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. 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.

Crystal and Dynamic Models

Shure Cardioid-Type True Uni-Directional Microphones are available in “Uniplex” 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.

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.
"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 Share "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.


New SHURE "UNIDYNE" Uni-Directional Dynamic


Model 55A. Low impedance model for 35-50 ohm circuits. Furnished with 25-foot two-conductor shielded cable. Output level: 66 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 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: Rudeb. List Price $51.80

Model 55C. High impedance model. May be used with any crystal microphone amplifier or other high impedance microphone. Furnished with 25-foot shielded cable. (Somewhat longer cable may be used with some loss of high frequency response.) Output level: 68 db below 1 volt per bar.

Code: Rudas. List Price $45.00

Model 55A, B, C. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: Ruped. List Price $5.50

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 reverbération 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.


(Share Patents are Pending on all the above 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 lb.


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 PT. 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 PT. 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 $25

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: Rudag. 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: Rubac. List Price $8.50

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 a 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


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

"Sound Systems Sound Better with Shure Microphones"
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, (25 db below 1 volt for 10 bar signal), the new 70H requires less amplifier power—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.


NEW CRYSTAL AND DYNAMIC "STREAMLINERS"

These new microphones give you Shure quality performance—but they're streamlined for economy and for limited sound equipment budgets. They give you voice and music reproduction highly suitable for scientific and industrial applications. These units are built solid with rigid construction and materials. They give you all the features for which Shure is famous. They answer the requirements of scientists and engineers. They provide you with a microphone of the quality you expect from Shure, but at a lower price.

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 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 2½" by 2½" by 7½". Shpg. wt. 1½ lbs.


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

"Sound Systems Sound Better with Shure 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., burnsouts. Has the highest output available in a crystal microphone (20 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. 131/2 lbs. Model 70ST. Complete with Desk Mount. Code: Rudib. List Price...$25.00

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 grill 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.

Model 26B. Crystal Hand Microphone. Complete with switch. Code: Rusel. List Price...$22.50

(Carbon type "Military" Hand Microphones are available in quantity only, on special order).

Two-Button Hand Microphone


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" maintain a special department for repairing and reconditioning many types and makes of microphones. Write for quotations.

NEW "STREAMLINER" COMMUNICATIONS

Crystal and Dynamic Models


Model 78S. Crystal Type. Complete with Desk Mount. Code: Ruden. List Price...$19.50

Model 78SH. Same, without Desk Mount. Code: Rudee. List Price...$16.50

Model 8S. Dynamic (High-impedance type). Complete with Desk Mount. Code: Rudee. List Price...$24

Model 8SH. Same, without Desk Mount. Code: Rudaf. 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 gray Iridescent Gray finish. Complete with 25 ft. shielded single-conductor cable. (No cable connector, Shpg. wt, 6 lbs. Model 76B. Code: Rudpe. List Price...$25

Model 3B TWO-BUTTON CARBON

Full-size two-button microphone with quality performance, for amateur transmitters, intercommunication 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 1/16". Net weight 1 1/4 lb. Shpg. wt. 1 1/4 lb. Model 3B. Code: Rucov. List Price...$5.50

Model 5B TWO-BUTTON CARBON


"Sound Systems Sound Better with Shure Microphones"
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 1/2 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 Plastic" Competition. Furnished in a choice of finishes—Black Bakelite Molded, or Walnut Bakelite to match the maple, oak, or walnut toned radio and phonograph cabinets.

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 1/2 volts. Mechanical features include low friction bearings of special material, hardened pivot points, and scientifically-stiffened non-resonant arm. Dimensions: 11 1/2" long. 2 3/16" high. Base 2" wide. Playing radius, 8 1/2". Shpg. wt., 1 3/4 lb.


Model 99CW. Same but Walnut Bakelite Arm. Code: Ruzaw. List Price. $7.50


Model 98AW. Same but Walnut Bakelite Arm. Code: Ruzub. List Price. $6.50

Crystal Pickup Replacement Cartridges


Model W24G. Bakelite type cartridge for universal replacement in many pickups of other makes. Straight needle. Screw terminals. Code: Ruzgt. List Price. $3.00

Model W22C. Special Bakelite type for Shure Model 914 Transcription Reproducer. Lug Terminals. Code: Ruzuc. List Price. $5.00

Model W25G. Bakelite type with standard "plug-in" pin terminals as used in many record players, and "coin machines". Straight needle. Code: Ruzux. List Price. $3.00

Transcription-Type Record Reproducers

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 network in the input circuit. Smooth high-frequency response gives full reproduction of the useful recorded upper frequency range excellently reproduces modern recordings. Output, 2 1/2 volts. Needle pressure, only 2 1/2 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 1/2", Shpg. wt., 1 3/4 lb.

Model 94A. "ECONOMY" Crystal Pickup

Model 94A. Crystal Pickup. Complete with 20" shielded cord, arm rest and motorboard drilling template. Code: Ruzoa. List Price. $6.50

Model 910B. For 10" and 12" records. Straight-arm design, with Share "needle-tilt" tracking correction. Overall length, 10 1/2". Shpg. wt., 2 lbs. Code: Ruzbl. List Price. $15.50


**Shure Floor 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 operation of any sound system.

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 operation of any sound system.

Molded soft-rubber cable g~uide holds cable neatly and securely in place. Only Shure Floor Stands give you all these Important features!

Model SS0B. Floor Stand. Satin-Chrome finish overall. Round base (9 1/2" diameter, weight 6 lbs.) with modernistic fluted rim. Effective height adjustment 30 to 70% in. Net weight, 8 1/2 lbs. Shpg. wt., 9 1/2 lbs. Code: Rusap. List Price $10

Model SS1B. Floor Stand. Satin Chrome finish overall with Beautiful Tenite plastic ornament at base. Large round base (diameter 10 1/2"; weight 10 lbs.). Modern step design with fluted rim. Height adjustment, 45% to 70% in. Net weight, 12 1/2 lbs. Shpg. wt., 13 1/2 lbs. Code: Rusaf. List Price $12.50


**Double-Extension Utility Stand**

Model SS4C. Floor Stand. Utility Double-Extension Friction-Lock stand especially suitable for portable use. Modern round base with fluted rim; diameter, 9 1/2"; weight, 6 lbs. Height range, 30 to 64 in. Iridescent Gray finish. Shpg. wt., 8 1/2 lbs. Code: Rusap. List Price $10

**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 finish. Black bakelite knob, 5/8”-27 thread for stand.

Model A50A. Stand Switch. New model, quickly attached to any cable-connector type Shure microphone. No wire — internal plug establishes connections. Cable connector receptacle for standard Shure plug. Code: Runim. List Price $4

Model A50B. Stand Switch. Threaded 5/8”-27 to fit old model non-connector type Shure microphones and those of other makes. Unwired, without microphone cable or plug. Code: Rum. List Price $2.50

**Modern Desk Stands**

Model SS46A. 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 5" standard-bushing switch or volume control. Iridescent Gray finish. Base: 2 1/2" high, 9" wide, 7" long. Shpg. wt., 1 1/4 lbs. Code: Rusaf. List Price $3.50


**Stand Adapters**


Model A21A. Mounts microphones with 1/4" Pipe Thread on 5/8”-27 thread stand. Code: Rujek. List Price $1.00

**Rings and Springs—Fit all Shure Stands**


Shure Brothers - 225 W. Huron St. • Chicago, U.S.A. • Cable: Shuremicro

Designers and Manufacturers of Microphones and Acoustic Devices

“Sound Systems Sound Better with Shure Microphones”