

# Catalogue of MUSICAL MERCHANDISE

Rola Celestion

P. M. Loudspeakers

Fratinelli Accordions

Hofner Musical Instruments

Talk-a-Phone  
Intercoms



**JOHNSON**  
SOUND SYSTEMS

1327 ROSSER AVENUE  
PHONE 4222

BRANDON, MANITOBA

**W**e take pleasure in handing you herewith our new catalogue of Musical Instrument Amplifiers, Stringed Musical Instruments and their accessories.

We wish to offer to our friends all over Canada—the best, and only the best, so we work consistently to supply **FIRST QUALITY MERCHANDISE** at the lowest possible prices.

The up-to-date equipment in our electronics workshop enables us to deliver highly efficient and satisfactory amplifiers for the Guitar, Violin, Accordion or Public Address System.

Violins, Guitars, Basses, Accordions, etc., listed in this catalogue have been manufactured in Europe by master craftsmen, whose rich experience has been utilized in the design of their instruments for the benefit of our many customers.

#### TERMS OF SALE

CASH WITH ORDER is without doubt the easiest and most economical way to order. Remittances should be made by bank draft, money order or certified cheque. **DO NOT REMIT BY CASH EXCEPT BY REGISTERED MAIL.** We cannot undertake responsibility for loss of money enclosed in unregistered letters.

We will gladly open new accounts to customers if suitable credit ratings or satisfactory references have been supplied. All shipments are sold and billed f.o.b. Brandon. 2% discount will be allowed for cash in advance; NET, C.O.D.

YOUR COMPLETE SATISFACTION IS OUR GREATEST CONCERN.

**JOHNSON**  
*Sound Systems*

1327 ROSSER AVE.

BRANDON, MAN.

PHONE 4222



# The New *Sounds*

By JOHNSON

Power requirements for all our amplifiers: 110-125 volts, 60 cycle a.c.

## The "VIBRANTE" - - - - \$225.00\*\*

The Amplifier which has to be seen and heard to be appreciated. It is our masterpiece... Rich brilliant tone or deep and mellow, without distortion even at high volume levels. British Rola Celestion 12-inch heavy duty speaker. A conservative 35 watts output.

Large power transformer.

9 tubes: 2-6C5, 4-6SJ7, 2-6L6G, 1-5Z3.

4 inputs: 2 instrument, 1 microphone, 1 crystal phono.

Dimensions: 22 x 17 x 9½ inches.

Weight: approximately 42 pounds.

Pilot light and fuse.

Front appearance same as illustration.

Beautifully finished with chrome handle and two-tone plastic covering.



Johnson Maestro

## The "MAESTRO" - - - - \$195.00\*\*

Separate bass and treble controls provide sharp, penetrating highs, or amazing deep low tones, according to the needs of the performer.

When used with a Spanish Guitar, the Maestro will reproduce the low notes with great depth and intensity. Because of its ability to reproduce the basses without distortion, THE "MAESTRO" IS STRONGLY RECOMMENDED FOR USE WITH THE ACCORDION. Makes any accordion sound like an electric organ.

Large power transformer.

6 tubes: 2-6SJ7, 1-6SN7, 2-6L6G, 1-5U4G.

4 inputs: 3 high gain for instruments, or microphone or magnetic pick-up (record player), 1 crystal phono.

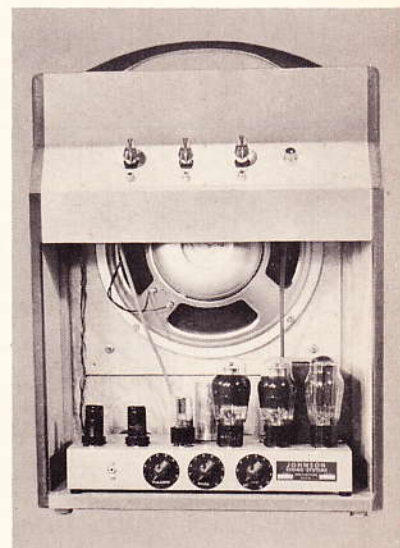
20 watts output.

12-inch heavy duty speaker.

Dimensions: 22 x 17 x 9½ inches.

Weight: approximately 32 pounds.

Pilot light and fuse.



Back view of Maestro

# Popular demand has made us produce

The

## Johnson JUNIOR

MODERATELY PRICED

The "JOHNSON JUNIOR" - - \$135.00\*\*

A powerful little Amplifier suitable for violin or guitar. The surprising quality and tone of this "Junior" is far beyond that of any Amplifier in its price range. Will stand up under heavy use. Rugged construction.

6 watts output.

5 tubes: 1-12SJ7, 1-12SL7, 2-12A6, 1-5Y3.

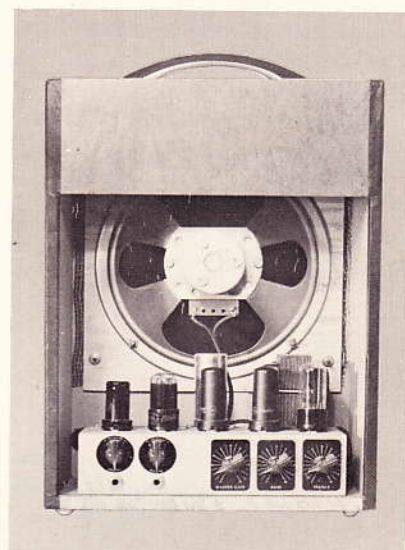
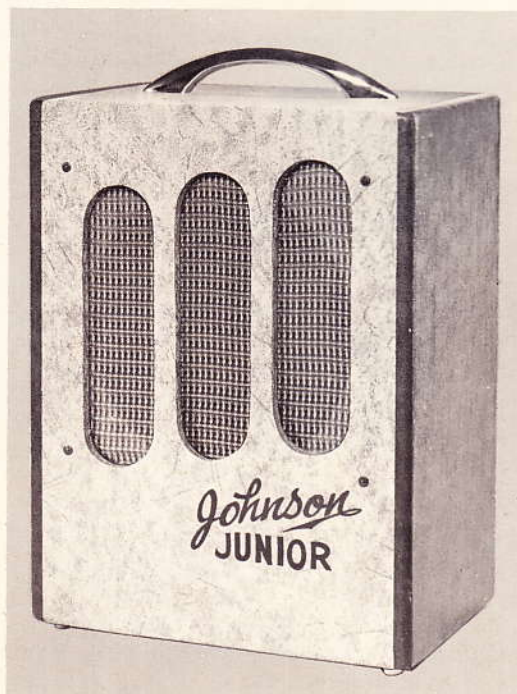
2 inputs: both for instruments, microphone, or magnetic record-player.

Separate bass and treble controls.

10-inch heavy duty British Rola Celestion speaker.

Dimensions: 17 x 13 x 8½ inches.

Weight: approximately 16 pounds.



Like all our Amplifiers, the Junior is transformer operated, and requires 110-125 volts, 60 cycle a.c.



# Presenting two new models of Amplifiers

by JOHNSON

Power requirements for all models:

110 volts, 60 cycle a.c.

20-Watt High Fidelity Amplifier specially designed for faithful reproduction so as to provide maximum listening pleasure. The treble control can be adjusted to cut the "highs" and as a result will keep the noise of worn records to a minimum.

THIS AMPLIFIER IS ALSO SPECIALLY RECOMMENDED FOR USE IN A P.A. SYSTEM. It will operate with crystal or dynamic microphones, and without distortion at high volume levels.

Transformer operated.

Frequency response: 20—20,000 cycles.

Output impedances: 4, 8, 12, and 16 ohms.

Tubes: 2-6SJ7, 1-6SN7, 2-6L6G, 1-5U4G.

Inputs: 1, 2 or 3 microphone or magnetic pick-up and 1 crystal phono.

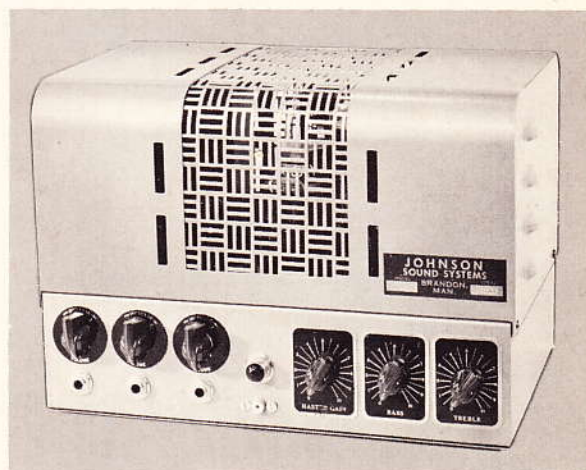
Fuse and pilot light.

Size: 12 x 9 x 8 inches.

No. M1—1 mike input. . . . . \$140.00\*\*

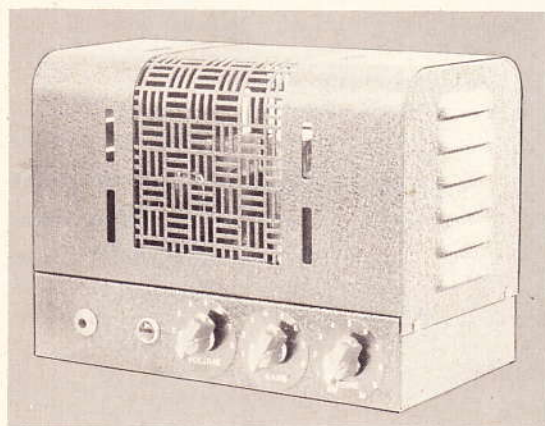
No. M2—2 mike inputs. . . . . 147.50\*\*

No. M3—3 mike inputs. . . . . 155.00\*\*



These models are provided with 1 extra input for crystal pick-up, in addition to the mike inputs.

In these models, all microphone inputs can be used as inputs for magnetic pick-ups.



A low-cost six-watt Amplifier suitable for use in a P.A. System, where the speaker is to be located in a smaller hall. Has separate bass and treble controls, 1 input for microphone or magnetic pick-up. Transformer operated.

Frequency response: 20—20,000 cycles.

Output impedances: 4, 8, and 12 ohms.

Tubes: 1-12SJ7, 1-12SL7, 2-12A6, and 1-5Y3.

1 input for microphone or magnetic pick-up.

Size: 10 x 7½ x 6 inches.

Fuse and pilot light.

No. J1 . . . . . \$89.00\*\*

Write us for information regarding hi-fi components, speakers, etc. We can supply the best in Hi-Fi Amplifiers from \$180.00 to \$250.00. For the highest in high fidelity, see us.



# Guitars

by HOFNER

Our Guitars are made from thoroughly seasoned wood, superb craftsmanship throughout. Mathematically exact measurements, therefore will play in tune in all positions.

The tone of these Guitars is remarkably clear and resonant. The unique design of the fingerboard permits effortless playing, even through difficult chord passages.



512



497



456



463

All Guitars are exquisitely finished and will meet the demands of the most exacting artist. Ease in playing, superb tonal qualities and beautiful appearance are all combined to produce an instrument truly deserving the name of "Masterpiece."

**No. 512**—Flat top model. Back and top of three-ply veneer, white top, back and sides brown semi-dull varnish. Black binding around top and sound-hole. Good quality machine heads.....**\$33.80**

**No. 497**—Large flat top model. Back and sides rosewood veneer, best selected top. Rich wood inlay around top and sound-hole. Fine machine heads. Exceptionally brilliant toned instrument.....**\$126.00**

**No. 456**—Auditorium model. Back and sides flamed maple. Exquisitely finished. Dark brown shaded, highly

polished, celluloid binding around back, top, fingerboard and f-holes. Better neck-head, celluloid pick-guard.....**\$90.50**

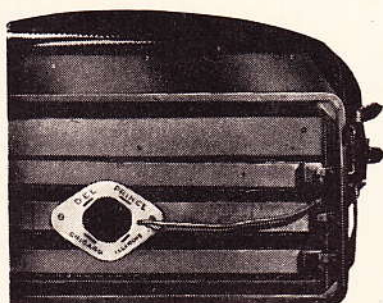
**No. 463**—Auditorium model. Back and sides Sapeli mahogany, finest spruce top, fine wood inlay around back and top. Celluloid binding around fingerboard and f-holes. Lyre tailpiece. Pearl inlays on neck-head fingerboard. Top slightly shaded, highly polished, finest machine heads. Solo instrument.....**\$195.00\***

**No. 463C**—Same as No. 463, but cut-away model **\$195.00\***



# Electric Pick-ups

## DEL PRINCE PICK-UP



Model A

Del Prince Accordion Pick-ups with no-hole connector, 12-foot cord, standard phone plug, screw connector. Fits any Accordion—easy to install. Makes your Accordion sound great.

Model A.....\$36.25

## MELO PICK-UPS



Melophon "A"

are very sensitive, will work exceedingly well with any amplifier. Because of the special magnet in these pick-ups a very small amount of volume is all that is required for loud levels.

Melophon "A" — Screw-on type.....\$20.00

Melophon "V"—For violin, with clamp.. 20.00

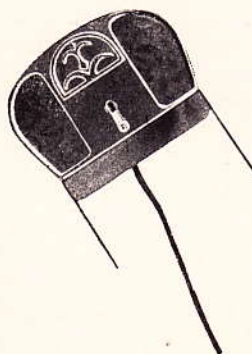


Melophon "V"

**No. 12a**—Extra sensitive magnetic pick-up, screws on to the end of the Guitar fingerboard...\$18.00

**Model "Stella"** — Same as No. 12a but with individual screw-poles for adjusting volume on each string.....\$22.00

Melo Pick-ups are supplied with about 8 feet of cable and phone plug to fit standard jacks.

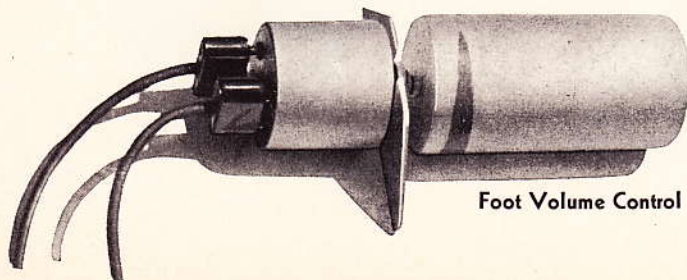


No. 12a

Model "Stella"



## FOOT VOLUME CONTROL



Foot Volume Control

Operates with any of the Melo Pick-ups. Roller type control is easy to manipulate from either a sitting or standing position. Place foot on roller, and roll forward or back to increase or decrease volume.

Each.....\$18.00



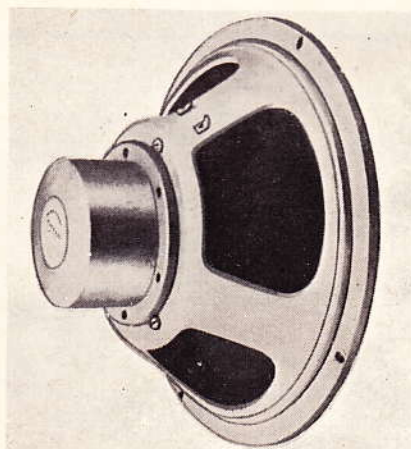


## PERMANENT MAGNET LOUDSPEAKERS

# CELESTION

OVER TEN MILLION IN USE THROUGHOUT THE WORLD

*The Foremost Name in  
Sound Reproduction*



### ROLA CELESTION G-12

Quality and dependability have been the aims of ROLA CELESTION since they first began to manufacture loudspeakers, and the world-wide popularity of this famous range is proof that "The Speaker you know by Ear" is not only a well-known slogan, but a statement of fact.

**No. G-12**—12-inch P.M. Speaker. 12 watts, 15 ohms impedance. Flux density: Gauss, 13,000. Total Flux Maxwells: 146,000.

**Price**.....\$47.00\*

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A full, clean bass and excellent upper register are two of the outstanding features of ROLA CELESTION 12-inch Speakers. They may be used with absolute confidence to meet the most exacting demands of high output amplifiers and public address systems.

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### ROLA CELESTION P-44, Z10Z0

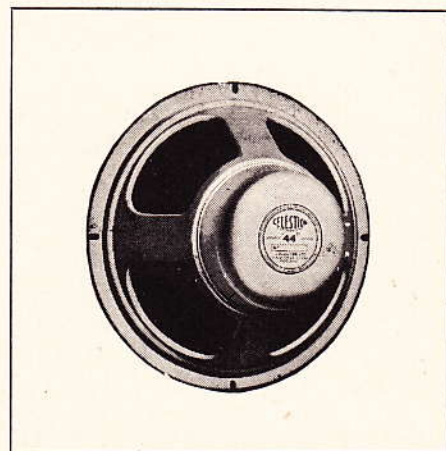
For thirty years all the resources of the ROLA CELESTION organization have been concentrated on the design and construction of the finest loudspeakers it is possible to produce. The result is a range of loudspeakers famous throughout the world for all-round excellence and dependability.

**No. P-44**—12-inch P.M. Speaker. 10 watts, 3 ohms impedance. Flux density: Gauss, 10,000. Total Flux Maxwells: 60,000.

**Price**.....\$22.00\*

**No. Z10Z0**—10-inch P.M. Speaker. 8 watts, 3 ohms impedance. Flux density: Gauss, 12,500. Total Flux Maxwells: 50,000.

**Price**.....\$18.00\*



P-44



SHURE

MICROPHONES

SHURE

## UNIDIRECTIONAL DYNAMIC MICROPHONES



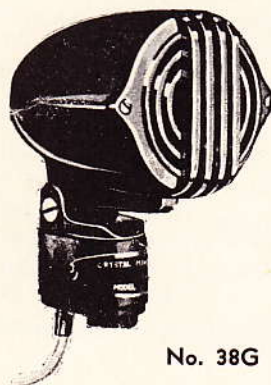
"Small Broadcast"  
Model 556S  
Price \$145.00\*\*

They are the only small-sized, unidirectional, moving-coil dynamic microphones made; they are the ideal microphones for high-quality applications where small size is desired. A sturdy construction provides immunity to abnormal atmospheric conditions and severe mechanical shock. Model "55S" is highly recommended for fine quality public address. Model "556S" is recommended for studio broadcasting, television use, and professional recording. Both models reduce the pick-up of random noise energy by 67%; have smooth response from 40 to 15,000 c.p.s.; are supplied with a 20-foot cable and plug assembly.



"Small Unidyne"  
Model 55S  
Price \$109.00\*\*

## High Quality CRYSTAL MICROPHONE

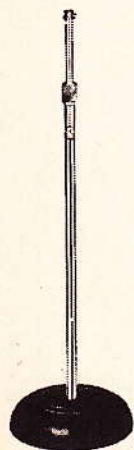


No. 38G

Excellent for P.A. Systems, home recorders and general applications. Frequency response: 30—10,000 cycles. Output level—52 db provides ample output for use even with low gain amplifiers. Has standard  $\frac{5}{8}$  x 27 thread. With 5-foot cable.

No. 38G—Price.....\$18.00\*

## MICROPHONE STANDS



M S-10C

Full chrome tube finish. Adjustable from 35 to 64 inches. Base diameter 10", finished in grey shrivel.

Weight 9 lbs.....\$13.35\*

## Microphones by TURNER



### MODEL 50D

High fidelity, laboratory calibrated, dynamic microphone with an ultra wide range. Non-directional. Equally effective for individual or group pick-up. Ball-swivel coupler permits quick change from hand to stand. Complete with ball swivel coupler and 20-foot two conductor shielded cable with Cannon quick-disconnect plug. High impedance. All metal, satin chrome finish. Level: 56 db below 1 volt/dyne/sq. cm. Response: 50 to 15,000 c.p.s. flat within  $\pm 2\frac{1}{2}$  db.

Model 50D. Net Price.....\$175.00\*  
(Stand illustrated not included.)



50-D

### MODEL 99

Professional in appearance. Engineered for utmost dependability under all conditions. Standard  $\frac{5}{8}$ —27 thread. For P.A. Systems, recording machines, etc., that call for crisp, clear results. Rich gunmetal finish. Level: 52 db below 1 volt/dyne/sq. cm. at high impedance. Response: 80 to 9,000 c.p.s. 20-foot cable and phone plug.

Model 99. Price.....\$48.00\*



22X

### MODEL 22X CRYSTAL

Accurate pick-up and faithful reproduction. Rich satin chrome finish. Full 90° tilting head. Standard  $\frac{5}{8}$ -inch—27 coupler mounting. High quality humidity protected crystal in mechanical shock proofed mounting. Level: 52 db below 1 volt/dyne/sq. cm. Response: 60 to 9,000 c.p.s. 7-foot removable cable set.

Model 22X. Net Price.....\$31.50\*

Model S-22X. With slide on-off switch.  
Net Price.....\$32.00\*



99

### MODEL BX CRYSTAL

Brown metalustre finish. Shock proof cartridge, barometric valve, moisture-sealed crystal and wind gag. Level: 52 db below 1 volt/dyne/sq. cm. Response: 60 to 6,000 c.p.s. 7-foot attached cable.

Model BX. Net Price.....\$18.15\*



BX





## *Electronic* TUBES

Write for dealer's confidential price lists. **DEALERS ONLY.**

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CARBON RESISTORS— $\frac{1}{2}$  watt, 1 watt, 2 watt, 4 watt.

WIREWOUND—5 watt, 10 watt.

All resistors are of fresh stock, fully guaranteed, and are of well-known brands. All values available.

We DO NOT stock surplus merchandise.

Current dealer prices.

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### CAPACITORS

Tubular paper capacitors.

Mica and ceramic capacitors.

Electrolytic capacitors (single, double, triple and quadruple section).

All capacitors are of fresh stock, fully guaranteed, and are of well-known brands.

All values available.

**CURRENT DEALER PRICES**

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### CONTROLS — WIRE — ALL RADIO PARTS

We will fill your orders for radio parts same day as received, whenever it is possible to do so.

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1327 Rosser Ave.

BRANDON, MAN.

Phone 4222