



Shure Incorporated
 222 Hartrey Avenue
 Evanston IL 60202-3696 U.S.A.
44, 35, AND 70 SERIES CARTRIDGES

Shure cartridges can be used in DJ or Hi-Fi applications. Note: the **M70BX** is not recommended for heavy scratching.

Install Your Cartridge

1. Carefully remove the stylus from the cartridge. See Figure 1.
2. Use needle-nose pliers to connect the colored wires from the tonearm headshell to the corresponding pins on the cartridge. See Table 1 and Figure 2.

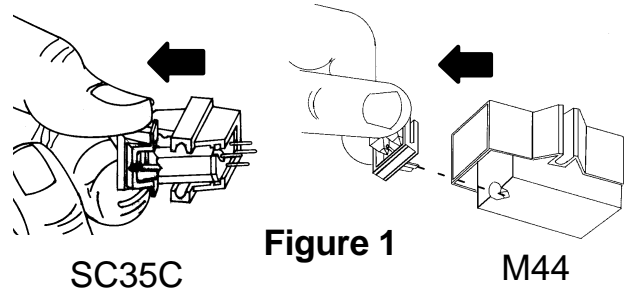


Figure 1

HEADSHELL WIRE	COLOR	PIN
RIGHT "HOT"	RED	R
RIGHT GROUND	GREEN	RG
LEFT "HOT"	WHITE	L
LEFT GROUND	BLUE	LG

Table 1. Cartridge Wiring

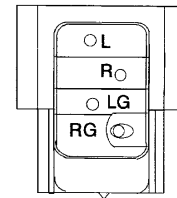


Figure 2

3. Attach the cartridge to the headshell using the screws supplied. See Figure 3. Tighten the screws after positioning the cartridge (and headshell weight, if desired) according to one of the methods described below.

Optional Headshell Weight (part number at front)

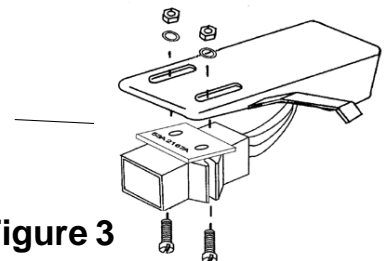


Figure 3

4. Carefully insert the stylus into the cartridge.

Choose a Method for Cartridge Positioning

Hi-Fi Setup: For maximum fidelity and minimal record wear, position the cartridge using an alignment protractor or the overhang gauge supplied with your turntable. Level your tonearm (See Figure 7). Use Table 2 and "Setting a Precise Tracking Force", below, to set the typical tracking force for your cartridge. Set the anti-skate control to the same number as the tracking force.

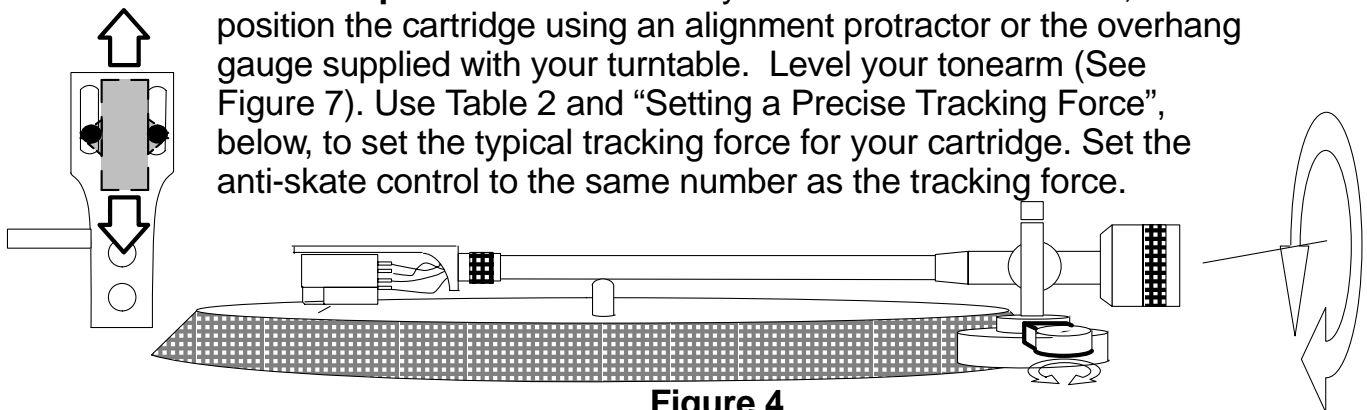
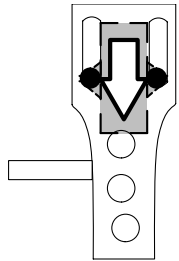


Figure 4



Standard DJ Setup: Mount cartridge at rear of headshell. Set tonearm height to 4-5. Set tracking force to 3 grams. Set anti-skate control to 0.

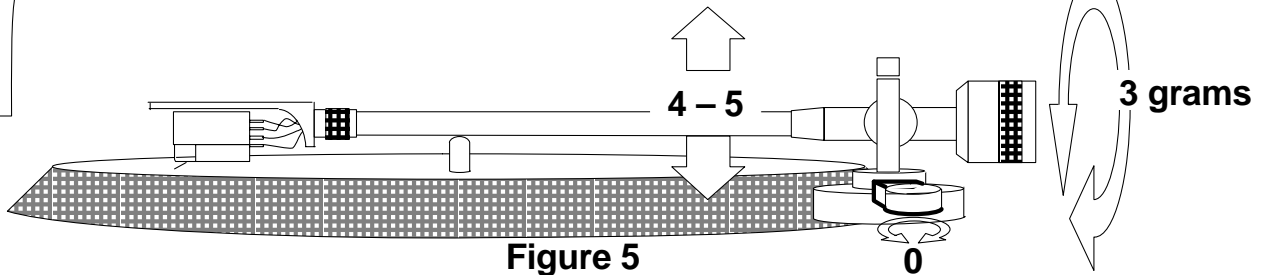
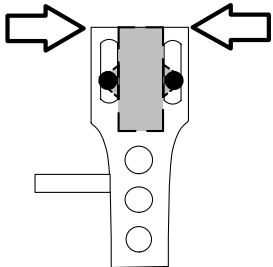


Figure 5



Unorthodox DJ Setup: Reverse the counterweight and mount it flush with the end of the tonearm. Mount cartridge (with headshell weight) flush with the front edge of the headshell. Set anti-skate control to 0.

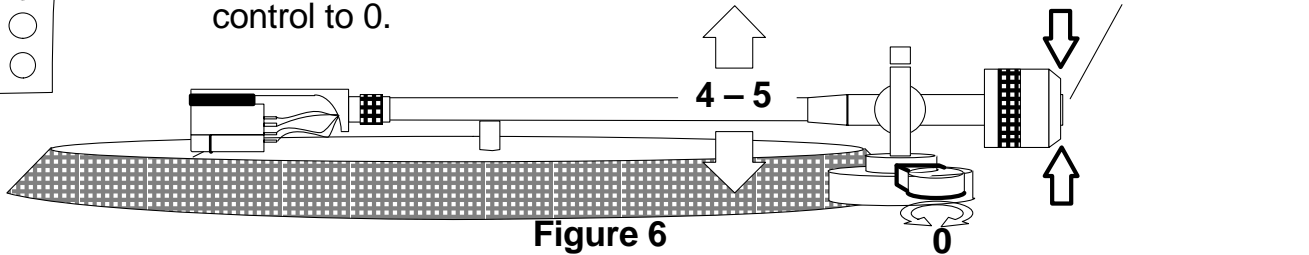


Figure 6

Level Your Tonearm:

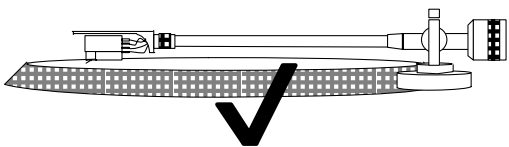
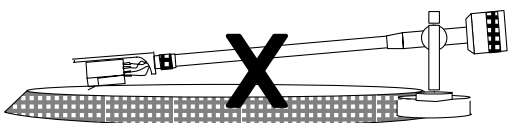


Figure 7. Level Tonearm

Extra Skip-Resistance for DJs: Mount cartridge at a 23 degree angle as shown, so that the cartridge points to the tonearm pivot. Set anti-skate to 0.

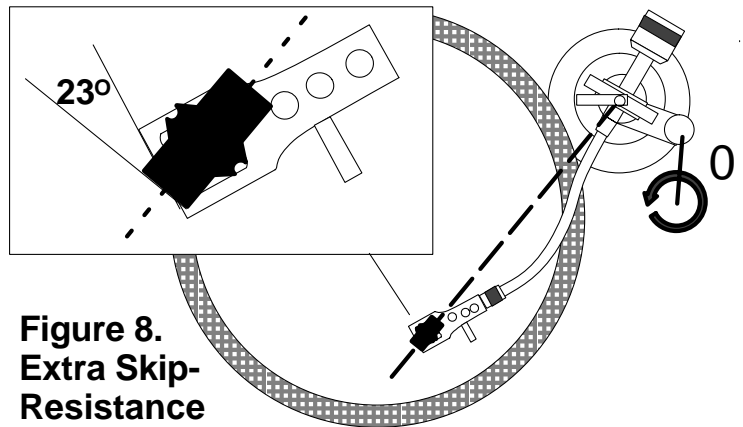


Figure 8. Extra Skip-Resistance



Setting a Precise Tracking Force

1. After mounting the cartridge on the tonearm, rotate the circular weight at the back of the tonearm until the needle floats evenly above the record.

2. Hold the circular weight in place and rotate the calibration ring to read zero. The tonearm should still float evenly above the record.

3. Rotate the weight until the calibration ring indicates the desired tracking force.

Care and cleaning

- DJs: Don't use more tracking force than necessary to prevent skipping. Excess force will burn records, damage needles, and reduce sound quality.

- Clean the stylus with the supplied cleaning brush. Important: brush from the back to the front only, as shown in Figure 9.

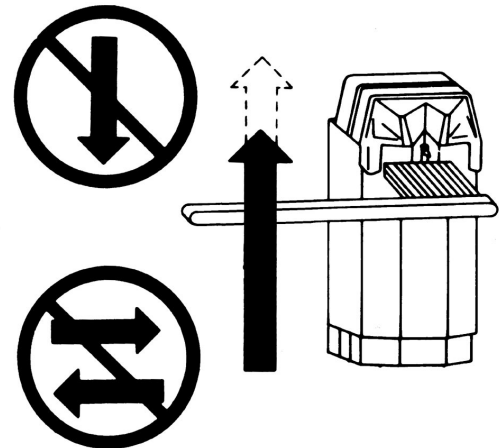


Figure 9. Clean Stylus

Cartridge	Replacement Stylus	Stylus Color	Stereo Output (1 KHz at 5 cm/sec peak recorded velocity)	Frequency Response in Hz	Tracking force range (grams)	Typical Tracking Force (grams)
M44-7	N44-7	White	9.5 mV	20 to 20,000	1-3	1.5
M44G	N44G	Gray	6.2 mV	20 to 20,000	1-3	1.5
M35S	N35S	Chartreuse	5.0 mV	20 to 20,000	3-5	4
M35X	N35X	White	6.0 mV	20 to 20,000	1.5-3	2
M70BX	N70BX	Beige	5.0 mV	20 to 18,000	1.5-3	2
SC35C	SS35S	Light Blue	5.0 mV	20 to 20,000	4-5	4.5

Table 2. Cartridge Specifications

All Cartridges and Styli

- Standard 1/2 Inch mount for DJ turntables
- Wide diameter styli for reduced record wear

Optimum Load 47 K Ohms, M44: 400-500 pF
M35, M70BX, SC35C: 200-300 pF

Inductance M44: 720 mH
M35, SC35C: 425 mH
M70BX: 600 mH

Channel Separation 20 dB at 1KHz

Certification

Conforms to European Union Directives, eligible to bear CE marking; meets European Union EMC Immunity requirements: EN 50 082-1, 1992.

Patent Notice

Manufactured under one or more of the following U.S. Patents: 4,275,888; 4,441,177; 4,489,442.

Full One-Year Warranty

Shure Incorporated ("Shure"), 222 Hartrey Avenue, Evanston, Illinois 60202-3696, warrants to the owner of this product that it will be free in normal use of any defects in workmanship and materials for a period of one year from date of purchase. You should retain proof of date of purchase. Shure is not liable for any consequential damages. If this Shure product has any defects as described above, carefully repack it and send it prepaid to: Shure Incorporated, Attention: Service Department, 222 Hartrey Avenue, Evanston, Illinois 60202-3696. Outside the United States, return the product to your dealer or Authorized Service Center for repair. The product will be repaired or replaced and returned to you promptly. If it cannot be repaired or replaced, you may elect to receive a refund. This warranty does not include stylus wear.