

We've closed the degeneration gap

Tests show that a symmetrically designed speaker — round, rectangular, square, conical, triangular — gives rise to degeneration in the vibration mode at specific frequencies. Distorting natural sound. That's why the Yamaha Natural Sound Speaker has such an unusual shape. It operates on the same sound concept as the sounding board of a grand piano, violin or guitar. To prevent sound degeneration. To give you natural sound... the way your ear was meant to hear it.

THE NATURAL SOUND SPEAKER shapes the sound so that you don't get those unreal, booming bass sounds... nor the strident, irritating highs. The system is based on the principles of acoustic musical instruments such as the piano. The quality of sounds produced is directly correlated to the acoustical design of their sounding boards. They are called BENDING MOTIONS of sound. And they are natural.

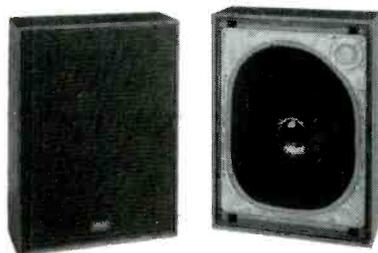
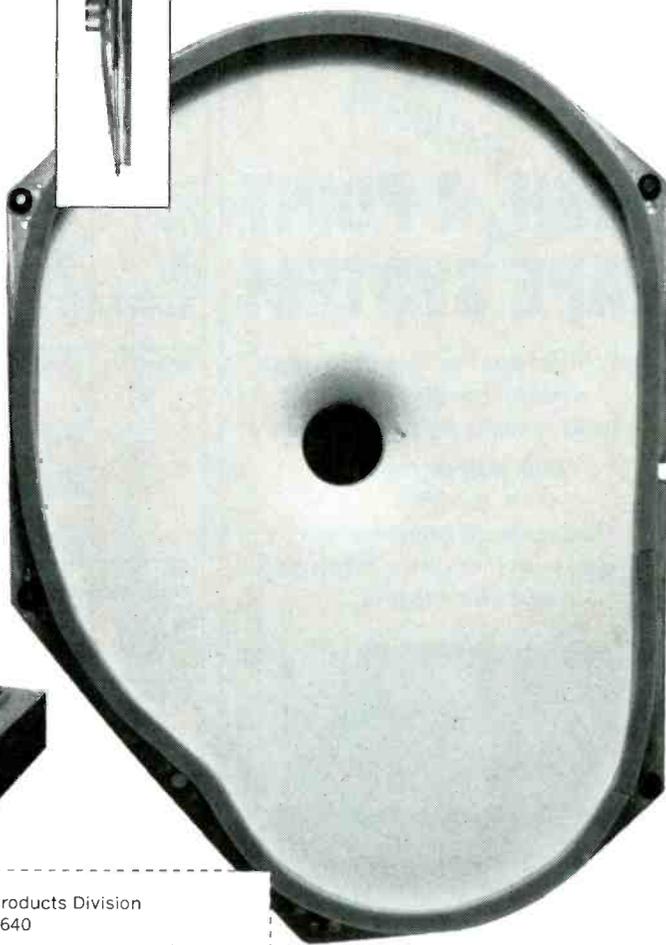
Following this concept, Yamaha developed the Natural Sound Speaker. It is entirely different from the conventional cone. It has a rigid diaphragm constructed of a specially formulated polystyrene. The entire edge of the speaker is firmly fixed on the frame. And it is shaped for natural sound... like the sounding board of a piano.

So, if you've been listening to degenerated sound — close the gap. With Yamaha.

The specifications:
 NS-15
 Impedance — 8 ohms
 Power capacity — 30 watts
 Tone control — Continuously variable
 Speakers — Natural Sound: 13" x 17" Cone: 2"
 Cabinet — Removable grille Straight-grain American Walnut Open pore, oil finish
 Dimensions — Height: 23" Width: 16" Depth: 7" Weight: 22 lb.

5 models available, starting at \$69.50.

Now available. Two outstanding new receivers that do the Yamaha Natural Sound Speakers justice.



Yamaha International Corporation, Audio Products Division
 7733 Telegraph Road, Montebello, Calif. 90640
 Please send me your 1970 catalog containing complete specifications on all Yamaha audio products.

Name _____
 Street _____ City _____ State _____ Zip Code _____



Check No. 89 on Reader Service Card