

Return of a Classic!

Back in '63...gas cost 26 cents a gallon...a new group called the Beatles played the Ed Sullivan show...and an odd-looking electric guitar burst onto the pages of the Sears catalog.

Danelectro's "model 1449" would soon become the rage of garage bands and pros alike.

Why? One reason was tone. Danelectro's pickups, ingeniously housed in lipstick tubes, quickly became known for their "signature twang". The guitar bodies were light weight and featured a hollow inner chamber which made them sonically "alive"...unlike traditional solid bodies.

Fast forward forty-five years...Danelectro re-issues this prized guitar...calling it the "Dano '63".

Our first task in bringing back this great guitar was to replicate the 60's era Lipstick pickups. That meant acquiring dozens of old Lipsticks and tearing them apart to uncover their "secrets". The resulting reissue pickups are hot and sweet and sonically accurate to the originals.

Next we upgraded the tuners and bridges to make this guitar as fun to play as it is to listen to.

And to make it just as fun to look at, we combed old paint archives for just the right "retro" colors to capture the soul and spirit of this great guitar. We then plated all the hardware with "zero gloss" nickel.

And to be faithful to the Danelectro legacy, it is priced to be just as affordable as its 45 year old cousin. We hope you enjoy playing it as much as we enjoyed producing it.

Dano '63™
\$299






RED BURST

-  RED BURST
-  AQUA
-  BLACK
-  BURGUNDY
-  TANGERINE
-  GOLD
-  KEEN GREEN
-  PEACH

Dano '63™ BARITONE
\$349






GOLD

-  RED BURST
-  BLACK
-  GOLD

Dano '63™
LONG SCALE BASS
\$349



AQUA

-  RED BURST
-  BLACK
-  AQUA

Dano '63™
SHORT SCALE BASS
\$349



-  RED BURST

Danelectro®
TONE HEAVEN SINCE '47™

1-888-643-8950 www.danelectro.com
Limited Dealerships



GOLD
DANO '63 BARITONE



AQUA
DANO '63 LONG SCALE BASS



BLACK
DANO '63 BARITONE



RED BURST
DANO '63 LONG SCALE BASS



RED BURST
DANO '63 BARITONE



BLACK
DANO '63 LONG SCALE BASS



KEEN GREEN
DANO '63 GUITAR



RED BURST
DANO '63 SHORT SCALE BASS



BURGUNDY
DANO '63 GUITAR



BLACK
DANO '63 GUITAR



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DANO '63
GUITAR