

the best value in hi-fi

Three V15 Type IV Technological Breakthroughs

Dynamic Stabilizer Suspended from two viscous-damped bearings, acts like a shock absorber to maintain constant cartridge-to-record distance and uniform tracking force; eliminates record groove skipping caused by warp; cushions the stylus from accidental damage.

Electrostatic Neutralizer 10,000 conductive graphite fibers discharge static electricity from the record during play. Eliminates attraction of dust and tracking force variations caused by static charges.

Telescoped Shank Greatly improves trackability at the critical middle and high frequencies. Lowest effective mass, with no sacrifice of necessary stiffness or strength.

Plus a Studio Cartridge Innovation

SIDE-GUARD Stylus Deflector

A unique lateral deflection assembly developed by Shure for its professional studio cartridge—prevents the most common cause of stylus damage by withdrawing the *entire* stylus shank and tip safely into the stylus housing before it can be bent by sideways thrusts.

In 6 Models to Match Any Turntable, Any Budget

All these features are incorporated into six moderately-priced cartridges—with tracking forces ranging from $\frac{3}{4}$ to 3 grams, and three different stylus configurations—including the revolutionary distortion-reducing Hyperelliptical stylus. Headlining the M97 Series is the M97HE-AH, featuring a precision aligned cartridge-headshell and adjustable overhang.



THE HEADLINER
Model M97HE-AH
with adjustable integrated headshell

M97 SERIES phono cartridges



GENUINE



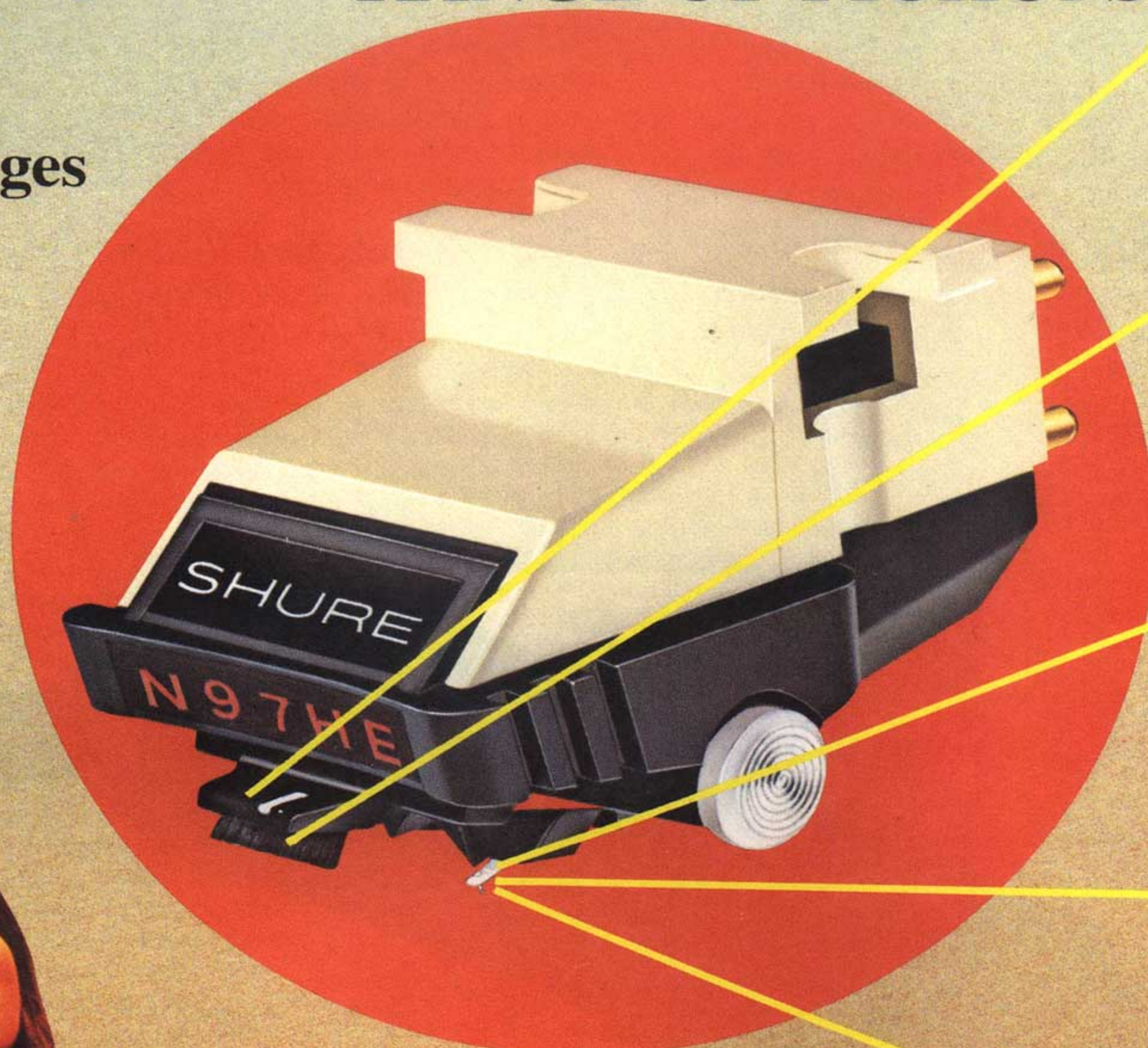
SHURE



**GENUINE
SHURE
M97**

**Series
Phono
Cartridges**

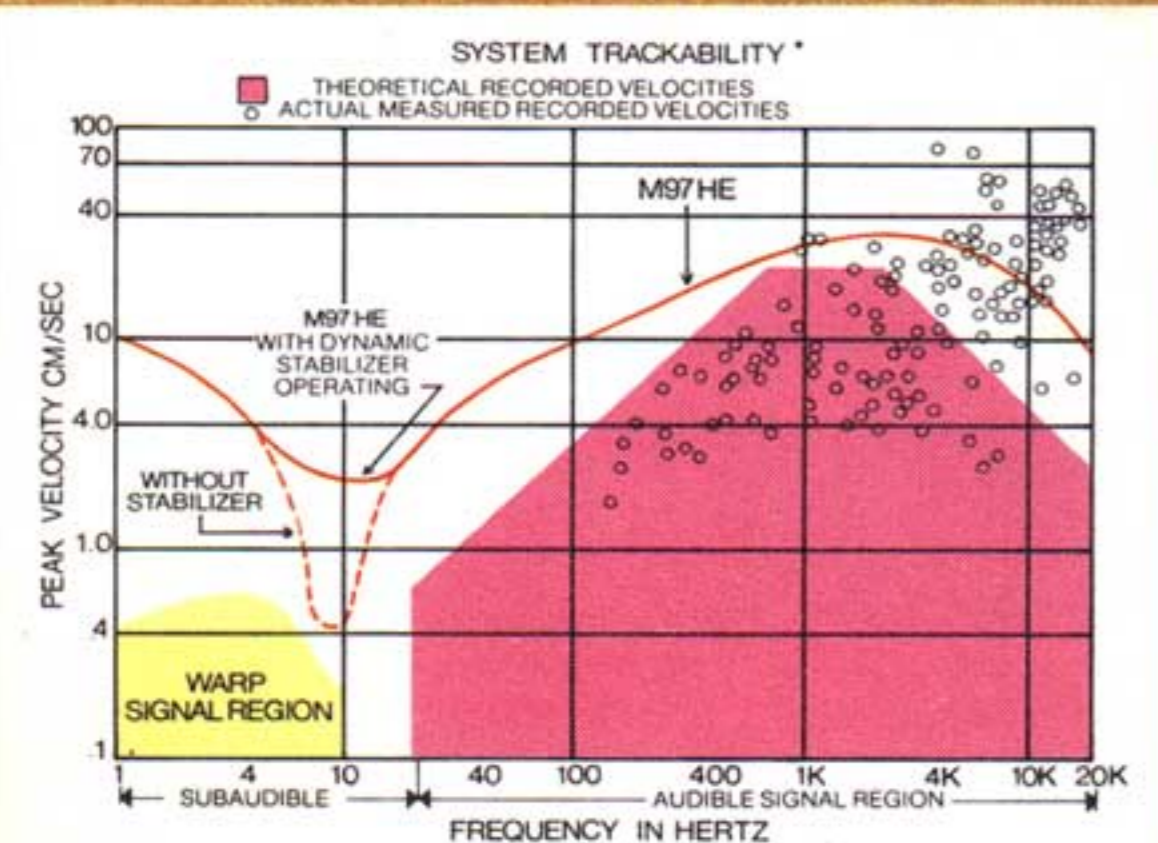
**INNOVATIVE DESIGN
& SUPERIOR SOUND
IN A COMPLETE
RANGE OF PICKUPS**



The Source of Sound

Every component in your system depends on the electrical signal generated by the phono cartridge as it tracks the record groove. No matter how much you spend on a turntable, amplifier, or speakers, your system can't provide true high fidelity sound with an inferior cartridge. What's more, a cartridge that mistracks can ruin your records!

The M97 Cartridge Series was developed by Shure in answer to the need for a broad spectrum of high-trackability cartridges for audiophiles seeking a high-performance cartridge with top-of-the-line features at a moderate price. Whether you are buying your first system or upgrading a current one, and whatever the requirements of your turntable or budget, there's an M97 model that will give you optimum performance for the money.



*Cartridge-tone arm system trackability when mounted in SME3009 tone arm at 1 gram tracking force.

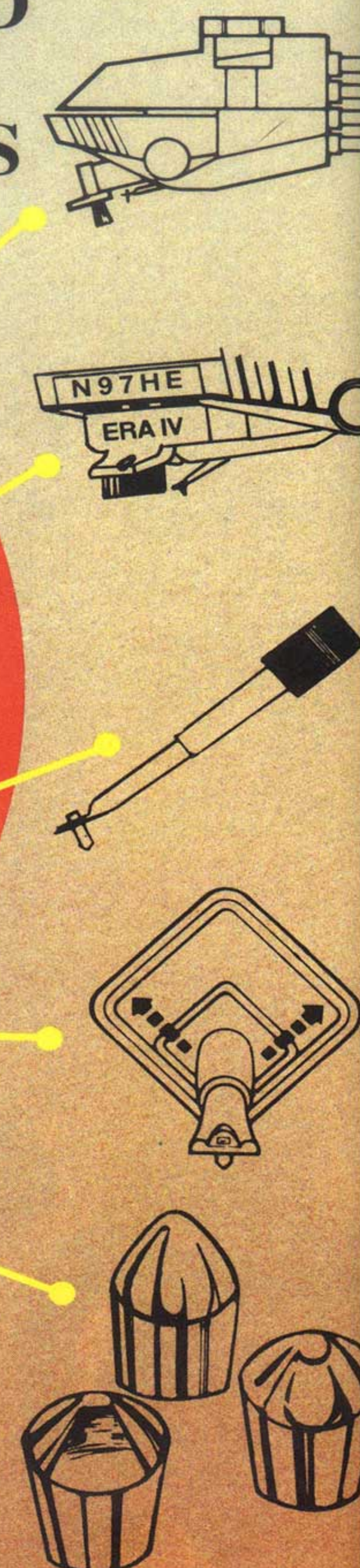
Superb Trackability

Trackability is the most important characteristic of a cartridge. Simply put, trackability is the ability of a cartridge to maintain contact with the record groove at a given tracking force.

In the trackability chart, the shaded area at bottom left represents the actual warp signals found on records; the shaded area at right represents the *theoretical* limits of record cutting velocities; the scattered dots are the "hot-test" recorded velocities *actually measured* on many of today's difficult-to-track records. The solid line shows the trackability of the M97HE at 1 gram.

As you can see, the M97HE has trackability much higher than the theoretical limits, higher even than most of the measured "hot" points at only 1 gram. In addition, the M97HE trackability in the warp signal region is well above the danger area due to the effect of the Dynamic Stabilizer. Thus the cartridge is able to achieve its full potential trackability at *all* frequencies, on *every* record warped or not.

Trackability of the M97HE-AH, M97ED, and M97GD is equal to the M97HE. The M97EJ and M97B achieve this high level of trackability at slightly higher tracking forces.



The Dynamic Stabilizer

The revolutionary Shure-designed and -engineered Dynamic Stabilizer is viscous-damped to resist sudden changes in motion, such as those caused by subaudible warp (between 5 and 15 Hz). This damping ensures that the tone arm will follow the irregularities of the record surface, even at the critical frequency of arm-cartridge resonance. The original cartridge-to-record distance is thus maintained, and vertical tracking angle and stylus tracking force remain constant—even on severely warped records! Stabilizing the distance, angle, and force ensures that the full tracking capability of the cartridge is realized at all times.

Electrostatic Neutralizer

Electrostatic charges on the record are omnipresent and unevenly distributed. As these charges attract the cartridge toward the record, they change the arm-to-record distance, the vertical tracking angle, and the stylus tracking force. The result is undesirable wow and flutter.

During play, 10,000 electrically conductive fibers in the Dynamic Stabilizer continuously sweep *just ahead of the stylus* preparing the groove about to be played. They pick up the static electricity and discharge it to ground, much like a miniature lightning rod. The record surface is electrically neutralized. The static charge is prevented from effecting arm-to-record distance or from altering the vertical tracking angle—and the tracking force is stabilized to minimize wow and flutter.

The Telescoped Stylus Shank

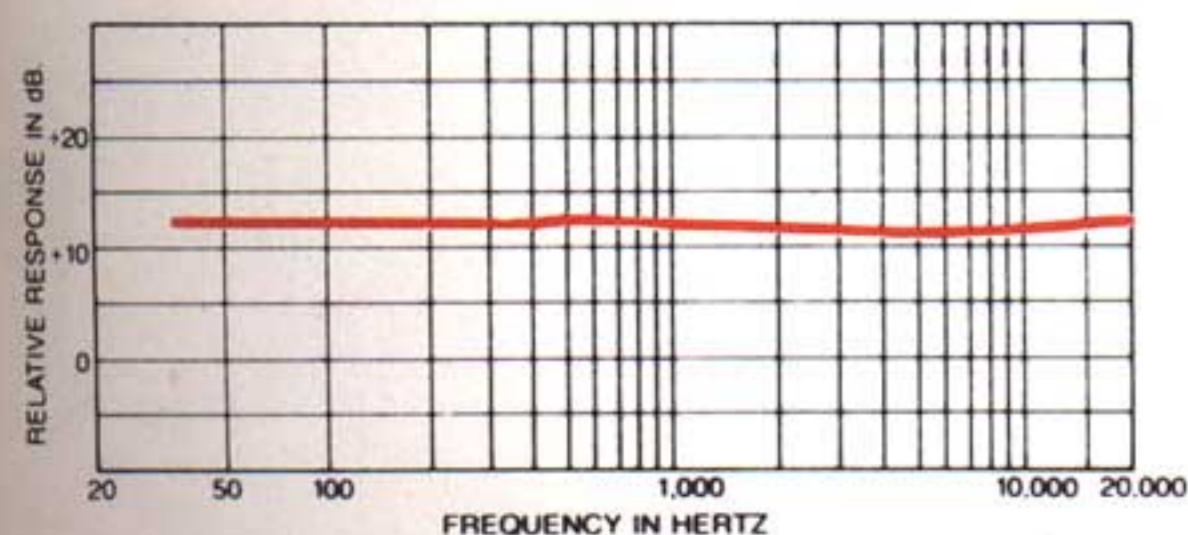
Shure's unique telescoped stylus shank, originally designed for the V15 Type IV, is standard on every M97 Cartridge. This design was made possible by the most advanced computer simulation techniques—which have been widely acclaimed by technical audio critics. The telescoped stylus shank greatly improves trackability at the critical middle and high frequencies by combining significantly lower effective mass with the stiffness necessary for clear, undistorted reproduction.

Unique SIDE-GUARD Stylus Deflector

The most common cause of stylus damage occurs when the stylus is pushed sideways and bent, for example, when the cartridge is accidentally bumped against the edge of a record. To help prevent this, Shure's new M97 Series Cartridges feature a unique lateral deflection assembly, called the SIDE-GUARD, which responds to side thrusts on the stylus by withdrawing the entire stylus shank and tip safely into the stylus housing before it can be bent. The arrows in the illustration at left show the direction the stylus takes when it is subjected to lateral movement.

Choice of Stylus Configurations

The M97 Series of cartridges are available with a choice of Hyperelliptical, Biradial (Elliptical), or Spherical stylus tips: There are two tracking force ranges: $\frac{3}{4}$ to $1\frac{1}{2}$ grams, and $1\frac{1}{2}$ to 3 grams. Plus the Headliner, Model M97HE-AH, which offers the simplicity of plug-in connection. All styli are interchangeable, so as your system grows, you can upgrade performance for the cost of the replacement stylus alone. The selector chart at right will help you choose the model that delivers optimum performance with your turntable and within your budget.



Ultra-Flat Response

The frequency response of the M97 Series is extremely flat throughout the entire audio spectrum. The effect is pure and uncolored re-creation of every instrument, every voice. It is a clear, neutral sound that is a delight to the musical ear. The response curve of the M97HE and M97HE-AH is shown in the chart above.

M97 SERIES CARTRIDGE SELECTOR

the HEADLINER

$\frac{3}{4}$ to $1\frac{1}{2}$ grams with adjustable integrated headshell



Model HE-AH

Combination cartridge-headshell. Hyperelliptical stylus for minimum distortion. Four-pin universal bayonet mount and precision overhang alignment. Instant attachment to the tone arm of most turntables.

STYLUS CONFIGURATIONS



Nude Hyperelliptical

$\frac{3}{4}$ to $1\frac{1}{2}$ grams

Hyperelliptical nude diamond tip configuration is better suited to reproduction of the stereo-cut groove than any other tip configuration. Reduces intermodulation and harmonic distortion by as much as 25% over conventional Elliptical or long contact tips.



Model HE



Nude Hyperelliptical

$\frac{3}{4}$ to $1\frac{1}{2}$ grams

Nude Biradial (Elliptical) tip configuration reduces distortion (when compared to a Spherical stylus). Nude mounting reduces stylus tip mass for high trackability at an ultra-light tracking force.



Model ED



Nude Biradial (Elliptical), .0002 in. x .0007 in.

$\frac{3}{4}$ to $1\frac{1}{2}$ grams

Nude mounted Spherical tip configuration, for the audiophile who requires ultra-light tracking forces at a lower cost.



Model GD



Nude Spherical, .0006 in.

$1\frac{1}{2}$ to 3 grams

A superb cartridge with Biradial (Elliptical) tip, offering high trackability and high fidelity at a slightly heavier tracking force. An excellent choice for an older turntable, or one that requires heavier tracking forces for proper operation.



Model EJ



Biradial (Elliptical), .0004 in. x .0007 in.

$1\frac{1}{2}$ to 3 grams

Spherical tip, an excellent value, offering high trackability at a very affordable price. A good "first" M97 cartridge to buy now and which you can upgrade later.



Model B



Spherical, .0006 in.

78 rpm Stylus also Available

N978E Biradial (Elliptical) Stylus, (.0005 in. x .0025 in.) For playing 78 rpm records at $1\frac{1}{2}$ to 3 grams with any M97 Series Cartridge.



**Shure supplies
a replacement
stylus (needle)
for virtually
every cartridge
we've ever made**

**... a sound
investment
in record care
& listening
pleasure**

No matter which Shure cartridge you own, from today's V15 Type IV all the way back to the M3D, the first true high fidelity stereo cartridge, you can get a Genuine Shure replacement stylus that can bring it right back up to its original performance specifications. Upgrade styli are available to fit some Shure cartridges for performance *beyond* original specifications.

Even as the performance of the rest of your high fidelity system can be no better than the performance of the cartridge, the performance of a fine Shure cartridge can be no better than its

stylus. Cartridges don't wear out—styli do. A worn or damaged stylus can cause irreparable damage to your valuable, possibly irreplaceable record collection. Don't take the chance! Have your stylus professionally inspected *at least* once a year, and replace it if necessary with a Genuine Shure replacement stylus.

Don't be fooled by cheap imitations. Sophisticated equipment designed by Shure assures uniformity and unwavering adherence to specifications. Insist on the name SHURE on the stylus grip.



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Manufacturers of high fidelity components, microphones, sound systems and related circuitry.