

Electar

C. G. CONN LTD.  
RETAIL FACTORY BRANCH  
209-211 Trumbull St.  
HARTFORD, CONN.

Electar

Electric Musical Instruments



## *Electar* LABORATORIES

The perfection of ELECTAR instruments is not the result of hit or miss guesswork but rather the result of painstaking experimentation. Illustrated are several views of the ELECTAR Laboratories where every component is checked prior to assembling.

The perfection of ELECTAR instruments is the result of tests from the laboratory to the radio station control room.



# FOREWORD

We are builders of the highest grade fretted musical instruments since 1873. Our past experience has proved invaluable in the perfection of ELECTAR instruments. They are truly musical instruments and not mere exploitation of electrical amplification.



ELECTAR instruments have been accepted as the standard for comparison and are used by the greatest artists.

Grateful acknowledgment is hereby made to those artists and engineers whose cooperation made it possible to produce the finest electric instruments obtainable.

## **EPIPHONE, INC.**

WORLD'S LARGEST  
FIRST GRADE INSTRUMENT BUILDERS

**142 West 14th St., New York, N. Y.**

All prices cover 110 volt 60 cycle models. Models for special power requirements also available. Prices on request. All prices subject to change without notice.

CONTROL ROOM AT NBC STUDIOS



# *Electar* ELECTRIC HAWAIIAN GUITAR

## MODEL M . . .

**Beauty in appearance and tone. Tremendous volume.** Ruggedly constructed of finest materials, jet black body with rigid metal top for added brilliance and sustaining qualities, handsomely engraved, rosewood fingerboard with flush-inlaid pyralin frets and color coded position marks making it easier to locate playing positions. Fitted with non-slip back for playing comfort. Obtainable with raised frets on special order at same price.

Inset shows location of knurled adjustment nuts for treble or bass emphasis. Easily accessible volume and tone controls. Tone control enables player to obtain variations from high brilliance to muted organ effects.

Amplifier is shown with Detacho cover removed.



# Electar ELECTRIC HAWAIIAN GUITAR

This Model is the choice of the finest artists throughout the world for beauty of tone and balance between treble and bass. Made in the new short scale with neck joining body at twelfth fret. The tone of this instrument is unusually rich and brilliant. The High Fidelity pickup is designed for lifetime performance, using the finest quality magnets obtainable for the purpose and impregnated layer-wound coils for trouble-free operation. These are features exclusive with ELECTAR instruments.

The amplifiers are built for the ultimate in tone, volume and durability. These amplifiers employ the latest type of beam power amplification, characterized by maximum power and distortionless operation and equipped with inputs for two ELECTAR instruments and ELECTAR Bullet Microphone, handy toggle switch, shielded instrument cords with metal plugs. The cases are covered with gray linen airplane cloth and fitted with highly polished hardware.

The AC amplifiers have an output rating of fifteen watts and the AC-DC amplifiers ten watts. Specially constructed 12" electro-dynamic speakers are standard equipment.

The outfit includes the amplifier illustrated and instrument case complete.



**AC Outfits complete with cases and cords**

6 string .....	\$150.00
7 string .....	160.00
8 string .....	170.00
AC Amplifier only.....	75.00

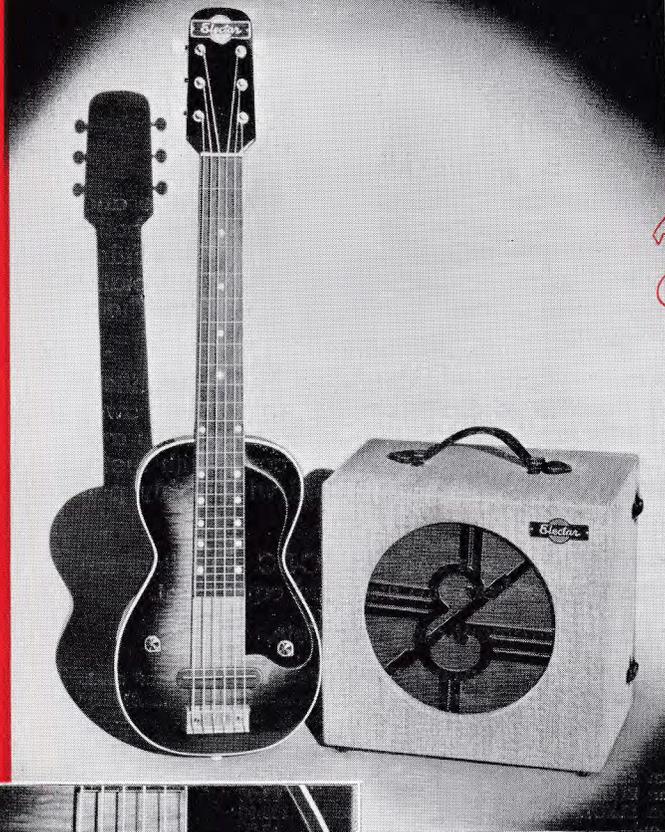
**AC-DC Outfits complete with cases and cords**

6 string .....	\$175.00
7 string .....	185.00
8 string .....	195.00
AC-DC Amplifier only.....	100.00

6 string Hawaiian ELECTAR only....	\$75.00	with case....	\$ 85.00
7 string Hawaiian ELECTAR only....	85.00	with case....	95.00
8 string Hawaiian ELECTAR only....	95.00	with case....	105.00
Instrument Case only.....	15.00		

NEW LIST PRICES  
 AC Outfit complete with cases and cords  
 6 string ..... \$150.00  
 7 string ..... 160.00  
 8 string ..... 170.00  
 AC Amplifier only \$75.00

These FIVE prices supersede all prices listed above



**M O D E L C . . .**  
**Light • Compact**

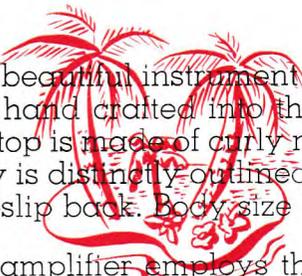
This model wins the eye as well as the ear. Its rich finish and aristocratic appearance will make every musician a proud owner. A splendid opportunity for the musician to get a truly good electric Hawaiian guitar for a price he can well afford to pay. Inset illustrates easily accessible fingertip controls for both volume and tone. Amplifier fitted with detachable back cover for added protection.

*Electar* **ELECTRIC**  
**HAWAIIAN GUITAR**

# Electar

## ELECTRIC HAWAIIAN GUITAR

TONE CONTROL  
NOW FITTED ON AMPLIFIER.  
INSTEAD OF INSTRUMENT  
FOR BETTER OPERATION.



This beautiful instrument is built from the finest selected woods and hand crated into the marvelously toned instrument it is. The top is made of curly maple artistically high-lighted and the body is distinctly outlined with a bound edge. Individual pegs. Non-slip back. Body size 13½" x 9".

The amplifier employs the latest type beam power amplification characterized by maximum volume and distortion-free tone. It is trouble free and equipped with specially constructed 10", dust proof, electro-dynamic speaker. It is built ruggedly and very compact. Size overall, 12¼" x 12¼" x 8".

Both amplifier and instrument cases are covered with airplane keratol cloth.

Sold as a complete outfit and only in the six string Hawaiian model.

For AC Operation.....\$100.00 For AC-DC Operation..\$110.00



# Electar

## ROCCO MODEL DOUBLE NECK HAWAIIAN GUITAR

A sensation wherever played . . . elevates the steel guitar to the level of finest concert instruments.

The ultimate instrument for the Hawaiian or Steel Guitar artist. Designed in conjunction with Anthony Rocco, original and foremost exponent of this type of instrument.

This instrument permits the execution of almost any chord in modern harmony or melody, with the steel bar in the straight position.

Anthony Rocco tunes his instrument as follows:

**First Neck**  
(nearest player)  
E 7th  
7 String

E Plain, high  
B Plain, high  
G# Plain, high  
E Wound, medium  
D Wound, medium  
B Wound, bass  
E Wound, bass

**Second Neck**  
Rocco Tuning  
8 String

F# Plain, high  
E Plain, high  
D Plain, high  
C Plain, high  
C# Plain, high  
B Plain, high  
G# Plain, high  
E Wound, medium

While the above tuning for the eight string neck is for use in conjunction with the E 7th tuning, it may be tuned to coincide with A 7th tuning.

This model is regularly supplied with 7 strings on nearest neck and 8 strings on the other. Can be supplied with 6, 7 or 8 strings on each neck or combinations of these numbers on special order.

The Rocco Model Double Neck Guitar is built very substantially with a metal top for maximum in tone and sustaining qualities. Equipped with two volume controls for individual adjustment of each neck and a tone control for both.

Specially designed dampers enabling player to cut off string vibrations from neck not in use are standard equipment. Furnished complete with cord and shielded plugs. Fitted in black keratol covered case, plush lined, with three accessories pockets, polished brass hardware.

**\$250.00**

EIGHT



# Electar

## SUPER AC-DC AMPLIFIER

This amplifier is custom built and is the ultimate for AC-DC operation. The tremendous volume is sufficient to fill the largest hall and is used in large orchestras. It is the choice of such famous artists as Andy Sannella, Lew Green, Frank Klinger, Sam Spergel and numerous others.

The large keratol covered case acts as an excellent baffle for the **genuine** high fidelity 12" speaker with a resultant beauty of tone not obtainable in other amplifiers. This amplifier solves the problem of combining AC and DC operation with greater volume. The case is fitted with detachable covers for front and back for added protection.

It is equipped with input for microphone with gain control, two inputs for ELECTAR instruments with gain control, overall tone control, handy on and off switch and pilot light.

The case is fitted with a compartment for carrying extra cords, tubes, etc.

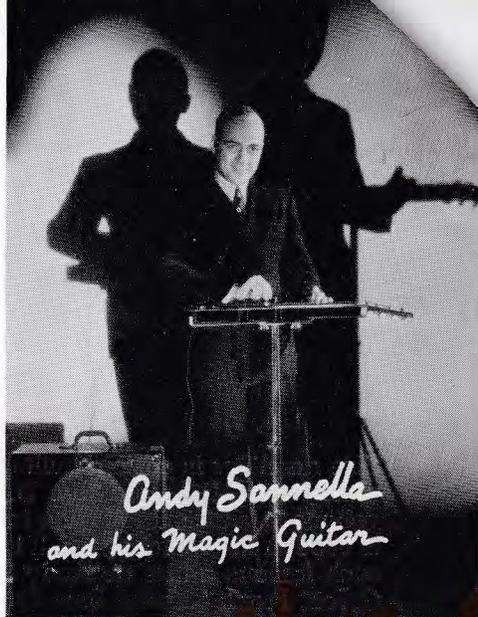
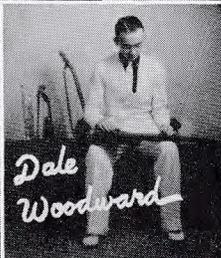
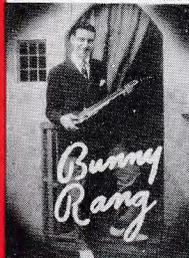
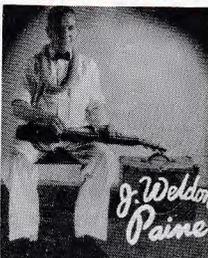
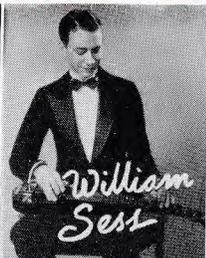
**\$185.00**



Johnny Green Orchestra

Popular N. Y. Artist

Teacher  
Gloversville, N. Y.



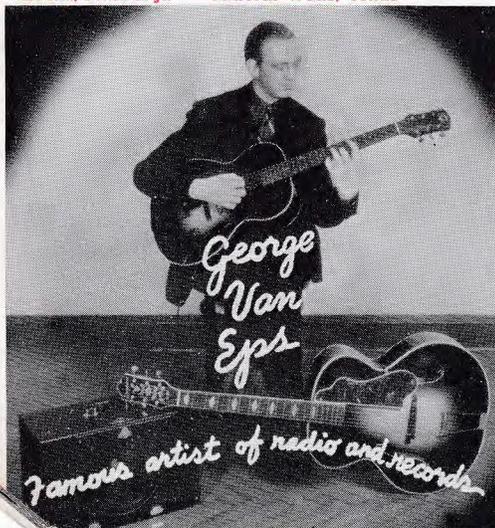
Leader and Soloist  
Gillette Community  
Sing Program  
Movie Shorts, etc.

Andy Sannella  
and his Magic Guitar

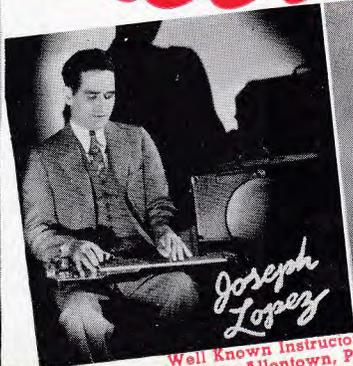
Staff Steel Guitarist  
KDKA, Pittsburgh

"Crazy Hotel"  
Mineral Wells, Texas

Northampton, Pa.



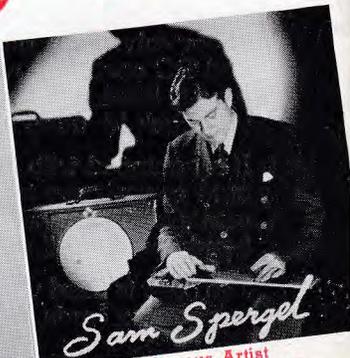
# Electar is the



Well Known Instructor,  
Allentown, Pa.



Hotel McAlpin  
New York



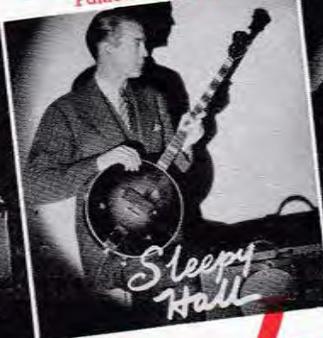
Famous Artist  
Plays all Lucky Strike  
"Hit Parade" Programs  
NBC and CBS Networks

Hotel Taft, N. Y.  
Radio and Records



Frank Klinger  
with George Hall

Rudy Vallee Programs  
Famous Banjoist



Sleepy  
Hall

RCA-Victor Records, Paramount  
Shorts "Popeye," "Betty Boop"



Ralph Colicchio



Ferdie Grofe

Lew Green  
Famous artist of radio and records

# artists' choice

With Edw. Rosenwald Orchestra  
Keith Theatre, Boston, Mass.

Popular Artist  
Nashua, N. H.

Sta. W.E.S.T., Easton, Pa.



Carl Forberg



Russell  
Upham



Clyde  
Arnold, Jr.



Anthony  
Rocco

Ace of the Steel Guitar  
Paul Whiteman and  
Meyer Davis Orchestras



Bruce  
'Junior'  
Anderson

Formerly with  
Eddie Duchin Orchestra



Grady  
D. Moore

Radio Artist & Teacher  
Nashville, Tenn.



Clarence  
Mercer

Popular Artist  
Bridgeport, Conn.



The grand piano volume obtainable with this instrument elevates it to an important position in the dance orchestra. It is also exceptionally fine for solo work and finger style playing.

The tone control enables the player to obtain effects from sheer brilliance to a soft muted tone of unusual beauty. A true answer to the guitarist's dream of sufficient volume to be heard in the largest orchestras. This instrument is characterized by an extremely low and easy playing action.

The instrument is built in the popular grand concert size, finished in walnut brown with highlighted arched top properly supported and dampened to avoid after tones and acoustic feed-back. "F" Holes add to the appearance. It has the famous EPIPHONE fingerboard, adjustable bridge, extension tailpiece and adjustable Model M pick-up. It is furnished complete with keratol covered case and cord with shielded metal plugs.

Spanish ELECTAR complete with case and cord...\$ 85.00

Complete outfit with Model M Amplifier for AC **170.00**  
Operation ..... **160.00**

Complete outfit with Model M Amplifier for AC-DC  
Operation ..... 185.00

# Spanish GUITAR



# Tenor GUITAR

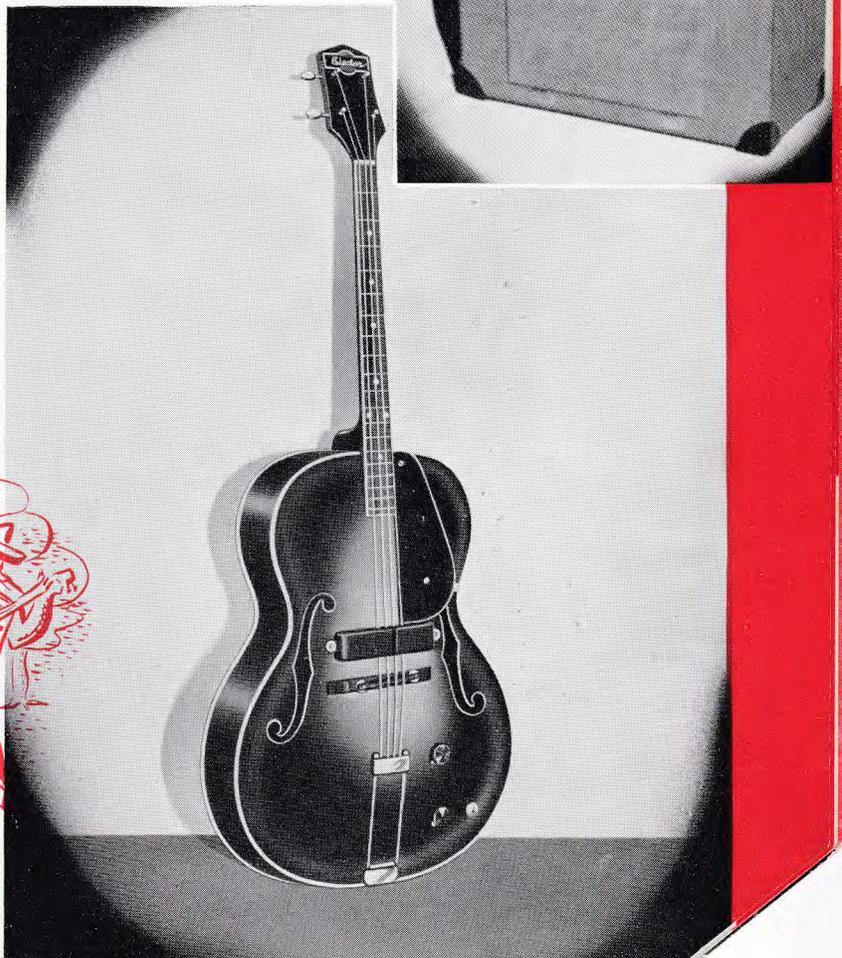


This instrument is designed for Tenor players desiring the benefits of electrical amplification. The description on the foregoing page fits this instrument also. The tone control enables the player to obtain effects approaching the Tenor Banjo or the rich beauty of the Spanish Guitar with the twist of the knob. Both controls are conveniently mounted for easy accessibility.

Obtainable in the conventional Tenor Scale of 23 inches. Plectrum scale of 27 inches obtainable on special order.

- Tenor or 4 string Plectrum Guitars complete with case and cord .....\$ 85.00
- Complete outfit with Model M Amplifier for AC Operation ..... 170.00
- Complete outfit with Model M Amplifier for AC-DC Operation ..... 160.00
- Complete outfit with Model M Amplifier for AC-DC Operation ..... 185.00

Inset shows the appearance of the Model M Amplifier case with the Detacho cover in place on the front.



## MODEL M MANDOLIN

- Complete with case and cord ..... 85.00
- Complete Outfit with Model M Amplifier for AC operation ..... 170.00
- Complete Outfit with Model M Amplifier for AC-DC operation ..... 185.00

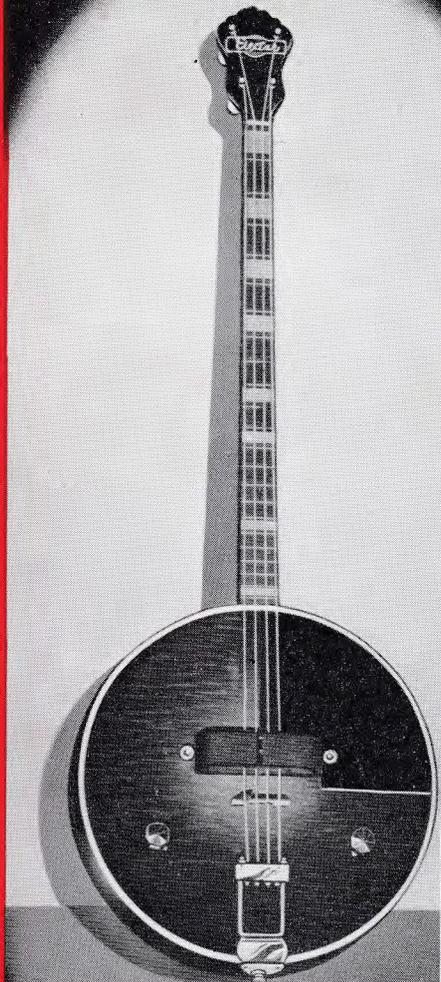


# BANJO

This instrument is the answer to the banjo player's dream of an instrument which, at will, can be made to sound like the conventional banjo or guitar. All that is necessary to obtain this change is to turn the knob for the tone control. It is made with the celebrated EPIPHONE neck and fingerboard famous for its non-warping construction and perfect dimensions. The top is made of curly maple beautifully finished and highlighted. An imitation tortoise shell pickguard is permanently attached.

The regular model is furnished in the Tenor Scale. Plectrum on special order. Furnished complete with three ply keratol covered case and cord with shielded plugs.

<b>Tenor or Plectrum Banjo, complete with case and cord .....</b>	<b>\$ 85.00</b>
<b>Complete outfit with Model M Amplifier for AC Operation .....</b>	<b>170.00</b>
<b>Complete outfit with Model M Amplifier for AC-DC Operation .....</b>	<b>185.00</b>



# HAWAIIAN

# Tunings

Following is a compilation of the various Hawaiian Guitar tunings in common usage today. A study of these tunings will enable the player to make his selection in accordance with the results desired.

The conventional Hawaiian tunings such as the A Major have long been popular for the Hawaiian style of music. They are comparatively easier to learn than the A 7th or E 7th.

With the advent of the Electric Steel Guitar a definite place for this instrument was assured in the dance orchestra. For this type of playing the A 7th and E 7th tunings were developed.

Andy Sannella, long famous as soloist on the steel guitar, devised the 6 string E 7th tuning as the best for playing in conjunction with dance orchestras. Anthony Rocco, steel guitar soloist, formerly with Paul Whiteman's famous orchestra, devised the 7 String E 7th tuning with the added string (E) in the middle.

No attempt is hereby made to discriminate against any style of tuning as each and every one has its definite advantages. All listings start from top or high string (1st).

## CONVENTIONAL HAWAIIAN TUNINGS

### A Major with E on top

E Plain, high  
C# Plain, high  
A Plain, middle  
E Wound, middle  
C# Wound, middle  
A Wound, bass

### A Major with E on top (Standard Hawaiian)

E Plain, high  
C# Plain, high  
A Plain, middle  
E Wound, middle  
A Plain, middle  
E Wound, bass

### A Major with A on top

A Plain, high  
E Plain, high  
C# Plain, high  
A Plain, middle  
E Wound, middle  
A Wound, bass

### A 7th with A on top

#### 6 string Guitar

A Plain, high  
E Plain, high  
C# Plain, high  
A Plain, middle  
G Wound, middle  
C# or E Wound, middle

#### 7 string Guitar

A Plain, high  
E Plain, high  
C# Plain, high  
A Plain, middle  
E Wound, middle  
C# Wound, middle  
G Wound, middle

### E 7th 6 string

E Plain, high  
B Plain, high  
G# Plain, middle  
D Wound, middle  
B Wound, bass  
E Wound, bass

### E 7th 7 string

E Plain, high  
B Plain, high  
G# Plain, middle  
E Wound, middle  
D Wound, middle  
B Wound, bass  
E Wound, bass

### A 7th with E on top

#### 6 string Guitar

E Plain, high  
C# Plain, high  
A Plain, middle  
G Wound (thin), middle  
E Wound, bass  
A Wound, bass

#### 7 string Guitar

E Plain, high  
C# Plain, high  
A Plain, middle  
G Wound (thin), middle  
E Wound, middle  
A Wound, bass  
E Wound, bass

### E 7th 8 string (As suggested by Frank Klinger)

F# Plain, high  
E Plain, high  
B Plain, high  
G# Plain, middle  
E Wound, middle  
D Wound, middle  
B Wound, bass  
E Wound, bass

### A 9th

E Plain, high  
C# Plain, high  
A Plain, middle  
E Wound, middle  
C# or A Wound, middle  
G Wound (thin), middle  
B Plain, high

# Electar STRINGS

ELECTAR strings are made from scientifically gauged and selected magnetic materials, especially for ELECTAR instruments. Their use with other make instruments will vastly improve their performance.

All ELECTAR wound strings are hand polished to reduce "swish" to a minimum.

## ELECTAR HAWAIIAN OR SPANISH GUITAR STRINGS Specify Spanish or Hawaiian

Ball Ends	Per Dozen	Gross Price	Gross Prices Apply on
1st.....Plain	\$1.20	\$12.00	1/2 gross
2nd.....Plain	1.20	12.00	1/2 gross
3rd.....Plain	1.25	12.50	1/2 gross
3rd.....Wound	2.90	29.00	1/3 gross
4th.....Wound	3.05	30.50	1/3 gross
5th.....Wound	4.00	40.00	1/3 gross
6th.....Wound	5.65	56.50	1/3 gross
Sets Hawaiian with plain 2nd and 3rd, 6 string....	1.50 per set	15.00 per doz. sets	
Sets Hawaiian with plain 2nd and 3rd, 7 string....	1.75 per set	17.50 per doz. sets	
Sets Guitar with plain 2nd and wound 3rd.....	1.65 per set	16.50 per doz. sets	

## ELECTAR TENOR OR PLECTRUM GUITAR OR BANJO STRINGS

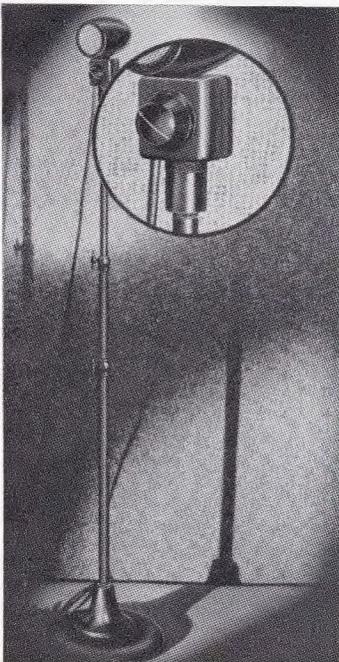
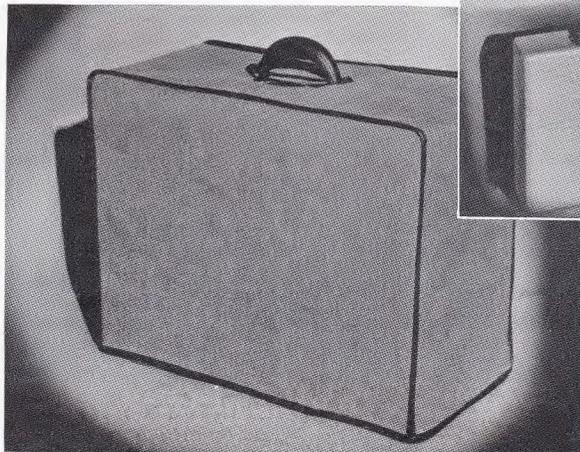
Ball Ends	Per Dozen	Gross Price	Gross Prices Apply on
A or 1st Plain .....	\$1.20	\$12.00	1/2 gross
D or 2nd Plain .....	1.20	12.00	1/2 gross
G or 3rd Wound .....	2.90	29.00	1/3 gross
C or 4th Wound .....	3.05	30.50	1/3 gross
Set of four .70	Dozen sets 7.00		



Patented. Licensed by MIESSNER INVENTIONS, INC.  
Under one or more of the following U. S. Patents:  
1,906,607 - 1,915,858 - 1,929,027 - 1,929,029 - 1,932,438  
1,912,293 - 1,915,859 - 1,929,028 - 1,933,296 - 2,027,074  
and other pending patents

## HAWAIIAN INSTRUMENT CASES

- Model M—Heavy gray linen airplane cloth covered, reinforced leather corners, velvet lined. Solid leather handle, nickel plated lock-catches. Fitted with two accessories pockets .....\$15.00
- Model C—Heavy keratol airplane cloth covered, lined with fleece. Gun metal catches and hardware .....\$10.00
- Guitar Stand—Collapsible, nickel plated (illustrated at left) .....\$3.00



# Important ACCESSORIES

- ELECTAR BULLET MICROPHONE—Makes a P. A. System of any guitar amplifier. The unusually high and even response of this microphone makes it the ideal companion for ELECTAR Amplifiers or any make guitar amplifier. The control is right on the microphone and no controls are necessary on the amplifier. Complete with chromium plated, adjustable 3 section floor stand, 20 feet of cord and shielded plug.....\$45.00

### CASE COVERS

- Model M—Waterproof, heavy Mackintosh cloth, bound. Slip-over for Amplifier Case.....\$3.30
- Zipper type for Instrument Case..... 8.25
- Model C—Waterproof Mackintosh, bound. Slip-over type for Amplifier Case..... 2.70
- Snap Button type for Instrument Case..... 5.25
- FOOT PEDAL VOLUME CONTROL—A useful accessory for obtaining organ effects and volume variations without use of hands. Complete with necessary cords and plugs .....\$15.00

### INSTRUMENT CORDS

- Model M—10 feet, shielded, rubber covered, with shielded metal plugs .....\$2.75
- Model C—10 feet, shielded, rubber covered, with bakelite plugs ..... 2.00



# Accessories

**HAWAIIAN GUITAR STAND**—Ruggedly constructed, adjustable in height for playing in sitting or standing position. Collapsible. Heavily nickel plated. Flat type rollers.....\$10.00

**AMPLIFIER STAND**—A handy stand for better sound projection. Collapsible. Heavily nickel plated.....\$3.00

**THE EPI-ROCCO BAR**—This is a new bar developed in conjunction with Anthony Rocco, famous steel guitarist. It is designed for use on both sides. The metal part is made from a special hard alloy, chromium plated. The wooden side is made from a self lubricating wood of long wearing quality. This bar reduces to a minimum the disagreeable "swish" noticed when using other bars. In use by all well known artists.

No. 700.....\$2.50 each



**No. 701**—The Elton Professional Steel. Highly polished bronze .....\$1.00 each



**THE LIFE-TIME STEEL**—Made of Stainless Steel, very hard and highly polished, will show no sign of wear over a long period, no plating to peel off. The ends are rounded for comfort and playing ease.

No. 702 —3"x½" Round .....\$1.00 each

No. 702A —3"x¾" Round ..... 1.00 each

No. 703 —3"x¾" Round ..... 1.25 each



# Hawaiian GUITAR PICKS

## KEALOHA PROFESSIONAL HANDMADE PICKS

— These picks are custom made, resulting in that comfortable feel which aids the artist in properly executing the fastest passages. The fingerpicks are of a patented design with the loop entirely encircling the finger and yet adjustable. They are made from a special composition assuring long wear.

**No. 704—Kealoha Fingerpick**  
\$0.50 each

**No. 705—Kealoha Thumbpick**  
\$0.25 each

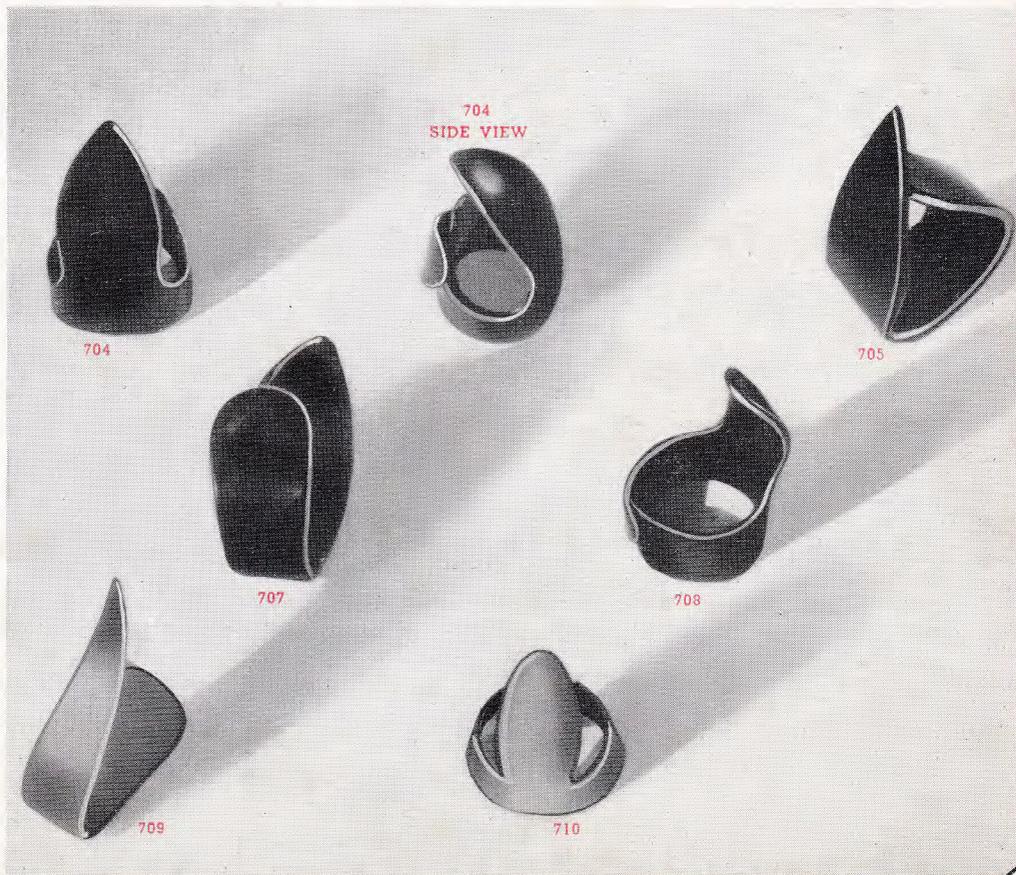
**No. 706—Kealoha Picks, set of 3** .....\$1.25 per set

**No. 707—Celluloid Thumbpick**  
\$1.00 doz.

**No. 708—Celluloid Fingerpick**  
\$1.00 doz.

**No. 709—Polished Steel Thumbpick** .....\$0.75 doz.

**No. 710—Polished Steel Fingerpick** .....\$0.75 doz.



# *Guarantee*

All Electar Instruments are life-time guaranteed against defects in workmanship or materials. Electar Amplifiers are guaranteed for 1 year from date of purchase, ordinary wear and tear excepted.

EPIPHONE, Inc.  
NEW YORK, N. Y.

*Sold by*