

CHRONOLOGY COMPANY NAME: SHURE

Researched by Mark Walden

1925: Shure Radio Company is founded in Chicago by Sidney N. Shure.

1928: Shure's brother Samuel J. Shure joins the firm, which is renamed Shure Brothers Company.

1932: The company introduces its first microphone, the Shure Two-Button Carbon Microphone.

1933: Production of the Model 40D, the company's first high-end microphone.

1937: The company's first phonograph cartridge is introduced.

1939: The Model 55 Unidyne microphone is launched.

1941: The company begins production of microphones for the War Department during World War II.

1946: The company is renamed Shure Brothers Inc.

1953: The Vagabond, the world's first wireless microphone system, is introduced.

1966: The SM58, the most popular microphone in Shure's history, is introduced.

1968: The M67 battery-powered mixer makes live remote news coverage possible for broadcasters.

1989: Beta microphone line is launched with the introduction of the Beta 58 microphone.

1990: Shure re-enters the wireless microphone market.

1995: Founder and chairman of the board Sidney Shure dies at the age of 93.

1999: The company is renamed Shure Inc.

2000: Shure celebrates its 75th anniversary.

2003: Company headquarters are moved to Niles, Illinois.