UNIDYNE III SERIES

THE ONLY CARDIOID MICROPHONES FEATURING PICKUP PATTERN SYMMETRICAL ABOUT AXIS AND UNIFORM AT ALL FREQUENCIES

The world's finest moderately priced dynamic cardioid microphone for public-address system use. The Unidyne III approaches the theoretical ideal of the cardioid pickup pattern. This means completely uniform pickup about the axis at all frequencies — in all planes. Remarkably faithful reproduction of the human voice makes the Unidyne III a superior choice for public-address applications. Low frequency characteristies of the Unidyne III eliminate boominess, and make it a favorite for pickup of drums and bass instruments. Striking black and satin chrome finish in compact modern design makes the Unidyne III a stylish addition to any platform. Model 546 is suitable for handheld and/ or stand use with Model A25 Swivel Adapter included. Model 545S is mounted on lifetime swivel and includes on off switch. Model 544 is furnished with cable attached and is designed for gooseneck mountings. 544-G6 includes 6” gooseneck; 544-G12 includes 12” gooseneck; 544-G18 includes 18” gooseneck.


IMPEDANCE TABLE

<table>
<thead>
<tr>
<th>IMPEDANCE TABLE</th>
<th>OUTPUT LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-50-250 ohms</td>
<td>-57 db (0 db = 1 milliwatt per 10 microbars, .141 millivolts/microbar)</td>
</tr>
<tr>
<td>H-High</td>
<td>-55 db (0 db = 1 volt per microbar), 1.760 millivolts/microbar</td>
</tr>
</tbody>
</table>

BROADCAST UNIDYNE III

MODEL 546 Ultra compact, unidirectional, distinctive design, weighs only 1 lb! Recommended for critical broadcast and theater-stage sound system operation and high quality public address and recording applications. Truly uniform cardioid pickup pattern, symmetrical about axis. Special live-rubber vibration isolating shock mount. Improved self-adjusting lifetime swivel permits tilting of head 180°. Cannot be overdriven. Headset provides immunity of the moving-coil system to abnormal atmospheric conditions and severe mechanical shock. Model 555 is highly recommended for fine quality public address, theater-stage sound systems, recording and remote broadcasting, and high-gain tape recording. It is also the field-proven standard for fixed station use in the police, fire, transportation, forestry and commercial services. Smooth frequency response from 50 to 15,000 cps. Furnished with a 18-foot cable and plug assembly. Model 555W weighs 1/2 oz. less. Model 555 except it has On-Off switch.

IMPEDANCE TABLE

<table>
<thead>
<tr>
<th>IMPEDANCE TABLE</th>
<th>OUTPUT LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>L — 50 Ohms</td>
<td>-55 db (0 db = 1 milliwatt per 10 microbars, .079 millivolts/microbar)</td>
</tr>
<tr>
<td>H — 150 Ohms</td>
<td>-55 db (0 db = 1 milliwatt per 10 microbars, .176 millivolts/microbar)</td>
</tr>
</tbody>
</table>

UNIDYNE II SERIES

Famed Throughout the World for Ruggedness and Reliability

The Unidyne II are the largest selling microphones throughout the world — used consistently by famed celebrities for those important events where the faithfulness of sound reproduction is critical. A sturdy construction provides immunity of the moving-coil system to abnormal atmospheric conditions and severe mechanical shock. Model 555 is highly recommended for fine quality public address, theater-stage sound systems, recording and remote broadcasting, and high-gain tape recording. It is also the field-proven standard for fixed station use in the police, fire, transportation, forestry and commercial services. Smooth frequency response from 50 to 15,000 cps. Furnished with a 18-foot cable and plug assembly. Model 555W weighs 1/2 oz. less. Model 555 except it has On-Off switch.

Model 555S is specially constructed and tested to meet the requirements of the broadcast and television studio, and is held within close tolerances in frequency response and direction. It is a moving-coil type microphone with a frequency range of 40 to 15,000 cps, production uniformity guaranteed to plus or minus 2.5 db. As a further precaution against mechanical vibration pickup, the 555S is provided with an additional isolation plate, of live rubber construction in combination with the stand connector and cable with Cannon plug attached. Both the S55 and the 555S feature the patented "Uniphase" network system. All units include multi-impedance switch for High, Medium or Low Impedance.

IMPEDANCE TABLE

<table>
<thead>
<tr>
<th>IMPEDANCE TABLE</th>
<th>OUTPUT LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>L-35-50 ohms</td>
<td>-54 db (0 db = 1 milliwatt per 10 microbars, .063 millivolts/microbar)</td>
</tr>
<tr>
<td>M-150-250 ohms</td>
<td>-55 db (0 db = 1 milliwatt per 10 microbars, .125 millivolts/microbar)</td>
</tr>
<tr>
<td>H-High</td>
<td>-57 db (0 db = 1 volt per microbar), 1.410 millivolts/microbar</td>
</tr>
</tbody>
</table>

All Shure Dynamic, Controlled Magnetic, and Ceramic Microphones are eligible for ECPA purchases.

All Shure Unidyne Microphones available in matched pairs for Stereo Recording at no additional costs.

* Available in Gold Finish for $10 additional (List Price)
UNIDYNE A MICROPHONES

IN THE QUALITY TRADITION OF THE UNIDYNE FAMILY

The Unidyne A offers unidirectional problem-solving ability at an omnidirectional price! Solves feedback problems in low-budget sound systems. Very effective cardioid pickup pattern — symmetrical about axis at all frequencies. Uniform response from 50 to 12,000 cps. Rugged Dynamic cartridge is shock-mounted for quiet operation. Built-in ON-OFF switch with provisions for locking switch in ON position. Versatile: use it on a stand, or in the hand, indoors or out. With swivel adaptor (9/16" stand thread). Case is satin chrome with black "Armo-Dur" cap and stainless steel grille. Easy field serviced, if required. 15-foot attached shielded cable with rubber strain relief.

MODEL 580: Low impedance (150 to 250 ohms). Output: -57 db (0 db = 1 milliwatt per 10 microbars). $52.00 List.

MODEL 580 SA: High impedance. Output: -56.5 db (0 db = 1 volt per microbar). $59.00 List.

MATCHED PAIRS—UNIDYNE A

Matched within 2 db in both frequency response and output for stereo recording. High impedance models with plugs attached to fit most tape recorders. Boxed as a pair.

MODEL 580 SA MP—$118.00 List.

DYNAMIC LAVALIER MICROPHONES

NEW 570S—ONLY PROFESSIONAL LAVALIER MICROPHONE

WITH SWITCH—MODEL 570—WITHOUT SWITCH

FINEST PERFORMING PROFESSIONAL QUALITY DYNAMIC LAVALIER MICROPHONE—REGARDLESS OF PRICE! Designed for lavalier use in television, for lectures, etc. Features special "shaped" response for superior lavalier performance. Reduces pickup of clothing and cable noise. Designed for inconspicuous use with "Flex-Grip" lavalier assembly — the most versatile available. "Flex-Grip" design holds microphone firmly, yet permits quick removal. Lavalier clip opens right or left or can be removed. Lightweight, flexible 30 ft. microphone cable attached. Non-reflecting gray metal case with stainless steel grille.


IMPEDANCE — 150 Ohms — to match all low impedance inputs; 90 to 250 Ohms.

OUTPUT LEVEL — 59 db (0 db = 1 Milliwatt per 10 microbars). .094 millivolt/microbar.

MODEL 570 LIST PRICE $95.00...MODEL 570S LIST PRICE $105.00.

MODEL 560 DYNAMIC LAVALIER

Model 560 Dual Impedance, Dynamic Microphone with "shaped" response specifically designed for lavalier use. A truly excellent general purpose lavalier microphone at a very practical price. Compact and lightweight. Modern black satin all-metal case with stainless steel grille meets virtually every lavalier application, with quick change from High to Low impedance by simply moving pin jacks. New design clip-grip lavalier assembly holds microphone securely to wearer. Lightweight 18 foot attached cable permits maximum freedom of movement.

SPECIFICATIONS — FREQUENCY RESPONSE: Specially adapted to give optimum performance for lavalier use. DIAPHRAGM: Shure Duracoustic. CABLE: Non-detachable 18 ft., two-conductor shielded. CASE: Non-reflecting, black satin finished all-metal case with stainless steel grille. DIMENSIONS: 3/4" long by 1 1/2" diameter. NET WEIGHT, 5 ounces; packaged weight, 13 ounces.

<table>
<thead>
<tr>
<th>IMPEDANCE TABLE</th>
<th>OUTPUT LEVEL</th>
<th>MODEL</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>150-250 Ohms</td>
<td>-55.5 db (0 db = 1 Milliwatt per 10 microbars)</td>
<td>560</td>
<td>$42.50</td>
</tr>
<tr>
<td>High</td>
<td>-34.5 db (0 db = 1 volt per microbar)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

IMPEDANCE — 150 Ohms — to match all low impedance inputs; 90 to 250 Ohms.

OUTPUT LEVEL — 59 db (0 db = 1 Milliwatt per 10 microbars). .094 millivolt/microbar.

MODEL 560 LIST PRICE $42.50...MODEL 570S LIST PRICE $105.00.
NEW MODELS 533SA AND 533SB SPHER-O-DYNE

The only microphone of its quality and type at this low price! A small, rugged microphone series featuring flat response for faithful reproduction of voice and music. A "natural" for entertainers, interviewers, singers, and rock "n" roll groups. Spherical screen provides protection from pop, blast, and wind-eliminates explosive breath sounds.2

For hand-held and stand use. Similar to Model 570 in size and appearance, but has smooth peak free response from 50 to 10,000 cps for voice applications where a small, inexpressive microphone should be used. Use in hand, on stand, hang over stage, conceal in studio and other broadcast, motion picture, theatrical and public address applications. Model A57R swivel adapter included.

MODEL 571 OMNIDYNE MINIATURE MICROPHONE

NEW MODELS 571G OMNIDYNE MICROPHONE COMPLETE WITH ULTRA-QUICK FLEXIBLE ARM

FEATURES
- Same response and size characteristics of Model 571, plus added feature of permanent mounting flange. Ideal for permanent mounting on lecterns, paging and dispatching stations, in meeting rooms, auditoriums, and similar applications where a permanently-mounted quality microphone is required.
- Superb quality of new ultra-quiet type that reduces noise caused by mechanical vibration.
- Complete with Model A25B Swivel Stand Adapter, and 15 foot two-conductor cable.

IMPEDANCE MATCHES ALL LOW IMPEDANCE INPUTS 50-750 ohms.

OUTPUT:
- Type: Dynamic, Frequency Response: 60 to 10,000 cps, Polar Pattern: Omnidirectional, Impedance: Model 533SA 150 to 250 ohms, Model 533SB High Impedance. L-50 ohms
- Model 533SA High Impedance -54.5 db (1.88 millivolts/microbar), Model 533SB Low Impedance -56.5 db (1.99 millivolts/microbar)

SPECIFICATIONS
- List Price Model 533SA $50.00 - Model 533SB $47.50

NEW MODEL 572G OMNIDYNE MICROPHONE COMPLETE WITH ULTRA-QUICK FLEXIBLE ARM

FEATURES
- Same response and size characteristics of Model 571, plus added feature of permanent mounting flange. Ideal for permanent mounting on lecterns, paging and dispatching stations, in meeting rooms, auditoriums, and similar applications where a permanently-mounted quality microphone is required.
- Superb quality of new ultra-quiet type that reduces noise caused by mechanical vibration.
- Complete with Model A25B Swivel Stand Adapter, and 15 foot two-conductor cable.

IMPEDANCE MATCHES ALL LOW IMPEDANCE INPUTS 50-750 ohms.

OUTPUT:
- Type: Dynamic, Frequency Response: 60 to 10,000 cps, Polar Pattern: Omnidirectional, Impedance: Model 533SA 150 to 250 ohms, Model 533SB High Impedance. L-50 ohms
- Model 533SA High Impedance -54.5 db (1.88 millivolts/microbar), Model 533SB Low Impedance -56.5 db (1.99 millivolts/microbar)

SPECIFICATIONS
- List Price Model 533SA $50.00 - Model 533SB $47.50

MODEL 545-

"PROBE-DYNAMIC"

A new rugged, high quality Dynamic Microphone designed for use in too-quiet sound reinforcement applications. Features smooth, wide-range response from 50-15,000 cps. Excellent for pickup of voice and music. Performance and appearance characteristics make the "Probe-Dynamic" a wise choice for use in meeting rooms, auditoriums, for tape recording, or wherever a quality omnidirectional microphone is required, and moderate cost is an important consideration. Dual impedance. Comes complete with on-off switch, swivel and 18 ft. 2-conductor cable. Model 550S in satin chrome finish. Model 550G (Gold) in gold finish. Available in matched pairs for stereo recording. Matched to ± 1 dB in level and 17° db in frequency response.

MODEL 571 OMNIDYNE MICROPHONE

NEW MODELS 571G OMNIDYNE MICROPHONE COMPLETE WITH ULTRA-QUICK FLEXIBLE ARM

FEATURES
- Same response and size characteristics of Model 571, plus added feature of permanent mounting flange. Ideal for permanent mounting on lecterns, paging and dispatching stations, in meeting rooms, auditoriums, and similar applications where a permanently-mounted quality microphone is required.
- Superb quality of new ultra-quiet type that reduces noise caused by mechanical vibration.
- Complete with Model A25B Swivel Stand Adapter, and 15 foot two-conductor cable.

IMPEDANCE MATCHES ALL LOW IMPEDANCE INPUTS 50-750 ohms.

OUTPUT:
- Type: Dynamic, Frequency Response: 60 to 10,000 cps, Polar Pattern: Omnidirectional, Impedance: Model 533SA 150 to 250 ohms, Model 533SB High Impedance. L-50 ohms
- Model 533SA High Impedance -54.5 db (1.88 millivolts/microbar), Model 533SB Low Impedance -56.5 db (1.99 millivolts/microbar)

SPECIFICATIONS
- List Price Model 533SA $50.00 - Model 533SB $47.50
**MODEL 578 OMNIDYNE ULTRA SLIM PROBE**

No Change in Pickup Pattern or Sensitivity from 50-17,000 cps

An outstanding omnidirectional public address microphone combining striking modern ultra-slim (3/4" diameter) design with exceptional performance, proved in severe field testing. Incomparable because of slender shape. Smooth, uniform response from 50 to 17,000 cps. Built in wire mesh "pop" filter reduces breath noises. Extremely rugged construction makes the Omnidyne an excellent choice for quality P.A. use indoors and outdoors. Satin chrome steel case provides magnetic shielding as well as good looks. Model 578 is mounted on swivel switch assembly with attached Connon X13-11 cable connector. Model 578 has exceptional "feel" and "balance" making it ideal for hand-held use. Dual impedance. Complete with "On-Off" switch and special light in swivel stand adapter. Locking switch plate is included to lock switch in "On" position. Available In Matched Pairs for Stereo Recording (Matched to plus or minus 1 db in level and 1/2 db in frequency response).

**SPECIFICATIONS**
- **FREQUENCY RESPONSE:** 50-17,000 cps.
- **CASE FINISH:** Non-reflecting gray. Available in Gold finish.

**IMPEDEANCE**

<table>
<thead>
<tr>
<th>Impedance</th>
<th>Output Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 Ohms</td>
<td>-60 db (0 db = 1 Milliwatt per 10 microbars); .050 millivolts/microbar</td>
</tr>
<tr>
<td>High</td>
<td>-59 db (0 db = 1 Milliwatt per microbar); .111 millivolts/microbar</td>
</tr>
</tbody>
</table>

**MODEL 578 LIST PRICE $175.00.**

**MODEL 576 OMNIDIRECTIONAL DYNAMIC**

Super-smooth Response Avoids Feedback Common with other Omnidirectional

A superb, dynamic probe designed for television, radio broadcasting and supercritical public address applications. Superior for ruggedness and performance under typical broadcasting conditions. Features smooth, uniform wide-range response from 40,000,000 cps for authentic pickup of voice or music. Dual impedance, 50 and 150 ohms. The 576 is an ideal hand held microphone because of its unique "feel" and "balance". Rugged steel case provides effective magnetic shielding as well as good looks. Finished in non-reflecting gray with stainless steel grill. Available in matched pairs for stereo broadcasting and recording (Matched to plus or minus 1 db in level and 1/2 db in frequency response).

**SPECIFICATIONS**
- **FREQUENCY RESPONSE:** 60-20,000 cps.
- **CASE FINISH:** Non-reflecting gray.

**IMPEDEANCE**

<table>
<thead>
<tr>
<th>Impedance</th>
<th>Output Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Ohms</td>
<td>-60 db (0 db = 1 Milliwatt per 10 microbars); .050 millivolts/microbar</td>
</tr>
<tr>
<td>150 Ohms</td>
<td>-60 db (0 db = 1 Milliwatt per microbar); .095 millivolts/microbar</td>
</tr>
</tbody>
</table>

**MODEL 576 LIST PRICE $175.00.**

**MODEL 535 SLENDYNE MICROPHONE**

A one-inch diameter quality dynamic omnidirectional microphone proved in rugged use for years of dependable service. With response from 60 to 13,000 cps. Choice of high or low impedance with combination impedance and "On-Off" switch. Supplied with optional cover plate to prevent tampering. Complete with swivel stand adapter and 18' two conductor shielded cable connected to microphone with MC3f type connector. Output (low impedance): -61 db (0 db equal 1 milliwatt per 10 microbars); .071 millivolts/microbar. High impedance: -61 db (0 db equal 1 volt per microbar); .890 millivols/microbar. Model 535 LIST PRICE $73.50.

**MODEL 561 DYNAMIC GOOSENECK**

Compact, high quality, tamper proof dynamic microphone with attached cable and standard 5/8-27 thread for direct mounting on flexible gooseneck or fixed pipe. Extremely rugged, dynamic cartridge (Model R50) easily replaced in field. Excellent voice response for announce andsys, paging applications, broadcast, public address, talking, and recording. (Matched to plus or minus 1 db in level and 1/2 db in frequency response.)

**SPECIFICATIONS**
- **FREQUENCY RESPONSE:** 40 to 10,000 cps.
- **CASE FINISH:** Non-reflecting gray.
- **DIAPHRAGM:** 3/4" dia.
- **STAND THREADED:** 5/8", EAST.
- **NET WEIGHT:** 5 ounces, packaged weight: 9 ounces.

**MONOPLEX**

The only Super-Cardioid Crystal microphone made — for superior to conventional Crystal Microphones! Excellent for high-quality public address, communications, recording, and similar applications. Excellent solution for feedback problems! Moistureproof "Metal Seal" construction. A one-inch diameter quality dynamic omnidirectional microphone proved in rugged use for years of dependable service. With response from 60 to 13,000 cps. Choice of high or low impedance with combination impedance and "On-Off" switch. Supplied with optional cover plate to prevent tampering. Complete with swivel stand adapter and 18' two conductor shielded cable connected to microphone with MC3f type connector. Output (low impedance): -61 db (0 db equal 1 milliwatt per 10 microbars); .071 millivolts/microbar. High impedance: -61 db (0 db equal 1 volt per microbar); .890 millivolts/microbar.

**MODEL 535 LIST PRICE $73.50.**
The characteristically wide-range response of the ribbon element has made it the most widely used type of microphone for broadcasting and professional recording. Shure engineers have designed remarkable ruggedness into Shure ribbon microphones, making them an excellent choice for any indoor application where highest quality response is required.

Shure ribbon microphones actually have been used "to pound nails" and subjected to severe drop tests — without affecting the performance characteristics.

**STUDIO UNI-DIRECTIONAL RIBBON MICROPHONE**

This small, ultra-cardioid "333" is highly recommended for motion-picture studios, TV studios, radio stations, professional recording, and all other uses where quality requirements are of the highest. The "333" is ultra-cardioid, unidirectional — greatly reduces the pickup of random noise energy to solve feedback problems. Following are the features that make the "333" Studio so outstanding in performance, so dependable in operation: (1) patented, world-famous "Uniphone" system; (2) a true ultra-cardioid pickup pattern; (3) ribbon transducer provides extended smooth response, production uniformity guaranteed to plus or minus 2 1/2 db, 30-15,000 cps; (4) multi-impedance switch; (5) voice-music switch; (6) anti-"PFF" filter screen; (7) Shure self-adjusting "lifetimew" swivel; (8) high output, (9) sturdy, one-piece metal case; (10) vibration-isolation unit mounted in live rubber; (11) Cannon XL connector.

**P.A. UNI-DIRECTIONAL RIBBON MICROPHONE**

Designed to meet the exacting requirements of professional tape recording and highest quality indoor public-address systems where highest quality is essential, yet cost is a factor. Supercardioid pickup pattern. 30 to 15,000 cps. The Professional "Uni-Ron" is equipped with multi-impedance (50, 150 and 250 ohms) switch, lifetimew swivel, vibration-isolation shock mount, Cannon XL-3-11 cable connector, 20 ft. 2-conductor shielded broadcast-type cable. Satin-chrome finish with natural anodized aluminum grille.

**STUDIO BI-DIRECTIONAL GRADIENT MICROPHONE**

Rugged, high fidelity, multi-impedance microphone is widely used for television, radio broadcasting, professional recording and high-fidelity uses. The "300" reduces reverberation and the pickup of random noise by 66%. Combines the best features of conventional velocity microphones with advanced acoustic design — including an anti-"PFF" filter screen. Its bidirectional polar pattern is effective over a broad frequency range. Provides sound pickup at the front and rear of the microphone, but greatly reduces pickup of the sides. Can be placed at a much greater distance from the performer than is possible with omnidirectional microphones. Has reflecting "Baked Bronze" finish. Readily accessible Voice-Music switch, vibration-isolation unit mounted in live rubber, and a multi-impedance switch, providing low, medium and high impedance, extended response, production uniformity guaranteed to plus or minus 2 1/2 db, 40-15,000 cps. Furnished with a 20-foot two-conductor, rubber-covered, shielded cable with Cannon XL-3-11 connector affixed.

**P.A. BI-DIRECTIONAL GRADIENT MICROPHONE**

Features frequency response of 50 to 12,000 cps — will reproduce voice and music in a clear, natural tonal quality in auditoriums, night clubs, schools and churches. Provides unusual freedom of motion on the platform. Bidirectional "fig. 8" pickup pattern extends over a broad frequency range — permits the sound system to be operated at a level almost 6 db higher than is possible with non-directional (omni-directional) microphones! Greatly reduces reverberation and the pickup of random noises to control feedback. It is "PFF"-proof — filters out the "PFF"-type noises often heard over conventional microphones. Dimensions: 6" x 11/2" wide x 11/2" deep. Furnished with 18-foot, high quality, two-conductor, shielded cable with the equivalent of the Amphenol 91-MC3M plug. Model "315C" is same as model "315S" but has On-Off switch.

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**IMPEDANCE TABLE**

**OUTPUT LEVEL**

**MODEL LIST PRICE**

<table>
<thead>
<tr>
<th>MODEL</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;333&quot;</td>
<td>$250.00</td>
</tr>
<tr>
<td>&quot;330&quot;</td>
<td>$120.00</td>
</tr>
<tr>
<td>&quot;315&quot;</td>
<td>$91.50</td>
</tr>
</tbody>
</table>

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LOW COST MICROPHONES

UNIPLEX UNIDIRECTIONAL CERAMIC MICROPHONE

A budget-priced microphone incorporating the same "Uniphase" system found in higher priced Shure Unidirectional microphones. The ideal solution to feedback problems in low cost public address systems. Good voice reproduction for home recording and public address applications. Reliable, rugged ceramics carry both high and low frequencies from -10 to 170°C. Available in four models, all with metal, die-cast case. Lightweight and versatile, it can be used as a hand-held or stand-mounted unit in models 510s with switch or 245 with switch and 245 without switch. Model 245S is isolated with cable attached for gooseneck mounting.

SPECIFICATIONS: Type: Ceramic. Frequency response: 40 to 10,000 cps. Dynamic or high impedance models have built-in "On-Off" switches. Stand: Models 245S and 245SG provided with 5/8"-27 thread for use with Model 538B Desk Stand, or 3/8"-27 thread for use with S38B Floor Stand. Models 245 and 245G feature 3/8"-27 thread for use with gooseneck mounting. Dimensions: Models 245S and 245SG have a 5/8"-27 threaded adapter for use with S38B Desk Stand, or any convenient desk or floor stand. Models 245 and 245G are especially designed for use with flexible goosenecks. Weight: Models 245 and 245G are lightweight and versatile, they can be used as a hand-held or table stand. Semi-directional, high impedance; impact resistant, high density plastic construction. Dimensions: 1 5/8" long x 1 1/2" diameter.

WIDE-RANGE "VERSADYNE" AND "VERSAPLEX" MICROPHONES

Smooth response makes these units a "best-buy" for general public address, home recording and call-system use. Good quality voice reproduction under extremes of temperature and humidity variations. Choice of high or low impedance dynamic or high impedance ceramic models each suited for hand-held, stand-mounted or lavolier use. Model 575$ and 275S feature high impedance and high output, for use in installations where long cable lengths are required, or for use with transistor amplifiers requiring a medium impedance microphone.

"VERSADYNE" "VERSADYNE" "VERSADYNE"

"VERSAPLEX" "VERSAPLEX" "VERSAPLEX"

LIST

PRICE

TYPE

DYNAMIC

CERAMIC

MODEL 575S

VERSADYNE

$34.00

MODEL 575SB

VERSADYNE

$31.00

MODEL 275S

VERSAPLEX

$115.00

FREQUENCY RESPONSE

40 to 15,000 cps

40 to 12,000 cps

IMPEDEANCE

High: 1 Megohm to 10 Megohms

LOW: 1 Megohm

FINISH

Black high-impact plastic body with satin onodized cap and stainless steel grille

U.S. Patent D196,919

DIMENSIONS

1 5/8" long x 1 1/2" diameter

"SLIM-X" MODEL 777

The "777" Slim X Microphones are rugged little microphones weighing only 4 ounces. They use a "Metal Seal" crystal for long operating life under adverse conditions of heat and humidity. Designed for good-quality voice reproduction, their versatility and "hand-ability" make them ideal for use by lecturers, announcers, instructors, and Hams; and for home recording, amateur radio, and budget public-address applications.

"HERCULES" AND "REX" MICROPHONES

MODELS 4105, 5105, 7105, 710S and 710S

"Hercules" Controlled Magnetic and "Rex" Crystal Microphones are all low cost, high impedance units ideal for home recording, amateur radio, and budget public address applications. Model 705C and 4105, 5105, 710S and 710S are designed for use in the home as well as professional placement on a desk or table. They also include stand adapters having 5/8"-27 threads which fit the conventional floor or table stands. Model 705S has a 5/8"-27 threaded adapter mounted on the microphone for concealed cable mounting on a flexible gooseneck or customized installation. Model 5105, 4105 and 710 have On-Off switch. Other models have no switch.

"Hercules" Models 705C, 5105, and 4105 are rugged Controlled magnetic types which maintain performance qualities under extremes of temperature and humidity, frequency response 100 to 7,000 cps for excellent voice reproduction. Model 705S has a 5/8"-27 thread for use with gooseneck mounting.

"Rex" Models 710A and 7105 have crystal elements with a frequency response of 60 to 10,000 cps. Output is 1 volt (0 db) at 1 volt per microbar. All models provided with 3 feet fabric-covered single conductor shielded cable.

"STARLITE" Models 215 and 715

Beautifully designed economy microphone for voice reproduction. Can be held in the hand or used on a desk with built-in stand. Semi-directional, high impedance, impact resistant, low cost microphone. Model 215, a ceramic unit, has a response from 50-10,000 cps. Both supplied with 3 ft. fabric covered single conductor shielded cable.

MODELS 215 and 715

CERAMIC

Model 215

Ceramic

-58.5 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$8.00

Model 715

Crystal

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$8.00

"HERCULES" and "REX" MICROPHONES MODELS 4105, 5105, 7105, 710S and 710S

"Hercules" Controlled Magnetic and "Rex" Crystal Microphones are all low cost, high impedance units ideal for home recording, amateur radio, and budget public address applications. Model 5105 and 4105, 5105, and 710S are designed for use in the home as well as professional placement on a desk or table. They also include stand adapters having 5/8"-27 threads which fit the conventional floor or table stands. Model 705S has a 5/8"-27 threaded adapter mounted on the microphone for concealed cable mounting on a flexible gooseneck or customized installation. Model 5105, 4105 and 710 have On-Off switch. Other models have no switch.

"Hercules" Models 705C, 5105, and 4105 are rugged Controlled magnetic types which maintain performance qualities under extremes of temperature and humidity, frequency response 100 to 7,000 cps for excellent voice reproduction. Model 705S has a 5/8"-27 thread for use with gooseneck mounting.

"Rex" Models 710A and 7105 have crystal elements with a frequency response of 60 to 10,000 cps. Output is 1 volt (0 db) at 1 volt per microbar. All models provided with 3 feet fabric-covered single conductor shielded cable.

MODELS 4105, 5105, 7105, 710S and 710S

CERAMIC

Model 4105

Pearl Gray

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$17.00

Model 5105

Metal Seal

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$16.00

Model 710A

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$15.00

Model 7105

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$14.00

Model 707A

CERAMIC

Model 707A

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$16.00

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$15.00

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$14.00

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$13.00

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$12.00

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$11.00

-50 db (10 db = 1 volt per microbar) 1,480 millivolts/microbar

$10.00

-50 db (10 db = 1 volt per microbar) 3,150 millivolts/microbar

$9.50
THE COMMANDO SERIES

The Commando Series represents a significant achievement in providing quality performance at nominal cost—incorporating Shure's rugged, patented Controlled Magnetic cartridge in a dramatic-looking versatile series of microphones. Suitable for indoor or outdoor use, these microphones feature high output, smooth response, extreme ruggedness and ability to withstand severe moisture and temperature conditions. Model 420 is specially designed for lavalier use and fits, as well as the Model 430, features adjustment for high or low impedance by simple pin-jack changing method. Model 430 includes an "On-Off" switch as well as detachable cable. Both Models 415 and 430 are furnished with Shure Model A25B Swivel Stand Adapter for stand-mounted use. Model 425 is specially designed for gooseneck mounting but can also be utilized as stand-mounted units with A25B Swivel Adapter. Models with gooseneck attached are numbered 425-G plus number to indicate length of gooseneck in inches. Model 425 does not include gooseneck.

**SPECIFICATIONS for Commando Models 415, 420, 425 and 430**

**LIST PRICE:** Model 415—$27.50; Model 420—$30.00; Model 425—$30.00; Model 430—$38.50; Model 425-G—$33.00; Model 425-G12—$32.75; Model 425-G18—$39.00

**TYPE:** Controlled Magnetic

**FREQUENCY RESPONSE:** 60 to 10,000 cps

**IMPEEDANCE:** Model 415—High. Model 405-G01—Low—52 db (0 db = 1 volt per microbar); .225 millivolts/microbar. Low—51 db (0 db = 1 milliwatt per 10 microbars); .225 millivolts/microbar

**Polar Pattern:** Omnidirectional

**CASE:** Model 415—Impact-resistant polyethylene and die-cast zinc. Model 420—Impact-resistant polyethylene and brass. Model 420—Impact-resistant polyethylene and die-cast zinc

**FINISH:** Model 415—Non-reflecting gray and satin chrome. Model 420—Non-reflecting gray. Model 425—Non-reflecting gray and satin chrome


**NET WEIGHT:** Model 415—1 lb. Model 420—13/4 lb. Model 425—1 lb. Model 430—13/4 lbs. (Less cable)

**PACKAGED WEIGHT:** Model 415—1% lbs. Models 420-425—1 lb. Model 430—1% lbs.


**OPTIONAL ACCESSORIES:** Models 415-Model 538B or 533B Desk Stand, A34L Lavalier Assembly. Models 420-425-Model A95A Cable Type Transformer. Model 425-Model A68A Cable Type Transformer and Model 538B or 533B Desk Stand. A34L Lavalier Assembly.

NEW CABLE TYPE TRANSFORMER

Model A95A is a high-quality, cable-type transformer which makes it possible to connect a low impedance microphone (35.50 ohm and 1000 ohm) to a high impedance amplifier. New; it is housed in a compact, sturdy and mechanically shock-proof enclosure. Use of this transformer solves the problem of excessive high frequency loss and objectionable hum when long lengths of microphone cable are necessary. Model A95A may also be used in special applications requiring high impedance to low impedance circuit connections. Attractive gray and black case furnished with Cannon XL-3 F-11 input and Amphenol MC2F output plug plus inserts. Frequency response 20 to 70,000 cps, plus or minus 1 db.

**LIST PRICE:** $17.50

SMALL CONTROLLED MAGNETIC MICROPHONES*

The MC Series of small microphones are specially designed for use in vacuum-tube devices, such as small, compact hearing aids, amplifiers, transmitters, dictating equipment—wherever size and weight are important factors. They also are highly recommended for use in small transistor-type devices. The MC Series are metal shielded for hum protection. They are rugged units immune to mechanical shock and to varying conditions of heat and humidity. The MC Series are metal shielded (circular) 1/4" wide, 1/4" long, 1/4" thick, MC20A-J (rectangular) 1/16" wide, 1/16" long, 1/16" thick, MC20A-J (square) .250" wide, .250" long, .250" thick. NET weight: MC11-J—12% grams, MC20A-J—9.6 grams, MC30-J—3.7 grams.

**MODEL CASA ULTRA-MINIATURE CERAMIC MICROPHONE**

The CASA is a rugged ultra-miniature ceramic microphone. The frequency response is equivalent to standard microphones of much greater size. The CASA is ideal for hearing aids, small headpiece microphones, pocket walkie-talkies, dictating machines, musical instruments, intelligence and security work and other applications requiring a miniature microphone with high stability. The generating element is Lead-Zirconate-Titanate enabling use over wide temperature ranges. The ceramic structure is inherently more stable than electro-magnetic units of similar size. The low end response is easily controlled by external load.

**SPECIFICATIONS**—**LIST PRICE:** $20.00. **TYPE:** Ceramic element.

**FREQUENCY RANGE:** 39 to 4500 cps. **IMPEEDANCE:** Equivalent to 1000 ohms.

**OUTPUT LEVEL:** -73 db (0 db = 1 volt per microbar).

**TEMPERATURE RANGE:** -20° to 200° Fahrenheit. **HUMIDITY RANGE:** Unaffected by humidity. **SIZE:** 1.000" x .250" x .160" (2.54 cm x .635 cm x .406 cm). **WEIGHT:** 1/4 gram.
MODEL 450 "DISPATCHER" MICROPHONE

New modern design fits every decor for paging use. Integrated case design, made of gray "Armo-Dur", features telescoping height adjustment for maximum convenience. Rugged, controlled magnetic element with impedance switch for low or high impedance. Push-to-talk switch bar with optional features provides every desired switching option.


MODEL LIST PRICE
450 $49.50

THE "GREEN BULLET"

Designed to provide quality music and speech reproduction at moderate cost. Rugged! Practically immune to the effects of high temperatures and humidity. Features: high output, good response, high impedance without the need of a transformer. Modern metallic green finish with plated grille. Frequency response is 100 to 7000 cps. Furnished with 7 ft. single-conductor shielded cable. High impedance. Use with Shure Model 5348 or S34A Desk Stands.

MODEL LIST PRICE
520B $22.50
520B 150-250 Ohms $22.50

MODEL 520SL "DISPATCHER"

Recommended for mobile and fixed station use, also for public address, recording call systems, radio telephone and amateur use.

MODEL LIST PRICE
520SL $45.00
520SLB $49.25

MODEL 440 FEATURES

ADJUSTABLE HEIGHT

Made of Rugged "ARMO-DUR"—Won't Crack—Peel—Rust—Dent.

At last! A microphone specifically designed to meet the needs of the discriminating amateur radio enthusiast! Shure has built an entirely new, modern microphone, the unmatched performance characteristics of the famed Model 440SL. Special features include press-to-talk switch with optional locking feature, providing ideal switching functions for both press-to-talk and VOX operation, adjustable stand that raises or lowers microphone for most comfortable talking position.

SPECIFICATIONS - ELEMENT TYPE: Controlled Magnetic. FREQUENCY RESPONSE: 300 to 3000 cps eliminates the need for audio filters. Rugged, time-proven controlled magnetic element, with high output equaling that of a crystal unit. Ideal for use with all types of amateur transmitters. Frequency response: 200 to 5000 cps. High impedance, output level: -52.5 db (0 db = 1 volt per microbar). 150 Ohms. 7 ft. 4-conductor shielded cable equivalent to Amphenol MC4M plug.

MODEL LIST PRICE
440SL $47.50

SPECIAL "HAM" MICROPHONES

MODEL 440 SL

Response characteristics tailored to meet the demands of radio communications; ideally suited for single-sideband. Rising response characteristic with sharp cutoff below 300 and above 3000 cps eliminates the need for audio filters. Rugged, time-proven controlled magnetic element, with high output equaling that of a crystal unit. Ideal for use with all types of amateur transmitters. Frequency response: 200 to 5000 cps. High impedance, output level: -52.5 db (0 db = 1 volt per microbar). 150 Ohms. 7 ft. 4-conductor shielded cable equivalent to Amphenol MC4M plug.

MODEL LIST PRICE
440SL $17.50

MODEL 440

Basic microphone same as above but with 2 ft. single conductor shielded cable. Less switch, stand, connector. Use with 5348 or S34A Desk Stands.

MODEL LIST PRICE
440 $12.50

A87K MODIFICATION KIT

Modifies 440 SL to obtain maximum flexibility between either VOX or push-to-talk operation. List: $2.35.
RANGER II
WITH HIGH-IMPACT ARMO-DUR CASE

Only about half the size and weight of conventional mobile communications microphones, yet performs as well as or better than the "big boys." Only 6½ oz., less cable, ... 2½" wide x 2½" deep, 2½" high, ideal for miniaturized or portable communications. Neoprene-jacketed coil cord, Revolutionary molded-rubber Flex-Relief cable connection, Positive action single throw, double pole million-cycle switch, Controlled Magnetic cartridge. Frequency response from 400 to 4000 cps. especially tailored for voice communication use.

RANGER II NOISE CANCELLING
FOR HIGH SPEECH INTELLIGIBILITY

Gets the message through even when the ambient noise is so loud the operator can't hear himself! Significantly superior speech intelligibility to any other brand of so-called "noise cancelling" microphone. Specially tailored response for highest intelligibility—200 to 4000 cps. Same size, cable, cable relief, switch and case as Ranger II (at left)... only 7 oz., less cable.

NEW CERAMIC NOISE-CANCELLING AND LOW COST PALM MICROPHONES FOR CB, AMATEUR, MOBILE

New Model 202 effectively reduces Background Noise for use in Mobile Ham and CB rigs. All models are ... low. "Shaped" voice response is patterned after professional mobile and SSB amateur response curves... assures maximum intelligibility. Professional design and construction. Long-life slide-switch, guaranteed full year. Virtually indestructible "Armo-Dur" wonder plastic case; Shock, shatter, corrosion, rust, and weather-proof. Coiled-cord won't kink. "Lifetime" hang-up bracket. Choice of ceramic (model 201) or controlled magnetic (model 401 A and 401 B) elements. (401 B recommended for parallel balanced line operation where long cable lengths are required.)

"VERSAPLEX" CB IMPROVEMENT MICROPHONE

Ceramic unit ideal for replacing original equipment crystal or ceramic type CB microphone. Complete with wall or panel bracket for handy hanging, and coiled cord. "Momentary" push-to-talk switch activates relay circuit. Light weight, impact-resistant "Armo-Dur" case with black finish and anodized satin-finish cap.

NEW!
MODEL 206

New Model 206 Ceramic Mobile Microphone designed to provide excellent performance at low cost.
The switching circuitry is designed to make the Model 206 a universal replacement in all communications equipment utilizing ceramic microphones.

All Shure Dynamic, Controlled Magnetic, and Ceramic Microphones are eligible for FCDA purchases.
COMMUNICATIONS MICROPHONES

THE "404" WITH HIGH IMPACT "ARMO-DUR" CASE

The Shure Controlled Magnetic "404" is recommended for those applications where a rugged, hand-held microphone is needed. It is ideal for outdoor public address (sports arenas, athletic fields, carnivals, etc) and for mobile communications. The "404" is designed for high speech intelligibility. Easy to use, fits snugly in the palm of the hand. Leaf-type switches control the mic. circuit and an external relay or switching circuit. Omni-directional. Freq. response 200 to 8000 cps. Only 3 1/4" high, 2 1/4" wide, 1 3/4" deep. Includes mounting bracket. U.S. Patent 2,454,425

SPECFICATIONS

MODEL | 488A | 488B | 488C | 488T
--- | --- | --- | --- | ---
List Price | $57.50 | $57.50 | $57.50 | $72.50
Noise Discrimination | Far Superior to Standard Communication Microphones
Frequency Response | (SPECIALY TAILORED FOR BEST INTELLIGIBILITY) 200 to 4000 Cycles Per Second
Type | Controlled Reluctance
Output Level (0 db = 1 volt per 100 microbar field) | .115 volts (1 - 10 db) | .014 volts (20 - 21 db) | .64 volts (7 - 20 db) | .015 volts (2 db) using 0.71 volts (-3 db) using (0 db)
Impedance | High: Recommended Load 100,000 ohms or more
Recommended Load 50 ohms
Recommended AC Load 100 to 1000 ohms
Cable | Three-Conductor (One-conductor shielded) cadmium copper braid (1/2" extended)
Four Conductor (Two-conductor shielded) cadmium copper braid (3/4" extended)
Four-Conductor (One-conductor shielded) cadmium copper braid (1/2" extended)
Three-Conductor (One-conductor shielded) brass braid (1/2" extended) with FJ 918 plug attached
Switch Mic Circuit Relay Circuit | Normally closed* Normally open
Normally open Normally open Normally open
Case | GRAY HIGH IMPACT "ARMO-DUR" WITH PERFORATED STEEL GRILLE AND RUBBER LIP-GUARD
Dimensions | 3 1/4" high x 2 1/4" wide x 1 3/4" deep
Weight | 1 1/2 lb.

ACCESSORIES
MOUNTING BRACKET FOR PERMANENT PLACEMENT

* Provision for simple change to normally open.
** Provision for simple change to normally closed.

MODEL 100 SERIES CARBON MICROPHONES

Now featuring "Armo-Dur" high impact, corrosion-proof units. Used around the world for police, taxi, bus, track and commercial applications—more than all other makes combined! Shure Shure Microphones are produced with a bracket for permanent placement in portable or mobile equipment. They fit naturally and comfortably in the palm of the hand. They are light, compact and rugged units—with a reputation for long-life performance under "rough and tumble" operating conditions.

**MICROPHONE STANDS AND ACCESSORIES**

**MODEL S39A VIBRATION-ISOLATION STAND**

Ideal for use on desk, table, in the back area of a stage, for remote broadcasting (particularly for sporting events), conference table, and for all applications where isolation is desired. The S39A provides maximum isolation from extreme mechanical vibration by its capacity to absorb mechanical shock as a super absorber. The Model S39A Stand is designed for all Shure microphones and Swivel Adapter. The stand is designed to increase the height of the microphone. Optional accessories are available to provide for cable connector cleats. Made of durable black sickle-finish plastic with heavy duty foam rubber isolation.

**NET WEIGHT:** 1 lb., **Packaged Weight:** 2 lb.

**LIST PRICE:** $10.00

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**QUICK DISCONNECT MICROPHONE ISOLATION UNITS**

Designed for use with microphones normally mounted on desk or floor stands but which must be periodically removed from stands for cleaning or service purposes. Additional原因，因为一个螺纹接头插入，使得适应的适配器脱离麦克风，从而在机械振动和通过桌子或地板的麦克风时，快速断开连接单元。适合于带有普通适配器的麦克风。

**A45**

**LIST PRICE:** $12.00

**A47**

**LIST PRICE:** $12.00

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**MICROPHONE REPLACEMENT CARTRIDGES**

**CARBON REPLACEMENT CARTRIDGE—MODEL R10**

Rugged microphone replacement cartridge for "CB", "100", and "120" Series Carbon Microphones. Includes mounting hardware, installation instructions. **Model R10**

**LIST PRICE:** $8.50

**MODEL R51A Replacement cartridge for microphone models:**

- **MODEL R52B:** List Price $11.00
- **MODEL R53B:** List Price $10.00

**CRYSTAL CARTRIDGE—MODEL R7**

Available as replacement for the cartridges in the Shure Crystal Microphones of the 707A and 707B Series, and other microphones of similar design. High output—46 db below 1 volt per microphone. Supplied with rubber mounting rings and installation instructions. **Model R7**

**LIST PRICE:** $2.25

**DYNAMIC—MODEL R50**

Replacement cartridge for Shure Dynamic Microphones: Models 740C (Series II), 540C (Series II), 560, 561, 575S and 575SB. **Model R50**

**LIST PRICE:** $15.00

**SLIM-X MICROPHONE CARTRIDGE**

The Model 99A 149 replacement cartridge assembly for the 777 Series Slim-X Microphones. Crystal element metal-sealed for long life under adverse conditions of heat and humidity. Requires only one solder connection. **Model 99A 149**

**LIST PRICE:** $10.00

**CONTROLLED MAGNETIC CARTRIDGE—MODEL R5**

Direct replacement for cartridges used in the following Shure Microphone models: 510, 510D, 510S, 520, 520B, 530, 530C, 530C 400, 405C, 405D and 405K. Also ideal for replacement of crystal cartridges in Shure cases of the Model 707A and 707B Series, where heat and humidity are a problem. Supplied with rubber mounting rings. **Model R5**

**LIST PRICE:** $11.00

**LOW IMPEDANCE CARTRIDGE—MODEL R5**

Model R5B is the replacement cartridge for cartridges used in microphone models 505B, 505T, 404B, 405B, 510SLB, 520SLB, and 520B. Models RSB is physically identical to Model R5B, but low impedance (150 to 250 ohms). Can be used in any RS applications which require a low impedance cartridge. **Model RSB**

**LIST PRICE:** $11.00

**MODEL R4M FOR SHURE “COMMANDOS”**

The Model R4M Controlled Magnetic cartridge assembly is the direct replacement cartridge for the models 432, 425, 420, and other Shure "Commandos" microphones. **Model R4M**

**LIST PRICE:** $15.00

**MODEL R5B FOR MODELS 505A and 505B**

Dynamic Cardioid Cartridge **Model R5B**

**LIST PRICE:** $22.50

**NOTE:** For complete Shure Microphone Cartridge replacement information, write for A188, Microphone Cartridge Replacement Guide.

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**ON-OFF PRESS-TO-TALK SWITCHES**

**MODEL A83A**

Ratchet-type "ON" Switch. Quickly attached to any cable connector type Shure microphone. **Model A83A**

**LIST PRICE:** $11.00

**MODEL A82B**

On-Off "Press-to-Talk" Switch. **Model A82B**

**LIST PRICE:** $11.00

**MODEL A85**

Momentary "Press-to-Talk Type Switch. **Model A85**

**LIST PRICE:** $10.00

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**"GRIP-TO-TALK SLIDE-TO-LOCK" SWITCH**

Heavy Duty Switch withstands the most severe field requirements of paging and dispatching systems. Ideal for Police, Taxi Cab, Railroad, Airline, Bus, Truck, and all emergency communication. The Model A88A Grip-to-Talk Slide-to-Lock Switch. **Model A88A**

**LIST PRICE:** $12.00

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*U.S. Patent 2,414,425*
**NEW MODEL M80E GARD•A•MATIC®**

**MODEL M80E**

**STEREO 15° DYNETIC® CARTRIDGE WITH ELLIPTICAL STYLUS**

Bounce-proof, scratch-proof—pre-mounted... ready to plug in!

Bounce-proof and scratch-proof performance with elliptical stylus in superior quality 15° cartridge spring-mouted in tone arm shell. Ready to plug in and play! In Genrol Lab 50 or A70 turntables. Permits operation of automatic turntable at low tracking forces where vibration is a problem. Unique safety spring suspension retracts cartridge, bringing safety bumper in contact with record when forces in excess of 1 1/2 grams are applied.

Performance Specifications identical to Cartridge Model M55E

Cartridge factory-mounted in Tone Arm Shell:

Audiophile Net Price: $38.00.

Stylus Replacement: Model N55E

Audiophile Net Price: $20.00.

NEW MODEL M80E Ready-To-Plug-In Dual 1009 Automatic Turntable. Audiophile Net Price $38.00.

**M99 SERIES**

**Bounce-proof and Scratch-proof Cartridge Assembly for Genrol Type 'A'**

**, A70, and Model M55 and Monogold Model 10 and M10 Automatic Turntables.**

Assures record and needle protection, simply by plugging in the Shure Dynetic Gard-A-Matic® "Floating" cartridge assembly. Nothing else to buy...no wiring...no soldering...just plug in.

**MODEL M99-A**

Fits Genrol Laboratory Model 'A' includes tone arm head, factory mounted cartridge, .0007" diamond, $24.75 Audiophile Net.

**MODEL M99-A16**

Fits Genrol AT5, AT5C and Model 10 includes tone arm head, factory mounted cartridge, .0007" diamond, $24.75 Audiophile Net.

**MODEL M99-M10**

Fits Monogold Models 10 or 10M includes tone arm head, factory mounted cartridge, .0007" diamond, $24.75 Audiophile Net.

**MODEL N99**

Replacement Stylus Assembly, .0007" diamond, $12.95 Audiophile Net.

**NEW M55E CARTRIDGE WITH ELLIPTICAL STYLUS—15° TRACKING**

**... PROVIDES REMARKABLE PURITY OF MUSIC REPRODUCTION AT MODERATE COST**

A fine cartridge for the latest automatic turntables and finest manual tone arms capable of tracking at 1 1/2 grams or less. Designed to give professional performance with elliptical diamond stylus at new 15° tracking angle to provide freedom from distortion. Scrotchproof. Similar to the V-15 except that it is made under standard quality control conditions. Will actually prevent the sound of your high fidelity system—unless you are using Shure’s V-15—our finest cartridge.

**NOTE:** Extensive research with elliptical styli reveals that an elliptical stylus should not be played at tracking forces in excess of 1% grams. (Reported in May, 1964 issue of Audio Magazine.)

**THE ORIGINAL LOW DISTORTION 15° CARTRIDGE SERIES M44 SCRATCH-PROOF CARTRIDGE WITH RETRACTILE STYLUS**

It is in the distortion measurements where Shure engineers have achieved a highly significant and dramatic reduction of 25% to 90% in all harmonic distortion from even such admirably distortion-free cartridges as earlier versions of the Shure Stereo Dynetic. Further, cross-talk between channels has been effectively negated in the critical low frequency and mid ranges providing superior channel separation throughout the audible spectrum.

**SCRATCH-PROOF RETRACTILE STYLUS**

And, as if that were not enough, the new 15° cartridge incorporates a totally efficient retractile stylus that momentarily retracts whenever excessive forces are applied to the tone arm. This feature protects your instruments and A-B tests will more than substantiate our claims.

**THE ULTIMATE TEST**

You must hear this cartridge to appreciate the totality of the sound improvement. It will be instantly recognizable to the ear without the necessity for elaborate test instruments, as A-B listening tests—although we assure you, instruments and A-B tests will more than substantiate our claims. Model M44-2 tracks at 1 1/2 to 1 1/2 grams and is recommended for use in quality tone arms and the newest automatic turntables. Model M44-7 tracks at 1 1/2 to 3 grams and is for use in good quality changers.

Model M44-4 is specifically designed for use in record changers tracking at 3 to 5 grams.

**SPECIFICATIONS**

- Frequency Response: 20 to 30,000 cps
- Output Voltage: 0.6 millivolts/channel at 5,000 cps, 20 to 30,000 cps
- Channel Separation: 20 db
- Channel Balance: Within 3 db of each other
- Recommended Load Impedance: 47,000 ohms per channel
- Stylus: Elliptically Shaped Diamond Tip
- Compliance—Vertical and Horizontal: 28 x 10^-6 cm/dyne
- Tracking Force: 2.5 to 3.5 grams
- Inductance: 900 millihenries
- D. C. Resistance: 650 ohms
- Net Weight: 70 grams
- Stylus Replacement: N55E

**MODEL M44 SERIES SPECIFICATIONS**

- Frequency Response: 20 to 30,000 cps
- Output Voltage: 7 millivolts per channel at 5,000 cps, 20 to 30,000 cps
- Channel Separation: Within 2 db of each other
- Channel Balance: 20 db
- Tracking Force: 2.5 to 3.5 grams
- Inductance: 900 millihenries
- D. C. Resistance: 650 ohms
- Cartridge Weight: 70 grams
- Stylus Replacement: N55E

**MODEL M44-4 SPECIFICATIONS**

- Frequency Response: 20 to 30,000 cps
- Output Voltage: 1.1 millivolts per channel at 5,000 cps, 20 to 30,000 cps
- Channel Separation: Greater than 25 db
- Channel Balance: Within 2 db of each other
- Tracking Force: 2.5 to 3.5 grams
- Inductance: 900 millihenries
- D. C. Resistance: 650 ohms
- Cartridge Weight: 70 grams
- Stylus Replacement: N55E

**MODEL M44-7 SPECIFICATIONS**

- Frequency Response: 20 to 30,000 cps
- Output Voltage: 1.1 millivolts per channel at 5,000 cps, 20 to 30,000 cps
- Channel Separation: Greater than 25 db
- Channel Balance: Within 2 db of each other
- Tracking Force: 3 to 5 grams
- Inductance: 900 millihenries
- D. C. Resistance: 650 ohms
- Cartridge Weight: 70 grams
- Stylus Replacement: N55E

* Manufactured under one or more of the following U.S. patents: 3,055,918, 3,077,521, 3,077,523, 2,011,902, 2,011,803. Other patents pending.
SOFTWARE STUDIO
Stereo Dyanetic®
high fidelity "integrated" tone arm and cartridge

The choice of perfectionists who appreciate the full importance of "integrated" tone arm and cartridge to optimum stereo performance. Features precision ball bearings at all pivot points, slip-in head with positive-alignment lock, variable height adjustment. Ingeniously simple combination of adjustments gives instant, positive, VISUAL control over balance (without altering overall arm length), tracking force (0.1 - 8 grams), facilitates cable wiring and plug in each end to simplify and speed up installation (eliminates soldering).

The Shure M232 (and M236) Professional Tone Arm is a premium quality independent tone arm that accepts practically all cartridges (Stereo and monophonic). Features precision ball bearings at all pivot points, slip-in head with positive-alignment lock, variable height adjustment. Ingeniously simple combination of adjustments gives instant, positive, VISUAL control over balance (without altering overall arm length), tracking force (0.1 - 8 grams), facilitates cable wiring and plug in each end to simplify and speed up installation (eliminates soldering).

**SPECIFICATIONS**:
- **Net Price**: Model M61-1 (for 105-125 v, AC line) $27.50
- **Net Price**: Model M61-3 (30 v, Battery, included) $25.50
- **Gain**: Phone: 45 db (5 mv input produces .20 v, output)
- **Microphone**: 63 db (2 mv input produces 2.8 v, output)
- **Frequency Response**: ±2.5 db of each function's nominal characteristic from 25 cps to 15,000 cps.
- **Equalization**: Phono: RIAA equalization (with additional treble boost of approximately 3 db at 10,000 cps to complement most magnetic cartridges).
- **Microphone**: Flat response, ±3 db 20 to 15,000 cps.
- **Input Impedance**: Phone and tape: approx. 50,000 ohms.
- **Microphone**: Approx. 20,000 ohms.
- **Output Impedance**: Low output impedance (less than 1,000 ohms at 10,000 cps for phono functions).
- **Channel Separation**: At least 50 db at 1,000 cps. Channel Balance: 2 db at 1,000 cps (for phone and tape functions).
- **Hum & Noise**: 63 db (2 mv input produces 2.8 v, output).

**STEREO LINE PRE-AMPLIFIER MODEL M60**
High quality, low noise stereo line pre-amplifier providing additional gain for use with magnetic stereo phonograph cartridges and microphones.

**STEREO CONVERSION PRE-AMPLIFIER MODEL M65**
Provides equalization with amplification for conversion of ceramic inputs to magnetic inputs. Gives smoother, more natural sound. As an added feature, 60 db of amplification without equalization is also provided. Allows the use of a magnetic cartridge with "package" consoles supplied with a ceramic cartridge. Also provides pre-amplification and equalization functions for other inputs (phone, tape, microphone).

**Replacement Stylus, Model M22D. Also will upgrade models 212 and 216 to equal performance of Models 212, M226, $24.75**
The M3D Stereo Dynetic is the famed original Shure stereo phonograph cartridge. It reflects quality control of a high order, based on critical tolerances in all performance characteristics.

**Model M3D**

Stereo Dynetic cartridge including M3D stylus assembly with .0007" diamond.

Audioophile Net Price ........................................ $15.75

**Model N3D**

Stereo stylus assembly for M3D, including .0007" diamond.

Audioophile Net Price ........................................ $ 7.95

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**MONOPHONIC PROFESSIONAL**

Stereophonic cartridge...including M3D stylus assembly with .0007" diamond.

Audioophile Net Price ........................................ $15.75

**Model M3D**

Monophonic Professional Dynetic cartridge...including M3D stylus assembly with .0007" diamond.

Audioophile Net Price ........................................ $15.75

**Model M7/N21D**

A monophonic cartridge acclaimed by consumer product critics and professional musicians for its warm, sweet tone, high compliance and extended response at modest price. For use in finest quality independent tone arms or record changers capable of tracking at 21/2 grams or less. Will not perform satisfactorily at forces greater than 21/2 grams.

Model M7/N21D

Stereo Dynetic cartridge...including Shure N21D Tubular stylus with .0007" diamond.

Audioophile Net Price ........................................ $17.95

Model N21D Stylus

Tubular Stereo Stylus assembly for highest compliance and response with Shure M7D and M3D Cartridges. Includes .0007" diamond.

Audioophile Net Price ........................................ $17.95

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**SHURE REPLACEMENT STYLI**

The Dynetic stylus assembly used in Shure cartridges is the most critical component. To maintain the original performance standards of your cartridge, be certain that any replacement stylus you buy bears the following certification on the package: "This Dynetic stylus is precision manufactured by Shure Brothers, Inc."

Avoid inferior imitations. They will seriously degrade the performance of your cartridge. All genuine "Dynetic" styli are manufactured by Shure Brothers, Inc.

Select the appropriate replacement stylus for your cartridge in the chart below. If you choose a stylus that upgrades your cartridge, check to be certain your tone arm will track at the force required by the stylus.

Manufactured under one or more of the following U.S. patents: 3,055,982, 3,077,521, 1,101,316. Other patents pending.

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**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Specification</th>
<th>M3D</th>
<th>M7/N21D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charcoal Separation</td>
<td>Over 20 db</td>
<td>Over 20 db</td>
</tr>
<tr>
<td>Frequency Response</td>
<td>20 to 15,000 cps</td>
<td>20 to 20,000 cps</td>
</tr>
<tr>
<td>Output Voltage at 1000</td>
<td>1.000 mv</td>
<td>1.000 mv</td>
</tr>
<tr>
<td>Recommended Load Impedence (per channel)</td>
<td>47.000 ohms</td>
<td>47.000 ohms</td>
</tr>
<tr>
<td>Compliance, Vertical and lateral</td>
<td>4.0 x 10^-7 cm</td>
<td>9.5 x 10^-7 cm</td>
</tr>
<tr>
<td>Tracking Force</td>
<td>3 to 6 grams</td>
<td>2 gms, optimum (1/2 max.)</td>
</tr>
<tr>
<td>Inductance</td>
<td>420 millihenrys</td>
<td>420 millihenrys</td>
</tr>
<tr>
<td>B.C. Resistance</td>
<td>250 ohms</td>
<td>260 ohms</td>
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<tr>
<td>Terminals</td>
<td>4 terminals</td>
<td>4 terminals</td>
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<tr>
<td>Mounting Centers</td>
<td>For M3D, furnished with 3 terminal adapter.</td>
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</tr>
<tr>
<td></td>
<td>For M7/N21D, furnished with 4 terminal adapter.</td>
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</tr>
</tbody>
</table>

Manufactured under one or more of the following U.S. patents: 3,055,982 and 3,077,521. Other patents pending.

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**SHURE STYLUS CHART**

<table>
<thead>
<tr>
<th>Cartridge Number</th>
<th>Model Number</th>
<th>For Use In</th>
<th>Tracking Force in Grams</th>
<th>Tip Description</th>
<th>Type of Records</th>
<th>Net Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>M3D</td>
<td>M1</td>
<td>M3D</td>
<td>1.5</td>
<td>.0007 diamond</td>
<td>Mono L.P.'s</td>
<td>$17.95</td>
</tr>
<tr>
<td>M2D</td>
<td>M1</td>
<td>M3D</td>
<td>1.3</td>
<td>.0007 diamond</td>
<td>Mono L.P.'s</td>
<td>$17.95</td>
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<tr>
<td>M3D</td>
<td>M3D</td>
<td>M3D</td>
<td>3.6</td>
<td>.0010 diamond</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
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<td>M5D</td>
<td>M5D</td>
<td>M5D</td>
<td>2.6</td>
<td>.0011 diamond</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
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<tr>
<td>M6S</td>
<td>M6S</td>
<td>M6S</td>
<td>2.6</td>
<td>.0011 rhodium</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
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<tr>
<td>M7D</td>
<td>M7D</td>
<td>M7D</td>
<td>1.3</td>
<td>.0011 diamond</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
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<td>M80E</td>
<td>M80E</td>
<td>M80E</td>
<td>1.3</td>
<td>.0011 diamond</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
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<td>M80E-D</td>
<td>M80E-D</td>
<td>M80E-D</td>
<td>1.2</td>
<td>.0011 diamond</td>
<td>Mono L.P.'s</td>
<td>$27.50</td>
</tr>
</tbody>
</table>

This chart is provided as a guideline for selecting the appropriate stylus for your Shure phonograph cartridge.

The small, light Solo-Phone provides sufficient amplification to use any fine quality magnetic cartridge (such as the Shure Stereo Dynetic). In addition to magnetic cartridge input jacks on back of the unit, auxiliary jacks are provided to plug in a multiplex FM tuner or tape player.

A convenient switch on the front panel permits you to keep two program sources plugged in and switch instantly for, example, from your Record Player to FM/ Stereo Tuner.

A clutched concentric control permits separate adjustment of each stereo channel to achieve proper balance between channels. Simple volume adjustment can be made without rebalancing channels.

An On/Off switch and pilot light is also provided on the front panel. The convenient 110 AC outlet on the back panel permits you to plug in the power cord of your record changer or tuner; therefore, the Solo-Phone On/ Off switch will control the power supplied to whatever is plugged into this outlet. When the amplifier is turned on, the record player is turned on, and when the amplifier is turned off, the record player is turned off.

MODEL SA-1 $45.00 Net.

TECHNICAL DATA

Cabinet Dimensions: 10 1/4" wide x 3 1/2" high x 3" deep
Net Weight: 2 lbs.

Walnut finished, solid wood cabinet with beige finished metal case.

The Solo-Phone provides true high fidelity:

Broad frequency response
Low distortion—at low power levels suited for head-phones (some transistorized amplifiers have more distortion at low level than at higher outputs)
Extremely low hum and noise at normal listening levels.

NOW! The Ultimate in Independent Tone Arms

The most remarkable independent tone arm ever made—by any standard. Brings out the very best from any high quality cartridge, mono or stereo. Virtually frictionless bearings, both horizontal and vertical. . . . pivot friction of stylus tip measures less than .020 gram! Knife edge bearings are absolutely protected against dust. Manufactured to incredibly close tolerances for Shure by skilled British craftsmen. Unprecedented combination of adjustments: height, overhang, length (up to 1”), tracking force (so accurate no pressure gauge is required), . . . even bias (to counteract tendency of arm offset to pull toward center of record and “favor” one side of stereo groove over the other). The result is an independent tone arm that carries the cartridge over the record surface with rock-like steadiness and precision—literally eliminates wear on the record and stylus. Lever operates arm through hydraulic damper. No resonances within audible spectrum. Complete with shell, alignment protractor, and plug-in cable assembly for quick, cableless hookup.

SPECIFICATIONS

The basic specifications are what you’d expect the premier Shure cartridge to reflect: 20 to 20,000 cps, 6 mV output. Over 25 db separation, 25 x 100 cm per dyne compliance, 1/3 gram tracking, 47,000 ohms impedance, 680 millihenries inductance per channel, 650 emu resistance. Bi-Radial diamond stylus: 17.8 microns (.0007 inch) frontal radius, 5 microns (.0002 inch) side contact radii, 24.5 microns (.0010 inch) width between record contact points. But most important, it re-creates music with a transcendent purity that results in a deeply rewarding experience for the critical ear.

V-15 Cartridge $62.50

V-15 Bi-Radial Elliptical Stylus $25.00

Manufactured under one or more of the following U.S. patents:
3,055,988, 3,077,521; 3,077,522.

NOW! The Ultimate in Independent Tone Arms

SHURE SATELLITE

The small, light Solo-Phone provides sufficient amplification to use any fine quality magnetic cartridge (such as the Shure Stereo Dynetic). In addition to magnetic cartridge input jacks on back of the unit, auxiliary jacks are provided to plug in a multiplex FM tuner or tape player.

A convenient switch on the front panel permits you to keep two program sources plugged in and switch instantly, for example, from your Record Player to FM/ Stereo Tuner.

A clutched concentric control permits separate adjustment of each stereo channel to achieve proper balance between channels. Simple volume adjustment can be made without rebalancing channels.

An On/Off switch and pilot light is also provided on the front panel. The convenient 110 AC outlet on the back panel permits you to plug in the power cord of your record changer or tuner; therefore, the Solo-Phone On/ Off switch will control the power supplied to whatever is plugged into this outlet. When the amplifier is turned on, the record player is turned on, and when the amplifier is turned off, the record player is turned off.

MODEL SA-1 $45.00 Net.

TECHNICAL DATA

Cabinet Dimensions: 10 1/4" wide x 3 1/2" high x 3" deep
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Walnut finished, solid wood cabinet with beige finished metal case.

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