

BEFORE WE MADE THE NEW YAMAHA RECEIVER, WE MADE THE ORCHESTRA.

The new Yamaha receiver and other stereo components emerged from a unique eighty-year involvement in music and sound.

Years ago Yamaha established new standards in wind instrument precision, piano sound, guitar craftsmanship, organ electronic technology.

Our engineers didn't just sit down and create those standards—they evolved them, and the same is true in their latest audio achievements.

To reach their goal of maximum truthful reproduction, they had Yamaha's three-quarters of a century sound experience to draw from.

And they developed new technology to match and exceed the kind of quality performance (low distortion) usually found on "separates" at the highest price levels.

A New Engineering.

They developed a new kind of engineering philosophy, too.

Because they conceived this quality standard not for just the highest priced Yamaha components, but for the whole line!

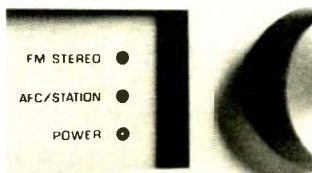
The result is low distortion performance, typically

at .08%, available to receiver and amplifier buyers in all competitive price ranges.

Compare the specs on the new Yamaha components to any of their competition.

But don't stop there—compare them to your idea of an ultimate component selling for any price.

We're confident of the outcome.



The Powerful Truth.

The new Yamaha CR-800 receiver, for example, packs a powerful 45 watts per channel RMS (both channels driven, 8 ohms, 20-20 kHz) to give you the full force of a big crescendo, or full audibility of a delicate piccolo solo.

Sophisticated Tuner.

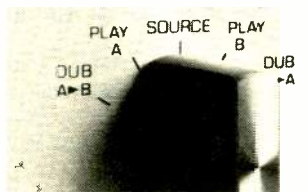
The CR-800's FM tuner section is the first to utilize negative feedback around the multiplex demodulator. This achieves superb separation (45 dB) and reduces MPX distortion to 0.05%. And Yamaha Auto Touch

tuning allows the electronics to fine tune the station for minimum distortion (and keeps it there).



Ten position control.

Loudness control takes speaker efficiency, room acoustics, and other factors into consideration, to give you the tonal balance of lows, middles, and highs you like at all volume levels.



Multiples and Mixes.

For the multiple tape deck owner, the 800 has a five-position tape monitor selector to easily control two stereo tape record/playback circuits for recording on one or both decks simultaneously, for copying from one recorder to another, or for reproducing or monitoring on either.

Other features include a

separate microphone pre-amp and volume control, a two-position low filter (20 Hz-70 Hz) and a two-position high filter (8 kHz-blend). And LED's for critical indications.



Homemade Philosophy.

The 800 fully incorporates all the years of electronics technology, metal working, machining and wood working pioneered by Yamaha in the music field.

Most of the various parts of Yamaha stereo equipment are made by Yamaha, in our own facilities, for stronger quality control.

And like Yamaha music products, Yamaha components are covered by an unusually long warranty—5 year parts, 3 year labor—and a national service and dealer network.

Audition the Yamaha CR-800, and all our new components, at your nearby Yamaha dealer.

