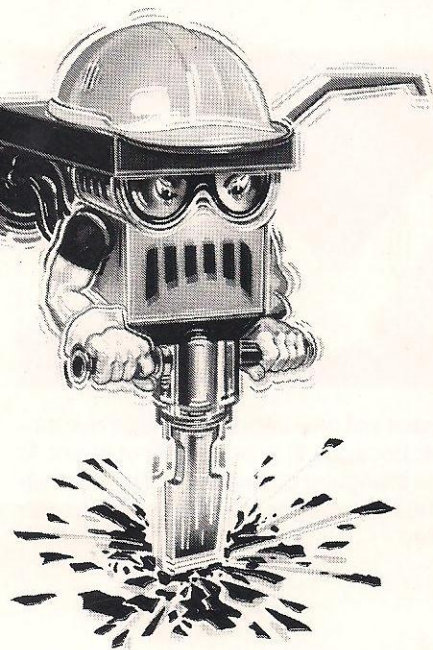


The ORTOFON Series 300 Magnetic Cartridges

ortofon
accuracy in sound



- because diamonds are NOT forever

If you really love music, then you should be taking the best possible care of your records. And serious record care includes changing your pick-up cartridge once a year, or, at the very least, every other year. Even if you only play one LP a day, your cartridge will be well past its prime after a year of use.

As a rule of thumb, a pick-up cartridge will yield optimum performance for approximately 500 playing hours. After this point, sound quality deteriorates rapidly and the worn stylus will cause irreversible damage to your records.

If it sounds like we're out to shock you, well, maybe we are. But bear with us, it's for your own good.

Of course, if you are in the market for a new cartridge, we'd like you to consider

an Ortofon. And we're confident that once you've heard our new Series 300, you'll be hooked on the dramatic improvement in sound quality and appreciate the protection of your record collection.

Throughout our three decades as a leading force in the field of home music reproduction we have continuously demonstrated our commitment to quality.

Ortofon has created some of the world's finest cartridges, beginning with moving coil designs in the late 1940's, and expanding to include moving magnet types in the late 1960's.

This wealth of experience is an invaluable asset in our ongoing product development programme. Our laboratories conduct pioneering research in the se-

The ORTOFON Series 300 Magnetic Cartridges

ortofon
accuracy in sound

lection of materials for cartridges, and we have introduced innovative techniques to ensure consistent and stable production.

Our unique experience and formidable technical expertise is the foundation for the design and development of our latest line of magnetic cartridges: the Series 300, the most favourably priced cartridges ever from Ortofon.

The basic model in the Series 300 is the 305, with a Spherical diamond stylus. Other models offer even more sophisticated Elliptical or Fine Line stylus profiles.

les. Since the Series 300 stylus tips are all interchangeable, you may move up to a more advanced model at a later date, with minimal expense. This is possible because you need only replace the stylus tip, not the entire cartridge, a practical solution for the music lover starting out with a more economical model. But no matter which model you choose from the new Series 300 line, you can rest assured that it has been thoroughly tested by Ortofon's strict Quality Control Division. The Series 300 pick-up cartridges will bring new life to your music and longer life to your records.

So if you're considering replacing your cartridge for the first time, do yourself a favour and listen to the Ortofon Series 300.

After all, diamonds may not be forever, but good music is.

ORTOFON MANUFACTURING A/S
11B, Mosedalvej,
DK-2500 Copenhagen-Valby
Denmark

TECHNICAL INFORMATION

The principle difference between the Series 300 cartridges is the variety of stylus options available. Regardless of whether you select Ortofon's Spherical, Elliptical or Fine Line profiles, the all-important ability of the diamond stylus to track the record groove accurately is determined by three factors:

- the shape into which the diamond has been ground, and the final polishing of that shape
- the slimness of the stylus shape
- and the contact area i.e. the area of the groove wall which is in direct contact with the diamond during playback.

Technical Data	305 U	310 U	320 U
Output voltage	5 mV	5 mV	5 mV
Channel balance	2 dB	2 dB	1.5 dB
Tracking ability	60 μ m	60 μ m	70 μ m
Tracking force	1.5 g	1.5 g	1.5 g
Frequency response	20-18,000 Hz	20-20,000 Hz	20-22,000 Hz
Type of stylus	Spherical	Elliptical	Fine Line

The Series 300 cartridges can be fitted onto virtually any turntable. The basic cartridge unit has been designed for turntables with a T4P socket on the tonearm and an adaptor is included for tonearms with headshells or standard mounting brackets (12.2 mm spacing between the two screw holes).

Therefore, the Series 300 cartridges are suitable for use with the vast majority of turntables

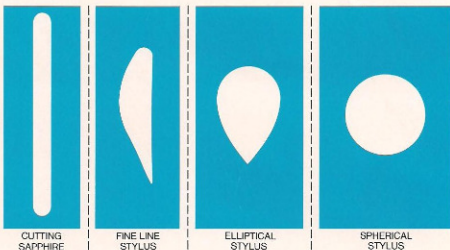


Fig. 1 shows the "footprint" of the three stylus types on the groove wall: the longer, the slimmer and the more sym-

metrical the shape, the better the sound reproduction.

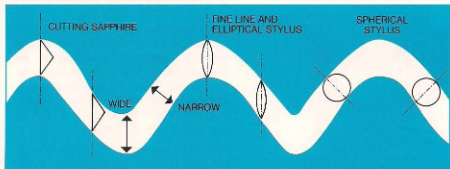


Fig. 2 illustrates the visible difference between three diamond stylus profiles as they "travel" the record groove. In comparison with the Spherical diamond stylus, the Elliptical and Fine Line stylus

types will give improved phase response, because they are closer in shape to the triangular cutting sapphire which etched the original groove in the master disc.