



Founded in 1953, the Charles Alden Music Company sells and services customers along the entire eastern seaboard; the company has recently expanded its operations to sell and service Sonor drums and accessories throughout the United States. The Alden plant in Westwood, Massachusetts is equipped with up-to-date receiving, handling, loading and shipping facilities for the most efficient processing of orders and servicing of equipment.

Charles Alden Music Company, Inc.

Southwest Industrial Park
Westwood, Mass. 02090
Tel.: (617) 326-6040

Sonor joins our band.



Sonor drums and accessories have had a world-wide reputation for excellence for nearly a century.

What sets Sonor apart from other drums is the care and effort that is taken to produce even the smallest part of the instrument, resulting in a drum of outstanding quality and design. And each individual element is carefully checked and rechecked to ensure perfection in the finished product.

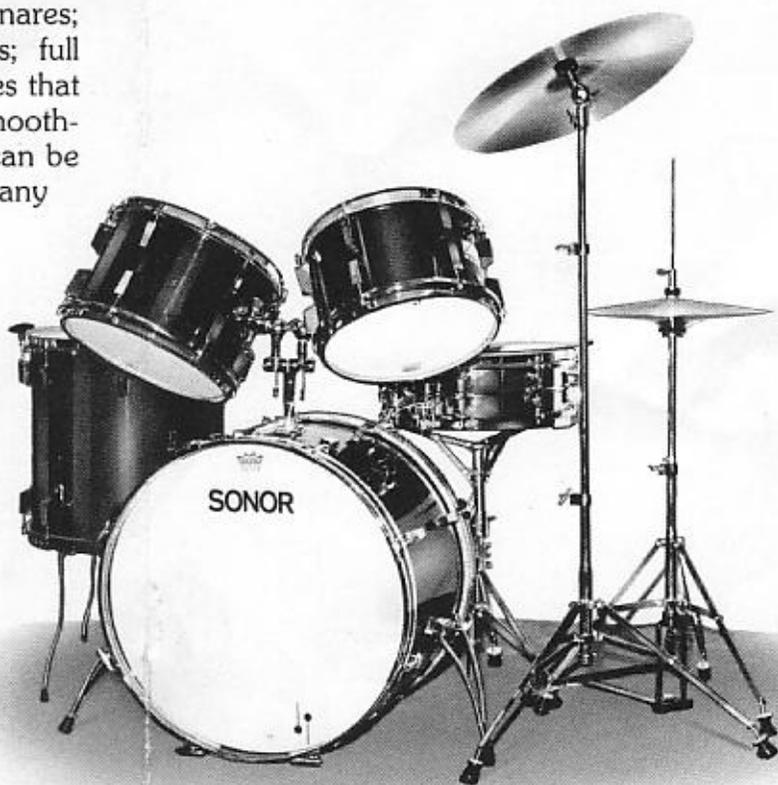
Some of the features of Sonor drums are: 4-point vertical tension of snares; self-adjusting, spring loaded inserts; full vibrating sound shells . . . all features that guarantee a drum with the purest, smoothest sound around . . . a drum that can be relied on for performance anytime, any place.

Sonor accessories are top quality, too: triple chrome plated cymbal stands; eccentric motion drum pedals; adjustable height hi-hats and thrones; and trigger-locking snare drum stands.

Today, Sonor is a leader in its field, with exports to almost every major country in the world. The company remains alert to all social and technological changes, incorporating the most modern machinery and techniques.

The exclusive U.S. distributor of Sonor drums and accessories is the Charles Alden Music Company, Inc. Mr. Alden himself is a professional drummer and was a drum teacher for over 20 years.

For catalogs featuring Sonor drums and accessories, simply complete the attached business reply card and drop in mail.

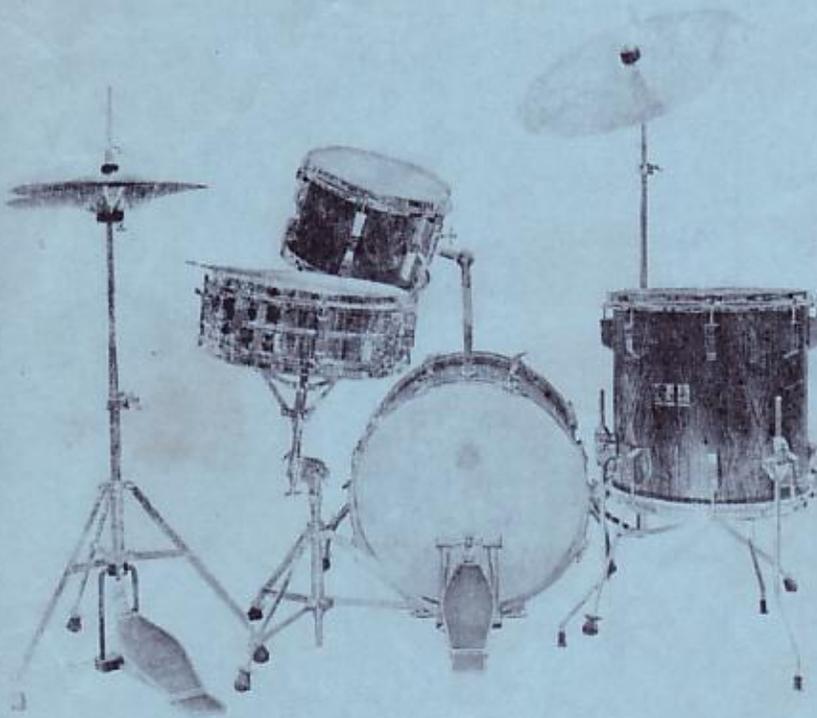


STANDARD SET UPS FOUR PIECE SETS

"CLUB DATE"

SET NO. K160

For the busy travelling musician. This set is not only ideal for small groups, but because of SONOR'S famous "full vibrating shells" it is capable of versatility far beyond your wildest expectations.



SET UP INCLUDES:

G239	18 x 14 Bass Drum
T659	12 x 8 Tom Tom With Mount
T651	14 x 14 Tom Tom With Legs
D454	14 x 5½ Metal Snare Drum
Z5501b	Single Tom Tom Holder
Z5222	Cymbal Stand
Z5553	Snare Drum Stand
Z5319	Champion Pedal
Z5452	Hi Hat Stand
	Drum Sticks, Pair
	Metal Drum Key

Cymbals Not Included

*Z5213 Cymbal arm mounted to bass drum may be added at additional charge

"CHAMPION FOUR"

SET NO. K164

For the big sound that is capable of driving any group. Like all SONOR set ups the bass drum features the two dimensional adjustable spurs with patented prism clamping device, which virtually eliminates any walking. Forget about anchors and leave the rug at home.

SET UP INCLUDES:

G261	22 x 14 Bass Drum
T660	13 x 9 Tom Tom With Mount
T662	16 x 16 Tom Tom With Legs
D454	14 x 5½ Metal Snare Drum
Z5553	Snare Drum Stand
Z5452	Hi Hat Stand
Z5319	Champion Pedal
Z5222	Cymbal Stands (two)
Z5501b	Single Tom Tom Holder
	Drum Sticks, Pair
	Metal Drum Key

Cymbals Not Included



FIVE PIECE SETS

"JAZZ SET"

SET NO. K170

This five piece modern jazz set is equipped with SONOR'S unique double Tom Tom holder that enables individual movement of each tom tom in all directions, independently.

SET UP INCLUDES:

G239	18 x 14 Bass Drum
T659	12 x 8 Tom Tom With Mount
T660	13 x 9 Tom Tom With Mount
T651	14 x 14 Tom Tom With Legs
D454	14 x 5½ Metal Snare Drum
Z5504d	Double Tom Tom Holder
Z5222	Cymbal Stands (two)
Z5553	Snare Drum Stand
Z5319	Champion Pedal
Z5452	Hi Hat Stand
	Drum Sticks, Pair
	Metal Drum Key

Cymbals Not Included



"CHAMPION FIVE"

SET NO. K172

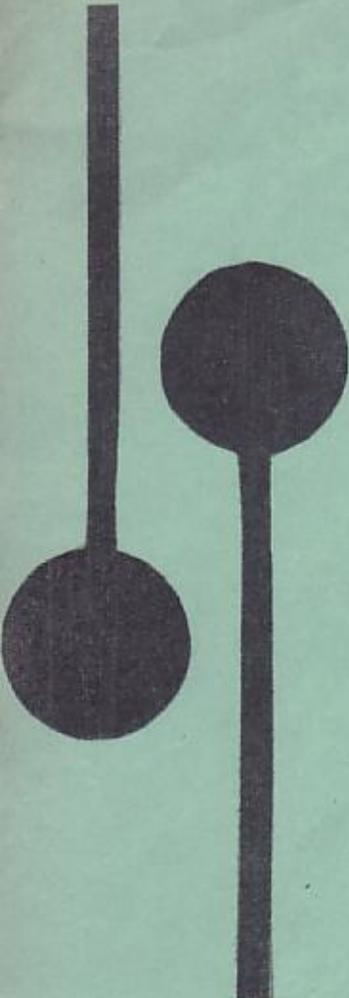
Call this one the standard. It is capable of anything. Typical SONOR. Heavy duty all the way. To insure roundness and clarity of sound a sophisticated projecting machine is used to produce all metal snare drums. This results in a seamless shell that does not distort the sound at a welded seam.

Cymbals Not Included

SET UP INCLUDES:

G261	22 x 14 Bass Drum
T659	12 x 8 Tom Tom With Mount
T660	13 x 9 Tom Tom With Mount
T662	16 x 16 Tom Tom With Legs
D454	14 x 5½ Metal Snare Drum
Z5553	Snare Drum Stand
Z5319	Champion Pedal
Z5452	Hi Hat Stand
Z5222	Cymbal Stands (two)
Z5504d	Double Tom Tom Holder
	Drum Sticks, Pair
	Metal Drum Key





SONOR

THE DRUMMER'S DRUM ...

JACK DE JOHNETTE

ROBBIE BACHMAN - B.T.O.

FRANK GANT... AHMAD JAMAL

TOMMY ALDRIDGE BLACK OAK ARKANSAS

ELLIOT ZIGMUND.. BILL EVANS TRIO

MAURICE MARK.. N.Y.C. STUDIO MAN

BERNARD PRETTY PURDIE

HARRY STINSON... AMERICA

JOHN WILCOX ... UTOPIA

SONNY PAYNE

LEW MALIN.. L.A. STUDIO DRUMMER

GREG THOMAS ... LEON RUSSELL

WELLS KELLY... ORLEANS

KEITH COPELAND... STAFF, BERKLEE COLLEGE OF MUSIC

CONNIE KAY.. BENNY GOODMAN & THE MODERN JAZZ QUARTET

BEN RILEY ... RON CARTER

TIM GRIFFIN - WINSTON WELCH - RON ROCHE

GENE ROMA - LAWRENCE COOK

PHIL STANGER - BIFF ADAMS

JIM STRASSBOURG

SONOR "CHAMPION" PRICE LIST

Effective 9/15/76

K160 - Available in CB, KS, NAT, PA, SD

		<u>Standard</u>	<u>Rosewood</u>
G239	18x14 Bass Drum	\$205.00	\$290.00
T659	12x8 Tom Tom	100.00	140.00
T651	14x14 Tom Tom	170.00	225.00
D454	14x5 Snare Drum	138.50	138.50
Z5501b	Tom Tom Holder	15.00	15.00
Z5232	Cymbal Stand	49.50	49.50
Z5554	Drum Stand	77.00	77.00
Z5319	Pedal	72.00	72.00
Z5452	Hi Hat	99.00	99.00
Total Value		\$ 926.00	\$1106.00
Special Set Price		\$ 880.00	\$1050.00

K170 - Available in CB, KS, NAT, PA, SD

		<u>Standard</u>	<u>Rosewood</u>
G239	18x14 Bass Drum	\$205.00	\$290.00
T659	12x8 Tom Tom	100.00	140.00
T660	13x9 Tom Tom	110.00	150.00
T651	14x14 Tom Tom	170.00	225.00
D454	14x5 Snare Drum	138.50	138.50
Z5504d	Tom Tom Holder	36.00	36.00
Z5232	Cymbal Stands (2)@49.50	99.00	99.00
Z5554	Drum Stand	77.00	77.00
Z5319	Pedal	72.00	72.00
Z5452	Hi Hat	99.00	99.00
Total Value		\$1106.50	\$1326.50
Special Set Price		\$1050.00	\$1260.00

K164 - Available in AB, AG, AR, AS, CB, GW, KO, KR, KS, PA, SD, TA

		<u>Standard</u>	<u>Acrylic</u>
G261	22x14 Bass Drum	\$250.00	\$300.00
T660	13x9 Tom Tom	110.00	135.00
T662	16x16 Tom Tom	180.00	205.00
D454	14x5 Snare Drum	138.50	138.50
Z5501b	Tom Tom Holder	15.00	15.00
Z5232	Cymbal Stands (2)@49.50	99.00	99.00
Z5554	Drum Stand	77.00	77.00
Z5319	Pedal	72.00	72.00
Z5452	Hi Hat	99.00	99.00
Total Value		\$1040.50	\$1140.50
Special Set Price		\$ 990.00	\$1085.00

K172 - Available in AB,AG,AR,AS,CB,CW,KO,KR,KS,PA,SD,TN

		<u>Standard</u>	<u>Acrylic</u>	<u>Rosewood</u>
G261	22x14 Bass Drum	\$250.00	\$300.00	\$330.00
T659	12x8 Tom Tom	100.00	125.00	140.00
T660	13x9 Tom Tom	110.00	135.00	150.00
T662	16x16 Tom Tom	180.00	205.00	225.00
D454	14x5 Snare Drum	138.50	138.50	138.50
Z5504d	Tom Tom Holder	36.00	36.00	36.00
Z5232	Cymbal Stands (2)@49.50	99.00	99.00	99.00
Z5554	Drum Stand	77.00	77.00	77.00
Z5319	Pedal	72.00	72.00	72.00
Z5452	Hi Hat	99.00	99.00	99.00
Total Value		\$1161.50	\$1286.50	\$1366.50
Special Set Price		\$1100.00	\$1220.00	\$1295.00

K175 - Available in AB,AG,AR,AS,CB,CW,KO,KR,KS,PA,TN,UN

		<u>Standard</u>	<u>Acrylic</u>	<u>Rosewood</u>
G262	24x14 Bass Drum	\$300.00	\$360.00	\$400.00
T660	13x9 Tom Tom	110.00	125.00	150.00
T658	14x10 Tom Tom	125.00	150.00	165.00
T663	18x16 Tom Tom	225.00	250.00	275.00
D454	14x5 Snare Drum	138.50	138.50	138.50
Z5503b	Tom Tom Holder	54.00	54.00	54.00
Z5232	Cymbal Stands (2)@49.50	99.00	99.00	99.00
Z5554	Drum Stand	77.00	77.00	77.00
Z5319	Pedal	72.00	72.00	72.00
Z5452	Hi Hat	99.00	99.00	99.00
Total Value		\$1299.50	\$1424.50	\$1529.50
Special Set Price		\$1235.00	\$1350.00	\$1450.00

K173 - Available in AB,AG,AR,AS,CB,CW,KO,KR,KS,PA,TN,UN

		<u>Standard</u>	<u>Acrylic</u>	<u>Rosewood</u>
G262	24x14 Bass Drum	\$300.00	\$360.00	\$400.00
T660	13x9 Tom Tom	110.00	125.00	150.00
T658	14x10 Tom Tom	125.00	150.00	165.00
T662	16x16 Tom Tom	180.00	205.00	225.00
T663	18x16 Tom Tom	225.00	250.00	275.00
D454	14x5 Snare Drum	138.50	138.50	138.50
Z5503b	Tom Tom Holder	54.00	54.00	54.00
Z5232	Cymbal Stands (2)@49.50	99.00	99.00	99.00
Z5554	Drum Stand	77.00	77.00	77.00
Z5319	Pedal	72.00	72.00	72.00
Z5452	Hi Hat	99.00	99.00	99.00
Total Value		\$1479.50	\$1629.50	\$1754.50
Special Set Price		\$1400.00	\$1550.00	\$1670.00

INFORMATION FACT SHEET---SONOR DRUMS

WHY SONOR?

1. All rims, except for the Bass Drum rim, are seamless. At one time this was done by some other manufacturers, but I do not believe it is being done any more due to the expense of the operation and the cost of the machinery involved.
2. All metal Snare Drums are seamless. This is not a gimmick. There is no hidden seam to be found. The shell is drawn out of the center of one piece of metal by a projecting machine, shown on Page 1 of the catalog. By not having a seam you eliminate any possibility of the shell coming apart, and insure a perfectly round shell which will always produce an acoustically truer sound.
3. Prism clamping devices, shown on Page 6 of the catalog, are featured on the Bass Drum and the floor Tom Toms. Rather than having a wing screw that just makes contact with the spur or leg at only one point, the clamping device firmly locks the legs and spurs into place over a length of about two inches. This makes any slippage virtually impossible. Also, while on the subject of spurs, I might add that the two-dimensional spurs on Sonor's new sets - Page 6 in the catalog - are set at such an angle that they have practically eliminated any "walking" of the Bass Drum.
With the exception of the wing screws on the Hi Hat Clutch and the Cymbal Tilter, you will never find a wing screw that actually touches the piece it is trying to hold. Notice that if you turn a wing screw until it just makes contact, you are in business. The wing screw has pushed a large piece of metal up against the part that is holding it in place. Just finger-tighten everything; it won't slip, and will last for years.
4. The Double Tom Tom Holder is unique in that it permits complete individual movement of each Tom Tom in all directions independently. You will find that with most other Double Tom Tom Holders, when moving one Tom Tom toward or away from you, the other Tom Tom automatically moves in the opposite direction.
5. The Snare Drum Stand features a locking device which securely locks the Snare Drum in place.
6. The legs on all drums and hardware are convertible from rubber tip to metal spur.
7. All metal parts are first nickel plated, then copper plated, and finally chromed. The triple plating process is not exclusive with Sonor, but for some reason the finished Sonor product seems to look much more brilliant and deeper. I don't know if this is due to the workmanship or the quality of the materials used, but there is definitely quite a bit of difference in the appearance.
8. The D454 Snare Drum, which is standard with every Sonor set, features a silent snare throw-off which is the easiest and quickest to operate that I've seen. Because of its quietness it is excellent for use in recording sessions.
9. For extra strength, all footboards are made in a pressure casting machine. With a normal cast, as used by most drum manufacturers, liquefied steel is poured into the cast and allowed to settle. This normally will allow air bubbles to form and settle into the finished product, creating weak spots. Sonor's process uses pressure on the cast while it is forming; the air bubbles are forced out, leaving the footboard without weak spots. A normal casting is fine for parts that do not have to withstand a lot of pressure, but as you know, footboards have to be able to withstand quite a bit of pounding in today's modern groups.

Charles Alden Music Company, Inc.
Westwood, Massachusetts 02090 Phone 617-326-6040

10. The Counter Nuts (Backwashers) shown on the D555 and D556 Snare Drums on Pages 10 and 11 in the catalog, are also available for all Sonor drums. These counter nuts, though not normally needed, are made available for the drummer, like many Rock drummers, who likes to play with very loose heads.

Many Rock drummers complain that the tension rods will back off under hard playing conditions. When the counter nut is backed down tight to the lug, it makes it impossible for the tension rod to back off. This feature is not needed by many drummers, but definitely is the answer for those drummers with this problem.

11. The most important part of any drum is, of course, the sound. The basic sound is a product of the shell, and in this area Sonor has spared no expense to produce the best. In order to explain to you how the Sonor shell is made we should first discuss how the shells of most other drums are constructed.

In a nine-ply drum, for instance, all the plies are glued together to make one flat piece of plywood, and then solid maple reinforcing hoops are attached inside. The plywood is then steamed and rolled into a circle forming the shell, tapered and then glued together. There are two big disadvantages to this type of shell: first, a weak spot is created where the two ends meet to form the seam; second, the reinforcing hoops reduce the sound of the drum itself. Incidentally, in this type of construction the reinforcing hoops are needed to overcome the strain on the shell which exists when a shell is made from flat plywood and then bent into a circle.

Sonor, on the other hand, uses an entirely different method in building a shell. It's not a new idea, but because of the added time and expense necessary to use this method, it is not being done by anyone in this country that I know of. The idea is not to construct something flat and then make it round, but to construct it round in the first place. Sonor uses a special oil-heated process, shown on Page 3 of the catalog. The shell is constructed from the outside in.

The outside ply is first steamed and placed into a press. Working from the outside in, the second ply is steamed, glued, and inserted into the press, with the seam staggered about three inches from the first. This process is repeated until all the plies have been added.

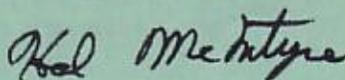
This method produces a shell that is built perfectly round with staggered seams, and no pressure on it to force it to return to a flat state. And because there is no pressure on the shell, there is no need for sound-dampening reinforcing hoops, resulting in a full vibrating shell.

The shells are made of beechwood which has a very dense and hard texture to it. The shell is then sanded on the inside and a light coat of shellac is applied to add more resonance to the hard and solid beechwood.

12. To answer many inquiries, the rosewood drums consist of the beechwood shell with the outermost ply of real rosewood. The rosewood is not stained or shaded in any way. It is completely natural.

13. The Acrylic shells are more than a quarter of an inch thick and are constructed to withstand heat and extreme temperatures up to 248 degrees. They have no wavyness or cloudyness to them, and the seam is the tightest on the market today. An inspection of the shell will show that you can barely feel the seam on the outside. The seam is overlapped on the inside, and, most importantly, joined together by the tongue and groove method. This is far superior to glueing two straight edges together, a process which creates a weak seam. The Acrylic material itself is strong enough to need backplating only on the Tom Tom and Spur mounts; backplating on the lugs is not needed.

Thanking you for your time and interest,



Hal McIntyre
Sales Manager