Guarantee

Each Shure Microphone is covered by a mechanical and electrical guarantee for one full year, providing the unit is not mishandled, and also providing that all instructions are followed as specified in the instruction sheet furnished with each unit.

Model 33N is especially recommended for:

1. All sorts of indoor and outdoor public-address systems, public places, factories, salesrooms, advertising trucks, recording devices, airports, etc.
2. Broadcast studio, for high quality reproduction of both music and the speaking voice.
3. Remote control pick-up connecting with radio broadcasting stations.

Operates best at 6 to 10 M.A. per button. Limit of guarantee: 15 M.A. per button. Total internal resistance: 400 ohms, or 200 ohms per button. Diameter of frame: 3 1/4 inches. Thickness of frame: 1 1/8 inches. Diameter over all: 4 1/4 inches. Packed in a strong carton with wiring diagram and complete instructions.

Model 33N, Nickel Finish. Code: Rulit. Complete with new "Quickway" and four extra old style hooks. List Price $50.00

SHURE BROTHERS COMPANY
Manufacturers-Engineers
S.N. SHURE, Pres.
337 WEST MADISON ST.
CHICAGO, ILLINOIS

Printed in U.S.A.
New! CONDENSER MICROPHONE
MODEL 42

Shure Condenser Microphone Model 42 has been produced to provide the highest quality instrument for Broadcast Studios, Sound Recording Studios, and Public Address Installations.

That our engineers have concentrated their years of microphone experience into the design of this model is attested by its appearance, performance, and low price.

Shure Condenser Microphones are already well known for their unusually rich quality of tone. With high sensitivity and a relatively uniform response to all frequencies from 40 to 10,000 cycles, they are free from "hiss" or other background noise. They may be moved about while in operation without adverse effects.

You may well wonder how a microphone with these characteristics can be produced at such a low price, especially when quality has not been sacrificed. Frankly, it's no secret. Here at Shure Brothers Company we devote our entire time to manufacturing microphones. Add to this, simplified construction plus lower material costs and you can see why finer quality could not be obtained at many times the price of the Model 42. Write for catalog sheet and complete specifications.

Model 42. Code: Rubis. List Price, complete with tube and cable: $125.00

NEW AUTOMATIC SAFETY LOCK

At last! A real Floor Stand that is Silent and Automatic! No Thumb Screws! No Wing-Nuts! No Clamp Adjustments! No Rattling! Lots of Tension Prevents Sudden Dropping! Raise, Lower, or Turn in any direction without adjustments. Special Mechanism (patent pending). Guaranteed Indefinitely.

Model 53. Beautiful Chrome-Japan Finish.
Code: Rufs.
Model 53R. Same as Model 53, with round base.
Code: Rugit.
List Price, either model, reduced to: $20

Guarantee

Each Shure Microphone is covered by a mechanical and electrical guarantee for one full year, providing the unit is not mishandled, and also providing that all instructions are followed as specified in the instruction sheet furnished with each unit.

FREE

Send this coupon at once for your copy of the comprehensive SHURE Microphone Catalog and Data Sheet File Illustrating and describing the entire SHURE line of microphones and accessories, including wiring diagrams and mixer circuits.

Name
Address
City
State

SHURE BROTHERS COMPANY
Manufacturers-Engineers
S. N. SHURE, Pres
337 West Madison St. CHICAGO, ILLINOIS

RB-1334
The "Radio Modulator"
TRADE MARK REGISTERED

EVERY RADIO SET A PUBLIC ADDRESS SYSTEM

AN ORIGINAL DEVELOPMENT OF THE LABORATORIES OF SHURE BROTHERS COMPANY

- - - HOW IT OPERATES - - -

The RADIO-MODULATOR is very easily and safely connected to any radio set. Only 4 operations are necessary.

1. Plug into the A-C line.
2. Disconnect aerial and connect one wire from the RADIO-MODULATOR to the aerial post.
3. Connect the other wire to the ground post.
4. Set the radio at about the middle of the dial. Turning on the switch gives an effective amplifying system.

It is not necessary to use plug-in adapters, to remove any tubes, or to tamper with the radio chassis in any way. A shielded wire is provided to connect to the aerial and ground posts of the radio set, and the dial of the set is adjusted at about the center to pick up the carrier wave of the MODULATOR.

The MODULATOR need not be disconnected to use the radio for regular broadcast reception. By turning off the switch of the MODULATOR the radio is ready for use.

- - - SOME OF ITS 1001 USES - - -

When used with a radio set, the Shure RADIO-MODULATOR makes an efficient and low priced Public Address System. By means of this device it is now possible for any radio set owner to get the full benefit of high quality reproduction available from a professional type 2-Button microphone.

There are many uses for this new development. For those who want something "better" for home entertainment it is the last word. Small clubs and societies can use it advantageously for addressing their members. The owners of home moving picture equipment will find it a valuable addition when used to accompany a showing of their silent pictures.

For radio dealers the RADIO-MODULATOR is an excellent demonstrating device. Radio sets may be compared by having the actual purchaser speak into the microphone, and a listening mate will get the most vivid comparison of the fidelity of the various radio sets being demonstrated.

Merchants will find the RADIO-MODULATOR fills the requirements for an efficient Public Address System for those who cannot afford the price of a separate amplifier system. It may be used for window and store demonstrations to excellent advantage. Merchants will also find a ready sale for the RADIO-MODULATOR in connection with public meetings of all kinds.

Those engaged in renting and installing Public Address equipment can profitably sell and install the RADIO-MODULATOR in any of the above ways plus many others that will occur to the enterprising Public Address men.

- - - TONE AND VOLUME - - -

It is not a toy - and we do not advocate its sale in competition with cheap "home microphones". The quality is comparable to that of the best broadcasting stations. The tone is so life-like the listener will actually believe he is hearing the speaker himself. The power output is the same as the radio set as no power can be added or detracted by the RADIO-MODULATOR. Many radio sets have extremely fine quality and plenty of volume, so that when the RADIO-MODULATOR is used with them, an excellent Public Address System is the result.

- - - CIRCUIT AND TUBES - - -

Those who are technically inclined will be interested in knowing how the MODULATOR works. It employs a highly developed modulated oscillator circuit, designed by microphone experts. It has been tested with and approved for all leading radio sets.

The sounds picked up by the microphone modulate the entire radio set from the antenna post to the loud-speaker. No part of the radio is omitted in this hook-up - radio frequency, detector, and audio stages all being employed.

The standard Model 99 RADIO-MODULATOR is operated from any 110 volt A-C or D-C light socket.

The RADIO-MODULATOR is built to conform to I.R.S. standards of engineering.

Finished in grained walnut and will match the most beautiful home furnishings.

Model 99. Code: Rumod. SHURE RADIO-MODULATOR, complete with 5 tubes, 50 ft. of microphone cable, Special Model 59 two-button microphone and stand. List Price . . . . . . . . . . . . . . . . . . $35.00.

Usual Discounts Apply
NOT SOLD WITHOUT MICROPHONE
New MICROPHONE ACCESSORIES

New Features! Lower Prices!!

The New "Quickway" Hooks

Automatic Safety Lock

"Quickway" suspension hooks (Patent Pending) on every Shure microphone stand permit speedy mounting and dismounting of the microphone with no danger of springs slipping off and do away with the old-fashioned task of laboriously attaching and unhooking springs from the old-style hooks.

The beauty of Shure microphone stands has been enhanced by the bevel edge design on the ring, producing an attractive "stream-line" effect. The entire line of Shure stands and accessories has been built up to a standard of highest quality. The design of each item has involved the very highest type of engineering construction, resulting in equipment ideally suited for high quality microphone utility.

"Quickway" suspension hooks on Shure stands feature a Pat. Pend. bevel edge design, producing an attractive "stream-line" effect. These hooks eliminate the noise and rattling and the rubbing of metal against metal, permitting speedy mounting and dismounting of the microphone with no danger of springs slipping off and do away with the old-fashioned task of laboriously attaching and unhooking springs from the old-style hooks.

The bevel edge design on the ring, producing an attractive "stream-line" effect, also enhances the beauty of Shure microphone stands. The Automatic Safety Lock feature in no way interferes with the added advantage of running the cable through the tubing.

The combination of new features and advantages is found only in the new Shure microphone floor stands.

FLOOR STANDS
(Adjustable)

Also Models for Condenser Microphones

Pat. Pend.

Especially designed for rigidity. Heavy base has 3 feet, 16 inches apart, giving firm support. There is no chance for swaying or vibrating. Extends from 52 inches to 76 inches. Special Automatic Safety Lock holds extension in place, preventing any possibility of its dropping and damaging microphone. No rust-proof springs included. Special "Quickway" hooks: bevel edge design on ring; 8 rust-proof springs. Good for running the cable through base. Sturdiest floor stand made. An exceptional value. Shipping weight, 25 lbs.


STANDARD RING

For Any Mounting

The Standard Model 50 Ring may be used in many ways with the fittings shown on both sides of this page, or in connection with various tube lengths and shapes for special purposes. "Quickway" hooks and 5 rust-proof springs included. Shipping weight, 1 lb.


BANQUET STAND

Banquet stand, from 23 to 31 inches overall. Base, 6 inches in diameter. Thumb screw holds extension at any desired height. New and improved "Quickway" hooks, 8 rust-proof springs included. New extra heavy base with cord entrance prevents slipping. Bevel edge design on ring. Shipping weight, 6 lbs.

No. 52. Chrome-Japan Combination. Code: Raket. List Price, Reduced to $1250.

THE NEW CHROME and JAPAN COMBINATION

No expense has been spared to finish the 1935 line of Shure Microphone Stands in accordance with the highest standards of beauty and durability.

The new Rubber-Tone black, Double-Baked Japan finish, beaded and polished, buffs, nickel bars, chrome finish for the rings, present a combination that stands the hardest wear, never tarnishes and always looks new in studio, church, or out-of-doors.

The microphone ring is the standard Shure ring with the bevel edge design, the new "Quickway" hooks, and includes 8 rust-proof springs. Shipping weight, 6 1/2 lbs.

No. 55. Chrome-Japan Combination. Code: Raket. List Price, Reduced to $1500.

(Over)
MICROPHONE ACCESSORIES for every need

SPECIAL STAND
For Small Microphones
Designed for those who require a low priced mounting for small and more
sensitive microphones. Shall not accommodate any of our larger microphones. Furnished complete with 8 springs. Shipping weight, 2 lbs.

No. 60N. Nickel. Code: Rupas. List Price $350

TUBING SETS
Convert Your Desk Stand Into a Banquet
Stand or Vice Versa!

No. 51T, Tubings and fittings for Model $1
Adjustable Desk Stand. Code: Rufer. List Price $250
No. 52T, Tubings and fittings for Model $2
Adjustable Banquet Stand. Code: Rupas. List Price $400
No. 50T. Tubing 5½" long, to fit Standard Ring.
Diameter ¾" with No. 27 Thread. Code: Rupas. List Price $100

DUPLEX FIXTURE FOR
FLOOR STANDS
With this fixture and one extra Model 50 Standard Ring, you can
convert your floor stand to a duplex, permitting the use of two microphones facing at any angle, or carrying
the program to separate amplifying systems. Finished in new Rubber-Tone black, double-baked Japan. Shipping wt., 1½ lbs.
No. 53D. Duplex Fixture. Code: Rudel. List Price $500

SUSPENSION ADAPTER
With this adapter, the Standard
Ring used on all Shure stands may
be converted into a suspension ring.
Very sturdy built to withstand any
microphone weight. A very handy
accessory. Chrome plated. No. 50A, Suspension Adapter.
Code: Rudel. List Price $200

SPRINGS
(Rustproof)
Made of finely tempered steel, nickel finished. Guaranteed not to rust. The end hooks are open, yet they
cannot fall off. Unextendend size. 1 inch long.
54. Set of 8 springs. Code: Rukis. List Price, set of 8, reduced to $100

CARBON
Recommended for experimental use only. Not recommended for repairs as this work should be done by an experienced microphone laboratory. Sufficient granules for several microphones packed in capsule or glass vial.
No. 124. Carbon Granules. Code: Rupas. List Price $100

SOCKET, PLUG AND CONNECTOR BODY
Permits wiring right up to place where microphone is to be used so that microphone, stand and
cord may be quickly removed for sale keeping when not in use. So designed that plug cannot be
properly inserted into socket. Connector body used for making extension
cables.
No. 73. Rubun. 1-Contact Plug $0.75
No. 74. Rubas. Porcelain Socket $1.50
No. 75. Rubas. Connector Body $1.50

MICROPHONE MATCHING TRANSFORMERS
These microphone transformers are
especially designed to match all stand-
ard quality two-button microphones
having a resistance of approximately 200
ohms, and all condenser microphones
having an output of 200 ohms. These
Shure Matched Microphone Transformers
assure the maintaining of tone
quality in this important part of the
system. The primary and secondary cir-
cuits are perfectly balanced, and the
primary is centered tapped at the exact electrical center. The frequency response is free from resonance peaks. Highly polished and beautifully finished in nickel. Shipping weight, 3½ lbs.
A microphone transformer must be used with all 2-
button Microphones. Determine the input impedance of your amplifier before selecting one of the following micro-
phone transformers:
MODEL 68N. Matches 2-button Microphones to 200
ohms lines for mixing, etc. Turns ratio: 1 to 1.
No. 70N. Code: Ruwer.
MODEL 71N. Matches 2-button Microphones to 4,000
ohms lines for feeding into the transformer of the usual
amplifier. Secondary: 4,000 ohms.
No. 71N. Code: Rukis.
MODEL 72N. Matches 2-button Microphones to the
grid of the first tube in the amplifier. Turns ratio: 10
to 1. Impedance ratio: 100 to 1.
No. 72N. Code: Rupas.
Any One of Above Models, List Price, Reduced to $750

LOW PRICED TRANSFORMER
Microphone to grid transformer. Turns ratio 12 to 1. Lug terminals. Low in price, but very efficient. Shipping
weight, 3½ lbs.
No. 7. Transformer. Code: $350

MICROPHONE CABLE SHIELDED
3 Conductor
(New Reduced Prices)
The finest three conductor microphone cable obtainable, consists of 3 individual insulated cables. Color coded, black, yellow and red. Each individual cable rubber insulated and cotton covered. Woven flexible metal mesh surrounds cables and is itself cotton covered in dark brown. Finished with spade tips both ends. Shielding ground lug provided at one end.
No. Code Length List Price
85. Ruwer 12 ft. $2.50
86. Ruwer 25 ft. 6.50
87. Ruwer 50 ft. 10.50
88. Ruwer 100 ft. 17.50

4-5 Conductor
For Condenser Microphones, etc. 4 conductors and shield. No. 82 is trimmed and the shield is brought out
as an insulated conductor on each end, constituting a 5 Conductor Cable. No. 82-L is not trimmed.
No. Code Length List Price
82. Ruwer 25 ft. 87.50
82L. Rusk Any Per ft. .25

UNSHIELDED MICROPHONE CABLE
Three Conductor
This cable is similar to our shielded cable listed
above, but does not have the woven metal shielding. This is recommended only for temporary installations or
in connection with a hand microphone.
No. Code Length List Price
94. Rusk 6 ft. with spade tips $0.85
95. Rusk 12 ft. with spade tips 1.75
96. Rusk 25 ft. with spade tips 3.25
97. Rusk 50 ft. with spade tips 5.25

RUBBER COVERED CABLE
Ideal for outdoor use and rough handling indoors. Waterproof.
No. 89-3. 3-Conductor. Code: Rupas. Per 100 ft. List Price $2500

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S.N. SHURE, Pres.
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