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 as 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 Unidirectional principle developed by Shure Engineers. (For complete technical information send for Bulletin 163.)

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 to 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 “Unidyne” True Uni-Directional Microphones.

Crystal and Dynamic Models

Shure Cardioid-Type True Uni-Directional Microphones are available in “Uniplex” Crystal, “Tri-Polar” Crystal, and “Unidyne” 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 high 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 amplifies the microphone placement problem—improves sound quality—makes possible a satisfactory P.A. installation where poor acoustical conditions did not permit it before. Output level 62 db below 1 volt per foot. (Response response down approximately 15 db). Specially moisture proofed Graphol Bimorph crystal. Distinctively modern design with speed lines and pleasing curves, finished in rich Satin Chrome overall. Built-in Cable Connector and 35 ft. of special braid free Super-Shielded cable with locking-plug attached. Standard: 3/8”-27 thread for stand mounting. Head diameter 3 3/32”, depth 1 11/32”, Net Wt. 1 lb. Shpg. Wt. 1 1/4 lbs.


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 feedback, audience and background noise—greatly reduces reverberation pickup. Employs the exclusive Shure “unidyne” principle. Cuts smooth wide range reproduction from 30 to 20,000 cycles over a wide angle 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. Permissible cable length practically unlimited with low impedance models. Rugged, shock-proof construction with specially suspended, double-wound and screened moving coil system. Practically unaffected by heat and humidity—ideal for severe outdoor as well as indoor service. Ultra-modern streamlined design finished in beautiful Satin Chrome. Head fits through full 90-degree angle. Built-in cable connector. Special locking microphone plug attached to cable. 3/8”-27 thread for stand mounting. Case dimensions: 4 1/4” high x 3” wide x 1 1/4” deep. Net weight, less cable, 2 7/8 lbs. Shipping weight, 4 1/4 lbs.

Model 65A. Low impedance model for 55-300 ohm circuits. Furnished with 25-foot two-conductor shielded cable. Output level 66 db below 1 volt per foot open circuit, or 62 db below 0.001 milliwatts for 600 ohm circuit. Permissible cable length practically unlimited.


Model 65B. Low impedance model for 200-250 ohm circuits. Includes internal high-quality transformer. Furnished with 25-foot two-conductor shielded cable. Output level 71 db below 1 volt per foot open circuit, or approximately 62 db below 0.001 milliwatts for 600 ohm circuit. Permissible cable length practically unlimited.


Model 65C. High impedance model. May be used with any crystal microphone amplifier or other pickup with input impedance of 100,000 ohms or more. Includes internal high-quality transformer. Furnished with 25-foot single-conductor shielded cable. Somewhat longer cable lengths may be used with some loss of high frequency response. Output level 68 db below 1 volt per foot.


Model 68A. Cable-type Transformer to match 35-50 and 200-250 ohm microphones to high impedance amplifier input. Code: Rupel. List Price: $5.50.

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 energy pickup 66%. Eliminates feedback, audience and background noise. Output level 68 db below 1 volt per foot.

2. Bi-Directional. Typical “velocity” characteristic. Permits pickup from front and back while dead sides discriminate against unwanted sounds. Output level 74 db below 1 volt per foot.

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 foot.

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.


(SHURE PATENTS ARE PENDING ON ALL THE ABOVE MICROPHONES)

SHURE BROTHERS • 225 W. HURON ST. • CHICAGO, ILL. • CABLE: SHUREMICRO

DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES

“Sound Systems Sound Better with Shure Microphones”

Copyright 1939, Shure Brothers

Printed in U.S.A.
SHURE Dynamic and Crystal Wide-Range Microphones

SHURE "ROCKET" Dynamic and Crystal 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. Tilted head easily aimed at source of sound for best response. SHURE A91A Directional Baffle may be added to reduce pickup from sides 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. 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: 45 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. Exceptionally rugged 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 Fl. Dynamic. High impedance model. May be used with crystal microphone amplifiers and others with input impedance of 100,000 ohms or more. Furnished with 15 ft. single-conductor shielded cable. Output: 60 db below 1 volt per bar. Code: Rubaf. List Price: $26

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

Model 50F. Dynamic. Low impedance model for 25-50 ohm lines. Includes 25 ft. two-conductor shielded cable. Output: 91 db below 1 volt per bar open circuit, or 67 db below 6 millivolts for 10 ohm signal. Code: Rubaf. List Price: $27.50

Model 50G. Dynamic. Low impedance model for 500-550 ohm lines. Includes 25 ft. two-conductor shielded cable. Output level: 82 db below 1 volt per bar open circuit, or 67 db below 6 millivolts for 10 ohm signal. Code: Rubaf. List Price: $27.50

Model A91A. Directional Baffle for "Rocket" Dynamic and Crystal microphones. Snaps into place over all models. Code: Rubaf. List Price: $2.50

Model 50A6. Cable-type Transformer to match 35-50 and 200-550 ohm microphones to high impedance amplifier input. Code: Rubaf. 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 microphones regardless of price. You'll see why they are the popular choice here and abroad, in more than 50 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 33 db below 1 volt per bar. Acoustically-correct single high-efficiency Curvilinear Diaphragm.


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

"Sound Systems Sound Better with SHURE Microphones"
SHURE

MICROPHONES VIBRATION PICKUPS CABLE

FAMOUS SHURE "SUPER-LEVEL"
70H CRYSTAL MICROPHONE

The "Super Level" model carries 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 46 db below 1 volt, 20 db below 1 volt for 10 db signal, the new 70H requires less amplifier gain—provides a useful margin of extra sensitivity when needed. Crystal is genuine Grofil Bimorph, triple moisture sealed. Solid cast case, Satin-Chrome finish, 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 performance that will make you a convert for low-cost public address, paging and call systems. Beautifully streamlined; rich Satin-Chrome finish. Models G19, G20 and G21. Diameter 2 1/4", Shroud, wt. 1 1/4 lbs.

CRYSTAL MODELS. Smooth wide-range response from 300 to 16,000 cycles. Output 53 db below 1 volt per bar. Grofil Bimorph crystal, fully moisture protected. Compression-type microphone, shock-proof mounting.

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


DYNAMIC MODELS. New high-output moving-coil microphone. Excellent response and accuracy. Internal transformer. Output: Low impedance models 75 db below 1 volt per bar. High impedance model 85 db below 1 volt per bar. High impedance models permit practical unlimited cable length. High impedance models may be used with any amplifier with input of 10,000 ohms or more.

Model 54. High-impedance Dynamic. 7 ft. single-conductor shielded cable. Code: Rued. List Price...........$21

Model 54-25 Ft. Same, with 25 ft. cable. Code: Rued. List Price...........$22.50


Model A69A. Cable type Transformer to match 35-50 and 200-320 ohm microphones to high impedance amplifier input. Code: Rued. List Price...........$8.50

SPECIAL MICROPHONE CABLE

C106 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 C106. Cable. Any length, untrimmed. Code: Ruch. List Price, per ft. $0.10

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

Model C24A. Cable. Any length, untrimmed. Code: Ruel. List Price, per ft. $0.10

C24A Cable is also available complete with microphone plug and amplifier input plug, completely wired, available to fit most amplifiers. State amplifier make and model number when ordering.

CRYSTAL VIBRATION PICKUP DEVICES

Models 51B and 62B Vibration 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 moving parts. Triple sprayed seal on pickup coil. Grofil Bimorph Crystal. May be fastened to object or used with extension rod for point-to-point tests. Black anodized finish. Complete with 5 ft. extension rod, bell tip, point tip, mounting bracket, protective cover, and complete instructions. Case 2 1/4" by 3 1/4". Shroud, wt. 1 1/4 lbs.

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


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

DESIGNERS AND MANUFACTURERS OF MICROPHONES AND ACOUSTIC DEVICES

"Sound Systems Sound Better with Shure Microphones"

Printed in U.S.A. Copyright 1939, Shure Brothers
"Communications" MICROPHONES

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. hummats. Has the highest output available in a crystal microphone (25 db below 1 volt for 10-bar speech signal). Shure high-efficiency speech characteristic gives clear, crisp speech signals, transmitted through clear and static-free, built-in cable connector, with 5 foot shielded cable. Chartreuse Head, Iridescent Gray Desk Mount. Shpg. wt. 23 lbs. Model 70ST. Complete with Desk Mount.
Code: Rngb.
List Price. $25.00

List Price. $22.50

"Military-Type" Hand Microphone

The Shure "Military-Type" Crystal Hand Microphone is naturally, comfortably in the palm of the hand. Light and compact, takes maximum space in portable equipment. Sealed in aluminum case, with bright Satin grille and base against a background of Iridescent Gray. Excellent response and high output level. Improved cam-operated switch locks in the "ON" position when pulled "out", operates "ON-OFF" in the "down" position. Switches to control external circuits can be furnished on special order.
Size: 2 1/4" high, 2 1/4" wide, 1 1/4" thick. Net wt. 5 lbs. Shpg. wt. 1 1/4 lbs. Complete with removable Suspension Hook, and 2' shielded rubber-covered cable with spring-clip protector.

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

Two-Button Hand Microphone


Model 18B. Two-Button Hand Microphone.
Code: Rngb.
List Price. $10

MICROPHONE REPAIR SERVICE

All microphones require occasional repairs. Carbon microphone 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 78. Crystal Type. Complete with Desk Mount.
Code: Reden.
List Price. $19.00

List Price. $16.50

List Price. $24.00

Model 58H. Same, without Desk Mount. Code: Redag.
List Price. $21.00

Model 76B Lapel Type Microphone

A greatly simplified Crystal Lapel Microphone with higher output level. Gives high-quality reproduction of speech voice. Small, light and inconspicuous—only 1 1/4" 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. 3 lbs.

Model 76B. Code: Rngb.
List Price. $25.00

Model 3B TWO-BUTTON CARBON

Full-size two-button microphone with quality performance, for amateur transmitters, intercommunication systems and Public Address installations. Where dependability and low cost are the important requirements. Rigid cast frame and all built-in protective grille. Has the Shure "Quickway" Hooks. New Satin Chrome finish overall. Special design permits use as a single-button microphone. Price at 9" Thickness 1/8". Shpg. wt. 3 lbs. Net weight 21/2 lbs. Shpg. wt. 3 lbs.

Model 3B. Code: Rngb.
List Price. $20.00

Model 5B TWO-BUTTON CARBON


Model 5B. Code: Rngb.
List Price. $10


"Sound Systems Sound Better with Shure Microphones"

Printed in U.S.A.
ZEPHYR Balanced Tracking CRYSTAL RECORD REPRODUCER

An improved pickup with advanced features that give music lovers a greater variety 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 easily 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 "full-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-saving curves and speed lines, it was an award winner in the "Modern Plastics" Competition. Furnished in a choice of finishes—cut-steel Black Bakelite Molded, or Walnut Bakelite to match the maple, oak, or walnut tones of radio and photograph cabinets. (Shure Patents Pending)

Transcription-Type Record Reproducers

The design of these transcription reproducers has been brought up-to-date to meet the latest requirements for high-quality reproduction of long records 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 musical area where surface noise predominates. Output approximately 2 1/4 volts.

Genuine Grado-Prentiss crystal is employed in cartridges designed for maximum stability and dependability. Special process triple moisturizing to assure maximum dryness in all atmospheric conditions. Mechanical features give durability. Head pivots horizontally at front of arm for easy needle-changing and locking in place when tilted back. Arm automatically locks in position when swung 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-Chrome overall. Complete with 3/4 lb. 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: Rusch. List Price $15.50.


"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, quietly, 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 cables guide cables neatly and securely in place. Only Shure Floor Stands give you all these important features!


Double-Extension Utility Stand


Microphone "ON-OFF" Switches

Ideal for all applications where it is necessary to turn the sound system "on" and "off" at the microphone. Quiet rotary switch in easy-to-reach case. Satin-Chrome finish. Black Bakelite knob. 8/32-27 thread for stand.

Model A33A. Stand Switch. New model, quickly attached to any cable-conector type Shure microphone. No wiring—internal plug establishes connections. Cable connector required for standard Shure plug. Code: Rusaf. List Price $4

Model A403. Stand Switch. Threaded 5/8"-27 to fit old model cone-conector type Shure microphones and those of other makes. Unwired, without microphone cable or plug. Code: Rusaf. List Price $2.50

MODERN DESK STANDS


Stand Adapters


Rings and Springs—Fit All Shure Stands


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"