

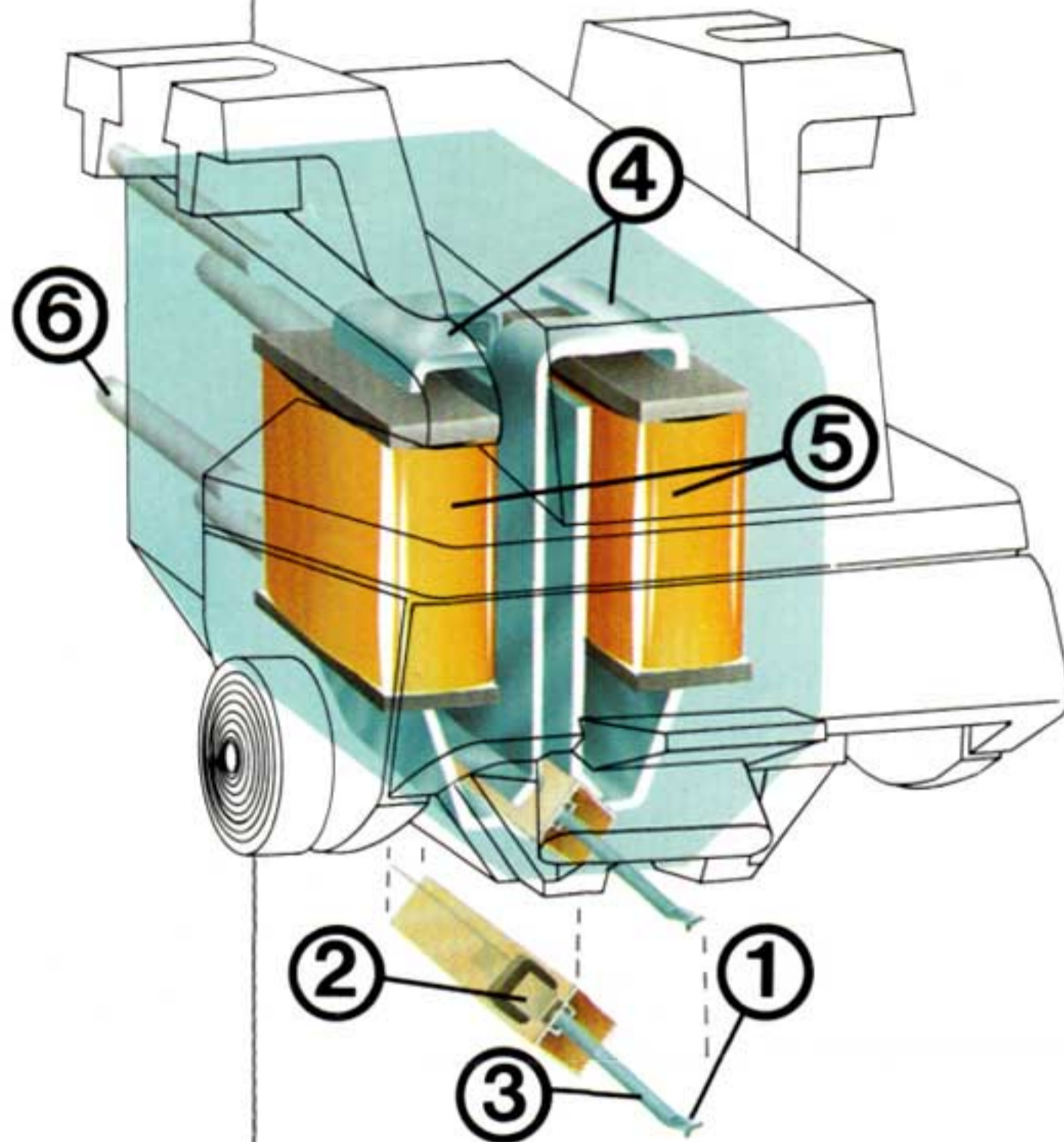


SHURE[®]



Do you know how important a cartridge is?

True high fidelity sound reproduction begins with the phono cartridge. It is the only point at which the recording is linked to the rest of your stereo system. Your system could have the most sophisticated turntable, receiver and speakers but reproduce poor quality sound if the cartridge is not functioning correctly and accurately. While a cartridge may be the smallest component in your system, in terms of sound it's the biggest contributor.



What goes on inside a cartridge.

The diagram on the left illustrates the basic structure of a Shure moving magnet cartridge. (1) Sound actually starts when the diamond stylus tip (needle) rides in the record groove, tracing the tiny waves of the groove wall. The motion of this tip moves a (2) magnet. The magnet and tip are connected by the (3) stylus shank. Proper design of the stylus shank is critical for high fidelity performance. Inside the cartridge body, (4) pole pieces surround the magnet. (5) A coil of pure copper wire wraps around one leg of each pole piece. As the magnet moves, it distributes the magnetic field among the pole pieces. Magnetic energy flows into the pole pieces and through the center of the copper coil producing an electrical signal in the coil. This signal corresponds to the motion of the magnet and tip. Finally, this electrical signal is transmitted to the other components of your stereo system by terminal pins (6) bonded to the ends of the coils.

Any error produced or transmitted by your cartridge is not correctable in your stereo system. That's why it's critical to choose the right cartridge. One that's capable of picking up all the sound engineered into today's records and can compensate for common playback problems like record warp. If your stylus tip loses contact with the record groove for even a fraction of a second, the signal will be distorted. This loss of contact may also result in groove wall damage that can permanently harm your records.

A Shure cartridge is the biggest improvement you can make in your stereo system.

A new Shure phono cartridge is the most significant improvement you can make to enhance the sound reproduction from your stereo system. Because dollar for dollar your Shure cartridge will deliver more sound quality than any other component.

Listen to your system. Are you disappointed with what you hear? Your turntable, receiver, even your speakers can't compensate for an inferior cartridge. Your cartridge is the only point at which the record is linked to the balance of your system.

For over 30 years Shure has been the uncontested leader in cartridge design and development. That expertise has resulted in an unmatched line of cartridges, ideal for today's recordings, including state-of-the-art digital, halfspeed mastered and direct-to-disc. Each cartridge faithfully reproduces even the most difficult passages, getting every bit of sound out of them.

Shure's unique design has resulted in legendary trackability: the ability of the stylus tip to stay in constant contact with the record groove walls. This has been brought to near perfection by Shure for the sole purpose of enhancing your listening enjoyment.

Why a Shure cartridge?

No other manufacturer in the world knows more about phono cartridge design than Shure. When you purchase a Shure cartridge you're assured of unmatched quality.

Literally thousands of hours go into the creation of a Shure cartridge. Preproduction testing involves round-the-clock procedures with state-of-the-art precision equipment. Ingenious design refinements and unique new features are evaluated by advanced computer technology and real world in-use situations. All cartridges are regularly subjected to a battery of rigorous environmental, physical, electrical and extended life tests.

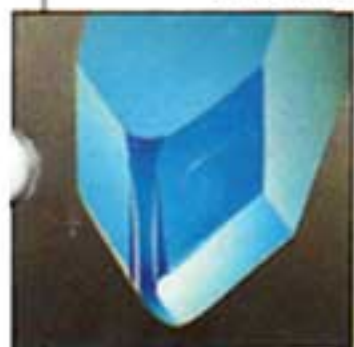
Such attention to detail is rare. However, at Shure this is standard practice because it's the only way of assuring you the quality and reliability of a product you can depend on for years to come.

Whether your turntable has a tone arm with a standard 1/2" mount head shell or a tone arm with the new P-mount direct plug-in connector, Shure has the right cartridge in a compatible form.

The point where music becomes reality.

Shure engineers have led the industry in pioneering the use of new materials and highly specialized production techniques—resulting in many new cartridge features exclusive to Shure. All help overcome record playback problems including “hot” signals, record warp, static electricity, distortion and record wear.

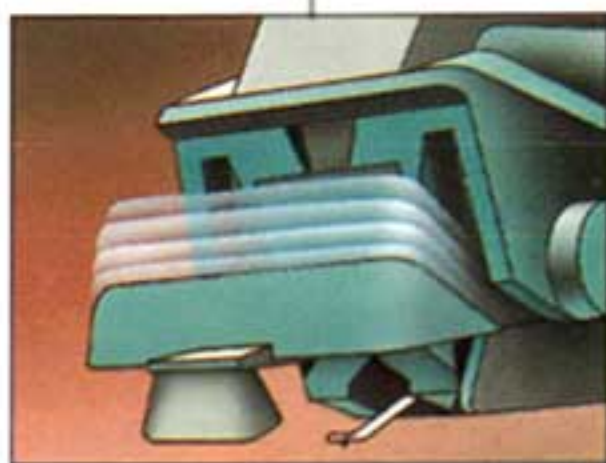
Shure’s Hyperelliptical Diamond Stylus Tip represents a significant advancement in tip design and dramatically reduces both harmonic and intermodulation distortion. But we did not stop there—at what many considered state-of-the-art. In our search for even lower distortion we introduced the extraordinary Micro-Ridge Tip.



Micro-Ridge Tip

The Micro-Ridge Tip in the V15 Type V-MR represents the ultimate in low-distortion sound reproduction due to its flawless tracing ability. The smaller contact radius dimension of the Micro-Ridge Tip reduces distortion to an absolute minimum without increasing groove wall wear. It traces the sharpest, deepest valleys in today’s highly modulated records. And the tip is MASAR™-polished, an exclusive Shure process, which makes it even smoother, to further reduce record wall friction, prevent groove wall damage and extend the life of your records.

The Dynamic Stabilizer is another patented Shure exclusive. This feature functions like a miniature shock absorber to compensate for record warps which might result in groove skipping, cartridge bottoming and signal wow. The stabilizer’s conductive



Dynamic Stabilizer

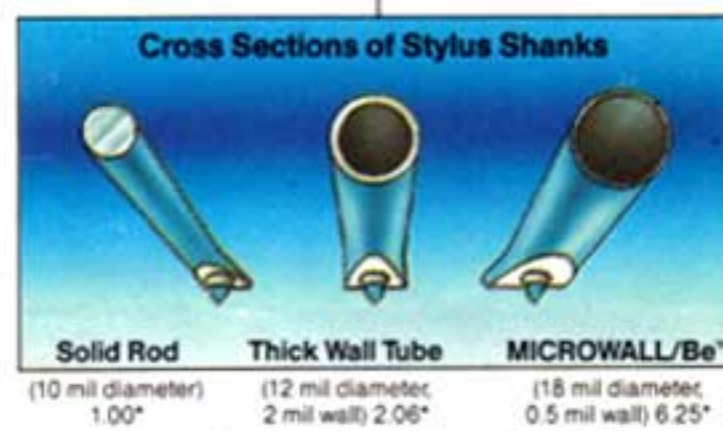
fibers also simultaneously discharge static electricity from the record surface and sweep microscopic dust out of the record groove.

The Beryllium MICROWALL/Be™ Stylus Shank delivers incredibly accurate, high-frequency trackability with the lowest effective stylus mass of any stylus shank yet measured. This reduction of mass results in truer, more refined sound with significantly less record and stylus wear. You’ll hear highs that are crisper and bass that is more forceful than you’ve ever experienced. For possibly the first time, you’ll enjoy the rich audio depth engineered on today’s superdisc recordings.

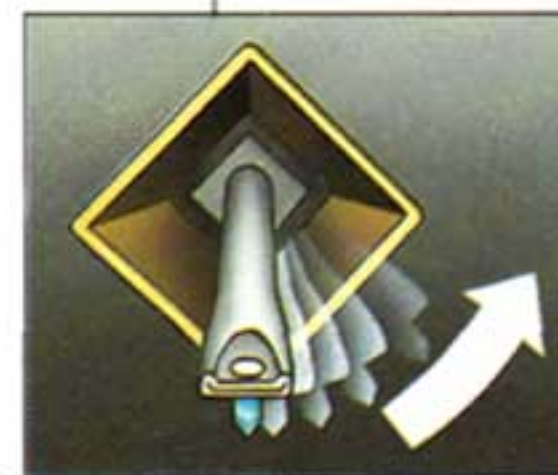
The unique design and construction of the MICROWALL/Be™ Stylus Shank assures flat frequency response as well as greater and more uniform channel separation. The Vertical Tracking Angle has been accurately matched to today’s recordings for even lower distortion than ever.

Shure’s patented Side-Guard Stylus Protection System protects your stylus from damage by guiding it into a protected area in the stylus grip when it is accidentally bumped against a record or the edge of the turntable platter.

When it comes to hearing all the music cut into your records—clear highs, explosive bass—unprecedented tracking of the most acrobatic grooves—the V15 Type V Series and the ML140HE Cartridges are the very point where your music becomes reality.



*Shank performance ratio stiffness/effective mass, relative to a 10 mil solid rod.



Side Guard

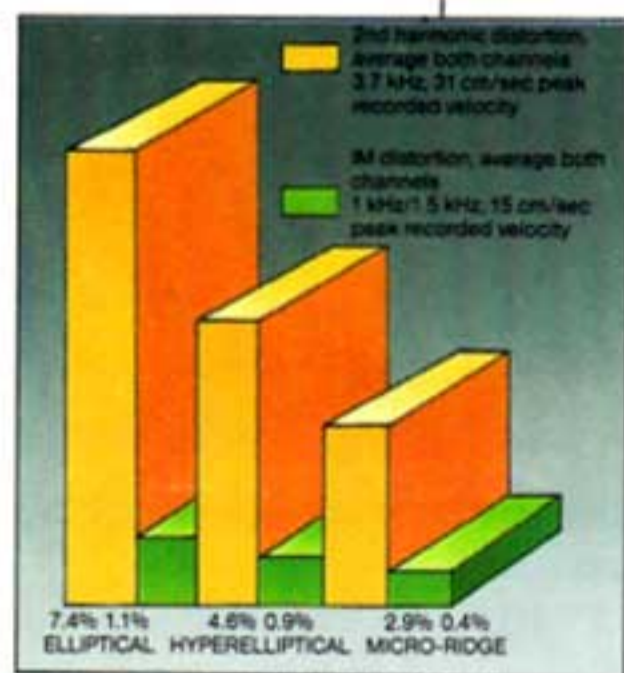
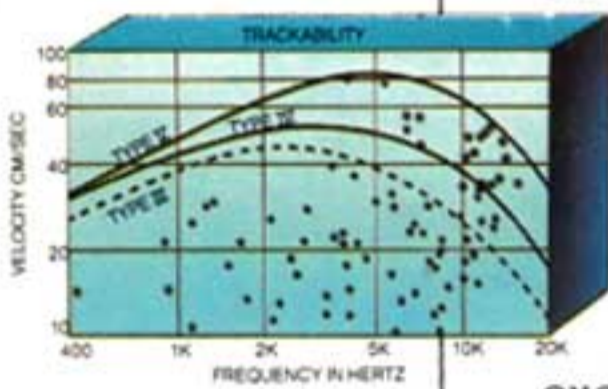


The finest achievement in sound reproduction. The V15 Type V-MR.

The V15 Type V is already acknowledged to be the finest cartridge available today. The new V15 Type V-MR is even more remarkable.

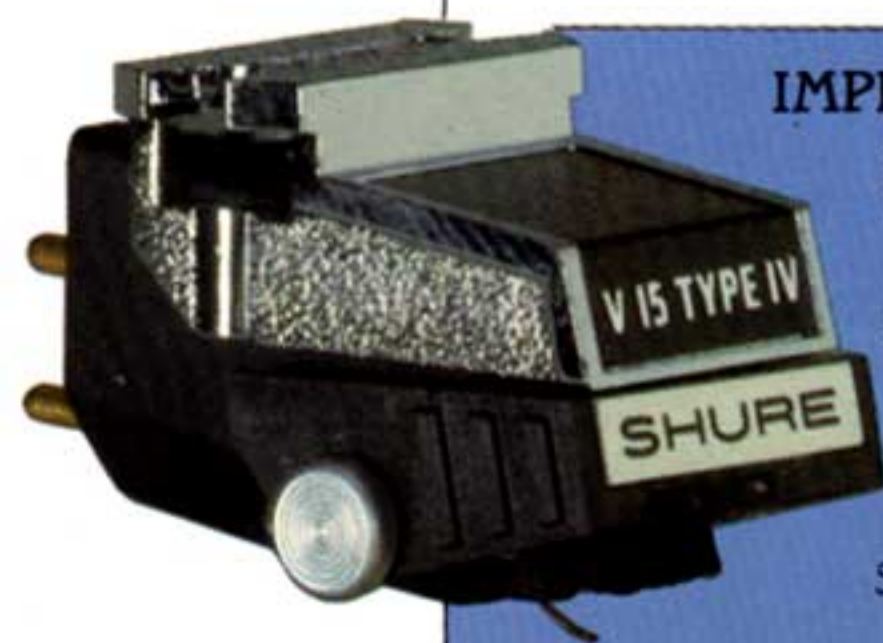
The technological breakthrough of the Micro-Ridge Tip offers the ultimate in low distortion sound reproduction through its highly accurate tracing ability. Coupled with the incredible trackability of the revolutionary new high stiffness, low mass Beryllium MICROWALL/Be™ Stylus Shank, it produces the pinnacle of state-of-the-art cartridge technology.

The V15 Type V-MR also features Shure's exclusive Dynamic Stabilizer and the unique Side-Guard Stylus Protection System. Standard 1/2" mounting centers. The V15 Type V-MR brings together important new construction features, performance capabilities, and high technology instrumentation. Includes Duo-Point Alignment Gauge, leveling alignment stylus, data booklet, and individual computer which shows exact tested response of your unit. A stylus cleaning brush, screwdriver and mounting hardware are included. Also, Shure will send you a free copy of their \$15 TTR117 Trackability Test Record.



V15 Type V-P

Specifically designed for ultimate performance in P-mount tone arms. Not equipped with Dynamic Stabilizer.



IMPROVED! V15 Type IV-MR

Second only to the V15 Type V-MR in every performance characteristic. Tracks 37cm/sec at 10,000 Hz. 47 cm/sec at 5,000 Hz. Dynamic Stabilizer operates exactly like Type V. Same tracking force as Type V. An outstanding value.

UPGRADE YOUR PRESENT TYPE IV.

Simply add a VN45MR Micro-Ridge stylus for state-of-the-art tracing.

SPECIFICATIONS

Tracking Force:

Force At The Stylus Tip	Total Tone Arm Setting With Dynamic Stabilizer Operating
Optimum: 10 mN (1.0 gram)	15 mN (1.5 grams)
Maximum: 12.5 mN (1.25 grams)	17.5 mN (1.75 grams)

Force Exerted by Dynamic Stabilizer: 5 mN (0.5 grams)

Tip Geometry (Typical): Micro-Ridge 3.8μ x 75μ (0.15 mil x 3.0 mil) long contact

Trackability at 10 mN (1 gram) Tracking Force (Typical in cm/sec peak velocity):

400 Hz: 30 cm/sec	5 kHz: 80 cm/sec
1 kHz: 46 cm/sec	10 kHz: 60 cm/sec

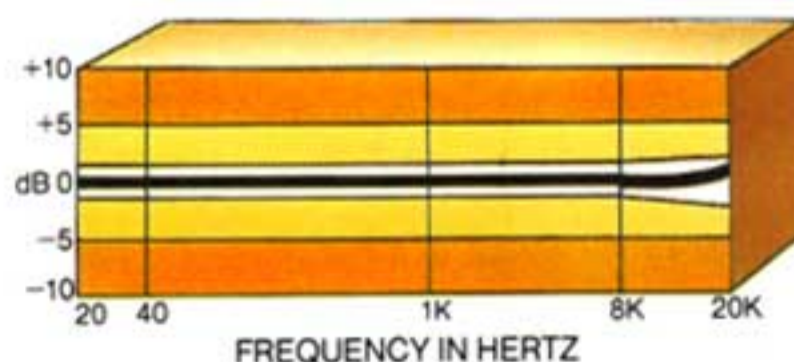
Vertical Tone Arm Resonance: Less than 6 dB rise at 14 Hz in SME Series III Tone Arm (without SME damper)

Channel Balance: Within 1.5 dB

Channel Separation: 1 kHz: 25 dB or greater, 10 kHz: 18 dB or greater

Output Voltage (Typical): 3.2 mV RMS at 1 kHz at 5 cm/sec peak velocity

Frequency Response Limits:



Recommended Load: 47 kΩ in parallel with 250 pF (includes tone arm wiring, connecting cables, and preamplifier input). Capacitance loading from 100 pF to 400 pF will cause negligible change from the recommended 250 pF loading.

Resistance (Typical): 815 ohms, dc

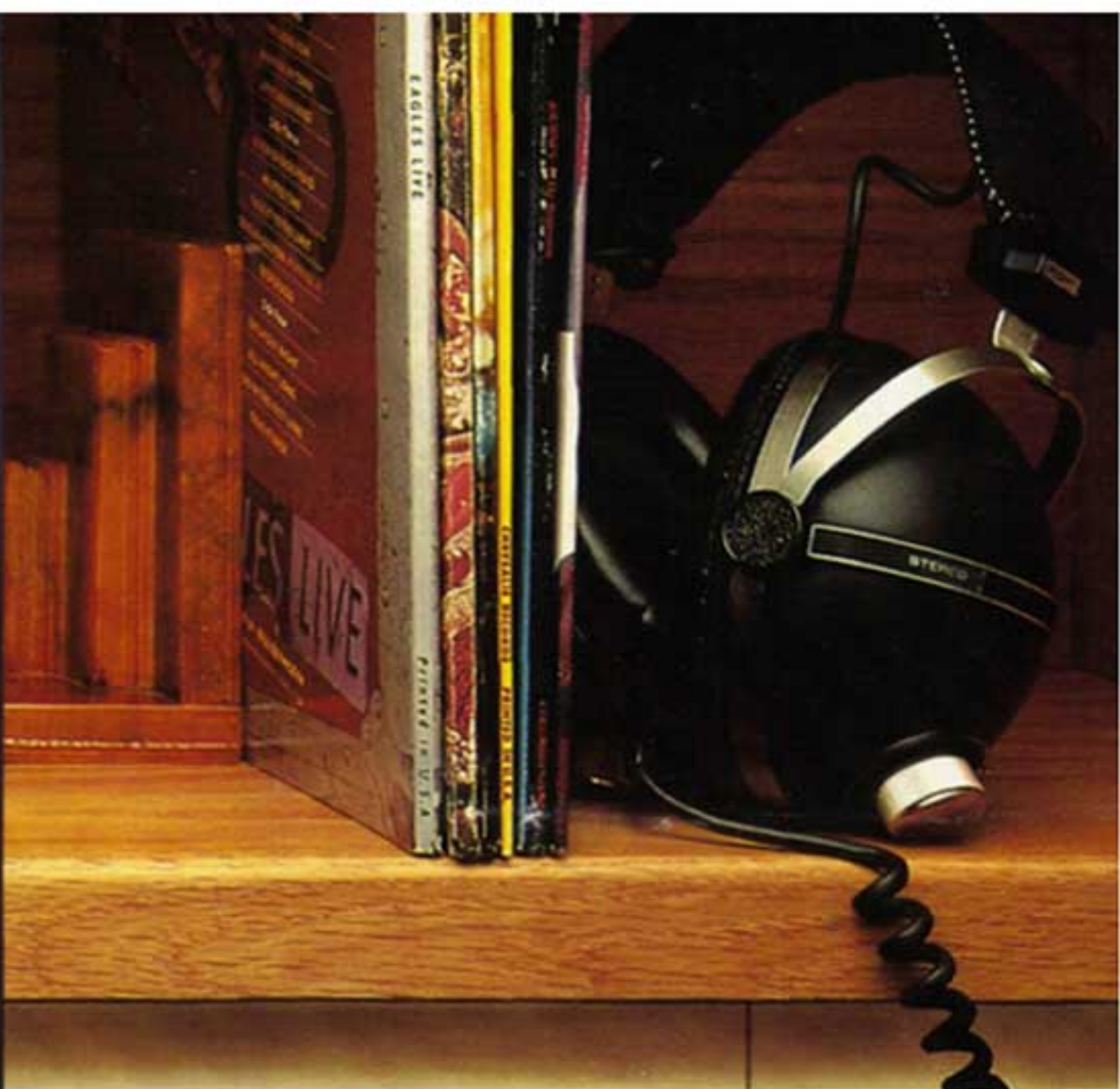
Inductance (Typical): 330 mH at 1 kHz

Cartridge Weight: V15 Type V-MR: 6.6 grams
V15 Type V-B: 6.6 grams
V15 Type V-P: 5.9 grams

Stylus Replacement: VN5MR, VN5HE, VN5P, VN578E

UPGRADE YOUR V15 Type III

Enhance the performance of your V15 Type III simply and instantly by installing the new VN35MR Micro-Ridge upgrade replacement stylus.



For the sophisticated listener with a sophisticated system. The ML140HE.

SPECIFICATIONS

Tracking Force:

Force At The Stylus Tip	Total Tone Arm Setting With Dynamic Stabilizer Operating
Optimum: 10 mN (1.0 gram)	15 mN (1.5 grams)
Maximum: 12.5 mN (1.25 grams)	17.5 mN (1.75 grams)

Force Exerted by Dynamic Stabilizer: 5 mN (0.5 grams)

Tip Geometry (Typical): Hyperelliptical $5\mu \times 38\mu$
(0.2 mil x 1.5 mil) long contact

Trackability at 10 mN (1 gram) Tracking Force (Typical in cm/sec peak velocity):

400 Hz: 29 cm/sec	5 kHz: 60 cm/sec
1 kHz: 42 cm/sec	10 kHz: 50 cm/sec

Vertical Tone Arm Resonance: Less than 6 dB rise at 14 Hz in SME Series III Tone Arm (without SME damper)

Channel Balance: Within 2.0 dB

Channel Separation:

1 kHz: 25 dB typical
10 kHz: 15 dB typical

Output Voltage (Typical): 4.0 mV RMS at 1 kHz at 5 cm/sec peak velocity

Frequency Response: Essentially flat 20—22,000 Hz

Recommended Load: 47 k Ω in parallel with 250 pF (includes tone arm wiring, connecting cables, and preamplifier input). Capacitance loading from 100 pF to 400 pF will cause negligible change from the recommended 250 pF loading.

Resistance (Typical): 1000 ohms, dc

Inductance (Typical): 360 mH at 1 kHz

Cartridge Weight: 4.5 grams

Stylus Replacement: N140HE

Shure's new slim-line high efficiency cartridge body provides an extremely flat frequency response, which preserves the recorded tonal balance, giving you sound reproduction exactly as it was recorded. This is because the cartridge body more efficiently converts the magnetic flux generated by the stylus shank magnet into an electrical signal. Its exclusive Hyperelliptical Tip and Beryllium MICROWALL/Be™ Stylus Shank provide for outstanding tracing ability.

The ML140HE also features the exclusive Dynamic Stabilizer, Side-Guard Stylus Protection System and MĀSAR™-polished stylus tip. Accessories include a stylus cleaning brush, overhang card gauge, leveling-alignment stylus, data booklet plus a screwdriver and mounting hardware. Fits standard 1/2" mount tone arm. The outstanding sound reproduction of the ML140HE brings superb sound home to you.



The superior cartridge for the better stereo system. The ML120HE.

The sleek, slim contemporary design of this cartridge is functional as well as stylish. It reproduces music just the way it was recorded for outstanding listening enjoyment.

Its carefully contoured diamond tip (Hyperelliptical) follows the dynamics of the record groove for accurate tracing ability. The Dynamic Stabilizer compensates for record warps to prevent the tip from losing contact with the record groove. It also sweeps microscopic dust out of the record groove and removes static electricity from the record surface. The built-in Side-Guard Stylus Protection System prevents accidental stylus damage.

Accessories include a stylus cleaning brush, overhang alignment card, leveling-alignment stylus, data booklet, screwdriver and mounting hardware. Designed for the standard $\frac{1}{2}$ " mount tone arm.

Enjoy music the way it was meant to be—with the ML120HE.

SPECIFICATIONS

Tracking Force at the Stylus Tip:

Optimum: 10 mN (1.0 gram)
Maximum: 12.5 mN (1.25 grams)

Force Exerted by Dynamic Stabilizer: 5 mN (0.5 grams)

**Trackability at 10 mN (1 gram) Tracking Force
(Typical in cm/sec peak velocity):**

400 Hz: 24 cm/sec 5 kHz: 33 cm/sec
1 kHz: 35 cm/sec 10 kHz: 25 cm/sec

Frequency Response: Essentially flat 20—20,000 Hz

Channel Balance: Within 2.0 dB

Channel Separation: 1 kHz: 25 dB typical
10 kHz: 15 dB typical

Output Voltage (Typical): 3.5 mV RMS at 1 kHz at 5 cm/sec
peak velocity

Net Weight: 4.5 grams

Stylus Replacement: N120HE



Outstanding cartridges for the basic system. The M111HE and M110HE.

SPECIFICATIONS

Tracking Force at the Stylus Tip:

Optimum: 12.5 mN (1.25 grams)
Maximum: 15.0 mN (1.5 grams)

Force Exerted by Dynamic Stabilizer (M111HE):

5 mN (0.5 grams)

Trackability at 12.5 mN (1.25 grams) Tracking Force (Typical in cm/sec peak velocity):

400 Hz: 30 cm/sec
1 kHz: 44 cm/sec 10 kHz: 31 cm/sec

Frequency Response: Essentially flat 20—20,000 Hz

Channel Balance: Within 2.0 dB

Channel Separation: 1 kHz: 25 dB typical

Output Voltage (Typical): 4.0 mV RMS at 1 kHz at 5 cm/sec peak velocity

Net Weight (with mounting adapter, screw and nut):

M111HE: 8.3 grams: also P-mount compatible
M110HE: 7.3 grams: also P-mount compatible

Stylus Replacement: N111HE, N110HE

Relax and enjoy your favorite music at its best. The M111HE and M110HE offer you brilliant clarity in sound for outstanding listening enjoyment. They include design technology and performance that are superior to comparably priced cartridges from other manufacturers.

These cartridges accurately reproduce even the most difficult music passages. Their critically accurate tracking is the result of Shure's uniquely constructed heat-treated telescoped stylus shank and exclusive precision-crafted Hyperelliptical Diamond Tip.

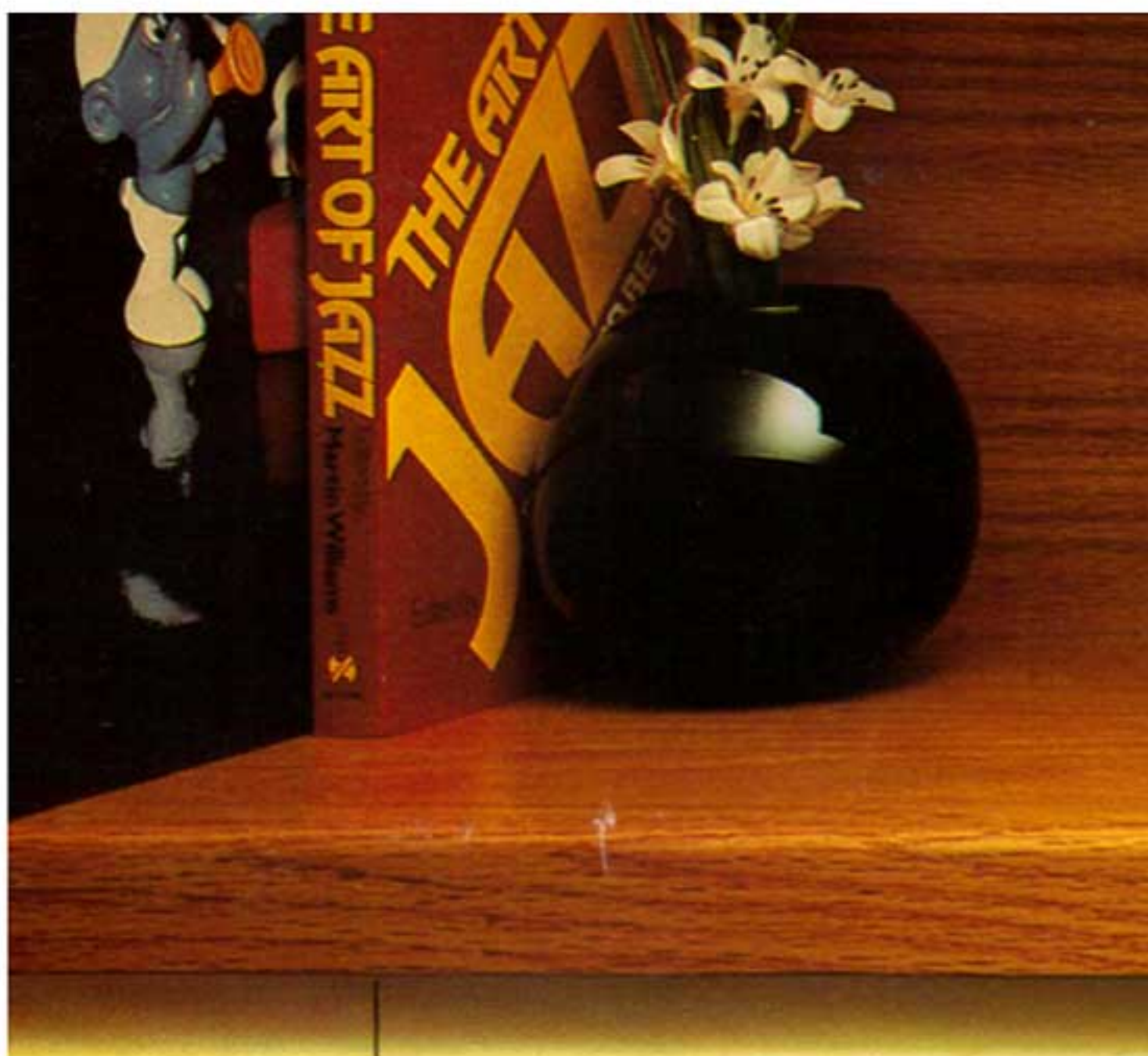
The M111HE also has Shure's exclusive Dynamic Stabilizer shock absorber. Both models contain a built-in Side-Guard Stylus Protection System to protect your stylus from accidental damage. The M110HE also features a slide-on stylus guard.

These cartridges can be used with the standard ½" mount tone arm or most P-mount tone arm systems.

Accessories include a stylus cleaning brush plus a screwdriver and mounting hardware.

Whether you choose the M111HE or M110HE you'll find either is a modest price to pay for big sound.

*Note: The M111HE is not recommended for use in non-adjustable P-mount tonearms. For these tonearms we recommend the M110HE.



A lot of sound for not a lot of money. The M105E and M104E.

The M105E and M104E are ideally suited for the person who needs outstanding sound performance and wants to upgrade their system on a limited budget.

These cartridges capture and recreate sound with an elliptical shaped diamond stylus tip and an aluminum alloy shank to faithfully reproduce your favorite music.

The M105E features a Destaticizer Brush to clean dust from record grooves and remove static electricity from the record surface. And the built-in Side-Guard Stylus Protection System helps prevent accidental stylus damage. The M104E features a slide-on stylus guard.

Either cartridge is compatible with ½" mount tone arms or most P-mount tone arm systems. Both include mounting hardware and the M105E also includes a stylus cleaning brush.

You'll find no other cartridges offer so much for so little as the M105E and M104E.

SPECIFICATIONS

Tracking Force at the Stylus Tip:

Optimum: 12.5 mN (1.25 grams)
Maximum: 15.0 mN (1.5 grams)

Force Exerted by Destaticizer (M105E):

5 mN (0.5 grams)

Trackability at 12.5 mN (1.25 grams) Tracking Force (Typical in cm/sec peak velocity):

M105E: 400 Hz: 25 cm/sec
1 kHz: 35 cm/sec 10 kHz: 23cm/sec
M104E: 400 Hz: 24 cm/sec

Frequency Response: Essentially flat 20—20,000 Hz

Channel Balance: Within 2.0 dB

Channel Separation: 1 kHz: 25 dB typical

Output Voltage (Typical):

M105E: 4.7 mV RMS at 1 kHz at 5 cm/sec peak velocity
M104E: 5.0 mV RMS at 1 kHz at 5 cm/sec peak velocity

Net Weight (with mounting adapter, screw and nut):

M105E: 7.8 grams; also P-mount compatible
M104E: 7.3 grams; also P-mount compatible

Stylus Replacement: N105E, N104E



Economy cartridges for the economy system. The M99E and M92E.

The M99E and M92E offer excellent sound performance within their price range. Why gamble on other budget priced cartridges when Shure quality is still within your grasp?

The elliptical shaped stylus tip teamed with an aluminum alloy stylus shank traces the groove of your records for a difference you can hear.

Both cartridges feature a slide-on stylus guard and fit on P-mount tone arm systems or on 1/2" mount tone arms when you use the adapter provided.

Accessories include all the necessary mounting hardware.

SPECIFICATIONS

Tracking Force at the Stylus Tip:

Optimum: 12.5 mN (1.25 grams)
Maximum: 15.0 mN (1.5 grams)

Trackability at 12.5 mN (1.25 grams) Tracking Force (Typical in cm/sec peak velocity):

400 Hz: 24 cm/sec

Frequency Response: M99E: 20—20,000 Hz
M92E: 20—18,000 Hz

Channel Balance: Within 2.0 dB

Channel Separation: 1 kHz: 20 dB typical

Output Voltage (Typical): 5.0 mV RMS at 1 kHz at 5 cm/sec peak velocity

Net Weight (with mounting adapter, screw and nut):

7.3 grams; also P-mount compatible

Stylus Replacement: N99E, N92E

Shure Accessories.

Stylus Force Gauge. Allows precise setting of optimum stylus force for maximum trackability and sharply reduced wear on records and stylus tip. Model SFG-2.

Trackability Test Records. Developed and produced by Shure to help evaluate cartridge performance. This is done by analyzing the cartridge's most important performance characteristic—trackability. Available are the "TTR103 Trackability Test Record," and the "TTR117 Audio Obstacle Course Test Record."

Stylus Cleaning Kit. Removes built-up dust and dirt from the stylus surface to prolong the life of your cartridge and your favorite records. Includes cleaning fluid, stylus cleaning brush, and a magnifying glass for stylus inspection. Model SK-1.

PATENT NOTICE: Manufactured under one or more of the following U.S. Patents:

3,463,889; 4,194,744; 4,270,758; 4,275,888; D230,741; D230,995; D235,070; D235,351; D235,352; D235,658; D235,661; D245,022; D245,433; D252,628; D254,004; D257,676; D255,898; D258,586; other patents pending.



Hi Fi's greatest values... THE ENCORE LINE

Time Honored Excellence...

At the time of their original introduction, each of the now famous cartridges selected for the Shure Encore Line represented absolutely the highest quality—and performance value—for the money.

Over the years, these models have rated among the top cartridges in the world while their quality standards have never been compromised. Each model in the *ENCORE* Line is equal to, or superior to, original design specifications and performance capabilities. Thus this important factor in determining

their value remains as high today as ever.

Due to new manufacturing technologies resulting in cost-cutting economies, the price of each model—the other determining factor in measuring their value) has been lowered significantly.

The Art of Reducing Costs Without Cutting Corners...

Original manufacturing methods have been updated and replaced by much more cost-efficient procedures. Savings have also been realized through computerization, and in material costs, new



ME97HE ★★★★★

Top performer of the *ENCORE* line. An award-winning cartridge with a host of top-of-the-line Shure features such as a trackability-enhancing dynamic stabilizer that eliminates resonant mistracking, electrostatic neutralizer that discharges static electricity and sweeps away minute dust particles, a low-mass stylus shank for improved trackability, Side-Guard stylus production, and the famed Shure-developed hyperelliptical stylus tip.

Tracking Force (grams)	¼-1½
Tip Dimensions	.2 x 1.5 mil hyperelliptical
Output (1 kHz at 5 cm/sec peak recorded velocity)	4.0 mV
Frequency Response	20-20,000 Hz
Channel Balance	Within 2dB
Channel Separation at 1 kHz	25 dB
Replacement Stylus Model Number	NE97HE (Black Grip)



ME95ED ★★★★★

When introduced, this excellent cartridge ranked second only to the famous Shure V15 Type III. Its high trackability performance and flat frequency response is aided by a low-loss/high output magnetic pole piece and light tracking biradial elliptical stylus. It is a worldwide favorite that is priced significantly lower than its original cost.

Tracking Force (grams)	¼-1½
Tip Dimensions	.2 x .7 mil elliptical
Output (1 kHz at 5 cm/sec peak recorded velocity)	4.7 mV
Frequency Response	20-20,000 Hz
Channel Balance	Within 2 dB
Channel Separation at 1 kHz	25 dB
Replacement Stylus Model Number	NE95 ED (Yellow Grip)



ME75ED ★★★

The ultra-light diamond stylus tip on this cartridge reduces the effective stylus tip mass and heightens its excellent tracking characteristics. It was introduced to provide "high frequency trackability and overall performance previously unavailable on a cartridge at this price level." Today the price is even lower.

Also available with .6 mil conical stylus as model ME75-6.

Tracking Force (grams)	¼-1½
Tip Dimensions	.2 x .7 mil
Output (1 kHz at 5 cm/sec peak recorded velocity)	6.0 mV
Frequency Response	20-20,000 Hz
Channel Balance	Within 2 dB
Channel Separation at 1 kHz	25 dB
Replacement Stylus Model Number	N75ED T2 (Black Grip)



fabrication techniques, and packaging designs, as well as modernization of other production and assembly techniques.

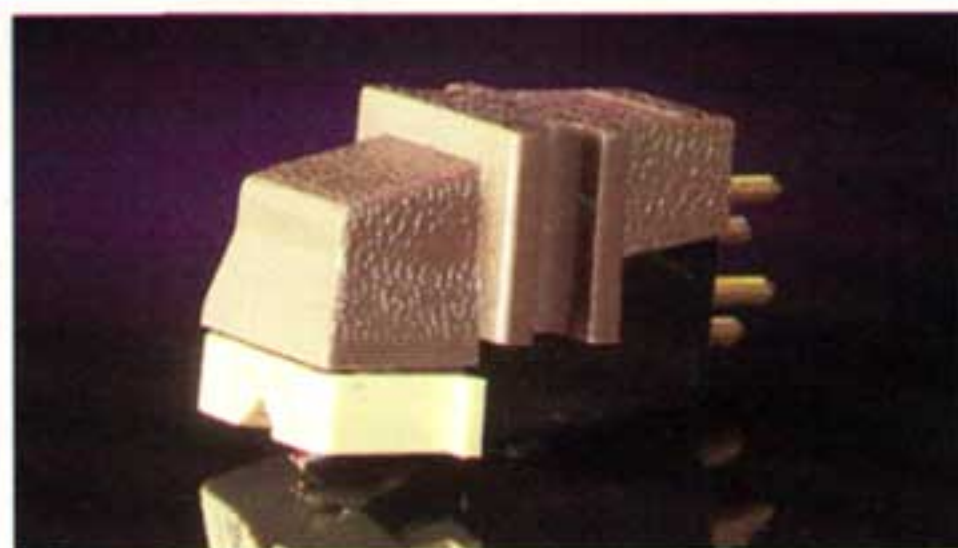
As a result, it is now possible to make these time-honored, ever-popular cartridges available once more...but at *new*, incomparably low prices. Never before has the opportunity to move up to the Shure level of sound quality been available at such affordable prices. Each is designed and built up to a standard, not down to a price.



ME75EJ ★★

One of the first moderately-priced Shure cartridges to feature a built-in, snap-down stylus guard, plus a high trackability biradial elliptical stylus. It ranked as a top choice for moderately-priced systems at its original low price. Now it costs even less than when introduced.

Tracking Force (grams)	1 ½-3
Tip Dimensions	.4 x .7 mil elliptical
Output (1 kHz at 5 cm/sec peak recorded velocity)	6.0 mV
Frequency Response	20-20,000 Hz
Channel Balance	Within 2 dB
Channel Separation at 1 kHz	20 dB
Replacement Stylus Model Number	N75EJ T2 (Lt. Green Grip)



ME70B ★

When introduced, the ME70B cartridge was ...dollar for dollar...the easiest way to upgrade a hi-fi system without straining your budget. Now we've taken its original low price and reduced it even further. In performance, it's comparable to cartridges costing twice as much...by actual test.

Tracking Force (grams)	1 ½-3
Tip Dimensions	.6 mil spherical
Output (1 kHz at 5 cm/sec peak recorded velocity)	6.0 mV
Frequency Response	20-20,000 Hz
Channel Balance	Within 2 dB
Channel Separation at 1 kHz	20 dB
Replacement Stylus Model Number	N70B (Beige Grip)



“P” Mount

ME75P, ME94P, ME96P

These three cartridges are designed for those who want the most out of their P-mount turntable at a modest cost. Instead of ½ inch mounting blocks, they are designed for direct “plug-in” installation to P-mount type tone arms. All have 5.0 mV output, 20-20,000 Hz frequency response, channel balance within 2 dB, and separation of 20 dB at 1 kHz. Trackability at 400 Hz is 24 cm/sec at 1 ¼ grams.

ME96P is equipped with a distortion-reducing .2 x .7 mil elliptical stylus (Yellow grip) that provides excellent trackability (30 cm/sec at 10,000 Hz). Can accept N104E (Yellow grip) upgrade replacement stylus.

ME94P features the ultra-light .2 x .7 mil elliptical stylus (Black grip). Can accept N99E (Blue grip) upgrade replacement stylus.

ME75P has a .4 x .7 mil biradial elliptical stylus (Gray grip). Can accept N92E upgrade replacement stylus. (Red grip.)



Audio Critics Rave About the New Shure V15 Type V-MR...

"...belongs with the most musically rewarding hi-fi devices we've encountered in any category of the game. It's the stuff reference systems are made of. We have not heard a better phono cartridge."

"...Shure's price might be \$100 more and V15 Type V-MR would still be an attractive value for the dauntless audiophile."

Lawrence B. Johnson
Milwaukee Sentinel, USA

"The measured output was virtually a model for ideal RIAA response..."

"With the 'longer' dimension of its new stylus, the Shure V15 Type V-MR Cartridge is able to elicit a relatively fresh sound from older discs."

"...unquestionably among the very finest available today."

Norman Eisenberg
Ovation, USA

"Shure's most recent version of its top model, the V15 Type V-MR...strikes this listener as perhaps the most musical-sounding cartridge ever made."

Hans Fantel
New York Times, USA

"The MR (Micro-Ridge) is a larger improvement over the original V B than the V was over the IV...it captures the music between, around, and above the notes...Run right out and buy an MR replacement stylus and upgrade immediately...I love it!"

Stereophile, USA

"...we find it difficult to avoid superlatives when discussing the MR...our attempts to measure distortion were fruitless...notable lack of coloration and distortion."

Stereo Review, USA

"...results were, to say the least, stunning...unsurpassed clarity and freedom from distortion."

Audio, USA

"The micro-ridge stylus is longer and narrower than Shure's hyperelliptical stylus. Being longer, the MR distributes the tracking force over a wider area, reducing record wear, while being narrower allows it to fit the groove better and trace even the most minute wiggles in the vinyl. Since the MR fits a slightly different section of the groove than other stylus shapes, it plays more virgin vinyl, and many discs sound surprisingly newer. The bottom line, however, is the sound, which is superb."

Rich Warren
Chicago Sun-Times, USA

"...the V-MR will track everything in my collection without any audible tracking distortion. I was amazed that a certain distortion that I have always had in my system that I blamed on tonearm or preamp tubes or amplifier clipping or poorly recorded record was only cartridge mistracking."

George C. McKinnis
Quad Owners Newsletter, USA

"Many different powerful sounds can be reproduced simultaneously, without any influence of one sound on another sound. The result is great intelligibility of very complex musical passages...the absence of distortion is also clearly evident."

"The Shure V15-MR unquestionably deserves the highest praise as regards its characteristic of trackability. In this respect, it is the best cartridge in the world, it is much ahead of all the competitors presently available in the market."

"...we are in the presence of a positive value, with no risk of being deceived as time goes by, with performance maintained from one model to another."

Nouvelle Revue du Son (France)

"This consistently amazing product has further improved in aeration and accuracy in all registers. Wins all the votes and indisputably takes first place."

Son Magazine (France)

"Its sound is bright and soft, natural, and musical. Its dignified response of high and mid is provided with clearness and luxuriance, and reproduced the sound that reminds one of the word 'Tengai'... Japanese word that means elegance and gracefulness."

Masao Niyamoto
Radio Gijutsu (Japan)

"Its tone of high quality is superior to others. (The 'MR' is superior to CD in the spreading of sound. The sound of a violin on CD as a blur; the violin sound with the 'MR' is more tightened. Compared to the CD the 'MR' is really fine grained."

Disc Report (Japan)

"This cartridge is...a technical masterpiece...wait until you hear a soprano voice in full cry above the staff without one smidgeon of mistracking, not one bit of ouch."

G.C.M.
Ovation (U.S.A.)

...and ML140HE

"The proof of a cartridge is in the listening, and in our listening tests the ML140HE did a first-rate job with a variety of records. It was unfailingly smooth and clean sounding, it tracked warped records in a superior fashion when used in a low mass tone arm, and it was almost totally noncritical with respect to its loading by the amplifier and cable capacitance...it is an excellent cartridge in every respect."

Julian D. Hirsch
Stereo Review (U.S.A.)

...and V15 Type IV-MR

"...improved an already exceptional cartridge...clean sharp scope traces to 20 kHz."

Home Entertainment Guide (Canada)

"Trading figures place the Type IV-MR amongst the top four cartridges we've ever tested...it's practically impossible that the Type IV-MR will be confounded by anything currently in your library."

Sound & Vision (Canada)

SHURE®

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