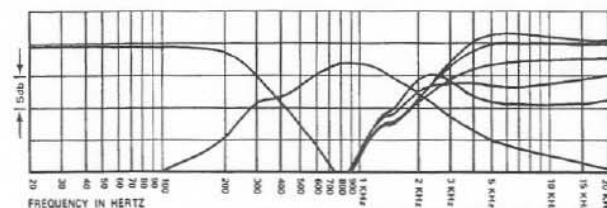
TWEETER — Smooth, natural very-high-frequency reproduction is the most critical area of any speaker system. To assure performance identical with laboratory standards, special production techniques were developed. All parts of the tweeter are assembled and then cured together, relieving stresses and eliminating non-uniformity. Damping compound is hypodermically metered into the speaker compliance roll. The result is remarkably good tweeter performance, uniform from unit to unit.

CROSSOVER — Top-quality crossover components the other components and assures uniformity of good sound. Mylar tweeter capacitor maintains response to beyond limits of hearing. Iron-core woofer circuit inductor minimizes resistance losses. Five-position ceramic rotary switch permits adjustment of high-end response up to 10 db at 10,000 Hz to exactly match room acoustics or precise listening tastes.

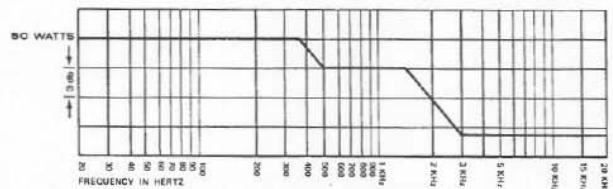
TECHNICAL DATA



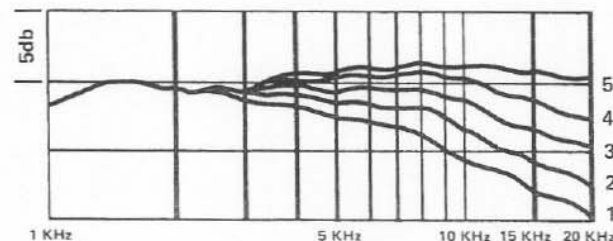
Individual Component Response



Crossover Response



Maximum Sine Wave Power Input



Acoustic Balance Switch Settings

Your E-V Distributor

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600 Cecil St. Buchanan, Michigan 49107

AUDIO

AUDIO Magazine had this to say about the ARIES sound:

"In listening to this speaker system, we were impressed with its full-bodied sound and smooth top end. It seemed not to add any coloration of its own to the source material being played—which is just as it should be. The bass response was particularly impressive."

(October, 1969)

HIGH FIDELITY

And from the CBS Labs analysis for HIGH FIDELITY Magazine:

"With its ARIES series of speaker systems, E-V is making an obvious effort to appeal to those concerned with decor as well as with sound. The former appeal is evident in the three styles in which the new system comes (traditional, contemporary, and Spanish). The latter consideration becomes evident as you listen to the ARIES: it's a full-bodied, clean, wide-range reproducer."

(February, 1970)

Stereo Review

Finally, Hirsch-Houk Laboratories sums it all up in the pages of STEREO REVIEW:

"From the test data, one would expect the ARIES to be a smooth, clean-sounding system, and it did not disappoint us. The sound was well dispersed, with no hint that it emanated from three drivers—the result of careful choice of crossover frequencies and well-matched driver characteristics. The ARIES had a light, effortless quality with a palpable lower bass when the program material called for it. Altogether it is a fine system, as appealing to the eye as it is to the ear."

(February, 1970)

**All agree:
ARIES sounds as good as it looks.
And vice versa.**



SPANISH/Oak

CONTEMPORARY/Pecan

TRADITIONAL/Cherry

For complete copies of all three reports, write us today. But to see . . . and hear . . . what inspired this praise, visit your E-V high fidelity showroom soon. Listen to ARIES. \$269.95 suggested retail in your choice of styles. It can be an eye-opening experience.



ELECTRO-VOICE, INC., Dept. 1104F, 616 Cecil Street, Buchanan, Michigan 49107
high fidelity systems and speakers • tuners, amplifiers, receivers • public address loudspeakers
• microphones • phono cartridges and styli • aerospace and defense electronics

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