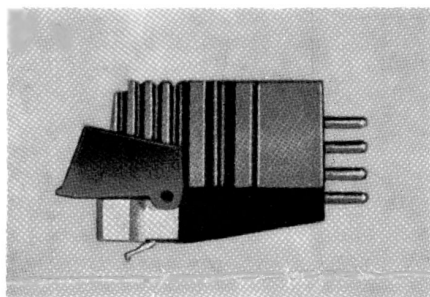


# Shure Stereo Dynetic® Compatible Phono Cartridge

The All-Important Source of Sound  
 ... a «hidden» extra that adds immeasurably to the sound



M 75

Raise the tone arm of this phonograph and look underneath. The tiny device holding the diamond stylus is the famous Shure Stereo Dynetic® phono cartridge. It is literally the «heart» of your sound system and as such is as important to the phonograph as a lens is to a camera. What you hear through the loudspeaker depends first on the quality and precision of your phono cartridge.

A Shure Dynetic cartridge actually pays for itself through longer life for records and styli, accomplished by the low tracking forces and the scratchproof Shure stylus. Records can be played hundreds of times without deterioration in sound quality.

The M75 Series belongs to the new generation of cartridges that deliver high trackability at light tracking forces. Good trackability is a must, in order to avoid distortion and noise from high level recordings, cut at velocities exceeding the average peak velocity of 8 cm/sec.

The newly improved M91MG-D will track heavily modulated record grooves even better than the widely praised original M75.

The Model M71MB is a lower-priced cartridge, specifically designed for more

rugged operation. It belongs to the same generation of cartridges as the low-distortion, high-trackability M75 Series.

Plug-in installation of these cartridges into a built-in mounting device eliminates the time-consuming mounting with screws, nuts and spacers. Proper needle tip alignment is automatic.

The N75-3 Diamond Stylus (green) may be used in all M71M, M75M and M91M Series of cartridges to reproduce standard 78 rpm records. 1.5–3 grams tracking.

The following bi-radial (elliptical) Diamond Styli (yellow) may be used in all M75M and M91M Series of cartridges to reproduce both stereo and monophonic LP 33<sup>1</sup>/<sub>3</sub> rpm records with optimum results: Model N75E Type 2, <sup>3</sup>/<sub>4</sub>–1,5 grams tracking; Model N75-EJ Type 2, 1,5 – 3 grams tracking.

**Technical Data**

	M71M-B Mono + Stereo LP*	M75M-B Mono + Stereo LP*	M75M-G Mono + Stereo LP*	M91MG-D Mono + Stereo LP*
Frequency Response	(All) 20 – 20 000 Hz			
Compliance (a)	20 x 10 <sup>-6</sup>	20 x 10 <sup>-6</sup>	25 x 10 <sup>-6</sup>	
Trackability (b)		at 400 Hz = 18 cm/sec at 1,000 Hz = 25 cm/sec at 10,000 Hz = 14 cm/sec		400 Hz = 20 cm/s 1 000 Hz = 28 cm/s 5 000 Hz = 25 cm/s 10 000 Hz = 18 cm/s
Tracking Force (grams)	2 – 3	1 <sup>1</sup> / <sub>2</sub> – 3	1 – 1 <sup>1</sup> / <sub>2</sub>	<sup>3</sup> / <sub>4</sub> – 1 <sup>1</sup> / <sub>2</sub>
Channel Separation (min.)	20 dB	25 dB	25 dB	> 25 dB
Diamond Stylus (Radius)	.0006" (15 μ)	.0006" (15 μ)	.0006" (15 μ)	.0006" (15 μ)
Nominal Output Voltage (c)	6,2 mV	6,2 mV	6,2 mV	5 mV
Replacement Styli: at OEM (Manufacturer's) Service Depots at Distributor/Dealer	N-71 beige  N75-6 beige	N75M-B beige  N75-6 beige	N75M-G dark gray  N75-G dark gray	N91M-G dark gray  N75-G T2 dark gray

(a) at 1 KHz cm/dyne (b) at a stylus force of 2 grams for Models N75M-B (N75-6) and N75-3, and of 1 gram for Models N75-E and N75M-G (N75-G) (in Shure-SME tone arm), (c) at 1 KHz and 5 cm/sec per channel. \* LP = long playing records.

**Patent notice**

All Shure Dynetic cartridges and styli, Studio Dynetic Integrated tone arms and Professional tone arms are manufactured under U.S. Patents: 2,983,516; 3,077,521; D 183,366; D 185,168; 3,055,988; D 187,229; D 187,230; D 189,144; D 193,006; D 193,007; D 193,854; D 193,934. Other patents pending.

**Shure replacement styli**

The Dynetic stylus assembly used in Shure cartridges is the most critical component. To maintain the original performance standards of your cartridge, be certain that any replacement stylus you buy bears the name of SHURE and the following certification on the package: «This Dynetic stylus is precision manufactured by Shure Brothers, Inc.» Avoid inferior imitations. They will seriously degrade the performance of your cartridge. All genuine «Dynetic» styli are manufactured by Shure Brothers, Inc. Select the appropriate replacement

stylus for your cartridge in the chart above. If you choose a stylus that upgrades your cartridge, check to be certain your tone arm will track at the force required by the stylus.

The listed Shure cartridges are high fidelity components in accordance with DIN 45 500.