Shure Cardioids are working wonders for Sound Engineers in every type of installation. A simple “ear” test quickly tells how effectively they solve troublesome sound problems—how greatly they improve the pick-up and reproduction of voice and music. Shure Cardioids bring you all the advantages of true uni-directional performance at low cost. They provide smooth wide-range reproduction from 40 to 10,000 cycles over a wide angle at the front (both horizontally and vertically) which diminishes sharply to a pronounced dead zone at the rear (down 12-15 db at rear). You get the sound you want, as you want it.

IN PUBLIC ADDRESS. What a difference—when you plug a Shure Cardioid into the amplifier. You can get more volume without feedback—cut down the pick-up of audience and background noise—reduce reflected sound and reverberation effects 66%—and permit performers to move about more freely. Where necessary, you can place the microphone and loud speakers close together for better audience coverage. All this makes it easier to set up your sound system in any location without worrying about room acoustics or outdoor problems. You also add modern beauty to your entire sound system. That is why Sound Engineers in all parts of the world are replacing ordinary microphones with Shure Cardioids on existing sound installations and using Cardioids on news systems, too—in theatres, night clubs, auditoriums, schools, churches and similarly difficult acoustic locations!

IN BROADCASTING AND RECORDING. The Shure Cardioid, of course, is ideal for studio work—and essential when you take a microphone out of the studio on remote pick-ups. The Cardioid cuts down reverberation effects—reduces random noise pick-up—gives prominence and definition to the direct sound at the front of the microphone. In small studios it permits you to place the microphone with its back close to the studio wall without worrying about troublesome reflections. This facilitates microphone placement—simplifies microphone technique—improves sound quality. When you consider its excellent performance and comparatively low cost, you can readily understand why more and more prominent broadcast stations and recording studios are adopting the Cardioid as standard equipment.

THE SHURE “UNIPHASE” PRINCIPLE. Only the Shure Cardioids give you all this at such surprisingly low cost! The outstanding development of the Uniphase principle by Shure Engineers (Shure Patents Allowed) made possible for the first time true cardioid uni-directional performance in a single microphone element instead of two. This eliminates the necessity of matching two dissimilar units in one microphone. This means uniformity and economy in production—and low cost to you. Provides extra ruggedness, too.

DYNAMIC AND CRYSTAL. Shure Cardioid Microphones are available in Uniplex Crystal and Unidyne Dynamic models illustrated and described on the opposite page.


List Price $32.50

"UNIDYNE" CARDIOID DYNAMIC


List Price $42.50

"555" BROADCAST CARDIOID DYNAMIC


List Price $42.50

Model 555B. Broadcast "Unidyne" Dynamic, for 35-50 ohm circuits. Output level into 50 ohms: 62.8 db below 6 milliwatts for 10 bar signal. Code: Rudif.

List Price $60

Model 555C. Broadcast "Unidyne" Dynamic, High impedance. Includes internal transformer. Output level into 50 ohms: 63.8 db below 6 milliwatts for 10 bar signal. Code: Rudiv.

List Price $60

Shure Patents Allowed on All Above Microphones
These Shure-Engineered Dynamic Microphones provide smoother, wide-range response in comparison to other general-purpose dynamics. No annoying peaks or distortions. Moving-conductor type. Functionally designed and beautifully styled. Extra rugged—not affected by heat or humidity—ideal for indoor and outdoor use in any climate. Low impedance models permit practically unlimited cable length. High impedance model may be used with crystal microphone amplifier or any amplifier with input impedance of 100,000 ohms or more. Built-in high quality matching transformer. Standard 5/8"-27 thread for stand mounting.

**"508" STRATOLINER DYNAMIC**

**Newest Design • Improved Performance • Added Features!**

A new dynamic leader in beauty and performance for general-purpose public address, remote broadcasting, recording, call systems, and other applications indoors and outdoors. Excellent wide range frequency response. Output level: Low Impedance Models, 68 db below 6 milliwatts for 10 bar signal; High Impedance Model, 60 db below 1 volt per bar. Strikingly modern, die cast case in Iridescent Gray highlighted in Satin Chrome. Semi-directional or non-directional operation. Swivel head easily aimed at source of sound for best response. Built-in cable connector. Locking microphone plug attached to cable. Diam. 2 1/2", length 4 3/4". Shpg. wt. 2 3/4 lbs.


**Model 508A.** Low Impedance Dynamic. For 35-50 ohm lines. Complete with 25 ft. two-conductor shielded rubber-covered cable. Code: Rudoc. List Price .................................................. $27.50

**Model 508B.** Low Impedance Dynamic. For 200-250 ohm lines. Complete with 25 ft. two-conductor shielded rubber-covered cable. Code: Rudok. List Price .................................................. $19.00

**"500" DYNAMIC**

**Streamlined for Low-Cost Public Address!**

Excellent dynamic performance at low cost. Assures faithful reproduction of voice and music. Sturdy, attractive die cast case finished in Iridescent Gray with highly polished plating on front grille. Output level: Low Impedance Models, 71.8 db below 6 milliwatts for 10 bar signal; High Impedance Models, 63 db below 1 volt per bar. Diameter 2 3/4". Spring cable protector. Shpg. wt. 2 1/4 lbs.

**Model 500C-7Ft.** High Impedance Dynamic. 7 ft. single-conductor shielded rubber-covered cable. Code: Rudix. List Price .................................................. $17.50

**Model 500C.** High Impedance Dynamic. 25 ft. single-conductor shielded rubber-covered cable. Code: Rudig. List Price .................................................. $19.00

**Model 500A.** Low Impedance Dynamic. For 35-50 ohm lines. 25 ft. two-conductor shielded rubber-covered cable. Code: Rudir. List Price .................................................. $19.00

**Model 500B.** Low Impedance Dynamic. For 200-250 ohm lines. 25 ft. two-conductor shielded rubber-covered cable. Code: Rudik. List Price .................................................. $19.00

**Model A86A.** High Quality Cable-Type Transformer to match 35-50 ohm and 200-250 ohm microphones to high impedance amplifier input. Code: Rudeb. List Price .................................................. $10.00

**Shure CRYSTAL**

**705A “ROCKET” CRYSTAL**

“Ultra” in Beauty and Performance


**70H “SUPER-LEVEL” CRYSTAL**

Highest Output Available Today!

For years—the “standby” among sound men for dependable high quality performance. Excellent wide-range response. Has the highest output level available today in crystal microphones: 47.5 db below 1 volt per bar (27.5 db below 1 volt for 10 bar signal). Requires less amplifier gain—provides a useful margin of extra sensitivity when needed. Diameter 3 3/4”. Depth 3 1/8”. Shpg. wt. 2 lbs.


Model 70H-25Ft. Same, with 25 ft. cable. Code: Rupec. List Price.................................................. $24.00

**700D “ULTRA” CRYSTAL**

Highest General-Purpose Performance


**SHURE DIRECTIONAL BAFFLES.** Discriminate against pick-up of high-frequency sounds from sides and rear of microphone; reduce feedback; cut down room-noise pick-up. Snap into place; easily detached. Satin Chrome finish. Outside Diameter 4”. Shpg. wt. 3/4 lb.

Model A91A. Directional Baffle for Model 705A “Rocket” Crystal Microphone. Code: Rubah. List Price.................................................. $2.50

Model A90A. Directional Baffle for Model 700D “Ultra” Crystal Microphone. Code: Rubaf. List Price.................................................. $2.50
SHURE leadership in microphone engineering, design and construction assures you of finer quality and performance than anything else in this low price field.

708A "STRATOLINER" CRYSTAL MICROPHONE

Modern as Tomorrow—Low in Cost!


Model 708A. "Stratoliner" Crystal Microphone
Code: Rudum. List Price.................................$17.50

Model 708A-25 Ft. Same, with 25 ft. cable.
Code: Rudup. List Price.........................$19.00

707A CRYSTAL MICROPHONE

Nothing like it at this low cost! Smooth frequency response for voice and music. High output level: 49.7 db below one volt per bar at end of 7 ft. cable. Modern die cast case finished in Iridescent Gray with highly polished plating on front grille. Moisture-sealed Bimorph Crystal, mechanically isolated. Standard 3/8"-27 thread. 7 ft. single-conductor, shielded rubber-covered cable with spring protector. Diam. 2 1/4". Shpg. wt. 1 3/4 lbs.

List Price......................................................$9.95


717A CRYSTAL HAND MICROPHONE

New Lightweight "Tenite" Design

A new lightweight hand microphone developed by Shure Engineers. Beautiful Tenite resilient plastic case and handle—rugged, handy to use. Smooth response, suitable for both voice and music. High output level: 49.7 db below one volt per bar at end of 7 ft. cable. Moisture-sealed Bimorph Crystal, mechanically isolated. Diam. 2 1/2", height overall 6", depth 1 1/4". Complete with 7 ft. single-conductor shielded rubber-covered cable. Shpg. wt. 3/4 lb.

Model 717A. Crystal Hand Microphone.
Code: Ruduk. List Price..............................................$9.95
Shure Crystal "Speech" Microphones are "heard 'round the world" in important Communications work. The Shure-Engineered "high-efficiency" speech characteristic gives clear, crisp signals, cuts through noise and static. Built-in R.F. filter protects against burnouts. Moisture-sealed Grafoil Bimorph Crystal. Beautifully styled sturdy die cast cases. Built-in cable connector. Locking microphone plug attached to cable. Standard %
"-27 thread.

"STRATOLINER" CRYSTAL


Model 708S. Same, complete with Model S36A Iridescent Gray Desk Mount. Shpg. wt. 4 lbs. Code: Rupof. List Price $20.50

"UNIPLEX" CRYSTAL CARDIOID

Makes Break-in Phone Easy!


Model 730S. Same, complete with Model S36A Iridescent Gray Desk Mount. Shpg. wt. 3 lbs. Code: Rupof. List Price $35.50

70ST "SUPER-LEVEL" CRYSTAL

Here's the world-famous Shure "Super-Level" Crystal Communications Microphone. Has Shure high-efficiency speech characteristic with the highest output available in a crystal microphone: 26 db below 1 volt for 10 bar speech signal. Diameter 3\%4.\%. Depth 13/4.\%. Satin Chrome finish. Shpg. wt. 2 lbs. Model 70STH. Crystal Microphone without desk mount. Complete with 7 ft. shielded rubber-covered cable. Code: Rupic. List Price $225.00

Model 70ST. Same, complete with Model S36A Iridescent Gray Desk Mount. Shpg. wt. 3\%4.\% lbs. Code: Rupib. List Price $25.50

"MILITARY-TYPE" HAND MICROPHONE

Fits naturally, comfortably in palm of hand. Light, compact. Takes minimum space in portable equipment. Sturdy die cast case in attractive Iridescent Gray with Satin finish grille. Excellent frequency response. Output level: 32.5 db below 1 volt for 10 bar speech signal; Specially designed "ON-OFF" 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. Complete with removable suspension hook, 7 ft. shielded rubber-covered cable and spring cable protector. 3%4 high, 2\%4 wide, 13%4 thick. Shpg. wt. 1 lb. Model 7508. "Military-Type" Crystal Hand Microphone complete with switch. Code: Rusel. List Price $225.00

(Carbon Type "Military" Hand Microphones are available in quantity only, on special order.)
And SHURE Meets the Need Here, Too!

76B Lapel Crystal Microphone
Model 76B. Lapel Microphone. Code Rupl. List Price............ $25

61B Crystal Vibration Pickup
The Shure Vibration Pickup—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, and 7 ft. shielded rubber-covered cable. Case 2½" by 2½" by 1½". Shpg. wt. 1½ lbs.

66D Crystal 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 15/16" in diameter; net weight less cable, 3 oz. Satin-Chrome finish. Complete with protective cap and 7 ft. shielded rubber-covered cable. Case 2½" by 2½" by 1½". Shpg. wt. 1½ lbs.

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

Laboratory Non-Directional Microphone
Shure Non-Directional Crystal Microphone designed for scientific and industrial sound measurement work—and for high quality sound reproduction in broadcasting, professional recording and other applications. High fidelity flat response from 30 to 10,000 cycles in the horizontal plane. Output level: 58.3 db below 1 volt per bar open circuit (61.5 db below 1 volt per bar at end of 25 ft. cable). Diam. 2¼". Built-in cable connector. Satin Chrome finish. 25 ft. shielded rubber-covered single-conductor cable. Shpg. wt. 2 lbs.
Model 702L. Code: Rupay. List Price............................... $42.50
Individual Frequency Response Curve measured in our laboratories, furnished for $10.00 net.

3B Two-Button Carbon Microphone

5B Two-Button Carbon Microphone
Model 5B. Code: Rucit. List Price................................. $10

10B Two-Button Hand Microphone
Convertible Hand Microphone—convenient for general-purpose public address use! Easily changed from hand to 3B type for stand mounting by removing handle. Iridescent Gray handle. Overall length, 8½". Complete with 6 ft. three-conductor cable and 4 "Quickway" Hooks. Shpg. wt. 1½ lb.
Model 10B. Code: Rucor. List Price................................. $10
"Stabilized” Friction-Lock Floor Stands

Beautiful, sturdy Shure Floor Stands help improve any sound set-up! Height adjustments made easily, quietly, with super-positive lifetime guaranteed 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 18 db reduction of shock and vibration. Base locks outer tubing securely in place—will not let it turn or twist. Molded soft rubber cable guide holds cable neatly and securely in place. Standard 58"-27 thread.

Model S50B. Floor Stand. Satin Chrome finish, Modern round base with fluted rim (diam. 9½”; wt. 8 lbs.). Height adjustment 44½" to 70½", Shpg. wt. 11½ lbs. Code: Rusat. $10

Model S51B. Floor Stand. Satin Chrome finish, Beautiful Tenite plastic ornament at base. Large modern round base with fluted rim (Diam. 10½”; wt. 10 lbs.). Height adjustment 44½" to 70½", Shpg. wt. 13½ lbs. Code: Rusob. $12.50

Model S55A. "Studio-Type" Floor Stand. Heavy 3-leg base (Wt. 10¼ lbs.). Height adjustment 48" to 70", Leg spread 15½", Iridescent Gray finish, Shpg. wt. 14 lbs. Code: Rusan. List Price $15.50

3-Section Utility Stand

Model S54C. 3-section Floor Stand. Especially suitable for portable use. Shure Friction-Lock makes height adjustments easy. Modern round base with fluted rim. (Diam. 9½”; wt. 8 lbs.). Iridescent Gray finish. Ht. range 30" to 64". Shpg. wt. 11½ lbs. Code: Rusap. List Price $10

Heavyweight Broadcast Floor Stand

S510A Floor Stand functionally designed for exacting Broadcast and Recording use. Low “stabilized” extra heavy 3-leg base hugs floor and provides firm footing. Pure gum rubber base isolation. Quick, positive, foolproof, Friction-Lock permits instant, smooth, stable height adjustment from 45" to 79". Extra-heavy non-vibrating large-diameter tubings, finished in Satin Chrome. "Free-wheeling" mounting screw with 5½-27 male thread for easy attachment or removal of microphone. Inner tubing has ½" pipe thread outside and 5½-24 machine thread inside for mounting other types of microphones. Base leg spread 16½"—shaped to give maximum floor space for artist—finished in Baked Enamel. Net wt. of tubing assembly 6½ lbs. Net wt. of base 22½ lbs. Shpg. wt. 32 lbs. Code: Rusop. List Price $42.50

Modern, Practical Desk Stands

Model S36A. Beautiful, streamlined Desk Mount, with stable support at correct height. Fits Shure connector-type microphones, concealing plug in base. Adapter plate and tubing provided for other type microphones. Ornamental button at front may be removed for installation of 5½" standard bushing switch or volume control. Iridescent Gray finish. Base: 2½ high, 5" wide, 7" long. Shpg. wt. 3½ lbs. Code: Rusue. List Price $10


Model S34A. Take-Apart Stand. New handy low cost stand for desk and hand use. One twist of handle locks it securely in base for use as desk or table stand, or releases handle for use in hand. Metal base, wood handle, Brass ferrule at top threaded 5¼-27. Ht. overall 6½". Base diam. 4½". Length of handle 5¼". Shpg. wt. 1 lb. Code: Rukab. List Price $1.25

THE STAND IS IMPORTANT, TOO! A microphone stand is the most inexpensive part of a sound system. Yet it is the only part actually operated by the performer or owner. Do not ruin a good sound installation by supplying a poor stand—Use Shure Floor Stands exclusively. They are scientifically designed at Shure Brothers by microphone engineers who know how microphones should be mounted for best performance. That's why Shure Stands are unsurpassed in beauty, stability, ease of operation. They make sound set-ups look better, work better, sound better—all at no extra cost.
SHURE MICROPHONE ACCESSORIES

For Practical Convenience and Utmost Efficiency

Model A32A. ELASTIC ISOLATION UNIT. For use with Shure "555" Broadcast Microphone when mounted on floor stand. Extremely effective against vibrations transmitted through the stand. Recommended where excessive vibration conditions exist. Modern, unique, offset design. Satin chrome finish. 3/8"-27 thread for easy attachment or removal. Has thumb screw operated cable clamp for strain relief. Case Dimensions: 11/4" x 11/2" x 2" 7/16" long. Net weight 1 lb. 10 oz. Shipping weight, 2 lbs. Code: Rudib. List Price $15.00


Model A80B. MICROPHONE "ON-OFF" SWITCH. Threaded 5/8"-27 to fit non-conductor type microphones. Rotary-type. Small Bakelite arrow knob. Satin Chrome finish. Case dimensions, 2 3/4" high, 1 1/2" wide, 1 5/8" deep. Unwired, without microphone cable or plug. Shpg. wt. 7.5 oz. Code: Runib. List Price $2.50


Model A85A. MOMENTARY RELAY-TYPE SWITCH. Same "hand control" as A84A. Normally-open switch closes circuit comprising one conductor and shield of output cable for operation of relay or other device; remaining conductor and shield of cable carry microphone output. Must be used with two-conductor shielded cable, and only with crystal and high impedance dynamic microphones. Standard Shure cable-connector receptacle. Satin Chrome finish. Bakelite disc. 1 3/4" high x 1 3/8" wide x 2" deep. Furnished without cable. Shpg. wt. 3/4 lb. Code: Runif. List Price $4.50


Model A41A. MICROPHONE HANDLE. Solid wood with brass ferrule on top threaded 5/8"-27. Code: Rujad. List Price $75c


MICROPHONE CABLE—available in standard trimmed 7 ft. and 25 ft. lengths. Other lengths in bulk unpriced:

Model C10C. CABLE. For crystal and high-impedance dynamic microphones. Low capacity and high insulation resistance. Single-conductor type with close shield. Overall rubber jacket. Code: Rusob. List Price, per ft. $1.00

Model C24A. CABLE. Specially designed for low-impedance dynamic microphones. Has two twisted rubber-insulated conductors, close shield and overall rubber jacket. Code: Ruvel. List Price, per ft. $1.00

Model C14A. "SUPER-SHIELDED" CABLE. Hum-free even in intense magnetic and static fields. Single-conductor with double shield. Recommended for Shure "Uniplex" microphone. Code: Ruben. List Price, per ft. $0.10

For Shure microphone locking-plug attached to cable, add $1.50 list. Cordsets complete with Shure microphone plug and amplifier input plug, completely wired, are available to fit most amplifiers. State amplifier make and model number.
Zephyr "Balanced-Tracking" Crystal Pickup


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


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

Shure 94A "Economy" Crystal Pickup


Shure 44A Magnetic Recording Head

The Shure 44A Magnetic Recording Head is a high-quality wide-range record cutter with new advance features. Ideal for use with home recording equipment. Designed to operate directly from the voice-coil winding of the output transformer. Stiff moving element permits recording on practically all recording materials. Records can be played back on any record player. The 44A is exceptionally rugged and stable—will give long, satisfactory service under all climatic conditions. High sensitivity. May be operated from the output stage of almost any radio set. Impedance: 10 ohms at 400 cycles, 4 ohms D.C., suitable for output circuits having impedance of 4 to 8 ohms. Other impedance values are available on special order. The 44A Magnetic Cutter fits directly into the General Industries recording mechanism. Also has two tapped holes for adaptation to other types of mountings. Steel, alloy-tipped, or sapphire recording stylus may be used. 36" flexible leads. Length overall 3 5/8"; less screw 3 1/4". Shpg. wt. 8 oz.


Transcription-Type Crystal Pickups


Model 910B. For 10" and 12" records, Straight-arm design, with Shure "needle-tilt" Balanced Tracking. Overall length 10 1/4". Shpg. wt. 2 lbs. Code: Ruzil. List Price: $15.50


Crystal Pickup Replacement Cartridges


Model W22C. Bakelite type cartridge for universal replacement. Three-in-one all-purpose unit. Has lug terminals, but is also supplied with screws and pins for quick, easy conversion to screw or "plug-in" pin terminal type as used in many record players and "coin machines." Straight needle-tracking. Case: 2 1/2" long, 3/8" wide, 3/8" high. Code: Ruzor. List Price: $5.00
Men Speak, People Sing, Bands Play—Shure Microphones pick them up right and give you sound as you want it. You find thousands of Share Microphones on the job in every field—in theatres, night clubs, auditoriums, schools, churches, in every public address use indoors and outdoors—in studio and remote broadcasting—in commercial and home recording—in police, amateur and commercial 'phone communications—in scientific and industrial applications. Their performance record is well known and long established. Year after year, they are the choice of discriminating sound engineers. In the complete Share Line, there's a Microphone that serves your need best—in every performance feature and in every price class. Share serves other needs as well,—such as the Stethophone for pick-up of heart beats, Vibration Pickup and Laboratory Microphone—Record Cutter and Record Reproducers—Microphone Stands and Accessories.

**SHURE 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 Engineering holds an eminent position in the sound field. It has pioneered many important developments which have contributed greatly to better sound. Thru constant research and development, Shure Microphones, Acoustic Devices, and other products are engineered to give the best kind of performance for their specific application and are functionally designed by prize-winning Industrial Designers to provide distinctive beauty and ease of operation. That's why they have long been specified by sound engineers and amateurs, by designers and manufacturers of sound equipment, by broadcast and recording engineers. And now again—in Home Recording, Shure leads the field. Shure Microphones have been adopted as standard equipment by more manufacturers of Home Recorders than any others.

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