



The Roots of Rock



**FEATURES  
& BENEFITS**

# MODEL 600E



*Silvertone*

The Roots of Rock

## FEATURES:

1. Solid Engelmann Spruce top
2. Layered Mahogany back & sides
3. 25 1/2" scale, bound Mahogany neck with dual expanding truss rod
4. 'Orchestra' size body
5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system  
(Also available without the 'ClearWave 60')



3. 25 1/2" scale, bound Mahogany neck with dual expanding truss rod

2. Layered Mahogany back & sides

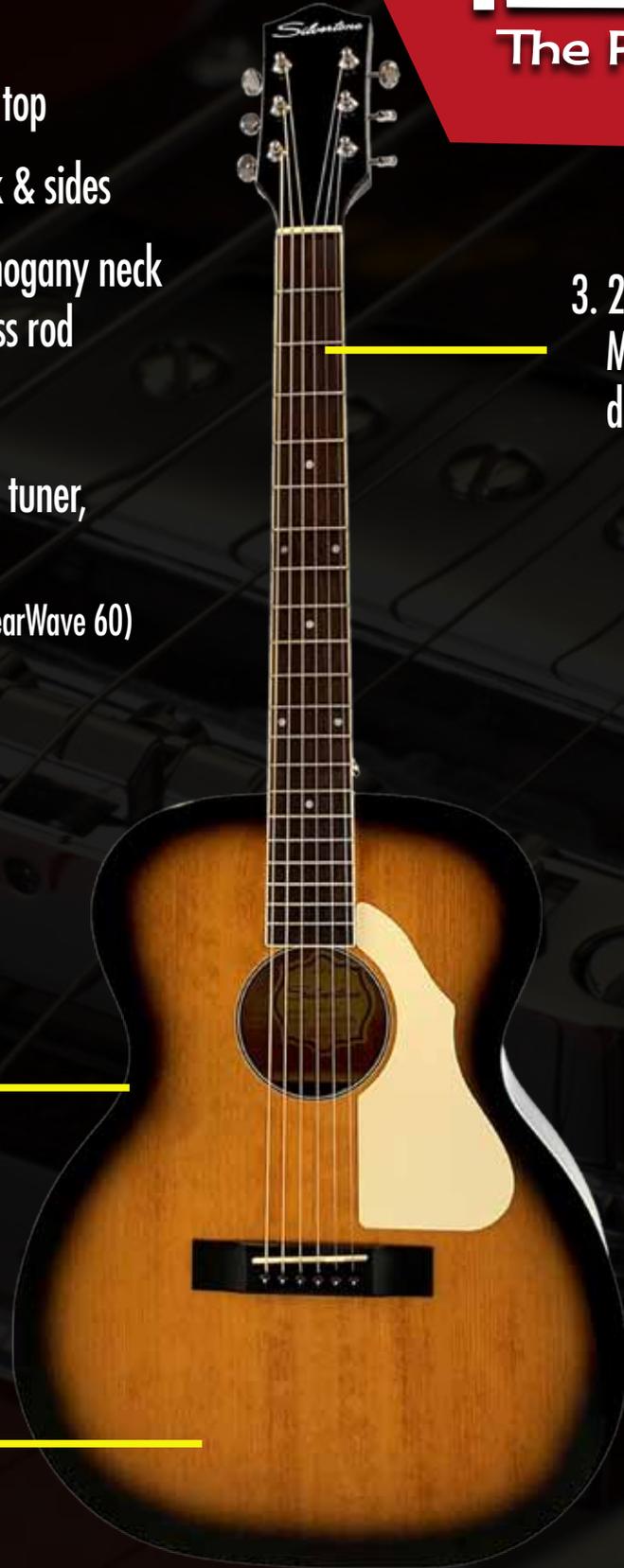


1. Solid Engelmann Spruce top



( Available with or without 'ClearWave 60' )

4. 'Orchestra' size body



# MODEL 600E



## ADVANTAGES:

1. Tight grain, solid Engelmann Spruce provides a bright clear tone
2. Mahogany back & sides offer traditional warm tone
3. Dual expanding truss rod allows easy adjustment for a variety of string gauges
4. 'Orchestra' size body has strong mids & clear highs
5. The 5-band EQ offers onboard tone adjustment and feedback control

## BENEFITS:

1. Solid Spruce top has excellent volume & projection
2. Layered Mahogany back & sides provide durability when traveling
3. The Truss rod easily adjusts to compensate for changes in weather & humidity
4. The 'Orchestra' body shape is comfortable to play when sitting or standing
5. Onboard chromatic tuner 'mutes' the output when in use for silent tuning.



# MODEL 633E

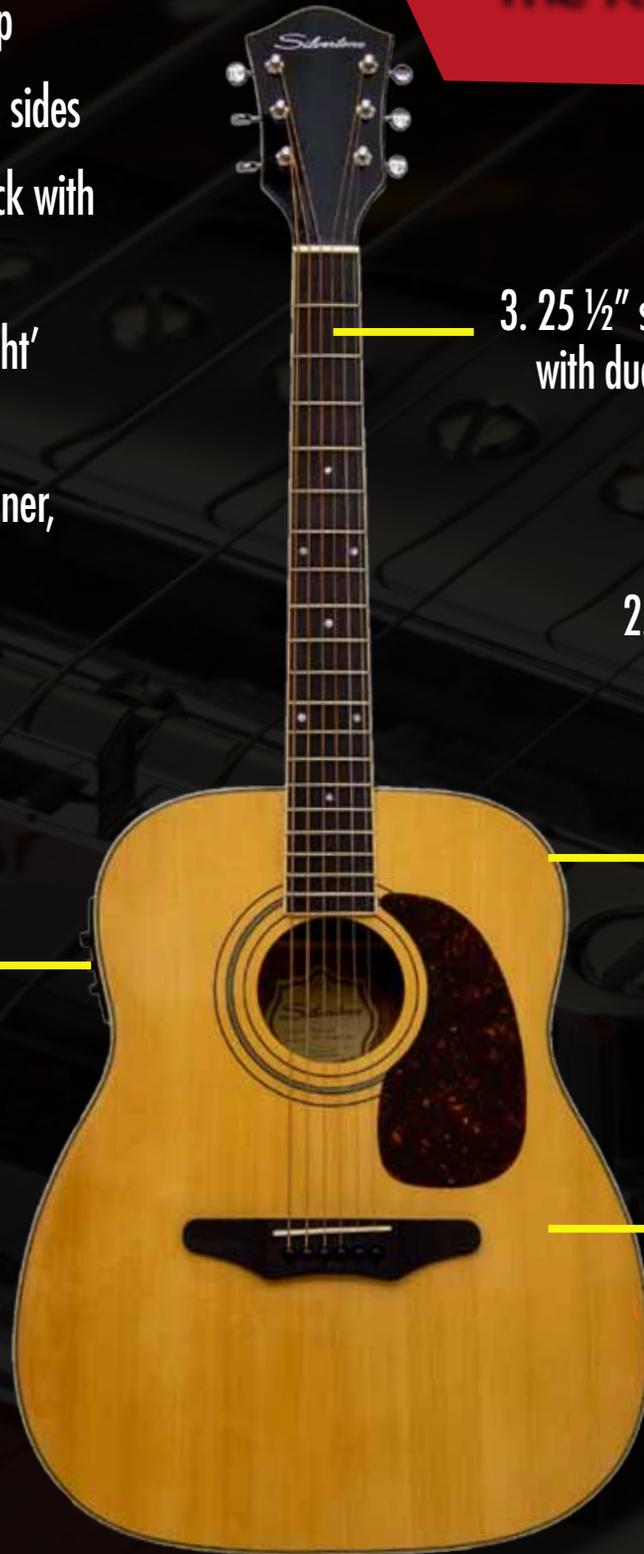


*Silvertone*

The Roots of Rock

## FEATURES:

1. Solid Engelmann Spruce top
2. Layered Mahogany back & sides
3. 25 1/2" scale Mahogany neck with dual expanding truss rod
4. Unique 'Jumbo Dreadnought' body style
5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system



3. 25 1/2" scale Mahogany neck with dual expanding truss rod

2. Layered Mahogany back & sides

1. Solid Engelmann Spruce top

4. Unique 'Jumbo Dreadnought' body style



5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system

# MODEL 633E



## ADVANTAGES:

1. Tight grain, solid Engelmann Spruce provides a bright clear tone
2. Mahogany back & sides offer traditional warm tone
3. Dual expanding truss rod allows easy adjustment for a variety of string gauges
4. Big booming tone from the large 633 body
5. The 5-band EQ offers onboard tone adjustment and feedback control

## BENEFITS:

1. Solid Spruce top has excellent volume & projection
2. Layered Mahogany back & sides provide durability when traveling
3. The Truss rod easily adjusts to compensate for changes in weather & humidity
4. The 633's unique look stands out from the crowd of look alike acoustics
5. Onboard chromatic tuner 'mutes' the output when in use for silent tuning



633E

# MODEL 955CE



*Silvertone*

The Roots of Rock

## FEATURES:

1. Solid Engelmann Spruce top
2. Layered Rosewood back & sides
3. 25" scale Mahogany neck with dual expanding truss rod
4. Herringbone binding and rosette
5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system

(Available with or without cutaway and ClearWave 60)



5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system



3. 25 1/2" scale Mahogany neck with dual expanding truss rod

2. Layered Rosewood back & sides

4. Herringbone binding and rosette

1. Solid Engelmann Spruce top

# MODEL 955CE

## ADVANTAGES:

1. Tight grain, solid Engelmann Spruce provides a bright clear tone
2. Rosewood back & sides offer traditional, loud and punchy tones
3. Dual expanding truss rod allows easy adjustment for a variety of string gauges
4. 'Herringbone' accents echo the look of the original 1960's 'Canadian' Silvertone 955
5. The 5-band EQ offers onboard tone adjustment and feedback control

## BENEFITS:

1. Solid Spruce top has excellent volume & projection
2. Layered Mahogany back & sides provide durability when traveling
3. The Truss rod easily adjusts to compensate for changes in weather & humidity
4. The 955's Herringbone accents & rosewood back & sides provide a classy, high-end appearance
5. Onboard chromatic tuner 'mutes' the output when in use for silent tuning



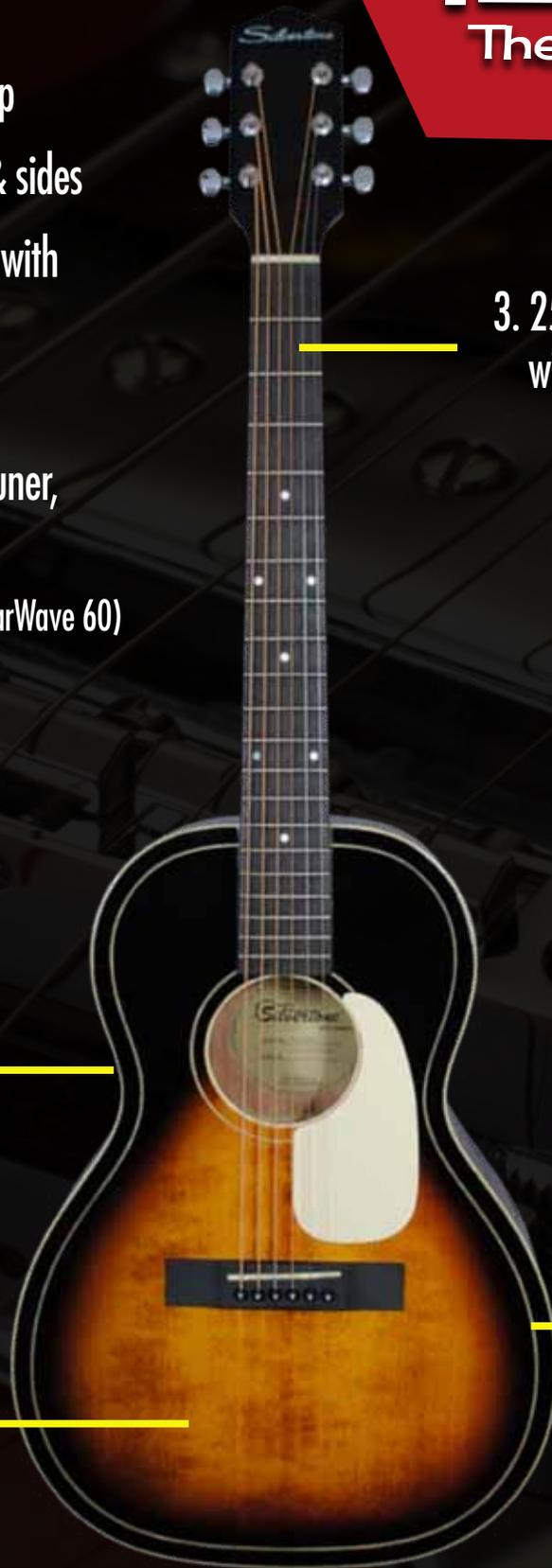
# MODEL 604E

## FEATURES:

1. Solid Engelmann spruce top
  2. Layered Mahogany back & sides
  3. 25" scale Mahogany neck with dual expanding truss rod
  4. Unique 'Pinstripe' accent
  5. Fishman 'ClearWave 60' tuner, pre-amp, pickup system
- (Available with or without the ClearWave 60)



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3. 25" scale Mahogany neck with dual expanding truss rod



( Available with or without 'ClearWave 60' )

2. Layered Mahogany back & sides

1. Solid Engelmann Spruce top

4. Unique 'Pinstripe' accent

# MODEL 604E



## ADVANTAGES:

1. Tight grain, solid Engelmann Spruce provides a bright clear tone
2. Mahogany back & sides offer traditional warm tone
3. Dual expanding truss rod allows easy adjustment for a variety of string gauges
4. The 'Pinstripe' keeps the look of the original 1950's Silvertone 604
5. The 5-band EQ offers onboard tone adjustment and feedback control

## BENEFITS:

1. Solid Spruce top has excellent volume & projection
2. Layered Mahogany back & sides provide durability when traveling
3. The Truss rod easily adjusts to compensate for changes in weather & humidity
4. The 604's unique look stands out from the crowd of look alike acoustics
5. Onboard chromatic tuner 'mutes' the output when in use for silent tuning.



# MODEL 1444

## FEATURES:

1. Stamped steel bridge with individual saddles
2. Silvertone 'Lipstick' pickups
3. Mahogany body & Rock Maple neck
4. Two Volumes & One Tone control
5. 30" scale modern 'C' neck profile with dual expanding adjustable truss rod

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3. Mahogany body & Rock Maple neck

1. Stamped steel bridge with individual saddles

5. 30" scale modern 'C' neck profile with dual expanding adjustable truss rod

2. Silvertone 'Lipstick' pickups

4. Two Volumes & One Tone control

# MODEL 1444



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## ADVANTAGES:

1. Easy to adjust accurate intonation
2. Pickups are wound to vintage 1950's specs
3. Solid mahogany body & maple neck provide great sustain and punchy tone
4. Chrome steel knobs provide a robust look and feel
5. The short scale neck provides excellent balance & light weight feel

## BENEFITS:

1. Accommodates most common string gauges
2. Pickups have Punchy mids & sparkling 'chime' highs
3. The bass is lightweight & perfectly balanced when sitting or standing
4. Traditional bass tones are at your fingertips for any musical style
5. The short scale neck feels comfortable & fast



# MODEL 1449

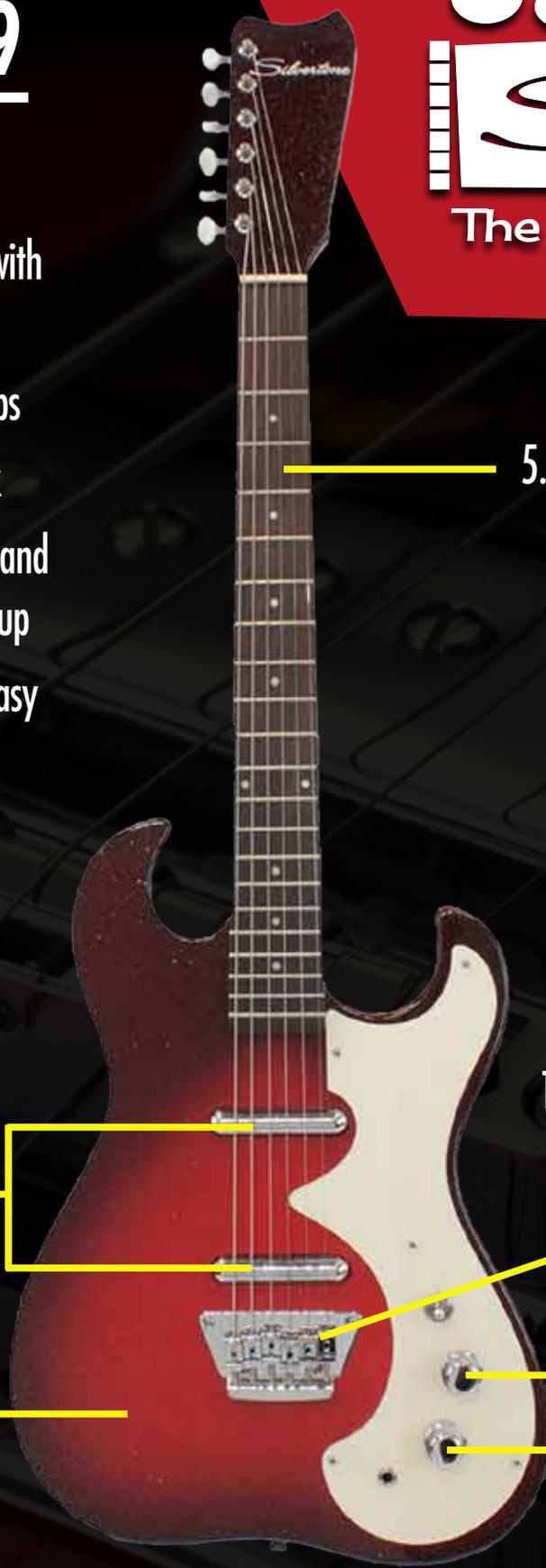
## FEATURES:

1. Unique trapezoid bridge with individual saddles
2. Silvertone 'Lipstick' pickups
3. Mahogany body and neck
4. Separate stacked Volume and Tone control for each pickup
5. Modern 'C' neck profile easy to access truss rod wheel



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5. Modern "C" Neck Profile easy to access truss rod wheel

2. Silvertone 'Lipstick' pickups

1. Unique trapezoid bridge with individual saddles

3. Mahogany Body and Neck

4. Separate stacked Volume and Tone control for each pickup

# MODEL 1449



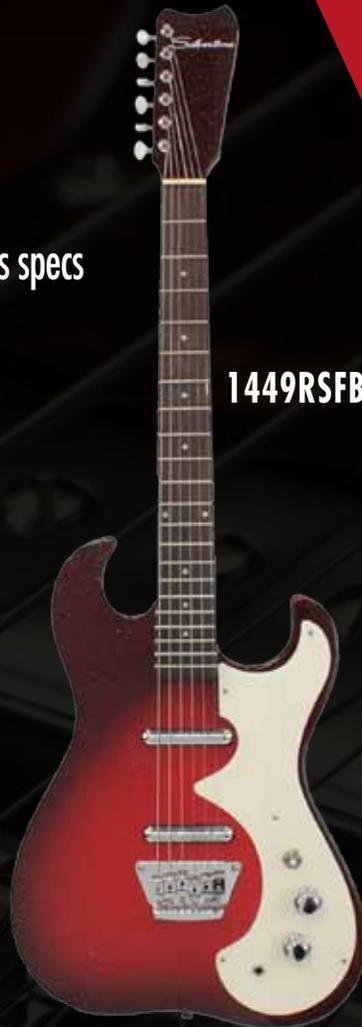
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## ADVANTAGES:

1. Easy to adjust accurate intonation
2. The pickups are would to vintage 1950's specs
3. The mahogany body and neck provide warm traditional tones
4. Chrome steel stacked knobs provide a robust look and feel
5. Standard 24  $\frac{3}{4}$ " scale 60's neck profile

## BENEFITS:

1. Ability to accommodate most common string gauges
2. The pickups have Punchy mids and sparkling 'chime' highs
3. Guitar is lightweight and perfectly balanced
4. Road ready top quality pots and 3 way switch
5. The guitars' neck feels immediately familiar and comfortable



1449RSFB



1449DBL



1449BSF

# MODEL 1303

## FEATURES:

1. Unique trapezoid bridge with individual saddles
2. Silvertone 'Lipstick' pickups
3. Mahogany body and neck
4. Separate stacked Volume and Tone control for each pickup
5. Modern 'C' neck profile with dual expanding adjustable truss rod

The Roots of Rock

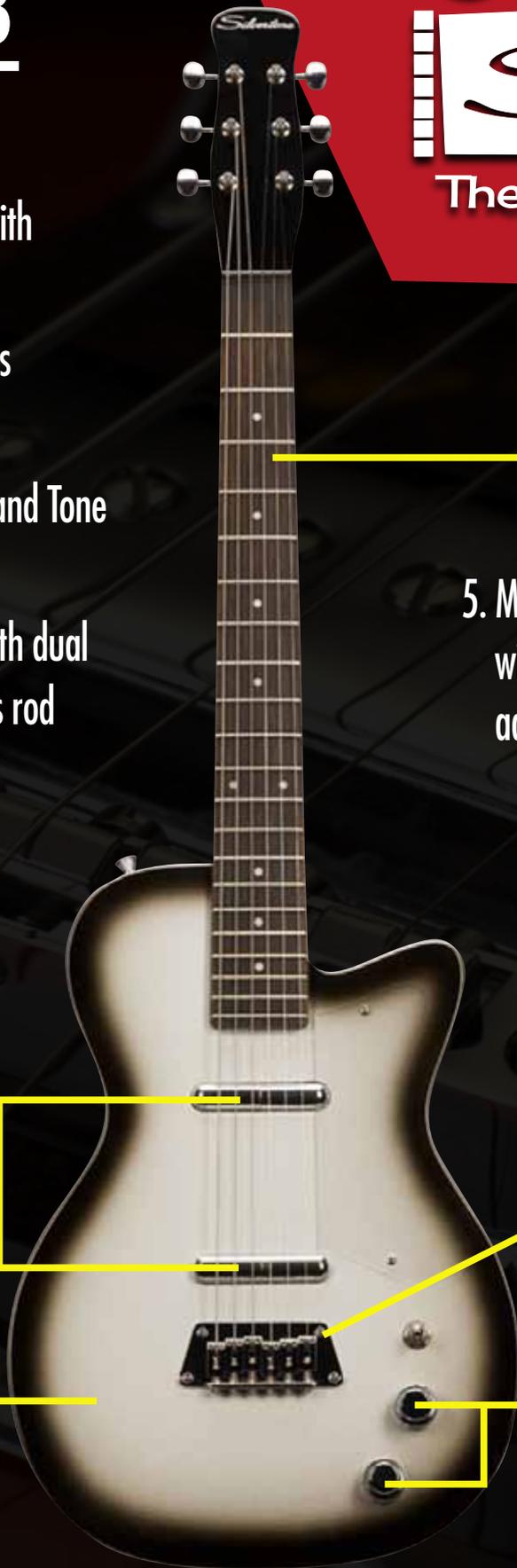
5. Modern "C" Neck Profile with dual expanding adjustable truss rod

2. Silvertone 'Lipstick' pickups

1. Unique trapezoid bridge with individual saddles

3. Mahogany Body and Neck

4. Separate stacked Volume and Tone control for each pickup



# MODEL 1303



## ADVANTAGES:

1. Easy to adjust accurate intonation
2. Pickups are wound to vintage 1950's specs
3. The mahogany body and neck provide warm traditional tones
4. Chrome, steel stacked knobs provide a robust look and feel
5. 25" scale 60's neck profile

## BENEFITS:

1. Ability to accommodate most common string gauges
2. The pickups have Punchy mids and sparkling 'chime' highs
3. Guitar is lightweight and perfectly balanced
4. Road ready top quality pots and 3 way switch
5. The guitars' neck feels immediately familiar and comfortable



# SONGWRITER SERIES



The Roots of Rock

## FEATURES:

1. Layered striped mahogany top
2. Layered mahogany back & sides
3. Mahogany neck with dual expanding truss rod
4. Available in Orchestra and Parlor body styles
5. Clear satin finish



3. Mahogany neck with dual expanding truss rod

4. Available in Orchestra and Parlor body styles

2. Layered Mahogany back and sides

1. Layered striped Mahogany top

5. Clear satin finish

# SONGWRITER SERIES



## ADVANTAGES:

1. Tight grain solid Engelmann spruce provided a bright clear tone
2. Mahogany back & side offer traditional warm tone
3. Dual expanding truss rod allows easy adjustment for a variety of string gauges
4. Smaller body styles are comfortable to play when writing your next big hit song
5. Satin finish resists fingerprints and always looks new

## BENEFITS:

1. Solid spruce top has excellent volume & projection
2. Layered Mahogany back & sides provide durability when traveling
3. Truss rod easily adjusts to compensate for changes in weather and humidity
4. All Mahogany body evokes the great Silvertone guitars of the 40's and 50's
5. Satin finish feels smooth & comfortable when playing up and down the neck



604MH NS



600MH NS

# MODEL 1478

## FEATURES:

1. Tune-o-Matic Bridge
2. Gretsch® Style Single Coil Silvertone Pickups
3. Mahogany Body With Maple Top and Back
4. Genuine Bigsby® Vibrato Tailpiece
5. Modern "C" Neck Profile



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5. Modern "C"  
Neck Profile

2. Gretsch®  
Style Single Coil  
Silvertone Pickups

1. Tune-O-Matic Bridge

3. Mahogany Body With  
Maple Top and Back

4. Genuine Bigsby®  
Vibrato Tailpiece

# MODEL 1478



## ADVANTAGES:

1. Easy to adjust accurate intonation
2. High output and low noise pickups
3. Maple top makes unique Red Sunburst finish stand out
4. Industry standard whammy bar
5. Standard 60's neck profile with 24 1/2" radius

## BENEFITS:

1. Easily accommodates most common string gauges
2. Pickups produce Punchy mids and sparkling "twangy" highs
3. Maple top and back enhance treble frequencies
4. Smooth action vibrato effects
5. Guitar neck immediately feels familiar and comfortable



# MODEL 1423



*Silvertone*

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## FEATURES:

1. Tune-o-Matic Bridge
2. Duncan Design Pickups
3. Gold Sparkle Finish
4. Unique Blend Control
5. Modern "C" Neck Profile



5. Modern "C" Neck Profile

2. Duncan Design Pickups

4. Unique Blend Control

3. Gold Sparkle Finish

1. Tune-O-Matic Bridge

# MODEL 1423



## ADVANTAGES:

1. Easy to adjust accurate intonation
2. Noiseless Humbucking "Filtertron style" pickup
3. Durable high gloss Metalflake finish
4. Blend Control offers "Wah" type tone onboard
5. Standard 60's neck profile with 24 3/4" radius

## BENEFITS:

1. Easily accommodates most common string gauges
2. Pickups produce Punchy mids and sparkling highs without hum or buzz
3. The Metalflake finish looks amazing with onstage lighting
4. Pickup Blend Control enhances creativity
5. Guitar neck immediately feels familiar and comfortable



1423BGF

1423RSFB

# THIS IS HISTORY!

As early as 1905, Sears, Roebuck & Company was selling musical instruments – mainly ukuleles – built by the Harmony Company. In 1916, Harmony was bought by Sears, continuing to make instruments for Sears & other customers. In 1940, Sears sold the Harmony brand to an investment group and adopted the Silvertone brand name for all musical instruments. By then, Sears was buying instruments from many other U.S. builders as well as Harmony. The 1940s market the introduction of Silvertone electric guitars. The late '30s had seen plenty of 'Hawaiian' lap steel instruments & amps, but 1941 marked the first year you could get an electric six-string in the Sears catalog. The selections were limited, but the funky, eclectic styling & easy affordability made them popular with players. Silvertone guitars were inexpensive & readily available by mail order. Struggling blues musicians of the 1940s found them roadworthy & replaceable, with legends such as Muddy Waters and Arthur "Big Boy" Crudup among those who chose Silvertones.

The electric guitar went solid in the 1950s, & Silvertone was right there at the beginning. The 1950s was a great decade to be a guitar player. Along with new music styles, new guitar ideas were coming from inventors, tinkerers & technicians. Recording technology was improving, popular music was expanding & everybody wanted to party. Just about every musical icon of the '60s played their first notes on Silvertone guitars in the 1950s. Jimi Hendrix named his 1956 Silvertone "Betty Jean," after his girlfriend. Bob Dylan rocked a 1319 in 1958. At least one 1950s-era Silvertone can be heard on Dylan's 2006 release, "Modern Times." Over 100 biographies of modern musicians mention Silvertone & the first guitar brand of well-known musicians... And why not – they were affordable, reliable & available to anyone with a Sears catalog (which was just about everyone at the time).

The 1960s were a decade of change in just about every facet of American life. Early in the decade, there was a great new interest in folk music as folk artists moved from rural areas to the cities. Pete Seeger, Dave Van Ronk, Joan Baez & Bob Dylan began to get notice, & as they grew in popularity, many young people picked up guitars to join them. Like today, high-end guitars were expensive & upscale makers just couldn't keep up with the demand for acoustic guitars. During the '60s, Silvertone tapped many of America's guitar makers. Names like Harmony, Kay, Danelectro, Supro, Valco & National all made guitars under the Silvertone name. Some of these were nearly identical to those that wore the maker's name & others were developed specifically for Silvertone. For a great peek at the classic guitars from the period, check out [silvertoneworld.com](http://silvertoneworld.com) & [vintagesilvertones.com](http://vintagesilvertones.com). Both are great resources for Silvertones of days gone by.

Fast Forward... The demand for vintage guitars of the 1950s & '60s soared over the past few decades & prices for exclusive vintage axes can top \$100,000. Recently there's been great interest in Silvertone guitars from the era with many models that originally sold for under \$100 now demanding prices over \$1,000. That's where we come in.

Silvertone Reissue models have all the vibe & tone of the original vintage models, but with upgraded features – better bridges, machine heads & neck joints — that make them true professional instruments for the 2000s. The line of Silvertone Reissues is expanding. We hope to reintroduce as many of the classic models of yesteryear as players demand. If you have a special model from back in the day that you'd like to see us make, drop us a note here & let us know.





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## The Roots of Rock

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