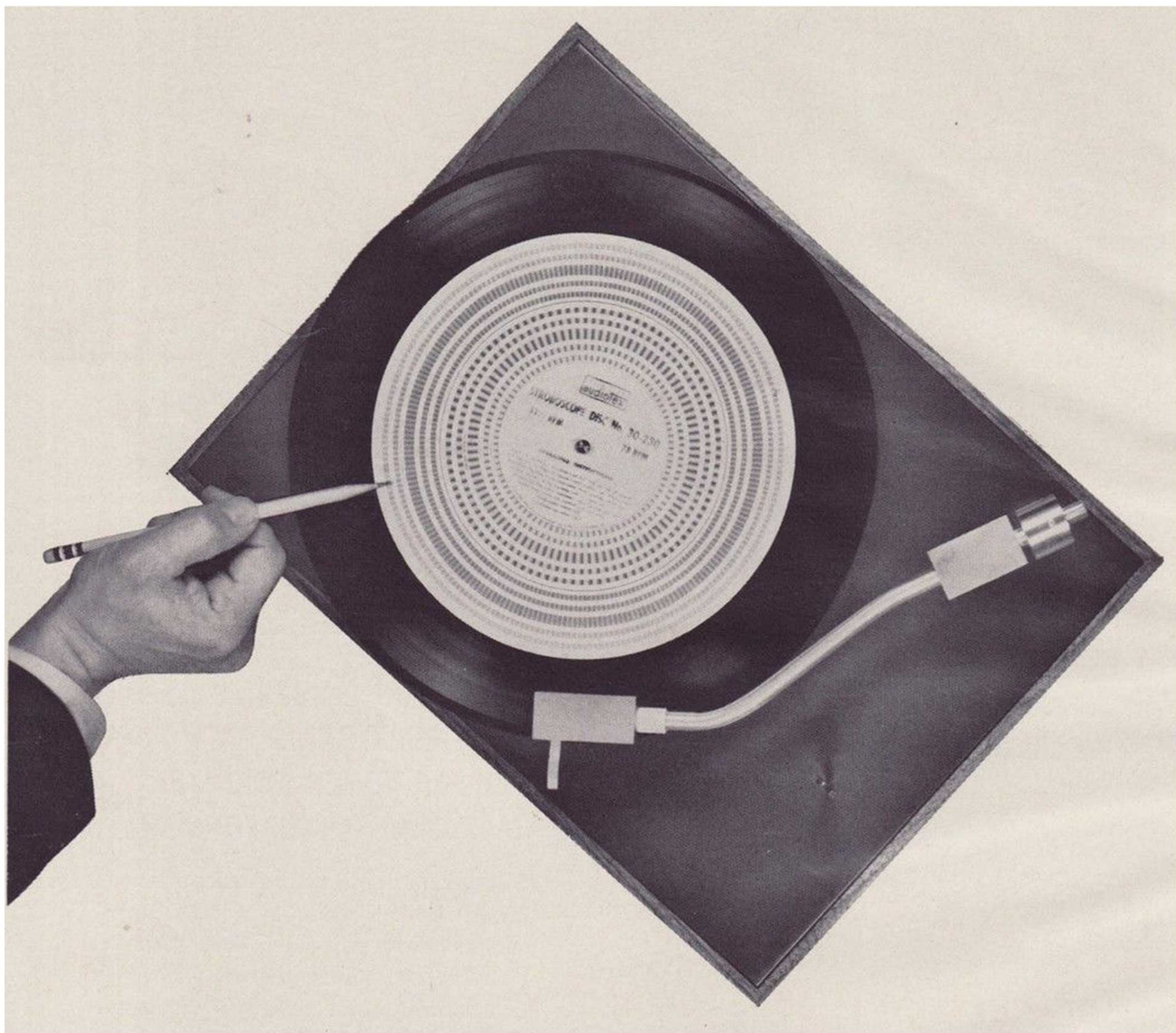


# ***Try this on your record player.***



**I**f your turntable speed is off you won't hear the recorded music at its original musical pitch.

How much is "off"? NAB broadcast equipment Standards, to which all AR turntables must conform to pass factory inspection, allow no more than 0.3% inaccuracy—a maximum drift of one line every three seconds on the strobe card shown above. Pitch is kept accurate to within one-twentieth of a half tone.

Some record players have uncorrectable speed errors as high as 1.5%—strobe card drift of 5 lines every three seconds—creating a pitch error of a quarter of a half tone. It is as though the conductor directed his orchestra to tune its instruments higher or lower.

The 2-speed AR turntable meets NAB broadcast Standards in rumble, flutter, wow, and speed accuracy.\* The price is \$78 including oiled walnut base, transparent dust cover, and center piece for 45-rpm records. In comparing prices be sure to count the cost of these accessories when, as is usually the case, you have to buy them separately.

Literature on AR turntables and speakers will be sent on request.

\*Confirmed by many independent test reports. Four magazines chose the AR turntable for their top stereo systems from a field of competing units costing up to twice as much. We will be glad to send you their lists of selected components; you may also have, on specific request, a reprint of an article on how to check turntable characteristics at home.

ACOUSTIC RESEARCH, INC., 24 THORNDIKE ST., CAMBRIDGE, MASS. 02141

CIRCLE 3 ON READER-SERVICE CARD

HIGH FIDELITY MAGAZINE



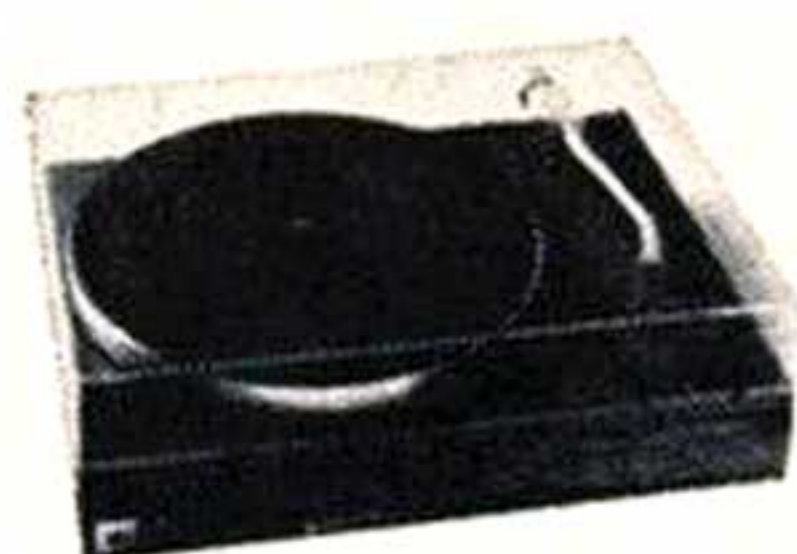
**Try  
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It's not really necessary for a turntable to be impervious to this kind of abuse, as the AR turntable happens to be. A more practical test of stability would be to jump up about a foot and land squarely on the floor, near the record player. An AR turntable will normally play on serenely (the platter and arm will move, but **together**, so that the sound is undisturbed).

**Radio-TV Experimenter** put it this way in their review of the AR turntable:

"How much is a turntable worth which adds no coloration of its own—no wow, no rumble, no hum, no pitch changes. Better yet, what's it worth for a turntable which exceeds the stability of the best broadcast turntables; one that will keep the needle in the groove even when a bunch of teenagers use the music room for a dance hall. Is it worth \$200 or \$300? Maybe it is, but all it will cost



**\$78<sup>00</sup>** complete with arm, oiled walnut base, and dust cover, but less cartridge, 33 $\frac{1}{3}$  and 45 rpm

5% higher in the West and Deep South

ACOUSTIC RESEARCH, INC., 24 Thorndike St., Cambridge, Mass. 02141  
CIRCLE NO. 3 ON READER SERVICE CARD





## WHY PAY \$78 FOR THE AR TURNTABLE WHEN YOU CAN GET A QUALITY AUTOMATIC FOR \$99.50?

**1.** The above price comparison doesn't reflect actual cost. The \$78 price of the AR turntable includes an oiled walnut base, transparent dust cover, and center piece for 45-rpm records. These necessary parts of a record player must be purchased separately for the "\$99.50" automatics, increasing their total cost to at least \$114.75 and as much as \$125.20.

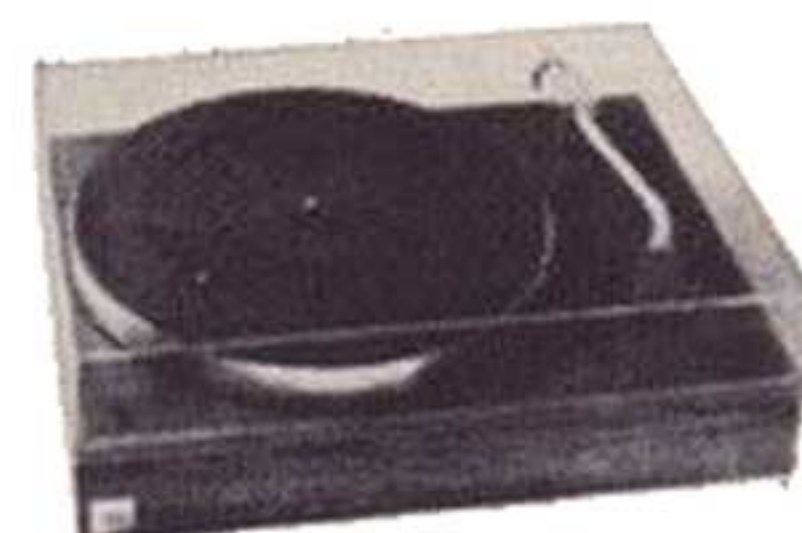
**2.** Assuming that you are prepared to spend from \$36.75 to \$47.20 more for a changer, you should know exactly what you are paying for. **96% of records must be turned over by hand whether you use a changer or a manual turntable** — outside of the old 78's, only 4% of recorded selections take up more than one disc.\*

**3.** The AR turntable is guaranteed, as a condition of sale, to meet NAB broadcast turntable specifications for rumble, wow, flutter, and speed accuracy. There is no possibility of the player slowing down, and the music going slightly flat, as a load of records builds up on the platter. The AR turntable has been selected by professional equipment reviewers\*\* above all other turntables in the field, including those costing twice as much. Selection was on the basis of outstanding performance, including insensitivity to mechanical shock and acoustic feedback.

*\*If you are stacking records for background music, of course, you can load a changer with unrelated singles.*

*\*\*Lists of the top equipment choices of four magazines are available on request. All four chose the AR turntable. (Three of the four, incidentally, chose AR-3 speakers.)*

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CIRCLE 3 ON READER-SERVICE CARD