

SHURE MICROPHONES

PICKUPS • CUTTERS • STANDS • ACCESSORIES



CATALOG 153

SHURE CARDIOID MICROPHONES

Solve Sound Problems in Public Address, Broadcasting and Recording



Sensitive at Front
Dead at Rear

STOP FEEDBACK

GET MORE VOLUME

SOLVE BACKGROUND NOISE

INCREASE PICK-UP RANGE

IMPROVE REPRODUCTION

SIMPLIFY INSTALLATION

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

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

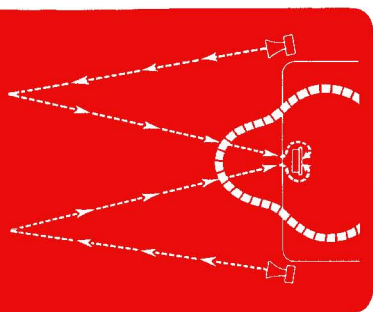
IN BROADCASTING AND RECORDING. The Shure Cardioid, of course, is ideal for studio work—and essential when you take a microphone out of the studio on remote pick-ups. The Cardioid cuts down reverberation effects—reduces random noise pick-up—gives prominence and definition to the direct sound at the front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

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

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

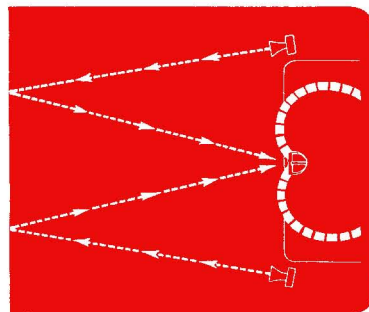
Ordinary Microphone

Shows how feedback occurs with conventional Microphones. Sound from loudspeakers reaching the Microphone directly and by reflection from walls, ceiling, and floor, flows around the case and into the front of the Microphone, and is again reproduced. Ordinary microphones also pick up background and audience noise.



Shure Cardioid

Shows how Shure "Cardioid" Microphone picks up sound over a wide angle at the front but is dead at the rear. Sounds flowing around the case from the rear are cancelled by the sounds entering the "Uniphase" acoustic network. Reduces feedback, cuts down troublesome reflections and background noise pick-up—gives true uni-directional performance.





"UNIPLEX" CARDIOID CRYSTAL

It's "Goodbye Feedback" when you install this famous Shure "Uniplex"—the lowest priced true cardioid microphone. High quality reproduction from 30 to 10,000 cycles over a wide angle at the front, yet practically unaffected by sound approaching from the rear. (Rear response down approximately 15 db.) Uses exclusive Shure "Uniphase" principle. Output level: 63 db below 1 volt per bar. Specially moisture-proofed Grafoil Bimorph Crystal. Swivel-head. Distinctively

modern, streamlined case design, finished in Satin Chrome. Built-in cable connector. Locking plug attached to cable. Standard $\frac{5}{8}$ "-27 thread. Diameter $3\frac{1}{8}$ ", depth $3\frac{3}{8}$ ". Shipping weight $1\frac{1}{2}$ lbs. (Shure Pat. 2,198,424).

Model 730A. "UNIPLEX" Cardioid Crystal Microphone. Complete with 25 ft. super shielded rubber-covered cable. Code: **Rupel.**
List Price..... **\$32⁵⁰**

"UNIDYNE" CARDIOID DYNAMIC

Today's most popular true uni-directional microphone. Specially suspended double wind-screened moving-coil system. Employs exclusive Shure "Uniphase" principle. Smooth response from 40 to 10,000 cycles. Wide angle pick-up at front, dead at rear (down 12-15 db). Rugged, shock-proof construction. Practically unaffected by heat and humidity. Ideal for severe outdoor and indoor service. Head tilts through 90 degree angle. Built-in cable connector. Satin Chrome finish. Permissible cable length practically unlimited on low impedance models. Standard $\frac{5}{8}$ "-27 thread. Case dimensions: $4\frac{1}{4}$ " high; $3\frac{1}{4}$ " wide, $3\frac{1}{2}$ " deep. Shipping weight $4\frac{1}{4}$ lbs.

Model 55A. Low impedance. For 35-50 ohm circuits. 25 ft. two-conductor shielded rubber-covered cable. Output level into 50 ohms: 62.8 db below 6 milliwatts for 10 bar signal. Code: **Rudar.**
List Price..... **\$42⁵⁰**

Model 55B. Low impedance. For 200-250 ohm circuits. Includes internal transformer. 25 ft. two-conductor shielded rubber-covered cable. Output level into 250 ohms: 63.8 db below 6 milliwatts for 10 bar signal. Code: **Rudat.**
List Price..... **\$45.00**

Model 55C. High impedance. May be used with any crystal microphone amplifier or other amplifier with input impedance of 100,000 ohms or more. Includes internal transformer. 25 foot single conductor shielded cable. Output level: 55.5 db below 1 volt per bar. Code: **Rudas.**
List Price..... **\$45.00**

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

"555" BROADCAST CARDIOID DYNAMIC

Broadcast Stations and Recording Studios are rapidly replacing present equipment with this new Shure 555 Broadcast Unidyne. Exclusive Shure "Uniphase" principle provides true cardioid uni-directional performance at surprisingly low cost. Smooth response from 40 to 10,000 cycles at front; dead at rear (down 12-15 db). Extremely rugged construction. Specially-suspended double wind-screened moving coil system. Built-in transverse vibration isolation unit. Swivel head. Satin Chrome finish. Standard $\frac{5}{8}$ "-27 thread. Easily adapted to fit stands with other threads. Equipped with 18" stub of rubber-covered two-conductor shielded cable, trimmed on free end for attachment of connector plug. Stub may easily be replaced by longer length of cable if desired. Case dimensions: $4\frac{1}{2}$ " high, $3\frac{1}{4}$ " wide, $3\frac{1}{2}$ " deep. Shipping weight $4\frac{1}{2}$ lbs. (Call Letter Plate not included).

Model 555A. Broadcast "Unidyne" Dynamic, for 35-50 ohm circuits. Output level into 50 ohms: 62.8 db below 6 milliwatts for 10 bar signal. Code: **Rudid.**
List Price..... **\$60**

Model 555B. Broadcast "Unidyne" Dynamic, for 200-250 ohm circuits. Includes internal transformer. Output level into 250 ohms: 63.8 db below 6 milliwatts for 10 bar signal. Code: **Rudif.**
List Price..... **\$60**

Model 555C. Broadcast "Unidyne" Dynamic. High impedance. Includes internal transformer. Output level: 55.5 db below 1 volt per bar. Code: **Rudiv.**
List Price..... **\$60**

Shure Patents Allowed on All Above Microphones

Shure Wide-Range Best in

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

Shure DYNAMIC

"508" STRATOLINER DYNAMIC

Newest Design • Improved Performance • Added Features!

A new dynamic leader in beauty and performance for general-purpose public address, remote broadcasting, recording, call systems, and other applications indoors and outdoors. Excellent wide range frequency response. Output level: Low Impedance Models, 68 db below 6 milliwatts for 10 bar signal; High Impedance Model, 60 db below 1 volt per bar. Strikingly modern, die cast case in Iridescent Gray highlighted in Satin Chrome. Semi-directional or non-directional operation. Swivel head easily aimed at source of sound for best response. Built-in cable connector. Locking microphone plug attached to cable. Diam. $2\frac{1}{2}$ ", length $4\frac{1}{16}$ ". Shpg. wt. $2\frac{3}{4}$ lbs.

Model 508C. High Impedance Dynamic. Complete with 25 ft. single-conductor, shielded rubber-covered cable. Code: **Rudob.**
List Price..... **\$27.50**

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

Model 508B. Low Impedance Dynamic. For 200-250 ohm lines. Complete with 25 ft. two-conductor shielded rubber-covered cable. Code: **Rudod.**
List Price..... **\$27.50**

"500" DYNAMIC

Streamlined for Low-Cost Public Address!

Excellent dynamic performance at low cost. Assures faithful reproduction of voice and music. Sturdy, attractive die cast case finished in Iridescent Gray with highly polished plating on front grille. Output level: Low Impedance Models, 71.8 db below 6 milliwatts for 10 bar signal; High Impedance Models, 63 db below 1 volt per bar. Diameter $2\frac{3}{8}$ ". Spring cable protector. Shpg. wt. $2\frac{1}{4}$ lbs.

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

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

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

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

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

508A

500C

SHURE

General-Purpose Microphones

The exceptional performance of these Shure Crystal Microphones has made them favorites the world over for high quality sound installations. Smooth high quality wide-range response. Insures excellent reproduction of voice and music. High output level. Specially moisture-sealed Grafoil Bimorph Crystal. Complete barometric compensation. Sturdy die cast cases in rich Satin Chrome finish. Built-in cable connector. Locking microphone plug attached to cable. Standard $\frac{5}{8}$ "-27 thread for stand mounting.

Shure CRYSTAL

705A "ROCKET" CRYSTAL

"Ultra" in Beauty and Performance

Beautifully modern in every way! Smooth "Ultra" wide-range response from 30 to 10,000 cycles. Output level: 58 db below 1 volt per bar. Semi-directional or non-directional operation. Swivel head easily aimed at source of sound for best response. Internal screen protected cartridge, mechanically isolated. Diameter $2\frac{3}{8}$ ". Length $3\frac{1}{16}$ ". Shpg. wt. $2\frac{1}{2}$ lbs.

Model 705A. "Rocket" Crystal Microphone. Complete with 25 ft. shielded single-conductor rubber-covered cable. Code: **Rupeg.** **\$25**
List Price.....

70H "SUPER-LEVEL" CRYSTAL

Highest Output Available Today!

For years—the "standby" among sound men for dependable high quality performance. Excellent wide-range response. Has the highest output level available today in crystal microphones: 47.5 db below 1 volt per bar (27.5 db below 1 volt for 10 bar signal). Requires less amplifier gain—provides a useful margin of extra sensitivity when needed. Diameter $3\frac{3}{16}$ ". Depth $1\frac{3}{8}$ ". Shpg. wt. 2 lbs.

Model 70H. "Super-Level" Crystal Microphone. Complete with 7 ft. single-conductor shielded rubber-covered cable. Code: **Rupeg.** **\$22.50**
List Price.....

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

700D "ULTRA" CRYSTAL

Highest General-Purpose Performance

Famous for its fidelity of reproduction and dependable service. Smooth "Ultra" wide-range response from 30 to 10,000 cycles. Output level: 58 db below 1 volt per bar. Small, compact, swivel head for semi-directional or non-directional operation—easily aimed at source of sound for best response. Internal screen protected cartridge, mechanically isolated. Diameter $2\frac{3}{8}$ ". Shpg. wt. $2\frac{1}{4}$ lbs.

Model 700D. "Ultra" Crystal Microphone. Complete with 25 ft. single-conductor rubber-covered shielded cable. Code: **Rupaj.** **\$25**
List Price.....

SHURE DIRECTIONAL BAFFLES. Discriminate against pick-up of high-frequency sounds from sides and rear of microphone; reduce feedback; cut down room-noise pick-up. Snap into place; easily detached. Satin Chrome finish. Outside Diameter 4". Shpg. wt. $\frac{1}{2}$ lb.

Model A91A. Directional Baffle for Model 705A "Rocket" Crystal Microphone. Code: **Rubab.** **\$2.50**
List Price.....

Model A90A. Directional Baffle for Model 700D "Ultra" Crystal Microphone. Code: **Rubaf.** **\$2.50**
List Price.....

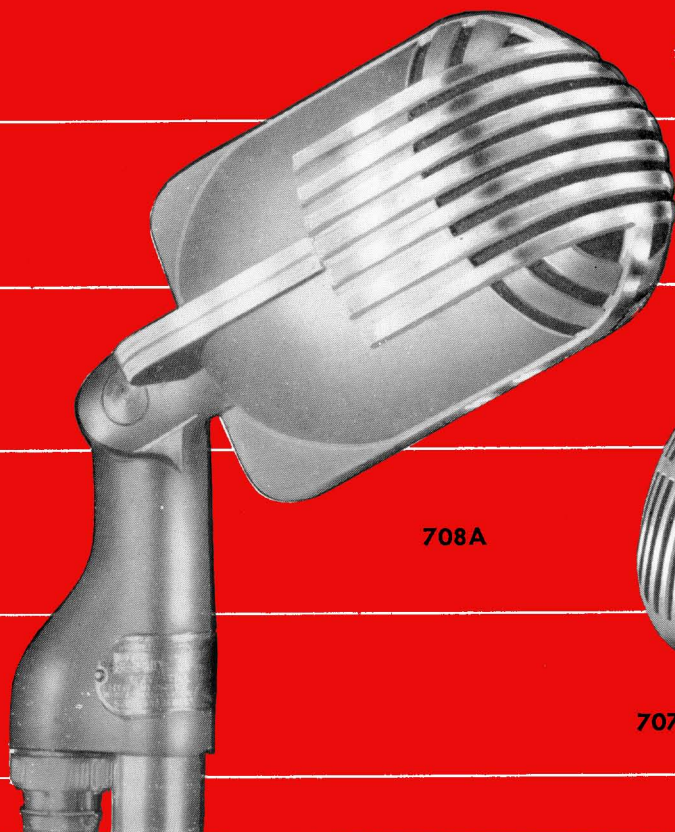


705A

70H

700D

A91A

SHURE**quality performance****for low cost sound****708A****707A****717A**

SHURE leadership in microphone engineering, design and construction assures you of finer quality and performance than anything else in this low price field.

708A "STRATOLINER" CRYSTAL MICROPHONE

Modern as Tomorrow—Low in Cost!

Improves appearance of sound set-ups—gives quality reproduction of voice and music for low-cost public address, call systems, home recording and other general-purpose applications. Excellent, smooth frequency response. High output level: 49.7 db below 1 volt per bar at end of 7 ft. cable. Moisture-sealed Bimorph Crystal, mechanically isolated. Beautifully designed die cast case in Iridescent Gray highlighted in Satin Chrome. Semi-directional or non-directional operation. Swivel head easily aimed at source

of sound. Built-in cable connector. Standard $\frac{5}{8}$ "-27 thread for stand mounting. Diameter $2\frac{1}{2}$ ". Length $4\frac{1}{16}$ ". Complete with 7 ft. single-conductor rubber-covered shielded cable, with microphone locking-plug attached. Shpg. wt. $2\frac{1}{2}$ lbs.

Model 708A. "Stratoliner" Crystal Microphone **\$17⁵⁰**
Code: **Rudum.** List Price.....

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

707A CRYSTAL MICROPHONE

Nothing like it at this low cost! Smooth frequency response for voice and music. High output level: 49.7 db below one volt per bar at end of 7 ft. cable. Modern die cast case finished in Iridescent Gray with highly polished plating on front grille. Moisture-sealed Bimorph Crystal, mechanically isolated. Standard $\frac{5}{8}$ "-27 thread. 7 ft. single-conduc-

tor, shielded rubber-covered cable with spring protector. Diam. $2\frac{3}{8}$ ". Shpg. wt. $1\frac{3}{4}$ lb.

Model 707A. Crystal Microphone. Code: **Rudof.** **\$9⁹⁵**
List Price.....

Model 707A-25 Ft. Same with 25 ft. cable. Shpg. wt. $2\frac{1}{4}$ lbs. Code: **Rudug.** List Price..... **\$11.50**

717A CRYSTAL HAND MICROPHONE

New Lightweight "Tenite" Design

A new lightweight hand microphone developed by Shure Engineers. Beautiful **Tenite** resilient plastic case and handle—rugged, handy to use. Smooth response, suitable for both voice and music. High output level: 49.7 db below one volt per bar at end of 7 ft. cable. Moisture-sealed

Bimorph Crystal, mechanically isolated. Diam. $2\frac{1}{2}$ ", height overall 6", depth $1\frac{1}{2}$ ". Complete with 7 ft. single-conductor shielded rubber-covered cable. Shpg. wt. $\frac{3}{4}$ lb.

Model 717A. Crystal Hand Microphone. **\$9⁹⁵**
Code: **Ruduk.** List Price.....

Shure Communications Microphones

Best for Amateur, Police and Commercial 'Phone

Shure Crystal "Speech" Microphones are "heard 'round the world" in important Communications work. The Shure-Engineered "high-efficiency" speech characteristic gives clear, crisp signals, cuts through noise and static. Built-in R.F. filter protects against burn-outs. Moisture-sealed Grafoil Bimorph Crystal. Beautifully styled sturdy die cast cases. Built-in cable connector. Locking microphone plug attached to cable. Standard $\frac{5}{8}$ "-27 thread.

"STRATOLINER" CRYSTAL

The beautiful new "Stratoliner" with special Shure speech characteristic for commercial and amateur 'phone. High output level, 29.7 db below 1 volt for 10 bar speech signal. Swivel head easily aimed at source of sound. Iridescent Gray finish highlighted in Satin Chrome. Diam. $2\frac{1}{2}$ ", length $4\frac{1}{16}$ ". Shpg. wt. $2\frac{1}{2}$ lbs.

Model 708SH. Crystal Microphone, without desk mount. Complete with 7 ft. shielded rubber-covered cable. Code: **Rupob.** **\$17.50**
List Price.....

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

"UNIPLEX" CRYSTAL CARDIOID

Makes Break-in Phone Easy!

Famous "Uniplex" model with special Shure speech characteristic! Dead at rear. (Rear response down 12-15 db). Gives studio performance. Cuts down room-noise pick-up, eliminates echoes, assures clearer, more intelligible speech. Cleans up voice transmission. Makes break-in 'phone easy. Ideal for police, commercial and high quality amateur communications. Output level: 33 db below 1 volt for 10 bar speech signal. Swivel head easily aimed at source of sound. Rich Satin Chrome finish. Diameter $3\frac{1}{8}$ ". Depth $3\frac{3}{8}$ ". Shpg. wt. $1\frac{1}{2}$ lb.

Model 730SH. Cardioid Crystal Microphone without desk mount. Complete with 7 ft. super-shielded rubber-covered cable. Code: **Rupod.** **\$32.50**
List Price.....

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

70STH "SUPER-LEVEL" CRYSTAL

Here's the world-famous Shure "Super-Level" Crystal Communications Microphone. Has Shure high-efficiency speech characteristic with the highest output available in a crystal microphone: 26 db below 1 volt for 10 bar speech signal. Diameter $3\frac{3}{16}$ ". Depth $1\frac{3}{8}$ ". Satin Chrome finish. Shpg. wt. 2 lbs.

Model 70STH. Crystal Microphone without desk mount. Complete with 7 ft. shielded rubber-covered cable. Code: **Rupic.** **\$22.50**
List Price.....

Model 70ST. Same, complete with Model S36A Iridescent Gray Desk Mount. Shpg. wt. $3\frac{1}{2}$ lbs. Code: **Rupib.** **\$25.50**
List Price.....

"MILITARY-TYPE" HAND MICROPHONE

Fits naturally, comfortably in palm of hand. Light, compact. Takes minimum space in portable equipment. Sturdy die cast case in attractive Iridescent Gray with Satin finish grille. Excellent frequency response. Output level: 32.5 db below 1 volt for 10 bar speech signal. Specially designed "ON-OFF" switch—locks in the "ON" position when pushed up—operates "ON-OFF" in the down position. Switches to control external circuits can be furnished on special order. Complete with removable suspension hook, 7 ft. shielded rubber-covered cable and spring cable protector. $3\frac{3}{4}$ " high, $2\frac{3}{4}$ " wide, $1\frac{1}{4}$ " thick. Shpg. wt. 1 lb.

Model 750B. "Military-Type" Crystal Hand Microphone complete with switch. Code: **Rusel.** **\$22.50**
List Price.....

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



708S



730S



70ST



750B

...And SHURE Meets the Need Here, Too!

76B Lapel Crystal Microphone

Small, light Crystal Lapel Microphone with high output level. Gives high quality reproduction of speaker's voice. Inconspicuous. Only 1 7/8" diameter; weight only 1 1/2 oz. Iridescent Gray finish. Handy lapel clip. Complete with 25 ft. shielded rubber-covered single-conductor cable. Shpg. wt. 1 lb.

Model 76B. Lapel Microphone. Code **Rulop**. List Price..... **\$25**

61B Crystal Vibration Pickup

The Shure Vibration Pickup—Used for locating and measuring vibration, checking surface smoothness, and for the solution of a wide variety of scientific and industrial problems. No plungers or other external moving parts. Triple-moisture-sealed Grafoil Bimorph Crystal. May be fastened to object or used with extension rod for point-to-point tests. Black wrinkle finish. Complete with 8" extension rod, ball tip, point tip, mounting bracket, and 7 ft. shielded rubber-covered cable. Case 2 1/2" by 2 1/2" by 1 3/8". Shpg. wt. 1 1/2 lbs.

Model 61B. Vibration Pickup. General-purpose type. Linear acceleration characteristic to 1300 cycles. Code: **Ruteb**. List Price..... **\$30**

66D Crystal Stethophone

A non-acoustic piezoelectric Stethophone for pickup of heart and chest sounds. Special "anti-noise" construction practically eliminates air-borne noise. Output: 5 to 10 millivolts. Only 1 1/8" in diameter; net weight less cable, 3 oz. Satin-Chrome finish. Complete with protective cap and 7 ft. shielded rubber-covered cable. Shpg. wt. 3/4 lb.

Model 66D. Stethophone. Code: **Rutef**. List Price..... **\$35**

Microphone Repair Service

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

Laboratory Non-Directional Microphone

Shure Non-Directional Crystal Microphone designed for scientific and industrial sound measurement work—and for high quality sound reproduction in broadcasting, professional recording and other applications. High fidelity flat response from 30 to 10,000 cycles in the horizontal plane. Output level: 58.3 db below 1 volt per bar open circuit (61.5 db below 1 volt per bar at end of 25 ft. cable). Diam. 2 1/4". Built-in cable connector. Satin Chrome finish. 25 ft. shielded rubber-covered single-conductor cable. Shpg. wt. 2 lbs. **\$42.50**

Model 702L. Code: **Rupay**. List Price.....
Individual Frequency Response Curve measured in our laboratories, furnished for \$10.00 net.

3B Two-Button Carbon Microphone

Full-size two-button microphone with quality performance for amateur transmitters, intercommunications systems and P.A. installations. Can be used as a single-button microphone. Rigid cast frames. Protective grille. Shure "Quickway" hooks. Satin Chrome finish. Frame diam. 3". Thickness 1 3/8". Shpg. wt. 3/4 lb. **\$5.50**

Model 3B. Code: **Ruciv**. List Price.....

5B Two-Button Carbon Microphone

High quality, full-size two-button microphone. Regular full-size precision adjustable buttons and special screen-protected diaphragm insure exceptionally fine reproduction. Rugged construction. Satin Chrome finish. Shure "Quickway" Hooks. Diam. overall 3 3/4". Thickness 1 1/8". Shpg. wt. 1 1/2 lb. **\$10**

Model 5B. Code: **Rucit**. List Price.....

10B Two-Button Hand Microphone

Convertible Hand Microphone—convenient for general-purpose public address use! Easily changed from hand to 3B type for stand mounting by removing handle. Iridescent Gray handle. Overall length, 8 7/8". Complete with 6 ft. three-conductor cable and 4 "Quickway" Hooks. Shpg. wt. 1 1/2 lb. **\$10**

Model 10B. Code: **Rucor**. List Price.....



SHURE STANDS



"Stabilized" Friction-Lock Floor Stands

Beautiful, sturdy Shure Floor Stands help improve any sound set-up! Height adjustments made easily, quietly, with super-positive lifetime guaranteed Friction Lock. Only a fraction of a turn to lock, yet supports a 50 lb. load. Scientifically designed 3-point "Stabilized" base cushioning with pure gum rubber gives 10-18 db reduction of shock and vibration. Base locks outer tubing securely in place . . . will not let it turn or twist. Molded soft rubber cable guide holds cable neatly and securely in place. Standard $\frac{5}{8}$ "-27 thread.

Model S50B. Floor Stand. Satin Chrome finish. Modern round base with fluted rim (diam. $9\frac{1}{2}$ "; wt. 8 lbs.). Height adjustment $44\frac{3}{8}$ " to $70\frac{1}{2}$ ". Shpg. wt. $11\frac{1}{2}$ lbs. Code: **Rusaf.** **\$10**
List Price.....

Model S51B. Floor Stand. Satin Chrome finish. Beautiful Tenite plastic ornament at base. Large modern round base with fluted rim (Diam. $10\frac{1}{2}$ "; wt. 10 lbs.). Height adjustment $44\frac{5}{8}$ " to $70\frac{3}{4}$ ". Shpg. wt. $13\frac{1}{2}$ lbs. Code: **Rusif.** **\$12.50**
List Price.....

Model S55A. "Studio-Type" Floor Stand. Heavy 3-leg base (Wt. $10\frac{1}{4}$ lbs.). Height adjustment, 48" to 70". Leg spread $15\frac{1}{2}$ ". Iridescent Gray finish. Shpg. wt. 14 lbs. Code: **Rusat.** **\$15.50**
List Price.....

3-Section Utility Stand

Model S54C. 3-section Floor Stand. Especially suitable for portable use. Shure Friction-Lock makes height adjustments easy. Modern round base with fluted rim. (diam. $9\frac{1}{2}$ "; wt. 8 lbs.). Iridescent Gray finish. Ht. range 30" to 64". Shpg. wt. $11\frac{1}{2}$ lbs. Code: **Rusap.** **\$10**
List Price.....

Heavyweight Broadcast Floor Stand

S510A Floor Stand functionally designed for exacting Broadcast and Recording use. Low "stabilized" extra heavy 3-leg base hugs floor and provides firm footing. Pure gum rubber base isolation. Quick, positive, foolproof, Friction-Lock permits instant, smooth, stable height adjustment from 45" to 79". Extra-heavy non-vibrating large-diameter tubings, finished in Satin Chrome. "Free-wheeling" mounting screw with $\frac{5}{8}$ "-27 male thread for easy attachment or removal of microphone. Inner tubing has $\frac{1}{2}$ " pipe thread outside and $\frac{5}{8}$ "-24 machine thread inside for mounting other types of microphones. Base leg spread $16\frac{1}{2}$ "—shaped to give maximum floor space for artists—finished in Baked Enamel. Net wt. of tubing assembly $6\frac{1}{2}$ lbs. Net wt. of base $22\frac{1}{2}$ lbs. Shpg. wt. 32 lbs.

Model S510A. Broadcast Floor Stand. Code: **Rusop.** **\$42.50**
List Price.....

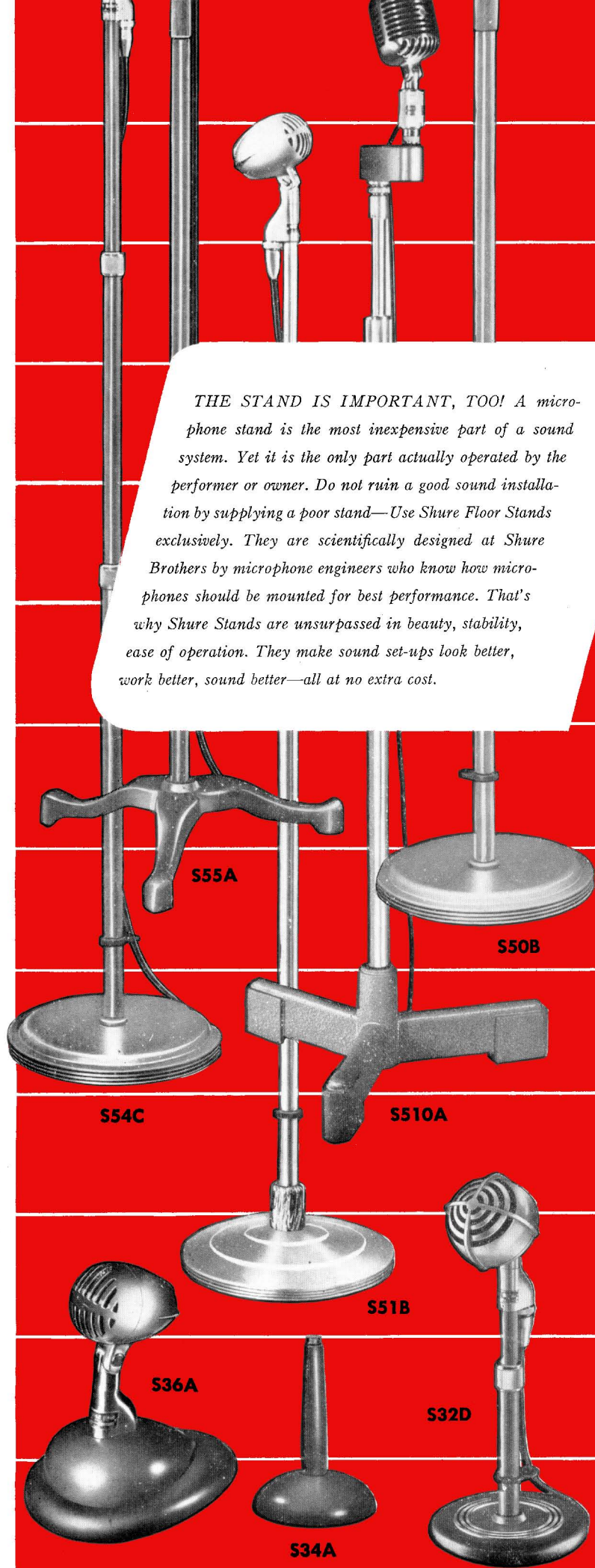
Modern, Practical Desk Stands

Model S36A. Beautiful, streamlined Desk Mount, with stable support at correct height. Fits Shure connector-type microphones, concealing plug in base. Adapter plate and tubing provided for other type microphones. Ornamental button at front may be removed for installation of $\frac{3}{8}$ " standard bushing switch or volume control. Iridescent Gray finish. Base: $2\frac{1}{2}$ " high, 5" wide, 7" long. Shpg. wt. $1\frac{1}{2}$ lb. Code: **Rusef.** **\$3.50**
List Price.....

Model S32D. Highly attractive, modern Desk Stand, finished in Iridescent Gray with Satin Chrome rings on base. Shure "Friction-Lock" provides easy, positive height adjustment from 7" to 11". Standard $\frac{5}{8}$ "-27 thread. Base diam. 6". Shpg. wt. $3\frac{1}{2}$ lbs. Code: **Rused.** **\$6.50**
List Price.....

Model S34A. Take-Apart Stand. New handy low cost stand for desk and hand use. One twist of handle locks it securely in base for use as desk or table stand, or releases handle for use in hand. Metal base, wood handle. Brass ferrule at top threaded $\frac{5}{8}$ "-27. Ht. overall $6\frac{1}{16}$ ". Base diam. $4\frac{1}{2}$ ". Length of handle $5\frac{7}{8}$ ". Shpg. wt. 1 lb. Code: **Rukab.** **\$1.85**
List Price.....

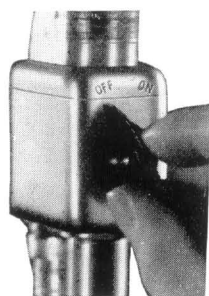
THE STAND IS IMPORTANT, TOO! A microphone stand is the most inexpensive part of a sound system. Yet it is the only part actually operated by the performer or owner. Do not ruin a good sound installation by supplying a poor stand—Use Shure Floor Stands exclusively. They are scientifically designed at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



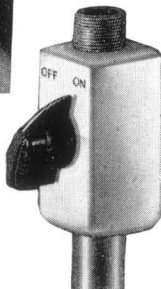
A32A

SHURE MICROPHONE ACCESSORIES

For Practical Convenience and Utmost Efficiency



A83A



A80B



A84A-A85A



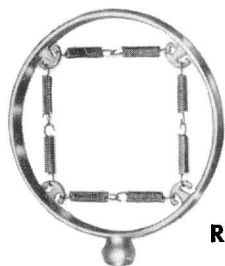
A86A



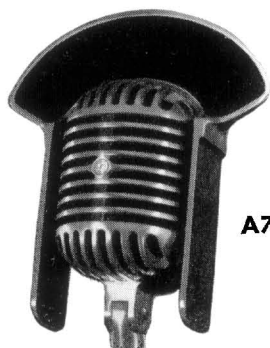
A41A



A20A



R20C



A72A



A35A

Model A32A. ELASTIC ISOLATION UNIT. For use with Shure "555" Broadcast Microphone when mounted on floor stand. Extremely effective against vibrations transmitted through the stand. Recommended where excessive vibration conditions exist. Modern, unique, offset design. Satin chrome finish. $\frac{5}{8}$ "-27 thread for easy attachment or removal. Has thumb screw operated cable clamp for strain relief. Case Dimensions: $1\frac{1}{16}$ " high, 2" wide, $4\frac{5}{8}$ " long. Net weight 1 lb. 10 oz. Shipping weight, 2 lbs. Code: **Rudib**. List Price..... **\$15.00**

Model A83A. MICROPHONE "ON-OFF" SWITCH. Quiet rotary type. Short-circuits microphone line in "OFF" position. Easy to install and use with Shure connector-type microphones. Internal plug makes the connection—no wiring necessary. Built-in receptacle for Shure standard cable-connector plug. $\frac{5}{8}$ "-27 thread. Satin Chrome finish. Bakelite arrow knob. Size $1\frac{3}{4}$ " high x $1\frac{1}{8}$ " wide x 2" deep. Furnished without cable. Shpg. wt. $\frac{3}{4}$ lb. Code: **Runim**. List Price..... **\$4.00**

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

Model A84A. MOMENTARY "ON-OFF" SWITCH. Press-to-talk push-button type. Easily attached to Shure connector-type microphones, as above A83A. $\frac{5}{8}$ "-27 thread. Satin Chrome finish. Bakelite disc. Operates easily with thumb or palm of hand. $1\frac{3}{4}$ " high x $1\frac{1}{8}$ " wide x 2" deep. Without cable. Shpg. wt. $\frac{3}{4}$ lb. Code: **Runid**. List Price..... **\$4.50**

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

Model A86A. CABLE-TYPE TRANSFORMER. Matches 35-50 ohm and 200-250 ohm microphones to high impedance amplifier input—makes it convenient to run long microphone lines from low impedance microphone to high impedance amplifier. Small, compact, sturdy tubular case is magnetically shielded. Cast end-covers removable for access to terminals. Compression fittings seal-in microphone and amplifier cables. Removable rubber rings. Case diam. $1\frac{5}{8}$ "; length $2\frac{7}{8}$ " (not including compression fittings). Finished in chrome and morocco gray. Complete with 7 ft. single-conductor shielded cable for connection to amplifier. Spring cable protectors. Shpg. wt. $1\frac{1}{2}$ lb. Code: **Rudeb**. List Price..... **\$10**

Model A20A. STAND ADAPTER. Mounts microphones with $\frac{1}{2}$ " pipe thread on $\frac{5}{8}$ "-27 thread stand. Code: **Rudap**. List Price..... **\$1.00**

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

Model R20C. RING. Full size 6" standard ring for carbon microphones. Attractive beveled design. "Quickway" mounting hooks. Satin-Chrome finish. 8 rustproof springs. Shpg. wt. 1 lb. Code: **Ruket**. List Price..... **\$2.50**

Model R10B. RING. A light 5" ring for small carbon microphones. Satin-Chrome finish. 8 rust-proof springs. Shpg. wt. $\frac{3}{4}$ lb. Code: **Rujes**. List Price..... **\$2.25**

Model A72A. CALL-LETTER PLATE. Attractive cast-aluminum call-letter plate for Shure "555" Broadcast Microphones. Fits on the case of the microphones easily and snugly. Makes call letters visible from all four sides, with practically no effect on directional characteristics of microphone. (Lettering can easily be applied by user). Satin and black finish. Dimensions: $7\frac{1}{32}$ " high, $6\frac{9}{32}$ " wide, $1\frac{1}{2}$ " deep. Net weight $6\frac{1}{2}$ oz. Shipping weight 12 oz. Code: **Rudic**. List Price..... **\$10.00**

Model A35A. SUSPENSION ADAPTER. For overhead suspension. Provides two loops for non-twisting support. $\frac{5}{8}$ "-27 thread. Dimensions 5" long, $1\frac{1}{8}$ " high, $\frac{3}{4}$ " wide. Shpg. wt. 6 oz. Chrome Plated finish. Code: **Rudem**. List Price..... **\$1.50**

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

Model C10C. CABLE. For crystal and high-impedance dynamic microphones. Low capacity and high insulation resistance. Single-conductor type with close shield. Overall rubber jacket. Code: **Rusob**. List Price, per ft..... **10c**

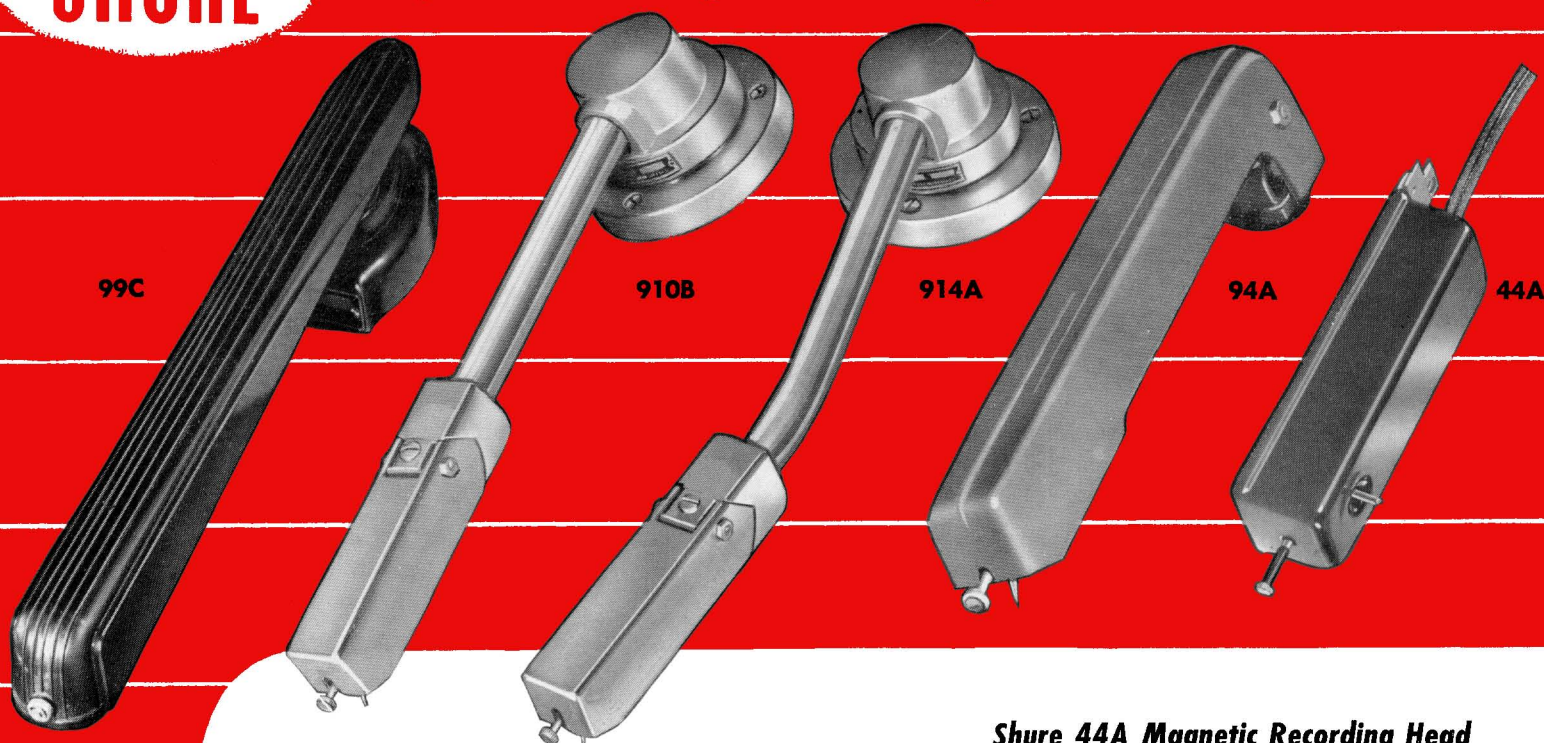
Model C24A. CABLE. Specially designed for low-impedance dynamic microphones. Has two twisted rubber-insulated conductors, close shield and overall rubber jacket. Code: **Rubel**. List Price, per ft..... **10c**

Model C14A. "SUPER-SHIELDED" CABLE. Hum-free even in intense magnetic and static fields. Single-conductor with double shield. Recommended for Shure "Uniplex" microphone. Code: **Rubem**. List Price, per ft..... **16c**

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

SHURE

Crystal Pickups and Magnetic Recording Head



Zephyr "Balanced-Tracking" Crystal Pickup

High quality reproduction of voice and music. Beautifully streamlined, bakelite molded, prize-winning design. Full frequency range reproduction. Plays 10" and 12" records. Exclusive Shure "Needle-Tilt" Balanced Tracking keeps needle true to groove. Needle pressure $2\frac{3}{4}$ ounces. "Full floating" non-resonant tone arm. Grafoil Bimorph crystal, triple moisture-sealed. Output voltage, approximately 2 1/4 volts. Dimensions: $11\frac{1}{8}$ " long $2\frac{3}{16}$ " high. Base 2" wide. Playing radius $8\frac{5}{8}$ ". Shpg. wt. $1\frac{1}{4}$ lbs. (Shure Des. Pat. 118,747).

Model 99C. "ZEPHYR" Crystal Record Reproducer. Black Bakelite Molded. Complete with $3\frac{1}{2}$ ft. shielded cord, arm rest, mounting screws and motorboard drilling template. Code: **Ruzag.** List Price..... **\$7⁵⁰**

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

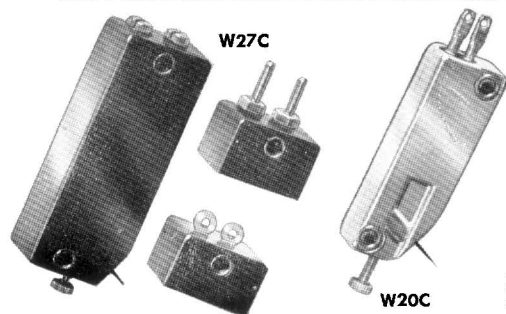
Model 98A. Black Bakelite Arm. Similar to 99C, but single hole mounting type. Code: **Ruzub.** List Price..... **\$6⁵⁰**

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

Shure 94A "Economy" Crystal Pickup

Designed for compact record players! Mounts in minimum space. Plays 10" and 12" records. Has Shure "needle-tilt" Balanced-Tracking. Triple-moisture-sealed Grafoil Bimorph Crystal. Full range frequency response. Output, $2\frac{1}{4}$ volts. Low needle pressure. Floating rubber-cushioned pivot bearing assembly for single-hole mounting. Attractive cast arm. Smooth brown finish. Length $7\frac{15}{16}$ ". Complete with 20" shielded cord, arm rest and motorboard drilling template. Shpg. wt. $\frac{3}{4}$ lb.

Model 94A. Crystal Pickup. Code: **Ruzec.** List Price..... **\$4⁹⁵**



Crystal Pickup Replacement Cartridges

Model W20C. Metal type cartridge that fits Shure 99, 94 and 910 pickups. Has built-in "Needle-Tilt" Balanced-Tracking. Case: $1\frac{1}{8}$ " long, $\frac{7}{16}$ " wide, $1\frac{1}{16}$ " high. Code: **Ruzim.** List Price..... **\$4.00**

Model W27C. Bakelite type cartridge for universal replacement. Three-in-one all-purpose unit. Has lug terminals, but is also supplied with screws and pins for quick, easy conversion to screw or "plug-in" pin terminal type as used in many record players and "coin machines." Straight needle tracking. Case: $2\frac{1}{4}$ " long, $\frac{9}{16}$ " wide, $\frac{7}{8}$ " high. Code: **Ruzor.** List Price..... **\$5.00**

Shure 44A Magnetic Recording Head

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

Model 44A. 4 ohm Magnetic Recording Head. Without cutting stylus. Code: **Ruzad.** List Price..... **\$11⁵⁰**

Transcription-Type Crystal Pickups

Meet the latest requirements for high quality reproduction of lateral records in broadcasting, recording and public address work. Smooth high frequency response. Full bass response adjustable with simple networks in the input circuit. Output approximately $2\frac{1}{4}$ volts. Grafoil Bimorph Crystal, triple-moisture-sealed. Easy needle-changing. Head locks in place when tilted back. Arm locks in place when swung away from turntable. Needle-pressure $2\frac{3}{4}$ ounces. Statuary Bronze finish overall. Complete with $3\frac{1}{2}$ ft. shielded cord, mounting screws and motorboard drilling template.

Model 910B. For 10" and 12" records. Straight-arm design, with Shure "needle-tilt" Balanced Tracking. Overall length $10\frac{3}{4}$ ". Shpg. wt. 2 lbs. Code: **Ruzil.** List Price..... **\$15⁵⁰**

Model 914A. For 16", 12" and 10" records. Bent arm tracking correction. Overall length, $12\frac{7}{8}$ ". Shpg. wt. 2 lbs. Code: **Ruzig.** List Price..... **\$16⁵⁰**

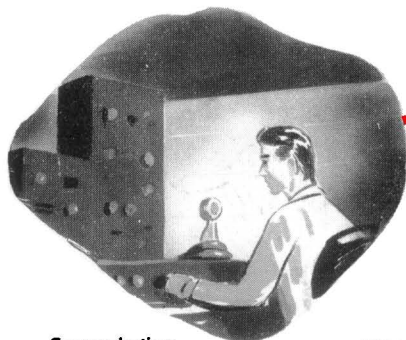
SHURE LEADS THE WAY TO BETTER SOUND



Paging

Men Speak, People Sing, Bands Play—Shure Microphones pick them up *right* and give you sound as you want it. You find thousands of Shure Microphones on the job in every field—in theatres, night clubs, auditoriums, schools, churches, in every public address use indoors and outdoors—in studio and remote broadcasting—in commercial and home recording—in police, amateur and commercial 'phone communications—in scientific and industrial applications. Their performance record is well known and long established. Year after year, they are the choice of discriminating sound engineers. In the complete Shure Line, there's a Microphone that serves your need best—in every performance feature and in every price class. Shure serves other needs as well,—such as the Stethophone for pick-up of heart beats, Vibration Pickup and Laboratory Microphone—Record Cutter and Record Reproducers—Microphone Stands and Accessories.

SHURE GUARANTEE—Every Shure Product is guaranteed to be free from electrical and mechanical defects for one year from date of shipment from the factory, provided all instructions are complied with fully.



Communications



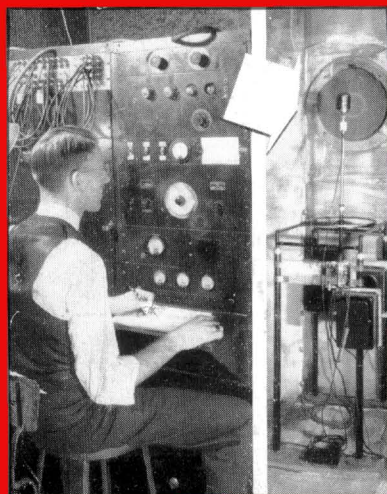
Public Address



Broadcasting Recording



Home Recording



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

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DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES