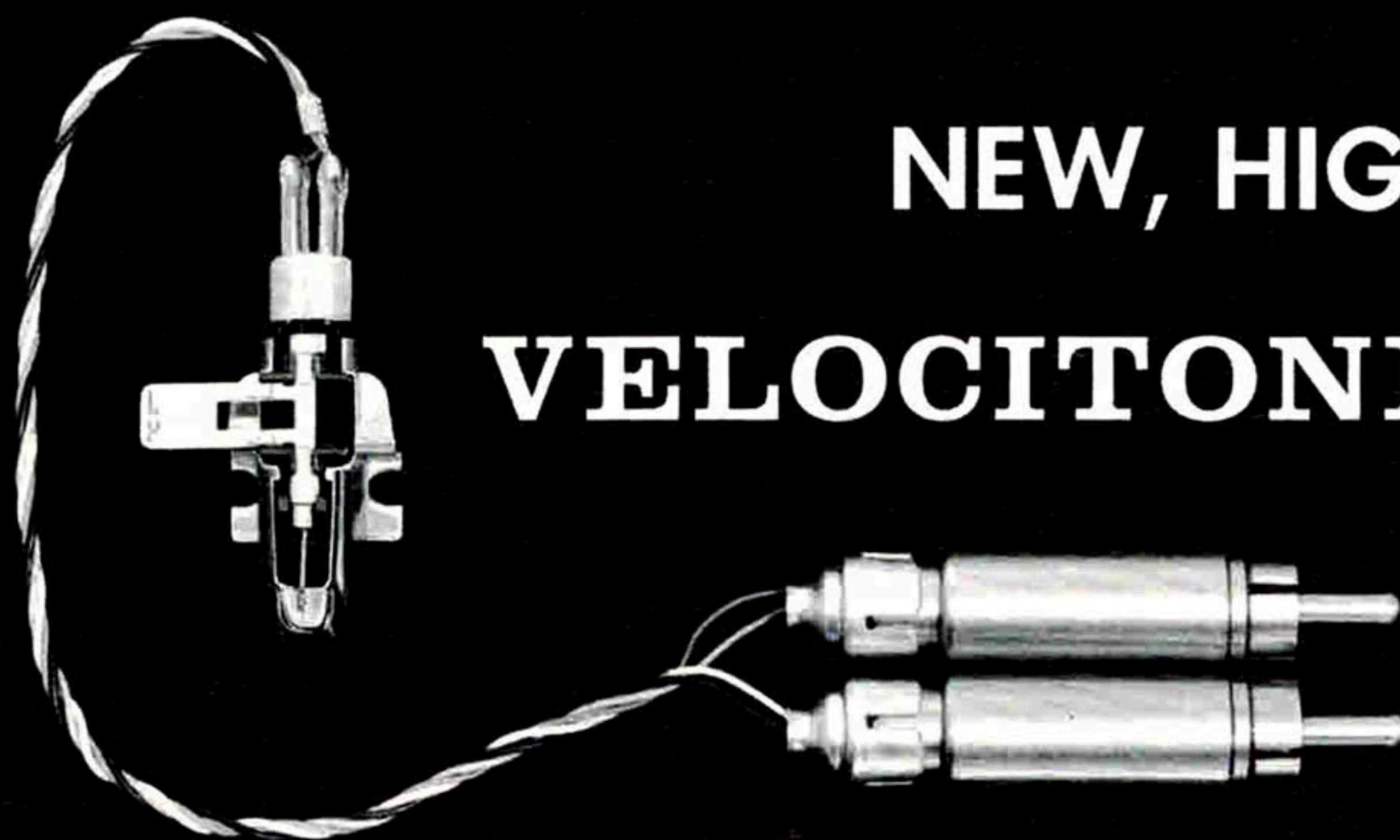




NEW, HIGH COMPLIANCE VELOCITONE MARK IV



The Sonotone cartridge
assembly designed expressly
for superior velocity or
magnetic stereo input systems.

INSTALL THE VELOCITONE CERAMIC CARTRIDGE ASSEMBLY

ENJOY PERFORMANCE UNSURPASSED BY ANY OTHER CARTRIDGE

More Pure Music In a matter of minutes, you can discover for yourself the facts about the VELOCITONE MARK IV ceramic cartridge assembly. You can prove the truth of our claim — no other cartridge, regardless of price, transducer design or manufacturer's specs, will give you more pure music.

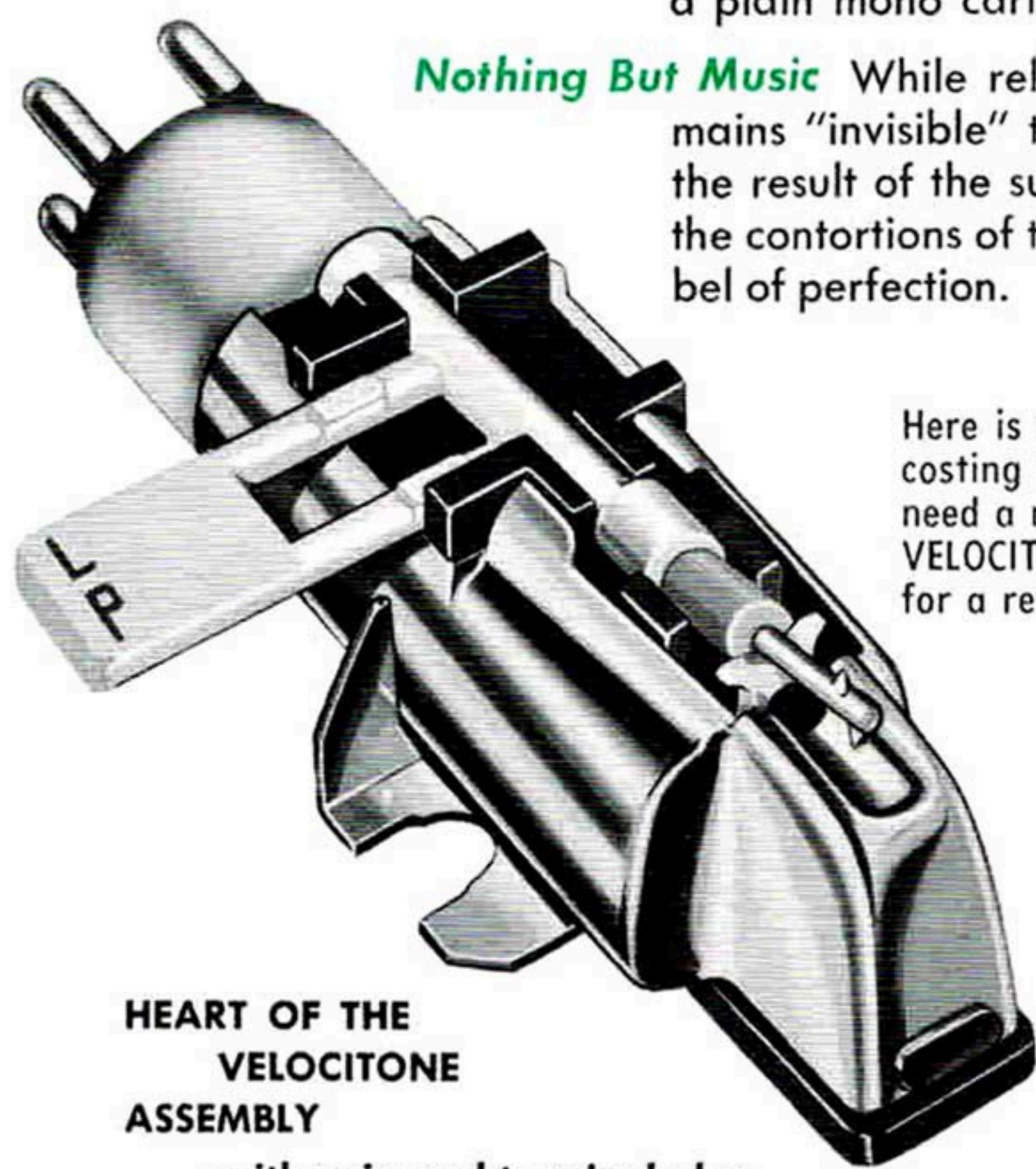
All The Benefits Without making a single change in your present preamplifier or amplifier, you can take advantage of all the benefits of a superior ceramic stereo cartridge. The heart of the VELOCITONE MARK IV assembly is the new Sonotone "9TA" ceramic cartridge. It produces two widely separated, inherently flat signals that are free of magnetic hum. These signals pass into the VELOCITONE equalizers plugged in the magnetic inputs, and are converted to a velocity response precisely tailored for RIAA equalization. Stereo-matched at the Sonotone plant, these equalizers are included in the VELOCITONE MARK IV assembly package.

All The Music Soon you'll discover the pure sound of music. You hear every sound — the natural overtones, the solid bass, the silky highs, the individual "voices" of the orchestra — reproduced life-size through the panoramic perspective of stereo sound. This is the music you have been looking for. You can listen for hours with no risk of "listening fatigue." Even your mono records, regardless of their speed, will sound better than they did with a plain mono cartridge.

Nothing But Music While releasing all the music locked in your records, the Sonotone "9TA" remains "invisible" to your ear. The absence of distortion and detectable needle talk is the result of the superb Sonotone design (patented, of course). This design transcribes the contortions of the microgroove into a high fidelity reproduction accurate to one decibel of perfection.

THE PURE SOUND OF MUSIC

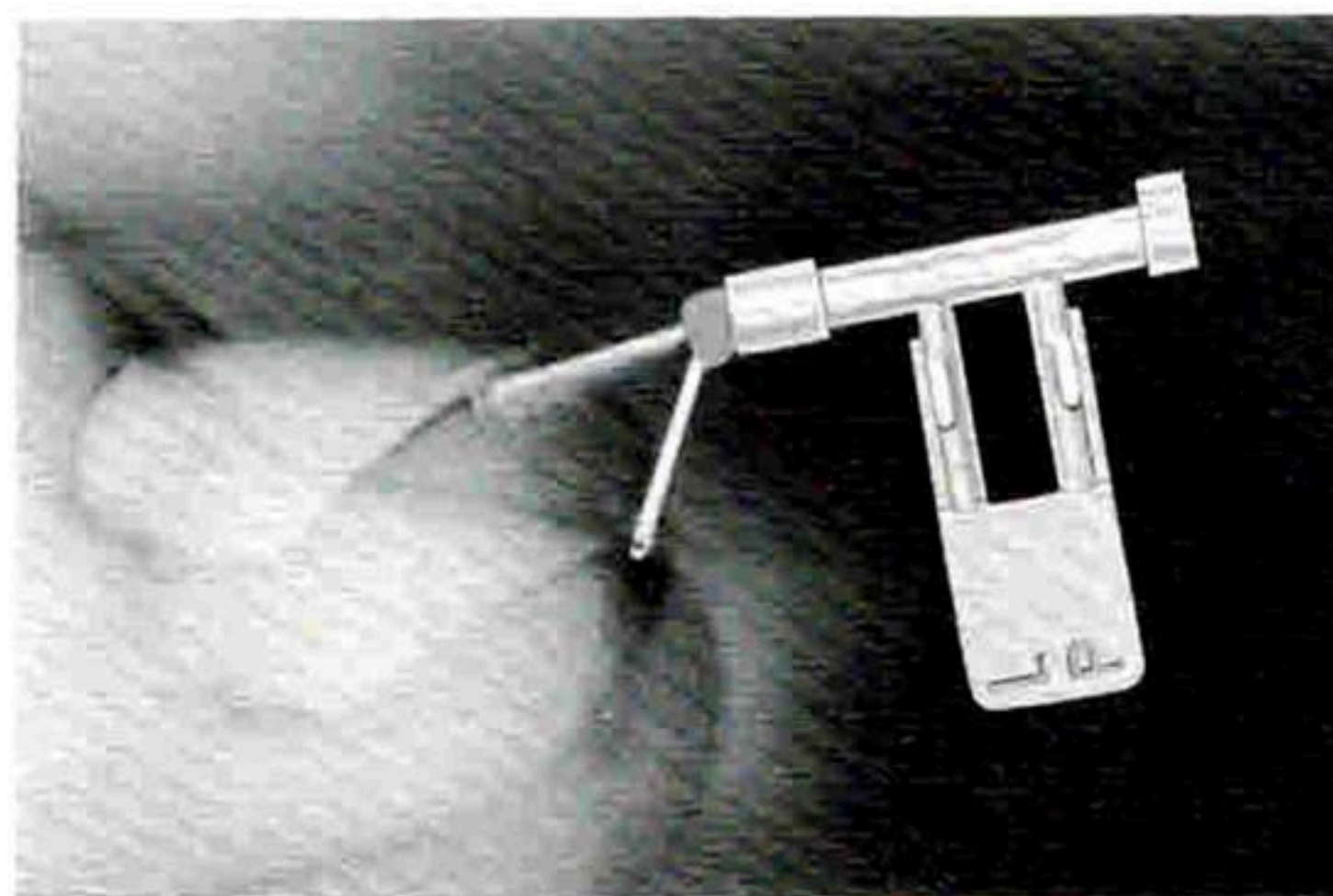
Here is a stereo phono cartridge that equals the performance of "professional" models costing more than double the price. And unlike expensive "pickups," the "9TA" doesn't need a matched tonearm for best results. Put the "9TA" in your present arm, plug the VELOCITONE equalizers into the magnetic inputs, turn on your system and settle back for a rewarding session of listening.



HEART OF THE
VELOCITONE
ASSEMBLY

with universal terminal plug
for all cartridge replacements

NOW FEATURING SONOTONE'S NEW SONO-FLEX[®] NEEDLE



*Bend it... Push it
or Knock it —*

it snaps back ready to play

VELOCITONE ASSEMBLIES

- | | | |
|--------------------------|--|-----------|
| Model 9TAFHC-D77V | — Pair of VELOCITONE equalizers, "9TA" cartridge with dual 0.7-mil diamond needles and all installation accessories. | — \$27.75 |
| Model 9TAFHC-SDV | — Pair of VELOCITONE equalizers, "9TA" cartridge with 0.7-mil diamond and 3-mil sapphire needles and all installation accessories. | — \$23.15 |

REPLACEMENT NEEDLES

- | | | |
|---------------------|------------------------------------|--------|
| N-9916HC-D77 | dual 0.7-mil diamonds | \$6.30 |
| N-9916HC-SD | 0.7-mil diamond and 3-mil sapphire | \$5.05 |

You'll find the technical features and the advantages of the "9TA" cartridge on the reverse side

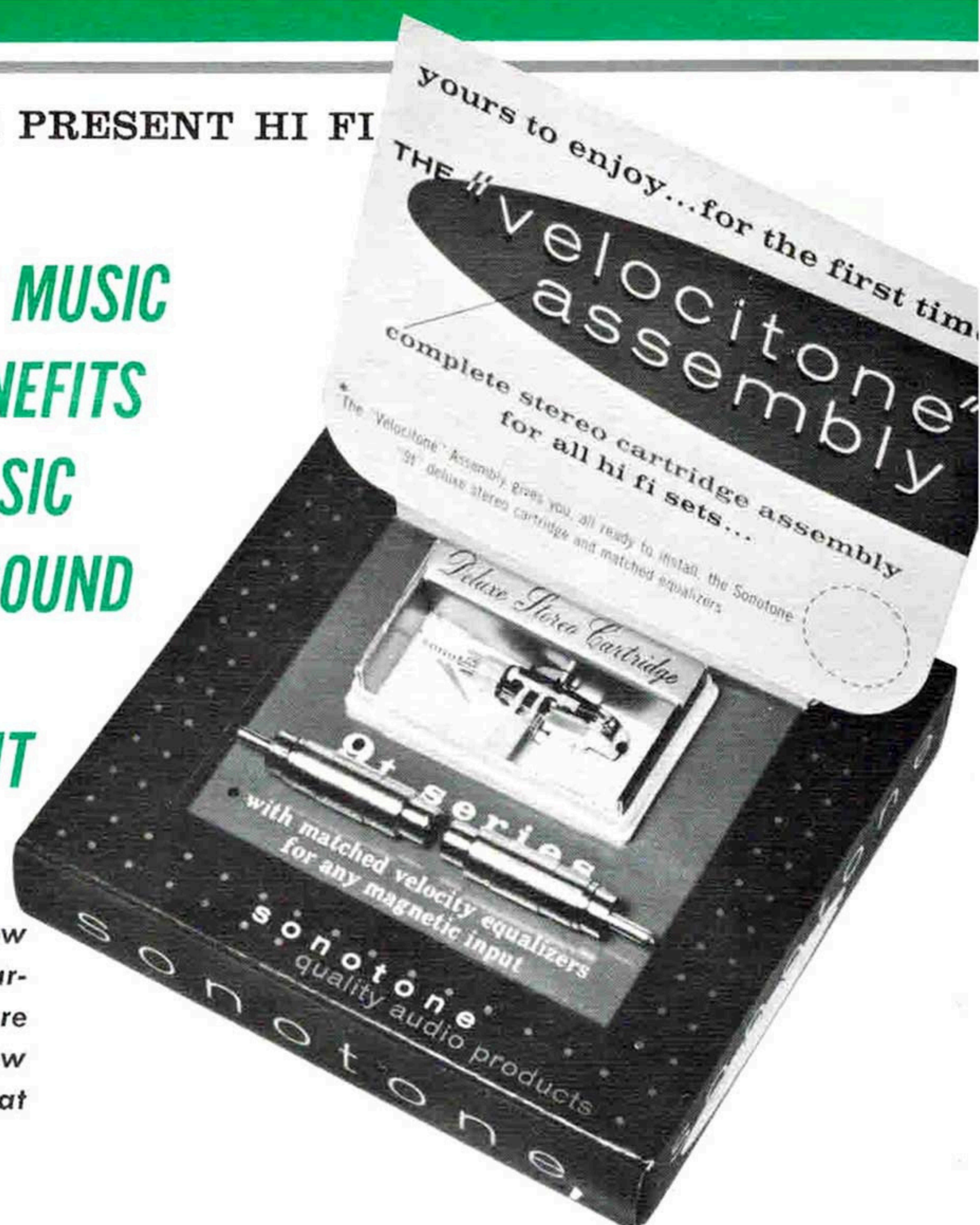
WITHOUT MODIFYING YOUR PRESENT HI FI

- ★ **ENJOY MORE PURE MUSIC**
- ★ **ENJOY ALL THE BENEFITS**
- ★ **ENJOY ALL THE MUSIC**
- ★ **ENJOY THE PURE SOUND OF MUSIC**
- ★ **ENJOY NOTHING BUT MUSIC**

Thousands of hi fi enthusiasts, now using a Sonotone VELOCITONE cartridge with their record player, were asked to comment about this new Sonotone cartridge. This is what they had to say:

- Mr. H., Illinois _____ "Bravo."
- Mr. B., Connecticut _____ "Very good."
- Mr. D., Wisconsin _____ "Sounds smoother than my old cartridge, which had irritating peaks."
- Mr. B., Illinois _____ "As soon as I plugged in my 'Velocitone,' I noticed an instantaneous and vast superiority to my — magnetic cartridge."
- Mr. N., North Carolina _____ "One of the finest of its type. It's real 'Neat,' it can't be 'Beat.'"
- Mr. J., California _____ "It is without a doubt the best cartridge buy for the money."
- Mr. N., Mississippi _____ "Bass response better than — magnetic cartridge. Has crisp, clear sound. I like it."
- Mr. G., Connecticut _____ "All the salesmen at Hatry's raved about the 'Velocitone' cartridge. I tried others but I finally decided on the Sonotone. I'm glad I did. I can't hear any distortion and all tones come in clearly."
- Mr. H., New York _____ "The new Sonotone cartridge far surpasses my previous — magnetic cartridge. I am very pleased with the reproduction of sound and feel sure it will continue to give me the utmost in reproduction."

- Mr. M., California _____ "I thought my previous Sonotone was great but the 9TA cartridge is terrific."
- Mr. L., Oklahoma _____ "I purchased the 'Velocitone' to eliminate the hum of magnetic cartridges. I am an electronic engineer and think this is a great improvement over your last cartridge, which served me for 4 years."
- Mr. M., Michigan _____ "Your separate equalizers are a very good idea."
- Mr. G., Mississippi _____ "This is one of the best I have ever seen. The tracking pressure is extremely low, the response is unbelievable and the channel separation is excellent. This cartridge is matched only in models selling at three times the price."
- Mr. R., Massachusetts _____ "Excellent! My old cartridge caused hi frequency distortion and low frequency 'rumble.' Both have been cleared up with the Sonotone 9TA."
- Mr. D., Maine _____ "Tracks beautifully — wonderful ability all the way up to full volume. Perfect at just a whisper. It's great!"
- Mr. W., Massachusetts _____ "Bought it to eliminate the hum I got with the much touted — Sonotone much better. I will never use another magnetic cartridge."



COMPARE THESE '9TA' FEATURES AND BENEFITS

Here are the technical facts of the new Sonotone "9TA" stereo ceramic cartridge. Each of these facts represent a distinct advantage that can improve the performance of your record playing system. Naturally, a good system will make greater use of these advantages.

SPECIFICATIONS

Response — Flat to RIAA characteristic (with equalizers) $\pm \frac{1}{2}$ db from 20 to 6,000 cps, ± 2 db to 17,000 with deliberate rolloff to 20,000 cps.

Response — Flat to RIAA characteristic (without equalizers) ± 2 db from 20 to 17,000 cps, with deliberate rolloff to 20,000 cps.

Separation — 30 db between channels.

Stylus Mass — 3 milligrams.

Compliance — 15×10^{-6} cm/dyne in all directions.

Tracking Pressure — 1.5-3 grams for professional arms. 3-4 grams for changers.

Output Voltage — 7 millivolts per channel (with equalizers)

Output Voltage — .20 volt per channel (without equalizers)

Cartridge Weight — 3.2 grams.

Recommended Load — VELOCITONE equalizers (with equalizers)

Recommended Load — 1 to 5 megohms (without equalizers)

Stylus — 0.7, 0.7-mil dual diamond (new, unbreakable) tips, 0.7, 3-mil dual sapphire tips or 0.7, 3-mil sapphire-diamond tips. (Gray lever handle indicates sapphire tips. Yellow lever handle designates sapphire-diamond tips or dual-diamond tips.)

Terminals — Universal terminal plug.

Shield — Polished, gold-plated metal shield.

BENEFITS TO YOU

The entire recorded audio frequency range is transcribed by the cartridge with extreme fidelity. Contrary to popular belief, cartridge sensitivity to frequencies above the audio range is not desirable. Inaudible frequencies above 17,000 cps could cause distortion by combining with the music. To prevent this, the "9TA" deliberately rolls off rapidly when it enters the inaudible range.

This wide amount of separation is nearly double the amount considered necessary for good stereo definition.

A phono cartridge can be limited in its reproduction ability by too large an effective stylus mass. Extreme accelerations during playing can up the mass to 800 times its normal value. A low effective stylus mass will increase the tracking ability and range while limiting the distortion of a cartridge. The "9TA" has the lowest effective stylus mass of any Sonotone cartridge.

The high compliance complements the low effective stylus mass so that the mechanical impedance (resistance to motion) of the stylus is minimized over the entire recording range. This high compliance also lessens record wear and prolongs the life of the jewel tips.

Actually the "9TA" can perform at even lower tracking pressure but the requirements of most tonearms set these limitations because of their construction and frictional force.

This output voltage is sufficient for practically all preamplifiers without overloading the circuitry.

This high output voltage can be utilized without a preamplifier.

The reduced size of the "9TA" cartridge allows its installation into modern slim tonearms.

Factory-matched for optimum stereo balance and RIAA equalization through the magnetic inputs of your preamplifier or amplifier having 47K to 100K load.

For use in ceramic high impedance inputs.

Jewel tips are manufactured to conform to Electronic Industry Association Standards. They are mounted on a high strength aluminum holder that is jointed to a one-piece molded unbreakable turnover lever.

The design of the lever eliminates the need for a needle guard. In the halfway-stop position, the lever handle extends downward to protect the cartridge when it is not being used. The entire needle assembly simply snaps into cartridge for simple replacement.

The 0.7, 3-mil needle combination will play all records of any speed. The 0.7, 0.7 needle combination provides twice the LP playing life. Either combination will surpass the performance of most mono cartridges.

Cartridges can be interchanged without cutting or splicing wires by removing mounting screws and disconnecting terminal plug. The contacts assure noise-free connections.

The design of the smooth metal shield virtually eliminates the dust buildup that can occur during playing.

The new Sonotone "9TA" stereo ceramic cartridge gives you all these benefits plus the basic features of any Sonotone cartridge. The rugged ceramic elements will provide consistently high performance unaffected by temperature or humidity. Remember, during the past 14 years, since Sonotone first invented the ceramic cartridge more than 14,000,000 Sonotone cartridges have been put into play by high fidelity manufacturers and discerning listeners.

SONOTONE
audio products
Electronic Applications Division
Sonotone Corporation, Elmsford, N.Y.

FOR LOCAL SALES AND SERVICE: