

**An Industry
Breakthrough
Sherwood
Model SEL-100**

Professional Belt-Drive al Automatic Turntable



Rumble Specifications:
—42 dB Unweighted (NAB)
—58 dB CBS/RRL Weighting

No other automatic turntable manufacturer can equal these rumble specifications. Why? Because the Sherwood SEL-100 is the *only* professional belt-drive automatic turntable available; and a belt-drive mechanism isolates the motor from the turntable better than conventional "rubber-idler" drives, hence, lower rumble. It's no wonder, then, that our competitors avoid stating rumble specifications in their ads.

(Conventional test records cannot be used to test the SEL-100 rumble, since measurable rumble exists in their grooves. The only pressing which we have found to be adequately rumble free for this test is the new DIN45544 #LAB 030 produced by Carl Lindström, Berlin, Germany.)

But, low rumble is only the beginning. Here are other exclusive innovations.

EXCLUSIVE: Escapator-action record lowering. Record is carefully, slowly lowered (not dropped) to a stationary turntable—the gentlest treatment of your records imaginable.

EXCLUSIVE: When belt-drive motor (No. 1) rotates the platter, power is off to arm-cycling motor (No. 2) which is totally disengaged. When arm-cycling motor (No. 2) lowers the record, power is off to belt-drive motor (No. 1) so that platter is stationary.

EXCLUSIVE: Beam-of-light tone-arm trip. At end of record, a photo-electric light-beam circuit starts the "change" motor; no mechanical trip linkage to strain your cartridge's very-compliant stylus.

EXCLUSIVE: Floating arm/turntable suspension; no other automatic has this effective isolation system.

EXCLUSIVE: Combination automatic/manual spindle; no secondary removable spindle to get lost.

EXCLUSIVE: Longest tone arm of any automatic, 9½ inches from pivot to stylus; lowest tracking error.

The SEL-100 also has hydraulic-damped cueing, intermix two speeds (33-45 r.p.m.), manual play, very low flutter and wow, anti-skats, etc. See your Sherwood dealer or write us for complete specifications and literature.

Price with brushed aluminum case—only \$149.50.

SHERWOOD

ELECTRONIC LABORATORIES, INC.



INNOVATORS IN FINEST QUALITY TUNERS / AMPLIFIERS / RECORDERS / SPEAKERS
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