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.

SHURE 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 bal-
ances arm longitudinally AND laterally.
D. Rider weight adjusts tracking force
from 1/4 to 5 grams, adjustable for 1/4 or
3/2 gm. increments, as accurate as a fine
stylus pressure gauge.
E. Sliding base offers alignment adjust-
ment through 1 inch. Height is adjust-
able through 1/4 inch. Fulfills optimum
requirements of length, offset, over-
hang when adjusted with alignment
protractor included.

F. "Anti-skating" bias adjuster coun-
teracts tendency of the arm to move
toward record center and "favor"
inner groove.
G. Hydraulic lever-operated set-down
for "slow-motion" feather-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
1/4 inch spacing.
J. Output socket and plug provides a
rigid junction for the "stiff wiring" and
delicate pick-up lead, eliminating in-
fluence 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

SHURE SME

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

*Manufactured under U. S. Patent 3,055,988; 3,077,521; 3,077,522; 3,192,006; 3,193,934; other patents pending.
CIRCLE 97 ON READER-SERVICE CARD

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