

MORE *Oomph!* FOR YOUR SOUND SYSTEM



**New Shure Microphone Invention Makes
Amazing Improvement in Pick-up and
Reproduction of Voice and Music—at low cost!**

Increased Pick-up Range — Increased Volume — Overrode Audience Noise — Reduced Feedback — in Difficult Sound Installation

PHONE 2-1219

Shan - The Radio Man
SHAN Des JARDINS Inc.
1328 West Flagler Street
MIAMI, FLORIDA

SOUND SYSTEMS

January 18, 1940

RADIO REPAIRS

Shure Brothers
225 W. Huron Street
Chicago, Illinois

Gentlemen:

Recently I installed one of your Unidyne Microphones in the Old Heidelberg Restaurant in Miami. This replaced a different type of microphone they had been using. Because of low ceilings and hard surfaces, the restaurant presents a difficult sound problem. I want you to know that I am more than pleased with the results of the Unidyne.

The Pickup range was increased more than 100%, while feedback was reduced 50%. The restaurant is very noisy during rush hours, and we were able to increase the volume to where it overrode the noise level, yet did not increase the audience pickup, due to the Uni-Directional design of your Unidyne. The quality is excellent, and its appearance is very professional.

The installation of this Unidyne has already led to prospects for the sale of at least two or three more.

You may be sure that in the future I am going to specify Shure Brothers' Unidyne Microphones for an A-1 Public-Address job.

Yours very truly

Shan Desjardins
Shan Desjardins

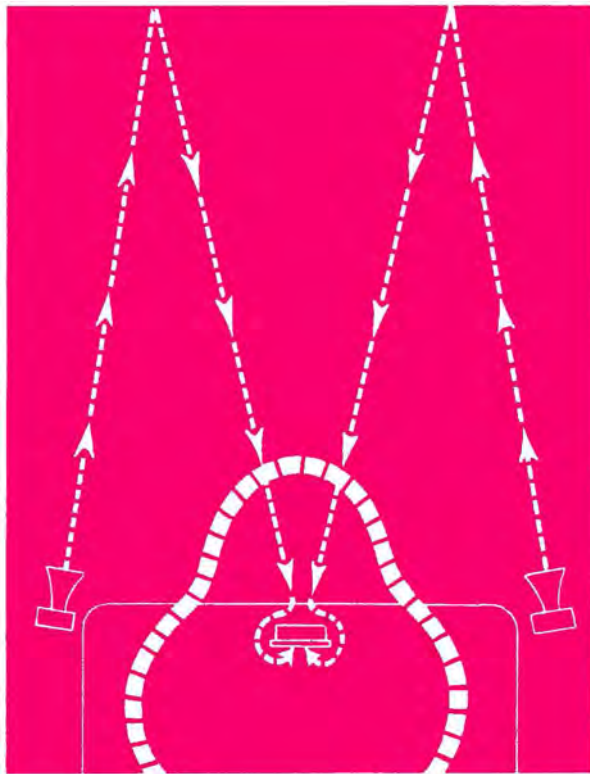


“UNIPLEX” and “UNIDYNE”

CARDIOID TRUE UNI-DIRECTIONAL MICROPHONES

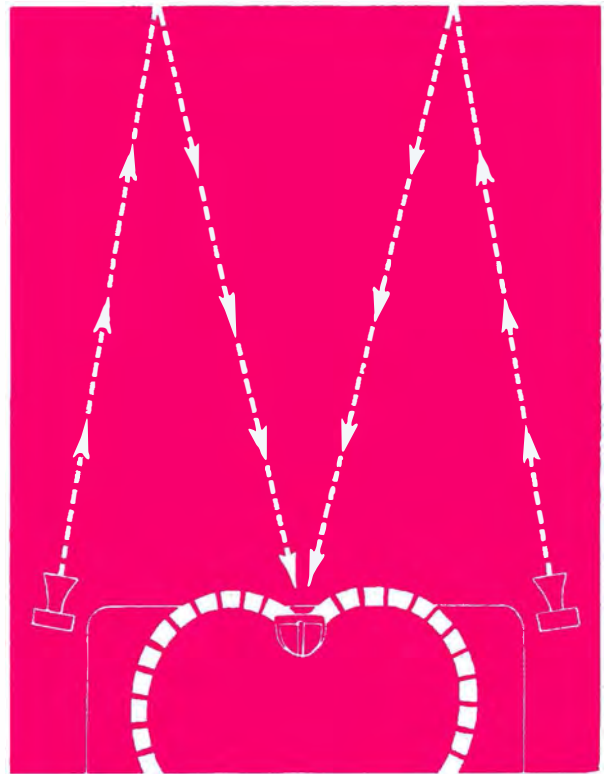
Greatly Improve Sound Systems

Using Ordinary Microphones



Ordinary Microphone

Shows how ordinary microphone is subject to feedback. It picks up sound from all directions — from the rear as well as from the front. Reflected sounds from walls, ceiling and floor plus audience noise are reproduced by the microphone and the sound system.



Shure Cardioid Microphone

Shows how the “Shure Cardioid” Microphone picks up only the sound you want. It is “dead” at rear — and is not affected by troublesome reflections or background noise. As a result, you can get more volume without feedback — you get better sound reproduction — and performers do not have to hug the mike.

**Cardioid — Means “Heart-shaped Pick-up Pattern” — as shown in the illustration above.*

What a Difference!

When You Plug a Shure Cardioid Microphone into Your Amplifier

-  You can get more volume, without feedback. The Audience hears better.
-  You reduce pick-up of audience noise and reflected sounds 66%.
-  No need to hug the mike and hide the face. Performers have more freedom — can stand farther away from the microphone.
-  You can place microphone and loud speakers closer together, where necessary.
-  You get better and clearer reproduction of voice and music — because the Cardioid gives prominence and definition to the sound you pick up at the front of the microphone.
-  You simplify problems of microphone placement — you have greater freedom in moving the microphone about.
-  You find it easier to set up your sound system in any location. No worry about room acoustics or outdoor problems.
-  You add modern beauty to your entire sound system.
-  You make Everybody Happier:
 - The Owner enjoys a better sound system.
 - The Audience relaxes — and hears the performers without any strain.
 - The Performers get more applause — they know the sound system does justice to their work.
-  Your own "ears" will tell the difference!

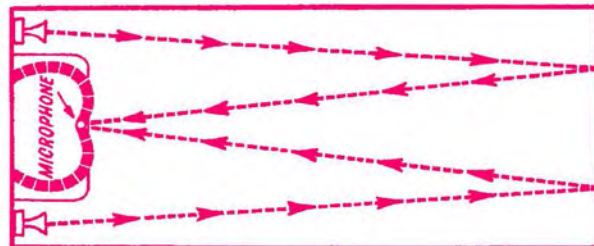
Typical Feedback Problem Solved by Shure "Unidyne" Cardioid Microphone



The Capitol Cocktail Lounge — one of Chicago's newest. Long room, low ceiling and modern polished walls present difficult acoustic problem. Diagram above shows location of Shure "Unidyne" Cardioid Microphone and loud speakers.



Close Placement of Microphone and Loud Speakers Made Possible by Shure "Uniplex"



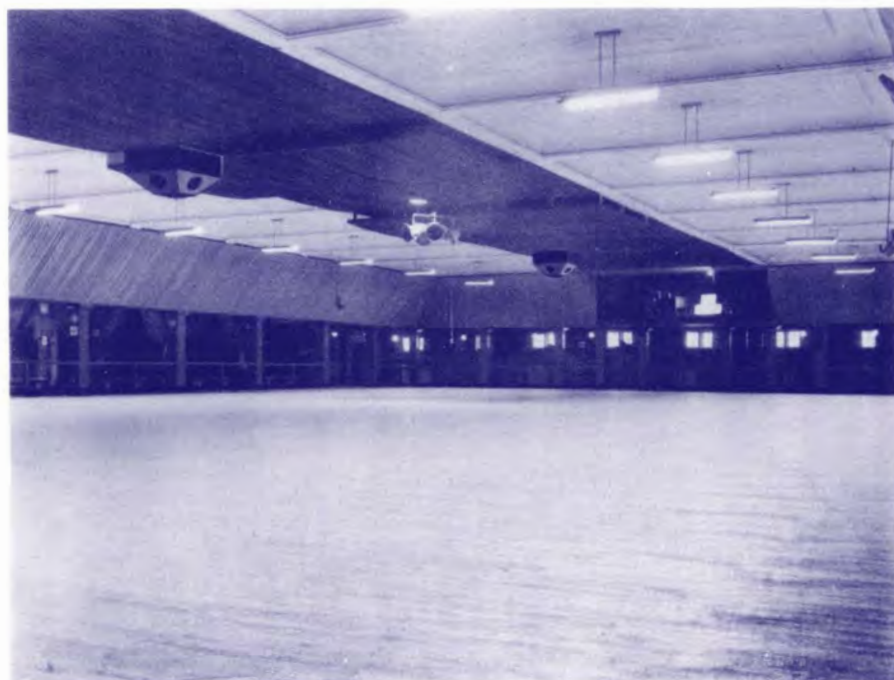
The famous 806 Club in Chicago. Two speakers, as shown in the diagram above, cover entire audience in long room. The Shure "Uniplex" Cardioid Microphone makes this speaker placement possible and permits plenty of volume without feedback trouble.



Loud Audience Noise in Roller Rink Solved by Shure "Unidyne" Cardioid Microphones



The Riverview Roller Rink in Chicago. Shure "Unidyne" Cardioid Microphone used in center of large arena, directly under one of three clusters of loud speakers, effectively reduces pick-up of noise from surrounding skaters. This microphone makes it possible to reproduce the voice of the Master of Ceremonies distinctly and loudly without feedback. Another Shure "Unidyne" in loft picks up music from an electric organ and assures sufficient volume to fill vast noisy rink without back-ground noise trouble.



9 out of 10 Sound Systems Need These

SHURE

Cardioid Microphones

Shure "Uniplex" Cardioid True Uni-Directional Crystal Microphone



The lowest-cost cardioid true uni-directional microphone available today. Beautifully styled and finished in rich satin chrome. Modernizes the appearance and performance of your sound system. Operates on the exclusive Shure "Uni-phase" principle. Gives excellent high quality reproduction from 30 to 10,000 cycles at the front, yet is practically unaffected by sound approaching from the rear. Tilting head easily aimed at source of sound. Output level 62 db below 1 volt per bar. (Rear response down approximately 15 db.) Specially moisture-proofed Grafoil Bimorph crystal. Built-in cable-connector. 25 ft. of special hum-free super-shielded cable with locking-plug attached. Permits convenient removal of microphone for portable use. Standard $\frac{5}{8}$ "-27 thread for stand mounting. Head diameter $3\frac{3}{4}$ "; depth $3\frac{1}{2}$ "; Net wt. 1 lb. Shpg. wt. $1\frac{1}{2}$ lb.

Model 730A. "UNIPLEX" Cardioid True Uni-Directional Crystal Microphone. Complete with 25 ft. super-shielded cable with plug attached. Code: **Rupel**. List Price...\$32.50

Shure "Unidyne" Cardioid True Uni-Directional Dynamic Microphone



Offers the most advanced, the most effective solution to sound pickup problems in public address, broadcasting and recording. Employs the exclusive Shure "Uniphase" principle. Gives wonderfully 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. Low impedance models can be used with practically unlimited lengths of cable. Rugged, shock-proof construction with specially suspended, double-wind-screened moving-coil system. Practically unaffected by heat and humidity. 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. Permits convenient removal of microphone for portable use. $\frac{5}{8}$ "-27 thread for stand mounting. Case dimensions: $4\frac{1}{4}$ " high; $3\frac{1}{4}$ " wide; $3\frac{1}{2}$ " deep. Net weight, less cable, $2\frac{1}{2}$ lbs. Shipping weight, $4\frac{1}{4}$ 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.....\$42.50

Model 55B. Low impedance model for 200-250 ohm circuits. Includes 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 trans'ormer. 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 BROTHERS

Designers and Manufacturers of Microphones and Acoustic Devices

225 W. HURON ST. • CHICAGO, U. S. A.

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