SHURE CATALOG MICROPHONES
Phono Pickups, Accessories...
and Stands

Uni-Directional
Uniplex and Unidyne

SENSITIVE AT FRONT
DEAD AT REAR

SHURE BROTHERS • 225 WEST HURON STREET, CHICAGO, ILL., U.S.A.

DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES

Catalog 152
Stop Feedback... GO UNI-DIRECTIONAL

Select the Microphone First!
Sound begins at the Microphone! The ability of the microphone to pick up and reproduce the sound you want is what you want it—to discriminate against unwanted sounds—may mean the difference between a good or bad sound system. Often, 90% of the difficulty in any sound installation may be prevented or cured by the use of the proper microphone. It is good sound practice, therefore, to select the microphone first.

9 Out of 10 P.A. Systems Need a True Uni-Directional Microphone
With a true uni-directional microphone, you pick up the voice or music of the performers—free from feedback, audience and background noise, room reflection and reverberation. And you can reproduce the sound at considerably higher levels than is possible with conventional pressure microphones. That's why the trend today in Public Address, Broadcasting and Recording, is true uni-directional. It's the solution to sound pickup problems that have long troubled P.A. men in theatres, night clubs, auditoriums, schools, churches, outdoor spaces, and similarly difficult acoustic locations.

What Is a True Uni-Directional Microphone?
The cardioid-type true uni-directional microphone is the most recent development for sound pickup work. It contains a specially designed mechanism which in effect is able to distinguish whether the sound wave is approaching the microphone toward its front, or toward the rear. Conventional pressure microphones are unable to distinguish this direction of approach, except to a limited extent at high frequencies, since sound from the rear flows around the case and produces an effect similar to that of sound approaching from the front. Cardioid type uni-directional microphones have a wide-angle front response which diminishes sharply to a pronounced dead zone at the rear. These directional properties are maintained over a wide frequency range.

Shure Cardioid-Type True Uni-Directional Microphones
Here you get all the advantages of high-quality true uni-directional sound pickup at a cost low enough for general public address use. This is possible only because of the exclusive Uni-phase principle developed by Shure Engineers. (For complete technical information send for Bulletin H6.) Shure True Uni-Directional Microphones have a cardioid pickup pattern. They give wide angle coverage with excellent high quality response at the front, yet are dead at the rear. (Rear response down of the order of 15 db average over a wide frequency range.)
This simplifies the entire microphone placement and sound installation problem—you can get the sound you want without feedback, background noise, or reverberation. Close placement of microphone and loud speakers is possible—with greater flexibility in the use of loud speakers to cover the audience correctly—and at increased volume. Room reflection pickup is cut down, permitting placement of microphone close to the studio wall. Shure True Uni-Directional microphones make possible satisfactory sound installations where poor acoustic conditions did not permit it before—improve coverage, volume and quality in practically every installation using conventional pressure microphones.
All this has been proved conclusively by written reports from Sound Men covering thousands of P.A. installations made with Shure "UniPlex" and "UniLyne" True Uni-Directional Microphones.

Crystal and Dynamic Models
Shure Cardioid-Type True Uni-Directional Microphones are available in "UniPlex" Crystal, "Tri-Polar" Crystal, and "UniLyne" Dynamic models as listed on next page.

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

Sound Systems Sound Better with Shure Microphones
The complete Shure line includes Crystal, Dynamic and Carbon Microphones, cardioid-type true uni-directional, general-purpose and "Communications" types—Microphone Stands and Accessories—Crystal Phono Pickups—and other acoustic devices for special applications.
SHURE Crystal and Dynamic Directional Microphones

"UNIPLEX" Uni-Directional Crystal Microphone
Sensitive at Front! Dead at Rear! Solves Feedback, Audience and Background Noise, Reverberation Problems!

The lowest cost true uni-directional microphone—made possible by the exclusive Shure "uniplex" principle. Solves many troublesome sound pickup problems. Provides excellent quality reproduction from 30 to 10,000 cycles at the front, yet is practically unaffected by sound approaching from the rear. Eliminates feedback, audience and background noise, reduces reverberation "room effects" in theatres, night clubs, auditoriums, schools, churches, and other acoustically difficult locations. The UNIPLEX simplifies the microphone placement problem—improves sound quality—makes possible a satisfactory P.A. installation where poor acoustic conditions did not permit it before. Output level 62 db below 1 volt per bar. (Response down approximately 15 db.)


New SHURE "UNIDYNE" Uni-Directional Dynamic

Very latest in dynamic microphone design—the first high-quality low-cost moving-coil type dynamic with true cardiod directional characteristics. Eliminates feed-back and audience and background noise greatly reduces reverberation pickup. Employs the exclusive Shure "unidyne" principle. Grows smooth wide-range reproduction from 30 to 20,000 cycles over a wide range at the front, yet is practically unaffected by sound approaching from the rear. Solves many troublesome sound pickup problems in public address, recording and broadcasting. Permable line length practically unlimited with low-impedance models. Rugged, shock-proof construction with specially-designed double-wind-screened moving-coil system. Practically unaffected by humid and humid-heat ideal for severe outdoor as well as indoor service. Ultra-modern streamlined design finished in beautiful satin chrome. Head巨星 through 30 degree angle. Built-in cable connector. Special locking microphone plug attached to cable. 0.08"-27 thread for stand mounting. Case dimensions: 3/4" high; 1/3" wide; 3/7" deep. Weight, 2 lb. Shipping weight, 3 lb.

Model 55A. Low impedance model for 35-50 ohm circuits. Furnished with 25-foot two-conductor shielded cable. Output level 66 db below 1 volt per bar open circuit, or approximately 60 db below 6 milliwatts for 100,000 ohm or more. Includes internal high-quality transformer. List Price: $42.50

Model 55B. Low impedance model for 200-250 ohm circuits. Includes internal high-quality transformer. Furnished with 25-foot two-conductor shielded cable. Output level 77 db below 1 volt per bar open circuit, or approximately 62 db below 6 milliwatts for 10 bar signal. Permable cable length practically unlimited. Code: Read. List Price: $42.50

Model 65C. High impedance model. May be used with any crystal microphone amplifier or other pick-up with input impedance of 100,000 ohm or more. Includes internal high-quality transformer. Furnished with 25-foot two-conductor shielded cable. Includes plug for 500 ohm output. Code: Read. List Price: $45

Model A8A. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high-impedance amplifier input. Code: Read. List Price: $19.50

SHURE "TRI-POLAR" Crystal Microphone
Uni-Directional . . . Bi-Directional . . . Non-Directional . . . All in One!
The first microphone to provide three-way directional pickup control: Gives the performance of three microphones in one unit. With three different basic directional characteristics instantly available through the three-point selector switch.

1. Uni-Directional. Provides wide-angle front-side pickup, with a 10 to 1 (20 db) discrimination against sound approaching from the rear. Reduces reverberation and pickup in audience and background noise. Output level 68 db below 1 volt per bar.
2. Bi-Directional. Typical "velocity" characteristic. Permits pickup from front and back while dead-side discriminate against unwanted sounds. Output level 74 db below 1 volt per bar.
3. Non-Directional. Full 360-degree all around pickup for group presentations, outdoor work and all applications for which a conventional type crystal microphone would be used. Output level 74 db below 1 volt per bar.

This complete versatility makes it possible to solve, with the one microphone, practically any sound-pickup problem encountered in broadcast, recording and public address work. Smooth, high-quality wide-range response from 30 to 10,000 cycles. Specially moisture-proofed Glassol Resin case. Specially tested and laboratory adjusted. 1/4" head, Belden Cable Connector and 25 ft. Super-Shielded cable with plug attached. Nickel Chrome finish overall. Standard 0.85-27 thread for stand mounting. Overall diameter. 2.5". Overall height. 7.07". Shipping weight. 2.5 lbs.


(Shure Patents are Pending on all the above Microphones)

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

"Sound Systems Sound Better with Shure Microphones"

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SHURE "ROCKET" Dynamic and Crystal Wide-Range Microphones

SHURE "ROCKET" microphones are now available in both Dynamic and Crystal types. Ultra modern in form and performance, they add distinctive beauty and versatility to high-quality sound installations. Tilting head easily aimed at source of sound for best response. SHURE A91A Directional Baffle may be added to reduce pickup from side and rear of the microphone at high frequencies, and decrease feedback and room-noise pickup. Built-in cable connector; locking microphone plug attached to cable. Rich Satin Chrome finish overall. 3 5/8"-27 thread for stand mounting. Diameter: 2 3/8". Length overall: 3 7/16". Shipping weight: 1 lb.

**CRYSTAL MODEL.** Famous for its smooth "Ultra" wide-range response from 30 to 10,000 cycles. Output: 55 db below 1 volt per bar. Special moisture-sealed Graded Barium crystal and other exclusive "Ultra" features.


**DYNAMIC MODELS.** New moving-conductor type. Smooth wide-range response from 70 to 7,000 cycles. Suitable for remote broadcast, P. A., recording, call systems and general applications. Exceptional ruggedness and practically immune to effects of heat and humidity. All models include built-in high quality transformer. Formidable cable length practically unlimited with low impedance models.

Model 50C-7 FT. Dynamic. High impedance model. May be used with crystal microphone amplifiers and others with input impedance of 100,000 ohns or more. Furnished with 25 ft. single-conductor shielded cable. Output: 60 db below 1 volt per bar. Code: Rupap. List Price: $26

Model 30C. Dynamic. High impedance model. Same as 50C-7 Ft., above except with 25 ft. single conductor shielded cable. (Somewhat longer cable length may be used with some less of high frequency response. Low impedance models may be used with very long cable lengths.) Code: Rupap. List Price: $27.50


Model 50B. Dynamic. Low impedance model for 200-250 ohm lines. Includes 50 ft. two-conductor shielded cable. Output: 82 db below 1 volt per bar open-circuit, or 67 db below 6 milli-volts for 10 bar signal. Code: Rupap. List Price: $27.50


Model A90A-Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: Rupap. List Price: $8.50

SHURE "ULTRA" Wide-Range Crystal Microphones

Highest Performance Today in General-Purpose Microphones

By whatever standards you judge them - fidelity of reproduction, beauty of design, dependability, convenience - you'll find SHURE ULTRA "way ahead. Try them! Compare them with any other microphone regardless of price. You'll see why they are the popular choice here and abroad, in more than 56 countries throughout the world.

Note these outstanding features: "Ultra" Wide-Range reproduction from 30 to 10,000 cycles. ★ Dual-Drive High-Capacity Graded Barium Crystal. ★ Complete Barometric Compensation. ★ Internal Screen-Protected Cartridge. ★ Crystal Triple Moisture-Sealed by special SHURE process. ★ High Output Level 30 db below 1 volt per bar.★ Acoustically-correct single high-efficiency Curvilinear Diaphragm.

Equipped with SHURE built-in cable connector; removable locking-plug attached to cable. Standard 3/8"-27 thread for stand mounting.

**Directional Baffle for 700D.**

Model A90A. Directional Baffle for the Model 700A Crystal Microphone. Reduces pickup of high-frequency sound from back and sides, reduces feedback, cuts down room-noise pickup. Quickly attached or removed—just snaps into place. Satin-finished aluminum. Code: Rupap. List Price: $2.50


SHURE BROTHERS - 225 W. HURON ST. • CHICAGO, U. S. A. • CABLE: SHUREMICRO

Designers and Manufacturers of Microphones and Acoustic Devices

"Sound Systems Sound Better with Shure Microphones"
FAMOUS SHURE "SUPER-LEVEL" 70H CRYSTAL MICROPHONE

The "Super-Level" model clourises the long record of outstanding performance of the Shure 70H—the first crystal microphone generally adopted by leading sound equipment manufacturers. Retaining the high-quality wide-range response and other features which made this microphone so popular, the "Super-Level" 70H now provides the highest output level ever available in a crystal microphone. Rated at 45 db below 1 volt per bar, 20 db below 1 volt for 10 bar signals, the new 70H requires less amplifier gain—provides a useful margin of extra sensitivity when needed. Crystal is genuine Grado Biumorph, triple moisture sealed. Strictly cast case. Satin-Chrome finished, with built-in cable connector. Locking plug, attached to 7 ft. shielded cable.


NEW CRYSTAL AND DYNAMIC "STREAMLINERS"

These new microphones give you Shure quality performance—but they're streamlined for economy in limited sound equipment budgets. They give you unmatched sensitivity for low-cost public address, paging and call systems. Beautifully streamlined; rich Satin-Chrome finish; Kevlar 7 cord for stand. Diameter 2 5/8", Shpg. wt. 1 lb.

CRYSTAL MODELS. Smooth wide-range response from 30 to 10,000 cycles. Output 53 db below 1 volt per bar. Grado Biumorph crystal, fully moisture-sealed. Conveniently packaged in shockproof mounting.

Model 7A. Crystal, 7 ft. single-conductor shielded cable. Code: Rader. List Price. $16.50


DYNAMIC MODELS. Employ new pressure-operated moving-conductor principle. Excellent response characteristics, internal matching transformer. Output: Low impedance models, 65 db below 1 volt per bar. High impedance models permit unlimited cable length. High impedance models may be used with any amplifier with input of 100,000 ohms or more.

Model 56L. High-impedance Dynamic, 7 ft. single-conductor shielded cable. Code: Rader. List Price. $21.00


Model 51L-25 ft. Low-impedance Dynamic, For 35-55 ohm lines. 25 ft. two-conductor shielded cable. Code: Rader. List Price. $22.50

SPECIAL MICROPHONE CABLE

C10C is a crystal and high-impedance dynamic microphone cable with low capacity and high insulation resistance. Single-conductor type with shield. Overall rubber jacket. Available in trimmed lengths with Shure microphone plug attached (see table) and in bulk.

Model C10C, Bulk Cable. Any length, untrimmed. Code: Ruchar. List Price, per ft. $2.10

C24A Cable is specially designed for low-impedance dynamic microphone. Has two twisted rubber-insulated conductors, shield and overall rubber jacket. Available in trimmed lengths with Shure microphone plug attached, and in bulk.

Model C24A, Bulk Cable. Any length, untrimmed. Code: Ruchar. List Price, per ft. $2.00

Shure "Super-Shielded" C14A Cable is hum-free even in intense magnetic and static fields. Single conductor with double shield. Recommended for Shure "Unipole" and "Tri-Polar" microphones. Conveniently trimmed lengths with Shure microphone plug-attached. Available in bulk on special order.

CRYSTAL VIBRATION PICKUP DEVICES

Models 61B and 62B Vibrator Pickups. Used for locating and measuring vibrations, checking surface smoothness, and for the solution of a wide variety of scientific and industrial problems. No plunger or bearing parts. Triple moisture sealed conditioned parts. Grado Biumorph Crystal. May be fastened to object or used with extension rod for point-to-point tests. Black outside finish. Complete with molded extension rod, ball tip, point tip, mounting bracket, 15" cord, and complete instructions. Case 21/2" x 21/2" x 14", Shpg. wt. 11/2 lb.


SUPER-LEVEL 70ST COMMUNICATIONS

This new improved model of the world-famous "70" type crystal microphones brings you the added features of new streamlined desk mount plus filtering which protects against R.F. hums. Has the highest output available in a crystal microphone (26 db below 1 volt) for 10-bar speech signal. Shure high-efficiency speech characteristic gives clear, crisp speech signals. Built-in cable connector, with 3 foot shielded cable. Satin Chrome Head, Iridescent Gray Desk Mount, Shpg. wt. 23 lbs. Model 70ST. Complete with Desk Mount. Code: Rtup. List Price: $25.00 Model 70STH. Sat. w/o desk mount. Code: Rto. List Price: $22.50

"Military-Type" Hand Microphone

The Shure "Military-Type" Crystal Hand Microphone fits naturally, comfortably in the palm of the hand. Light, and compact, takes up much space in portable equipment. Securely fastens aluminum case, with bright satin grille and horns against background of iridescent Gray. Excellent response and high output level. Improved, compact 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. Size: 23/8 high, 2 3/8 wide, 1 1/4 thick. Net wt. 5 lb. Shpg. wt. 1 lb. Complete with removable Suspension Hook, and 2 ft. shielded rubber-covered cable with spring cable protector.

Model 70B. Crystal Hand Microphone. Complete with switch. Code: Ruset. List Price: $22.50 (Crystal type "Military" Hand Microphones are available in quantity only, on special order).

Two-Button Hand Microphone


Model 1B. Two-Button Hand Microphone. Code: Rucor. List Price: $10

MICROPHONE REPAIR SERVICE

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

NEW "STREAMLINER" COMMUNICATIONS

Crystal and Dynamic Models


Model 78TH. Same. Complete without Desk Mount. Code: Rubak. List Price: $21

Model 76B Lapel Type Microphone

A greatly improved Crystal Lapel Microphone with higher output level. Gives high-quality reproduction of speaker's voice. Small, light and inconspicuous — only 1 inch diameter, weight only 1 1/4 oz. Improved lapel clip. Iridescent Gray finish. Complete with 25 ft. shielded single-conductor cable. (No cable connection). Shpg. wt. 2 lb. List Price: $25

Model 3B TWO-BUTTON CARBON


Model 3B. Code: Raviw. List Price: $20

Model 5B TWO-BUTTON CARBON


Model 5B. Code: Renv. List Price: $10
ZEPHYR Balanced Tracking CRYSTAL RECORD REPRODUCER

An improved pickup with advanced features that give music lovers the type of reproduction they like. Plays 10" and 12" records. Does full justice to the complete range of modern high-quality recorded music. New full bass response combined with full-range high-frequency reproduction gives pleasing life-like quality, free from distortion and objectionable surface noise. Response finely modified to suit individual preferences by slight modification of input circuit. Records last longer too, due to Shure "Needle-Tilt" Balanced Tracking that keeps the needle true to the groove, lightweight needle pressure of only 2 1/4 ounces, and very low needle-point impedance. The tone arm is electrically-isolated from the base with a new "floating" mounting that reduces mechanical feedback and eliminates motor vibration pickup.

In appearance the ZEPHYR is an outstanding example of modern design at its best. Streamlined with eye-catching curves and speed lines, it was an award winner in the "Modern Plastics" Competition. Furnished in a choice of finishes—beaming Black Bakelite Molded, or Walnut Bakelite to match the maple, oak, or walnut tones of radio and phonograph cabinets.

(Shure Patents Pending)

TRANSCRIPTION-TYPE RECORD REPRODUCERS

The design of these transcription reproducers has been brought up-to-the-minute to meet the latest requirements for high-quality reproduction of transcriptions in broadcast, recording and public address work. Full bass response has been provided which is variable to suit individual requirements with simple networks in the input circuit. Smooth high-frequency response gives full reproduction to the useful sound of upper register, gradually attenuating the response at the upper frequencies where surface noise predominates. Output approximately 3/4 volt.

Genuine Grado Bimorph crystal employed in cartridges designed for maximum stability and dependability. Special process triple moisture-proofs lenses immutably to atmospheric conditions.

Mechanical features are outstanding. Head pivots horizontally at front of arm for easy needle-changing and locking in place when tilted back. Arm automatically locks in position when coming away from turntable—no arm rest needed. Light needle-pressure of only 2 1/4 ounces and low needle-point impedance. Finish is new Satin-Chromium overall. Complete with 2 1/4 ft. shielded cord, mounting screws and motorboard drilling template.

Model 910B. For 10" and 12" records. Straight-arm design, with Shure "Needle Tilt" tracking error correction. Overall length, 10 1/2". Shag, wt. 2 lbs.
Code: Ru 81/3h List Price $15.00

Model 914A. For 10" and 12" records. Best-arm tracking correction. Overall length, 12 1/8". Shag, wt. 1 lb. 2 oz. Code: Ru 81/3h List Price $16.50

Crystal Pickup Replacement Cartridges

Model W28C, Metal type cartridge that fits Share 96, 94 and 910 pickups. Has built-in "Needle Tilt" Balanced Tracking. Code: Ru 81/3h. List Price $5.00

Model W24C, Bakelite type cartridge for universal replacement in many pickups of other makes. Straight needle. Screw terminals. Code: Ru 81/3h. List Price $5.00

Model W26C, Special Bakelite type for Share Model 914 Transcription Reproducer. Lug Terminals. Code: Ru 81/3h. List Price $5.00

Model W32C, Bakelite type with standard "plug-in" pin terminals as used in many record players, and "con machines". Straight needle. Code: Ru 81/3h. List Price $5.00

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“Stabilized” Friction Lock Floor Stands

Quick, Positive Friction-Lock
Floating Shock-Proof Base-Cushioning

You get better performance, more beauty, more value in Shure Floor Stands. They improve the appearance and operation of any sound system. Height adjustments are made easily, quickly, with the super-positive 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. Molded soft-rubber cable guide folds cable neatly and securely in place. Only Shure Floor Stands give you all these important features!

Model SS0B. Floor Stand. Satin-Chrome finish, round base (9 1/2” diameter, weight 6 lbs.) with modernistic fluted rim. Effective height adjustment...

Double-Extension Utility Stand

Model SS4C. Floor Stand. Utility Double-Extension Friction-Lock stand especially suitable for portable use. Modern round base with fluted rim, diam. 9 1/2”, wt. 6 lbs. Height range, 20” to 64”. Base diameter 9 1/2”. Shpg. wt. 8 lbs. Code: Rausf. List Price...

Microphone “ON-OFF” Switches

Ideal for all installations where it is necessary to turn on the sound system “on” and “off” at the microphone. Quiet rotary switch in East Satin-Chrome finish, Black bakelite knobs. 6-32 thread for stand.

Model A32A. Stand Switch. New model, quickyat attached to any cable connector type Shure microphones. No wiring—internal plug establishes connections. Code: Rausf. List Price...

Model A83A. Stand Switch. Threaded 8-32” to fit old model cone-connector type Shure microphones and some of other makers. Unwired, without microphone cable or plug. Code: Rausf. List Price...

MODERN DESK STANDS

Model SS0A. Streamlined Desk Mount. Combination new beauty with stable support at correct height. Fits Shure connector-type microphones. Concealing plug in base. Adapter plate and taking microphone or microphones of other types and makes. Ornamental button at front may be removed if desired for installation of 1 1/2” standard lighting switch or volume control. Ideal for Gray finish, base 3 1/2” high, 5” wide, 7” long. Shpg. wt. 13 1/2 lbs. Code: Rausf. List Price...

Stand Adapters

Model A32A. Mounts microphones with 3/8” Pipe Thread on 1/4”-27 thread stand. Code: Rausf. List Price...

Model A21A. Mounts microphones with 1/4” Pipe Thread on 1/4”-27 thread stand. Code: Rausf. List Price...

Rings and Springs—Fit all Shure Stands
