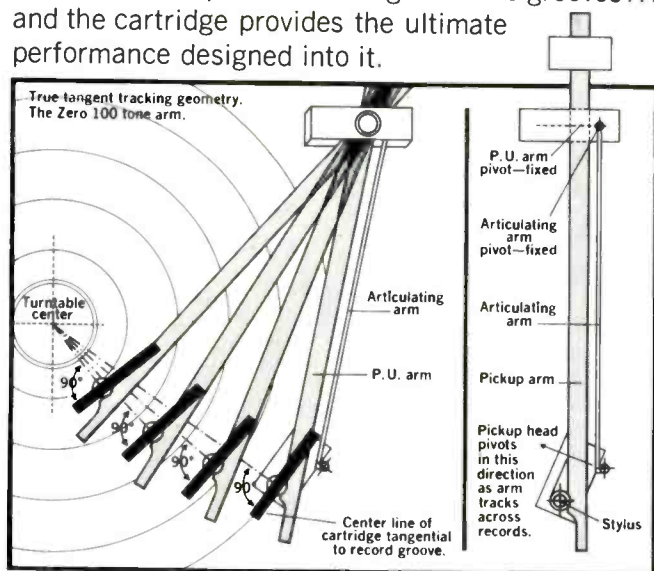


MUSIC GOES ON A RECORD AT A PERFECT TANGENT. NOW IT COMES OFF AT A PERFECT TANGENT.

For years, Zero Tracking Error has been the elusive goal of the automatic turntable maker.

The objective: to develop an arm which would keep the stylus perpendicularly tangent to the grooves... to each groove throughout the record, because this is the way music is put on a record.

Garrard's Zero 100 is the only automatic turntable to attain this. It is done with an ingeniously simple, but superbly engineered tone arm. Through the use of an articulating auxiliary arm, with precision pivots, the angle of the cartridge continually adjusts as it moves across the record. The stylus is kept at a 90° tangent to the grooves... and the cartridge provides the ultimate performance designed into it.



The results have been recorded by experts in their reviews of the Zero 100. Some of them are saying things about this instrument that have never been said about an automatic turntable before.

They have confirmed that they can *hear* the difference that Zero Tracking Error makes in the sound, when the Zero 100 is tested against other top model turntables, in otherwise identical systems. Until now, we cannot recall any turntable feature being credited with a direct audible effect on sound reproduction. Usually that is reserved for the cartridge or other components in a sound system.

Zero Tracking Error is more than just a technical breakthrough. It translates into significantly truer reproduction, reduced distortion and longer record life.

Once we had achieved Zero Tracking Error, we made certain that the other features of this turntable were equally advanced. The Zero 100 has a combination of features you won't find in any other automatic turntable. These include variable speed control; illuminated strobe; magnetic anti-skating; viscous-damped cueing; 15° vertical tracking adjustment; the patented Garrard Synchro-Lab synchronous motor; and our exclusive two-point record support in automatic play.

The test reports by independent reviewers make fascinating reading. You can have them, plus a detailed 12-page brochure on the Zero 100. Write today to British Industries Co., Dept. E-22 Westbury, New York 11590.

GARRARD ZERO 100

The only automatic turntable with
Zero Tracking Error.



\$189⁵⁰

less base and cartridge