

New For NAMM 2022!



Silvertone 1303 "Sixties" Reissue Solid Body Electric

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.

1303 Specs

Body

Construction Solid Material Mahogany

Finishes BK - Black, SVB - Silverburst, CM - Copper Metallic

Neck

Material Mahogany Neck Shape Truss Rod Dual Action

Of Frets Fingerboard Rosewood

Pickups and Controls

Lipstick Single Coil **Pickups** Stacked Volume (2), Tone (2) Controls Switch

3-Way Toggle

1444 Specs

Body

Construction Solid Materia Mahogany **Finishes**

Black Silver Flake, Silverburst, Copper Metallic

Maple

Neck Material

Neck Shape Truss Rod Dual Action # Of Frets Fingerboard Rosewood

Pickups and Controls

Lipstick Single Coil **Pickups** Controls Volume, Volume, Tone



Silvertone 1444 Modified "Sixties" Reissue Bass

The 1444 bass was the very first 4-string electric bass offered by Sears. Featuring the 'U' style body with the rounded neck cutaway, aluminum cavity cover, and a four-string version of the famous wood saddle bridge. The single pickup 1444 held down the bottom end for 7 strong years. The 1444 was also the last of the 'U' body-shaped instruments to appear in the Sears catalog. Initially offered with the rare 1473 combo bass amp from '59 to mid-'63, the 1483 through mid-'66, then listed solely with a case for the remainder of its available life.

Our new modified version of the 1444 is redesigned for the modern bassist and can easily produce vintage and modern tones.

This bass features a 24 fret, 30" short scale, rock maple neck with rosewood fingerboard and a solid mahogany body. A bridge position lipstick pickup has been added for enhanced versatility along with a fully adjustable bridge and dual expanding truss rod. The electronics include 2 Silvertone lipstick pickups with volume, volume and tone controls. Available in three colors: CM = Copper Metallic SVB = Silverburst.



Silvertone 633EB "Baritone" Jumbo Acoustic

How Low... Can You Go!

The 633 'Baritone' Jumbo acoustic features a solid Engelmann Spruce top and Mahogany back and sides for a well-balanced, articulate and deep sound. The unique Silvertone jumbo dreadnought body shape is perfect for baritone tuning. The lowest notes speak with authority and growl. The 633EB features D' Addario baritone strings tuned B-E-A-D-F#-B and comes complete with a full featured Fishman® Clearwave60 preamp with built in tuner.



Construction Material Top Finish Pickguard Jumbo Dreadnought Mahogany Solid Engelmann Spruce Vintage Sunburst

Neck

Material Neck Shape Fingerboard Inlays # Of Frets Scale Binding Pickguard Mahogany
'C'
Rosewood
Pearl Dot
19 fret
25"
Ivory single ply

Tortoise

Hardware

Tuners Bridge Electronics Chrome sealed Rosewood Clearwave™ 60 by Fishman® active EQ with built in tuner (633E model only)

DimensionsNut width - 1 11/16"

Available Colors:
633EB N Natural
633EB AVS American Vintage Sunburst



The Roots of Rock

New For NAMM 2022!

633EB N Natural



The 633EB 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 633EB has mahogany back and sides to deliver huge, deep, warm tones with excellent projection.



Silvertone 1423 "Sixties" Reissue

Solid Body Electric

Out There!

Oriainally 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 auitar features a "blend" knob that alters the balance between the two pickups when the selector is in the middle position.



Construction Material Finishes Solid Mahogany Black/Gold Flake, Red/Silver Flake Burst

Mahogany

Dual Action

Bolt-On

Neck

Material Attachment Truss Rod Neck Shape Fingerboard

Fingerboard Rosewood
Of Frets 20 Nickel Silver
Inlays Pearl Block
Binding White
Nut Material PPS

Hardware

Tuners Finish Bridge Tailpiece Sealed Chrome Tune-O-Matic Die-cast Trapeze

Pickups and Controls

Pickups Custom Duncan-Design®
Controls Volume (2), Tone (2), Blend
Switch 3-Way Rotary

Grandulate

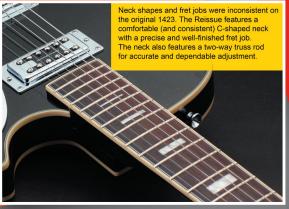
Output Jack 1/4" Mono
Pickguard Single-Ply White

1423 BGF Black/Gold Flake

Dimensions

Overall Length Scale Length Nut Width 12th Fret Width Fb Radius Weight 990mm 39" 628mm 24-3/4" 43mm 1-11/16" 48mm 1-7/8" 320mm 12-1/2"







"The Original" Silvertone 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 Silvertones 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!



778

Silvertone Electric Guitars

Professional style . . craft ed from the finest hard woods . . hand-rubbed to a cleaming finish Professional design . . slim cutaway arche hodies . . thin necks for easy fingering . . . adjusta ble bridges . . steel reinforcing rods, adjustable for climate changes on (1), (3) and (4)

Dual pickups emphasize treble and bass

II Black finish speckied with rich pied color. Blender switch for special bridgs. Serior top and back, majes idea. 381,132 (izebe. Adjustable bridgs. Serior top and back, majes idea. 381,132 (izebe. 57 of 1221—Shipping weight 8 years, 48 Heavily 7 of 1221—Shipping weight 8 years, 48 Heavily 7 of 1221—Shipping weight 8 years, 48 Heavily 7 of 1221—Shipping with 57 of 1221 (izebe) wit

Silvertone 1478 "Sixties" Reissue Solid Body 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
Material
Top Material
Back Material
Finishes
Sunburst

Solid Mahogany Maple Maple Black, Red

Neck

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

Hardware

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

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





The Original 1478 had a less-than modern bridge, wood tail piece, and tuners. The Reissue has a fully adjustable bridge for accurate intonation, anauthentic Bigsby vibrato tail piece 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 Jazz master 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 the gold translucent knobs, and the first of this series out of the gate with a vibrato tail piece 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 ratethis 'spring and hinge' whammy as better than the vibrato assembly that the 1478 was spec'd with later on, when it joined the rest of the 14XX series with the 'standard' whammy setup.

Silvertone 1303 "Sixties" Reissue Solid Body Electric

Timeless Twang

Silvertone introduced one of the earliest solid body quitars 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

Hardware

Nut Material

Finish Chrome
Bridge Thru-body adjustable

Pickups and Controls

Pickups Lipstick Single Coil
Controls Stacked Volume (2), 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)





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.



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 2-way truss rod for accurate and dependable adjustment.

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.



Silvertone 1449 "Sixties" Reissue Solid Body Electric

Amped Up

One of the most clever and well-known concepts in the early '60s quitar 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, shortneck model. A year later, the 2-pickup 1449 was introduced and the Amp-incase 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 Material Finishes

Solid Mahogany Black Silver Flake, Red Silver Flake Burst, Daphne Blue

Neck

Material Attachment Truss Rod Neck Shape Fingerboard

Fingerboard Rose
Inlays Pearl
Of Frets 21 Ni

Mahogany Bolt-On Dual Action 'C' Rosewood Pearl Dot

21 Nickel Silver

Nut Material PF

Hardware

Tuners Finish Sealed Chrome Thru-Body Adjustal

Pickups and Controls

Pickups Silvertone Lipstick Single Coil
Controls Volume (2), Tone (2), Stacked
Switch 3-Way Toggle

Switch 3-Way Toggle Output Jack 1/4" Mono Pickguard Single-Ply White

Dimensions

Scale Length
Nut Width
12th Fret Width
Fb Radius
Weight

628mm 24-3/4" 43mm 1-11/16" 48mm 1-7/8" 320mm 12-1/2" 2.8 kg 6.2 lbs









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.

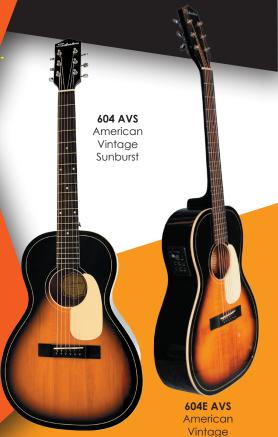
The 1449 shared the squared-off Strat™ shape of the 1448, but is far rarer, lasting only a couple of catalog cycles before being replaced by the 1457.



Silvertone 604 "Sixties" Reissue Parlor Acoustic

The Roots of Rock... Unplugged

Hailing back to the year 1961, the Silvertone 604 was a student quitar 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 quitar, and yes, there is a version (the 604E) with onboard electronics.



Body

Construction Top Back & Sides Parlor body Solid Engelman Spruce Mahogany Vintage Sunburst

Finish
---Neck

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

Pickguard Ivory

Hardware

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

Sunburst

Dimensions

Nut width

1 11/16"





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 on, 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.

600 AVS

American Vintage Sunburst

600E AVS

American Vintage Sunburst



Body

Neck

Material

Construction
Top Solid Engelman Spruce
Back & Sides
Finish American Vintage
Sunburst

Mahogany

Neck Shape C
Fingerboard Rosewood
Inlays Pearl Dot
Of Frets 20,
Scale 25"
Binding Vory Single ply

Pickauard Ivory

Hardware

Tuners Bridge Electronics Chrome sealed Rosewood Clearwave™ 60 by Fishman® active EQ with built in tuner (600E model only)

Dimensions

Nut width

1 11/16"





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

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.





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® Clearwaye60 preamp with built in tuner.

633 AVS American Vintage

Sunburst

633E AVS American Vintage Sunburst



Body

Construction Material Top Finish Pickguard Jumbo Dreadnought Mahogany

Solid Engelmann Spruce Vintage Sunburst

Tortoise

Neck.

Material
Neck Shape
Fingerboard
Inlays
Of Frets
Scale

Mahogany 'C'

Rosewood Pearl Dot 19 fret

Binding Ivory single pl

Pickguard Tortoise

Hardware

Tuners Bridge Electronics Chrome sealed Rosewood

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

Dimensions

Nut width - 1 11/16"





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.

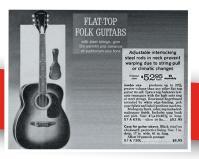


The large body 633 has mahogany back and sides deliver huge warm tones with excellent projection.

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

Legendary Riffs

The Silvertone Tour Series quitars are built for the touring and gigging professional. With a solid Engelmann spruce top and mahogany back and sides, these quitars 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!

604N 604E N Parlor Natural Gloss



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

Electronics (E versions)

Fishman Clearwave™ 60



Body

Construction Top Back & Sides Binding Finishes Dreadnought Solid Engelmann Spruce Rosewood Herringbone Gloss black,

600N 600E N

Gloss black, Natural Gloss

Neck

Material Mahogany
Fingerboard Rosewood
Scale 25 ½"
Fickguard Tortoise Shell
Nut width 1 11/16"

Electronics

Fishman Clearwave[™] 60 (955CE BK & 955CE N Only)





955 BK 955CE BK Gloss Black





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











Silvertone Clip-OnTuners

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





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)



The Roots of Rock

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