

*Now... the ultimate in Record Reproduction*



THE *Ferranti*  
RIBBON PICKUP

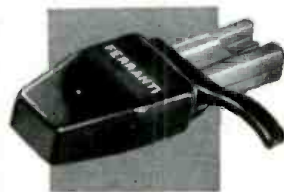
EXCLUSIVE FERRANTI DESIGN FEATURES

- Low mass high compliance ribbon movement.
- \*Unequaled tracing accuracy.
- Arm resonance removed from audible range.
- Elliptical Diamond Stylus.
- Self Protecting Stylus Suspension.
- Double Ball Race Arm Bearing.
- Built In Arm Rest.

\*The Ferranti Ribbon Pickup will reproduce, with negligible distortion, a frequency of 20,000 cps recorded at maximum level on a 5 inch diameter shellac disc at 78 rpm.

Ferranti is proud to introduce this high performance pickup designed by D. T. N. Williamson. Clearly destined to earn the same enthusiastic approval as the world famous Williamson Amplifier, its brilliant realism of reproduction is matched by the quiet elegance of its style.

Precision manufacture by specialists in delicate aircraft instruments insures continued *full* fidelity from your favorite records. Completely integrated design, from stylus to arm mounting, giving flat response from 20-20,000 cps, with extremely low distortion and negligible record wear.



Plug-in heads with diamond styli for 78 rpm and micro-groove records.



WRITE FOR FULL TECHNICAL DESCRIPTION

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