SHURE
Microphones
and Acoustic Devices
1938 CATALOG
SHURE "ULTRA" Wide-Range CRYSTAL MICROPHONES

With These 8 Exclusive Features!
(1) "Ultra" Wide-Range reproduction from 30 to 10,000 cycles. (2) Dual-Drive, High-Capacity Graphfoil Crystal. (3) Complete Barometric Compensation. (4) Internal Screen-Protected Cartridge. (5) Crystal Triple "Moisture-Sealed" by new exclusive special process. (6) High output level 65 db below 1 volt per bar. (7) New acoustically-correct single high-efficiency Curvilinear Diaphragm. (8) Beautifully styled new semi-non-directional and semi-directional models in Spherical, Swivel and "Grille-Type" case designs.

Model 700A. A small compact unit with swivel arrangement for use where "tilting" of microphone head is desired. Cable may be run inside or outside stand tubing. Finished in bright polished chrome plate overall. Diameter, 2%". Complete with 7 ft. single-conductor shielded cable. Code: Ruret. List Price. $25


Model 701A. A "Grille-Type" Microphone, styled to meet the most critical taste and designed to give outstandingly high-quality reproduction. Attractive rubber-black overall finish with contrasting chromium fittings. 2½" high, 2½" wide, 1%" deep. Complete with 7 ft. single-conductor shielded cable. Code: Rurev. List Price. $25


Model 702A. A small spherical microphone with semi-coni-directional pickup... a feature which is especially valuable because it permits placement of a group around the Microphone without frequency discrimination. Beautiful rubber-black finish with circular chrome band. Diameter, 3½". Complete with 7 ft. single-conductor shielded cable. Code: Ruref. List Price. $25


"TRI-POLAR" Controlled-Direction Crystal Microphone!

1. UNI-DIRECTIONAL
2. BI-DIRECTIONAL
3. NON-DIRECTIONAL

All in ONE Microphone

After years of research in the laboratories of "Microphone Headquarters", the discovery of a practical method of obtaining "velocity" or pressure-gradient operation in a crystal microphone now makes possible "Controlled-Direction" response—a feature never before available in any microphone! By electrically combining the output of the "velocity" element with a "pressure" element, and by using the elements separately, the following directional characteristics are instantly available through a 3-point selector switch.

1. Uni-Directional. ("velocity" plus "pressure") Wide-angle front-side pickup—dead at rear. Cuts out audience noise, reduces reverberation energy pickup 65%. Eliminates feedback. The first economical microphone of any type to give you this feature! Output level 65 db below 1 volt per bar.

2. Bi-Directional. ("velocity" alone) Typical velocity characteristic with pickup from front and back—dead at both sides. Allows artist placement front and back, reduces reverberation energy pickup 65%, prevents feedback. The first practical crystal microphone to give you this feature! Output level 65 db below 1 volt per bar.

3. Non-Directional. ("pressure" element alone) Full 360-degree all-around pickup for group presentations and general applications. Output level 53 db below 1 volt per bar.

Smooth high-quality wide-range response from 40 to 10,000 cycles under all operating conditions. Triple moisture-sealed Graphfoil Bimorph crystals. Swivel-type mount with standard 6/4"-27 thread. Case 5" high by 2½" overall diameter. Finished in black morocco-grain and chrome. Ship. Wt. 2¼ lbs.


Model 85A High-Fidelity Sound-Cell Crystal Microphone

A true high-fidelity non-directional microphone with a response characteristic within a total range of only 5 db from 30 to 10,000 cycles. Meets the most critical requirements in applications calling for the very highest quality sound reproduction. Output level 68 db below one volt per bar (approximately 18 db below typical diaphragm types). Attractive "Grille-Type" case, finished in rich rubber black with chrome plated fittings. Shipping weight, 1 lb. Complete with 7 ft. single-conductor cable. Model 85A. Code: Ruleh. List Price. $45

Model 70H The Shure 70H sets the "standard of performance" for diaphragm-type crystal microphones. Adopted by leading Sound-Equipment Manufacturers. "Curvilinear" diaphragm and "Bimorph" crystal, "Cantilever" actuated. Output level 68 db below 1 volt per bar. Beautiful cast case, chrome plated overall. Mounts direct on any Shure Stand 8½-27 thread. Cable may be brought through stand tubing or outside as desired. Convertible to a Hand Microphone with ARA Handle. Complete with shielded single-conductor rubber jacketed cable.

Model 76A. Miniature Crystal Microphone. For concealed placement and general applications. Same as Model 76A but without clip. Complete with 7 ft. cable. Code: Rule. List Price. $22.50

SHURE BROTHERS • 225 W. HURON ST. • CHICAGO, U. S. A. • CABLE: SHUREMICRO

DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES
"COMMUNICATIONS - TYPE" MICROPHONES

**Model 705W Crystal Microphone**

A new, better "705" with 5 db higher output. Produces double power on important intelligibility speech frequencies with only 50% of the amplification previously needed. Output is 12 db below 1 volt per bar. Gives clear, crisp, powerful signals that over-rule noise and static. Recommended for high-efficiency voice communications in Commercial and Amateur radio-transmitters. Finished in chromium and morocco-grain black. Complete with integral desk mount and 7 feet of shielded single-conductor rubber-jacketed cable. Shipping weight, 2½ lbs.

Model 705W. Code: Ruraj. List Price.................. $25

Model 705WHL. Same as 705W but without desk mount. Code: Rura. List Price.......................... $22.50

**New Model 703S Crystal Microphone**

A smaller ... lighter ... "Communications-Type" Microphone with new convenient Swivel head for greater operating convenience. Has the same "high-efficiency" Double Power response characteristic that made the original Shure "703" world famous. Specially designed for Commercial and Amateur radio-transmitters. Output level 42 db below 1 volt per bar. Chromium plated head with rich morocco-grain black desk mount. Complete with desk mount and 7 feet of shielded single-conductor cable. Shipping weight, 2½ lbs.

Model 703S. Code: Rurem. List Price................... $27.50

Model 703SHL. Same as 703S but without desk mount. Code: Ruraj. List Price..................... $25


**Model 3B Two-Button Carbon**

Advanced engineering and controlled quantity production have made possible this full-size Two-Button Microphone with quality performance never before available at such extremely low cost. Designed for amateur and general use. Easily converted from desk to floor stand mounting. Consists of Model 3B microphone mounted in Model 350B desk stand. Bright nickel-plated ring with black morocco-grain base. Height, 7”. Shpg. wt.. 1½ lbs. Code: Rucel. List Price.......................... $5.50

**MICROPHONE REPAIR SERVICE**

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

SHURE MICROPHONES

for Every Application

NEW "MILITARY-TYPE" HAND MICROPHONES

The new Shure "Military-Type" Hand Microphones are designed to fit naturally in the palm of hand! Small, light and compact—no bothersome long handle... requires minimum space in portable equipment. Easily slipped into pocket when not in use. New Shure spring cable protector prevents cable strain at cut-end. Special new positive-action switch which operates either "Press-to-Talk" or On-Off.

New "Anti-Noise" Close-Talking Models. Through a new design principle, true high-in-telligibility close-talk performance with practical elimination of background noise is now available in both crystal and carbon types.


**Model 750A. Crystal Hand Microphone. General Purpose type.**

Code: Rusel. List Price............................ $25

**Model 750B. Crystal Hand Microphone. Same as 750A but with switch.**

Code: Rusel. List Price............................ $26.50

**Model 760A. Crystal Hand Microphone. "Anti-Noise" Close-Talking Type.**

Code: Rusil. List Price............................ $30

**Model 760B. Crystal Hand Microphone. "Anti-Noise" Close-Talking Type. Same as 760A but with switch.**

Code: Rusel. List Price............................ $31.50

**Model 15A. Carbon Hand Microphone. General Purpose type.**

Code: Rucab. List Price............................ $15

**Model 15B. Carbon Hand Microphone. Same as 15A but with switch.**

Code: Rucab. List Price............................ $16.50

**Model 16A. Carbon Hand Microphone. "Anti-Noise" Close-Talking Type.**

Code: Rucal. List Price............................ $20

**Model 16B. Carbon Hand Microphone. Same as 16A but with switch.**

Code: Rucal. List Price............................ $21.50

(Asplever after September 1, 1937)

**Model 44A. Removable Handle.** Permits stand microphones to be converted to hand microphones (see ill. 108 below). Fits microphones threaded 5/8-27. Shpg. wt. 4½ lb. Code: Rurik. List Price.......................... $1.50

**Model 5B Two-Button Carbon**

A full-size two-button microphone (diameter over-all 3½”, thickness 1½”, weight 1½ lbs.) Regular full-size precision adjustable buttons and special diaphragm assure exceptional quality of reproduction. Ideal for low cost public address systems. Attractive modern design, finished in chromium plate. Screen-protected diafragm and "Quickway" Hooks. Shipping weight, 1½ lbs.

Model 5B. Code: Race. List Price.......................... $10

**Model 10B Two-Button Hand Microphone**


Share Crystal Devices are licensed under patents of the Brush Development Company. Share patents pending.
SUPERIOR QUALITY characterizes all Shure Microphone Stands—quality that is reflected in beautiful modern design, careful attention to all details that enhance utility and convenience, and skilled workmanship inherent in truly fine products. At current prices they are unsurpassed values.

FLOOR STANDS

All Shure Floor Stands have the exclusive “Automatic Friction Lock”. You simply raise, lower or turn the microphone ... no thumb screws or nuts ... no rattling or sway. The proper degree of friction is adjusted by rotating the chromium collar at top of barrel. The mechanism is guaranteed to last indefinitely. Cables may be run through tubeing or outside. A new exclusive cable guide—furnished with each stand at no extra cost—holds the cable neatly beside the stand.

Effective stand height adjustment 43" to 68". Finish is beautiful black morocco-grain with chromium plated trim. (Microphones are not included and must be ordered separately.)


Model P54A. Cable Guide. Mounts close to base and holds cable neatly beside stand. Fits all Shure Floor Stands and others with tubing diameter from 3/4 to 1 1/4 inches. Black molded rubber. Code: Ruvab. List Price .......... $3 50

DESK and BANQUET STANDS

Convertable Desk Mount

New Shure Convertable Desk Mount that permits any stand microphone to be converted to desk or hand type. Beautiful modern design, carefully attention to all details that contrast with the black morocco-grain finish. Base diameter, 6". Height adjustable from 7" to 11". Weight, 3 1/2 lbs. Weight, 3 1/2 lbs. Shipping weight, 3 1/2 lbs. Code: Ruvos.

Code: Rugap. List Price .......... $7 50

Rings and Springs


List Price .......... $3 50

Model S32C. Modernistic Desk Stand. A new adjustable desk stand with the exclusive Shure “Automatic Friction Lock”! Beautiful modern design, with three chromium circles on base contrasting with the black morocco-grain finish. Base diameter, 6", Height, adjustable from 7" to 11". Weight, 3 1/4 lbs. Weight, 3 1/4 lbs. Shipping weight, 3 1/4 lbs.

Code: Rudes.

List Price .......... $6 50

Model S42C. Modernistic Banquet Stand. A companion unit to Model S32C listed above, useful where greater height is needed. Height range, 15" to 22". Weight, 3 1/4 lbs. Weight, 3 1/4 lbs. Shipping weight, 4 1/4 lbs. Code: Rukof.

List Price .......... $7 50


List Price .......... $3

Volume Controls for Crystal Microphones

Speakers, soloists, and announcers can now control the volume of a crystal microphone at the microphone . . . smoothly . . . with complete freedom from unwanted "tone-control" effects! Small compact unit (4" by 2"

by 2"), mounts on any Shure stand. Convenient ON-OFF switch. “Cougling” type, threaded 5/8-27 for Models 70H, 70OA, 70A and 70A. Microphone is not included and must be ordered separately. For best results use cable length supplied with unit. Beautiful black morocco-grain finish with chromium fittings.

Model V11A. Volume Control only, with 25 ft. of cable. Code: Rujag. List Price .......... $1 25

Volume controls also available with 50 ft. of cable.
Now for the first time—a crystal record reproducer that combines more accurate, more life-like reproduction of the recorded original ... lower record wear... and new modern "aero-stream" beauty. The new ZEPHYR accurately and faithfully reproduces the full frequency range of modern high quality recordings. Its response is smooth and free from distortion-producing peaks throughout the entire frequency range.

"Balanced-Tracking"

The illustration at the left shows how accurately the ZEPHYR "tracks" the groove across a 12" record. The enlarged views at the top (looking down the record) compare the relation of needle to groove for the ZEPHYR pickup (solid line) and conventional pickup (dotted line) at the start (1), half (2), and finish (3) of the record. Shure "needle-tilt" Balanced-Tracking keeps the needle true to the groove... makes records last longer... gives finer reproduction.

These features, too, are important: "High-lift" arm for easy needle changing. Shock-proof assembly, Double Precision Ball Bearing pivot, Counter-balanced non-resonant arm, Permanent centering. Positive cone-grip needle-chuck, Genuine Brush bimorph torsion crystal. Output voltage approximately 3 volts at 1,000 cycles. Connects direct to grid of tube. Plays 10" and 12" records.

NEW "TRANSCRIPTION-TYPE" CRYSTAL RECORD REPRODUCERS

The new Shure "Transcription" Models are designed to meet the high standards required for lateral disc reproduction in the broadcast, recording and entertainment fields. Rugged, dependable cast construction and precision adjustable bearings provide a rigid assembly that will give long service even under adverse conditions. Wide-range response to approximately 7,000 cycles insures full range reproduction of high-quality records. Exclusive Shure "needle-tilt" Balanced-Tracking maintains an extremely close approximation to true tangency to record groove thus assuring minimum record wear and high quality reproduction. Head pivots horizontally at front of arm for easy needle changing, and locks in place when tilted back to eliminate accidental dropping. Adequate mass for high "inertia" with needle tip of only 2 1/4 ounces. Arm automatically locks in position when swung away from turntable, thus eliminating need for arm rest. New black morocco-grain finish. Complete with 3 3/4 ft. shielded cord, mounting screws and motor-board drilling template.


Model 70A. Zephyr Arm Rest. (See ill. above). Specially designed for the Zephyr. Holds pickup firmly in place when off the record. No thumb screws or adjustments—the pickup is simply pressed down over the armrest, post and automatically locks in position. Arm is released when lifted. Mounts in 3 1/8" hole. Nickel finish. Code: Ruza. List Price $0.50c

Model W20B. Crystal Pickup Cartridge only. Shure "Balanced-Tracking" crystal cartridge assembly (without pickup arm) fits Zephyr arm. Code: Ruzaam. List Price $6

(See above)

Model 66A Stethophone

A new improved, non-acoustic piezo-electric device for pickup of heart and chest sounds for reproduction or recording. Special "anti-noise" design practically eliminates acoustic feedback and room noise pickup. Output voltage 5 to 10 millivolts r. m. s. Small, light, compact. Size: 1 5/16" by 1" by 1 1/8". Weight, less cable, under 3 oz. Beautiful chrome finish. Complete with 7 ft. shielded single-conductor cable. Ship. Wt., 3/4 lb. Code: Ruza. List Price $35

Model 60D Vibration Pickup

For sound and vibration pickup in studies of machine noise and vibration, reproduction of stringed musical instruments, interception of sound through walls in criminal investigation work, and many other applications. Size: 1 7/8" by 1 1/2" by 5/8". Mounting lugs provided. Chrome plated. Complete with 7 ft. single-conductor shielded cable. Ship. Wt. 10 1/2 oz. Code: Ruza. List Price $17.50

Vibration Pickups

Finding unwanted noise at the source... locating destructive vibration... inspecting production for quality... checking surface smoothness—these and many other problems are easily solved with the new Shure Piezo-Electric Vibration Pickups. Amplitude, frequency components and direction of vibration are indicated. Rugged, waterproof construction, spring cable protector prevents cable breakage at outlet. May be fastened to the object for continuous observations or used with the exploring probe for quick tests and comparisons. Sturdy, light cast aluminum cases. Finish black morocco grain with chrome-plated accessories. Complete with 6" extension rod, point rest, 5" mounting bracket and 7 ft. shielded rubber-jacketed single-conductor cable.


SHURE BROTHERS • 225 W. HURON ST. • CHICAGO, U. S. A. • CABLE: SHUREMICRO DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES
**SHURE ENGINEERS WERE FIRST WITH THESE IMPORTANT DEVELOPMENTS**

The **FIRST** Screen-Protected diaphragm carbon microphone! The **FIRST** low cost quality Condenser Microphone! The **FIRST** AC-Powered Condenser Microphone! The **FIRST** Crystal Microphone generally adopted by leading amplifier manufacturers and supplied by them as standard equipment! The **FIRST** “Ultra” Wide-Range Diaphragm Type Crystal Microphone with response closely approaching true High-Fidelity standards! The **FIRST** Specially-Designed Microphone for high-efficiency voice communication! The **FIRST** Non-acoustic crystal “Stethophone” for heartbeat pickup! The **FIRST** Basically New Record Reproducer with “needle-tilt” balanced-tracking! The **FIRST** true anti-noise close-talking microphone! The **FIRST** practical velocity-actuated crystal microphone! The **FIRST** economical Uni-Directional Microphone*! AND NOW—The **FIRST** “Controlled-Direction” Microphone*, providing instant selection of Uni-Directional, Bi-Directional or Non-Directional pickup in one unit.

*Embodied in the new Shure Model 720A.

**Comments on Microphone Response**

The term “High-Fidelity” is often applied to electro-acoustic devices which operate over a more or less “wide” frequency range without regard to the factor of uniformity of response over the transmitted frequency range. On such a basis, nearly all Shure microphones might be termed “High-Fidelity”. It is our belief, however, that a true High-Fidelity device should reproduce the frequency band from 30 to at least 10,000 cycles with a total response variation of not more than 5 db; Shure “High-Fidelity” Microphones conform to this standard. The terms “Wide-Range” and “Ultra Wide-Range” are employed in this catalog to indicate extended response and wide-range response closely approaching true “High-Fidelity” standards, respectively.

**Terms and Conditions**

All prices are list, subject to usual trade discounts, and subject to change without notice. All shipments are F.O.B. factory in Chicago, U.S.A. Factory Representatives and Authorized Distributors in principle cities throughout the United States and Canada.

**Export**

We maintain our own Export Department. Prospective purchasers outside the United States and Canada are invited to address Shure Brothers, Export Department, Chicago, U.S.A. for complete information. Cable Address: SHUREMICRO CHICAGO.

**GUARANTEE** All Shure Products are guaranteed to be free from electrical and mechanical defects for a period of one year from date of shipment from the factory, provided all instructions are complied with fully.