

The BSR McDonald 810 Transcription Series.



Feature-for-feature here is the most advanced automatic turntable ever engineered.

Sequential Cam System



Replaces the conventional cam gear and swinging plate used in every other automatic turntable. This revolutionary engineering breakthrough results in a smoothness and quietness of operation and an overall reliability never before achieved. The utilization of eight independent pre-programmed cams eliminates the multiplicity of light stampings and noisy moving parts required in all other automatic turntable mechanisms.

Synchronous Power Unit

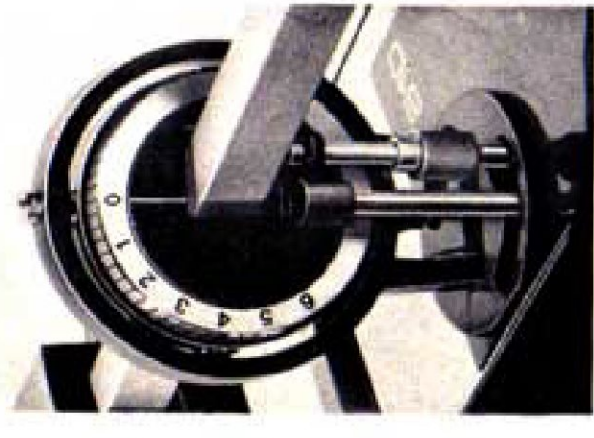


As one of the world's largest designers and manufacturers of sub-fractional horsepower motors, BSR set its resources to develop a motor to match the performance of the Sequential Cam System. The result is the new high torque ultra-quiet synchronous induction power unit, which achieves an unwavering constancy of speed independent of voltage input or record load.

1 Transcription Tone Arm System

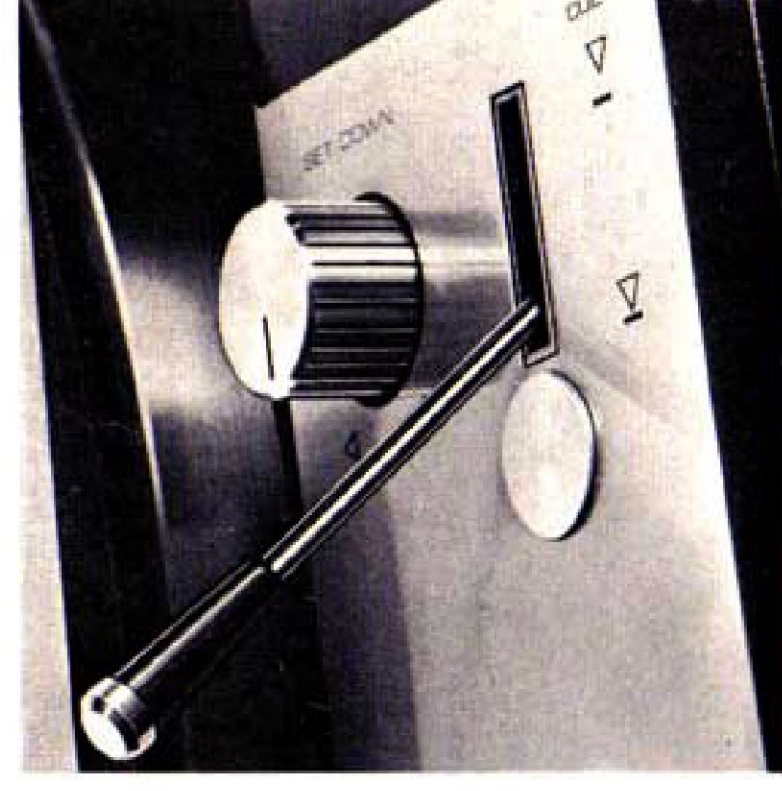
The longer the tone arm the less the tracking error. The 8.562" pivot-to-stylus length reduces tracking error to less than 0.5° per inch. The low-mass aluminum tone arm assures extremely low resonance and is counterbalanced in both horizontal and vertical planes.

2 Concentric Gimbal Arm Mount



Gyroscopically pivoted on four pre-loaded ball-bearing races to assure virtually no friction in either the horizontal or vertical planes. This design gives the 810 a tracking capability of 1/4 gram.

3 Viscous-Damped Cue and Pause Control



Provides gentle silicone oil-damped tone arm descent. In all other automatic turntables, the anti-skate system tends to move the tone arm outwards while it descends. BSR designed an exclusive positive friction Cue-Clutch that prevents this. After a pause, the 810's tone arm returns to the identical groove, every time. The cueing control can be operated in both automatic and manual modes.

4 Viscous-Damped Tone Arm Descent

The same gentle viscous controlled descent provided in the cueing operation also functions during automatic and semi-automatic play.

5 Automatic Tone Arm Lock

This exclusive feature automatically locks the tone arm to the rest post whenever the unit is in the off position. It eliminates possibility of accidental damage to stylus or record. Automatically unlocks in any operational mode.

6 Stylus Overhang Adjustment



The slide-in cartridge head has an important extra feature. Provision is made on the cartridge slide for a $\pm 1/8$ " range of stylus overhang which can be quickly and accurately set by means of the removable locating gauge. Once the stylus overhang is set, the locating gauge can be replaced by a soft stylus whisking brush, which is also provided.

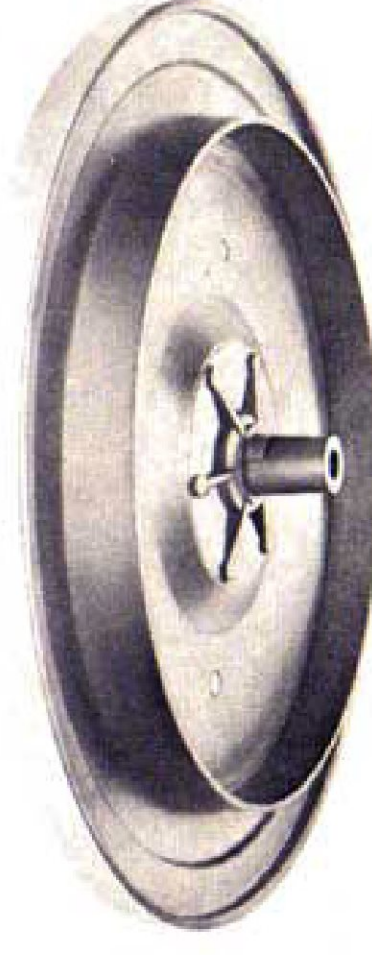
7 Stylus Pressure Adjustment



Resiliently mounted gliding one-piece counterweight provides precise "zero-balance" adjustment over a full range of cartridge and stylus masses. A precision micrometer wheel allows continuous infinite stylus pressure settings between 0 and 4.0 grams.

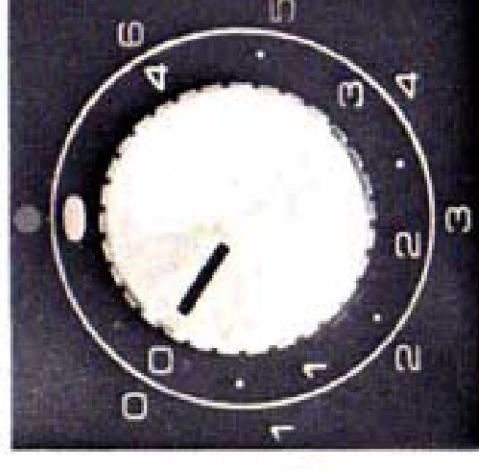
8 12" Dynamically Balanced Turntable Platter

A full 12" diameter provides maximum record support. The die-cast, non-ferrous platter weighs approx. 7 pounds and is machined and precision-balanced to run true and provide optimum performance. Platter mat is deep-ribbed rubber for maximum record protection.

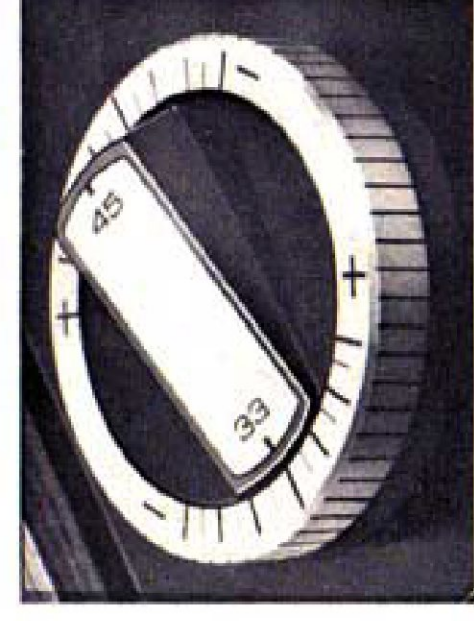


9 Dual-Range Anti-Skate Control

The adjustable, dynamic anti-skate control system provides settings for the substantially different requirements of elliptical or conical styli. It unflinchingly applies continuously corrected compensation regardless of where the stylus is on the record.



10 Variable Pitch Control



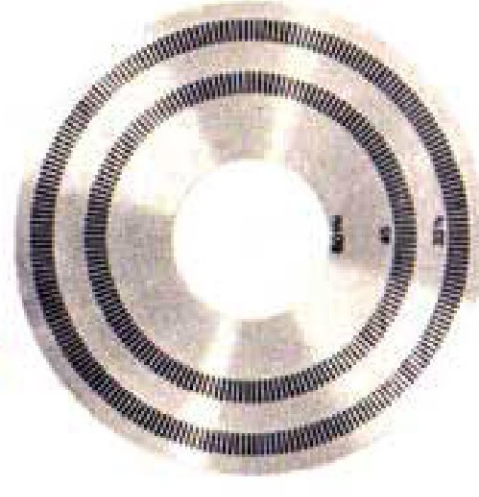
Provides an infinitely variable 6% range of speed adjustment (for the 810's 33 1/3 and 45 RPM speeds) to match the pitch of a record to a live instrument or other playback device.

11 Rotating Manual Stub Spindle

The manual spindle rotates with the platter, eliminating record drag and center-hole wear. It interchanges with the umbrella-type spindle for automatic play.

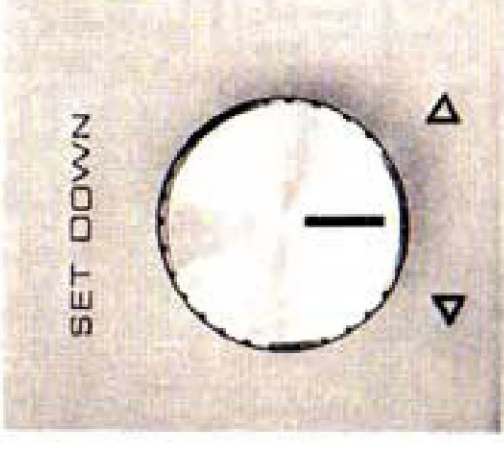


12 Integral Strobe Disc



A platter-mounted strobe disc enables precise adjustment of turntable speed when the pitch control is utilized. Markings are provided for both 33 1/3 and 45 RPM speeds.

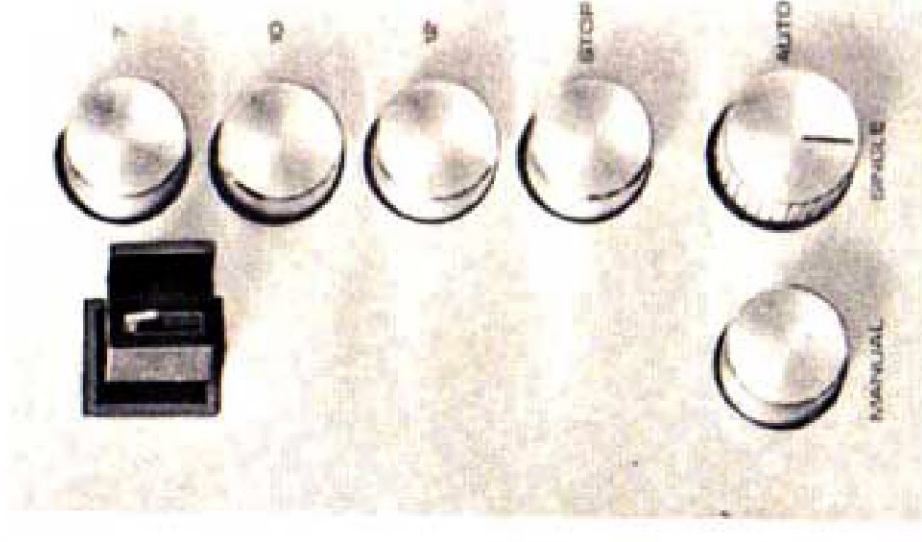
13 Stylus Setdown Adjustment



Permits precise adjustment of stylus setdown to the initial groove of the record. Once adjusted setdown is correct for all record sizes on automatic or semi-automatic modes.

14 Push-Button Operation

A series of featherweight push-buttons provides unexcelled flexibility of operation. Settings are provided for manual play, semi-automatic play, infinite repeat of one record, or fully automatic play. The push-button feature assures jar-free function selection even at extremely light stylus pressures.



The ultimate turntable for sophisticated systems.

BSR makes more automatic turntables than any other manufacturer. More in fact than all other manufacturers in the world put together. But of all the turntables we make, the BSR McDonald 810 Transcription Series is the most unique. It is a triumph of years of painstaking efforts and research in our Engineering Laboratories in Warley, Worcestershire, England.

Our engineers set out with a single objective. To design an automatic turntable that could effectively offer advantages in performance and features over the finest competitive units made. We sincerely believe our 810 equals, and in many instances exceeds, the performance of any automatic turntable presently available.

The 810 offers an impressive group of technical innovations for serious music lovers . . . for professional users of transcription turntables . . . for collectors of sophisticated high fidelity equipment. Its pre-programmed sequential cam system introduces a new experience in smoothness, quietness and featherlight operation over the widest range of operating modes. The low mass transcription tone arm system virtually eliminates tracking error and offers precise zero balance adjustment over the full range of cartridge and stylus masses. These and the other important engineering features described in this brochure result in complete freedom from distortion and maximum preservation of your records.

Only your personal inspection can reveal the overall excellence of this fine instrument. May we suggest a visit to your authorized BSR McDonald dealer.



SPECIFICATIONS

Wow and Flutter:

Wow at 33 $\frac{1}{3}$ and 45 RPM less than .1% rms
Flutter at 33 $\frac{1}{3}$ and 45 RPM less than .05% rms
measured on Gaumont Kalee Wow and Flutter
Meter type 1740 using Decca LXT5346 record

Alternatively:

DIN weighted wow/flutter \pm 0.15% peak
measured on a ME102B Mini Flux meter
manufactured by Technisch-Physikalisches
Laboratorium

Rumble:

Rumble less than 55 dB relative to a 1KHz
10 cm/sec peak recorded signal (record to
DIN 455544). The weight curve having a roll off
of 12 dB per octave above and below 315 Hz

Tracking Error: Less than 0.5° per inch of radius

Arm Pivot to Stylus Distance: 8.562"

Arm Type:

Concentric gimbal arm mount gyroscopically
pivoted on 4 pre-loaded ball-bearing races

Minimum Tracking Force: $\frac{1}{4}$ gram

Arm Resonance: 7 cycles

Stylus Pressure Range: 0-4 grams

Motor Type:

Dual range synchronous power unit 100-130
VAC 60 Hz easily convertible to 220 VAC
50 Hz operation

Speeds: 33 $\frac{1}{3}$ and 45 RPM

Pitch Control: Variable \pm 3%

Platter Diameter: 12"

Platter Weight: Approx. 7 lbs.

Drive Mechanism: Sequential cam system

Suspension System:

Four foam damped helically wound coils on
rubber shock mounts

Record Sizes: 12", 10" or 7"

Record Stack: 6 records

Muting Switch: Provided

Pop Filter: Provided

Dimensions and Weights:

810/X Total Turntable
15" D x 17 $\frac{1}{8}$ " W x 9 $\frac{1}{4}$ " H
(with base and dust cover)
22 lbs.

810 Turntable

12 $\frac{1}{8}$ " D x 15 $\frac{1}{8}$ " W
4 $\frac{1}{2}$ " above mounting board (auto spindle)
3" below mounting board
17 lbs.

Accessories Included:

Automatic spindle
Manual stub spindle
Strobe discs (50 and 60 Hz)
Stylus brush
Stylus overhang locating gauge
Stylus overhang adaptor bracket
Manual 45 RPM adaptor
Slide-in cartridge carrier



The BSR McDonald 810 Transcription Series is available as a Total Turntable that includes a matching custom walnut wood base, a deluxe tinted dust cover, and the superb Shure M-91ED magnetic cartridge with elliptical diamond stylus. All in one carton. All included in the price. Complete, ready to plug in and play, with all critical adjustments precisely pre-set on our laboratory equipment.

Our 810 was designed without compromising quality, technical specifications or performance features—regardless of the ultimate cost. Yet, the result is an instrument offered at a price consistent with our reputation for producing turntables that are unsurpassed values in every price range.

BSR McDonald 810 Automatic Turntable	\$149.50
Shure M-91ED Elliptical Magnetic Cartridge	54.95
BSR WB-8 Deluxe Walnut Wood Base	20.00
BSR DC-8 Deluxe Dust Cover	15.00
Total Retail Value	\$239.45

See your dealer for special package price.

Also available as automatic transcription turntable only, Model 810. Suggested Retail Price

\$149.50

Accessories:

BSR WB-8 Deluxe Walnut Wood Base	\$20.00
BSR DC-8 Deluxe Dust Cover	15.00
BSR AS-3 Automatic 45 RPM Adaptor Spindle	6.95

The prestigious *High Fidelity Magazine* sums up the quality and value inherent in the 810 this way:

"Taking it all together—performance, features, styling—the BSR 810 moves into ranking place among the best automatics we know of. And at its price, the others may well be in for a real contest."



McDONALD

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