

SHURE CATALOG

**MICROPHONES
Phono Pickups,
Accessories...
and Stands**

Uni-Directional
Uniplex and Unidyne



SHURE BROTHERS • 225 WEST HURON STREET, CHICAGO, ILL., U.S.A. ★



DESIGNERS AND MANUFACTURERS OF MICROPHONES AND

ACOUSTIC DEVICES ★ U.S.A.

Catalog 152

Stop Feedback...

GO UNI-DIRECTIONAL

Select the Microphone First!

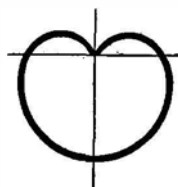
Sound begins at the **Microphone!** The ability of the microphone to pick up and reproduce the sound you want as you want it—to discriminate against unwanted sounds—may mean the difference between a good or bad sound system. Often, 90% of the difficulty in any sound installation may be **prevented or cured** by the use of the proper microphone. It is good sound practice, therefore, to select the microphone **first**.

9 Out of 10 P. A. Systems Need a True Uni-Directional Microphone

With a true uni-directional microphone, you pick up the voice or music of the performers—free from feedback, audience and background noise, room reflection and reverberation. And you can reproduce the sound at considerably higher levels than is possible with conventional pressure microphones. That's why the trend today in Public Address, Broadcasting and Recording, is **true uni-directional**. It's the solution to sound pickup problems that have long troubled P.A. men in theatres, night clubs, auditoriums, schools, churches, outdoor spaces, and similarly difficult acoustic locations.

What Is a True Uni-Directional Microphone?

The cardioid-type true uni-directional microphone is the most recent development for sound pickup work.



Cardioid
Pickup Pattern

It contains a specially designed mechanism which in effect is able to distinguish whether the sound wave is approaching the microphone toward its front, or toward the rear. Conventional pressure microphones are unable to distinguish this direction of approach, except to a limited extent at high frequencies, since sound from the rear flows around the case and produces an effect similar to that of sound approaching from the front. Cardioid type uni-directional microphones have a wide-angle front response which diminishes sharply to a pronounced dead zone at the rear. These directional properties are maintained over a wide frequency range.

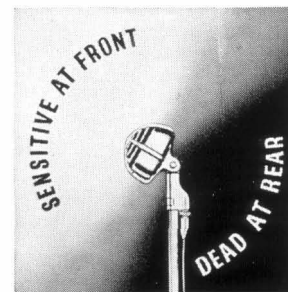
Sound Systems Sound Better with Shure Microphones

The complete Shure line includes Crystal, Dynamic and Carbon Microphones, cardioid-type true uni-directional, general-purpose and "Communications" types—Microphone Stands and Accessories—Crystal Phono Pickups—and other acoustic devices for special applications.

Shure Cardioid-Type True Uni-Directional Microphones

Here you get all the advantages of high-quality true uni-directional sound pickup at a cost low enough for general public address use. This is possible only because of the exclusive Uniphase principle developed by Shure Engineers. (For complete technical information send for Bulletin 163.)

Shure True Uni-Directional Microphones have a cardioid pickup pattern. They give wide angle coverage with excellent high quality



response **at the front**, yet are **dead at the rear**. (Rear response down of the order of 15 db average over a wide frequency range.)

This simplifies the entire microphone placement and sound installation problem—you can get the sound you want without feedback, background noise, or reverberation. Close placement of microphone and loud speakers is possible—with greater flexibility in the use of loud speakers to cover the audience correctly—and at increased volume. Room reflection pickup is cut down, permitting placement of microphone close to the studio wall. Shure True Uni-Directional microphones make

possible satisfactory sound installations where poor acoustic conditions did not permit it before—improve coverage, volume and quality in practically every installation using conventional pressure microphones. All this has been proved conclusively by written reports from Sound Men covering thousands of P.A. installations made with Shure "Uniphase" and "Unidyne" True Uni-Directional Microphones.

Crystal and Dynamic Models

Shure Cardioid-Type True Uni-Directional Microphones are available in "Uniphase" Crystal, "Tri-Polar" Crystal, and "Unidyne" Dynamic models as listed on next page.

GUARANTEE: Every Shure Product is guaranteed to be free from electrical and mechanical defects for one year from date of shipment from the factory, provided all instructions are complied with fully.

SHURE



Crystal and Dynamic Directional Microphones

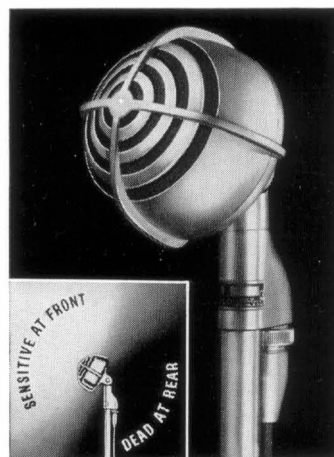
"UNIPLEX" Uni-Directional Crystal Microphone

*Sensitive at Front! Dead at Rear! Solves Feedback, Audience
and Background Noise, Reverberation Problems!*

The lowest cost true uni-directional microphone—made possible by the exclusive Shure "uniphase" principle. Solves many troublesome sound pickup problems. Provides excellent high quality reproduction from 30 to 10,000 cycles at the front, yet is practically unaffected by sound approaching from the rear. Eliminates feedback, audience and background noise, reduces reverberation "room effects" in theatres, night clubs, auditoriums, schools, churches, and other acoustically-difficult locations. The UNIPLEX simplifies the microphone placement problem—improves sound quality—makes possible a satisfactory P.A. installation where poor acoustic conditions did not permit it before. Output level 62 db below 1 volt per bar. (Rear response down approximately 15 db). Specially moisture-proofed Grafoil Bimorph crystal. Tilting head. Distinctively modern design with speed-lines and pleasing curves, finished in rich Satin Chrome overall. Built-in Cable Connector and 25 ft. of special hum-free Super-Shielded cable with locking-plug attached. Standard 5/8"-27 thread for stand mounting. Head diameter 3 3/32"; depth 3 11/32". Net Wt. 1 lb. Shpg. Wt. 1 1/2 lbs. **Model 730A.** "UNIPLEX" Uni-Directional Crystal Microphone. Complete with 25 ft. Super-Shielded cable with plug attached. Code: **Rupel.**

List Price.....

\$32⁵⁰



New SHURE "UNIDYNE" Uni-Directional Dynamic

Very latest in dynamic microphone design—the first high-quality low-cost moving-coil type dynamic with true cardioid unidirectional characteristics. Eliminates feedback, audience and background noise—greatly reduces reverberation pickup. Employs the exclusive Shure "uniphase" principle. Gives smooth wide-range reproduction from 40 to 10,000 cycles over a wide angle at the front, yet is dead (down 12-15 db) at the rear. Solves many troublesome sound pickup problems in public address, recording and broadcasting. Permissible line length practically unlimited with low impedance models. Rugged, shock-proof construction with specially-suspended, double-wind-screened moving-coil system. Practically unaffected by heat and humidity—ideal for severe outdoor as well as indoor service. Ultra-modern streamlined design finished in beautiful satin chrome. Head tilts through full 90-degree angle. Built-in cable connector. Special locking microphone plug attached to cable. 5/8"-27 thread for stand mounting. Case dimensions: 4 1/4" high; 3 1/4" wide; 3 1/2" deep. Net weight, less cable, 2 1/2 lbs. Shipping weight, 4 1/4 lbs.

Model 55A. Low impedance model for 35-50 ohm circuits. Furnished with 25-foot two-conductor shielded cable. Output level: 86 db below 1 volt per bar open circuit, or approximately 62 db below 6 milliwatts for 10 bar signal. Permissible cable length practically unlimited.

Code: **Rudar.**

List Price.....

\$42⁵⁰

Model 55B. Low impedance model for 200-250 ohm circuits. Includes internal high-quality transformer. Furnished with 25-foot two-conductor shielded cable. Output level: 77 db below 1 volt per bar open circuit, or approximately 62 db below 6 milliwatts for 10 bar signal. Permissible cable length practically unlimited. Code: **Rudat.** List Price.....

\$45

Model 55C. High impedance model. May be used with any crystal microphone amplifier or other amplifier with input impedance of 100,000 ohms or more. Includes internal high-quality transformer. Furnished with 25-foot single-conductor shielded cable. (Somewhat longer cable lengths may be used with some loss of high frequency response.) Output level: 58 db below 1 volt per bar. Code: **Rudas.** List Price.....

\$45

Model A86A. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: **Rudeb.** List Price.....

\$8.50



SHURE "TRI-POLAR" Crystal Microphone

Uni-Directional . . . Bi-Directional . . . Non-Directional . . . All in One!

The first microphone to provide three-way directional pickup control! Gives the performance of three microphones in one unit, with three different basic directional characteristics instantly available through the three-point selector switch.

1. Uni-Directional. Provides wide-angle front-side pickup, with a 10 to 1 (20 db) discrimination against sound approaching from the rear. Reduces reverberation energy pickup 66%. Eliminates feedback, audience and background noise. Output level: 69 db below 1 volt per bar.

2. Bi-Directional. Typical "velocity" characteristic. Permits pickup from front and back while dead sides discriminate against unwanted sounds. Output level 74 db below 1 volt per bar.

3. Non-Directional. Full 360-degree all around pickup for group presentations, outdoor work and all applications for which a conventional-type crystal microphone would be used. Output level 74 db below 1 volt per bar.

This complete versatility makes it possible to solve, with the one microphone, practically any sound-pickup problem encountered in broadcast, recording and public address work.

Smooth, high-quality wide-range response from 30 to 10,000 cycles. Specially moisture-proofed Grafoil Bimorph crystals. Specially tested and laboratory adjusted. Tilting head. Built-in Cable Connector and 25 ft. of Super-Shielded cable with locking-plug attached. Rich Satin-Chrome finish overall. Standard 5/8"-27 thread for stand mounting. Overall diam., 2 3/4". Overall height, 7 5/8". Shpg. wt., 2 3/4 lbs.

Model 720B. TRI-POLAR Crystal Microphone. Complete with 25 ft. Super-Shielded cable with plug attached. Code: **Ruped.**

List Price.....

\$45

(Shure Patents are Pending on all the above Microphones)

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SHURE



Dynamic and Crystal Wide-Range Microphones

SHURE "ROCKET" Dynamic and Crystal Microphones



Shure "ROCKET" microphones are now available in both Dynamic and Crystal types. Ultra modern in form and performance, they add distinctive beauty and versatility to high quality sound installations. Tilting head easily aimed at source of sound for best response. Shure A91A Directional Baffle may be added to reduce pickup from side and rear of the microphone at high frequencies, and decrease feedback and room-noise pickup. Built-in cable connector; locking microphone plug attached to cable. Rich Satin Chrome finish overall. 5/8"-27 thread for stand mounting. Diameter, 2 3/8". Length overall, 3 7/16". Shipping weight, 1 1/4 lb.

CRYSTAL MODEL. Famous for its smooth "Ultra" wide-range response from 30 to 10,000 cycles. Output: 55 db below 1 volt per bar. Special moisture-sealed Grafoil Bimorph crystal and other exclusive "Ultra" features.

Model 705A. "ROCKET" Crystal Microphone. Complete with 25 ft. shielded single conductor cable. Code: **Rupeb.** List Price.....**\$25**

DYNAMIC MODELS. New moving-conductor type. Smooth wide-range response from 70 to 7,000 cycles. Suitable for remote broadcast, P.A., recording, call system and general applications. Exceptionally rugged and practically immune to effects of heat and humidity. All models include built-in high quality transformer. Permissible cable length practically unlimited with low impedance models.

Model 50C-7 Ft. Dynamic. High impedance model. May be used with crystal microphone amplifiers and others with input impedance of 100,000 ohms or more. Furnished with 7 ft. single-conductor shielded cable. Output: 63 db below 1 volt per bar. Code: **Rudab.** List Price.....**\$26**

Model 50C. Dynamic. High impedance model. Same as 50C-7 Ft. above except with 25 ft. single conductor shielded cable. (Somewhat longer cable lengths may be used with some loss of high frequency response. Low impedance models may be used with very long cable lengths.) Code: **Rudac.** List Price.....**\$27.50**

Model 50A. Dynamic. Low impedance model for 35-50 ohm lines. Includes 25 ft. two-conductor shielded cable. Output: 91 db below 1 volt per bar open circuit, or 67 db below 6 milliwatts for 10 bar signal. Code: **Rudad.** List Price.....**\$27.50**

Model 50B. Dynamic. Low-impedance model for 200-250 ohm lines. Includes 25 ft. two-conductor shielded cable. Output level: 82 db below 1 volt per bar open circuit, or 67 db below 6 milliwatts for 10 bar signal. Code: **Rudag.** List Price.....**\$27.50**

Model A91A. Directional Baffle for "Rocket" Dynamic and Crystal microphones. Snaps into place—fits all models. Code: **Rubab.** List Price.....**\$2.50**

Model A86A. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: **Rudeb.** List Price.....**\$8.50**

(Shure Patents Pending.)



SHURE "ULTRA" Wide-Range Crystal Microphones

Highest Performance Today in General-Purpose Microphones

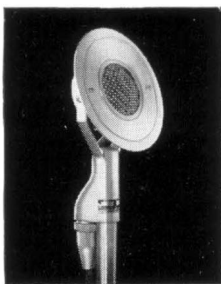
By whatever standards you judge them . . . fidelity of reproduction, beauty of design, dependability, convenience . . . you'll find SHURE ULTRA way ahead. Try them! Compare them with any other microphone regardless of price! You'll see why they are the popular choice here and abroad, in more than 55 countries throughout the world.

Note these outstanding features: "Ultra" Wide-Range reproduction from 30 to 10,000 cycles. ★ Dual-Drive High-Capacity Grafoil Bimorph Crystal. ★ Complete Barometric Compensation. ★ Internal Screen-Protected Cartridge. ★ Crystal Triple Moisture-Sealed by special Shure process. ★ High Output Level 53 db below 1 volt per bar. ★ Acoustically-correct single high-efficiency Curvilinear Diaphragm.

Equipped with Shure built-in cable connector; removable locking-plug attached to cable. Standard 5/8"-27 thread for stand mounting.

Directional Baffle for 700D

Model A90A. Directional Baffle for the Model 700D Crystal Microphone, reduces pickup of high-frequency sound from back and sides, reduces feedback, cuts down room-noise pickup. Quickly attached or removed—just snaps into place. Satin-finished aluminum. Code: **Rubaf.** List Price.....**\$2.50**



700D



701D



702D

Model 700D. Swivel-type. Semi-directional. Small compact unit with tilting head. Satin-Chrome finish overall. Diam. 2 3/8". Complete with 25 ft. single-conductor shielded cable with plug attached. Code: **Rupaj.** List Price.....**\$25**

Model 701D. Ultra-modern "Skyscraper" design, finished in Satin-Chrome overall. Semi-directional. 3 11/16" high, 2 5/16" wide. Complete with 25 ft. shielded single-conductor cable with plug attached. Code: **Rupap.** List Price.....**\$25**

Model 702D. Small, attractive "Spherical" microphone with non-directional horizontal pickup characteristic. Satin-Chrome finish overall. Diam. 2 1/4". Complete with 25 ft. single-conductor shielded cable with plug attached. Code: **Rupav.** List Price.....**\$25**

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MICROPHONES VIBRATION PICKUPS ★ CABLE ★

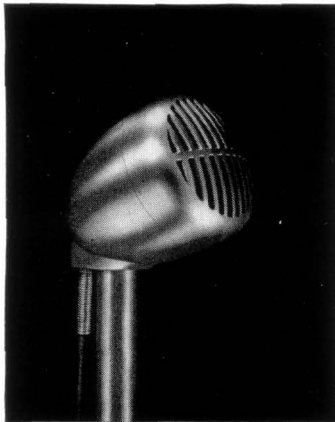
FAMOUS SHURE "SUPER-LEVEL" 70H CRYSTAL MICROPHONE

The "Super Level" model climaxes the long record of outstanding performance of the Shure 70H—the first crystal microphone generally adopted by leading sound equipment manufacturers. Retaining the high-quality wide-range response and other features which made this microphone so popular, the "Super Level" 70H now provides the highest output level ever available in a crystal microphone. Rated at 46 db below 1 volt per bar, (26 db below 1 volt for 10 bar signal), the new 70H requires less amplifier gain—provides a useful margin of extra sensitivity when needed. Crystal is genuine Grafoil Bimorph, triple moisture sealed. Sturdy cast case, Satin-Chrome finished, with built-in cable connector. Locking plug, attached to 7 ft. shielded cable.

Model 70H. "Super Level" Crystal Microphone. Code: **Rupep.**

List Price..... **\$22.50**

Model 70H-25 Ft. Same, with 25 ft. cable. Code: **Rupep.** List Price..... **\$24.30**



NEW CRYSTAL AND DYNAMIC "STREAMLINERS"

These new microphones give you Shure quality performance—but they're *streamlined* for economy to fit limited sound equipment budgets. They give you voice and music reproduction highly suitable for low-cost public address, paging and call systems. Beautifully streamlined; rich Satin-Chrome finish. 5/8"-27 thread for stand. Diameter 2 3/4". Shpg. wt. 1 1/4 lb.

CRYSTAL MODELS. Smooth wide-range response from 30 to 10,000 cycles. Output 53 db below 1 volt per bar. Grafoil Bimorph crystal, fully moisture-proofed. Screen-protected cartridge in shock-proof mounting.

Model 7A. Crystal. 7 ft. single-conductor shielded cable. Code: **Ruder.** List Price..... **\$16.50**

Model 7A-25 Ft. Same, with 25 ft. cable. Code: **Ruder.** List Price..... **\$18.30**

DYNAMIC MODELS. Employs new pressure-operated moving-conductor principle. Excellent response characteristic. Internal matching transformer. Output: Low impedance models, 67 db below 6 milliwatts for 10 bar signal; High impedance models, 63 db below 1 volt per bar. Low impedance models permit practically unlimited cable length. High impedance models may be used with any amplifier with input of 100,000 ohms or more.

Model 5G. High-Impedance Dynamic. 7 ft. single-conductor shielded cable. Code: **Rudud.** List Price..... **\$21**

Model 5G-25 Ft. Same, with 25 ft. cable. Code: **Ruduc.** List Price..... **\$22.50**

Model 5E-25 Ft. Low-Impedance Dynamic. For 35-50 ohm lines. 25 ft. two-conductor shielded cable. Code: **Rudur.** List Price..... **\$22.50**

Model 5F-25 Ft. Low-Impedance Dynamic. For 200-250 ohm lines. 25 ft. two-conductor shielded cable. Code: **Rudub.** List Price..... **\$22.50**

Model A86A. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: **Rudeb.** List Price..... **\$8.50**

SPECIAL MICROPHONE CABLE

C10C is a crystal and high-impedance dynamic microphone cable with low capacity and high insulation resistance. Single-conductor type with close shield. Overall rubber jacket. Available in trimmed lengths with Shure microphone plug attached (see table) and in bulk.

Model C10C. Bulk Cable. Any length, untrimmed. Code: **Rusob.** List Price, per ft..... **10c**

C24A Cable is specially designed for low-impedance dynamic microphones. Has two twisted rubber-insulated conductors, close shield and overall rubber jacket. Available in trimmed lengths with Shure microphone plug attached, and in bulk.

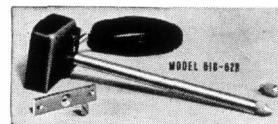
Model C24A. Bulk Cable. Any length, untrimmed. Code: **Rubel.** List Price, per ft..... **10c**

Shure "Super-Shielded" C14A Cable is hum-free even in intense magnetic and static fields. Single conductor with double shield. Recommended for Shure "Uniplex" and "Tri-Polar" microphones. Convenient trimmed lengths with Shure microphone-plug attached. Available in bulk on special order.

	Model	Type	L'gth	List Price	Code
For Crystal and High Impedance Dynamics	C10CP-7	Regular-Type Trimmed, with Plug Attached	7 ft.	\$2.25	Rusod
	C10CP-25		25 ft.	4.00	Rusof
	C10CP-50		50 ft.	6.50	Rusog
	C14AP-7	Super Shielded Trimmed, with Plug Attached	7 ft.	3.10	Rubeb
For Low Impedance Dynamics	C14AP-25		25 ft.	7.00	Lubec
	C14AP-50		50 ft.	12.50	Rubed
	C24AP-7	Two-Cond.Shielded trimmed, with Plug Attached	7 ft.	2.25	Rufef
	C24AP-25		25 ft.	4.00	Rubej
	C24AP-50		50 ft.	6.50	Rubek

Cordsets complete with Shure microphone plug and amplifier input plug, completely wired, are available to fit most amplifiers. State amplifier make and model number when ordering.

CRYSTAL VIBRATION PICKUP DEVICES

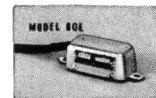


Models 61B and 62B Vibration Pickups. Used for locating and measuring vibration, checking surface smoothness, and for the solution of a wide variety of scientific and industrial problems. No plungers or other external moving parts. Triple moisture sealed

Grafoil Bimorph Crystal. May be fastened to object or used with extension rod for point-to-point tests. Black wrinkle finish. Complete with 8" extension rod, ball tip, point tip, mounting bracket, 7 ft. shielded cable and complete instructions. Case 2 1/4" by 2 1/4" by 1 1/4". Shpg. wt. 1 1/4 lbs.

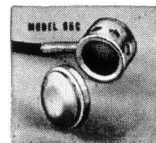
Model 61B. Vibration Pickup. General-Purpose type. Linear acceleration characteristic to 1300 cycles. Code: **Ruteb.** List Price..... **\$30**

Model 62B. Vibration Pickup. High output model. Suitable for direct use with headphones. Linear to 600 cycles. Code: **Rutec.** List Price..... **\$30**



Model 60E Vibration Pickup. A low-cost general purpose vibration pickup suitable for experimental work. Size: 1 1/4" by 1" by 3/4". Mounting lugs provided. Satin-Chrome finish. Complete with 7 ft. shielded cable. Shpg. wt., 3/4 lb. Code: **Ruteg.**

List Price..... **\$17.50**



Model 66D. Stethophone. A non-acoustic piezoelectric Stethophone for pickup of heart and chest sounds. Special "anti-noise" construction practically eliminates air-borne noise. Output, 5 to 10 millivolts. Only 1 5/16" in diameter; net weight, less cable, 3 oz. Satin-Chrome finish. Complete with protective cap and 7 ft. cable. Shpg. wt., 3/4 lb. Code: **Rufef.**

List Price..... **\$35**

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SHURE



"Communications" MICROPHONES

SUPER-LEVEL 70ST COMMUNICATIONS



This new improved model of the world-famous "70S" type crystal microphone brings you the added features of new streamlined desk mount plus filtering which protects against R.F. burnouts. Has the highest output available in a crystal microphone (26 db below 1 volt for 10-bar speech signal). Shure high-efficiency speech characteristic gives clear, crisp signals—cuts through noise and static. Built-in cable connector, with 7 foot shielded cable. Satin-Chrome Head, Iridescent Gray Desk Mount. Shpg. wt. 3 1/4 lbs. **Model 70ST.** Complete with Desk Mount. Code: **Rupib.** List Price.....**\$25⁵⁰**
Model 70STH. Same, without desk mount. Code: **Rupic.** List Price.....**\$22.50**

"Military-Type" Hand Microphone



The Shure "Military-Type" Crystal Hand Microphone fits naturally, comfortably in the palm of the hand. Light and compact, takes minimum space in portable equipment. Sturdy cast aluminum case, with bright Satin grille and bars against a background of Iridescent Gray. Excellent response and high output level. Improved cam-operated switch locks in the "ON" position when pushed "up", operates "ON-OFF" in the "down" position. Switches to control external circuits can be furnished on special order. Size: 3 3/4" high; 2 3/4" wide; 1 3/4" thick. Net wt. 3/4 lb. Shpg. wt. 1 lb. Complete with removable Suspension Hook, and 7 ft. shielded rubber-jacketed cable with spring cable protector.

Model 750B. Crystal Hand Microphone. Complete with switch. Code: **Rusel.** List Price.....**\$22⁵⁰**
(Carbon type "Military" Hand Microphones are available in quantity only, on special order).



Two-Button Hand Microphone

Convertible Hand Microphone. Convenient for general-purpose Public Address use. Convertible from hand to 3B type for stand mounting by removing mounting ring and inserting four "Quickway" Hooks. Iridescent Gray handle. Overall length, 8 7/8". Net weight, 3/4 lb. Shipping weight, 1 1/4 lb. Complete with 6 ft. three-conductor cable and 4 "Quickway" Hooks.

Model 10B. Two-Button Hand Microphone, Code: **Rucor** List Price.....**\$10**

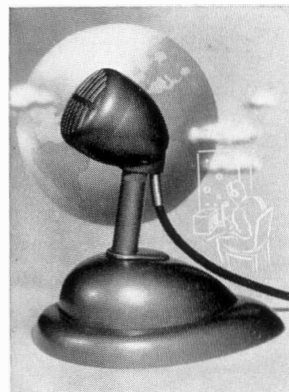
MICROPHONE REPAIR SERVICE

All microphones require occasional repairs. Carbon microphones need reconditioning at least once a year to maintain sensitivity and quality. "Microphone Headquarters" maintains a special department for repairing and reconditioning many types and makes of microphones. Write for quotations.

NEW "STREAMLINER" COMMUNICATIONS

Crystal and Dynamic Models

These new Streamliners for amateur 'phone bring you quality communications performance never before available at such low cost. Special response characteristic gives clear, crisp speech signals. The circuit is insulated from the operator for extra safety. Built-in R.F. filter protects against burnouts. Output level (for 10-bar speech signal): Crystal, 33 db below 1 volt; Dynamic, 42 db below 1 volt. Beautiful new streamlined Desk Mount. Iridescent Gray finish overall. Complete with 7 ft. shielded cable. Shpg. wt. 3 lbs.



Model 78S. Crystal Type. Complete with Desk Mount. Code: **Ruden.** List Price.....**\$19⁵⁰**

Model 78H. Same, without Desk Mount. Code: **Rudec.** List Price.....**\$16.50**

Model 58S. Dynamic (High-impedance type). Complete with Desk Mount. Code: **Rudug.** List Price.....**\$24**

Model 58H. Same, without Desk Mount. Code: **Ruduf.** List Price.....**\$21**

Model 76B Lapel Type Microphone



A greatly improved Crystal Lapel Microphone with higher output level. Gives high-quality reproduction of speaker's voice. Small, light and inconspicuous—only 1 7/8" diameter, weight only 1 1/2 oz. Improved lapel clip. Iridescent Gray finish. Complete with 25 ft. shielded single-conductor cable. (No cable connector). Shpg. wt., 3/4 lb. **Model 76B.** Code: **Rulop.** List Price.....**\$25**

Model 3B TWO-BUTTON CARBON



Full-size two-button microphone with quality performance, for amateur transmitters, inter-communication systems and Public Address installations where dependability and low cost are the important requirements. Rigid cast frames and built-in protective grille. Has the Shure "Quickway" Hooks. New Satin-Chrome finish overall. Special design permits use as a single-button microphone. Frame diameter 3"; Thickness 13/16"; Net weight 1/2 lb. Shpg. wt. 3/4 lb. **Model 3B.** Code: **Ruciv.** List Price.....**\$5⁵⁰**

Model 5B TWO-BUTTON CARBON



A high-quality, full-size two-button microphone. Regular full-size precision adjustable buttons and special diaphragm insure exceptional quality of reproduction. Ideal for low-cost sound systems. Rugged construction throughout. Attractive modern design, with new rich Satin-Chrome finish. Screen-protected diaphragm. Well-known Shure "Quickway" Hooks for convenient spring suspension. Diameter overall 3 3/4"; Thickness 1 1/16". Net weight 1 lb. Shpg. wt. 1 1/4 lb. **Model 5B.** Code: **Rucit.** List Price.....**\$10**

Shure Crystal Devices are licensed under patents of the Brush Development Company. Shure patents pending.

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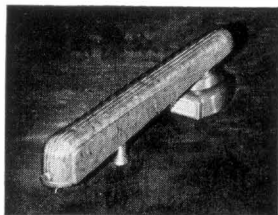


CRYSTAL PICKUPS

ZEPHYR *Balanced-Tracking* CRYSTAL RECORD REPRODUCER

An improved pickup with advanced features that give music lovers the type of reproduction they like. Plays 10" and 12" records. Does full justice to the complete range of modern high-quality recorded music. New full bass response combined with full-range high-frequency reproduction gives pleasing life-like quality, free from distortion and objectionable surface noise. Response easily modified to suit individual preferences by slight modification of input circuit. Records last longer too, due to Shure "Needle-Tilt" Balanced-Tracking that keeps the needle true to the groove, lightweight needle pressure of only $2\frac{3}{4}$ ounces, and very low needle-point impedance. The tone arm is elastically-isolated from the base with a new "full-floating" mounting that reduces mechanical feedback and eliminates motor vibration pickup.

In appearance the ZEPHYR is an outstanding example of modern design at its best. Streamlined with eye-satisfying curves and speed-lines, it was an award winner in the "Modern Plastics" Competition. Furnished in a choice of finishes—gleaming Black Bakelite Molded, or Walnut Bakelite to match the maple, oak, or walnut tones of radio and phonograph cabinets.



(Shure Patents Pending)



The new ZEPHYR embodies the best design principles that have been developed for crystal pickups—many of them exclusive. The crystal is a genuine Grafoil Bimorph unit, triple moisture-sealed by special process. Output voltage, approximately $2\frac{1}{4}$. Mechanical features include low friction bearings of special material, hardened pivot points, and scientifically-stiffened non-resonant arm. Dimensions: 11 $\frac{1}{32}$ " long, 2 $\frac{3}{16}$ " high. Base 2" wide. Playing radius, 8 $\frac{5}{8}$ ". Shpg. wt., 1 $\frac{1}{4}$ lb.

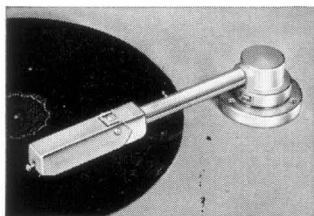
Model 99C. Shure ZEPHYR Crystal Record Reproducer. Black Bakelite Molded. Complete with 3 $\frac{1}{2}$ ft. shielded cord, arm rest, mounting screws and motorboard drilling template. Code: **Ruzag.** List Price..... **\$7⁵⁰**

Model 99CW. Same but Walnut Bakelite Molded. Code: **Ruzaw.** List Price..... **\$7⁵⁰**

Model 98A. Black Bakelite Arm. Similar to 99C, but single-hole mounting type. Code: **Ruzub.** List Price..... **\$6⁵⁰**

Model 98AW. Same but Walnut Bakelite Arm. Code: **Ruzud.** List Price..... **\$6⁵⁰**

Transcription-Type Record Reproducers



910B

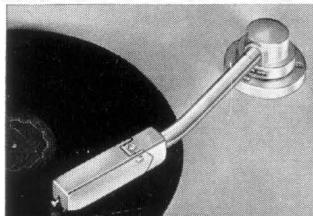
The design of these transcription reproducers has been brought up-to-the-minute to meet the latest requirements for high-quality reproduction of lateral records in broadcasting, recording and public address work. Full bass response has been provided which is variable to suit individual requirements with simple networks in the input circuit. Smooth high-frequency response gives full reproduction to the useful recorded upper

register, gradually attenuating the response at the upper frequencies where surface noise predominates. Output approximately $2\frac{1}{4}$ volts.

Genuine Grafoil Bimorph crystals are employed in cartridges designed for maximum stability and dependability. Special-process triple moisture-proofing insures immunity to atmospheric conditions.

Mechanical features are outstanding. Head pivots horizontally at front of arm for easy needle-changing and locks in place when tilted back. Arm automatically locks in position when swung away from turntable—no arm rest needed. Light needle-pressure of only $2\frac{3}{4}$ ounces, and low needle-point impedance. Finish is new Satin-Chromium overall. Complete with 3 $\frac{1}{2}$ ft. shielded cord, mounting screws and motorboard drilling template.

Model 910B. For 10" and 12" records. Straight-arm design, with Shure "needle-tilt" tracking error correction. Overall length, 10 $\frac{3}{4}$ ". Shpg. wt. 2 lbs. Code: **Ruzil.** List Price..... **\$15⁵⁰**

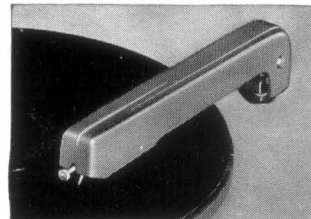


914A

Model 914A. For 16", 12" and 10" records. Bent-arm tracking correction. Overall length, 12 $\frac{7}{8}$ ". Shpg. wt., 2 pounds. Code: **Ruzig.** List Price..... **\$16⁵⁰**

Model 94A "ECONOMY" Crystal Pickup

A small, compact crystal pickup that mounts in minimum space. Especially recommended for compact record players and for modernizing obsolete phonographs and combinations. Plays 10" and 12" records. Has Shure "Needle-Tilt" Balanced-Tracking. Triple moisture-sealed Grafoil Bimorph crystal. Full range frequency response excellently reproduces modern recordings. Output, $2\frac{1}{4}$ volts. Needle pressure, only $2\frac{3}{4}$ ounces. Floating, rubber-cushioned pivot-bearing assembly, designed for single-hole motorboard mounting. Sturdy cast arm with attractive modern speed lines. Smooth wood-tone brown finish. Length 7 $\frac{15}{16}$ ". Shpg. wt., $\frac{3}{4}$ lb.



Model 94A. Crystal Pickup. Complete with 20" shielded cord, arm rest and motorboard drilling template. Code: **Ruzec.** List Price..... **\$6⁵⁰**

Crystal Pickup Replacement Cartridges



Model W20C. Metal type cartridge that fits Shure 99, 94 and 910 pickups. Has built-in "Needle-Tilt" Balanced-Tracking. Code: **Ruzim.** List Price **\$5⁰⁰**



Model W24C. Bakelite type cartridge for universal replacement in many pickups of other makes. Straight needle. **Screw terminals.** Code: **Ruzob.** List Price..... **\$5⁰⁰**



Model W26C. Special Bakelite type for Shure Model 914 Transcription Reproducer. **Lug Terminals.** Code: **Ruzol.** List Price..... **\$5⁰⁰**

Model W25C. Bakelite type with standard "plug-in" pin terminals as used in many record players, and "coin machines". Straight needle. Code: **Ruzom.** List Price..... **\$5⁰⁰**

SHURE BROTHERS • 225 W. HURON ST. • CHICAGO, U. S. A. • CABLE: SHUREMICRO
DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES

SHURE



★ STANDS ★ and Accessories

"Stabilized" Friction Lock Floor Stands

Quick, Positive Friction-Lock Floating Shock-Proof Base-Cushioning

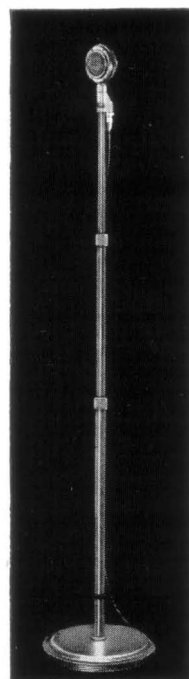
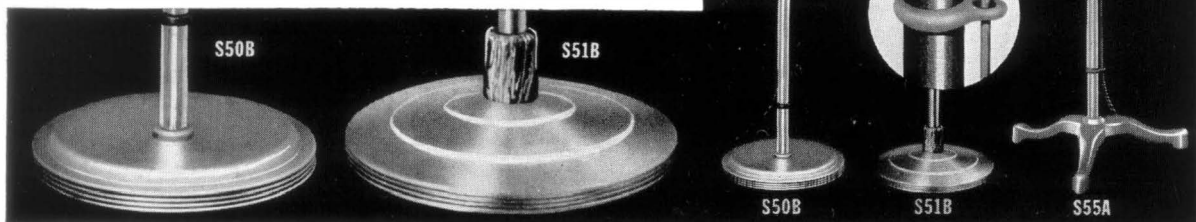
You get better performance, more beauty, more value in Shure Floor Stands. They improve the appearance and operation of any sound system. Height adjustments are made easily, quietly, with the super-positive Friction-Lock. Only a fraction of a turn to lock, yet supports a 50-lb. load. Scientifically designed 3-point "Stabilized" base cushioning with pure gum-rubber gives 10-18 db reduction of shock and vibration. Molded soft-rubber cable guide holds cable neatly and securely in place. Only Shure Floor Stands give you all these important features!

Model S50B. Floor Stand. Satin-Chrome finish overall. Round base (9½" diameter, weight 6 lbs.) with modernistic fluted rim. Effective height adjustment

44¾ to 70¾ in. Net weight, 8½ lbs. Shpg. wt., 9½ lbs. Code: **Rusef.** **\$10**
List Price.....

Model S51B. Floor Stand. Satin Chrome finish overall with beautiful Tenite plastic ornament at base. Large round base (diameter 10½"; weight 10 lbs.). Modern step design with fluted rim. Height adjustment, 44¾ to 70¾ in. Net weight, 12½ lbs. Shpg. wt. 13½ lbs. Code: **Rusif.** **\$12.50**
List Price.....

Model S55A. "Studio-Type" Floor Stand. Extremely stable 3-leg base. Effective height adjustment, 48 to 70 in. Base weight, 10½ lbs. Leg spread 15½". Net weight, 12¾ lbs. Shpg. wt., 14 lbs. Iridescent Gray finish. Code: **Rusat.** List Price..... **\$15.50**



S54C

Double-Extension Utility Stand

Model S54C. Floor Stand. Utility Double-Extension Friction-Lock stand especially suitable for portable use. Modern round base with fluted rim; diam., 9½"; wt., 6 lbs. Height range, 30 to 64 in. Iridescent Gray finish. Shpg. wt., 8½ lbs. Code: **Rusap.** **\$10**
List Price.....

Microphone "ON-OFF" Switches

Ideal for all applications where it is necessary to turn the sound system "on" and "off" at the microphone. Quiet rotary switch in cast case, Satin Chrome finished. Black bakelite knob. 5/8"-27 thread for stand.

Model A83A. Stand Switch. New model, quickly attached to any cable-conector type Shure microphone. No wiring — internal plug establishes connections. Cable connector receptacle for standard Shure plug. Code: **Runim.** **\$4**
List Price.....

Model A80B. Stand Switch. Threaded 5/8"-27 to fit old model non-conector type Shure microphones and those of other makes. Unwired, without microphone cable or plug. Code: **Runib.** **\$2.50**
List Price.....



A83A

A80B

MODERN DESK STANDS

Model S36A. Streamlined Desk Mount. Combines new beauty with stable support at correct height. Fits Shure connector-type microphones, concealing plug in base; adapter plate and tubing provided for microphones of other types and makes. Ornamental button at front may be removed if desired for installation of 3/8" standard-bushing switch or volume control. Iridescent Gray finish. Base: 2½" high, 5" wide, 7" long. Shpg. wt., 1½ lbs. Code: **Rusef.** **\$3.50**
List Price.....

Model S32D. Modernistic Desk Stand. Highly attractive, modern—beautifully finished in Iridescent-Gray with Satin-Chrome concentric circles on base. Shure Friction Lock provides easy, positive height adjustment from 7 to 11 in. Base diameter 6". Shpg. wt., 3½ lbs. Code: **Rused.** List Price..... **\$6.50**



Stand Adapters

Model A20A. Mounts microphones with ½" Pipe Thread on 5/8"-27 thread stand. Code: **Rudap.** List Price..... **\$1.00**
Model A21A. Mounts microphones with 1/8" Pipe Thread on 5/8"-27 thread stand. Code: **Rujec.** List Price..... **\$1.00**

Rings and Springs—Fit all Shure Stands

Model R20C. Full-size 6" standard ring for carbon microphones. Attractive bevel-edge design. "Quickway" Mounting Hooks. Satin-Chrome. 8 rustproof springs. Shpg. wt., 1 lb. Code: **Ruket.** List Price..... **\$2.50**
Model R10B. A light 5" Ring for small carbon microphones. Satin-Chrome finish. Shpg. wt., ¾ lb. Complete with 8 rustproof springs. Code: **Rujes.** List Price..... **\$2.25**



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"Sound Systems Sound Better with Shure Microphones"