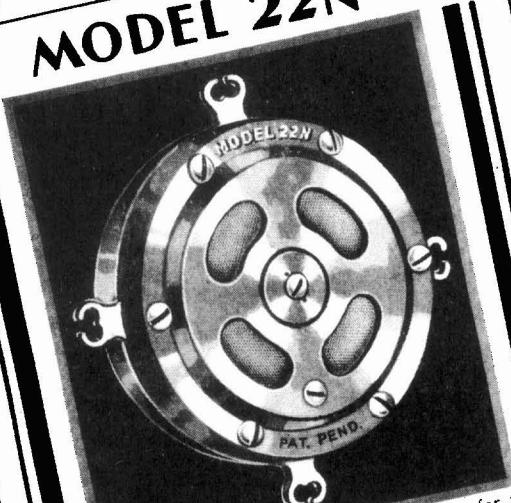


MODEL 22N



A large size, high quality 2-button microphone for public address systems and amateur broadcasting, incorporating many high quality features not made possible in cheaper models. New, glazed carbon button discs, adjustable buttons, gold-plated diaphragm tuned and clamped by a special process. Each unit individually assembled and tested by experts in our laboratory. Retains all the new SHURE features, including the new "Quickway" hooks (patents pending), a screen in the face of the microphone which eliminates the need for covers on the stand. Modernistic, bevel edge design, and many other features that have made our microphones so well-known for quality and performance.

Operates best at 6 to 8 M. A. per button. Limit of guarantee: 12 M. A. per button. Total internal resistance: 200 ohms per button. Diameter overall: 3 1/8". Diameter of frames: 3". Thickness overall: 1 1/8". Shipping weight: 2 1/4 lbs. Packed in a strong carton with wiring diagram, complete instructions, and usual SHURE guarantee. No. 22N. Nickel Finish. Code: Rumac. List price..... \$25.00

THE new Model 33N SHURE 2-Button Microphone embodies the acme of refinement in design. Greater improvements in performance, utility, and appearance are incorporated in this new model than in any other two-button microphone. No expense has been spared in making an instrument that will bring the joy of satisfaction to everyone who owns or uses it. The following are a few of its unique and outstanding features:

1. **REPRODUCTION OF MUSIC** and musical tones and frequencies that makes older microphones obsolete just as the newest radio set excels in its tone quality and richness of bass notes the radio reproduction of 5 years ago. This is accomplished by means of the specially selected alloy used in the diaphragm material and its special clamping and stretching method which does not employ the use of a large number of screws.

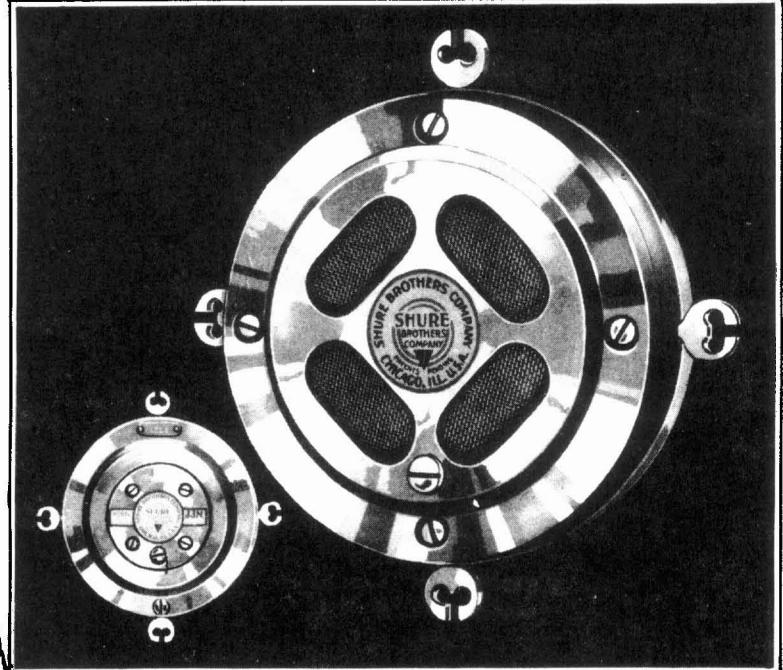
2. **TRUE, NATURAL REPRODUCTION OF THE SPEAKING VOICE.** The carbon hiss, characteristic of many microphones, is at such a low level in the Model 33N that it cannot be heard by the average human ear. The frequency response is as uniform as can be accomplished with this type of microphone, from 30 to 8,000 cycles. Exacting laboratory testing is employed from start to finish. Model 33N has no harmonics of its own and never distorts, the frame being of a very heavy special alloy.

3. **HIGH SENSITIVITY—LOW CURRENT.** A remarkable feature of Model 33N is that sufficient sensitivity is obtained for all practical purposes with a current consumption of only 6 to 8 M.A. per button. Sensitivity can be increased by additional current, but this model never consumes more than 15 M.A. per button.

4. **CONCEALED BUTTONS.** Both buttons are completely embedded into the mechanism of the microphone completely out of sight. By this

Guarantee

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



Shure MODEL 33N TWO-BUTTON MICROPHONE

unique structure it is impossible for anyone to touch the buttons or injure them when handling the instrument. In assembly the buttons are delicately adjusted and firmly locked in position without the use of any set screws. This is a new type of construction for which patents are pending.

5. **PROTECTED DIAPHRAGM.** Screen of the proper mesh protects the delicate diaphragm from unnecessary handling as well as from the moisture of the breath. The use of screen in this position does away with the need for covers on the microphone stand.

6. **NEW "QUICKWAY" HOOKS** (patent pending). This new feature will be appreciated by those whose patience has been taxed by the clumsy and burdensome task of mounting the springs on the old-fashioned hooks. Absolute safety of the instrument while suspended is insured. The "Quickway" hook makes it a pleasure to mount the Model 33N. However, four extra old style hooks are included with each microphone for those who prefer them.

7. **ARTISTIC APPEARANCE.** Model 33N throughout its make-up bears the touch of the artist who designed it. Its modernistic lines add to the appearance of any equipment with which it is used. A beautiful, highly polished, nickel plated surface gives a final touch to the excellent workmanship employed in every phase of the manufacture of this instrument.

8. **CONNECTIONS.** Even the placing of the three connecting screws has engaged the careful thought of the designer, and they are so placed at the lower part of the instrument that the cable will not cross the unit, but will droop away to the bottom without torsion. The three large flat binding-head screws are the only protruding screws on the instrument and are readily discernible; all others being countersunk. Can be mounted in any standard ring or stand.

Model 33N is especially recommended for:

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

Operates best at 6 to 10 M.A. per button. Limit of guarantee: 15 M.A. per button. Total internal resistance: 400 ohms, or 200 ohms per button. Diameter overall: 4 1/4 inches. Diameter of frames: 3 1/4 inches. Thickness overall: 1 1/4 inches. Shipping weight: 3 1/2 lbs. Packed in a strong carton with wiring diagram and complete instructions.

No. 33N. Nickel Finish. Code: Rulit. Complete with new "Quickway" and four extra old style hooks. List Price..... \$50.00

SHURE BROTHERS COMPANY

Manufacturers-Engineers

S.N.SHURE, Pres.

337 WEST MADISON ST.

CHICAGO, ILLINOIS

SHURE MICROPHONES AND ACCESSORIES



New! CONDENSER MICROPHONE MODEL 42

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

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

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

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

Model 42. Code: Rubis. List Price, complete with tubes and cable.

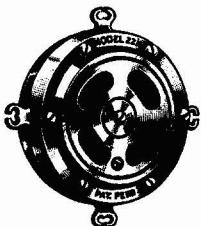
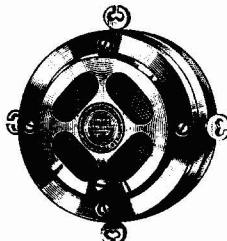
\$125.00

MODEL 33N TWO-BUTTON MICROPHONE

This famous microphone is known for its:
1. Accurate reproduction of music. 2. True, natural reproduction of the speaking voice.
3. High sensitivity—low current. 4. Concealed buttons. 5. Protected diaphragm. 6. New "Quickway" hooks (patent pending).
7. Artistic appearance.

Model 33N. Code: Rulit.
List Price, Reduced to.....

\$50.00



MODEL 22N Two-Button Microphone

A large size high quality two-button microphone for Public Address Systems and Amateur Broadcasting. Retains all the new SHURE features.

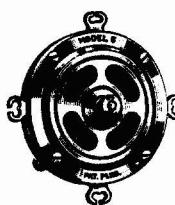
Model 22N. Code: Rumac. **\$25.00**
List Price

HAND MICROPHONE MODEL 11N

A two-button microphone mounted in a specially designed case, complete with 6 ft. cord.
Model 11N. Code: Ruhaf.
List Price



\$15.00



MODEL 5N Two-Button Microphone

Especially recommended for Public Address Systems in which price is the important factor. For an outstanding value in this price class it has no equal.

Model 5N. Code: Rufal.
List Price

\$10.00

NEW AUTOMATIC SAFETY LOCK

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

Model 53. Beautiful Chrome-Japan Finish.

Code: Rufas.

Model 53R. Same as Model 53, with round base.
Code: Rugit.

List Price, either model, reduced to.....

\$20



Guarantee

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

FREE

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

Name.....
Address.....
City.....
State.....

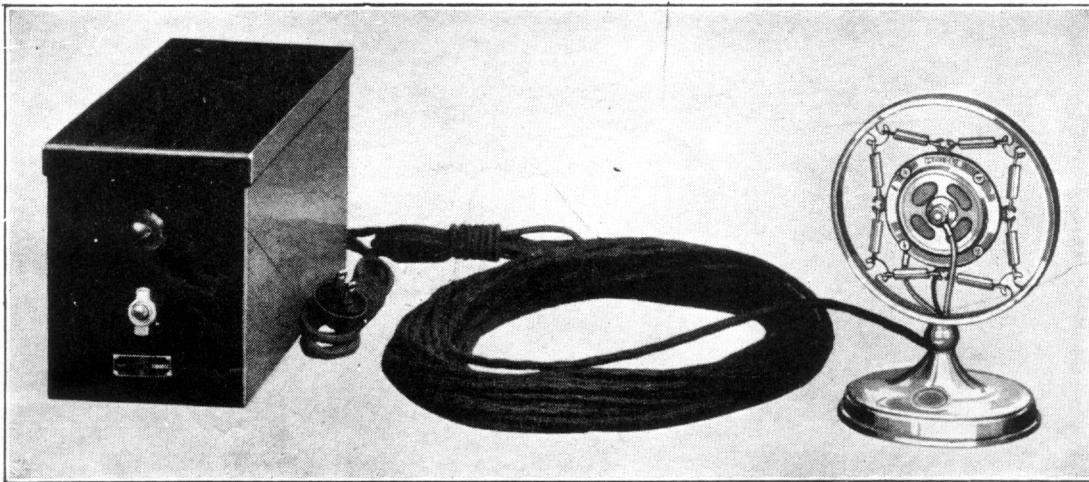
SHURE BROTHERS COMPANY

Manufacturers-Engineers

S. N. SHURE, Pres.

337 WEST MADISON ST.

CHICAGO, ILLINOIS



The "RADIO MODULATOR"

TRADE MARK REGISTERED

EVERY RADIO SET A PUBLIC ADDRESS SYSTEM

AN ORIGINAL DEVELOPMENT OF THE LABORATORIES OF SHURE BROTHERS COMPANY

- - - HOW IT OPERATES - - -

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

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

Turning on the switch gives an effective amplifying system.

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

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

- - - SOME OF ITS 1001 USES - - -

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

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

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

Merchants will find the RADIO-MODULATOR fills the requirements for an efficient Public Address System for those who cannot afford the price of a separate amplifier system. It may be used for window and store demonstrations to excellent advantage. Merchants will

also find a ready sale for the RADIO-MODULATOR in connection with public meetings of all kinds.

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

- - - TONE AND VOLUME - - -

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

- - - CIRCUIT AND TUBES - - -

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

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

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

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

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

Model 99. Code: Rumod. SHURE RADIO-MODULATOR, complete with 3 tubes, 50 ft. of microphone cable, Special Model 5N two-button microphone and stand. List Price \$33.50.

Usual Discounts Apply
NOT SOLD WITHOUT MICROPHONE

SHURE BROTHERS COMPANY

Manufacturers-Engineers

S.N. SHURE, Pres.

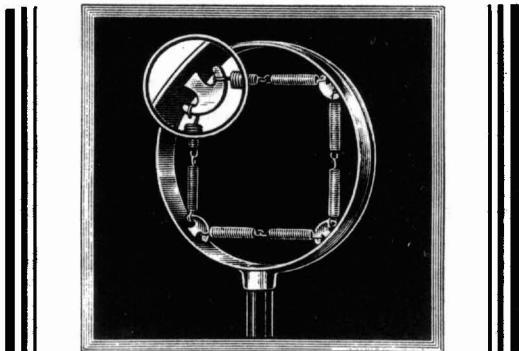
337 WEST MADISON ST.

CHICAGO, ILLINOIS

SHURE New MICROPHONE ACCESSORIES

New Features! Lower Prices!!

The New "Quickway" Hooks

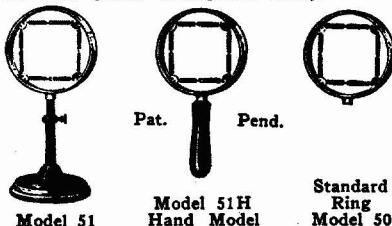


Pat. Pend.

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

The beauty of Shure microphone stands has been enhanced by the bevel edge design on the ring, producing an attractive "stream-line" effect.

The entire line of Shure stands and accessories has been built up to a standard of highest quality. The design of each item has involved the very highest type of engineering construction, resulting in equipment definitely suited for high quality microphone utility.



Pat. Pend.

Model 51

Model 51H
Hand Model

Standard
Ring
Model 50

ADJUSTABLE DESK STAND

Adjustable from 13 to 18 inches, with 6-inch diameter ring. Ring $\frac{3}{8}$ -inch wide. Bevel edge design. Base, 6 inches in diameter. New extra heavy base with special open work to make insertion of cable very easy. Shipping weight, $5\frac{1}{4}$ lbs. New "Quickway" hooks. Eight rust-proof springs included with each stand.

No. 51. Chrome-Japan Combination.

Code: Rukim. List Price, Reduced to.....

\$1000

MODEL 51H HAND MODEL

This fixture permits conversion of a standard 2-Button microphone into a Hand Microphone—with the additional advantage of spring suspension. Especially valuable at football, baseball, and other games. Incorporates standard ring, 8 rust-proof springs, $5\frac{1}{2}$ " tubing and wooden handle. Shipping weight, 2 lbs. No. 51H. Code: Rukol. List Price

\$500

STANDARD RING

For Any Mounting

The Standard Model 50 Ring may be used in many ways with the fittings shown on both sides of this page, or in connection with various tube lengths and shapes for special purposes. "Quickway" hooks, and 8 rust-proof springs included. Shipping weight, 1 lb. No. 50. Chromium Plated. Code: Ruket. List Price, Reduced to.....

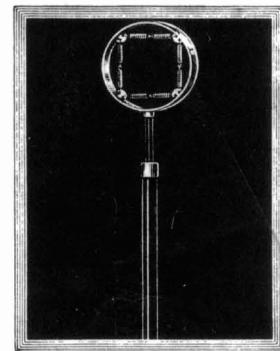
\$350

BANQUET STAND

Banquet stand, from 23 to 31 inches overall. Base, 6 inches in diameter. Thumb screw holds extension at any desired height. New and improved "Quickway" hooks. 8 rust-proof springs included. New extra heavy base with cord entrance prevents tipping. Bevel edge design on ring. Shipping weight $6\frac{1}{2}$ lbs. No. 52. Chrome-Japan Combination. Code: Ruket. List Price, Reduced to.....

\$1250

Automatic Safety Lock



Pat. Pend.

The average floor stand has always offered several disadvantages when used in connection with a delicate microphone. The Automatic Safety Lock is now built into all the new Shure floor stands (except the collapsible model) to prevent the danger of dropping the microphone when adjusting the extension on the stand. Because of a special arrangement of spring supported leather cups, the usual noise found in most floor

stands due to rattling and the rubbing of metal against metal is completely eliminated. Springs of the proper tension within the leather cups eliminate the noise and provide the proper friction with full allowance made to compensate for wear and use. The mechanism is guaranteed by us indefinitely.

The Automatic Safety Lock feature in no way interferes with the added advantage of running the cable through the tubings.

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

FLOOR STANDS (Adjustable)

Also Models for Condenser Microphones

Pat. Pend.

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

No. 53. Chrome-Japan Combination. Code: Rufas.

No. 53R. Same as Model 53, with Round Base. Code: Rigit. List Price, either model, Reduced to

\$2000



COLLAPSIBLE FLOOR STAND

Model 55

Designed for those that require a floor stand that is low in price and readily portable. The three legs of the base are adjustable to have a spread from 23 to 33 inches, assuring firm, solid support for the stand under any circumstances. Two movable rods permit extension from a minimum of 43 inches to a maximum of 103 inches. When folded the legs and extensions are reduced to a length of only 31 inches. The microphone ring is the standard Shure ring with the bevel edge design, the new "Quickway" hooks, and includes 8 rustproof springs. Shipping weight; $6\frac{1}{2}$ lbs.

No. 55. Chrome-Japan Combination. Code: Raws. List Price

\$1500



Pat. Pend.

(Over)

MICROPHONE ACCESSORIES for every need

SPECIAL STAND

For Small Microphones



Designed for those who require a low priced mounting for Model 5N and other small microphones. Will not accommodate any of our larger microphones. Furnished complete with 8 springs. Shipping weight, 2 lbs.

60N. Nickel. Code: Runep. \$350
List Price

Pat. Pend.

TUBING SETS

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

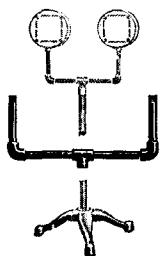
No. 51T. Tubings and fittings for Model 51 Adjustable Desk Stand. Code: Rufor.	<u>\$250</u>
List Price	
No. 52T. Tubings and fittings for Model 52 Adjustable Banquet Stand. Code: Rufet.	<u>\$400</u>
List Price	



No. 50T. Tubing 5 1/2" long, to fit Standard Ring. Diameter 5/8" with No. 27 Thread. Code: Rugal. List Price.....

\$100

DUPLEX FIXTURE FOR FLOOR STANDS



With this fixture and one extra Model 50 Standard Ring, you can convert your floor stand to a duplex, permitting the use of two microphones facing at any angle, or carrying the program to separate amplifying systems. Finished in new Rubber-Tone black, double-baked Japan. Shipping wt., 1 1/2 lbs. No. 53D. Duplex Fixture. Code: Ruel. List Price

\$500

SUSPENSION ADAPTER

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



Pat. Pend. \$200

SPRINGS

(Rustproof)

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

\$100

CARBON

Recommended for experimental use only. Not recommended for repairs as this work should be done by an experienced microphone laboratory. Sufficient granules for several microphones packed in capsule or glass vial.

No. 124. Carbon Granules. Code: Rugin. List Price.....

\$100



SOCKET, PLUG AND CONNECTOR BODY

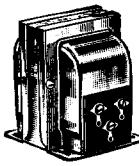
Permits wiring right up to place where microphone is to be used so that microphone, stand and cord may be quickly removed for safe keeping when not in use. So designed that plug cannot be improperly inserted into socket. Connector body used for making extension cables.

No.	Code	Length	List Price
73	Rubun	3-Contact Plug	<u>\$0.75</u>
74	Rulax	Porcelain Socket	1.50
75	Rubod	Connector Body	1.50

(Over)

MICROPHONE MATCHING TRANSFORMERS

These microphone transformers are especially designed to match all standard high quality two-button microphones having a resistance of approximately 200 ohms, and all condenser microphones having an output of 200 ohms. These Shure Matched Microphone Transformers assure the maintaining of tone quality in this important part of the circuit. The primary and secondary circuits are perfectly balanced, and the primary is center tapped at the exact electrical center. The frequency response is free from resonance peaks. Highly polished and beautifully finished in nickel. Shipping weight, 3 1/4 lbs.



A microphone transformer must be used with all 2-button Microphones. Determine the input impedance of your amplifier before selecting one of the following microphone transformers:

MODEL 70N. Matches 2-button Microphones to 200 ohm lines for mixing, etc. Turns ratio: 1 to 1. No. 70N. Code: Ruver.

MODEL 71N. Matches 2-button Microphones to 4,000 ohm lines for feeding into the transformer of the usual amplifier. Secondary: 4,000 ohms. No. 71N. Code: Rupok.

MODEL 72N. Matches 2-button Microphones to the grid of the first tube in the amplifier. Turns ratio: 33 to 1. Impedance ratio: 500 to 1. No. 72N. Code: Rutop.

Any One of Above Models, List Price, Reduced to..... \$750

LOW PRICED TRANSFORMER

Microphone to grid transformer. Turns ratio 12 to 1. Lug terminals. Low in price, but very efficient. Shipping weight, 1 1/4 lbs.

No. 7. Transformer. Code: \$350
Rupol. List Price

MICROPHONE CABLE SHIELDED

3 Conductor
(New Reduced Prices)

The finest three conductor microphone cable obtainable, consists of 3 individual insulated cables. Color coded, black, yellow and red. Each individual cable rubber insulated and cotton covered. Woven flexible metal shield surrounds cables and is itself cotton covered in dark brown. Finished with spade tips both ends. Shielding ground lug provided at one end.

No.	Code	Length	List Price
85	Ruoin	12 ft.	<u>\$3.50</u>
86	Ruhur	25 ft.	6.50
87	Ruser	50 ft.	10.50
88	Rupas	100 ft.	17.50



4-5 CONDUCTOR

For Condenser Microphones, etc., 4 conductors and shield. No. 82 is trimmed and the shield is brought out as an insulated conductor on each end, constituting a 5 Conductor Cable. No. 82-L is not trimmed.

No.	Code	Length	List Price
82	Ruwan	25 ft.	<u>\$7.50</u>
82L	Rutil	Any	Per ft. .25

UNSHIELDED MICROPHONE CABLE

Three Conductor

This cable is similar to our shielded cable listed above, but does not have the woven metal shielding. This is recommended only for temporary installations or in connection with a hand microphone.

No.	Code	Length	List Price
94	Rusix	6 ft. with spade tips	<u>\$0.85</u>
95	Rusip	12 ft. with spade tips	1.75
96	Rusik	25 ft. with spade tips	3.25
97	Rusir	50 ft. with spade tips	5.25

RUBBER COVERED CABLE

Ideal for outdoor use and rough handling indoors. Waterproof.

No. 89-3. 3-Conductor. Code: Ruton. Per 100 ft., List Price..... \$2500

Electros of any illustrations used in these pages, available for jobbers' catalogs.

SHURE BROTHERS COMPANY

Manufacturers-Engineers

S.N. SHURE, Pres.

337 WEST MADISON ST.

CHICAGO, ILLINOIS