

... THE **X** FACTOR IN CARTRIDGE DESIGN

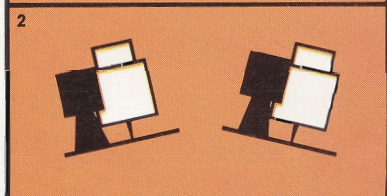
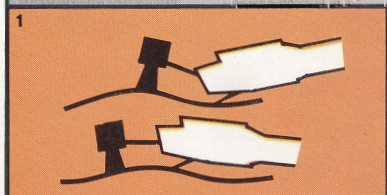
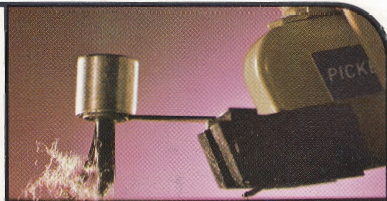
the new XV-15 MICRO-MAGNETIC DCFSM SERIES

The Pickering XV-15 Series is "Application Engineered" and each cartridge in the series is indexed with a DCF number.

The Dynamic Coupling Factor is an index of maximum stylus performance when the cartridge is related to a particular type of playback equipment. This resultant number is derived from a Dimensional Analysis of all the parameters involved. To select a pickup for a professional manual turntable, with its sophisticated, dynamically balanced tone arm, tracking at an ultra-light force, a higher DCF index would be required than, say, for a pickup to be used in an ordinary record changer. For maximum distortion-free response, this index to application relationship properly determines maximum stylus performance in your playback equipment. 100% music power is assured at all frequencies — linear response from 10 to 20,000 kc virtually a straight line — due to the extremely low mass of its moving magnetic system — 1/5 to 1/10 of ordinary pickups.

There are five DCF rated XV-15 models. Each is equipped with the famous patented V-Guard "floating stylus" — the easily replaceable stylus assembly that **protects** the diamond and record while it plays. In addition each model includes the DUSTAMATIC™ brush that automatically **cleans** the record groove while it plays.

1. A unique off-center, hinged pivot enables the brush to maintain contact with the record grooves in advance of the stylus at all times — even on the most severely warped discs. Acting independently, it never interferes with stylus tracking.
2. The DUSTAMATIC brush aids in preventing the tone arm from skating and allows the stylus to trace both groove "walls" with equal pressure, even when the turntable/tone arm assembly is not perfectly level.



THE WORLD'S LARGEST AND MOST EXPERIENCED MANUFACTURER OF MAGNETIC PICKUPS

XV-15
MICRO-MAGNETIC

DCFSM 400
type • AME

MANUAL TURNTABLES, AUTOMATIC TRANSCRIPTION TURNTABLES, LIGHT TRACKING AUTOMATICS.

An elliptical stylus cartridge with a DCF of 400 is designed to be used with the finest playback equipment. It's extreme low mass and elliptical stylus will track the wildest grooves — not only test records, but your favorite music records will sound much cleaner and more open than ever before.

XV-15
MICRO-MAGNETIC

DCFSM 350
type • AM

MANUAL TURNTABLES, AUTOMATIC TRANSCRIPTION TURNTABLES, LIGHT TRACKING AUTOMATICS

A conical stylus cartridge with a DCF rating of 350 is designed to be used with this type of equipment, to produce the smoothest, cleanest response with absolutely no loss in music power throughout the audible range.

XV-15
MICRO-MAGNETIC

DCFSM 200
type • ATE

AUTOMATIC TURNTABLES

For ultimate performance with this type of playback equipment a pickup with a DCF rating of 200 is required. An elliptical stylus with a radius designed to track the inner grooves of the record at moderate tracking forces, producing distortion — free sound with no damage to the record groove.

XV-15
MICRO-MAGNETIC

DCFSM 150
type • AT

AUTOMATIC TURNTABLES

An all-around pickup with a DCF rating of 150 designed to operate with the broad range of audio systems — tracking forces, output and stylus dependability assure maximum performance from these systems.

XV-15
MICRO-MAGNETIC

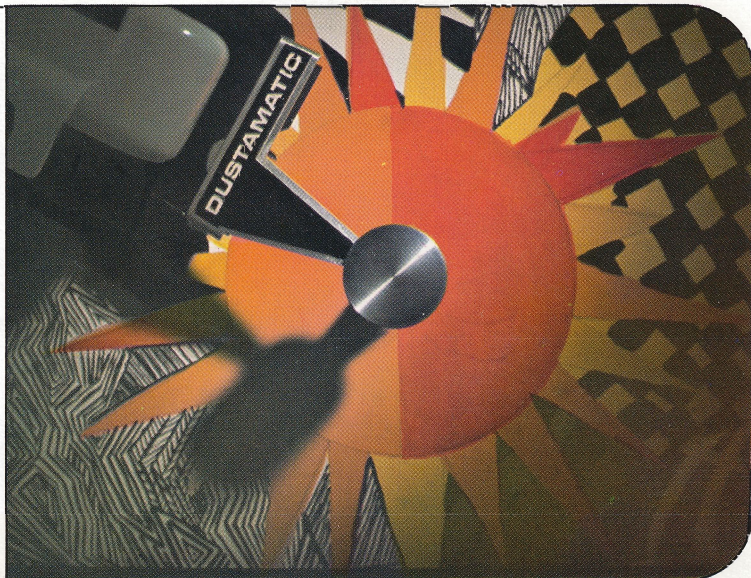
DCFSM 100
type • AC

RECORD CHANGERS

Playback equipment that gets day in — day out use requires pickups that can take it: rugged — high output — heavier tracking forces. Here a DCF rating of 100 is a must.



PICKERING
INTRODUCES...



CARTRIDGE SPECIFICATIONS

| Model Number | V-15/AME DCF 400 | XV-15/AM DCF 350 | XV-15/ATE DCF 200 | XV-15/AT DCF 150 | XV-15/AC DCF 100 |
|--------------------|----------------------------|---------------------|----------------------------|---------------------|---------------------|
| Nominal Output 1 | 4.0 mv | 5.0 | 6.0 | 6.0 | 7.0 |
| Channel Separation | 35 db | 35 db | 35 db | 35 db | 30 db |
| Tracking Force 2 | ¾ to 1½ grams | ¾ to 3 grams | 1 to 5 grams | 1 to 5 grams | 3 to 7 grams |
| Frequency Response | 10 to 30,000 cps | 10 to 25,000 cps | 10 to 25,000 cps | 10 to 25,000 cps | 10 to 20,000 cps |
| Stylus Type | .0002" x .0009" Elliptical | .0007 Mil Conical | .0004" x .0009" Elliptical | .0007 Mil Conical | .0007 Mil Conical |

Note 1. Output with reference to 5.5 cm/sec standard record velocity.
Note 2. Recommended by manufacturer for optimum performance.

REPLACEMENT STYLI

| Cartridge | Stylus | Application | Radius | Color |
|----------------------|----------|------------------------------|-----------------------------|------------------------------|
| XV-15 AME DCF 400 | 4500 AME | Stereo/Mono ¾ to 1½ grams | .0002 x .0009 Elliptical | Black/with Gold Ellipse |
| XV-15 ATE DCF 200 | 4500 ATE | Stereo/Mono 1 to 5 grams | .0004 x .0009 Elliptical | Black/with Silver Ellipse |
| XV-15 AM DCF 350 | 4500 AM | Stereo/Mono ¾ to 3 grams | .7 mil | Black/with Gold Dot |
| XV-15 AT DCF-150 | 4507 AT | Stereo/Mono 1 to 5 grams | .7 mil | Black/with Silver Dot |
| XV-15 AC DCF-100 | 4507 AC | Stereo/Mono 3 to 7 grams | .7 mil | Black/with Red Dot |
| All | 4510 | Mono 2 to 5 grams | 1.0 mil | Black/with Green Dot |
| All | 4527 | 78 rpm 3 to 7 grams | 2.7 mil | Black/with Blue Dot |

Only PICKERING & CO., INC. manufactures the genuine V-GUARD and T-GUARD stylus assemblies used in the Stereo Fluxvalve which is covered under the following patents: U.S. #2,917,500; #3,146,319; Great Britain #781,372; Canada #605,673; Japan #261,203; and other patents are pending throughout the world.

TM Micro-Magnetic and Dustamatic are Trade Marks of Pickering & Co.
SM "DCF" and "Dynamic Coupling Factor" are Service Marks of Pickering & Co.

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