

SHURE

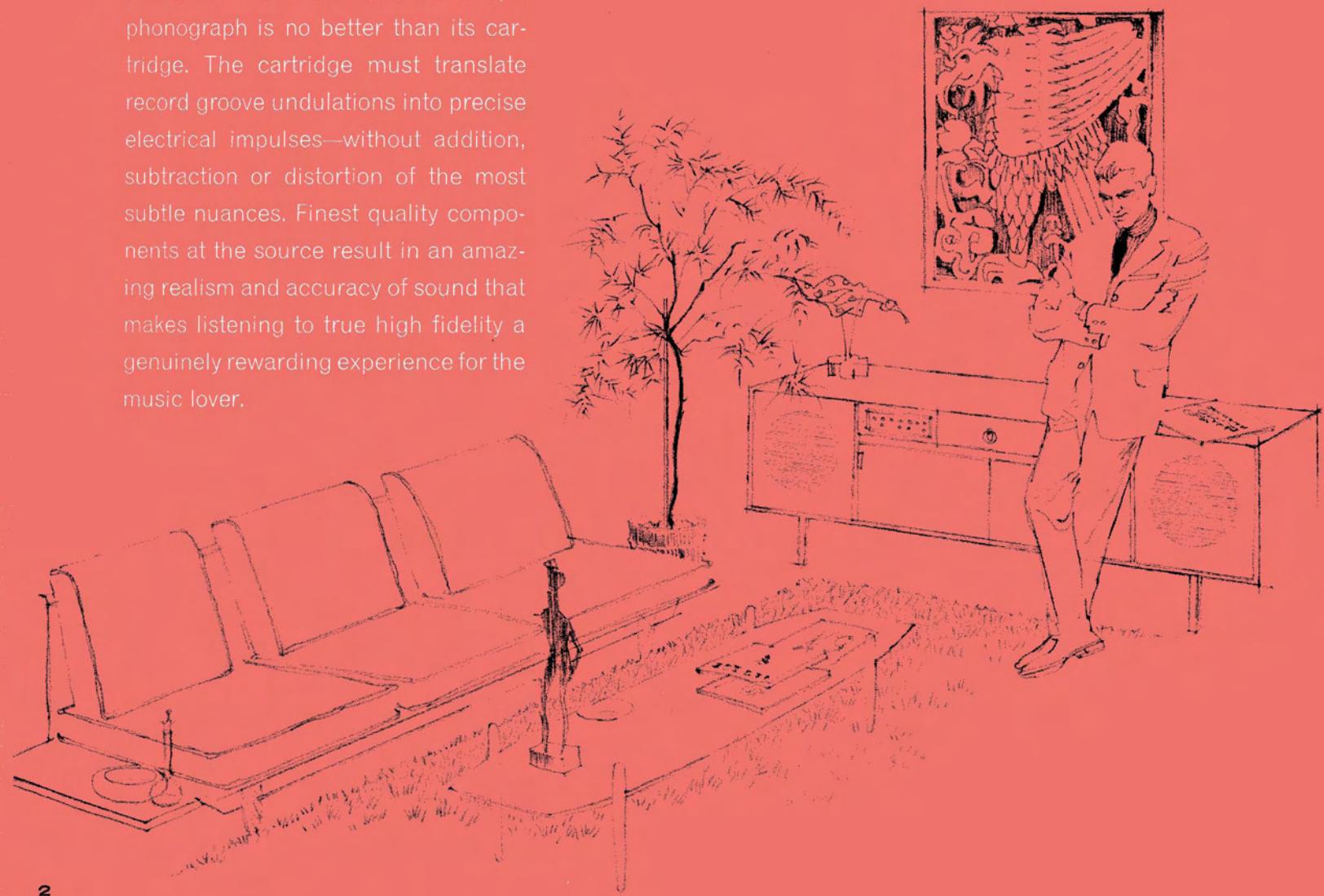
'63

*Shure
high-fidelity
stereo products*

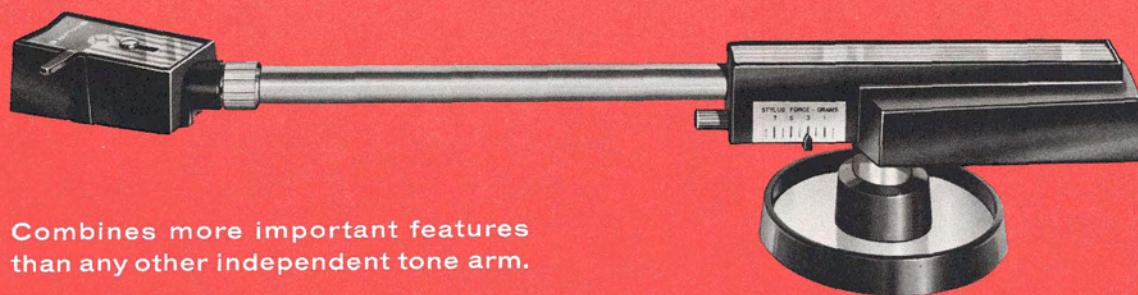
FOR THE LATEST IN
SHURE STEREO DYNETIC
PHONO CARTRIDGES—
SEE BACK COVER

THE ALL-IMPORTANT SOURCE OF SOUND

True high fidelity sound re-creation, begins at the *source* of sound. Just as a camera is no better than its lens, a phonograph is no better than its cartridge. The cartridge must translate record groove undulations into precise electrical impulses—without addition, subtraction or distortion of the most subtle nuances. Finest quality components at the source result in an amazing realism and accuracy of sound that makes listening to true high fidelity a genuinely rewarding experience for the music lover.



SHURE PROFESSIONAL TONE ARM

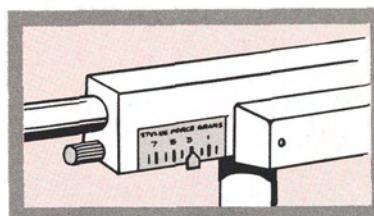


Combines more important features than any other independent tone arm.

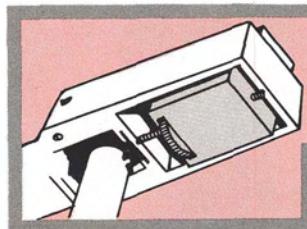
Professional TONE ARM

The Shure M232 and M236 Professional Tone arm is a premium-quality independent tone arm that accepts practically all cartridges (Stereo and Monophonic) and permits their maximum potential performance characteristics to be utilized. Features precision ball bearings at all pivot points, plug-in head with positive-alignment lock, variable height adjustment. Pays for itself in reduced record wear and damage. Ingeniously simple and unprecedented combination of adjustments give instant, positive, VISUAL control over balance (without altering overall arm length), tracking force (0—8 grams), and overhang. Floats the needle over the record . . . smoothly—without “drag”—without “skip”—without unnecessary (and ruinous) force. Furnished with cable having plug on each end to simplify and speed up installation (eliminates soldering).

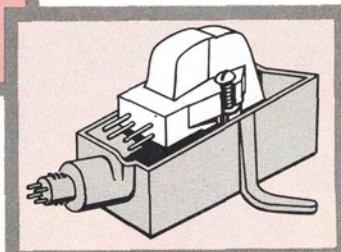
Direct-Reading Tracking Force Scale Adjustment



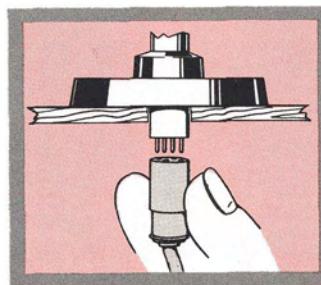
Adjustable Counter-Balance



Plug-in Head Accepts
Most Cartridges



Cable-Plug Assembly Eliminates Soldering



SPECIFICATIONS: MODELS M232 - M236 PROFESSIONAL TONE ARMS

NET PRICE: TONE ARM M232, for 12" records..... \$29.95
 TONE ARM M236, for 16" records..... \$31.95
 Model A23H Extra Plug-In Head..... \$ 2.40

FURNISHED ACCESSORIES: Arm rest, mounting template, mounting hardware, 4 ft. cable assembly.

DIMENSIONS: M232—12 $\frac{1}{8}$ " long
M236—14 $\frac{1}{8}$ " long

NET WEIGHT: M232 M236
1 lb. 1 1/4 lbs.

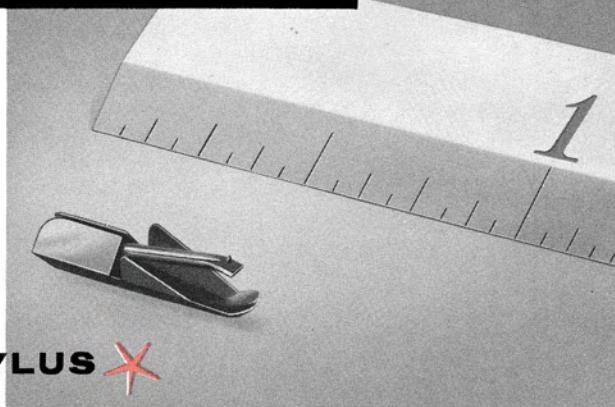
NEW HIGH FIDELITY PHONOGRAPH CARTRIDGES

...for Utmost Performance
in superior high fidelity systems

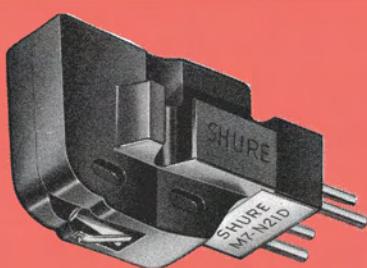
NEW SHURE STEREO DYNETIC PHONO CARTRIDGES

featuring

THE INCREDIBLY COMPLIANT N21D TUBULAR, DIAMOND STYLUS



To meet the overwhelming demand for a separate stereo cartridge that will enable tracking at extremely low pressures (2-2½ grams), Shure announces these worthy additions to the incomparable family of Stereo Dynetics.



MODEL M7D WITH
N21D TUBULAR STYLUS

SPECIFICATIONS:

Channel Separation: More than 20db at 1000 cps.
Frequency Response: 20 to 20,000 cps.
Output Voltage: 4 mv per channel at 1000 cps.
Recommended Load Impedance: 47,000 ohms.
Compliance: Vertical, Lateral 9.0×10^{-6} centimeters per dyne.
Tracking Force: 2 grams optimum. Forces greater than 2½ grams should not be used.
Inductance: 420 millihenrys.

D. C. Resistance: 280 ohms.

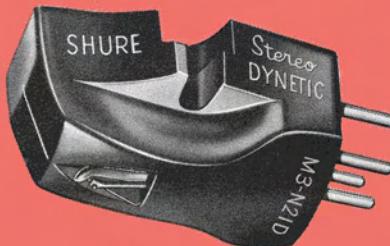
Terminals: 4 terminals. Adaptable to 3 terminal arms.

MOUNTING: Standard $\frac{1}{2}$ " and $\frac{7}{8}$ " centers.

STYLUS: .0007" diamond stylus.

Model M7D Custom Stereo Dynetic cartridge . . . including Model N21D, .0007" diamond stylus. Audiophile Net: \$36.75

Model N21D Stereo Stylus assembly for M7D, including .0007" diamond. Audiophile Net: \$24.75



MODEL M3D WITH
N21D TUBULAR STYLUS

SPECIFICATIONS:

Channel Separation: More than 20db at 1000 cps.
Frequency Response: 20 to 20,000 cps ($\pm 2\frac{1}{2}$ db).
Output Voltage: 4 mv per channel at 1000 cps.
Recommended Load Impedance: 47,000 ohms.
Compliance: Vertical, Lateral 9.0×10^{-6} centimeters per dyne.
Tracking Force: 2 grams optimum. Forces greater than 2½ grams should not be used.

Inductance: 420 millihenrys.

D. C. Resistance: 280 ohms.

Terminals: 4 terminals. Adaptable to 3 terminal arms.

MOUNTING: Standard $\frac{1}{2}$ " centers.

STYLUS: .0007" diamond stylus.

Model M3D Professional Stereo Dynetic cartridge . . . including Model N21D, .0007" diamond stylus. Audiophile Net: \$47.25

Model N21D Stereo Stylus assembly for M3D, including .0007" diamond.

Audiophile Net: \$24.75

CAUTION: These cartridges are to be used only in manual tone arms and record changer arms capable of tracking at two grams pressure. For those applications calling for tracking forces in excess of 2½ grams, you should select either the Shure M3D, M7D or M8D cartridge (see page 25).

Since a stereo cartridge is only as good as the tone arm which houses it, Shure offers the *premium-quality Professional Tone Arm (M232 & M236)* with either of the above cartridges installed. This perfect "marriage" of separate tone arm and cartridge insures top quality at reasonable cost.

	Audiophile Net
• Model M232 Professional Tone Arm with an M7D Cartridge and N21D Tubular Stylus installed.....	\$66.70
• Model M236 Professional Tone Arm with an M7D Cartridge and N21D Tubular Stylus installed.....	\$68.70
• Model M232 Professional Tone Arm with an M3D Cartridge and N21D Tubular Stylus installed.....	\$77.20
• Model M236 Professional Tone Arm with an M3D Cartridge and N21D Tubular Stylus installed.....	\$79.20

THE ABOVE MODELS ARE PRE-BALANCED . . . ALSO PRE-SET FOR TRACKING AT TWO GRAMS PRESSURE, THE CORRECT TRACKING FORCE FOR OPTIMUM PERFORMANCE.

HIGH FIDELITY PHONOGRAPH CARTRIDGES

Painstakingly tested, proved, perfected—these superb Shure Stereo Dynetic moving-magnet cartridges are designed specifically to satisfy the critical ear of the most discriminating music lover...the most exacting audiophile. They separate disc stereo sound channels

with incisive clarity. They are singularly smooth throughout the normally audible spectrum...and they are superior to other separate stereo cartridges in the re-creation of clean lows, true-to-performance mid-ranges and brilliant highs. Completely compatible!

The M8D Standard Stereo Dynetic is designed for dependable use in record changers. It features clear, hum-free reproduction and trouble-free operation at low cost.

SPECIFICATIONS:

Channel Separation: More than 20db at 1000 cps.

Frequency Response: 30 to 15,000 cps.

Output Voltage: 5mv per channel at 1000 cps.

Recommended Load Impedance: 47,000 ohms.

Compliance: Vertical, Lateral 3.0×10^{-6} centimeters per dyne.

Tracking Force: 5 to 8 grams.

Inductance: 420 millihenrys.

D. C. Resistance: 280 ohms.

Terminals: 4 terminals. Adaptable to 3 terminal arms.

MOUNTING: Standard $\frac{1}{2}$ " and $\frac{7}{16}$ " centers.

STYLUS: .0007" diamond stylus.

Model M8D Standard Stereo Dynetic cartridge . . . including .0007" diamond stylus.

Audiophile Net: \$16.50

Model N8D Stereo Stylus assembly for M8D, including .0007" diamond.

Audiophile Net: \$8.25

The M7D Stereo Custom Dynetic is designed for the economy-conscious consumer who wants a quality Stereo Phono Cartridge at moderate cost.

SPECIFICATIONS:

Channel Separation: More than 20db at 1000 cps.

Frequency Response: 20 to 15,000 cps.

Output Voltage: 5mv per channel at 1000 cps.

Recommended Load Impedance: 47,000 ohms.

Compliance: Vertical, Lateral 3.5×10^{-6} centimeters per dyne.

Tracking Force: 4 to 7 grams.

Inductance: 420 millihenrys.

D. C. Resistance: 280 ohms.

Terminals: 4 terminals. Adaptable to 3 terminal arms.

MOUNTING: Standard $\frac{1}{2}$ " and $\frac{7}{16}$ " centers.

STYLUS: .0007" diamond stylus.

Model M7D Custom Stereo Dynetic cartridge . . . including .0007" diamond stylus.

Audiophile Net: \$24.00

Model N7D Stereo Stylus assembly for M7D, including .0007" diamond.

Audiophile Net: \$12.00

The M3D Stereo Professional Dynetic is the premium stereo phono cartridge. It reflects quality control of a high order, based on critical tolerances in all performance characteristics.

SPECIFICATIONS:

Channel Separation: More than 20db at 1000 cps.

Frequency Response: 20 to 15,000 cps (± 3 db).

Output Voltage: 5mv per channel at 1000 cps.

Recommended Load Impedance: 47,000 ohms.

Compliance: Vertical, Lateral 4.0×10^{-6} centimeters per dyne.

Tracking Force: 3 to 6 grams.

Inductance: 420 millihenrys.

D. C. Resistance: 280 ohms.

Terminals: 4 terminals. Adaptable to 3 terminal arms.

MOUNTING: Standard $\frac{1}{2}$ " centers.

STYLUS: .0007" diamond stylus.

Model M3D Professional Stereo Dynetic cartridge . . . including .0007" diamond stylus.

Audiophile Net: \$45.00

Model N3D Stereo Stylus assembly for M3D, including .0007" diamond.

Audiophile Net: \$22.50

For those who prefer monophonic cartridges with monophonic records, Shure offers the outstanding Model M5D Professional Dynetic.

SPECIFICATIONS:

Frequency Response: 20 to 20,000 cps.

Sensitivity: Output at 1,000 cycles—21 millivolts for 10 cms/sec.

Recommended Load Impedance: 27,000 ohms.

Compliance: 3×10^{-6} centimeters per dyne.

Tracking Force: 2 to 6 grams.

Inductance: 350 millihenrys.

D. C. Resistance: 440 ohms.

Model M5D—has .001" diamond for use with micro-groove records, 33 $\frac{1}{3}$, 45 r.p.m.

Model M6S—has .0027" sapphire for use with standard records, 78 r.p.m.

Model M5D Monophonic Professional Dynetic Phono Cartridge for LP records including N5D .001" diamond stylus. Audiophile Net: \$27.50

Model M6S Monophonic Professional Dynetic Phono Cartridge for 78 rpm records including N6S .0027" sapphire stylus.

Audiophile Net: \$15.00

Model N5D Monophonic Professional Dynetic stylus with .001" diamond tip.

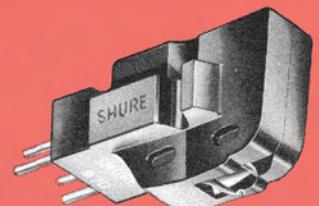
Audiophile Net: \$16.50

Model N6S Monophonic Professional Dynetic stylus with .0027" sapphire tip.

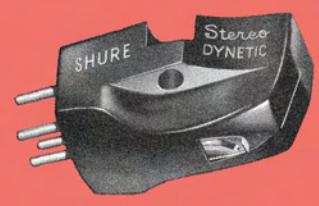
Audiophile Net: \$5.00



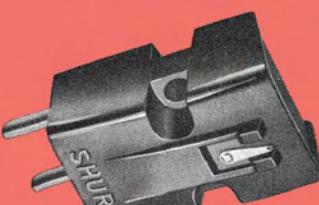
Model M8D
STANDARD
STEREO DYNETIC



Model M7D
CUSTOM
STEREO DYNETIC

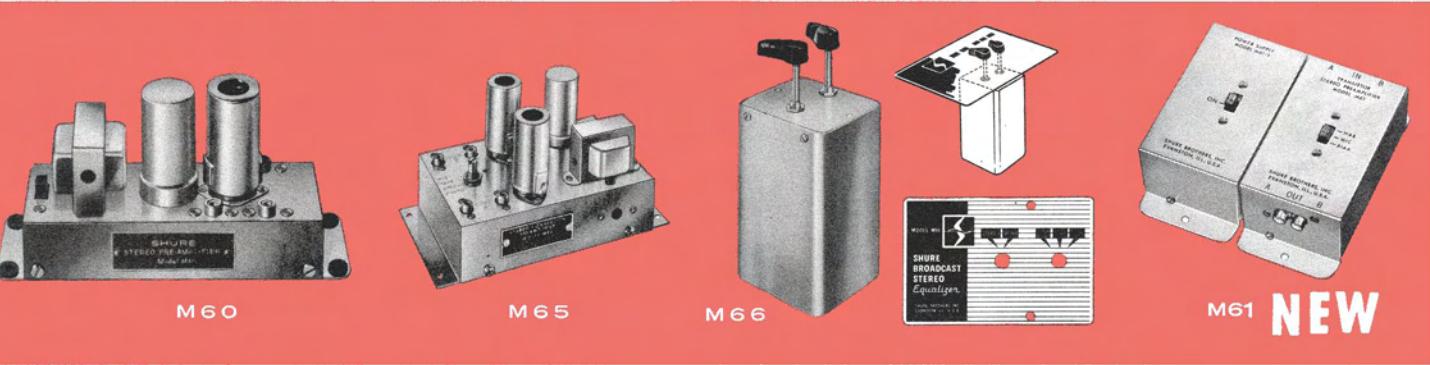


Model M3D
PROFESSIONAL
STEREO DYNETIC



Model M5D
MONOPHONIC DYNETIC

SPECIALIZED STEREO PRODUCTS



STEREO LINE PREAMPLIFIER

High quality, low noise, stereo line pre-amplifier providing additional gain for use with magnetic stereo phono cartridges and microphones. Provides flat output response from 30 to 80,000 cps ± 1 db. Low output impedance permits use of longer cable lengths (up to 50 feet) without loss of gain or deterioration in response when used with magnetic phono cartridges, microphones, etc.

SPECIFICATIONS FOR MODEL M60

Net Price: \$19.95

Gain: 17 db or 7 to 1 (5 mv. input gives 35 mv. output). Circuit change information provided to give one-third and two-thirds output.

Impedance: Input—47,000 ohms.—Output—5,000 ohms.

Hum & Noise: Nominal 64 db below rated output.

Dimensions: 5 $\frac{7}{8}$ " x 2 $\frac{1}{8}$ " x 3 $\frac{3}{8}$ ".

Net Weight: 2 lbs.

STEREO CONVERSION PREAMPLIFIER

Provides equalization with amplification for conversion of ceramic inputs to magnetic inputs. Gives smoother, more natural sound. As an added feature, 60 db of amplification without equalization is also provided. Permits the use of a magnetic cartridge with "package" consoles supplied with a ceramic cartridge. Also provides pre-amplification and equalization functions for other inputs (phono, tape, microphone).

SPECIFICATIONS FOR MODEL M65

Net Price: \$24.00

Gain: Phono: 44 db (5 mv input produces .76 v. output)

Special: 45 db (5 mv input produces .88 v. output)

Tape: 40 db (5 mv input produces .50 v. output)

Microphone: 63 db (2 mv input produces 2.8 v. output)

Frequency Response: ± 1.5 db of each function's nominal characteristic from 25 cps to 15,000 cps.

Equalization: Phono: RIAA equalization (with additional treble boost of approximately 3 db at 10,000 cps to complement the high frequency characteristic of most magnetic cartridges). Special: A Shure-developed magnetic phono equalization circuit for use with high impedance amplifiers normally used with ceramic phono cartridges.

Tape: NARTB equalization.

Microphone: Flat response. ± 3 db from 20 to 12,000 cps.

Input Impedance: 47,000 ohms (all functions).

Output Impedance: Low output impedance (less than 5000 ohms at 10,000 cps for phono, special and tape functions).

Channel Separation: 40 db.

Channel Balance: ± 1 db at 1000 cps.

Hum-Noise: 50 db below rated output.

Overall Dimensions: Length 6 $\frac{7}{8}$ "; Width 3 $\frac{1}{8}$ "; Height 3 $\frac{1}{4}$ ".

Net Weight: 1 lb. 14 oz.

BROADCAST STEREO EQUALIZER

Compensates output of stereo and monophonic magnetic cartridges for flat, RIAA and roll-off responses, when used with inputs designed for low impedance microphones.

SPECIFICATIONS FOR MODEL M66

Net Price: \$60.00

Frequency Response Deviation (with all Shure Stereo Cartridges): 30 to 20,000 cps ± 1 db.

30 DB Channel Separation: 30 to 20,000 cps.

Low Output Impedance: 250 ohms. Provision for 125 & 500 ohms. Circuit: 9-terminal network—3-terminal input, 4-terminal balanced output with two convenient Shield terminals for unbalanced output.

Insertion Loss: Approximately 28 db. (varies with frequency and impedance.)

Furnished Accessories: Supplied with escutcheon, mounting bolts, L-shaped mounting bracket, and long control shafts for mounting through varying panel thicknesses up to 1 $\frac{1}{2}$ inches.

Dimensions: 7 $\frac{3}{8}$ " x 3 $\frac{1}{2}$ " x 3" overall.

5 $\frac{1}{2}$ " x 3 $\frac{1}{2}$ " x 3" excluding control shafts.

Net Weight: 14 $\frac{1}{10}$ lbs.

TRANSISTORIZED STEREO PREAMPLIFIER

Compact, rugged, transistorized unit with choice of AC line or battery power supply. Unique design permits extreme flexibility of installation and use—can be mounted in vertical or upright position or upside down. Slide-selector switch offers three equalization inputs:

(1) "phono" for conversion of ceramic phono inputs for use with magnetic cartridges;

(2) "tape" for equalization of tape playback directly from tape head through hi-fi control preamplifier; and

(3) "microphone" for flat amplification wherever a boost in microphone output is required.

SPECIFICATIONS FOR MODEL M61

Net Price: Model M61-1 (for 105-125 v. AC line)	\$27.50
Model M61-3 (30 v. Battery, included)	\$26.50

Gain: Phono: 45 db (5 mv input produces .88 v. output)

Tape: 40 db (2 mv input produces .20 v. output)

Microphone: 63 db (2 mv input produces 2.8 v. output)

Frequency Response: ± 2.5 db of each function's nominal characteristic from 25 cps to 15,000 cps.

Equalization: Phono: RIAA equalization (with additional treble boost of approximately 3 db at 10,000 cps to complement the high frequency characteristic of most magnetic cartridges).

Tape: NARTB equalization.

Microphone: Flat response. ± 3 db from 20 to 15,000 cps.

Input Impedance: Phono and tape: approximately 50,000 ohms at 1,000 cps.

Microphone: Approximately 20,000 ohms.

Output Impedance: Low output impedance (less than 1,000 ohms at 10,000 cps for phono and tape functions).

Channel Separation: At least 50 db at 1,000 cps.

Channel Balance: 2 db at 1,000 cps (for phono and tape functions).

Hum Noise: 50 db below rated output.

Overall Dimensions: Length 5"; Width 5 $\frac{1}{4}$ "; Height 2".

Net Weight: 1 $\frac{1}{4}$ lbs.

NEW!

- Unapproachable for record protection and sound quality
- Cannot scratch records—even if "dragged" across grooves
- Ultra-light, flawless tracking—even if table is tilted!
- New "plug-in" cables for easiest mounting —no soldering

The Shure Studio Dynetic integrated tone arm and cartridge has long been recognized as a unique contribution to highest fidelity coupled with unparalleled record protection. The new Model M222 and M226 Studio Stereo Dynetic arm is significantly improved in many important respects at no increase in price: tracking force has been lowered to an ultra-light $\frac{3}{4}$ to $1\frac{1}{2}$ grams. Compliance is an astounding 22×10^{-6} cm. per dyne! New plug-in cable makes for easy, solderless mounting. Precision .0005" diamond tip.

The Studio Stereo Dynetic arm's no-scratch feature has been the talk of every hi fi show since its introduction—does away with the major cause of ruined records once and for all. Has actually been artificially stopped in tests to "skip" back and play the same groove over and over many thousands of times without audible damage to the groove.

Out-front needle makes it ideal for music lovers to "index" records. Instantly changeable stylus requires no tools.

Model M222 for 12" records, Model M226 for 16" records. Complete assembly includes Arm, Cartridge, Stylus, Plug-in Cable. \$89.50 net each.

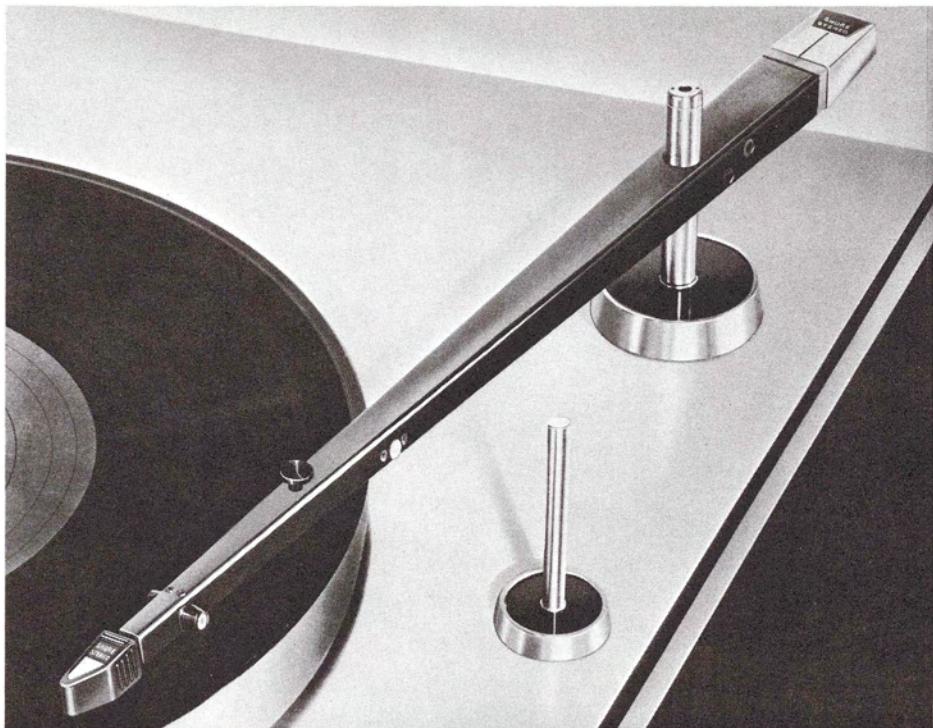
NEW!

the ultimate in sound reproducers

SHURE
STUDIO

Stereo Dynetic

MODEL M222 and M226 integrated tone arm and cartridge
... cannot scratch records ... tracks at $\frac{3}{4}$ grams



SPECIFICATIONS FOR MODELS M222 and M226

TRACKING FORCE	$\frac{3}{4}$ to 1.5 grams
FREQUENCY RESPONSE	20 to 20,000 cps without "break-up"
CHANNEL SEPARATION AT 1000 cps	Over 22.5 db
SENSITIVITY: OUTPUT AT 1000 cps	4.5 mv per channel
RECOMMENDED LOAD IMPEDANCE	47,000 ohms per channel
COMPLIANCE (VERTICAL & LATERAL)	22.0×10^{-6} cm per dyne
INDUCTANCE	400 millihenrys
D. C. RESISTANCE	600 ohms
STYLUS	.0005" diamond

SHURE N22D

IMPROVEMENT STYLUS

FOR MODELS M21 • M212 • M216 • M3D • M7D • M3/N21D • M7/N21D

Now, you can upgrade your older model Shure Stereo Dynetic integrated tone arm and cartridge to equal the lighter tracking, higher compliance, improved channel separation, and superior record protection of the new Shure M222 and M226 Studio Stereo Dynetic units. Simply by replacing your old stylus with the N22D, the performance of your Shure integrated arm will be audibly improved.

Because the N22D is interchangeable with the N21D, you may wish to use this stylus as a replacement for the N21D in M7/N21D and M3/N21D Cartridges. This is an ideal means of improving the performance of these cartridges to track at forces of $1\frac{1}{2}$ grams or less. (However, the N22D Stylus will not function at forces greater than $1\frac{1}{2}$ grams!)

Compliance becomes 22.0×10^{-6} cm/dyne, separation over 22.5 db at 1000 cps, tracking from $\frac{3}{4}$ to 1.5 grams. With .0005" diamond. \$24.75 net, including counterweight for reducing tracking force of Models M212 and M216.

NEW!**THE INCREDIBLE M33 AND M77****SHURE***Stereo Dynetic®***HIGH FIDELITY PHONOGRAPH CARTRIDGES**

An outstanding achievement in stereo sound re-creation. Ultra-light tracking preserves the record surface and fidelity, significantly decreases needle wear. Completely new super-rugged, high-compliance stylus assembly is encased in plastic "grip"—makes stylus changing as easy as plugging-in an electric cord. Special high efficiency Mu-metal shielding prevents pick-up of hum. High output, highest fidelity, superb channel separation.

**SHURE**
PROFESSIONAL*Stereo Dynetic®***CARTRIDGE SERIES—MODEL M33-5—MODEL M33-7**

A magnificent cartridge for the very finest sound systems. Extraordinarily compliant stylus permits pressures as low as 1 gram (!) with flawless tracking, outstanding channel separation, highest fidelity. Choice of needle sizes: conventional .0007" stereo diamond, or micro-miniature .0005" diamond.

MODEL M33-5

Professional Stereo Dynetic Cartridge including N33-5 stylus assembly (Red) with .0005" diamond.

Audiophile Net Price.....\$36.50

MODEL M33-7

Professional Stereo Dynetic Cartridge including N33-7 stylus assembly (White) with .0007" diamond.

Audiophile Net Price.....\$36.50

MODEL N33-5

Stereo Stylus Assembly for M33-5 (also fits M33-7). Features .0005" diamond tip. (Red plastic grip)

Audiophile Net Price.....\$19.50

MODEL N33-7

Stereo Stylus Assembly for M33-7 (also fits M33-5). Includes .0007" diamond tip. (White plastic grip)

Audiophile Net Price.....\$19.50

**SHURE**
CUSTOM*Stereo Dynetic®***CARTRIDGE MODEL M77**

An excellent, moderately-priced cartridge for use in fine quality sound systems with tone arms that track at 3 to 6 grams. Higher output permits operation of amplifier at lower gain with N77 .0007" diamond included.

Audiophile Net Price.....\$27.50

MODEL N77

Stereo Stylus Assembly for M77 Stereo Dynetic Cartridge. Includes .0007" diamond tip. (Black plastic grip)

Audiophile Net Price.....\$10.50

SPECIFICATIONS

Channel Separation: More than 20.0 db at 1,000 cps
 Frequency Response: 20 to 17,000 cps
 Output Voltage: 9 mv per channel at 1,000 cps
 Recommended Load Impedance: 47,000 ohms
 Compliance: Vertical, Lateral 6.0×10^{-6} centimeters per dyne
 Tracking Force: 3 to 6 grams
 Inductance: 600 millihenrys
 D.C. Resistance: 750 ohms
 Terminals: 4 terminals. Furnished with adapters for 3-terminal stereo or monaural use.
 Mounting: Standard $\frac{1}{2}$ " and $\frac{7}{16}$ " centers
 Stylus: .0007" diamond stylus

SPECIFICATIONS	M33-5	M33-7
Channel Separation (at 1000 cps)	Over 22.5 db	Over 22.5 db
Frequency Response	20 to 20,000 cps	20 to 20,000 cps
Output Voltage (per channel, at 1000 cps)	6 mv	6 mv
Recommended Load Impedance (per channel)	47,000 ohms	47,000 ohms
Compliance: Vertical & Lateral	20.0×10^{-6} cent. per dyne	20.0×10^{-6} cent. per dyne
Tracking Force	1 to 3 grams*	1 to 3 grams*
Inductance	600 millihenrys	600 millihenrys
D.C. Resistance	750 ohms	750 ohms
Terminals	4 terminals. (Furnished with adapter for 3-terminal stereo or monaural use.)	4 terminals. (Furnished with adapter for 3-terminal stereo or monaural use.)
Mounting Centers	Fits Standard $\frac{1}{2}$ "	

DYNETIC 78 RPM MONOPHONIC STYLUS FOR M33 OR M77 CARTRIDGES

Adapts either M33 or M77 series cartridges to monophonic 78 R.P.M. operation with .0027" diamond tip stylus. Frequency response 30 to 15,000 cps; Output 11.5 millivolts; Compliance 6×10^{-6} cm/dyne; tracks at 4 to 6 grams.

MODEL N78

Stereo Stylus Assembly for M33 or M77 Cartridge, with .0027" diamond (Green plastic grip)

Audiophile Net Price.....\$8.55

SHURE BROTHERS, INC. • 222 HARTREY AVE. • EVANSTON, ILLINOIS, U.S.A.

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