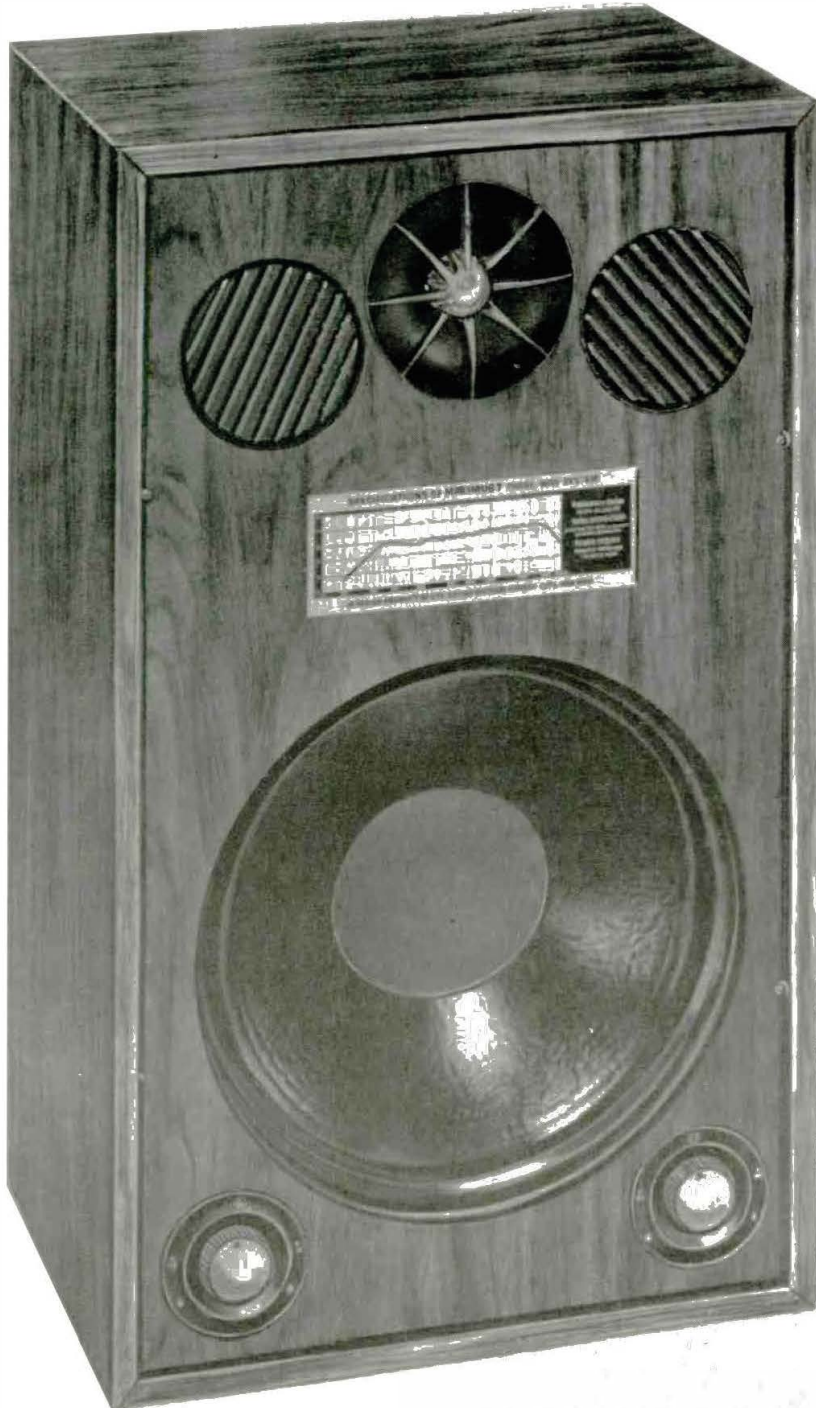


An important new development of particular significance

MAXIMUS 7 SMASHES THE SOUND BARRIER

Until now, you couldn't buy a speaker system like the MAXIMUS 7 . . . at any price. Now, all at once, here are six sophisticated design developments in a single new system — a bold breakthrough that offers uncompromising performance to the most discriminating listener. Read why dealers call the MAXIMUS 7 the freshest, most creative speaker system to come along in many years.



MAXIMUS 7 — Illustrated without grille cloth

Here is the incredible MAXIMUS 7, the ultimate expression of advanced design and luxury performance. There is no other speaker system, at any price, that matches it. What makes it so different? For the first time, all six of today's most sophisticated design features are incorporated into a single speaker system, creating an instrument so lavish in sound, so elegant in craftsmanship, that it challenges any speaker system to direct comparison, regardless of name. Here's what the magnificent MAXIMUS 7 offers you:

1. BROADEST FREQUENCY RANGE

MAXIMUS 7 delivers a frequency range of 25 to 35,000 cps at fantastically low distortion levels—virtually flat throughout the entire spectrum. No other system comes close, even at five times the price. It takes this kind of broad range capability to reproduce the harmonics that are present in the original sound. The result is a richness and roundness of sound such as you never heard before.

2. EXTREMELY LOW DISTORTION LEVELS

MAXIMUS 7 delivers its full range of sound at less than 3/4% distortion from

50 cps to 35,000 cps; less than 3% at 30 cps, and provides superior performance even down to 20 cps. What other speaker system can make that statement?

3. ASTOUNDING POWER HANDLING ABILITY

A speaker system's true function is to reproduce sound faithfully without injecting its own personality. Frequently, a sudden clash of cymbals, a roll of kettle drums, and a speaker system loses its control, injecting extra, undesirable sounds of its own. Not so with the MAXIMUS 7. Its 9½ lb. ceramic magnet structure is among the most powerful ever used in a speaker system. It completely controls the magnetic field, which controls the sound output. This power handling ability is reflected in the rich, pure, luxurious sound of the MAXIMUS 7.

4. ADJUSTABLE ACOUSTIC CONTROLS

MAXIMUS 7 features two continuously variable KOUTOURED ACOUSTIC controls, one for mid-ranges, one for treble. Both controls are located on the front panel, accessible in a moment. With them, you can adjust the sound precisely to your own individual taste. You get perfect personal control of the sound you want to hear.

5. (CAPS®) CUSHIONED AIR PNEUMATIC SUSPENSION

MAXIMUS 7 features a heavy duty 12" pneumatic suspension woofer, based on the famous CAPS principle, an exclusive development of UTC Sound. In addition, it incorporates two shielded, back-loaded, bi-polar, mid-treble wide dispersion lens radiators and a dome lens compression type multi-cellular ultra-high treble horn. The resulting sound quality is simply superb.

6. SNAP-OFF DECORATOR GRILLE

MAXIMUS 7 provides the convenience of a distinctive, decorator-styled front grille that complements any style of decor. Snap off the grille instantly for easy access to front panel controls. Replace grille cloth with fabric of your choice. Cabinet is fully finished on all six sides in exquisite oiled walnut. Here is unquestionably the most distinguished of speaker systems, in an elegant, compact, book-shelf enclosure. Test it yourself very soon, at your favorite audio dealer. MAXIMUS 7 — designed for those who demand nothing less than the Finest.



MAXIMUS

Creative Engineering for the Sound of tomorrow

MAXIMUS — a design product of UTC SOUND DIVISION - 809 Stewart Ave., Garden City, New York

