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.

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.

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

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.

Stylus Overhang Adjustment
The slide-in cartridge head has an important extra feature. Provision is made on the cartridge slide for a ±1/4" 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 whipping brush, which is also provided.

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 micro-meter wheel allows continuous infinite stylus pressure settings between 0 and 4.0 grams.

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-nibbed rubber for maximum record protection.

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.

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 33⅓ and 45 RPM speeds.

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.

Push-Button Operation
A series of featherweight push-buttons provides unsurpassed 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 33⅓ and 45 RPM less than .1% rms
  - Flutter at 33⅓ 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 ± 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 45554). 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:** 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:** 33⅓ and 45 RPM

- **Pitch Control:** Variable ± 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:**
  - 810/1X Total Turntable: 15½'' D x 17½'' W x 9½'' H (with base and dust cover)
  - 22 lbs.
  - 810 Turntable: 12½'' D x 15¼'' W
  - 4½'' above mounting board (auto spindle)
  - 3'' below mounting board
  - 17 lbs.

**Accessories Included:**
- Automatic spindle
- Manual sub spindle
- Strobe discs (50 and 60 Hz)
- Stylus brush
- Stylus overhang adapter bracket
- Manual 45 RPM adapter
- Slide-in cartridge carrier