when the British say
"the best pick-up arm in the world"
it warrants serious consideration

The English are noted for their conservatism and they especially are not given to extreme claims in advertising. Their statement that the SME is "the best pick-up arm in the world" is simply a fact. It is made by dedicated craftsmen working with extraordinarily close tolerances and standards—providing features unattainable in any other tone arm. Its "secret" (if it has one) is care in manufacture and testing, and utterly accurate adjustments for every critical factor in tracking.

It is not inexpensive—perfection never is. It is, however, worth every penny to the audiophile who wants a pick-up arm capable of realizing the full potential of cartridge and record.

### SME DESIGN FEATURES

- **A.** Virtually frictionless knife-edge bearings. Pivot friction is less than 20 milligrams, horizontal and vertical.
- **B.** Wood-lined stainless steel tube arm. Resonances are outside recorded range, of small amplitude, and damped.
- **C.** Unique weight system statically balances arm longitudinally AND laterally.
- **D.** Rider weight adjusts tracking force from 3 to 5 grams, adjustable for 3/4 or 1/4 gm. increments, as accurate as a fine stylus pressure gauge.
- **E.** Sliding base offers alignment adjustment through 1 inch. Height is adjustable through 1/2 inch. Fulfills optimum requirements of length, offset, overhang when adjusted with alignment protractor included.
- **F.** "Anti-skating" bias adjuster counteracts tendency of the arm to move toward record center and "favor" inner groove.
- **G.** Hydraulic lever-operated set-down for slow-motion leather-light lowering onto any part of the recording.
- **H.** Nylon-jaw arm rest with stainless steel locking link.
- **I.** International standard 4-pin socket. Cartridge shells fitted with detachable pillars and mounting screws at standard 1/2 inch spacing.
- **J.** Output socket and plug provides a rigid junction for the "stiff wiring" and delicate pick-up lead, eliminating influence on free tone-arm movement.

### PRICES:

- **Includes one shell, arm, template, alignment protractor, hardware**
  - **MODEL 3009 for 12" recordings**.......................... $89.50 net
  - **MODEL 3012 for 16" recordings**.......................... $99.50 net
  - **ADDITIONAL SHELL Model A30H**.......................... $5.50 each

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**SHURE S M E**

LITERATURE:

SHURE BROTHERS, INC., 222 HARTREY AVE., EVANSTON, ILLINOIS

Manufactured under U.S. Patent 3,055,988; 3,077,522; D193,006; D193,934; other patents pending.

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