

## Auftakt zu Beethovens Neunter . . .

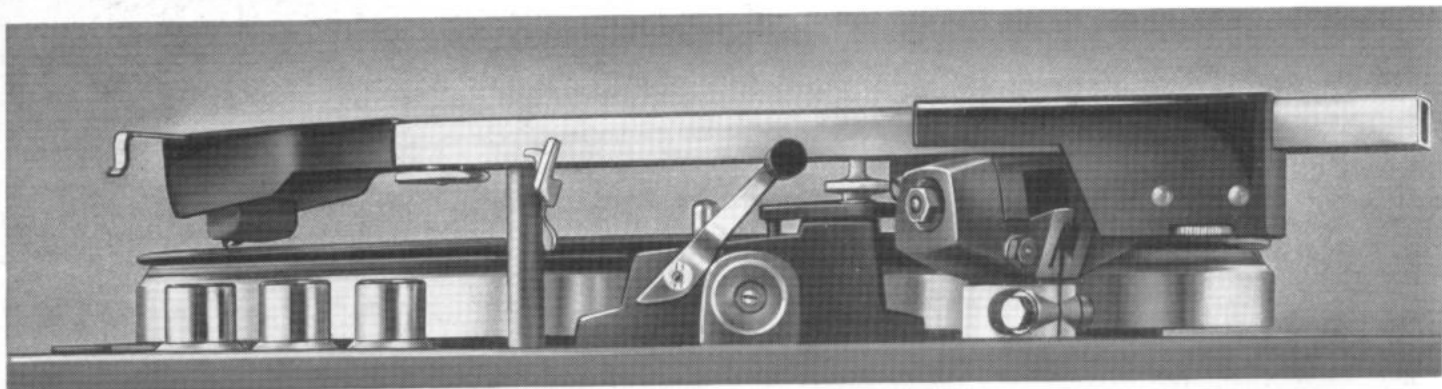
Nehmen Sie Platz, schließen Sie die Augen, erleben Sie Flair und Atmosphäre berühmter Konzertsäle - die prickelnde Erwartung vor dem ersten Einsatz. Mehr noch: Genießen Sie Musik so rein und klar wie im Konzertsaal durch ein ELAC-Hi-Fi-Gerät der Studio-Serie. Es wurde geschaffen, die letzten Feinheiten, das ganze Volumen der besten Schallplatten von heute voll auszuschöpfen.

Der Kenner, der nach allerhöchster Tontreue, nach wirklicher Hi-Fi-Qualität sucht, wird in diesem deutschen Gerät internationaler Güte seine ganzen Wünsche erfüllt finden. Es ist die Spitzenleistung unseres Programms - die Krönung langjähriger Arbeit - den besten Hi-Fi-Geräten der Welt ebenbürtig. Wir haben es für Sie geschaffen: Für die wirklichen Kenner, für die Freunde meisterlicher Musik.

ELAC stellt hochwertige Phonogeräte jeder Preislage für alle Ansprüche her. Jedes Gerät ist das Ergebnis langjähriger Spezialerfahrung auf dem Gebiet der Elektroakustik. Wir senden Ihnen gern ausführliche Prospekte.

**ELAC**

**ELECTROACOUSTIC  
GMBH KIEL Abt. F 1**



## Die neue Klasse: Der vollautomatische Hi-Fi-Plattenspieler!

Was Hi-Fi-Kenner sich schon lange wünschen, bietet ELAC jetzt mit **MIRAPHON 18 H**: den vollautomatischen Hi-Fi-Plattenspieler mit höchstem Bedienungskomfort!

**MIRAPHON 18 H** ist ein neues Laufwerk der ELAC-Studio-Serie. Mit einem einzigen Tastendruck werden sämtliche Funktionen gesteuert: Das Gerät wird gestartet, der Tonarm setzt genau in der Einlauftrille der Platte auf, kehrt nach dem Abspielvorgang selbsttätig in die Ausgangsstellung zurück, das Gerät schaltet sich ab. Jede der drei Starttasten ist gleichzeitig Stoptaste, mit der das Spiel unterbrochen werden kann.

Augenfällig für den hohen Bedienungskomfort ist auch der Tonarm-Lift. Er ermöglicht es, den Tonarm ohne „Handarbeit“ an jeder gewünschten Stelle der Schallplatte exakt und sanft aufzusetzen. Schonender können Schallplatten kaum noch behandelt werden!

Nicht zu vergessen: Magnettonabnehmer mit Diamantnadel – Studio-Tonarm mit regulierbarer Auflagekraft (1 - 5 g) – Schwerer, dynamisch ausgewuchteter Plattenteller mit 30 cm  $\phi$  – Spezial-Hysterese-Motor. Der Preis: **418,- DM.** Wir halten ausführliches Schriftmaterial über diese interessante Neuentwicklung für Sie bereit.

# ELAC

**ELECTROACUSTIC  
GMBH KIEL**

Gründungsmitglied des DHFI



## Ergebnis idealer Partnerschaft!

Wir bauen Phonogeräte nicht nur so nebenbei. Wir bauen sie mit der Begeisterung des Fachmannes, immer Besseres zu entwickeln. Unser Spitzengerät der Hi-Fi-Studio-Serie wurde „auf Kiel“ gelegt, als das Interesse an Hi-Fi-Anlagen noch sehr gering war. Wir suchten bessere Ton- und Wiedergabequalität. Das Ergebnis gibt uns recht. Dieses Phonogerät wurde ein Welterfolg – auch in Amerika, der Hochburg der High Fidelity. Aber der MIRACORD 10 H macht noch keine Hi-Fi-Anlage. Sollten wir einen Verstärker dazu bauen? Wir haben es gar nicht erst versucht. Andere verstehen mehr davon: die Leute von

THE FISHER (USA) zum Beispiel. Sie sammeln ihre Erfahrung in Jahrzehnten. Deshalb sind ELAC und THE FISHER in Deutschland Partner. ELAC-Laufwerk – ELAC-Abtastsystem – THE FISHER-Verstärker – ELAC-Lautsprecherbox. Auf diese Weise liefern wir eine der besten Hi-Fi-Anlagen der Welt. Wir könnten viel über die Vorzüge unserer Hi-Fi-Anlage sagen. Alles nur Worte. Hören Sie sich das Ergebnis an. Auf unserem Gebiet überzeugt nichts besser. Sind Sie dennoch an technischen Details interessiert? Wir senden Ihnen gern ausführliches und informatives Schriftmaterial.

# ELAC

ELECTROACUSTIC  
GMBH · KIEL Abt. F2



## Ergebnis idealer Partnerschaft!

Wir bauen Phonogeräte nicht nur so nebenbei. Wir bauen sie mit der Begeisterung des Fachmannes, immer Besseres zu entwickeln.

Unser Spitzengerät der Hi-Fi-Studio-Serie wurde „auf Kiel“ gelegt, als das Interesse an Hi-Fi-Anlagen noch sehr gering war. Wir suchten bessere Ton- und Wiedergabequalität. Das Ergebnis gibt uns recht. Dieses Phonogerät wurde ein Welterfolg – auch in Amerika, der Hochburg der High Fidelity. Aber der MIRACORD 10 H macht noch keine Hi-Fi-Anlage. Sollten wir einen Verstärker dazu bauen? Wir haben es gar nicht erst versucht. Andere verstehen mehr davon: die Leute von

THE FISHER (USA) zum Beispiel. Sie sammelten ihre Erfahrung in Jahrzehnten.

Deshalb sind ELAC und THE FISHER in Deutschland Partner.

ELAC-Laufwerk – ELAC-Abtastsystem – THE FISHER-Verstärker – ELAC-Lautsprecherbox. Auf diese Weise liefern wir eine der besten Hi-Fi-Anlagen der Welt. Wir könnten viel über die Vorzüge unserer Hi-Fi-Anlage sagen. Alles nur Worte. Hören Sie sich das Ergebnis an. Auf unserem Gebiet überzeugt nichts besser. Sind Sie dennoch an technischen Details interessiert? Wir senden Ihnen gern ausführliches und informatives Schriftmaterial.

# ELAC

ELECTROACOUSTIC  
GMBH · KIEL Abt. F 1

# Ist dies die beste Hi-Fi- Anlage der Welt?



Über diese Frage ließe sich diskutieren. Eines ist jedenfalls sicher: Sie ist unbestritten den besten Hi-Fi-Anlagen der Welt ebenbürtig.

Da ist zunächst das Laufwerk. Ein MIRACORD 10 H. Ein Spitzengerät aus der ELAC-Studio-Serie! Selbstverständlich mit dem Stereo-Magnet-System ELAC STS 222 D. Selbstverständlich auch ein Studio-Tonarm mit regulierbarer Auflagekraft, getrennte Starttasten für die verschiedenen Plattengrößen, ein 2,5 kg schwerer ausgewuchteter Plattenteller mit 30 cm  $\phi$  und ein Spezial-Hysteresemotor, der Gleichlaufschwankungen überhaupt nicht kennt. (Oder sollte das etwa gar nicht so selbstverständlich sein bei einem Preis von 390,- DM?).

Übrigens: Ein weiteres, sehr interessantes Gerät aus der ELAC-Studio-Serie ist der Plattenspieler MIRAPHON 17 H (mit pneumomechanischer Aufsetzvorrichtung!).

Dann der Hi-Fi-Stereo-Verstärker. Der hier abgebildete ist der Fisher X-101-C. Hergestellt von der führenden amerikanischen Firma Fisher Radio Corporation. Wir hätten auch einen

anderen Fisher-Verstärker, einen Tuner oder eine Verstärker-Kombination abbilden können, denn das ELAC-Vertriebsprogramm umfaßt beinahe sämtliche Fisher-Modelle. Hi-Fi-Geräte mit allen nur denkbaren Feinessen und mit geradezu idealen akustischen Werten (nicht-lineare Verzerrung  $< 0,5\%$  – Frequenzgang 20...20.000 Hz  $\pm 1$  dB – Störabstand 95 dB – Übersprechdämpfung  $> 60$  dB). Sie können es nachprüfen. Es stimmt!

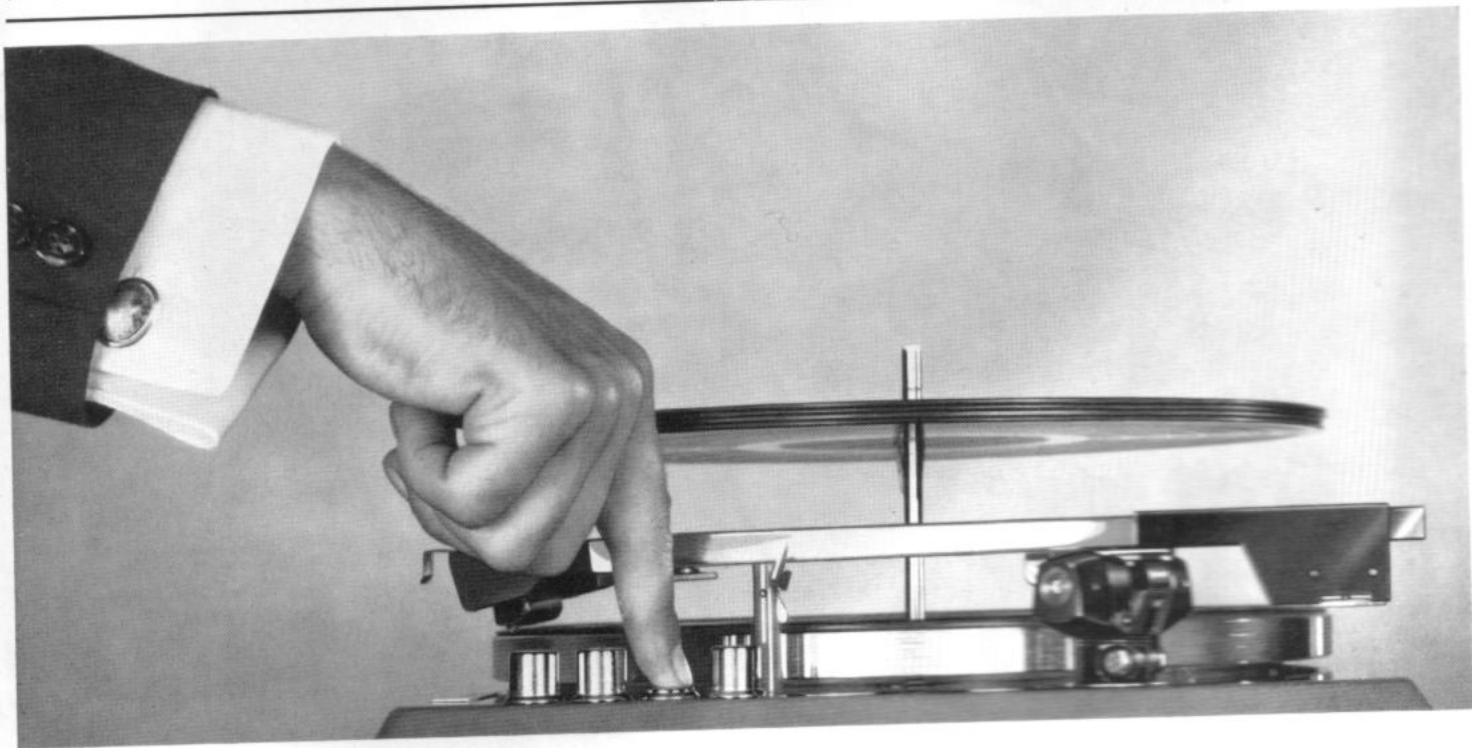
Last not least: Die neue ELAC-Hi-Fi-Lautsprecher-Kombination LK 100. Einfach war es nicht, eine so hochwertige Box zu einem so günstigen Preis (485,- DM) zu entwickeln. Vieles wurde verworfen, doch nun sind wir zufrieden. Jeder Ton wird präzise und ohne Verzerrung wiedergegeben, das Klangbild bleibt klar und transparent im gesamten Hörpektrum. Mit einem Tiefton-Lautsprecher, einem Mittelton-Lautsprecher und 2 Hochtון-Lautsprechern. 3-Weg-Frequenzweiche 750 + 4000 Hz mit Luftdrossel und dipolaren Kondensatoren. Ausführung in Nußbaum matt.

Informieren Sie sich ausführlich über unser Hi-Fi-Stereo-Programm. Schreiben Sie uns. Wir senden Ihnen postwendend instruktives und anschauliches Schriftmaterial.

# ELAC

**ELECTROACOUSTIC  
GMBH · KIEL**

Gründungs-Mitglied  
des Deutschen Hi-Fi-Instituts



## Auftakt zu Beethovens Neunter . . .

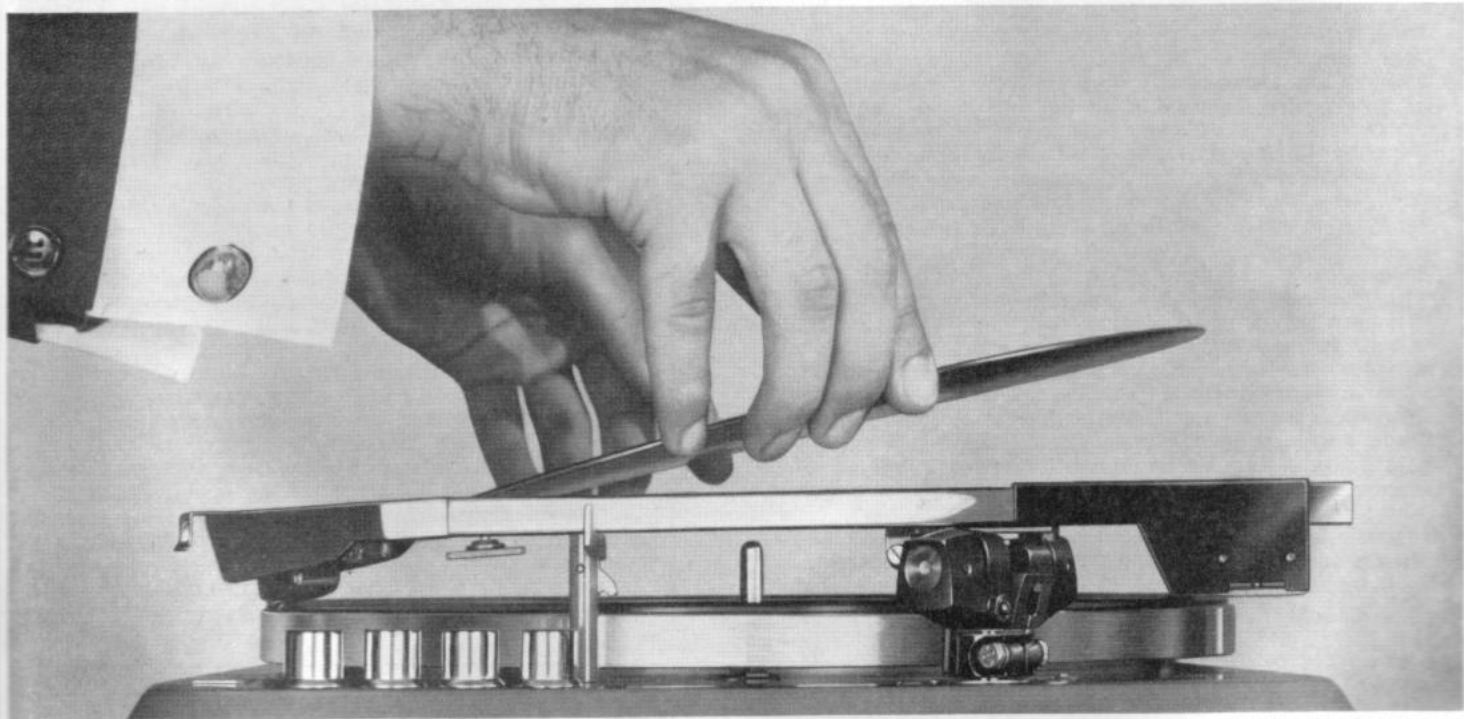
Nehmen Sie Platz, schließen Sie die Augen, erleben Sie Flair und Atmosphäre berühmter Konzertsäle - die prickelnde Erwartung vor dem ersten Einsatz. Mehr noch: Genießen Sie Musik so rein und klar wie im Konzertsaal durch ein ELAC-Hi-Fi-Gerät der Studio-Serie. Es wurde geschaffen, die letzten Feinheiten, das ganze Volumen der besten Schallplatten von heute voll auszuschöpfen.

Der Kenner, der nach allerhöchster Tontreue, nach wirklicher Hi-Fi-Qualität sucht, wird in diesem deutschen Gerät internationaler Güte seine ganzen Wünsche erfüllt finden. Es ist die Spitzenleistung unseres Programms - die Krönung langjähriger Arbeit - den besten Hi-Fi-Geräten der Welt ebenbürtig. Wir haben es für Sie geschaffen: Für die wirklichen Kenner, für die Freunde meisterlicher Musik.

ELAC stellt hochwertige Phonogeräte jeder Preislage für alle Ansprüche her. Jedes Gerät ist das Ergebnis langjähriger Spezialerfahrung auf dem Gebiet der Elektroakustik. Wir senden Ihnen gern ausführliche Prospekte.

**ELAC**

**ELECTROACUSTIC  
GMBH KIEL Abt. F 2**



ELAC MIRACORD 10 H

## Letztes Klingelzeichen . . . zweiter Akt

Nehmen Sie Platz, schließen Sie die Augen, erleben Sie die Atmosphäre berühmter Konzertsäle - die prickelnde Erwartung vor dem ersten Einsatz. Mehr noch: Genießen Sie Musik so rein und klar wie im Konzertsaal durch ein ELAC-Hi-Fi-Gerät der Studio-Serie. Es wurde geschaffen, die letzten Feinheiten, das ganze Volumen der besten Schallplatten von heute voll auszuschöpfen.

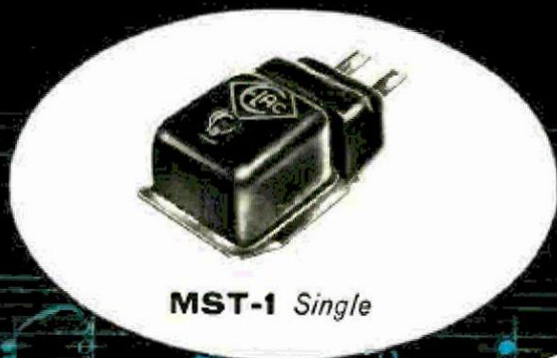
Der Kenner, der nach allerhöchster Tontreue, nach wirklicher Hi-Fi-Qualität sucht, wird in diesem deutschen Gerät internationaler Güte seine ganzen Wünsche erfüllt finden. Es ist die Spitzenleistung unseres Programms - die Krönung langjähriger Arbeit - den besten Hi-Fi-Geräten der Welt ebenbürtig. Wir haben es für Sie geschaffen: Für die wirklichen Kenner, für die Freunde meisterlicher Musik.

ELAC stellt hochwertige Phonogeräte jeder Preislage für alle Ansprüche her. Jedes Gerät ist das Ergebnis langjähriger Spezialerfahrung auf dem Gebiet der Elektroakustik. Wir senden Ihnen gern ausführliche Prospekte.

**ELAC**

ELECTROACUSTIC  
GMBH KIEL Abt. F3

the  
perfect complement  
to the finest  
High Fidelity System!



**MST-1** *Single*



**MST-2** *Turnover*

© beam Hersteller  
Archiv Michael Otto

## MIRATWIN Cartridges

No Hi-Fi System is better than its pickup cartridge . . . and no cartridge excels the clarity and brilliance of the *Miratwin*. Its unusually wide range and extreme sensitivity brings out the very best in any Hi-Fi System. Fits all standard tone arms . . . permits instant fingertip stylus replacement.

MST-1D—Single Diamond Stylus .....	\$34.50
MST-1S—Single Sapphire Stylus .....	\$12.50
MST-2D—Turnover Diamond Stylus and Sapphire Stylus .....	\$45.00
MST-2A—Turnover Sapphire Styli .....	\$22.50

*Stylus Replacements Available from Stock*



At All Hi-Fi Dealers • Write for Complete Brochure

## AUDIOGERSH CORPORATION

514 BROADWAY, NEW YORK 12, N. Y. • WORTH 6-0800

In Canada: Atlas Radio Corp., Ltd., Toronto



FAR AHEAD > THE FINEST BY FAR



**MIRACORD XA-100**  
*Pushbutton changer and Manual  
Player in ONE Precision  
Instrument!*



**MIRAPHON XM-110A**  
*Manual Player*

# *This is Your Hi-Fi Life...*

**MIRACORD XA-100**... yours is the greatest hi-fi success story ever told. Story of a great need and its fulfillment... story of the music listener's dream of perfection come true.

Not satisfied with merely improving the automatic record changer, MIRACORD startled the audio world with an entirely new concept of record handling... produced an entirely new kind of changer to satisfy a long overdue need—*Automatic Pushbutton Control* complete even to a separate *Stop* button so that now the tone arm need never be lifted from the record.

MIRACORD'S success has multiplied itself over and over with such advanced design features as the revolutionary "Magic Wand" spindle, automatic record intermix, "*Pausamatic*" and an independent "*Repeat*" pushbutton control. But MIRACORD did *more*, it offered in addition a versatility never before known—it provided the music listener with *both* an automatic pushbutton *changer* and an automatic *manual* player all in one precision instrument.

These, then, are the marks of success... far ahead planning and thinking to produce the greatest record handling equipment hi-fi enthusiasts have ever known. Truly *far ahead the finest by far!*

**MIRAPHON XM-110A**... companion in perfection to the *Miracord XA-100*. A success in its own right because here for the first time was a moderately priced manual player with genuine transcription quality performance. A superlative instrument because it embraces all the engineering advances pioneered in the *Miracord XA-100* changer. America instantly recognized the superiority of the MIRAPHON manual player... has cheered it to record sales figures from the day of its birth.

**MIRATWIN CARTRIDGE**... distinguished itself for outstanding accomplishment. Became beloved by critical audio enthusiasts because of its absolute fidelity in transmitting the *complete* recorded sound. Made hi-fi news because of its advanced design, instant fingertip stylus replacement feature, and new simplified mounting. Cherished by audio experts as "*one of the sweetest-sounding cartridges ever heard.*"

FAR AHEAD > THE FINEST BY FAR

A FULLY AUTOMATIC PUSHBUTTON  
RECORD CHANGER AND PUSHBUTTON MANUAL PLAYER  
IN ONE PRECISION INSTRUMENT

# MIRACORD XA-100

with 5 PUSHBUTTONS FOR COMPLETE  
CONTROL and with the FAMOUS  
"MAGIC WAND" SPINDLE

From start-to-stop, pushbuttons do all the work — the modern way. As a changer or manual player the *Miracord XA-100* is fully automatic. Just a touch of a fingertip and it STARTS, STOPS, PAUSES BETWEEN RECORDS, REPEATS, and FILTERS. A touch of the New STOP BUTTON stops the unit at any time. Muting switch eliminates "plop". At the end of record play, the arm returns to rest and sets down. So completely automatic the tone arm never need be touched or lifted from the record.

Enjoy endless hours of effortless listening pleasure while the ingenious "Magic Wand" spindle quietly, surely, and safely releases your fine records. Eliminates pusher arms and stabilizing plates entirely. And, of course, you can intermix 10" and 12" records at random.

IT'S AN AUTOMATIC MANUAL PLAYER, TOO! Simply lift out the "Magic Wand" spindle and replace with short manual play spindle. Indeed, the *Miracord XA-100* displays every advanced feature that could be desired . . . satisfies all your needs perfectly.

**SPECIFICATIONS:** For AC current, 110 or 220 volts, 60 cycles. 50 cycles can be furnished if specified. Chassis, 12½" x 10¼". Height above mounting plate 2½", below mounting plate 2¼". Clearance above mounting plate 4½", below mounting plate 2¼". Net weight approximately 11 lbs. Gross weight approximately 14 lbs.

SHIPPED COMPLETELY ASSEMBLED WITH ALL PLUGS  
AND LEADS ATTACHED READY FOR OPERATION

Audiophile net **\$67.50**

with GE RPX-050A (Dual-Sapphire) Cartridge Audiophile Net.....\$74.50  
with GED RPX-052A (LP Diamond and Sapphire) Cartridge  
Audiophile Net .....\$89.50



PERFECTION!



the  
**MIRAPHON XM-110A** *Manual Player*

The product of years of constant development, this new and improved Miraphon XM-110A combines the most advanced engineering principles with up-to-the-moment styling. Provides transcription quality performance for those who desire a superior manual player at moderate cost. Accurate 3-speed drive for 33 $\frac{1}{3}$ , 45, and 78 rpm.

A specially constructed 4-pole motor with high constant speed factor is carefully isolated and suspended by the use of "isomodes" and shielded to eliminate outside interference.

The new balanced and recessed turntable "floats" in a high precision ball bearing assembly. The noise-reducing tone arm is of specially damped plastic and is suspended in double-row ball bearings for improved tracking. Stylus displacement is eliminated and equal stylus pressure is assured. Beautifully finished in rich Burgundy with white rubber turntable mat and white control knobs.

*Shipped Completely Assembled with Plugs and Leads Attached Ready for Operation.*

Audiophile net **\$37.50**

with GE RPX-050A (Dual-Sapphire) Cartridge: Audiophile Net \$44.50  
with SED RPX-052A (LP Diamond and Sapphire) Cartridge: Audiophile Net \$59.50

**OUTSTANDING FEATURES**

- Specially constructed constant 4-pole motor mounted on Isomodes. Eliminates outside interference. Noise level reduced to level of most expensive turntables.
- White rubber matted balanced turntable — "floats" in high precision bearing assembly.
- Special spring mounts, eliminates transmission of vibration.
- 3-speed rim drive for 33 $\frac{1}{3}$ , 45, or 78 rpm.
- Plug-in head to accommodate choice of cartridges. Finger lift avoids damage to precious records.
- Tone arm mounted in double row ball bearings for maximum lateral compliance. Stylus pressure adjustment requires no tools.
- Motor shuts off at end of record. Muting switch eliminates "pop".
- Recessed turntable, for compact beauty, mechanical perfection.

**SPECIFICATIONS:** For AC current, 110 or 220 volts, 60 cycles. 50 cycles can also be furnished if specified. Chassis, 12 $\frac{1}{2}$ " x 10 $\frac{1}{4}$ ". Clearance above mounting plate 4 $\frac{1}{2}$ ", below mounting plate 2 $\frac{3}{4}$ ". Height above mounting plate 2 $\frac{1}{2}$ ", below mounting plate 2 $\frac{1}{4}$ ". Net weight approximately 7 lbs. Gross weight approximately 10 lbs.

**ACCESSORIES FOR MIRACORD XA-100 AND MIRAPHON XM-110A**



**No. "30" AUTOMATIC SPINDLE:** Automatic spindle for 45 rpm use. Holds ten records. Constructed of durable plastic, finished in maroon. Supplied complete with clips for attaching spindle to base when not in use. For MIRACORD XA-100 ONLY. audiophile net \$4.50



**PLUG-IN HEAD:** Constructed of specially damped plastic. The plug-in head will accept any standard cartridge. Supplied complete with turnbutton and standoffs, wires attached. Fits both MIRAPHON XM-110A and MIRACORD XA-100. audiophile net \$2.50  
**AUDAX ADAPTER** audiophile net \$2.50



**MOUNTING BOARD:** Kiln dried and sanded ready for staining. All holes drilled. audiophile net \$2.50

**BRASS TURNTABLE:** Specify XA-100 or XM-110A. audiophile net \$10.00



**PORTABLE CASE:** Beautifully fashioned and covered in burgundy leatherette. Stainless continental hardware . . . all clips for accessories attached to case. Hinged bottom to permit rapid installation, and special fall-away hinge for cover permits use as a base if desired. audiophile net \$24.50



**FINISHED BASE:** Complements the burgundy and surf-white decor of the unit. audiophile net \$5.95

# PERFECTION!



**NEW**

## MIRATWIN MST-1 Single Stylus Cartridge



**NEW**

## MIRATWIN MST-2 Turnover Cartridge

### ... BRINGS OUT THE BEST IN ANY HI-FI SYSTEM

Never before a cartridge so sensitive and smooth over its entire remarkably wide range. Acclaimed by audio engineers and music appreciation enthusiasts alike for its pure tonal beauty and capacity to so faithfully transmit the complete recorded sound. Indeed qualified for membership in this truly magnificent family of highest fidelity components.

#### FITS ALL STANDARD TONE ARMS

The Miratwin is a variable reluctance magnetic cartridge suitable for both LP and standard recordings. Manufactured under the most rigid and exacting control conditions to insure complete satisfaction. The MST-2 Turnover unit consists of two independent and non-reacting MST-1 cartridges mounted back to back in one assembly. Since both styli, 1 mil. for LP, 3 mil. for 78 rpm., have no mechanical connection, the stylus in use is unaffected by the other. The result is a small, compact unit which together with a stylus force of only 5 to 8 grams guarantees a minimum of record wear. The Miratwin MST-1 has all the remarkable features and same specifications as the MST-2 series, differing only basically since it is a single cartridge.

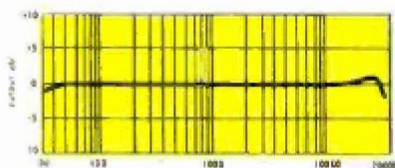


INSTANT  
REPLACEMENT  
OF STYLUS  
NO TOOLS,  
NO FUSS!

#### THESE OUTSTANDING MIRATWIN FEATURES GUARANTEE COMPLETE MUSICAL SATISFACTION:

**\* RESPONSE:** Under average home conditions, the MIRATWIN delivers an amazing response of within 2 db from 30 to over 18,500 cycles at 33 1/3 rpm, and within 4 db to 22,500 cycles at 78 rpm. Equally outstanding is the freedom from resonant peaks throughout the entire range — a characteristic maintained even when the Cartridge works into unusually high load capacitances. These features, combined with superb internal damping, produce unsurpassed transient response!

**\* TRANSIENT RESPONSE:** This is very wide and very flat and the freedom from resonant peaks as well as superb internal damping produces an unsurpassed transient response. Even the square waves are reproduced as faithfully as when they are recorded.



The downward slope in response below 30 cycles of the 33 1/3 rpm cartridge audibly minimizes the peaks that are due to arm resonance. It also improves the transient response of associated amplifiers by reducing response to sub-sonic transients, which sometimes trigger even the very fine amplifiers into a hangover or outright oscillation.

- \* NEEDLE CHATTER:** Completely negligible... probably the lowest ever achieved! Also, the freedom from peaks and the smooth response, along with the extremely wide range, results in an unprecedented low scratch level, even from old recordings.
- \* MOUNTING:** Unusually simple... the Cartridge is removable from the mount without tools, making mounting screws instantly accessible.
- \* STURDINESS:** Design and construction gives high immunity against damage and shock.
- \* TROPICALIZED:** Miratwin cartridges are especially treated to remain unaffected by temperature and humidity changes — maintain their excellence of performance anywhere.
- \* OUTPUT:** The Cartridge output at 1,000 cycles per second is 55mv for 33 1/3 rpm and 45mv for 78 rpm at a recorded velocity of 10 cm/sec. The MIRATWIN yields a great improvement in signal-to-noise ratio.
- \* DISTORTION:** One of the lowest ever achieved in wide-range cartridges!
- \* HUM:** High output actually produces a 6 to 10 db improvement in hum ratio of associated amplifiers!
- \* MAGNETIC PULL:** Will not attract even the smallest iron filings! The difference in needle pressure with magnetic or non-magnetic turntables is virtually unmeasurable.
- \* TRACKING:** Perfect tracking of very high amplitude peaks at all speeds. The position of the stylus is such that tracking angle remains optimum when the MIRATWIN replaces other cartridges. Slotted holes permit stylus adjustment.
- \* PLUS... THE EASIEST STYLUS REPLACEMENT YOU'VE EVER SEEN...** Good reasons why an independent testing laboratory stated that the New MIRATWIN "EXCEEDS ITS OWN SPECIFICATIONS"! Complete with holder for quick installation.

#### MIRATWIN MST-1:

- MST-1D — Single cartridge with diamond stylus for microgroove...\$34.50
- MST-1DN — Single cartridge with standard diamond stylus..... 34.50
- MST-1S — Single cartridge with sapphire stylus for microgroove. 12.50
- MST-1SN — Single cartridge with standard sapphire stylus..... 12.50

#### MIRATWIN MST-2:

- MST-2A — MIRATWIN turnover cartridge — TWO sapphire styli...\$22.50
- MST-2D — MIRATWIN turnover cartridge sapphire stylus for standard and DIAMOND stylus for microgroove..... 45.00

#### REPLACEMENT STYLI FOR MST-1 AND MST-2:

- DM-2 — Micro-Diamond .....\$22.50
- DN-2 — Standard Diamond ..... 22.50
- SM-2 — Micro-Sapphire ..... 5.00
- SN-2 — Standard Sapphire ..... 3.00

All Products are Sold and Serviced by Leading High Fidelity Dealers from Coast to Coast! See Back Page.

**AUDIOGERSH CORPORATION**

514 BROADWAY, NEW YORK 12, N.Y. • WORTH 6-0800

In Canada: Atlas Radio Corp., Ltd., Toronto



Exclusive Distributors in the U. S. for Elac Record Players and Cartridges

# World's Most Distinguished High-Fidelity Family



© beim Hersteller  
Archiv Michael Otto

**Acclaimed** by music lovers and audio engineers *everywhere!*

"... the Miracord XA-100 is about as fine a changer as I've tried... does everything..."  
*Dick Owens, N. Y. Sunday News*

"... on the count of listening quality alone the Miratwin cartridge must be considered one of the better-quality pickups."  
*C. G. McProud, Audio Magazine*

"Someone put a lot of design skill and engineering knowhow into this unit... mechanically sound, simple to use, yet very flexible."  
*High Fidelity "Tested In The Home"*

"The MIRACORD XA-100 is a superb piece of equipment."  
*Jean Shephard, Station WOR, New York City*

"Best cartridge we have used to date for our transcription broadcasts."  
*'Tiny' Markel, Station WABZ, New Haven*

"Miraphon XM-110A is the finest complement to any high fidelity set."  
*Houston, Texas*

UNFOLD THESE PAGES and you will unfold the *complete* story of why this proud family of high fidelity components has thrilled music lovers across the entire nation and...

**DESTINED TO SOON BECOME A PART OF YOUR HI-FI LIFE!**



# PERFECTION!



## COMPARE THESE OUTSTANDING AND UNEQUALLED FEATURES:

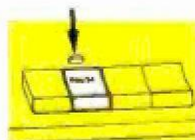


**THE "MAGIC WAND" SPINDLE:** Gently releases records horizontally and safely . . . no pusher arms, no stabilizing plates! Undue load on the record stack and pusher arm friction are eliminated. Prevents enlarged center hole and the distortion that results. Prolongs the life of your records.

**To Use As A Manual Player** merely lift out "Magic Wand" spindle and replace with manual play spindle. Push "Start" button and your automatic manual player starts itself and positions tone arm for play. For continuous replaying of 10" records merely invert manual play spindle. Record will replay indefinitely.

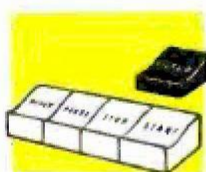


**INTERMIXES 10" and 12" RECORDS:** "Magic Wand" allows 10" and 12" records to be intermixed in any sequence, playing them all in a single stack. Extremely simple to load. Records can be replenished at any time, even during playing. Capacity: Holds eight 12", ten 10" or a corresponding mixture of both records, or, ten 7" records.



**"PAUSAMATIC" INTERVAL CONTROL:** Automatically regulates wait period between records. Adjustable as follows: 78 rpm adjusts from 5 seconds to 2½ minutes; 45 rpm from 9 seconds to 4 minutes; 33½ rpm from 12 seconds to 5½ minutes. The interval selector is located directly above the PAUSE button.

**HEAVY DUTY 4 POLE MOTOR:** Shock mounted in "isomodes" which hold it isolated and suspended . . . totally screened to prevent outside interference. No Wow or Flutter. Constant turntable speed insures correct pitch.



### 5 PUSHBUTTONS Control ALL Operations!

- **REPEAT** — Used two ways: for repeating entire record or portion of the record.
- **PAUSE** — Adjusts wait period between records.
- **STOP** — Stops unit at any time! Arm picks up and goes to rest position. It is not necessary to remove or discharge the records that remain on the Magic Wand Spindle. Unit set in operation again by merely pushing the START Button.
- **START** — Starts operation. Also reflects . . . permitting record change at any time.
- **FILTER** — Screens out surface noises. Button located behind START button.



**ONE KNOB CONTROLS ALL THREE SPEEDS:** With 3-speed rim drive for 33½, 45 or 78 rpm. A simple turn of the setting knob sets the speed desired. No other adjustments or settings necessary. When set to "Zero," (STOP position) the idler wheel automatically disengages.



**INTERCHANGEABLE PLUG-IN HEAD:** Allows use of all standard and turnover cartridges. Simple thumbscrew easily adjusted to compensate for any change in cartridge weight. Has professional finger lift.



**NOISE REDUCING TONE ARM:** Constructed of special damped plastic and suspended in ball bearings, it eliminates stylus displacement and guarantees equal stylus pressure. Spring loaded, knurled screw underneath tone arm enables weight adjustment to be made without the use of tools.

**BEAUTY! COMPACTNESS! EFFICIENCY! VERSATILITY!** Miracord's base measures only 12½" x 10½". Comes in rich, gleaming Burgundy with white trim, white rubber-matted turntable.

**SOLD AND SERVICED EVERYWHERE**

**CALIFORNIA**

**HOLLYWOOD**  
Hollywood Electronics  
7460 Melrose Ave.

**INGLEWOOD**  
Newark Electric Co.  
4736 W. Century Blvd.

**LOS ANGELES**  
Klarum Sound Corp.  
820 W. Olympic Blvd.  
L.A. 15.

**OAKLAND**  
Coast Electronic Supply Co.  
4166 Broadway

**PASADENA**  
Dew Radio, Inc.  
1759 E. Colorado St.

**SAN DIEGO**  
Razler Sound Center  
3781 Fifth Ave.

**SAN FRANCISCO**  
Eber Electronic Supply  
160 Tenth St.  
San Francisco Radio & Supply Co.  
1284 Market St.

**VAN NUYS**  
House of Sight and Sound  
14513 Victory Blvd.

**CONNECTICUT**

**HARTFORD**  
Belmont Record Shop  
163 Washington Street

**MIDDLETOWN**  
Watt & Deibel  
8 Church St.

**NEW HAVEN**  
H. B. Motion Picture Service  
174 George St.  
Radio Shack Corp.  
230 Crown St.  
David Dean Smith  
262 Elm St.

**WEST HARTFORD**  
Audio Workshop Inc.  
1 S. Main St.

**DISTRICT OF COLUMBIA**

**WASHINGTON D.C.**  
Washington Electronic  
Wholesalers, Inc.  
2345 Sherman Ave., N.W.

**FLORIDA**

**MIAMI**  
Electronic Supply  
61 N.E. 9th St.  
High Fidelity Associates  
3888 Biscayne Blvd.

**TAMPA**  
Thurrow Distributors Inc.  
121 S. Water St.  
P. O. Box 1529

**WEST PALM BEACH**  
Electronic Equipment Co.  
205 Datura St.

**GEORGIA**

**ATLANTA**  
Bakery Fidelity Corp.  
1130 Peachtree St., N.E.  
High Fidelity S.S.S.  
606 Peachtree, N.E.

**IDAHO**

**IDAHO FALLS**  
PK's Electronics  
Rt. 2, North Yellowstone Highway

**ILLINOIS**

**CHICAGO**  
Allied Radio Corporation  
100 N. Western Ave.  
Evergreen Allied High Fidelity Inc.  
2025 W. 95th St.  
Newark Electric Company  
223 W. Madison St.  
Schwartz Bros. Hi-Fi Studios  
1215 E. 83rd St.

**EVANSTON**

Allied High Fidelity Stores, Inc.  
602 Oak St.

**OAK PARK**  
The High Fidelity House  
1127 Westgate Ave.  
West Suburban Allied High  
Fidelity, Inc.  
7055 W. North Ave.

**INDIANA**

**FORT WAYNE**  
Brown Electronics Inc.  
1320 S. Calhoun Street

**INDIANAPOLIS**  
The Golden Ear, Inc.  
15 E. 16th St.  
Graham Electronics Supply Co.  
102 S. Pennsylvania St.

**WEST LAFAYETTE**  
The Golden Ear  
108 Northwestern Ave.

**KENTUCKY**

**LOUISVILLE**  
The Golden Ear  
610 S. Third St.

**LOUISIANA**

**NEW ORLEANS**  
Custom Electronics Inc.  
4215 S. Claiborne  
Southern Radio Supply Co.  
1909 Tulane Ave.

**SHREVEPORT**  
Keelemy Sales Co. Inc.  
2530 Linwood Ave.

**MARYLAND**

**BALTIMORE**  
Sirkis Music  
4010 Glengyle Ave.  
Wholesale Radio Parts Co. Inc.  
311 West Baltimore St.

**MASSACHUSETTS**

**BOSTON**  
DeMambo Radio Supply Co., Inc.  
1095 Commonwealth Ave.  
The Listening Post, Inc.  
161 Newbury St.  
Radio Shack Corp.  
165 Washington St.

**BROCTON**  
DeMambo Radio Supply Co., Inc.  
1839 N. Main Street

**CAMBRIDGE**  
Hi-Fi Lab  
1077 Massachusetts Ave.

**WORCESTER**  
DeMambo Radio Supply Co., Inc.  
229 Summer St.

**MICHIGAN**

**DETROIT**  
Audio House Inc.  
1973 Conant  
R.L.A. Laboratories, Inc.  
7375 Woodward Ave.  
Pecar Electronics  
10729 Morang

**MINNESOTA**

**MINNEAPOLIS**  
Paul A. Schwitt Music Co.  
88 S. 10th St.

**MISSOURI**

**ST. LOUIS**  
Aedilan Co. of Missouri  
1004 Olive Street

**NEVADA**

**LAS VEGAS**  
Mateall's Radio & Sound  
2nd & California Sts.  
Box 2041

**NEW HAMPSHIRE**

**KEENE**  
DeMambo Radio Supply Co., Inc.  
300 West Street

**MANCHESTER**  
DeMambo Radio Supply Co., Inc.  
1308 Elm Street

**NEW JERSEY**

**NEWARK**  
Housen Radio & TV Corp.  
35 William St.

**NEW YORK**

**ALBANY**  
Hi-Fidelity Center, Inc.  
324 Central Ave.

**BROOKLYN**  
Brooklyn High Fidelity Center  
836 Flatbush Ave.

**JAMAICA**  
Audio Exchange, Inc.  
159-19 Hillside Ave.

**NEW YORK (MANHATTAN)**  
Asco Sound Corp.  
115 W. 45th St. (3rd Fl.)  
Audio Unlimited, Inc.  
169 West 57th St.

**Center Electronics**  
72 Cortlandt St.  
Boody Audio Center  
235 West 49th St.

**Harvey Radio Co. Inc.**  
103 W. 43rd St.  
Harvey Radio Co. Inc.  
1123 Ave. of the Americas  
(6th Ave. at 43rd St.)

**Hudson Radio & TV Corp.**  
48 W. 48th St.  
Hudson Radio & TV Corp.  
212 Fulton St.

**Leonard Radio Inc.**  
89 Cortlandt St.  
Liberty Music Shops  
450 Madison Ave. (at 50th St.)  
795 Madison Ave. (at 67th St.)  
975 Madison Ave. (at 76th St.)  
Hotel Carlyle

**Milo Trading Corp.**  
215 Fulton St.  
Terminal Radio Corp.  
85 Cortlandt St.

**WHITE PLAINS**  
Audio Exchange Inc.  
367 Mamatonock Ave.  
Liberty Music Shops  
228 E. Post Road

**YONKERS**  
WesBab Electronics Inc.  
2475 Central Ave.

**NORTH CAROLINA**

**CHAPEL HILL**  
Remo's  
207 E. Franklin St.

**OHIO**

**CINCINNATI**  
Customcrafters Audio Inc.  
2259 Gilbert Ave.

**CLEVELAND**  
Counterpoint, Inc.  
20971 Westgate Shopping Center

**COLUMBUS**  
Anderson High Fidelity Center  
2244 Neil Ave.  
Graham & Cotton Inc.  
2552 North High St.  
Shaffer Music Co.  
849 North High St.

**DAYTON**  
Custom Electronics Inc.  
1000 S. Main Street

**PENNSYLVANIA**

**ALLENTOWN**  
Radio Electric Service Co.  
of Pa., Inc.  
1042 Hamilton St.

**EASTON**  
Radio Electric Service Co.  
of Pa., Inc.  
916 Northampton St.

**PHILADELPHIA**  
Almo Radio Co.  
913 Arch St.  
Radio Electric Service Co.  
of Pa., Inc.  
709 Arch St.

**Radio Electric Service Co.**  
of Pa., Inc.  
3412 Germantown Ave.  
North Philadelphia

**Radio Electric Service Co.**  
of Pa., Inc.  
5830 Market St.  
West Philadelphia

**PITTSBURGH**  
Weiks High Fidelity Center  
306 Diamond St.

**YORK**  
Wholesale Radio Parts Co. Inc.  
R.D. 7, Whitford Rd.  
(near North Hill Rd.)

**RHODE ISLAND**

**PROVIDENCE**  
Radionics Co. of America  
790 North Main St.  
DeMambo Radio Supply Co., Inc.  
90 Broadway

**SOUTH CAROLINA**

**COLUMBIA**  
Hi-Fi Sound & Records  
827 Hudson Street

**TENNESSEE**

**KNOXVILLE**  
McClung Appliances  
310 George St., N.E.

**MEMPHIS**  
Hirsch Electronics  
1658 Union Ave.

**NASHVILLE**  
Nicholls High Fidelity Center  
105 Eighth Ave. North

**TEXAS**

**DALLAS**  
Home Music Assoc. Inc.  
4518 N. Central Expressway  
at Henderson

**Wrye Co. Ltd.**  
2410 West Alabama

**HOUSTON**  
Busacker Electronic Equipment  
Co., Inc.  
1216 West Clay

**SAN ANTONIO**  
Vandergriff Audio Co.  
4106 San Pedro

**UTAH**

**SALT LAKE CITY**  
O'Leahy's  
113 E. Third St.

**WASHINGTON**

**SEATTLE**  
High Fidelity Headquarters  
603 Bynoway North

**WISCONSIN**

**MADISON**  
The Hi-Fi Corner  
State at Gorham

**MILWAUKEE**  
The Hi-Fi Center Inc.  
4236 W. Capitol Drive

**HAWAII**

**HONOLULU**  
The Audio Center, Ltd.  
1241 Kona St.

*Ask Your Hi-Fi Dealer for a Demonstration Today!*

PRINTED IN U.S.A.

Prepared by Schneider-Stugel Co., N. Y. C.

Exclusive Distributors in the U.S. for Elac Record Players and Cartridges

**AUDIOGERSH CORPORATION**

514 BROADWAY, NEW YORK 12, N.Y. • WORTH 6-0800

In Canada: Atlas Radio Corp., Ltd., Toronto

FAR AHEAD > THE FINEST BY FAR



MST-1 Single    MST-2 Turnover  
MIRATWIN Cartridges



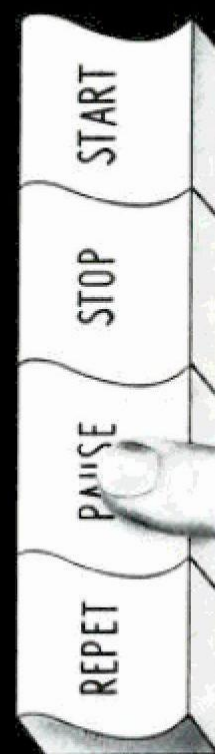
MIRAPHON XM-110A  
Manual Player

in a pushbutton world...

This is  
Your Hi-Fi  
Life!



NEW - 4 SPEEDS



**MIRACORD XA-100**

A "2-in-1" Fully Automatic  
Pushbutton Record Changer and  
Manual Player with the Exclusive  
"Magic Wand" Spindle!

From start to stop pushbuttons do all the  
work in this new *Miracord XA-100*... the  
closest approach to full automation in  
record playing perfection. Performs so  
beautifully you will welcome the  
MIRACORD into Your Hi-Fi Life!

Complete With Plugs and Leads Attached.  
Ready for Operation.

\$67.50 less cartridge

Both MIRACORD and MIRAPHON perform all operations at 4 speeds.

At All Hi-Fi Dealers • Write for Complete Brochure



**AUDIOGERSH CORPORATION**

514 BROADWAY, NEW YORK 12, N. Y. • WORTH 6-0800

In Canada: Atlas Radio Corp., Ltd., Toronto



# THE NEW TURNTABLE THAT CHANGES RECORDS!

*The  
Push-Button  
Miracle  
for stereophonic and  
monophonic  
high fidelity sound!*



## MIRACORD XS-200

The pushbutton miracle of high fidelity sound—with *every* practical and proven feature for the perfect reproduction of stereophonic or monophonic records.

- it's a heavyweight, professional-type turntable — and a fully-automatic changer!
- a special switch adapts Miracord to stereophonic or monophonic reproduction, with finest quality output on either system!
- vibration eliminated by special mounts!
- 5 push-buttons permit you to start, stop, pause, repeat or filter, without touching tone arm!
- Magic Wand spindles eliminate pusher platforms and stabilizing arms!
- intermixes 10" and 12" in any sequence; plays all 4 speeds, has a 4-pole motor. Plug-in head!
- shuts off automatically, returns tone arm to rest position!
- and many other outstanding features, not found in any other record changer or record player!

—yet it costs only **\$67<sup>50</sup>**



### STEREOTWIN 210/D a thrilling new standard in a stereo cartridge!

Acclaimed by engineers and audiophiles, STEREOTWIN 210/D is the finest cartridge for the stereo age. "Moving-magnet" principle gives new high in quality performance. Hum is eliminated by Mu-Metal casing. Stylus replacement is instant. Phenomenal separation: 22 db at 1000 cps. EXCLUSIVE ADJUSTMENT puts stylus in proper position both vertically and horizontally for record changers or manual tone arms. Truly an audio engineer's cartridge at an audiophile's price!

NOW **\$34<sup>50</sup>**

FAR AHEAD > THE FINEST BY FAR Available at selected dealers.

For Free catalogue, please write Dept. A

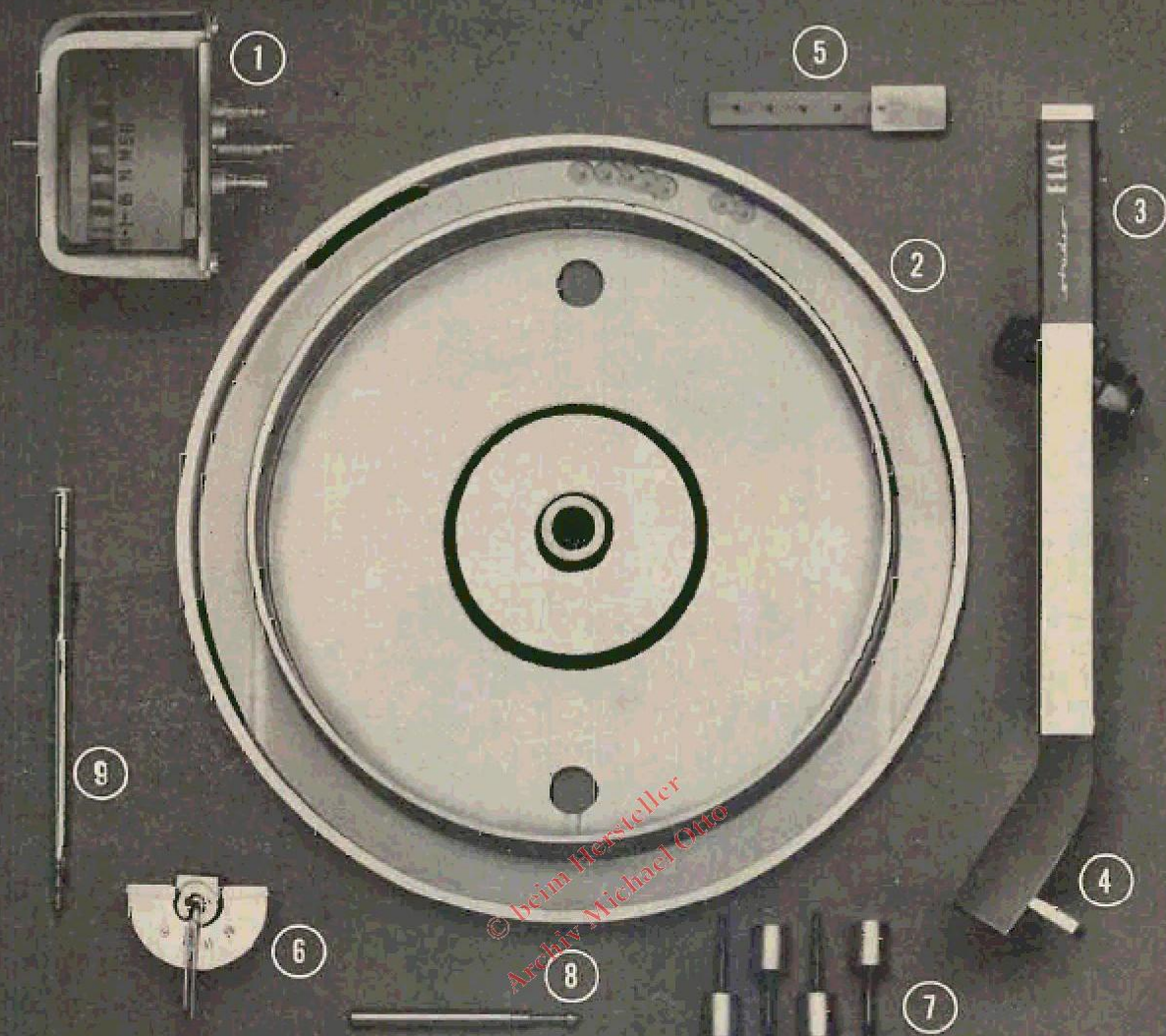


**AUDIOGERSH CORP.**

514 Broadway, New York 12, N. Y.

WORTH 6-0800





# INSIDE MIRACORD

the first automatic turntable/record changer designed to meet the uncompromising requirements of stereophonic record reproduction



These are the "guts" of the new MIRACORD Studio Series. Foremost is the hysteresis motor (1). It guarantees constant speed regardless of turntable load or line voltage variation. Another assurance of all-important uniform speed is the one-piece, dynamically balanced, cast and machined turntable (2). This seven pound, 12" platform features the same construction as the finest professional turntables. The scientifically designed, non-resonant tone arm (3) with plug-in head (4) tracks faultlessly at all recommended tracking weights . . . calibrated

from two to six grams. No springs used (5). The 4-speed MIRACORD (6) plays all size records as a conventional turntable or automatic turntable using the *feather-touch* push-buttons (7). By replacing the short spindle (8) with the patented Magic Wand changer spindle (9), MIRACORD provides hours of musical enjoyment.

STUDIO H—with hysteresis synchronous motor—\$99.50\* • STUDIO—with heavy-duty, shaded, 4-pole motor—for uncompromising stereo performance where line voltage variation is no problem—\$79.95\*

**BENJAMIN** ELECTRONIC SOUND CORP., 97-03 43rd Ave., CORONA 68, N.Y.  
 \*Complete with arm, less cartridge and base.

# MIRATWIN

world famous quality cartridge brings out

## THE BEST IN ANY HI-FI SYSTEM!

### MIRATWIN

*mst-1 single*

with diamond stylus for LP  
or standard diamond stylus

Formerly \$34.50 **NOW \$26.50**



### MIRATWIN

*mst-2 turnover*

with sapphire stylus  
for standard and diamond  
stylus for microgroove

Formerly \$45.00 **NOW \$31.50**



**NOW AT NEW LOW PRICES!**

If you have a hi-fidelity system, bring out its finest tonal values with MIRATWIN. Because MIRATWIN is as smooth and sensitive a cartridge as man can make... faithfully transmits the *complete* recorded sound! Acclaimed by audio engineers and music appreciation enthusiasts alike, MIRATWIN fits *all* standard tone arms, has instant stylus replacement. Enjoy it in your hi-fidelity system for the *best* in recorded music! Recommended tracking force when used in separate tone arms 4 to 8 grams; in record changers 6 to 8 grams. Ask your dealer to give you an A-B Test today.

#### MIRATWIN CARTRIDGES

MST-1D Single Diamond..... **\$26.50**  
MST-1S Single Sapphire..... **10.00**  
MST-2D Dual-1 Sapph.. 1 Diam. ... **31.50**  
MST-2A Dual Sapphire..... **15.00**

#### REPLACEMENT STYLI

DM-2 Micro-Diamond..... **\$16.50**  
DN-2 Standard Diamond... **16.50**  
SM-2 Micro-Sapphire..... **5.00**  
SN-2 Standard Sapphire... **3.00**

FAIR AHEAD > THE FINEST BY FAR



**AUDIOGERSH CORP.** 514 Broadway, New York 12, N. Y.  
WORTH 6-0800 IN CANADA: Atlas Radio Corp., Ltd., Toronto



announcing



the new **MIRACORD**  
STUDIO SERIES AUTOMATIC TURNTABLE AND RECORD CHANGER

... the first and only automatic turntable and record changer designed to meet the uncompromising requirements of stereophonic record reproduction. The heart of the finest record reproduction equipment is the constant speed hysteresis synchronous motor. This is the heart of the new MIRACORD STUDIO H. Equally outstanding is the one-piece, dynamically-balanced, seven-pound, cast and machined 12" turntable... another assurance of uniform speed. The scientifically designed, professional type tone arm with plug-in head is non-resonant and free in all planes. It tracks faultlessly at recommended tracking weights. The arm is mass balanced and no springs are used. The 4-speed MIRACORD plays all size records as a conventional turntable, an automatic turntable or as an automatic record changer. **STUDIO H** with hysteresis synchronous motor **\$99.50.\*** Where line voltage variation is not a problem the **STUDIO** with heavy-duty, shaded, 4-pole motor will provide uncompromising stereo performance. . . . . **\$79.95.\***

\*Complete with arm, less cartridge and base.

**BENJAMIN** ELECTRONIC SOUND CORP., 97-03 43rd Ave., CORONA 68, N.Y.

Honest weight, accurate weight—they're one and the same. People have come to look upon counterbalanced scales as assurance of accurate weight. And for good reason, too.

Springs are uncertain. They expand with heat, and contract with cold. The more you extend a spring, the more it pulls back. With every change of extension, there's a change in pulling force. Pick-up arms that use springs are susceptible to these changes. When several records are stacked on the turntable, the arm is raised; the length or extension of the spring is altered; the pulling force changes, and consequently, the force of the stylus changes, too. With warped records, the arm is constantly rising and falling, and the stylus force is constantly changing.

The Miracord-Studio arm uses no springs. It is like a fine apothecary or chemist's scale—mass-balanced, and freely suspended on low-friction bearings. Stylus force is set by shifting the mass of the counterbalance. Once set, this stylus force remains constant with one or with ten records on the platter.

During actual play, the Miracord-Studio arm is completely disengaged from the automatic mechanism. It responds freely and effortlessly without the slightest trace of friction or drag.

Location of the pivot at almost the level of the record surface minimizes wow due to warped records. Tracking error geometry is at an absolute minimum—zero degrees at 2-inch radius, and slightly over 1 degree at 6 inches—and there are no resonant peaks within or even beyond the audible spectrum.

Unlike other transcription arms, you don't have to buy the Miracord-Studio separately. It is an integral part of the Miracord, the only record playing instrument with a dynamically balanced turntable and mass-balanced transcription arm which you can play manually or as automatically as you please.

Miracord 10H with hysteresis-synchronous motor is \$99.50; the Model 10 with 4-pole induction motor, \$89.50. Prices include arm, but do not include the cartridge and base.

Make it a point to see the Miracord at your high fidelity dealer, soon—or write for new 6-page descriptive catalog.

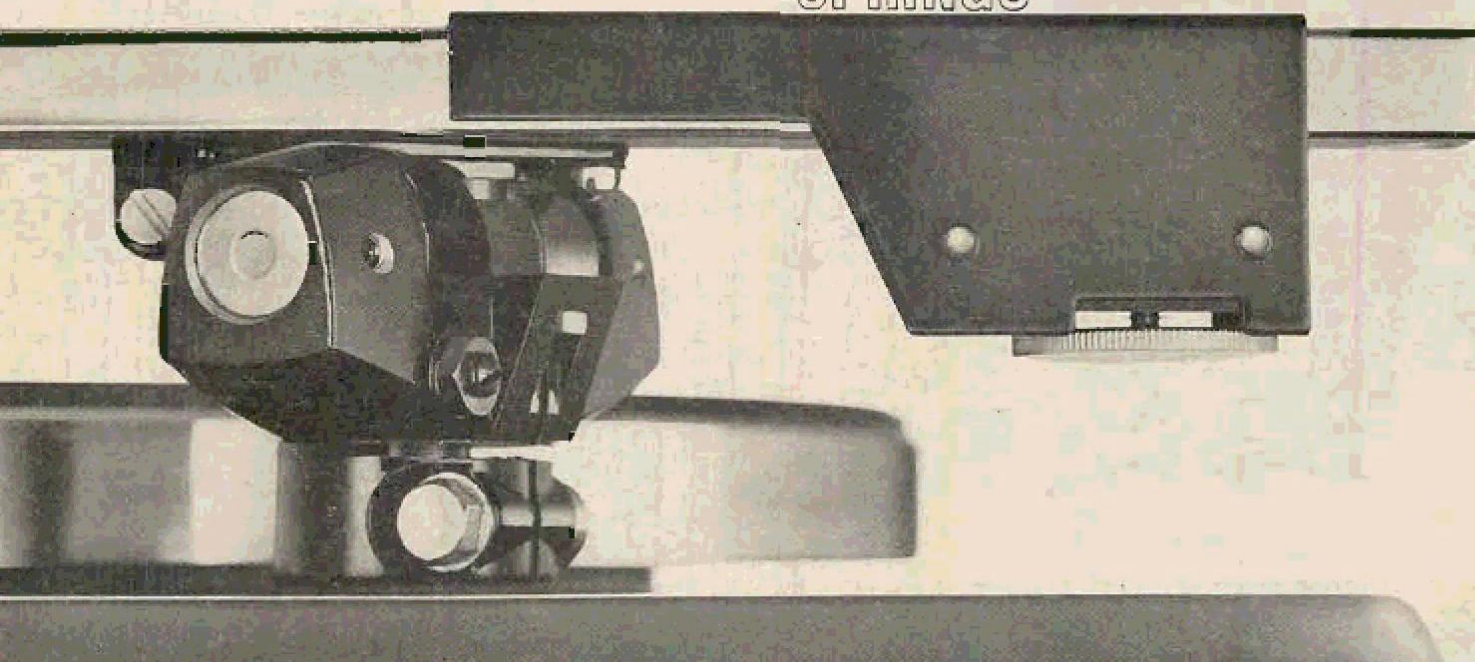


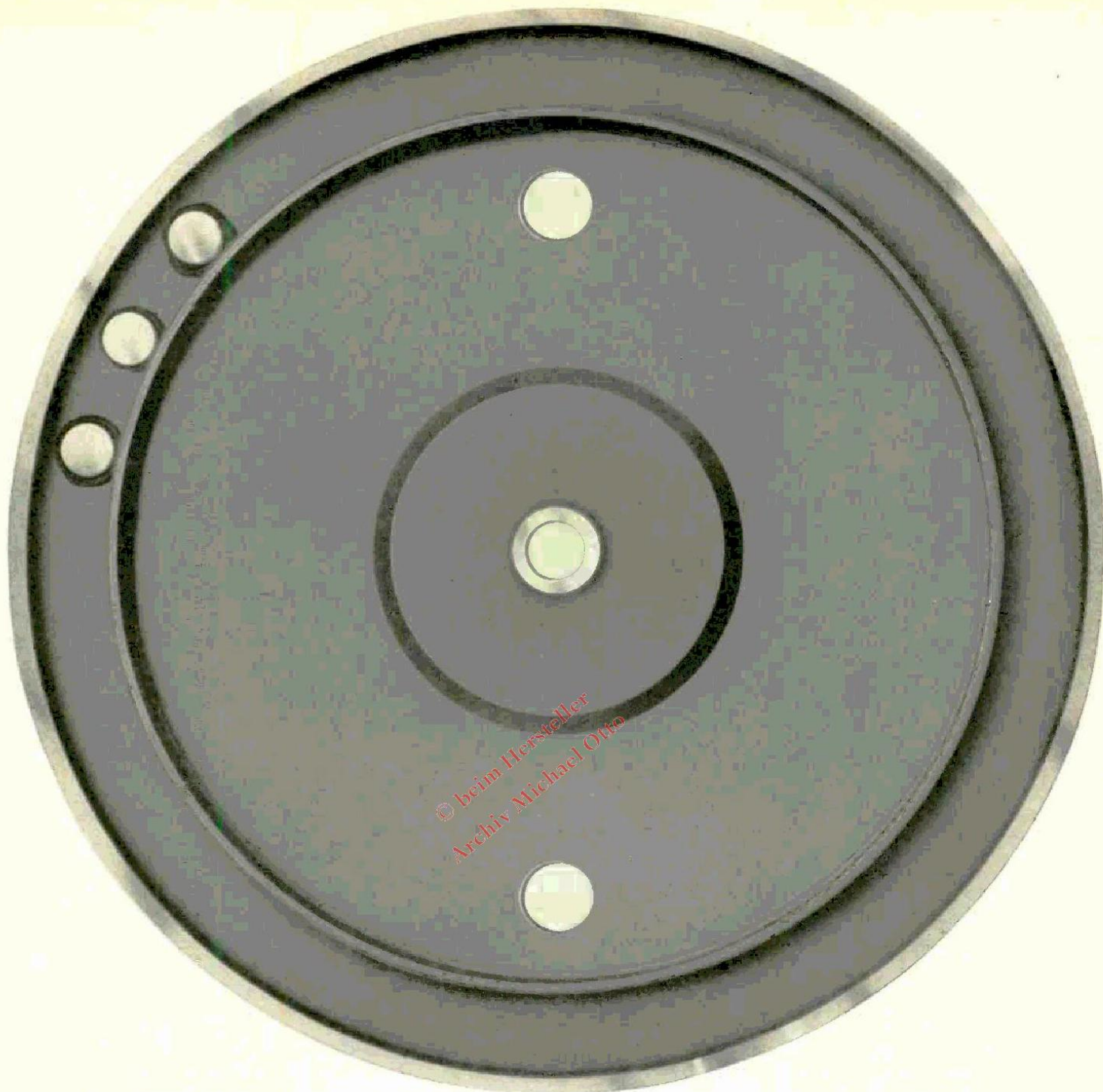
**MIRACORD**

BENJAMIN ELECTRONIC SOUND CORP., 97-03 43<sup>RD</sup> AVENUE, CORONA 68, NEW YORK • SOLE U.S. DISTRIBUTOR FOR ELECTROACUSTIC® RECORD PLAYING COMPONENTS

© beim Hersteller  
Archiv Michael Otto

**HONEST  
WEIGHT**  
NO  
SPRINGS





© beim Hersteller  
 Archiv Michael Otto

## no two are alike

Look at a row of Miracords, and take note of the turntable platters. They appear as identical as peas in a pod. Yet, no two are alike.

They all started out as heavy, one-piece aluminum alloy castings bearing only slight resemblance to the finished product. Each was then secured to a precision lathe, and cut to shape. Layer after layer of metal was shaved from the form until the precise design dimensions were obtained.

At this point, the turntables were as identical in shape, size, weight, finish and appearance as modern technology can achieve. We could have stopped here, pleased as punch with the smooth, glistening results of our efforts. But, the standards of Miracord performance demand more than apparent quality—greater accuracy than dimensional measurements alone can reveal.

And so, each individual gleaming platter was put to test for dynamic balance. And each was individually corrected to assure the balanced distribution of mass

that gives the Miracord turntable its smooth, unwavering motion.

Remove the turntable of any Miracord, and examine the under-side. You will see where metal discs were affixed, adding just a little more weight to one point or another to achieve this perfect balance in motion.

Now, look at another Miracord platter. This one may have more or fewer discs, and at different points. You can look at a thousand. Each will reveal the individual attention it received. No two will be alike.

The Miracord is a modern, high quality record playing instrument—the only one with dynamically balanced turntable and mass-balanced transcription arm which you can play manually or as automatically as you please. The 10H with hysteresis-synchronous motor is \$99.50; model 10 with 4-pole induction motor, \$89.50. Prices do not include cartridge or base.



## MIRACORD

Make it a point to see the Miracord at your high fidelity dealer soon. For complete details, write to:

## BENJAMIN MIRACORD

# delivers the quality you associate with turntables that can only be played manually

Whatever differences there may be among manual turntables, there are certain design characteristics all of them share which are conspicuously lacking in automatic units. Examine any high quality turntable, and see.

The turntable platter will be a one-piece, machined casting, 12 inches in diameter. It will be driven by either a 4-pole induction motor or, in more costly units, by a hysteresis-synchronous motor — a Papst motor, in all probability. And if the turntable has been made ready for use, it will be equipped with a fine transcription arm.

Now, examine the Benjamin Miracord, with these quality features in mind.

#### THE MIRACORD TURNTABLE.

It is a heavy, one-piece, non-ferrous alloy casting, 12 inches in diameter, and machined to precise concentricity. Each turntable platter is individually balanced to assure smooth, even, unwavering motion. You can see the weights affixed to the underside to achieve equal distribution of mass.

#### THE MIRACORD MOTORS.

In calculating the driving force for a high quality unit, careful consideration is given to the torque of the motor with relation to the mass of the platter. The Miracord 10H uses the Papst motor, probably the finest hysteresis motor made, and the one most frequently used in high quality audio applications. For the Model 10, the makers of the Miracord designed a special, high-torque, balanced 4-pole induction motor.

#### THE MIRACORD TONE ARM.

There is no reason why a high quality record playing unit should not be complete with its own tone arm. The Benjamin Miracord is so designed. Its arm

is mass-counterbalanced rather than spring loaded. It is suspended on needle bearings, and rotates laterally on ball-bearing races. It is as sensitive and as responsive as a fine apothecary or chemists' scale.

Because no springs are used, there is no change in stylus force whether one or ten records are on the platter. The arm has virtually no tracking error, and no detectible resonant peaks. Interchangeable plug-in heads are used which accept all standard cartridges.

#### QUALITY AND AUTOMATION.

Had the Miracord gone no further than turntable, motor and arm, it would have achieved distinction as a manual turntable. But, the greater need was for an instrument of turntable-caliber that would also provide automatic record-handling facilities. The need, in short, was for a manual turntable that could be played automatically.

C. G. McProud, noted audio authority, touched upon this in the February, 1962 issue of *Audio Magazine*:

*With the ever-decreasing stylus-force requirements of the newer pickup cartridges, it becomes more and more difficult . . . to place the stylus on the starting groove of a record smoothly and without possible damage to either record or stylus assembly.*

This is also true at the end of play with the arm constantly swinging in the eccentric run-off groove. Several turntable and arm manufacturers are only now attempting to alleviate these problems with automatic 'start' and automatic 'lift-off' devices. Miracord recognized, anticipated and provided for these needs in its original design.

#### 4 MODES OF OPERATION.

The Benjamin Miracord plays single records manually, automatically or continuously, or up to 10 records, automatically — handles all sizes at 16, 33, 45 or 78rpm. FEATHERTOUCH push-buttons control all automatic modes.

During actual play, the arm is completely disengaged from the automatic mechanism. It responds freely and smoothly without resistance or drag. It can be lifted at any time and returned to its rest, or placed in another groove. The automatic 'lift-off' is not actuated until after the very end of play.

The Benjamin Miracord is a modern, versatile instrument. It is elegantly styled and superbly engineered — designed to provide the caliber of performance demanded by modern high quality stereo systems, and to meet the growing need for precise record-handling facilities. Whether you use it manually or automatically, you enjoy the same quality of performance you've always associated with turntables that can only be played manually.

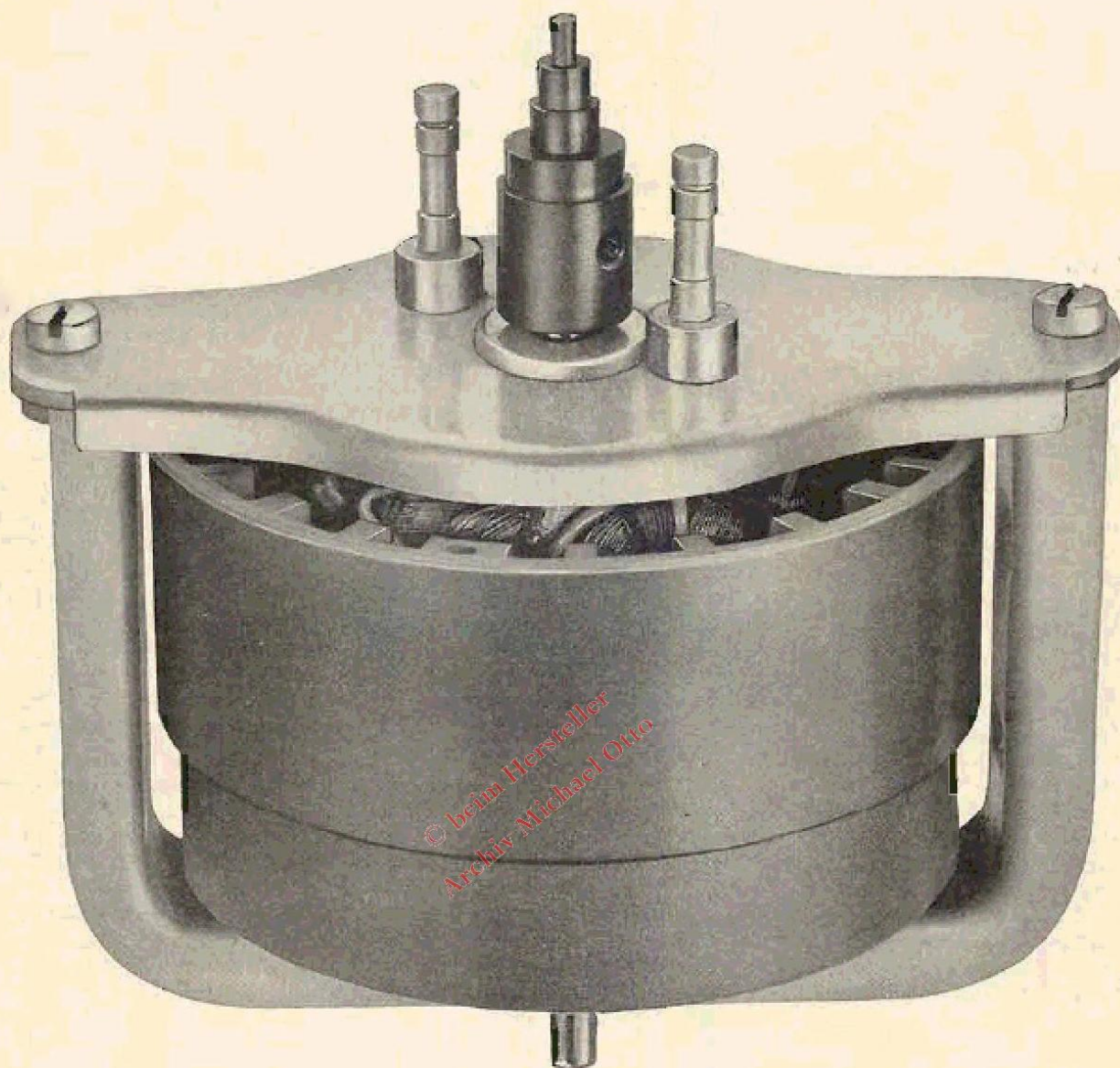
See the Benjamin-Miracord at your high fidelity dealer. Model 10H with hysteresis motor is \$99.50; Model 10 with 4-pole induction motor, \$89.50. Prices do not include base or cartridge. For further information write to: Benjamin Electronic Sound Corp. 80 Swalm Street, Westbury, New York.





**The manual turntable  
that plays your records  
automatically...**





© beim Hersteller  
Archiv Michael Otto

## an accurate timepiece

A clock or watch is undoubtedly more convenient for telling time. Yet, it is actually possible to keep accurate track of time with a hysteresis motor-driven Miracord turntable.

The speed of a hysteresis-synchronous motor is precisely regulated and timed by the frequency of the line current. This speed is constant even with variations in line voltage and load.

Consequently, a hysteresis motor-driven turntable will rotate at the precise record speed, and maintain that speed regardless of voltage fluctuation, or the number of records on the platter.

The Miracord 10H uses the famous Papst hysteresis motor with the outside rotor. It's the same motor employed by the finest professional turntables and tape transports. The external rotor is a dynamically balanced mass. As it spins, it acts as a flywheel, further smoothing and evening out the motion of the turntable.

You can see this flywheel effect with the turntable platter removed. After starting the motor by lifting the arm from its rest, you let it run for about 10 seconds. You then shut the power off, by replacing the arm. The rotor will continue to spin by the sheer momentum of its own mass for at least 20 to 30 seconds. Most motors will stop in about 3 seconds.



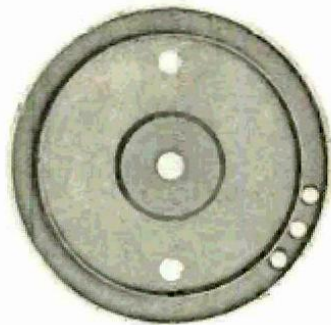
**MIRACORD**

The Miracord is the only record playing instrument with hysteresis motor, dynamically balanced turntable and mass-balanced transcription arm which you can play manually, or as automatically as you please. The Miracord is also available with 4-pole induction motor — the Model 10, priced at \$79.95. The Miracord 10H with hysteresis motor is \$99.50. Prices include arm, but are less cartridge and base.

Make it a point to see the Miracord at your high fidelity dealer soon. For details, write to:

BENJAMIN ELECTRONIC SOUND, INC. 80 SWALM STREET, WESTBURY, NEW YORK. SOLE U. S. DISTRIBUTOR FOR ELECTROACUSTIC® RECORD PLAYING COMPONENTS

# Aren't these the qualities you look for in a fine record player?



**1.**

Full size, dynamically balanced turntable, machined from a solid, one-piece casting.



**2.**

High-torque, balanced motor, either 4-pole induction or hysteresis-synchronous.

**3.**

Finely balanced transcription arm with low resonance and minimum tracking error.



© beim Hersteller  
Archiv Michael Otto

**4.**

Now consider that the Benjamin-Miracord embodies them all plus modern, automatic push-button convenience. You can play single records manually or automatically, or up to ten in automatic sequence. And yet, you enjoy the same quality of performance you associate with turntables that can only be played manually.

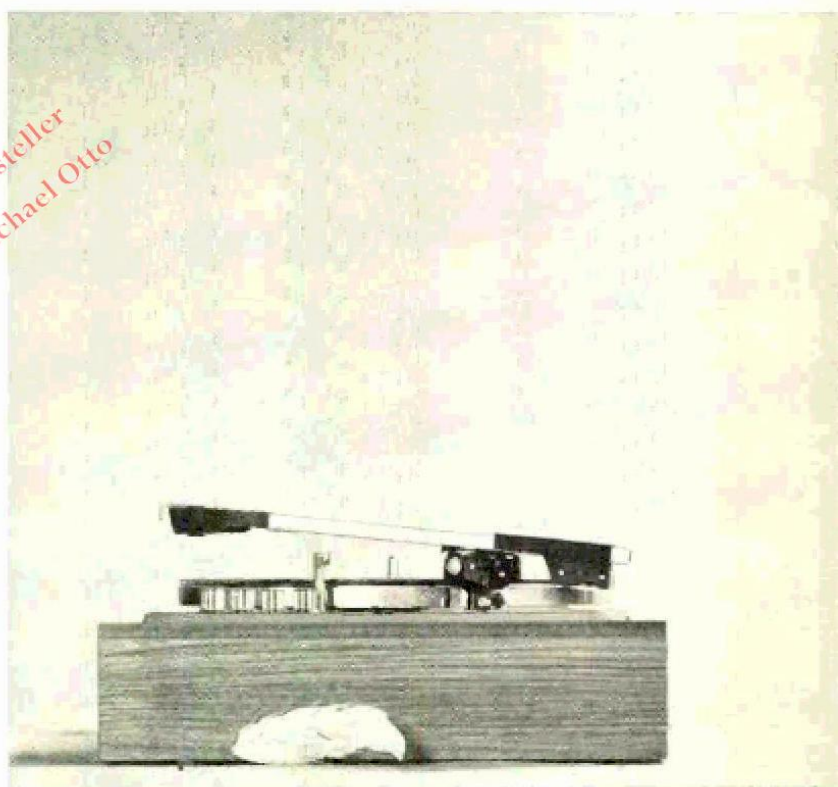
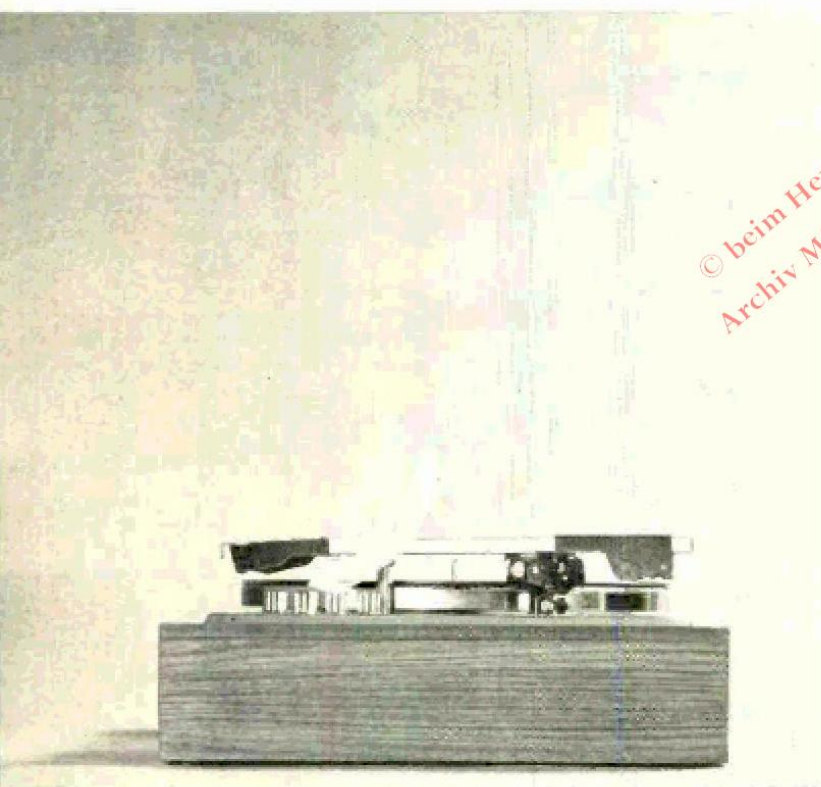
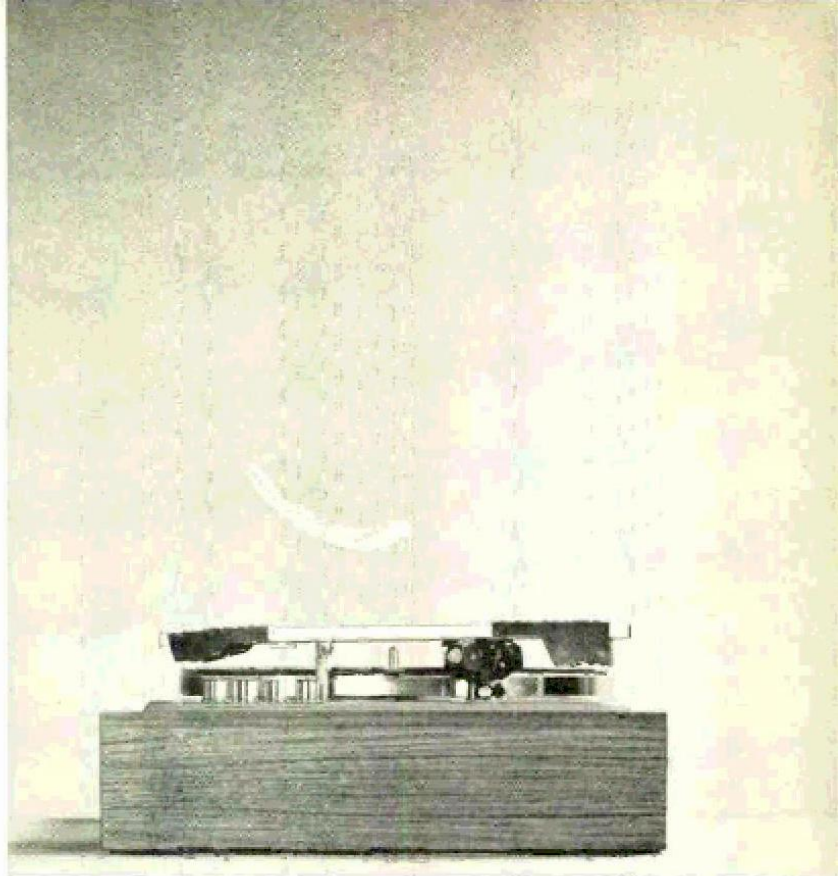
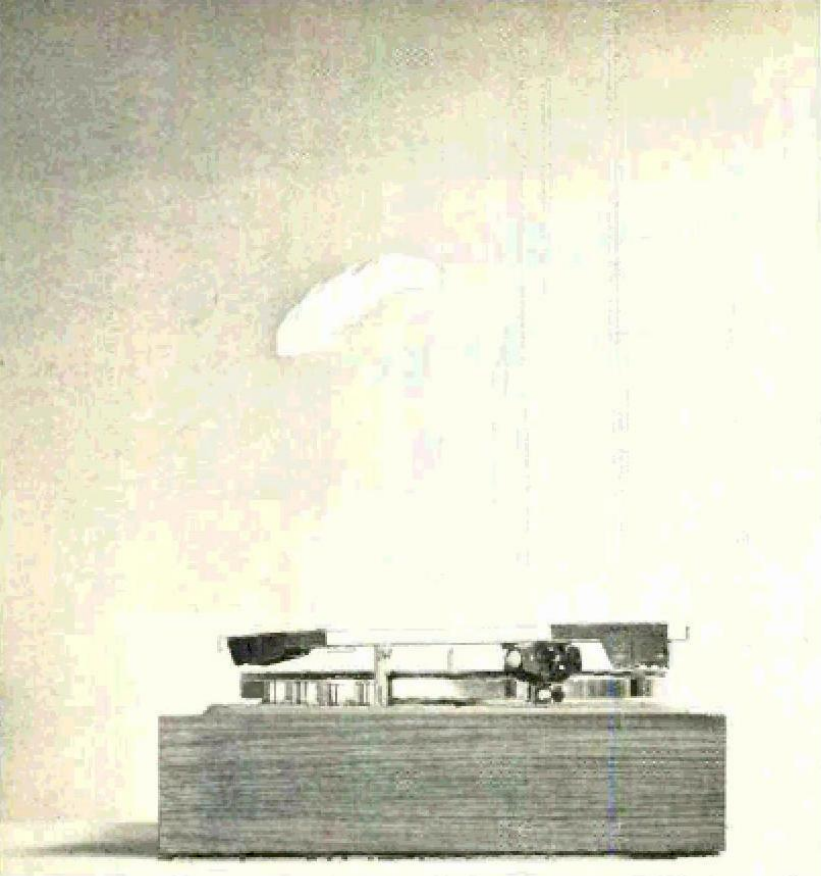


**BENJAMIN  
MIRACORD**

Model 10 with 4-pole induction motor, \$89.50; Model 10H with Papst hysteresis motor, \$99.50 (cartridge and base, extra).  
See your high fidelity dealer for complete details about the Benjamin-Miracord, or write direct:

BENJAMIN ELECTRONIC SOUND CORP. 80 Swalm Street, Westbury, New York

Sole U.S. Distributor for Electroacoustic® Record Playing Components



© beim Hersteller  
Archiv Michael Otto

## the light, gentle touch

Nothing, short of experiencing it yourself, can better describe the feather-touch ease with which the Miracord responds—the way it operates and performs to bring out and preserve the best in your records.

For with the Miracord, you needn't handle the arm, and therefore, it can't be dropped. In fact, most Miracord owners rarely use it manually. They prefer to play even their single records automatically.

They put a record on the turntable, and simply push the button. Automatically, the arm rises from its rest, moves inward over the record and then gently lowers the stylus into the starting groove. When the record is finished, the arm automatically lifts off, and returns to its rest, or you can do this in the middle of play by simply pressing the 'stop' button. The Miracord performs these functions more gently and more precisely than by hand.

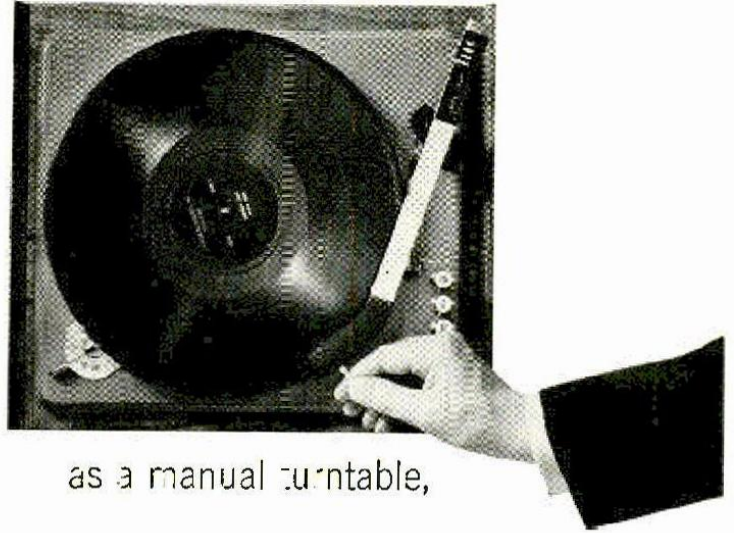
The Miracord also plays stacks of up to 10 records in automatic sequence. But, unlike other automatic units, the Miracord is a demonstrably high quality instrument, with design features and performance characteristics you usually associate with quality turntables that can only be played manually.

The Benjamin-Miracord is equipped with a solid, one-piece, 12 inch, dynamically balanced turntable, a mass-balanced transcription arm, and a choice of two motors: model 10H with Papst hysteresis motor is priced at \$99.50, and model 10 with 4-pole induction motor is priced at \$89.50. Cartridge and base are priced extra.

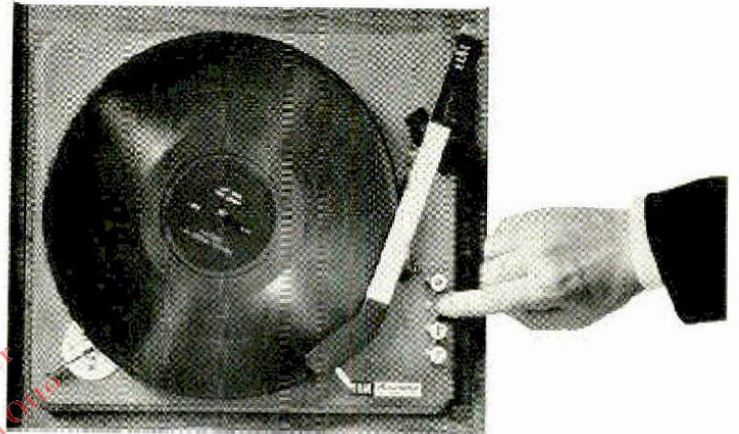
Make it a point to see the Benjamin-Miracord at your hi-fi dealer soon. Write for free descriptive literature.



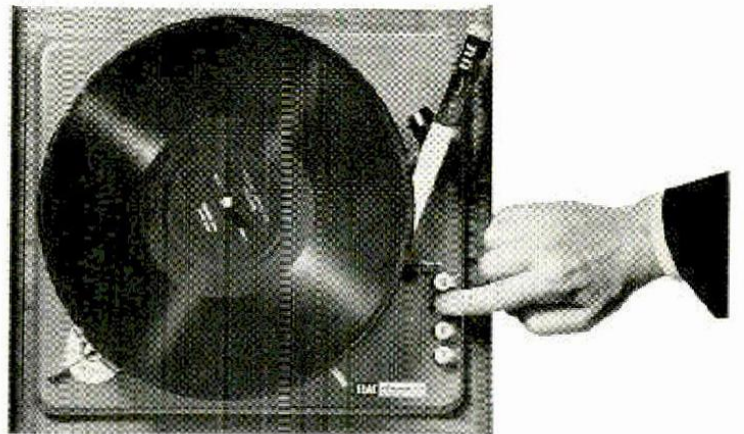
Whether you use your Miracord...



as a manual turntable,



an automatic turntable,



or an automatic changer...

you have the same quality features working for you: hysteresis-synchronous motor with self-regulated speed accuracy, or high-torque, 4-pole induction motor, as you prefer, mass-balanced tone arm that provides tracking force without springs, and one-piece, dynamically balanced, die-cast turntable.

Quiet, smooth and gentle, the Miracord brings out the best in your records, and preserves their quality for long-lasting enjoyment. See and hear the Miracord at your high fidelity dealer. For complete details, write:

**BENJAMIN  
MIRACORD**

BENJAMIN ELECTRONIC SOUND CORP., 80 SWALM ST., WESTBURY, N.Y. SOLE U.S. DISTRIBUTOR FOR MIRACORD TURNTABLES, ELAC KARTRIDGES AND OTHER ELECTROACOUSTIC RECORD PLAYING COMPONENTS.

# plays your precious records with a light, gentle touch

Whether you use your Miracord as a manual turntable, an automatic turntable or an automatic changer; whether you play stereo or mono; you enjoy the same gentle quality, the same flawless performance that has made Miracord first choice in the finest consoles and component systems.

It is the only unit of its type obtainable with self-regulated, constant-speed hysteresis motor, the only one with a one-piece, 12-inch turntable and mass-balanced tone arm employing no springs, and the only one with feather-touch pushbutton controls.

Incredibly quiet, smooth and gentle, the Miracord brings out the best in your records with every play, and preserves that quality for long-lasting enjoyment.

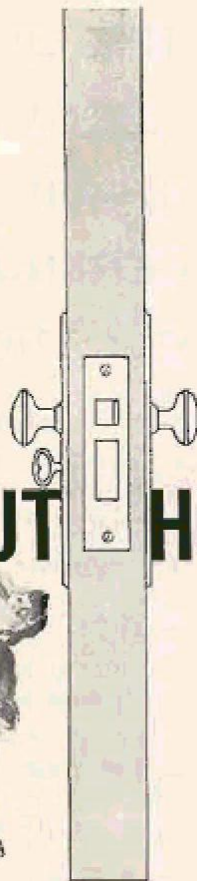
Before you choose a record player for your system, be sure to see and hear the Miracord at your high fidelity dealer. Model 10H with hysteresis motor, \$99.50; model 10 with 4-pole induction motor, \$89.50 (less cartridge and base). For complete details, write to:

**BENJAMIN  
MIRACORD**

© beim Hersteller  
Archiv Michael Otto



the  
miracle  
cartridge  
that  
**LOCKS OUT HUM**



## MIRATWIN

MIRATWIN is as smooth and sensitive a cartridge as man can make. It faithfully transmits the complete recorded sound. And it is the most perfectly-shielded cartridge made . . . to entirely eliminate hum! So, if you have a hi-fi system, bring out its finest tonal values with MIRATWIN. Fits all standard tone arms, has instant stylus replacement.

**MIRATWIN *mst-1* single**  
with diamond stylus for LP  
or standard diamond stylus

Formerly \$34.50 **NOW \$26.50**

**MIRATWIN *mst-2* turnover**  
with sapphire stylus for standard and  
diamond stylus for microgroove

Formerly \$45.00 **NOW \$31.50**



*mst-1*



*mst-2*

**TRANSIENT RESPONSE UNDISPRESSED** — within 2 db from 30 to over 20,000 cycles at 33 $\frac{1}{3}$  rpm. **OUTPUT** — at 1,000 cycles, 55 mv for 33 $\frac{1}{3}$  rpm; 45 mv for 78 rpm at a recorded velocity of 10 cm/sec., a great improvement in signal-to-noise ratio. **DISTORTION** — one of the lowest ever achieved in a cartridge. **HUM** — high output actually produces a 6 to 8 db improvement in hum ratio of associated amplifiers. **MAGNETIC PULL** — too small to measure with either magnetic or non-magnetic turntables. **TRACKING** — perfect even at very high

amplitude peaks with all speeds. **NEEDLE CHATTER** — completely negative; probably the lowest ever achieved. **MOUNTING** — unusually simple. **TROPICALIZED**: MIRATWIN cartridges are especially treated to remain unaffected by temperature and humidity changes; maintain their excellence of performance anywhere. **PLUS...** the easiest stylus replacement you've ever seen . . . good reason why an independent testing laboratory stated that the new MIRATWIN "exceeds its own specifications"! Complete with holder for quick installation.

### MIRATWIN CARTRIDGES

MST-1D Single Diamond \_\_\_\_\_ \$26.50  
MST-1S Single Sapphire \_\_\_\_\_ 10.00  
MST-2D Dual-1 Sapph., 1 Diam. \_\_\_\_\_ 31.50  
MST-2A Dual Sapphire \_\_\_\_\_ 15.00

### REPLACEMENT STYLI

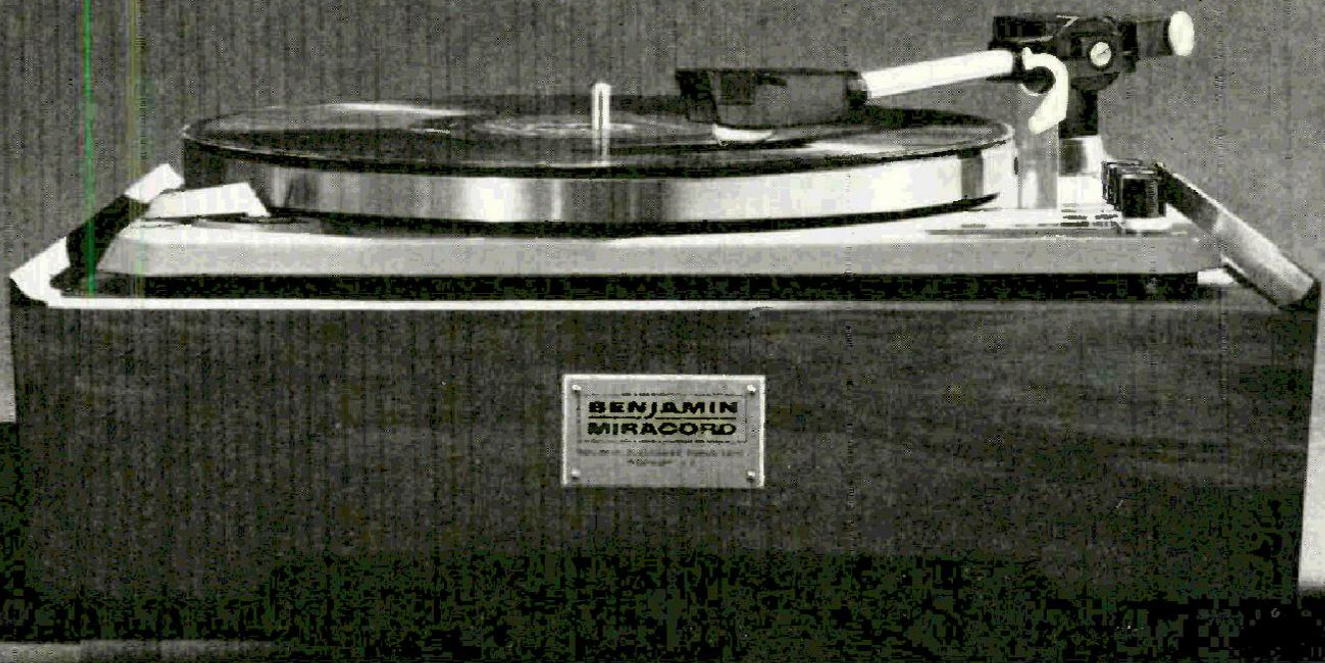
DM-2 Micro-Diamond \_\_\_\_\_ \$16.50  
DN-2 Standard Diamond \_\_\_\_\_ 16.50  
SM-2 Micro-Sapphire \_\_\_\_\_ 5.00  
SN-2 Standard Sapphire \_\_\_\_\_ 3.00

FAR AHEAD ) THE FINEST BY FAR



**AUDIOGERSH CORP.** 514 Broadway, New York 12, N. Y.  
WORTH 6-0800





## The new Miracord 40 would have been great at \$99.50.

## At \$79.50, it's sensational!

Imagine a 4-speed auto-manual turntable with dynamically balanced turntable platter, 4-pole induction motor, dynamically balanced tone arm, and automatic pushbutton controls at under \$80. Until now, no turntable below the \$100 price class even claimed these features.

The new Miracord 40 plays single records manually or automatically, and stacks of up to 10 records in automatic sequence. As in the case of all Miracords, the platter is a one-piece,

machined casting, 12 inches in diameter, weighs about 6 pounds, and is individually dynamically balanced. The 40 also has the famous FEATHERTOUCH automatic push buttons.

The tone arm is new—dynamically balanced and equipped with a gram-calibrated dial for adjusting stylus force directly. It will track any cartridge at recommended stylus force settings to less than one gram.

The arm also provides an ingenious method for interchanging cartridges.

A simple retaining mount, which accepts all standard cartridges, snaps into the head of the arm making instant, positive electrical contact. It also snaps out for easy removal. Extra accessory retaining mounts are available where cartridges are to be interchanged frequently.

Wow and flutter are less than 0.1%, and rumble, better than 50db below average signal level. Miracord 40 is \$79.50, less cartridge and base. See it at your hi-fi dealer. For details, write:

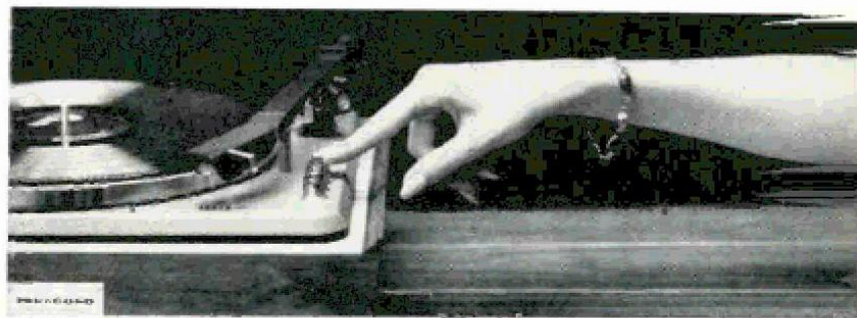
BENJAMIN ELECTRONIC SOUND CORP., 80 Swalm St., Westbury, N.Y. sole U.S. distributor for Miracord turntables, Elac cartridges, and other Electroacoustic® audio components

Circle 118 on Reader Service Card

# More gentle than people



These are the famous *feathertouch* push buttons which program the automatic functions of the Miracord.



The lightest touch starts the Miracord. You press the 7 button for 7-inch records, the 10 for 10-inch records, or the 12 for 12-inch records.

With the *short* spindle in position, the Miracord plays single records automatically. At the end of play, the arm automatically returns to its rest, and the unit shuts off.

A light touch to the *stop* button does it sooner.

With the *short* spindle reversed, the Miracord repeats the same record continuously, until you remove the arm manually, or press the *stop* button.

With the *long* spindle inserted, you can play up to ten records in sequence. As each ends, the next one starts. Or you can press the button again to *reject* a record at any time, and bring the next record into play position.

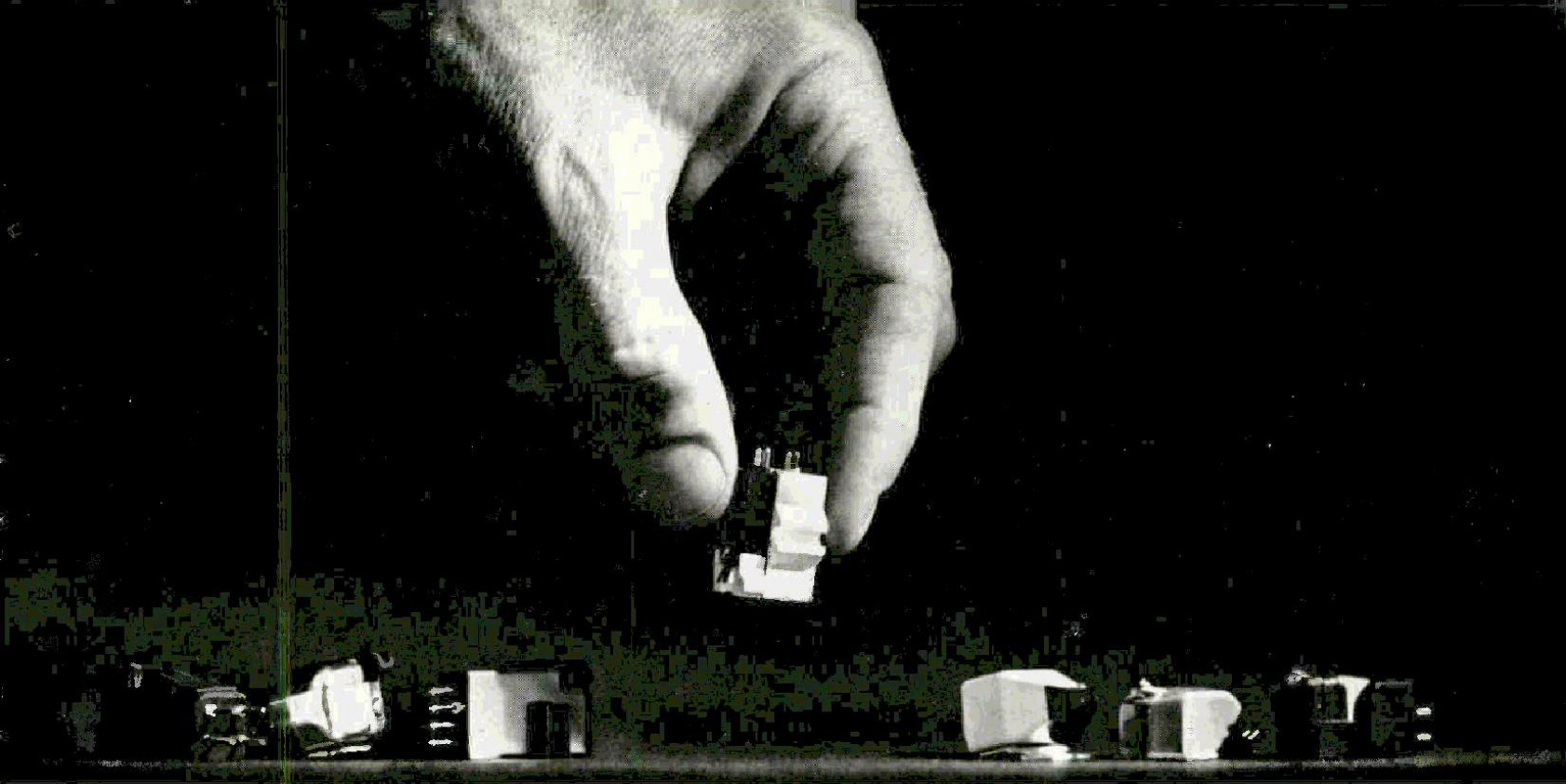
However, you don't have to use the push buttons if you don't want to. You can also use the Miracord to play single records manually. It's all up to you. But, once you have the feel of the push buttons, you will never touch the arm again.

**They're gentler than people.**



**BENJAMIN MIRACORD**

Try it at your hi-fi dealer, or write: Benjamin Electronic Sound Corp. 80 Swalm Street, Westbury, New York  
Sole U.S. distributor for Miracord turntables, Elac cartridges and other Electroacoustic® audio components.



# Pick any cartridge you like.



## Of course!

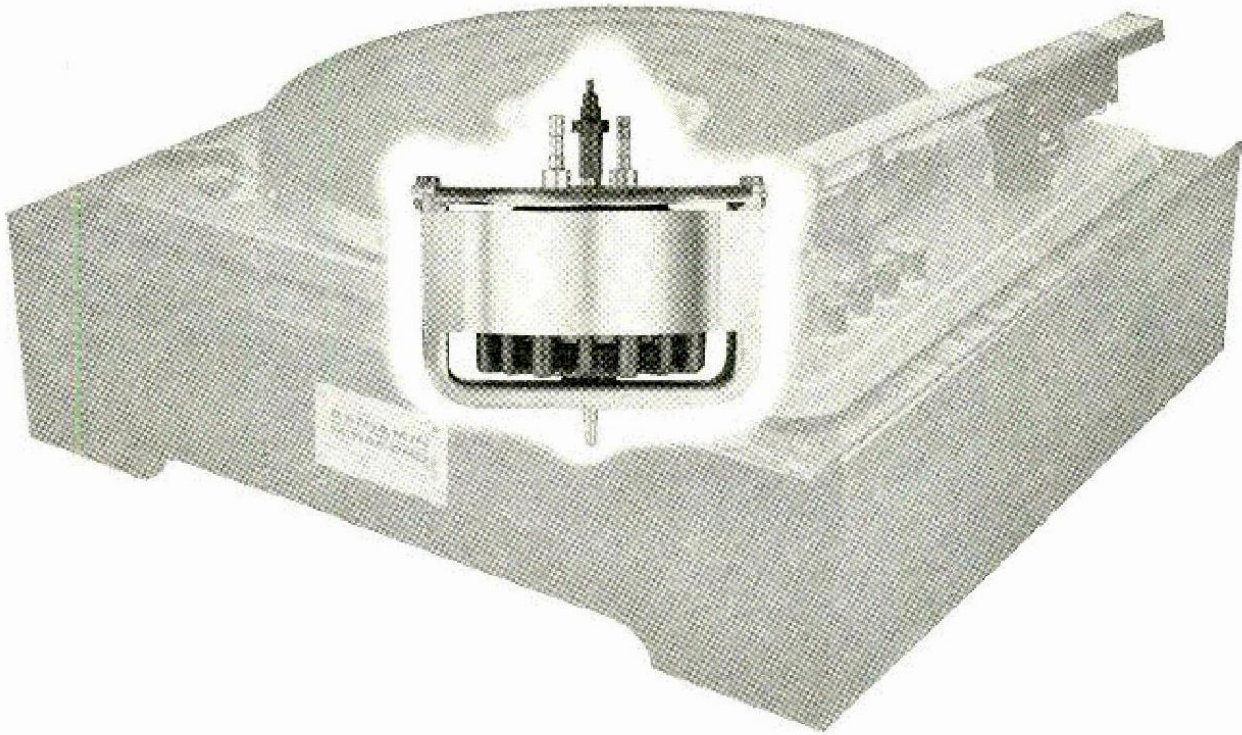
This business about some cartridges not being suitable for record changers has nothing to do with your Miracord. There are automatics, and there are automatics.

Your Miracord will handle and track any cartridge available today at its recommended stylus force setting. And whether you play it manually or automatically, it will operate and perform gently and reliably.

Miracord has gone to great pains to give you quality. And you need not make any compromise in the choice of your cartridge. Pick the cartridge you like; install it in your Miracord; then sit back and enjoy really great record performance. In fact, may we suggest that you listen to the Miracord with the new Elac 322 stereo cartridge.

**BENJAMIN  
MIRACORD**

BENJAMIN ELECTRONIC SOUND CORP. 80 Swalm Street, Westbury, New York sole U. S. distributor for Miracord turntables, Elac cartridges, and other Electroacoustic® audio components



## world's only automatic with hysteresis-synchronous motor

© Benjamin  
Archiv Michael

The motor is the heart of turntable system. Unless it assures smooth, steady, constant motion, the quality of the remaining mechanism is to no avail. There is probably no finer motor than the famous Papst hysteresis-synchronous, used in the finest studio turntables and tape transports. The speed of this motor is synchronized to the frequency of the power line. And it rotates at a constant, accurate rpm, even with extreme variations in voltage and load conditions.

The Miracord 10H is the only automatic that offers the speed reliability of a hysteresis motor, and the only one equipped with a Papst. The smooth, steady motion this imparts to the turntable is one of the major reasons for the distinctively natural quality of sound associated with the Miracord 10H.

There are other reasons, too: a mass-counter-balanced, freely responsive tone arm using no springs—and a heavy, one-piece die cast turntable, 12 inches in diameter, precisely machined and weighted for dynamic balance.

The Miracord is incredibly gentle to your records, as a manual turntable, an automatic turntable, automatic record repeater or automatic record changer. Four FEATHER-TOUCH push buttons reduce automatic operation to utter simplicity.

Model 10H with Papst hysteresis motor, \$99.50; Model 10 with induction motor, \$89.50 (less base and cartridge). Hear the Miracord with the new Elac cartridge: the Stereo 322 or Mono/Stereo 222. For details, write:

**BENJAMIN  
MIRACORD**

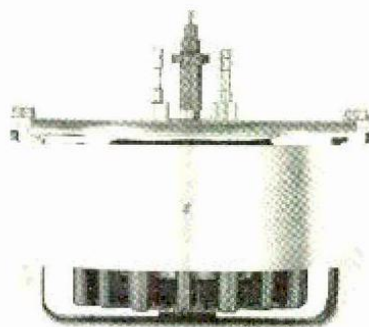
BENJAMIN ELECTRONIC SOUND CORP., 80 Swalm Street, Westbury, New York sole U.S. distributor for Miracord turntables, Elac cartridges, and other Electroacoustic® audio components

# world's only automatic with hysteresis-synchronous motor

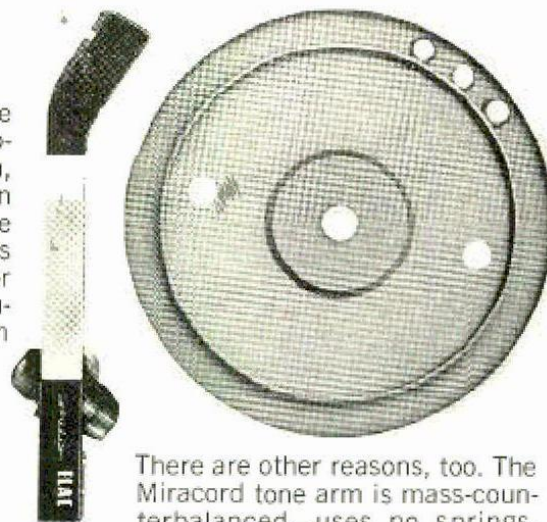


Only the Miracord 10H offers you the speed reliability of the famous Papst hysteresis motor, the one used in the finest studio turntables and tape transports.

© beim Hersteller  
Archiv Michael Otto



Speed-synchronized to power-line frequency, the hysteresis motor rotates at a constant, accurate rpm, even with extreme variations in voltage and load conditions. The smooth, steady motion this imparts to the turntable is one of the major reasons for the distinctively natural quality of sound associated with the Miracord 10H



There are other reasons, too. The Miracord tone arm is mass-counterbalanced—uses no springs. Sensitive suspended on friction-free, micro-ball bearings, it is freely responsive in every plane. The turntables are heavy, one-piece, precision-machined die castings. Each is 12" in diameter, and each individually weighted and adjusted for dynamic balance.

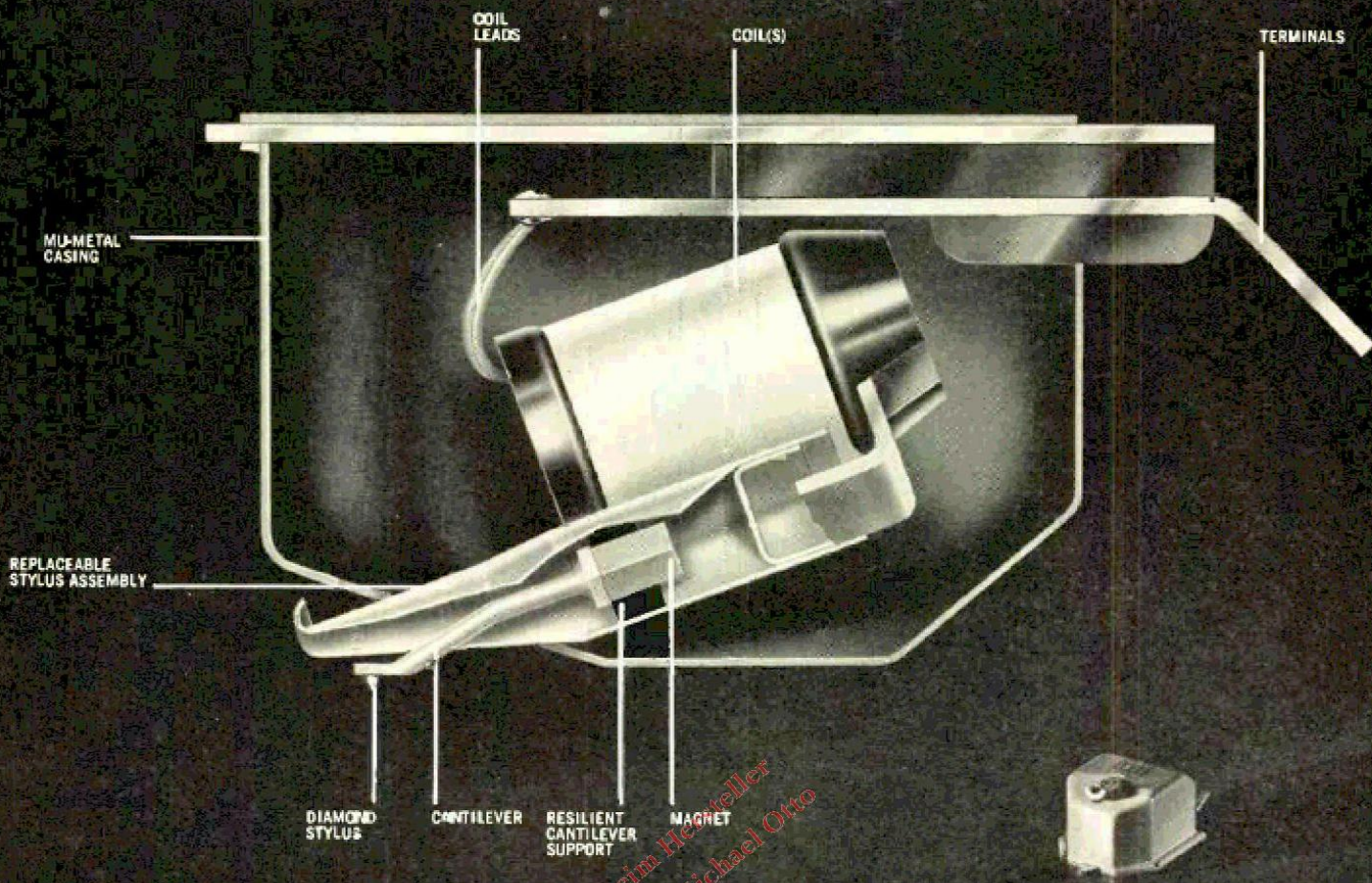


Furthermore, the Miracord can be used as a manual turntable, automatic turntable, automatic record repeater or automatic record changer. It is incredibly gentle to your records, and amazingly easy to use. Four FEATHER-TOUCH push buttons reduce all automatic operations to utter simplicity.

The Miracord 10H with Papst hysteresis motor is \$99.50; Model 10 with 4-pole induction motor, \$89.50 (less cartridge and base). To hear a Miracord at its best, ask your dealer to demonstrate it with the new Elac cartridge: the Stereo 322 or Mono/Stereo 222. For details, write:

Benjamin Electronic Sound Corp., 80 Swalm Street, Westbury, New York  
sole U.S. distributor for Miracord turntables, Elac cartridges, and other Electroacoustic® audio components.

**BENJAMIN  
MIRACORD**



## COMPLIANCE: can there be too much of a good thing?

Have you any idea of the quality you would hear from a record if the cartridge produced a perfect waveform of the sound groove? Yet, from all the talk you hear, you'd think *stylus compliance* were the only criterion of cartridge performance.

Admittedly, high compliance is essential if the stylus is to follow or 'track' the complex course of the record groove with reasonably low force. But, how high is high enough, and how much is too much?

While 'tracking', the stylus performs complex movements set up by the sound pattern pressed into the groove. But, the movement of the stylus doesn't produce the sound or the sound waveform. This is accomplished by the movement of the magnet which, as you can see from the cross-sectional view, is at the other end of the cantilever to which the stylus is affixed.

If magnet and stylus do not execute identical motion patterns, due to the slightest flexibility in the cantilever, an altered or distorted waveform will result. Quality and fidelity will suffer.

This problem becomes most acute with increased stylus compliance. For, in reaching for higher and still higher compliance, it becomes necessary to reduce the dynamic mass of all the moving components of the stylus assembly to the lowest possible magnitude.

The mass of the stylus itself is virtually fixed by the radius of the tip. Further reduction of the magnet mass is limited by minimum output requirements. But, the mass of the cantilever can be reduced by using less material. This, however, entails the risk of making it thinner, more flexible and more prone to bend during stylus excursions. This flexibility is often mistaken for compliance. It will, in fact, produce 'false' higher readings in compliance measurements.

As stylus compliance is increased, the tone arm also plays a more critical role. If arm friction is high with relation to the compliance of the stylus or—putting it another way—if stylus compliance is so high as to be greater than the arm's own compliance or responsiveness to the spiral action of the groove, the resultant 'drag' will prevent proper tracking. And if stylus force is increased to correct for this condition, the greater force is likely to compress or decenter the cantilever. In either case, distortion is inevitable.

The new Elac 322 is the culmination of an intense, year-long engineering program concerned primarily with improving cartridge performance. The ultimate objective was to achieve a cartridge without distortion, without crosstalk — a cartridge capable of reproducing a perfect waveform replica of the sound groove.

How close the Elac 322 has come to this

ideal is evident from its performance. Specifications offer some clue. But, numbers can never convey the emotional experience in quality, the personal gratification that comes with hearing good music and good sound.

The new Elac 322 reproduces all frequencies from 20 to 20,000 cycles,  $\pm 2$  db, and with less than 2% intermodulation distortion. Interchannel separation measures better than 25 db at 1000 cycles, and over most of the spectrum. It measures 20 db at 10,000 cycles, and an incredible 12 db at 20,000.

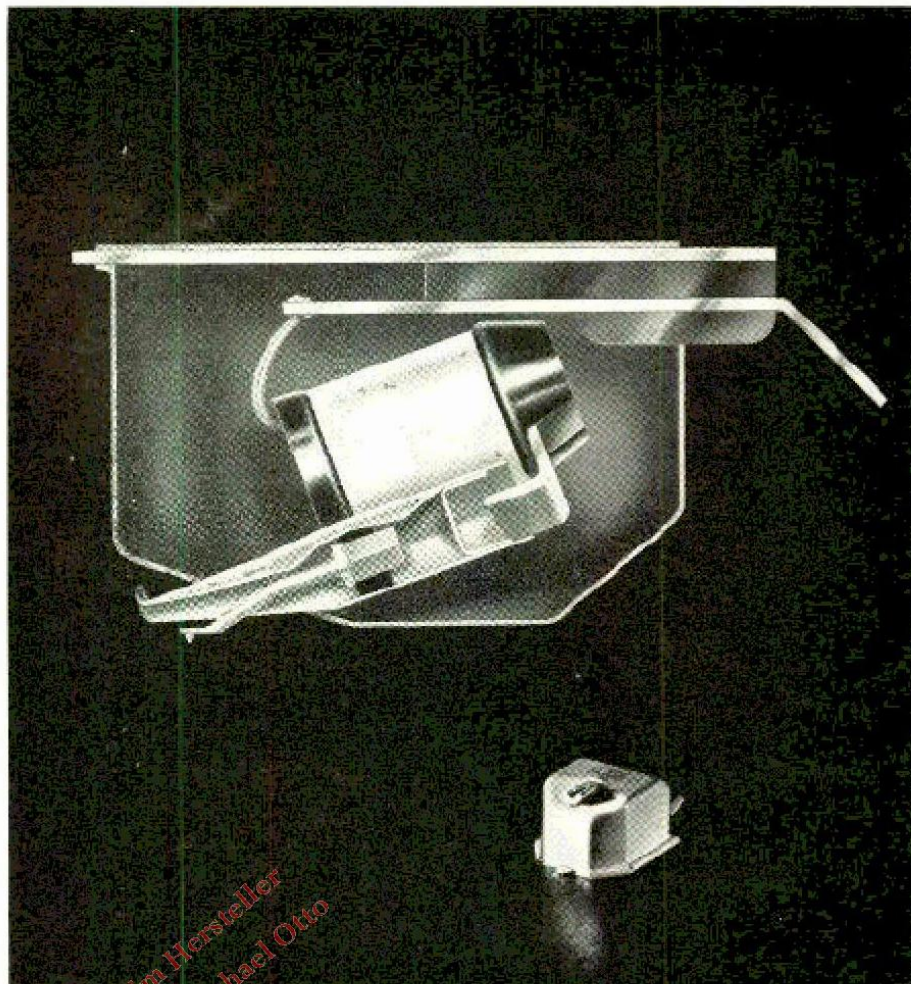
The stylus has a compliance in the order of  $14 \times 10^{-6}$  cm/dyne. Recommended tracking force with most arms ranges from 1.5 to 3 grams. It will, however, track at 1 gram with some arms. A magnesium cantilever is used because of its lighter weight and greater rigidity than aluminum, the material most often used in stylus assemblies.

Price of the Elac 322 stereo cartridge with .52 mil diamond stylus is \$49.50. Also available: Elac 222 compatible mono/stereo cartridge with .7 mil diamond stylus at \$39.50. At your hi-fi dealer. For further details, write to:

BENJAMIN ELECTRONIC SOUND CORPORATION  
80 SWALM STREET, WESTBURY, NEW YORK  
Sole U.S. distributor for Electroacoustic (Elac) ® Record Playing Components.

## THE NEW ELAC MODEL 322 STEREO CARTRIDGE

**BENJAMIN  
ELAC**



© beim Hersteller  
Archiv Michael Otto

## less than 2% i/m distortion but...

this alone is not enough. For optimum stereo performance, a cartridge must have **stereo integrity** as well as fidelity—spatial quality as well as sound quality.

The new Elac 322, with less than 2% intermodulation distortion, and less than 1% harmonic distortion, is capable of producing an almost perfect waveform replica of the sound groove—from 20 to 20,000 cycles,  $\pm 2$  db. Moreover, it provides effective crosstalk damping over the most directional frequencies of the spectrum—way out to 20,000 cycles. Channel separation is practically complete: better than 25 db at 1000 cycles, 20 db at 10,000, and an astonishing 12 db at 20,000 cycles.

The 322 tracks at from 1.5 to 3 grams with most arms (1 gram with some). Price with .52 mil diamond stylus and universal mounting bracket is \$49.50.

Also hear the new, compatible mono/stereo Elac 222, \$39.50 with .7 mil diamond.

At your hi-fi dealer now. For complete details, write to: BENJAMIN ELECTRONIC SOUND CORP. 80 Swalm Street, Westbury, N.Y./U.S. distributor for Miracord and other Electroacoustic (Elac)<sup>®</sup> Record Playing Components.

**BENJAMIN  
ELAC**

## NEW ELAC 322 STEREO CARTRIDGE





Get in the groove - any groove...

gently!



**New Miracord 18H** single record play turntable operates manually or automatically. Offers new cueing record band selector. Gently lowers arm and sets stylus in desired band or groove. Includes famous Miracord features: automatic pushbutton controls, Papst hysteresis-synchronous motor, heavy balanced turntable platter, transcription arm, four speeds.

Your hi-fi dealer will soon be showing the new Miracord 18H alongside the now famous Models 40 and 10H. Be sure to see it. Price is \$119.50 (less cartridge and base). For further details, write direct: Benjamin Electronic Sound Corp. 80 Swalm St., Westbury, N. Y. Sole U. S. distributor Miracord turntables, Elac cartridges and other Electroacoustic® audio components.

**BENJAMIN  
MIRACORD**

Of the 3 automatic turntables priced at 99<sup>50</sup> only one offers all these features.

Look into it.



**a.** Hysteresis Motor. The 40H is the only automatic so equipped. Maintains accurate speed even with extreme voltage variations. Uses famous Papst motor, found in professional turntables and tape transports.

**b.** Dynamically Balanced Tone Arm. Tracks any cartridge at its recommended stylus force setting, as low as 1/2 gram. Calibrated rotating dial provides direct adjustment of stylus force. Cartridge head has interchangeable insert; permits interchanging cartridges without rewiring.

**c.** Dynamically Balanced Turntable.

One-piece, 12", non-magnetic casting is machined to precise concentricity, then individually tested for dynamic balance. Weights are affixed to one or more points for equal mass distribution. Rides in Teflon-enclosed, dust-free, ballbearing races.

**d.** Feathertouch Push Buttons. A Miracord exclusive—only the slightest touch is needed for automatic play or reject. Arm responds gently without jumping, slapping or skating.

**e.** Time-Tested Mechanism. The same basic internal mechanism which gave the Miracord 10 and 10H their repu-

tation for trouble-free reliability. Assures smooth, quiet operation even with extended bass response.

The Miracord 40H operates at 4 speeds: 78, 45, 33 and 16 rpm, and handles 7, 10 or 12" records. It plays single records manually or automatically, and stacks of up to 10 in automatic sequence. It is a modern instrument for modern stereo systems.

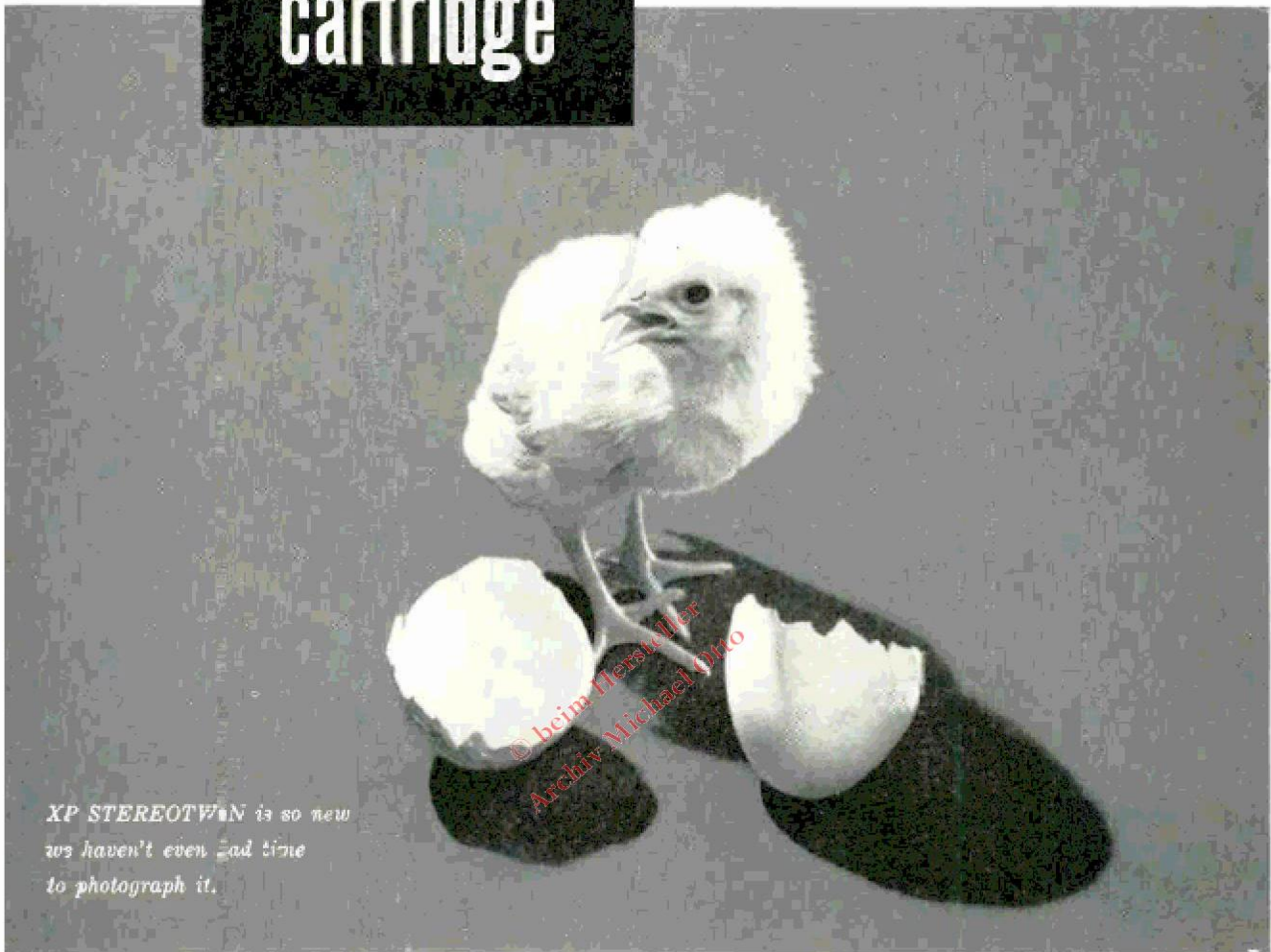
See it at your hi-fi dealer, or write Benjamin Electronic Sound Corp., 40 Smith St., Farmingdale, N.Y. 11736

**The Miracord 40H**

JUST  
BORN!

a stereo  
cartridge

FOR A LIMITED FEW!



*XP STEREWIN is so new  
we haven't even had time  
to photograph it.*

## XP STEREWIN

*by the makers of famous Miratwin*

STEREO SOUND — the sound of reality on records — is here! And just as stereo calls for new records, it calls for a new type of cartridge . . . brought to you in XP STEREWIN, by the makers of famous Miratwin.

XP STEREWIN is so new we can't even show it to you in this ad, which was prepared weeks ago. But the first experimental model is at selected shops now . . . in limited quantities, waiting for the favored few who want to be first with the finest!

XP STEREWIN will help you achieve sound like none you have ever heard before. It makes reality a reality. *You are there!*

But (and this is so trite but so true) words will never tell you what your ears will! So *hear* XP STEREWIN — see STEREWIN — the cartridge you need for perfect stereo record reproduction! And soon — while the first limited "run" is still available!

**SPECIFICATIONS:** *Variable reluctance cartridge • can be used for both monaural and stereo reproduction • recommended tracking pressure from 4 to 6 grams • has ½ mil diamond stylus • transient response within 2 db from 20 to 20,000 cps. • no magnetic pull • instant stylus replacement • fits all standard tone arms • perfect shielding eliminates hum problem • very simple to install*

FAR AHEAD > THE FINEST BY FAR



**AUDIOGERSH CORP.** 514 Broadway, New York 12, N. Y. WORTH 6-0800



# ELAC

## HIFI- TONABNEHMER VOM ERFINDER DER „MOVING-MAGNET- TONABNEHMER“

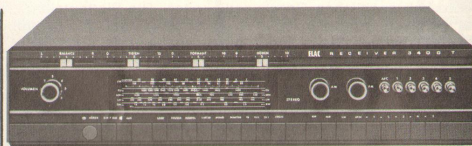
1957 baute ELAC den ersten Moving-Magnet-Tonabnehmer der Welt. Und es gibt auch heute noch führende Tonabnehmerhersteller, deren Produkte entscheidend auf ELAC-Patenten beruhen. Wir haben also mehr Erfahrung auf diesem Gebiet als viele andere Hersteller. Und das hört man: Das Klangbild ist klar konturiert und lebendig. Keine Verzerrungen oder Verfärbungen trüben den Musikgenuß. Das gilt nicht nur für alle magnetischen ELAC-Tonabnehmer sondern auch für unsere Neuentwicklungen, die Moving-Coil-Systeme EMC-1 und EMC-2, auf die wir natürlich ganz besonders stolz sind.

Und falls Sie Hinweise auf Testsiege und „sehr guts“ vermissen: die haben wir natürlich auch.

Weitere Informationen  
und Händlernachweis von:



# Gute Nachrichten für Hi-Fi-Freunde: Neues von den ELAC-Spezialisten.



## Heim-Studio-Anlage 3400 ELAC QUADRO-SOUND

Diese Heim-Studio-Anlage vermittelt ein völlig neues Klangbild — erweiterte Stereophonie. ELAC Quadro-Sound. Die ELAC-Spezialisten stellen hier eine Hi-Fi-Anlage vor, die es jetzt ermöglicht, die seit langem angestrebte „Konzertsaal-Atmosphäre“ auch in kleinen Räumen erleben zu können. Beim ELAC Quadro-Sound-Verfahren werden bei Stereo-Programmen die für den Höreindruck wichtigen Reflektionen von den Wänden, die Echoanteile, wie sie in großen Räumen (z. B. die verhallende Akustik der Orgel in einem Kirchenschiff) entstehen, nachgebildet. Diese werden durch 2 kleine Zusatzlautsprecher, die sich seitlich oder hinter dem Zuhörer befinden, so wirksam wieder abgestrahlt, daß dieses Verfahren den Zuhörer unmittelbar in das Musikgeschehen einbezieht. Der volltransistorisierte Receiver 3400 T enthält einen leistungsfähigen UKW-Stereo-Empfangsteil mit zusätzlichen KW-, MW- und LW-Bereichen und einen Hi-Fi-Stereo-Verstärker mit 2 x 50 Watt Musikleistung. Die zu dieser Heim-Studio-Anlage gehörenden 2 Lautsprecherpaare sind speziell auf die Belastbarkeit des Receivers und den ELAC Quadro-Sound abgestimmt

Festpreise (incl. Mwst.):  
Receiver 3400 1.068,— DM  
Lautsprecherbox LK 3400 258,— DM

## COMPACT 25 MIRAVOX 25

Wenn alles in einem Gerät sein soll, sind die neuen Hi-Fi-Kompakt-Anlagen genau die richtigen. Mit diesen beiden Anlagen erfüllt die ELAC die Wünsche vieler Musikfreunde, die Hi-Fi-Geräte möglichst platzsparend unterbringen möchten. Beide Anlagen bestehen aus dem neu entwickelten Hi-Fi-Stereo-Plattenspieler MIRACORD 650 und einem Verstärker mit 2 x 30 Watt Musikleistung. Zusätzlich besitzt die COMPACT 25 einen Rundfunkempfangsteil mit 4 Wellenbereichen. Zusammen mit den Lautsprecherboxen LK 25 bieten diese Kompakt-Anlagen alles, was Musikliebhaber voraussetzen, wenn Hi-Fi-Geräte den Namen ELAC tragen.

Festpreise (incl. Mwst.):  
COMPACT 25 1.148,— DM  
MIRAVOX 25 798,— DM  
Lautsprecherbox LK 25 168,— DM



Hi-Fi-Geräte mit den Namen ELAC und THE FISHER sind mit ihren attraktiven Merkmalen für den heutigen Stand und die weitere Entwicklung richtungweisend. Die Ihnen hier vorgestellten Neuentwicklungen sind ein weiterer Fortschritt — anspruchsvoll bis in das letzte Detail und kompromißlos in der Erfüllung höchster Qualitätsansprüche. Hi-Fi-Spitzenklasse zu günstigen Preisen.

Auf der  
INTERNATIONALEN  
FUNKAUSSTELLUNG 1971  
in Berlin  
vom 27.8 - 5.9  
beraten Sie unsere  
Spezialisten in  
Halle 23,  
Stand 2340.



## ELAC STS-244 ELAC STS-344 ELAC STS-444

Hi-Fi-Stereo-Magnet-Tonabnehmer der internationalen Spitzenklasse mit einem Maximum hervorragender Eigenschaften. Die richtungweisenden Werte prädestinieren diese Abtastsysteme für besonders hochwertige Hi-Fi-Anlagen.

## MIRACORD 660

Mit diesem Hi-Fi-Stereo-Laufwerk wird bewiesen: hoher Bedienungskomfort, ausgezeichnete technische und akustische Eigenschaften müssen nicht kostspielig sein. Technische Merkmale:  
Drucktastensteuerung · Tracking-Kontrolle · Antiskating-Einrichtung · Tonarmlift mit Silicon-Dämpfung · Antrieb durch 4pol. Asynchronmotor · schwerer ausgewuchteter Plattenteller aus unmagnetischem Zinkdruckguß · allseitig ausbalancierter Präzisionstonarm.



## THE FISHER 202 Futura

Ein volltransistorisierter MW/UKW-Hi-Fi-Stereo-Receiver der zeigt, warum Hi-Fi-Geräte von FISHER bei Musikliebhabern in aller Welt größte Wertschätzung genießen. Hier die wichtigsten Merkmale: 100 Watt Musikleistung · Rauscharme FET's und integrierte Schaltkreise (IC's) · UKW-Empfindlichkeit 1,6 uV · Verzerrungsfreie Korrektur des Klangbildes durch ausgewogene rückkopplungsgesteuerte Baß- und Höhenregelung (Baß ± 15 dB, Höhen ± 14 dB) · Wahlschalter für 2 Lautsprecherpaare.

Festpreis (incl. Mwst.) ohne Gehäuse:  
THE FISHER 202 Futura 1.198,— DM

Wenn Sie mehr über das ELAC- und FISHER-Programm wissen möchten, fordern Sie unverbindlich Informationsmaterial. Sie erhalten die gewünschten Unterlagen umgehend.

# ELAC

ELECTROACUSTIC GMBH  
23 KIEL  
WESTRING 425-429



## How do you top the top-rated Miracord?

Equip it with today's most advanced cartridge, the new Elac 444-E. The Elac 444-E and the Elac/Miracord 50H have much in common. Both are made by ELAC of West Germany. Both have recently received national acclaim. The Miracord 50H rated tops by a leading independent testing organization. The Elac 444-E rated superior by 50 discerning high fidelity salesmen. These hi-fi experts tested the Elac 444-E in their home systems and compared it to their present cartridges. A few comments:

*"A great groove-tamer for the straight-from-the-studio sound lover! All of today's terms won't describe the utmost enjoyment I experienced!"*

*"...probably one of the finest cartridges I've had the*

*privilege to evaluate. I find it superior in all respects."*

The Miracord 50H automatic turntable with the Elac 444-E cartridge is about the finest record playback system available today. The Elac 344-E cartridge is an excellent choice with the Miracord 620 (also awarded a top rating). Elac offers a complete selection of cartridges from \$24.95 to \$69.50. Miracord, a choice of automatic turntables from \$89.50 to \$149.50.

Hear them today. **Benjamin Electronic Sound Corp.**, Farmingdale, N.Y. 11735. Canada: White Electronics, Ont.

## ELAC/MIRACORD

# We proved it with the Elac-Miracord 50H. Now we've improved it.

## Announcing... the 50H II

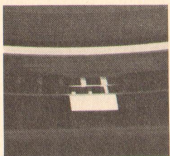


The original ELAC/Miracord 50H hasn't just proved itself. It's proved to be a classic.

So we've improved it. With the new 50H II.

We gave it new flexibility in

speed control. Not just by letting you adjust your records' speed and pitch by 6% (a semitone), but also by building in an illuminated stroboscopic speed indicator that lets you return to absolute pitch accuracy at will. Because without that stroboscope, a pitch control would have you listening more often at the wrong speed than at the right one.



And we improved the rack-and-pinion counter-weight adjusting system to make it even more convenient and easy to adjust.

But when we added these improvements, we kept everything else that had made a classic of the original 50H:

The Papst hysteresis-synchronous/motor, proved in thousands of 50H's—and in more thousands of professional studio tape recorders around the world. Because hysteresis motors keep their speed up even when the power goes down (in brownouts, for instance).

The metal cam that holds its precision, unchanged, through thousands of hours of play. And the leadscrew tracking-overhang adjustment, still the simplest and easiest in the field.

The 50H II is priced at \$199.50. And for those who still cherish it, the original 50H is still available at \$175.

Another quality product from Benjamin. ELAC Division, Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735. A division of Instrument Systems Corp. Available in Canada.

**BENJAMIN  
ELAC**

Check No. 18 on Reader Service Card



# Dick Sugar's been playing his Miracord 10H's 18 hours a week for 7 years.

## We built our new 660H for people like him

Dick "Ricardo" Sugar broadcasts Latin music over New York's WHBI-FM, six days a week, three hours a day, from his own private studio. For the past seven years—6500 hours of broadcasting—his studio turntables have been Miracord 10H's.

We built the new ELAC/ Miracord 660H for people like Dick Sugar; people who want or need the highest quality in a turntable, and who want that quality to endure. So the new 660H has everything Dick Sugar bought his old 10H's for—plus all the improvements we've made since we built the 10H.

A broadcaster like Dick wouldn't settle for anything but the long-term speed accuracy of the 660H's hysteresis synchronous motor. Or for an arm that couldn't track down to a fraction of a gram with the finest cartridges, or an arm without an ultra-simple overhang adjustment to keep distortion nearly imperceptible.

Dick Sugar might not need the convenience of our



pushbutton-controlled automation (the world's most flexible)—he gets more practice playing records manually each year than most people get in their lifetimes. But he'd appreciate the 660H's cueing lift; with it, he could float the arm right off a record without taking his eyes off his clock and VU meter.

What impresses him most about Miracord though, is reliability: "In the seven years I've had mine, I've had to replace styli, idler wheels and a few minor parts. But I've never had to send them to the shop. And

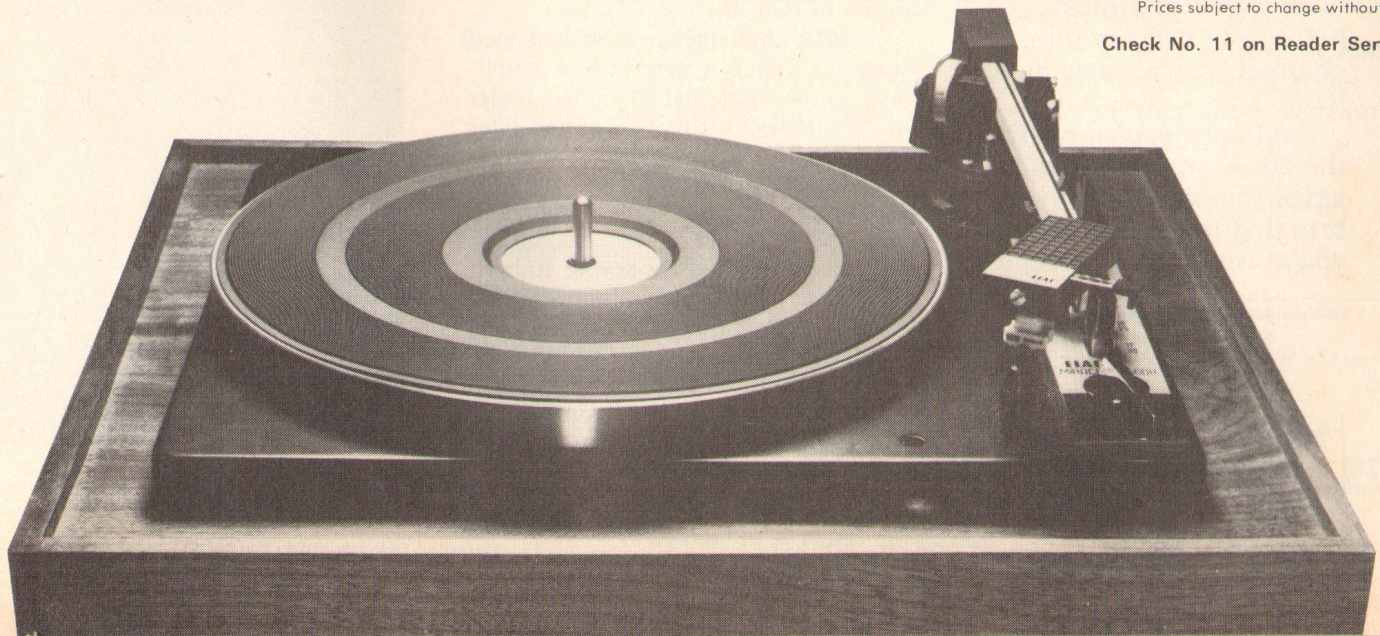
my next turntables will certainly be Miracords—just like the ones before these were."

The ELAC/Miracord 660H. \$139.50, less base and cartridge. Another quality product from Benjamin. ELAC Division/Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735/a division of Instrument Systems Corp. Also available in Canada.

**BENJAMIN**  
**ELAC/MIRACORD**

Prices subject to change without notice.

Check No. 11 on Reader Service Card



# Nothing is hard to get...

## Elac / Miracord has spent a million dollars to bring you

# NOTHING

True "NOTHING" would be the elimination of everything that interferes with the perfect reproduction of sound. So, the closer you get to "NOTHING" in sound, the better stereo equipment you own!

The ELAC 50H MARK II comes closer to the "NOTHING" in sound reproduction than any other automatic turntable. And for good reason. You see, we've spent a million dollars in research to

eliminate motor noise, vibration, rumble, wow, and distortion. The closer we get to "NOTHING", the better it is for you. With rumble down to -40db, wow down to 0.06% and flutter to 0.02%, we're really coming close to "NOTHING!"

And we've even reduced record wear. Imagine an automatic tonearm that lowers so slowly, so lightly to your records that you

can hardly tell when it touches the groove. You certainly can't hear it. At your command, a touch of the exclusive pushbutton control picks the arm up automatically and a silicone-damped piston lowers it lighter than a floating feather to your record. It's the ultimate in protection for stylus and record.

Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735. A division of Instrument Systems Corp. Available in Canada.



**ELAC**

**BENJAMIN**

puts more engineering in so you get more music out.



## EVEN A MILLIONAIRE MIGHT NOT BE ABLE TO BUY THE MIRACORD 50H MARK II.

Not because it cost so much. But because it might be a little bit difficult to locate.

We'll admit that trying to track down a Miracord can be a trifle trying. But it's well worth the search. Because the fact is, that feature for feature, there isn't a better automatic turntable in its price range than the Miracord 50H Mark II.

Here's why:

The Miracord Magic Wand spindle holds hours of music. Ten records at a time. And it lifts out of the way; you remove the record stack without pulling them up through the spindle.

Miracord and only Miracord in its price class has an incomparable hysteresis synchronous motor. Professional studios and broadcasters rely on this kind of motor for absolute long-term speed accuracy.

Our speed control varies 5% with lighted stroboscopic speed monitoring on 33 and 45 rpm.

Our operating cam is metal, not plastic.

We can repeat a record continuously. Or replay a record in the middle of a stack without dropping the next record.

With Miracord's simple cartridge installation, overhang problems are eliminated. All you do is mount the cartridge, then adjust a micrometer screw to the built-in overhang gauge. It's as fast as it is accurate.

The 50H Mark II has a feather-light viscous-damped arm descent to the record surface. And the light-touch push-button panel reduces the chance of the arm skittering across the grooves.

Those are just some of the reasons that make the Miracord 50H Mark II so popular. If you'd like the full story on our full line, just write to us at: Miracord Products, Benjamin Electronic Sound Co., 40 Smith Street, Farmingdale, N.Y. 11735.

The Miracord 50H Mark II. When you find one, you don't have to be a millionaire to afford it.



## THE MIRACORD 50H MARK II.

Damn hard to find. Damn hard to beat.

Check No. 7 on Reader Service Card

Anyone who  
wants the best,  
and is worried about  
spending an extra \$20,  
ought to have  
his ears examined.



Look at what you're getting for the extra \$20.00.

The Papst hysteresis motor for reduced noise and rumble, unvarying speed accuracy. An exclusive feature of the Miracord 50H.

The cartridge insert with slotted lead screw for precise stylus overhang adjustment. Without this Miracord exclusive, your whole investment in a record-playing instrument could go down the drain. Because if the stylus overhang is incorrect, the finest cartridge will not track accurately.

The exclusive Miracord pushbuttons—the gentlest touch is all that's needed to put the 50H into automatic play (stacks of 10 or single records). Or you can start the turntable and play single records manually by simply lifting the arm and placing it on the record.

In addition to these exclusive features, the Miracord 50H offers a metal cam (not plastic) for greater reliability; piston-damped cueing; effective anti-skate; a dynamically balanced arm that tracks to 1/2 gram.

Finally, consider what the leading experts are saying about the Miracord 50H. That \$20 bill looks pretty tiny now, doesn't it? Miracord 50H less cartridge arm and base, \$159.50. The Miracord 620 (\$99.50) and the Miracord 630 (\$119.50) follow in the great tradition of the 50H. See what we mean at your hi-fi dealer.

Benjamin Electronic Sound Corp., Farmingdale, N. Y. 11735. Available in Canada.

**MIRACORD 50H**  
another quality product from BENJAMIN.



## The most independent, independent testing laboratory announces its findings on the Elac 444-E

© beim Hersteller  
Archiv Michael Otto

Fifty of the most knowledge and discerning high fidelity salesmen have just completed a thorough testing of the new Elac 444-E cartridge. They tried it with their home systems and compared it with the cartridge they are now using. Here are samples of their findings:

“A great groove-tamer for the straight-from-the-studio sound lover! All of today's terms won't describe the utmost enjoyment I experienced. Fine response, clarity, were soon taken for granted.”

“This is probably one of the finest cartridges I've had the privilege to evaluate. I find it superior in all respects.”

“The over-all impression of this cartridge is more than delightful. It's tonal quality is probably the closest to the original

sound. It should be a great asset to the better turntable.”

“This is about as good a cartridge as is presently available! Full, rich, clean sound.”

More than half of these demanding critics rated the performance of the Elac 444-E as equal to or better than any cartridge they'd ever heard—regardless of price.

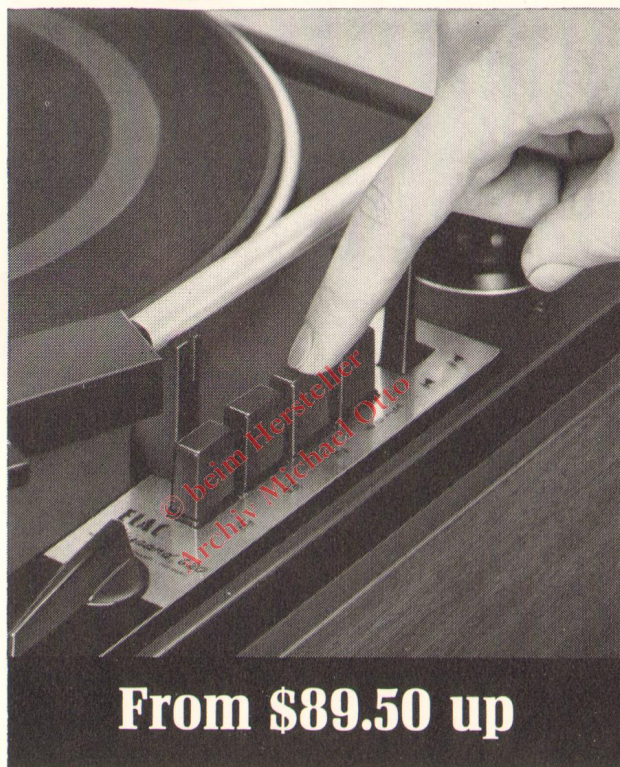
Why don't you put the 444-E through your own demanding test at your hi-fi dealer. Elac cartridges are priced from \$69.50 for the 444-E to a modest \$24.95. Benjamin Electronic Sound Corp., Farmingdale, New York 11735

### Elac 444-E

It may be the finest cartridge you ever heard



# Miracord gave its great new automatics the light touch



From \$89.50 up

There are two new Elac/Miracord automatic turntables: the 620 and 630, both born of the same aristocratic lineage that bred the magnificent 50H. But they cost less.

Naturally, they don't offer *everything* the 50H does. But they do share many of its deluxe characteristics: its gentle way with records; its exclusive light-touch push-button controls; its cueing facilities; its effective anti-skate compensation; its simple selection of manual vs. automatic play; its ability to track with cartridges designed for low stylus force operation; its low wow and flutter and rumble content and, of course, its smooth, quiet performance.

Each operates at the 4 standard speeds, each has a powerful four-pole induction motor, dynamically balanced tonearm with calibrated stylus-force dial, continuously adjustable anti-skate compensation and cueing.

Both, like the 50H, play single records, manually or automatically, either once-through-and-stop, or repeating until instructed to stop.

Or they can play stacks of up to 10 records, in automatic sequence. Even without the famous 50H hysteresis motor, you'll love everything else about the 620 or 630.

The 630 has a lathe-turned, dynamically balanced turntable, cast from non-ferrous metal. It has the Miracord exclusive leadscrew adjustment and indicator which lets you adjust stylus overhang precisely.

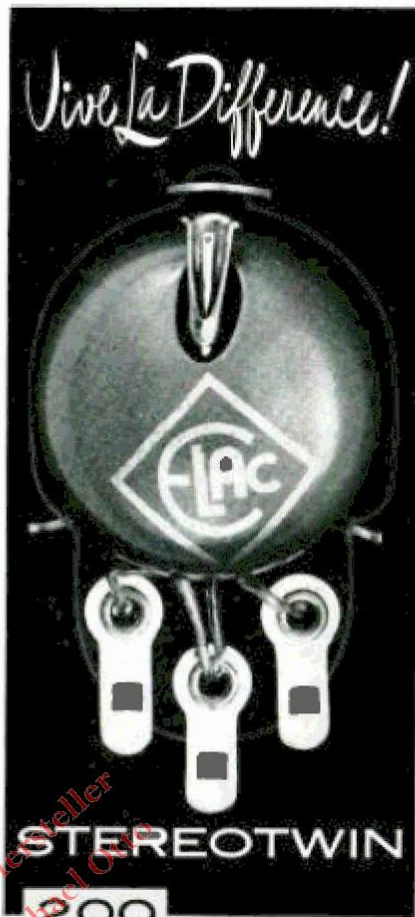
The 620 has a pressure-formed non-ferrous turntable, balanced for minimum wow and rumble. Like the 50H and 630, its stylus force can be set from 0 to 7 grams to accommodate any cartridge.

We think you will be happy with any Miracord turntable. They're *all* pretty amazing! And as for prices, the 630 is \$119.50; the 620, \$89.50, both less base and cartridge.

Visit your high fidelity dealer today; or write: Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735.



**Miracord**  
the light touch



© beim Heysteller  
 Archiv Michael Ose

*the stereo cartridge*  
*by the makers of*  
**MIRACORD XS-200**

STEREOTWIN 200 will help you achieve stereo sound like none you have ever heard before! It is unquestionably as perfectly designed and engineered as a cartridge can be . . . recognized by the experts in the market as the finest cartridge for Stereo discs! Perfect for monaural, too!

*SPECIFICATIONS: Variable reluctance cartridge • recommended tracking pressure from 4 to 6 grams • has .7 mil diamond stylus • transient response within 2 db from 20 to 20,000 cps. • no magnetic pull • instant stylus replacement • fits all standard tone arms • perfect shielding eliminates hum problem • very simple to install.*



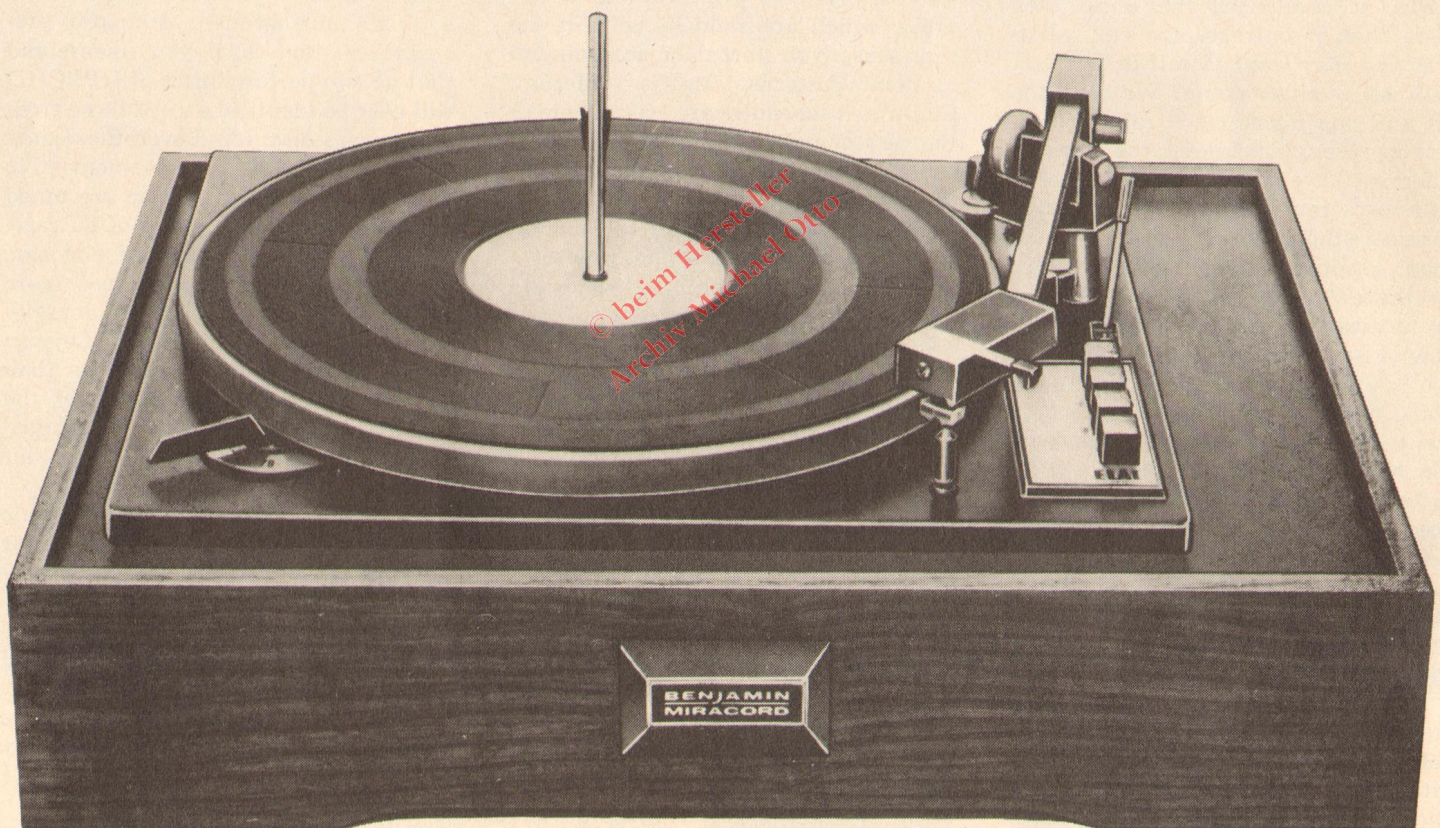
FAR AHEAD > THE FINEST BY FAR  
 Available at selected dealers.

**AUDIOGERSH CORP.**



514 Broadway, New York 12, N. Y.  
 WORTH 6-0800

# Benjamin proudly announces the world's second best automatic turntable.



Small wonder that the Miracord 50H is the world's most coveted automatic turntable. The top, top authorities have awarded it top rating. And who doesn't want the very best?

The Miracord 750 is virtually identical to the 50H except that it employs a dynamically-balanced, 4-pole induction motor instead of a Papst hysteresis synchronous motor. It also costs \$20 less—\$139.50.

*The new 750 still offers all of these wonderful Miracord features: the exclusive Miracord push-buttons; the slotted lead screw for precise stylus overhang adjustment; piston-damped cueing; ef-*

*fective anti-skate; the 6 pound cast aluminum turntable; and a dynamically-balanced arm that tracks to 1/2 gram.*

*Enjoy the world's second best automatic turntable and save \$20 over the cost of the world's best. The Miracord 750 is only \$139.50 at your high-fidelity dealer.*

Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735. A division of Instrument Systems Corp. Available in Canada.

**ELAC/MIRACORD 750**  
another quality product from BENJAMIN.

# We put a little more feature into each feature.

The Miracord 50H not only offers more features than any top quality automatic turntable on the market, but each feature offers more. Here's what we mean.

■ Two worthy competitors offer a kind of synchronous motor. Neither motor, however, can qualify as a hysteresis synchronous motor. And, neither is a Papst hysteresis synchronous motor. The Papst is the one used in professional studio record-playing equipment. The Miracord 50H uses the Papst hysteresis synchronous motor with outer rotor for unvarying speed accuracy, regardless of the voltage or load fluctuation.

■ When examining the cueing feature, be sure to ask whether cueing works in both automatic and manual modes. Because, in automatic, where one leading automatic turntable doesn't work, cueing represents the ideal device to interrupt play for just a moment when there are a stack of records on the spindle. The Miracord 50H provides silicone-damped cueing in both modes.

■ Stylus overhang adjustment is essential for optimum tracking. Another automatic turntable does feature this adjustment, but it's internal and difficult to set. The Miracord 50H offers external overhang adjustment with built-in gauge — no shifting, no guess work, no templates. You can line up your stylus in seconds accurately.

■ Now here's the feature no one has. Those light touch pushbuttons that make it so easy for you to enjoy all of those other wonderful Miracord 50H features. The pushbuttons provide sim-

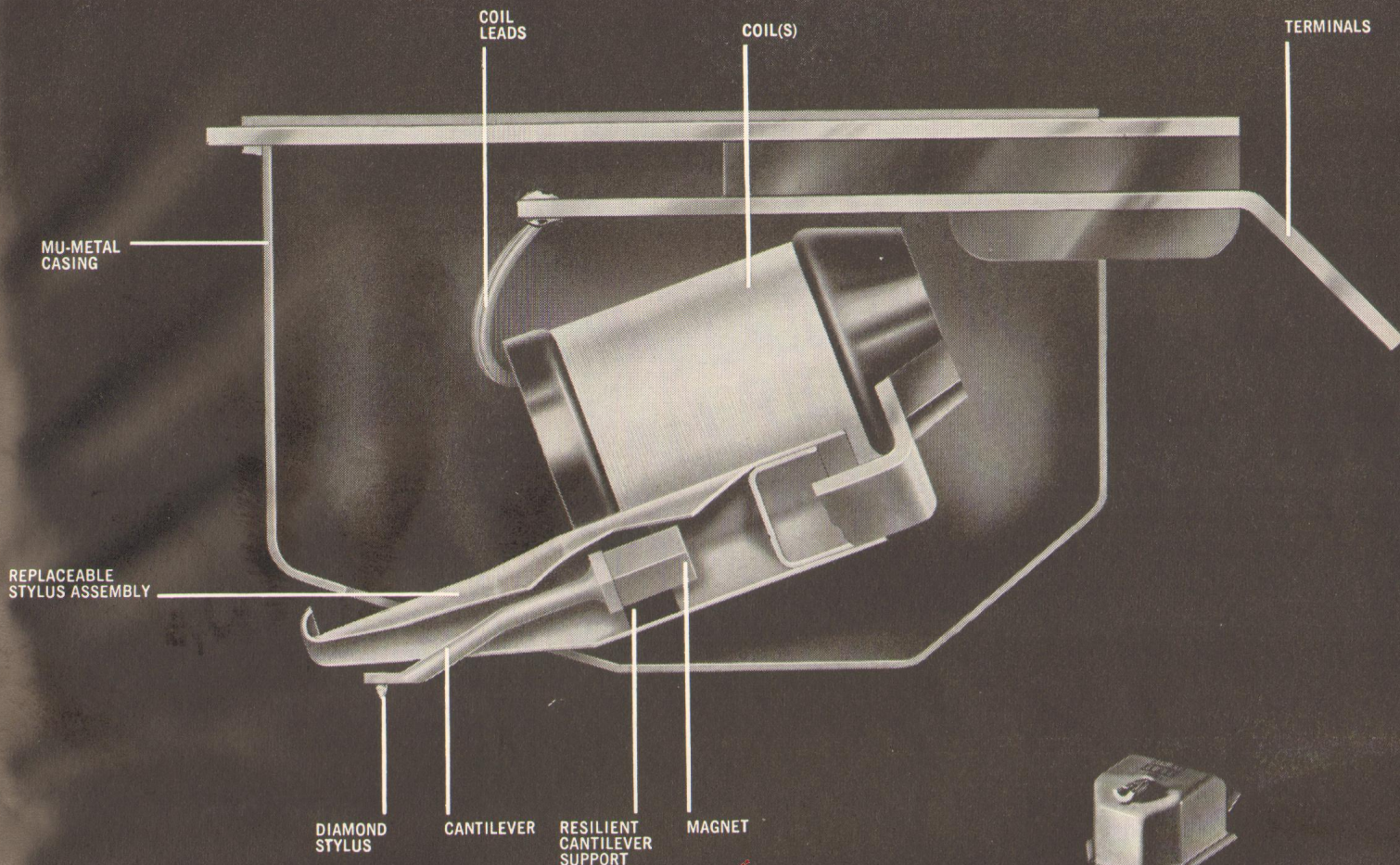
ple, foolproof operation. For example, the 50H is the only automatic changer that can go from manual to automatic or vice versa without re-setting.

■ Over the past few years, Miracord 50H has proven its reliability and enhanced its position of leadership by its superb performance in thousands of home music systems. The finest automatic turntable available today costs \$169.50. At leading hi-fi dealers.

Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11735, a division of Instrument Systems Corporation.

## Miracord 50H





## COMPLIANCE: can there be too much of a good thing?

Have you any idea of the quality you would hear from a record if the cartridge produced a perfect waveform of the sound groove? Yet, from all the talk you hear, you'd think *stylus compliance* were the only criterion of cartridge performance.

Admittedly, high compliance is essential if the stylus is to follow or 'track' the complex course of the record groove with reasonably low force. But, how high is high enough, and how much is too much?

While 'tracking', the stylus performs complex movements set up by the sound pattern pressed into the groove. But, the movement of the stylus doesn't produce the sound or the sound waveform. This is accomplished by the movement of the magnet which, as you can see from the cross-sectional view, is at the other end of the cantilever to which the stylus is affixed.

If magnet and stylus do not execute identical motion patterns, due to the slightest flexibility in the cantilever, an altered or distorted waveform will result. Quality and fidelity will suffer.

This problem becomes most acute with increased stylus compliance. For, in reaching for higher and still higher compliance, it becomes necessary to reduce the dynamic mass of all the moving components of the stylus assembly to the lowest possible magnitude.

The mass of the stylus itself is virtually fixed by the radius of the tip. Further reduction of the magnet mass is limited by minimum output requirements. But, the mass of the cantilever can be reduced by using less material. This, however, entails the risk of making it thinner, more flexible and more prone to bend during stylus excursions. This flexibility is often mistaken for compliance. It will, in fact, produce 'false' higher readings in compliance measurements.

As stylus compliance is increased, the tone arm also plays a more critical role. If arm friction is high with relation to the compliance of the stylus or—putting it another way—if stylus compliance is so high as to be greater than the arm's own compliance or responsiveness to the spiral action of the groove, the resultant 'drag' will prevent proper tracking. And if stylus force is increased to correct for this condition, the greater force is likely to compress or decenter the cantilever. In either case, distortion is inevitable.

The new Elac 322 is the culmination of an intense, year-long engineering program concerned primarily with improving cartridge performance. The ultimate objective was to achieve a cartridge without distortion, without crosstalk — a cartridge capable of reproducing a perfect waveform replica of the sound groove.

How close the Elac 322 has come to this

ideal is evident from its performance. Specifications offer some clue. But, numbers can never convey the emotional experience in quality, the personal gratification that comes with hearing good music and good sound.

The new Elac 322 reproduces all frequencies from 20 to 20,000 cycles,  $\pm 2$  db, and with less than 2% intermodulation distortion. Interchannel separation measures better than 25 db at 1000 cycles, and over most of the spectrum. It measures 20 db at 10,000 cycles, and an incredible 12 db at 20,000.

The stylus has a compliance in the order of  $14 \times 10^{-6}$  cm/dyne. Recommended tracking force with most arms ranges from 1.5 to 3 grams. It will, however, track at 1 gram with some arms. A magnesium cantilever is used because of its lighter weight and greater rigidity than aluminum, the material most often used in stylus assemblies.

Price of the Elac 322 stereo cartridge with .52 mil diamond stylus is \$49.50. Also available: Elac 222 compatible mono/stereo cartridge with .7 mil diamond stylus at \$39.50. At your hi-fi dealer. For further details, write to:

**BENJAMIN ELECTRONIC SOUND CORPORATION**  
80 SWALM STREET, WESTBURY, NEW YORK  
Sole U.S. distributor for Electroacoustic (Elac) ® Record Playing Components.

# THE NEW ELAC MODEL 322 STEREO CARTRIDGE

**BENJAMIN  
ELAC**

Whether you use your Miracord...



as a manual turntable,



an automatic turntable,



or an automatic changer...

© beim Hersteller  
Archiv Michael Otto

you have the same quality features working for you: hysteresis-synchronous motor with self-regulated speed accuracy, or high-torque, 4-pole induction motor, as you prefer, mass-balanced tone arm that provides tracking force without springs, and one-piece, dynamically balanced, die-cast turntable.

Quiet, smooth and gentle, the Miracord brings out the best in your records, and preserves their quality for long-lasting enjoyment. See and hear the Miracord at your high fidelity dealer. For complete details, write:

**BENJAMIN  
MIRACORD**

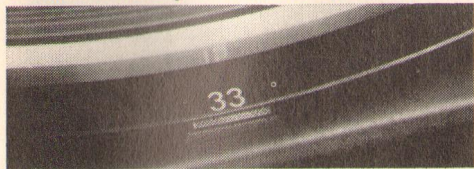
BENJAMIN ELECTRONIC SOUND CORP., 80 SWALM ST., WESTBURY, N.Y. SOLE U.S. DISTRIBUTOR FOR MIRACORD TURNTABLES, ELAC CARTRIDGES AND OTHER ELECTROACOUSTIC® RECORD PLAYING COMPONENTS.

CIRCLE 15 ON READER-SERVICE CARD

# Extravagance in the pursuit of excellence is no vice.

At first blush, \$225 for a record playing instrument would appear to be rather expensive. That is about \$50 more than today's acknowledged standard in record playing instruments, our own Miracord 50H. But, if you're one of those people who derive great satisfaction from an instrument that is precise in every detail and offers meaningful features not available anywhere, then the new Miracord 770H is designed for you.

The 770H takes for granted all features that exist in the finest of turntables available today. It shares all of the im-

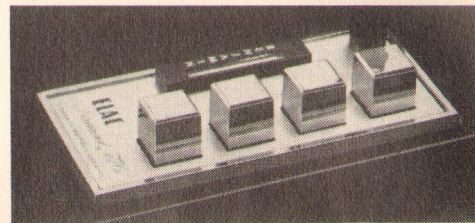


portant exclusive 50H features — Papst hysteresis synchronous motor; external stylus overhang adjustment with built-in gauge; massive, dynamically balanced turntable and cueing in both manual and automatic modes. To these features, the 770H has added several that are new, that never existed before, and that



will contribute to flawless play and greater enjoyment from your records. Such features include TRU/TRACK, an adjustable head that can be set so that the cartridge assumes the precise 15 degree vertical angle for any number of records when used automatically, or for a single record when used manually. There's a variable speed control with digital stroboscopic speed indicator. Not only can you adjust the speed of the 770H over a 6% range, but you can restore it to the precise originally selected speed (33 or 45 rpm) with the help of a built-in illuminated stroboscopic speed indicator. Digital readouts of the exact speed are always visible on the rim of the turntable.

Another breakthrough is the built-in ionic elapsed time stylus wear indicator which keeps tabs, by the hour, of precisely how long your stylus has been in use. It even reminds you to check your stylus.



So, you see, the rewards of the 770H for the music lover more than compensate for the enthusiasm of our engineers. See it at selected audio specialists or write for full color brochure. Benjamin Electronic Sound Corporation, Farmingdale, New York 11735/a division of Instrument Systems Corp.

## Miracord 770H



Check No. 25 on Reader Service Card

# Es gibt viele gute Plattenspieler. Und es gibt den ELAC MIRACORD 50 H II.

**Der ELAC MIRACORD 50 H II  
ist einer der wenigen, die zu dem  
Kreis der besten Hi-Fi-Plattenspieler  
der Welt zählen.**

Seine technischen und akustischen Eigenschaften in Verbindung mit dem außergewöhnlichen Bedienungskomfort beweisen, daß der ELAC MIRACORD 50 H II zu Recht dieser Klasse angehört.

Hysterese-Synchron-Motor. Höchste Drehzahlfestigkeit durch Gleichlauf mit der Netzfrequenz.

Feinregulierung. Zum Einstellen der genauen Umdrehungsgeschwindigkeit.

Regelbereich ca. 6%.

Kontrolle der eingestellten Geschwindigkeit durch Stroboskop-Kranz am Plattentellerrand.

Allseitig ausbalancierter Präzisionstonarm.

Regelbare Auflagekraft von 0...6 p.

Der Tonkopf enthält einen hochwertigen ELAC Hi-Fi-Magnet-Tonabnehmer.

Weitere Vorzüge: Antiskating-Einrichtung · Tracking-Kontrolle · Tonarmlift · Automatische Endabschaltung · Wechsellautomatik · Freilaufachse · Drucktastensteuerung.



**Jetzt  
auch als  
anschlußfertige  
Phono-Componente.**

ELAC PC 50 H II. Sie besteht aus dem ELAC MIRACORD 50 H II mit Hi-Fi-Magnet-Tonabnehmer ELAC STS 344-17 und einem besonders flachen Gehäuse in altweiß oder nußbaum mit abnehmbarer Kunstglashaube.

Alle ELAC Hi-Fi-Plattenspieler sind als Phono-Componenten lieferbar: ELAC MIRACORD 625, ELAC MIRACORD 660, ELAC MIRACORD 750 II und als Neuheit der ELAC MIRACORD 760.

Ausführliche Informationen über die ELAC Phono-Componenten und über das weitere ELAC Hi-Fi-Programm erhalten Sie von

**ELAC**

ELECTROACUSTIC GMBH  
23 Kiel  
Westring 425-429



Leave it to us.  
The new, integrated  
Miracord 40A

comes  with its own  
cartridge.

*© beim Hersteller  
Archiv Michael-Otto*

Factory cartridge installation insures correct installation — optimum playback quality and lowest record wear. Distortion and tracking problems due to incorrect positioning and angling are eliminated.

It is natural that the manufacturer who built the first turntable-quality changer, and the first moving magnet stereo cartridge, should be the first to combine the two in an integrated unit.

The new Miracord 40A plays records manually or automatically, singly or in sequence, at all speeds. Its features include: heavy, one-piece, dynamically balanced 12" turntable; dynamically balanced tone arm; calibrated stylus-force dial; high-torque, 4-pole induction motor; and the famous feathertouch push buttons which help make the Miracord the most gentle of all turntables.

The new Elac 240 mono/stereo cartridge in the Miracord 40A has an 0.7 mil diamond stylus. It is distinguished by clean channel separation, low distortion and smooth, flat response. Its performance is comparable to many highly reputed, stereo-only cartridges available today.

The new Miracord 40A is priced at \$89.50, complete with Elac 240 cartridge, but less base. See and hear it at your hi-fi dealer. For further details, write: Benjamin Electronic Sound Corp., Farmingdale, N.Y. 11736



new Miracord 40A

“the better quality magnetic pickup... especially well suited for any installation,” says

**AUDIO**  
Equipment Report  
MARCH, 1956

**MIRATWIN**  
Cartridge

The uniformly high quality of magnetic pickups already on the market might well seem to act as a deterrent to any manufacturer who might contemplate introducing another, but the new Miratwin was introduced nevertheless, and is likely to entrench itself firmly amongst the others because of some of its features.

The Miratwin—built by the manufacturers of the Miracord XA-100 record changer and the Miraphon XM-110A manual record player—comes in two types, depending on the styli supplied. The MST-2A is equipped with two sapphires, and the MST-2D is equipped with a sapphire stylus for standard grooves and a diamond for microgrooves. Both models are otherwise identical, and consist of two electrically and magnetically separate units permanently mounted back to back, as in Fig. 4, and carried in a mounting that switches electrical outputs as the pickup assembly is rotated so that the leads from the pickup housing do not twist back and forth with rotation of the pickup. A separate connecting lug on the mounting permits grounding the frame through the usual third pin on the pickup housing.

The stylus assembly of each of the pickup units may be removed easily using only one's fingernails, and when replaced is seated accurately because of a locating tab. Thus the stylus can be changed easily by the user without the need for returning the pickup to the dealer or factory. The stylus shoe has sufficient vertical compliance to prevent damage in case the pickup is dropped on the record.

As should be expected from a high-quality pickup, response is flat within  $\pm 2$  db from 20 to 18,000 cps on LP Vinylite records, and from 20 to 22,500 cps on shellac 78's, using the correct stylus for each, the usual increase in the high end on shellac pressings is, of course, due to decreased compliance of the record material over the softer Vinylite.

Using a Cook Series 10 test record with a stylus velocity of 9 cm/sec at 1000 cps, the output of the LP side was measured at

49 millivolts, which matches the advertised claim for 55 mv at a 10-cm/sec stylus velocity; similarly, measured output for the same record using the standard stylus was 41 mv—both values being relatively high. With the microgroove stylus, a peak of about 1.1 db was noted at 17,000 cps, and output was down 3.3 db at 20,000 cps, the highest recorded on the Cook disc. Inductive hum pickup was almost unmeasurable—being of the same order of magnitude as that usually found with moving-coil types with impedances of the order of 2 ohms or so. No condition could be found where hum picked up from the phonograph motor could be heard in the loudspeaker with amplifier controls set for normal program output. Yet the impedance of the Miratwin is approximately 1450 ohms on the LP side, 910 on the standard. This is composed of inductances of 385 and 248 millihenries for LP and 78, respectively, and resistances of 1400 and 875 ohms for the two sides. Stylus compliance is stated to  $4.2 \times 10^{-6}$  cm/dyne, which is about normal for a high-quality magnetic pickup, and effective mass is listed at approximately 3 mg, which is also about normal.

Mounting is simplified by the construction of the cartridge, which is held in the “chassis” by the shaft of the turnover knob. The entire pickup assembly can be removed from its holder by pulling the knob and shaft out, allowing the unit to be lifted out and giving access to the holes for the mounting screws, which are furnished. Slotted holes in the holder provide some latitude in mounting.

The Miratwin tracks without distortion up to stylus velocities of 20 cm/sec (the highest levels of tones available on discs for testing) and shows no audible distortion of records with stylus velocities as high as 28 cm/sec. Needle chatter is desirably low, and there is no apparent magnetic pull exerted against a ferrous turntable to increase stylus force when only one record is between stylus and platter.

The cartridge has a total weight of 18 grams, and a load resistance of 50,000 ohms is recommended, resulting in a practical limit of 200  $\mu$ f for the connecting leads—which means about eight feet of the usual low-capacitance microphone cable (25  $\mu$ f/ft). The recommended stylus force for changers is 8 grams, reducing to 6 grams for manual turntables with high-quality arms.

The instruction booklet supplied with each Miratwin cartridge includes a serially-numbered machine-run response curve showing output at eight frequencies resulting from actual measurements, thus showing the user what he has a right to expect from his pickup.

With the relatively high output and very low hum pick-up, the Miratwin cartridge is especially well suited for any installation where a strong a.c. field has been causing trouble, but on the count of listening quality alone it must be considered one of the better-quality magnetic pickups.



The new Miratwin magnetic pickup cartridge.

Available at All Leading Hi-Fi Dealers

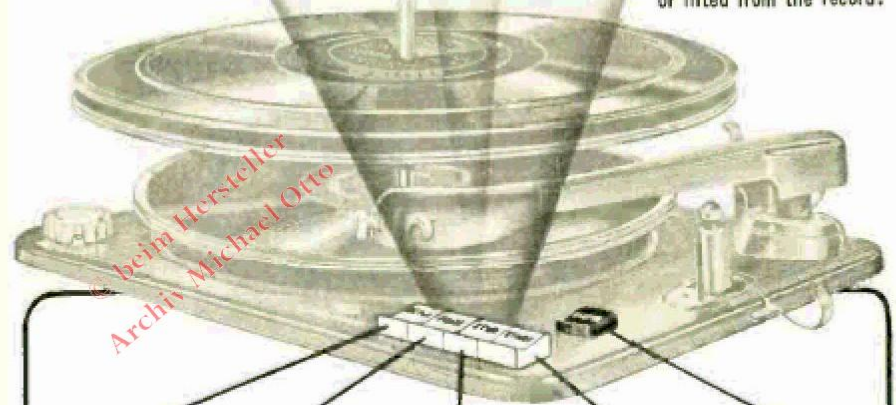
**AUDIOGERSH CORPORATION**

23 Park Place, New York 7, N. Y. • WOrth 4-8585 | In Canada: Atlas Radio Corp., Ltd., Toronto





Now the tone arm  
never need be touched  
or lifted from the record!



REPEAT • PAUSE • STOP • START • FILTER

## ...MIRACORD'S NEWEST EXCLUSIVE!

**WORLD'S ONLY Automatic Record Changer and Automatic Manual Player in ONE Precision Instrument**

Again MIRACORD XA-100 lengthens its lead over all other record changers with the newest, most important Hi-Fi record changer development to date... the new "STOP" BUTTON... an extra automatic convenience that insures the ultimate in automatic control. The unit can now be stopped at any time by simply pushing the "STOP" BUTTON. The tone arm lifts up and automatically goes to rest position.

• The "Magic-Wand" eliminates pusher arms and stabilizing plates • Intermixes 10" and 12" records regardless of how stacked • **PROLONGS THE LIFE OF YOUR RECORDS** • Heavy Duty 4-pole Motor • Interchangeable Plug-in Head.

Shipped completely assembled with all plugs and leads attached, ready for operation.

Audiophile Net **\$67<sup>50</sup>**

with GE RPX-050A (Dual-Sapphire) Cartridge Audiophile Net \$74.50  
with GED RPX-052A (LP Diamond and Sapphire) Cartridge Audiophile Net \$89.50

See and hear the Miracord at your dealer Now! Or send for literature Dept. A-7

**AUDIOGERSH CORPORATION**

23 Park Place, New York 7, N. Y. • WOrth 4-8585 | in Canada: Atlas Radio Corp., Ltd., Toronto



# World's most Distinguished High Fidelity Family

Far ahead . . . the very finest components ever created  
for your listening pleasure . . . incorporating the most  
advanced phonographic design principles . . . acclaimed  
by music lovers and engineers the world over.



**MIRACORD XA-100**



**MIRAPHON XM-110A**



**MIRATWIN Cartridge**

## From Start to Stop, a "2-in-1" Pushbutton Automatic Record Changer and Automatic Man- ual Player.

Pushbuttons do all the work . . . the modern way. No need to touch the tone arm ever! The "Magic Wand" spindle eliminates pusher arms and stabilizing plates—lets your records go smoothly into position! Intermixes 10" and 12" records. For automatic pushbutton manual play simply replace "Magic Wand" with single play spindle. 4-pole induction motor provides constant speed and correct pitch in all 3 speeds. Compact in size. Interchangeable plug-in head permits use of any Standard or Turnover cartridge. Shipped Completely Assembled With Plugs and Leads Attached Ready for Operation.

Net \$67.50 less cartridge

## Transcription Quality Per- formance in a Manual Player.

According to professional standards, you won't find a better manual player than the MIRAPHON XM-110A. Built into this performing genius are the latest engineering advances and the utmost in luxury styling. 4-pole motor in "isomode" suspension • balanced ball-bearing turntable • 3-speed operation • interchangeable plug-in head permits use of any standard or turnover cartridge • shuts off at end of play. Shipped Completely Assembled With Plugs and Leads Attached Ready for Operation.

Net \$37.50 less cartridge

## A Variable Reluctance Mag- netic Cartridge for Both LP and Standard Recordings!

With a MIRATWIN you'll enjoy the rich, full tones of your records more than ever before. MIRATWIN'S low stylus force prolongs record life, too. Features include 2 separate, non-reacting movements built into a single turnover frame. Instant fingertip stylus replacement without tools. Amazingly smooth response. No magnetic pull • Higher Output • Perfect Tracking and Sturdy Construction. **FITS ALL STANDARD TONE ARMS.**

With Diamond-Sapphire Stylus: \$45.

With Dual Sapphire Stylus: \$22.50

**FAR AHEAD > THE FINEST BY FAR**

Ask for Demonstration At Your Nearest Dealer

Write for Complete Brochure



**AUDIOGERSH CORPORATION**

514 BROADWAY, NEW YORK 12, N.Y. • WORTH 6-0600

In Canada: Atlas Radio Corp., Ltd., Toronto



*This is Your  
Hi-Fi Life!*

© beim Hersteller  
Archiv Michael Otto

MIRACORD XA-100

MIRAPHON XM-110A

MIRATWIN Cartridges



AUDIOGERSH  
CORPORATION

CABLE: "AUDIOGERSH" NEW YORK

AUDIOGERSH



CORPORATION

23 PARK PLACE

NEW YORK 7, N.Y.

WORTH 4-8585

January 1, 1955

### AN OPEN LETTER TO ALL MIRACORD XA100 USERS

We are pleased to report that the nation-wide acceptance given our MIRACORD XA100 has been unprecedented and, naturally, most gratifying.

This is our sincere "thank you" to each of you who has purchased a MIRACORD XA100 and written us compliments and constructive criticism.

We have heard from some of you that certain records do not always drop on the "Magic Wand" spindle furnished with the first units we delivered. The difficulty was caused, in the main, by imperfectly centered record labels projecting over the center hole and interfering with the precision action of the "Magic Wand".

This problem has been solved. We have made a slight but significant change in the "Magic Wand" dimensions - yet have maintained the critical tolerances and unique principle which prevents any of your records from developing enlarged or out-of-round center holes. As a matter of fact, you will soon see photographs of records that have been dropped 100,000 and 500,000 times on the MIRACORD XA100 with absolutely no damage to the record.

We want you to benefit from the new "Magic Wand" without delay! If you have a MIRACORD XA100 automatic record changer that does not drop records to your complete satisfaction, we will send you the newly dimensioned "Magic Wand" at no charge whatsoever in exchange for your present spindle.


We are happy to offer you this tangible evidence of our policy of "satisfaction guaranteed". Your enjoyment of the MIRACORD XA100 is truly music to our ears - and we know it is to yours.

Cordially,

A handwritten signature in black ink that reads "Milton D. Thalberg". The signature is written in a cursive, slightly slanted style.

Milton D. Thalberg, President

AUDIOGERSH CORPORATION

EXCLUSIVE DISTRIBUTORS IN THE UNITED STATES FOR  RECORD PLAYERS

# Werbung Elac

ELAC\_WERBUNG (1) ELAC\_WERBUNG (10) ELAC\_WERBUNG (11) ELAC\_WERBUNG (12) ELAC\_WERBUNG (13) ELAC\_WERBUNG (14) ELAC\_WERBUNG (15) ELAC\_WERBUNG (16)

ELAC\_WERBUNG (17) ELAC\_WERBUNG (18) ELAC\_WERBUNG (19) ELAC\_WERBUNG (2) ELAC\_WERBUNG (20) ELAC\_WERBUNG (21) ELAC\_WERBUNG (22) ELAC\_WERBUNG (23)

ELAC\_WERBUNG (24) ELAC\_WERBUNG (25) ELAC\_WERBUNG (26) ELAC\_WERBUNG (27) ELAC\_WERBUNG (28) ELAC\_WERBUNG (29) ELAC\_WERBUNG (3) ELAC\_WERBUNG (30)

ELAC\_WERBUNG (31) ELAC\_WERBUNG (32) ELAC\_WERBUNG (33) ELAC\_WERBUNG (34) ELAC\_WERBUNG (35) ELAC\_WERBUNG (36) ELAC\_WERBUNG (37) ELAC\_WERBUNG (38)

ELAC\_WERBUNG (39) ELAC\_WERBUNG (4) ELAC\_WERBUNG (40) ELAC\_WERBUNG (41) ELAC\_WERBUNG (42) ELAC\_WERBUNG (43) ELAC\_WERBUNG (44) ELAC\_WERBUNG (45)

ELAC\_WERBUNG (46) ELAC\_WERBUNG (47) ELAC\_WERBUNG (48) ELAC\_WERBUNG (49) ELAC\_WERBUNG (5) ELAC\_WERBUNG (50) ELAC\_WERBUNG (51) ELAC\_WERBUNG (52)

ELAC\_WERBUNG (53) ELAC\_WERBUNG (54) ELAC\_WERBUNG (55) ELAC\_WERBUNG (56) ELAC\_WERBUNG (6) ELAC\_WERBUNG (7) ELAC\_WERBUNG (8) ELAC\_WERBUNG (9)

ELAC\_WERBUNG elac-1962 elac1-1964 elac2-1964 elac63a elac63b elac63c elac63d

[zurück](#)