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Silvertone®

The Roots of Rock

2021

**SILVERTONE
PRODUCT CATALOG**

Silvertone 1423 'Sixties' Reissue Solidbody Electric

Out There!

Originally offered in 1959 through 1962, the Silvertone 1423 was made by the Harmony Company. It was known as the Jupiter H49 model in Harmony's Stratotone Series. Pretty space age, eh? While Silvertone didn't use this name, collectors often refer to the 1423 as a "Jupiter." The highlight of this Reissue is the unique "blender control" control setup. In addition to separate volume and tone controls for each pickup, the guitar features a "blend" knob that alters the balance between the two pickups when the selector is in the middle position.

Body

Construction – Solid

Material – Mahogany

Finishes – Black Gold Flake,
Red Silver Flake Burst

Neck

Material – Mahogany

Attachment - Bolt-On

Truss Rod - Dual Action

Neck Shape - 'C'

Fingerboard – Rosewood

Of Frets - 20 Nickel Silver

Inlays - Pearl Block

Binding – White

Nut Material – PPS

Hardware

Tuners – Sealed

Finish – Chrome

Bridge - Tune-O-Matic

Tailpiece - Die-cast Trapeze



1423 BGF
Black Gold Flake



1423 RSFB
Red Silver Flake Burst

Pickups and Controls

Pickups - Custom Duncan-Design®

Controls - Volume(2), Tone (2), BlendSwitch,
3-Way Rotary

Output Jack - 1/4" Mono

Pickguard - Single-Ply White

Dimensions

Overall Length - 990mm 39" Scale

Length - 628mm 24-3/4"

Nut Width - 43mm 1-11/16"

12th Fret Width - 48mm 1-7/8"

Fb Radius - 320mm 12-1/2"

Weight - 3.2 kg 7 lbs

The original 1423 had less-than-modern hardware. The Reissue has a fully adjustable bridge for accurate intonation and a die-cast tailpiece.



Neck shapes and fret jobs were inconsistent on the original 1423. The Reissue features a comfortable (and consistent) C-shaped neck with a precise and well-finished fret job. The neck also features a two-way truss rod for accurate and dependable adjustment.



The Original Silverstone 1423

The 1423 was a real favorite over the years it was available. The semi-solid design paired with those growly DeArmond pickups made for a great sounding guitar, with a boatload of control. The special 'blender control' for 'true string tone effects' was sort of a balance control between the bass and treble pickups, a pretty cool idea, even today.

The 1423 was derived from the Harmony 'Stratotone' line of guitars, and the Harmony counterpart to the 1423 was called the 'Jupiter', so you often see the 1423 referred to as such. Many Silverstones had counterparts from the Stratotone line. So, team up your Jupiter with an amp from Neptune (City) and you're on your way outta this world!



Silverstone Electric Guitars

Professional style... crafted from the finest hardwoods... hand-rubbed to a gleaming finish

Professional design... slim cutaway arched bodies... thin necks for easy fingering... adjustable bridges... steel reinforcing rods, adjustable for climate changes on (1), (3) and (4)

Dual pickups emphasize treble and bass

- ① Black finish speckled with rich gold color. Blender switch for special tone effects... tone, volume controls for each pickup. Adjustable bridge. Spruce top and back, maple sides. 38x13x2 inches.
- | | |
|---|---------------|
| 57 G 1423L—Shipping weight 8 pounds. \$8 monthly..... | Cash \$79.95 |
| 57 G 736L—Rayon Plush-lined Chipboard Case. Shpg. wt. 6 lbs..... | 9.95 |
| 57 G 1461L2—Guitar with 57 G 1471C amplifier on facing page... you save \$1. Shpg. wt. 23 lbs. \$10 monthly..... | Cash \$109.90 |
| 57 G 1462L2—Guitar with 57 G 1472K amplifier on facing page... you save \$1. Shipping wt. 34 lbs. \$11 monthly..... | Cash \$139.90 |



Silvertone 1478 'Sixties' Reissue Solidbody Electric

The Real Deal

Originally offered in 1963, the Silvertone 1478 was an instant favorite. The offset double cutaway body is made of solid Mahogany with a maple top, for a deep rich tone with top end bite. The genuine Bigsby® tremolo and adjustable steel bridge mean faultless intonation and better string attack – an improvement over the rosewood bridge and antiquated tremolo system on the original. We also paid special attention to the neck profile, improving it with a modern C-shape as well as coupling it to the body with a newly engineered neck joint system for longer sustaining notes. This reissue is the real deal.

Body

Construction - Solid
Material - Mahogany
Top Material - Maple
Back Material - Maple
Finishes Black, Red Sunburst

Neck

Material - Mahogany
Neck Shape - 'C'
Inlays - Pearl Block
Attachment - Bolt-on
Truss Rod - Dual Action
Binding - White
Of Frets - 20
Fret Material - Nickel Silver Fingerboard - Rosewood
Nut Material - PPS

Hardware

Tuners - Sealed
Finish - Chrome
Bridge - Tune-O-Matic
Tailpiece - Bigsby Vibrato



1478 RSB
Red Sunburst



1478 BK
Gloss Black

Pickups and Controls

Pickups - Silvertone Single Coil
Controls - Volume (2), Tone (2)
Switch - 3-Way Toggle
Output Jack - 1/4" Mono
Pickguard - 5-Layer Tortoise

Dimensions

Overall Length - 994mm (39-1/8")
Scale Length - 622mm (24-1/2")
Nut Width - 43mm (1-11/16")
12th Fret Width - 48mm (1-7/8") Fretboard
Radius - 305mm (12")
Weight - 3.5kg (7.68lbs)

Silvertone 1478 'Sixties' Reissue Solidbody Electric



The Original 1478 had a less-than-modern bridge, wood tailpiece, and tuners. The Reissue has a fully adjustable bridge for accurate intonation, an authentic Bigsby vibrato tailpiece and smooth action individual sealed tuners.

Neck shapes and fret jobs were inconsistent on the original 1478. The Reissue features a comfortable and consistent C-shaped neck with a precise and well-finished fret job. the neck also features a two-way truss rod for accurate and dependable adjustment.



The Original 1960's Silvertone 1478

The Harmony-built 'Silhouette'-based 1478 had as long a run as the 1477, initially appearing in the same 1964 catalog listing as the 'Bobkat'-based guitar. With its Jazzmaster good looks, all-around bound fingerboard, fancy block fret marker inlays, snazzy gold silkscreen logo to match the gold translucent knobs, and the first of this series out of the gate with a vibrato tailpiece made the 1478 the 'better' guitar of the bunch. At the end of the run, the model split into some color and hardware variations.

This cherry red axe started its run with a unique whammy assembly, never offered on any other Silvertone. Some players rate this 'spring and hinge' whammy as better than the vibrato assembly that the 1478 was spec'd with in later on, when it joined the rest of the 14XX series with the 'standard' whammy setup.

Silvertone 1303 'Sixties' Reissue Solidbody Electric

Timeless Twang

Silvertone introduced one of the earliest solid body guitars in the fall of 1954. That early model evolved into the 1303 in 1958. The Reissue 1303 has all the vibe and twang of the original with some significant upgrades. The thru-body bridge provides great attack and hefty tone while giving you all the modern adjustment options you want. We also paid special attention to the neck profile, improving it with a modern C-shape, as well as coupling it to the body with a newly engineered neck joint system for longer sustaining notes.

Body

Construction - Solid
Material - Mahogany
Finishes - Black, Silverburst

Neck

Material - Mahogany
Neck Shape - C
Binding - White
Inlays - Pearl Dot
Attachment - Bolt-On
Truss Rod - Dual Action Binding - White
Of Frets - 21
Fret Material - Nickel Silver
Fingerboard - Rosewood
Nut Material - PPS

Hardware

Tuners - Sealed
Finish - Chrome
Bridge - Thru-body adjustable



1303 BK
Gloss Black

1303 SVB
Silverburst

Pickups and Controls

Pickups - Lipstick Single Coil
Controls - Stacked Volume (2) and Tone (2)
Switch - 3-Way Toggle
Output Jack - 1/4" Mono

Dimensions

Overall Length - 949mm (37-3/8")
Scale Length - 635mm (25")
Nut Width - 43mm (1-11/16")
12th Fret Width - 48mm (1-7/8")
Fretboard Radius - 305mm (12")
Weight - 2.5kg (7.68lbs)

Silvertone 1303 Solidbody Electric



The single-coil pickups of the 1303 are wound to the same specifications as the originals. The "lipstick" case provides unmatched shielding for low noise and high signal.

The Original 1958's Silvertone 1303/U2

The 1302/1303 guitars were black beauties with all the Dano 'trademarks' we associate with these 'U' shaped guitars; 'lipstick' pickup, 'Coke bottle' headstock, the classic cutaway look of the body, and features you couldn't see like the dual neck stiffening rods, internal shielding for the electronics, and (as the catalog put it) 'core of hardwood balanced by hollow wing sections.' It all added up to a popular look.

Nat Daniel and his design team had been refining the shape and features of these guitars since 1954, and the changes didn't stop with this model. From here on out, a wider body, different knobs, some different headstocks, some electrical specs and other features changed subtly over the rest of the life of these guitars, right on until 1962.



Neck shapes and fret jobs were inconsistent on the original 1303. The Reissue features a comfortable and consistent C-shaped neck with a precise and well-finished fret job. the neck also features a two-way truss rod for accurate and dependable adjustment.



Silvertone 1449 'Sixties' Reissue Solidbody Electric

Amped Up

One of the most clever and well-known concepts in the early '60s guitar boom was the Silvertone Amp-in-case line. For well under \$100, you could get a guitar that came in a case featuring a 5-watt (later, 6-watt) tube amp built right in. Just open the case halfway, stand it up, switch it on, and wail. The original guitar in the 1962 kit (1448) was a single pickup, short-neck model. A year later, the 2-pickup 1449 was introduced and the Amp-in-case really took off. The 1449 is the most rare of the breed, being replaced by the almost identical redburst 1457 in 1964. This guitar screams.

Body

Construction – Solid
Material – Mahogany
Finishes - Black Silver Flake
Red Silver Flake Burst
Daphne Blue

Neck

Material – Mahogany
Attachment - Bolt-On
Truss Rod - Dual Action
Neck Shape - 'C'
Fingerboard – Rosewood
Inlays - Pearl Dot
Of Frets - 21 Nickel Silver
Nut Material – PPS

Hardware

Tuners – Sealed
Finish – Chrome
Bridge - Thru-Body Adjustable



1449 BSF
Black Silver Flake



1449 RSFB
Red Silver Flake Burst



1449 DBL
Daphne Blue

Pickups and Controls

Pickups - Silvertone Lipstick Single Coil
Controls Volume (2), Tone (2), Stacked
Switch - 3-Way Toggle
Output Jack - 1/4" Mono
Pickguard - Single-Ply White

Dimensions

Scale Length - 628mm 24-3/4"
Nut Width - 43mm 1-11/16"
12th Fret Width - 48mm 1-7/8"
Fb Radius - 320mm 12-1/2"
Weight - 2.8 kg 6.2 lbs

The original 1449 had mid-century hardware that doesn't meet modern standards. The fully adjustable bridge loads the strings through the body for great response and a thick resonant tone.



These lipstick single-coil pickups really scream in the 1449. Wound to the same specs as the originals, the lipstick case provides unmatched shielding for low noise and high signal.



The Original Silvertone 1449

The 1449 was the first iteration of the 'upscale' version of the uber-popular 1448. Longer scale, extra pickup, extra controls made necessary by that extra pickup, and a more powerful amp with a larger speaker and tremolo included in the combo. The black with sparkles paint scheme was seen as a bit too similar to the 1448, though, and the guitar was re-designed with a red/black burst and a pickguard that surrounded the rhythm pickup, and dubbed the 1457.

The 1449 shared the squared-off Strat™ shape of the 1448, but is far rarer, lasting only a couple of catalog cycles before being replaced by the 1457.



Silvertone 604 'Sixties' Reissue Parlor Acoustic

The Roots of Rock...Unplugged

Hailing back to the year 1961, the Silvertone 604 was a student guitar for an entire generation. But, times change, and we liked the 604 so much that we 'upped the ante' so to speak, and took the 604 from a student level guitar to a serious player's instrument. We changed the old 'hard wood' body to a solid Engelmann Spruce top with Mahogany back and sides, and opted for real Rosewood vs. an 'Ebonized' fingerboard. The small Parlor size body makes it the perfect travel guitar, and yes, there is a version (the 604E) with onboard electronics.

Body

Construction - Parlor body
Top - Solid Engelmann Spruce
Back & Sides - Mahogany
Finish - Vintage Sunburst

Neck

Material - Mahogany
Neck Shape - C
Fingerboard - Rosewood
Inlays - Pearl Dot
Of Frets - 20
Scale - 25"
Binding - Ivory single ply
Pickguard - Ivory

Hardware

Tuners - Chrome sealed
Bridge - Rosewood
Electronics - Clearwave™ 60 by Fishman®
active EQ with built in tuner (604E model only)

<https://www.silvertoneclassic.com>



604 AVS
American Vintage
Sunburst



604E AVS
American Vintage
Sunburst

Dimensions

Nut width - 1 11/16"



Silvertone 604 'Sixties' Reissue Parlor Acoustic



The 604E has the Fishman ClearWave

60 preamp with integrated digital tuner. The versatile EQ offers all the tone shaping needed to dial in your perfect tone.



The 604 reissue features a Solid Engelmann spruce top for a clear and bright tone

The Original 1961 Silvertone 604

This series of guitars is likely the largest selling acoustic bunch of guitars in Sears' long history. Available for a decade, with nicely featured ads in all catalogs during that time, the 604 enjoys a ubiquity today that no other Sears acoustic achieved.

The 604 began life as the model 608 in 1959, changing over to the long-running 604 in '61, and ending up its last few months of availability as the 1204 in the late '60s. The low-priced guitar came complete with a braided cord for a strap (ouch!), instruction booklet and later included a record. A couple weeks' worth of grass-mowing, or a friendly aunt, uncle, grandfather or Santa was all that stood between you and 6-string stardom.

Silvertone 600 'Sixties' Reissue Orchestra Acoustic

The Roots of Rock..Unplugged

Originally manufactured from the 1940's through the 1970's, the Silvertone 600 series is like holding a piece of American history in your hands. We modeled this beauty from our in house 1956 model 600.

The 600 model features a solid Engelmann Spruce top and Mahogany back and sides for a well balanced and articulate sound. The old 'steel reinforced' neck has been replaced with a modern two way adjustable truss rod, and the C-shape neck profile is comfortable and easy to get around on. The 600E version has a built in Fishman® Clearwave60 preamp with built in tuner.

Body

Construction - Orchestra body

Top – Solid Engelmann Spruce

Back & Sides - Mahogany

Finish - American Vintage Sunburst

Neck

Material - Mahogany

Neck Shape – C

Fingerboard – Rosewood

Inlays - Pearl Dot

Of Frets - 20,

Scale - 25"

Binding - Ivory single ply

Pickguard - Ivory

Hardware

Tuners - Chrome sealed

Bridge - Rosewood

Electronics - Clearwave™ 60 by Fishman® active EQ with built in tuner (600E model only)

<https://www.silvertoneclassic.com>



600 AVS
American Vintage
Sunburst

600E AVS
American Vintage
Sunburst

Dimensions

Nut width - 1 11/16"



Silvertone 600 'Sixties' Reissue Orchestra Acoustic



The 600E has the Fishman ClearWave

60 preamp with integrated digital tuner. The versatile EQ offers all the tone shaping needed to dial in your perfect tone.

The Original Silvertone 600



The 600 series acoustics span four decades! These guitars are known by several model numbers, and share two similar looks, and might fool you. The first ones offered from 1948 through mid-1956 have a rounded bottom, and the 'peaked' pickguard. After that, the body shape became noticeably more 'square.' It was (and remains today) one of the most popular Silvertone acoustics, selling well throughout the life of this well-loved and much-played guitar, and in today's collector's market.



The 600 series acoustics have a two-way adjustable truss rod to dial in superb playability.



Silvertone 633 'Sixties' Reissue Jumbo Acoustic

Legendary Riffs

The 633 'Sovereign' made its stamp on rock n roll history via greats such as Pete Townsend and Jimmy Page. We modeled the reissue from our in house 1964 Sovereign. The 633 is the 'Big Daddy' jumbo of the Silvertone acoustic family and is certain to be appreciated for its loud volume and deep tone just the same way it was back then. Like the 600 model, the 633 features a solid Engelmann Spruce top and Mahogany back and sides for a well-balanced and articulate sound. The old 'steel reinforced' neck has been replaced with a modern two-way adjustable truss rod and a C-shape neck profile. The 633E version has a built in Fishman® Clearwave60 preamp with built in tuner.

Body

Construction - Jumbo Dreadnought

Material - Mahogany

Top - Solid Engelmann Spruce

Finish - Vintage Sunburst

Pickguard - Tortoise

Neck

Material - Mahogany

Neck Shape - 'C'

Fingerboard - Rosewood

Inlays - Pearl Dot

Of Frets - 19 fret,

Scale - 25"

Binding - Ivory single ply

Pickguard - Tortoise

Hardware

Tuners - Chrome sealed

Bridge - Rosewood

Electronics - Clearwave™ 60 by Fishman® active EQ with built in tuner (633E model only)



633 AVS
American Vintage
Sunburst

633E AVS
American Vintage
Sunburst

Dimensions

Nut width - 1 11/16"

Silvertone 633 'Sixteis' Reissue Jumbo Acoustic



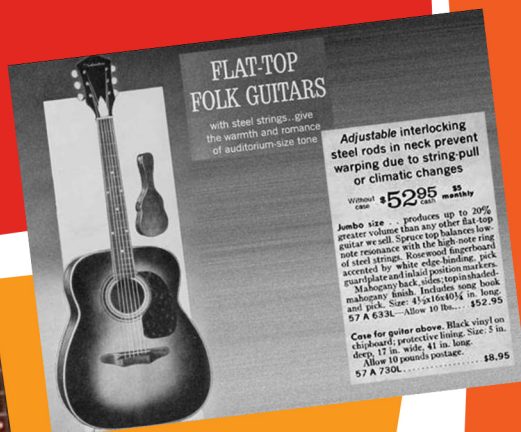
The 633E has the Fishman ClearWave

60 preamp with integrated digital tuner. The versatile EQ offers all the tone shaping needed to dial in your perfect tone.



The large body 633 has mahogany back and sides deliver huge warm tones with excellent projection.

The Original Silvertone 633



The 633 was first listed in 1965, and was the first "Dreadnought" size guitar to be offered by Sears. It had a few different pickguards, a few different logos and model numbers, but remained the big daddy JUMBO guitar for its entire run. It was a popular guitar, with a big sound that came from its obviously (and well-touted in the catalogs) larger size, and a ladder bracing scheme for its spruce top.

This BIG Silvertone was based on the Sovereign from Harmony, model #1260; a favorite of Pete Townshend until he bought a J-200 in 1968, and also the model that Jimmy Page used to pick the famous "Stairway to Heaven" intro.

Silvertone 'Tour' Series Solid Spruce Acoustics

The Silvertone Tour Series guitars are built for the touring and gigging professional. With a solid Engelmann spruce top and mahogany back and sides, these guitars will deliver great tone at an affordable price. All models feature a modern neck taper for added comfort. The acoustic electric versions include the high-performance Fishman Clearwave™ 60 EQ/preamp with built-in tuner. At a stadium or theater, a place of worship or a local night club, the Silvertone Tour Series acoustics are ready for your next performance!

Body

Top - Solid Engelmann Spruce
Back & Sides - Mahogany
Finish - Natural Gloss

Neck

Material - Mahogany
Neck Shape - C
Fingerboard - Rosewood
Scale - 25"

Hardware

Tuners - Chrome sealed

Dimensions

Nut width - 1 11/16"

Electronics (E versions)

Fishman Clearwave™ 60

604N
604N E
Natural Gloss



633N E
Natural Gloss



600N
600N E
Natural Gloss



Silvertone 'Songwriter' Series

Mahogany Acoustics

Prized for its resonant warm tone, mahogany top guitars have long been a favorite of songwriters. The woody open sound blends perfectly with vocals without overpowering them. The Silvertone 604MH NS and 600MH NS feature a beautiful striped mahogany top and back. These guitars just might inspire your next big hit single!

Body

Construction - Orchestra body
Top - Mahogany
Back & Sides - Mahogany
Finish - Natural Satin

Neck

Material - Mahogany
Neck Shape - C
Fingerboard - Rosewood
Scale - 25"

Hardware

Tuners - Chrome sealed

Dimensions

Nut width - 1 11/16"

600MH NS Natural Satin



604MH NS Natural Satin

Body

Construction - Parlor body
Top - Mahogany
Back & Sides - Mahogany
Finish - Natural Satin

Neck

Material - Mahogany
Neck Shape - C
Fingerboard - Rosewood
Scale - 25"

Hardware

Tuners - Chrome sealed

Dimensions

Nut width - 1 11/16"



Silvertone Gigbags

Protect your guitar with a genuine Silvertone Gigbag, keeping your guitar safe when you're on the go! We have a gigbag available for every Silvertone model guitar.



SCGB1 BK
Black/Cream
Fits all Silvertone Electrics



SBEG5
Black
Fits all Silvertone Electrics



SBEB5
Black
Fits most Electric Basses



SCGB202 BW
Black/Cream
Fits Silvertone 633 and 955



SCGB201 BK
Black/Lime
Fits Silvertone 604 and 600



SCGB201 OG
Olive Green/Grey
Fits Silvertone 633 and 955

Silvertone Clip-On Tuners

Keep your guitar in perfect tune with a Silvertone Chromatic tuner. The durable tuner clip stays put and easily handles noisy environments. The backlit LCD display is easy to read and the virtual needle indicates how close to pitch the note is.



STUN3 BK
Black



STUN3 WH
Black

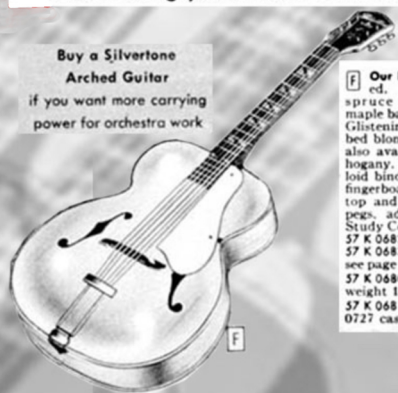
Specs

Tuning Range: A at 27.5Hz to C at 4186.0Hz
Tuning Scale: Chromatic, Guitar, Bass, Violin, Ukulele
Precision: + or - 1 cent
Adjustable from 430 to 450Hz
Power: 3V (CR2032 Lithium Battery)

Silvertone Guitars Through the Decades

SILVERTONE ARCHED SPANISH GUITARS . . . carefully made to bring you brilliant tone and ease of playing

Buy a Silvertone Arched Guitar if you want more carrying power for orchestra work



Our Finest. Selected, close-grained spruce top; curly maple back and sides. Glistening, hand-rubbed blonde finish . . . also available in mahogany. White celluloid binding on head, fingerboard, F-holes, top and back edges. Enclosed tuning pegs, adjustable bridge. With Home Study Course, pick. Size 42x17 in.
57 K 0682—Guitar, Wt. 11 lbs. . . \$49.95
57 K 0683—Guitar with Case 57 K 0727 see page 779. Shpg. wt. 21 lbs. . . \$59.95
57 K 0680—Mahogany Guitar, Shipping weight 11 pounds. . . \$49.95
57 K 0681—Mahogany Guitar with 57 K 0727 case. Shpg. wt. 21 lbs. . . \$59.95



The 1940's



Play while you pay . . . only 10% down for Guitars \$19.95 or more . . . Easy Terms on page 587

Finger faster because steel-reinforced necks are extra slim



1 Kentucky Blue—a Showman's Guitar. One of our most popular instruments. Deep metallic blue, set off with gleaming ivory color. Lustrous lacquer finish resists wear. Sturdy 3-ply laminated arched body with hardwood neck. Accurately fretted oval fingerboard. Celluloid guard plate on bracket. Adjustable bridge. Nickel-plated tailpiece. 41x15 1/4-in. size. Pick, instructions included.
57 A 6531—Shpg. wt. 9 lbs. \$4 monthly . . . Cash \$24.95
57 A 6551—With case 57 A 7211L. Shipping weight 16 lbs. \$15.00 down, \$4 monthly . . . Cash \$31.50

1 \$24.95
cash
\$2.50 down



The 1950's



TEISCO

1964



In 1964,
17000 yen=47 US Dollars

TRG-1

¥ 17,000

A full 1/2 watt
of
rock and roll power!

(2) 9-Volt batteries

TRG-1 . . . ソリッドボディ、トランジスタ・アンプとスピーカを組み込んだギターと同じく、組み込んだトランジスタ・アンプとスピーカ、9V 2個の電池として使用。0.5Wの最小型アンプと4000ヘルツの音が出ます。NB . . . 2ピッキングアップ。仕上その他はTB-64と同じ

The 1960's



The 1970's



Buck Owens
AMERICAN

Buck Owens
Red, White and Blue
American Guitar

\$82.95



You've seen it on TV's
favorite country and western
music show . . .
now play this Buck Owens
Grand-Concert size Guitar at home

Jumbo size and sound
Flat-top Guitar

\$64.95



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