NOW– THE ADC 10E MK IV

The latest version of the famous ADC 10E is better than ever, for it incorporates many of the refinements found in the acclaimed ADC 25 and 26. It takes full advantage of ADC's unique induced magnet system, where the heavy moving magnet found in most other high fidelity cartridges is replaced by a hollow tube weighing at least 60% less.

This arrangement also allows the generating system to be placed close to the stylus tip, thus virtually eliminating losses and resonances introduced by a long cantilever.

Coupled with the economies inherent in Audio Dynamics' latest manufacturing techniques, these features make the new 10E MK IV probably the finest value in high performance cartridges available today.

10E MK IV SPECIFICATIONS

Type . . . Induced Magnet
Sensitivity . . . 4 mv at 5.5 cms/sec. recorded velocity
Tracking Force . . . 0.7 grams
Frequency Response . . . 10 Hz to 20 kHz ± 2 db
Channel Separation . . 30 db from 50 Hz to 12 kHz
Compliance . . . 35 x 10^{-6} cms/dyne
Vertical Tracking Angle . . . 15 degrees
Recommended Load Impedance . . . 47,000 ohms (nominal)
Suggested Retail Price . . . $50.00

ADC
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AUDIO FOR AUDIOPHILES

CIRCLE NO. 5 ON READER SERVICE CARD