

GRETSCH
MUSICAL
MERCHANDISE

C A T A L O G
T H I R T Y - S I X



THE FRED. GRETSCH MFG. CO. CATALOG NO. 36

THE FRED. GRETSCH
MANUFACTURING CO.
CHICAGO BROOKLYN



FOR THE IDENTIFICATION AND DATING
OF
VINTAGE GUITARS, MANDOLINS AND BANJOS
CATALOGS FROM THE COLLECTION OF GEORGE YOUNGBLOOD

These are scans of catalogs originally distributed to the public to describe the manufacturer's products available for sale at one point in time.

The intended use for these catalogs is historical research: vintage instrument identification and dating.

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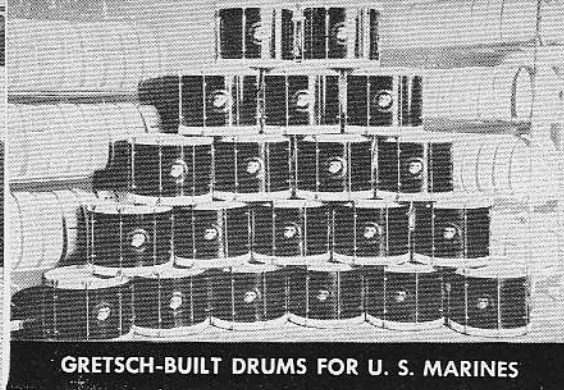
It is important to note that instrument catalogs are not always accurate in their descriptions of instrument specifications or the images used. While product improvements were constantly being made; catalogs often used older existing drawings, etchings or photographs. In some cases instruments were offered in catalogs that had been discontinued for years. For these reasons, catalogs can only be used as general guides for the dating and identification of vintage instruments.

If you are having trouble with some of the instruments details, we may be able to help. Feel free to contact us at:

ACOUSTICMUSIC.ORG:
<http://www.AcousticMusic.Org>



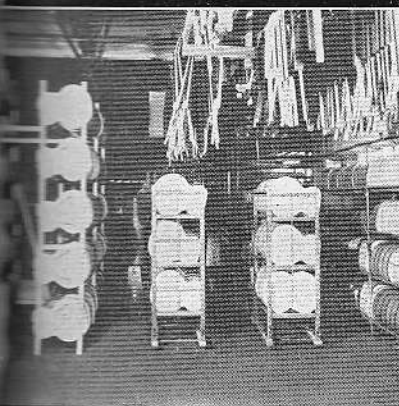
RAW DEPT.—BROOKLYN FACTORY



GRETSCH-BUILT DRUMS FOR U. S. MARINES



BROOKLYN FACTORY SCENE



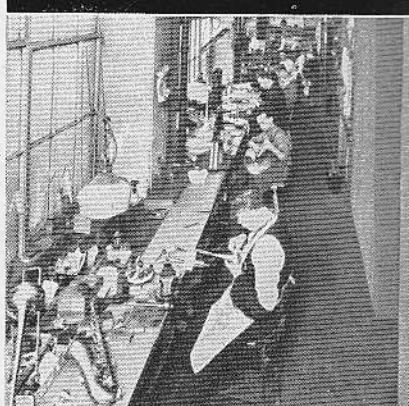
SEASONING GUITAR BODIES



PLATING DEPT.—BROOKLYN



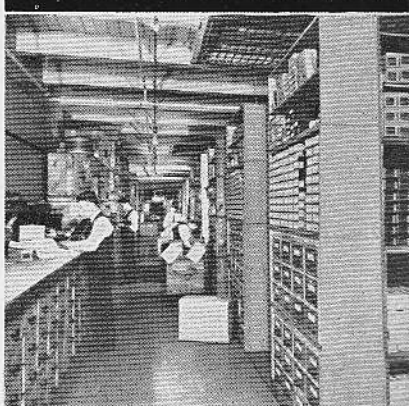
BROOKLYN FACTORY SCENE



REPAIR DEPT.—BROOKLYN



FITTING GRETSCH GUITARS



STOCK DEPARTMENT—CHICAGO

GRETSCH

TRADE-MARK REGISTERED

MUSICAL MERCHANDISE CATALOG 36

The Music Merchant's Buying Guide

Wholesale Exclusively!

This catalog is for the use and convenience of established Retailers of Musical Merchandise, exclusively. All others are respectfully referred to their local Music Merchant who can secure for them promptly, any merchandise shown in this book.

The Fred. Gretsch Mfg. Co.

Musical Instrument Makers Since 1883

Mid-western Branch
529 So. Wabash Avenue
CHICAGO, ILL.

Eastern Branch and Factory
60 Broadway
BROOKLYN, N. Y.

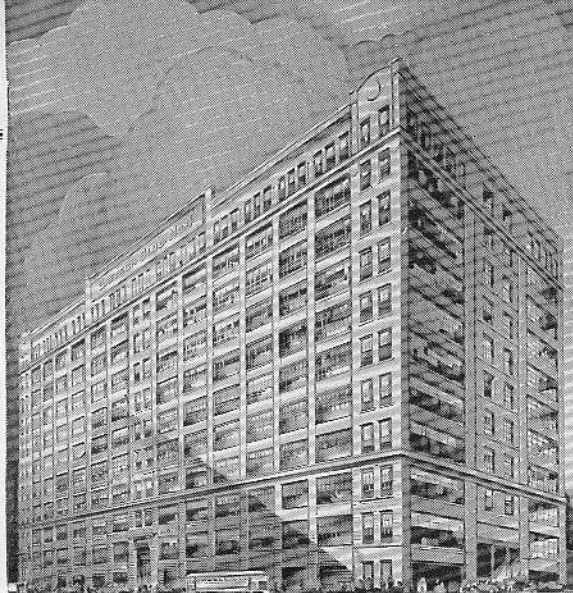
SAME DAY SERVICE FROM EITHER BRANCH

Copyright, 1936, F. G. Mfg. Co.

SALES ROOM—CHICAGO BRANCH

OFFICE—CHICAGO BRANCH





OUR BROOKLYN FACTORY
*and Eastern wholesale branch are located
in this modern, fire-proof GRETSCH Building
No. Four of 10 stories, with 20,000 square
feet on each floor.*

INTRODUCTORY

WHO WE ARE

The Fred. Gretsch Manufacturing Company is today America's most complete Musical Merchandising service.

To you, as a retailer, we bring literally **EVERYTHING** you need for successful, profitable retail operation. And to you we offer all the resources and the full co-operation of an organization that is unique in its field—an organization backed by a fruitful experience of 53 years, and performing to a degree not realized by ANY other competitor **EVERY** legitimate and necessary function of wholesale distribution. We put at your command:

OUR OWN MODERN FACTORY in Brooklyn with a yearly capacity of more than 100,000 instruments.

OUR OWN FOREIGN BUYING OFFICES in Paris, Markneukirchen and Kobe, employed in our service exclusively.

OUR OWN EXCLUSIVE FACTORS in Italy, Turkey, China, and other important production centers.

TWO COMPLETE WHOLESALE ESTABLISHMENTS, one in Brooklyn, one in Chicago, each with its own complete operating and selling organization, each offering Same-Day Service on the entire GRETSCH line.

OUR POLICY

Wholesale exclusively! Today as for the past 53 years, the Fred. Gretsch Manufacturing Company maintains scrupu-

lously its long-established policy of guarding jealously the interests and the rights of established retailers of musical merchandise. We make no distinction between those dealers who regularly carry our lines and those who do not. It is our conception that every regularly established retail distributor has the right to expect and receive from **every** manufacturer and **every** wholesaler complete protection in his territory. On that platform we stand (as we have always stood) and we willingly and gladly pledge ourselves to 100% protection to **EVERY** dealer **EVERYWHERE**.

GUARANTEE

We guarantee all merchandise listed in this catalog to be exactly as represented and free of imperfection. Any

purchase that falls short of your expectation may be returned at our expense for full credit, provided that it be shipped back to us, if unused, within five days after you receive it. Please note though that prices in this catalog are **NOT** guaranteed and must be considered subject to change without notice.

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers

CHICAGO

Since 1883

BROOKLYN

Information for the Trade

PRICES IN THIS CATALOG

are subject to change without notice. But we pledge ourselves always to give you the benefit of any reductions of price that we are able to make; your orders will always be billed at our lowest prices.

SAME DAY SERVICE

is the rule both in our Brooklyn and Chicago branches, on 95% of orders received. We promise you prompt, careful attention to every order you send us.

BACK ORDERS

Unless you instruct us to the contrary unfilled items on your orders will be back-ordered for shipment as soon as the merchandise shall be available.

APPROVAL SHIPMENTS

are made for definitely limited periods of time only; should you decide to send back merchandise shipped you on approval, we ask you to ship on or before the expiration of the approval period as otherwise we cannot consider it as subject to return.

SHIPPING CLAIMS

We are not responsible for goods damaged or lost in transit. But we will handle your shipping claims and collect for you if you will co-operate to protect your own interests.

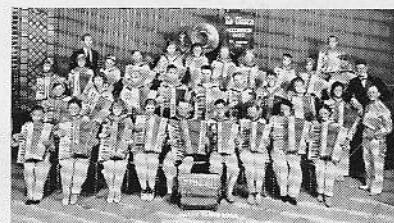
1—Refuse at once any shipments offered for delivery in obviously damaged condition and write to us.

2—If damage to merchandise is not noticed until you've signed for the shipment and started unpacking it, notify express or freight agent at once and ask for an inspection. Send the inspection report to us; we handle the claim and secure full indemnity for you. **Such claims can always be collected if you do your part.**

SEARCH PACKING MATERIALS

carefully in unpacking shipments and you'll avoid shortage claims. Merchandise (particularly small packages) is often overlooked and thrown away in the packing materials.

GRETSCH



DEALER HELPS can bring new business... earn new profits for YOU

•YOURS FOR THE ASKING

Don't wait for business to come to you—go out and GET it! GRETSCH Dealer Helps show you how. For every dollar of business that comes to your store, there's another dollar—sometimes TWO!—waiting for you outside. These tested, proven selling plans have registered impressive sales and profits for other dealers. Don't you need them in YOUR business? A written request on your business letterhead brings full information—and you aren't in the least obligated.

Drum Corps Selling: Right now—right in your community, there are golden opportunities for selling Drum Corps outfits. We show you how to do it: organization and equipment explained—estimates prepared—financing plans worked out to fit each individual case. Full information, yours for the asking!

Piano Accordion Campaigns: Sure-fire sales plans that have sold Accordions to the value of \$3,000 in a single week! Worked out to the last detail including practical plans for preliminary work, advertising, free publicity, teacher-cooperation, training for your force in Accordion selling and service. Full information, yours for the asking!

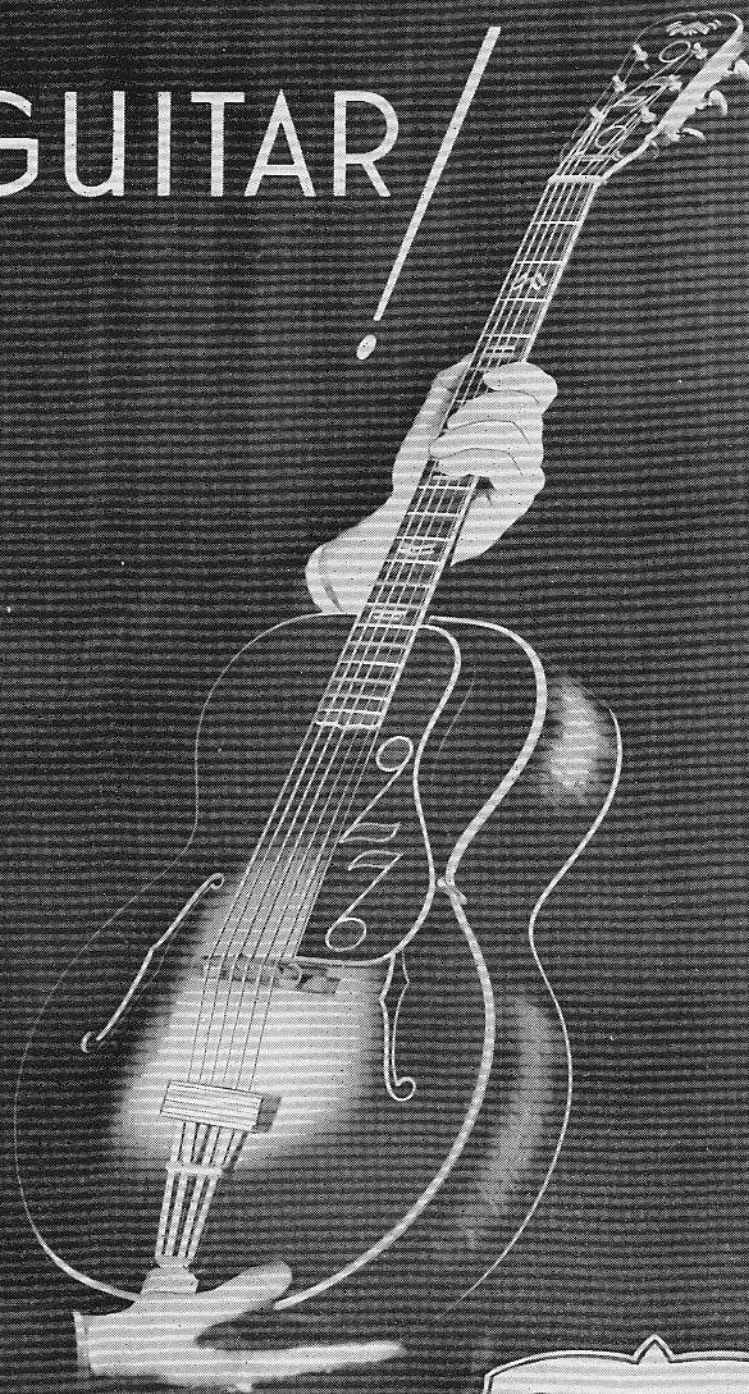
Piano Accordion Band Plan: How to organize, manage and finance Piano Accordion Classes and Band groups. A comprehensive plan embodying the best features of the methods employed by 50 dealers especially successful in this work. Learn how a \$300 investment can be actually developed into eventual sales of \$1,000 to \$2,200. Full information, yours for the asking!

The Gretsch Studio Plan: Enlists for you the co-operation of the teachers of your community; starts up a new, sustained interest in musical instruments; pays its own way with a substantial volume of profitable business directly traceable to this activity. Practical, successful, profitable! Full information, yours for the asking!

Special Co-operation Available: to you at all times on orders for complete Band and Orchestra Equipment, School Bids, etc. This service includes advice on instrumentation, preparation of bids, suggestions about terms, discounts, etc.; also we are prepared with special terms to help you finance large sales. Don't let big orders go to out-of-town firms. We can help you land them!

Oh, Man!

What a GUITAR



GRETSCH
Carved Top
GUITARS

THE CARVED TOP MEANS FINER TONE!

New, ultra-modern Artist Guitars, notable for power and brilliance of tone • As solo instruments or in ensemble work they are unsurpassed! Compare them with the finest competitive makes. Judge them critically and impartially for Tone, Workmanship and Ease of Playing Action. And then tell us if we are wrong when we say—GRETSCH GUITAR prices mean Savings of 20% to 60% • *General Specifications:* Full-arched tops and backs • Carved and graduated for tone • Large auditorium-special size bodies • Artistic shaded finishes, highly polished • 3-piece built-up necks, steel-reinforced • Necks joining bodies at 14th fret • Oval fingerboards with extra wide frets • Fingerboards set clear of the top • Self-adjusting tailpieces • Hand-cut "F" holes • Improved adjustable bridges.

THE FRED. GRETSCH MFG. CO.

Musical Instrument Makers Since 1883

CHICAGO

BROOKLYN

GRETSCH

Carved Top **GUITARS**

FAVORITE MODELS. POPULAR PRICES



JOHN MRAZ

Guitar Artist and Teacher, Broadcasting over Station WKBN Youngstown, Ohio.



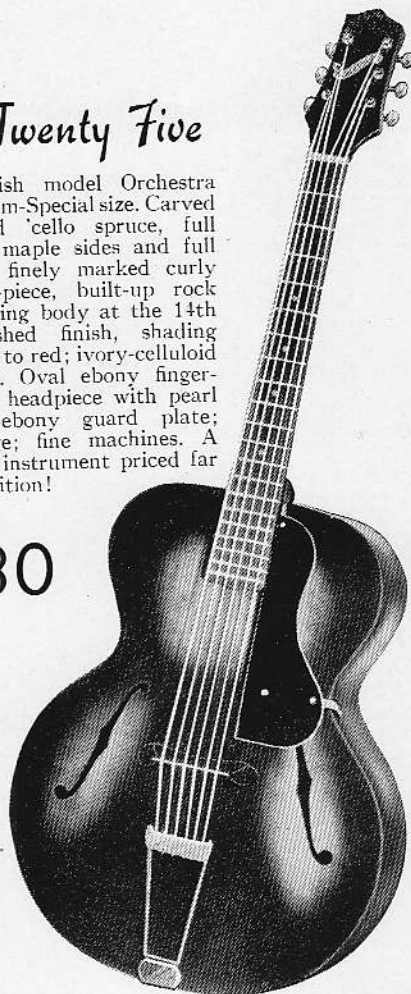
"FLEETWING MELODIERS"

featuring AL MILLER and his GRETSCH Guitar over Station WKBN, Youngstown, Ohio.

Model Twenty Five

Six-string, Spanish model Orchestra Guitar. Auditorium-Special size. Carved top of seasoned 'cello spruce, full arched. Flamed maple sides and full arched back of finely marked curly maple. With 3-piece, built-up rock maple neck, joining body at the 14th fret. Hand-polished finish, shading from dark brown to red; ivory-celluloid bound top edge. Oval ebony fingerboard; rosewood headpiece with pearl scroll; Bakelite-ebony guard plate; adjustable bridge; fine machines. A real professional instrument priced far below all competition!

\$30



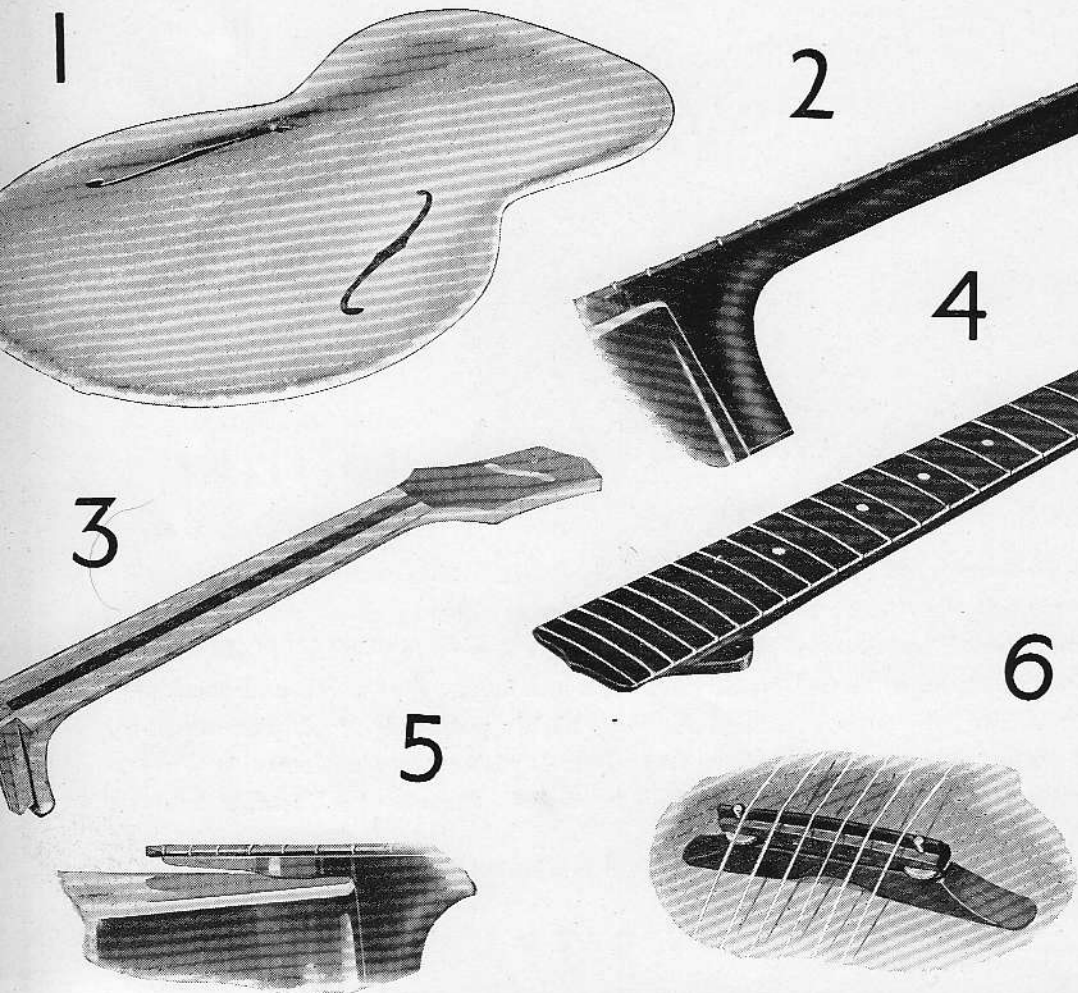
Model Thirty Five

Six-string, Spanish model in Auditorium-Special size. Flamed maple sides and arched back; arched top of old, seasoned 'cello spruce, carved and graduated. The edges of the body (both top and back) are ivory-celluloid bound. Hand-polished finish shaded, from dark brown to a rich red. Slender, easy-playing 3-piece curly maple neck joining at the 14th fret; steel reinforced. Oval ebony fingerboard; polished Bakelite-ebony guard-plate; adjustable rosewood-finished bridge. Polished black Pyralin headpiece, pearl inlaid; fine machines.

\$40



GRETSCH FEATURES THAT EVERY ARTIST-GUITARIST WANTS



1

TOPS CARVED FROM OLD 'CELLO SPRUCE

arched and graduated for tone like a mastermade violin. By actually carving the tops to shape from thick slabs of finest old seasoned spruce, we retain the fibres of the grain without distortion. And here lies the secret of the vibrancy and brilliancy of GRETSCH Guitar Tone. Pressed or moulded tops, though they look the same and cost far less, lack the vibratory capacity of real carved tops. So you find no pressed or moulded tops on GRETSCH Guitars! Indeed on the higher priced models the backs also are carved to shape from choicest, very old flamed maple.

2

THE SLENDER NECK MEANS PLAYING EASE

The slim neck joining at the 14th fret, and the deep cut heel make GRETSCH Guitars supremely easy-playing the full length of their scale. Even the high notes, usually so hard to reach, finger comfortably.

3

3-PIECE NECKS, STEEL RE-INFORCED

To the natural strength of costly 3-piece, built-up construction, as a further guarantee against "pulling up" or warping, we insert a strip of angle steel. Hidden under the fingerboard it effectively braces the neck against all warps and strains.

4

OVAL FINGERBOARDS, EXTRA WIDE FRETS

guarantee easy fingering. The full oval conforms to the natural lay of the fingers. And against these extra broad, well rounded frets you stop the strings with a minimum of pressure. Score another point for GRETSCH Guitars!

5

FINGERBOARD SET CLEAR OF THE TOP

To remove all obstruction to the free vibration of the top (or sounding board) in our GRETSCH Guitars we do not let the fingerboard touch the top except at the very edge. Another quality-construction feature, contributing to Super-Tone.

6

BRIDGES ADJUST TO SUIT THE PLAYER

Some like the strings high. Other players want them to lie low and close. With the GRETSCH adjustable bridge it's easy to regulate the playing action to suit your personal preference and comfort.

EACH WITH ARCHED, CARVED TOP

GRETSCH
Carved Top **GUITARS**

Model Fifty

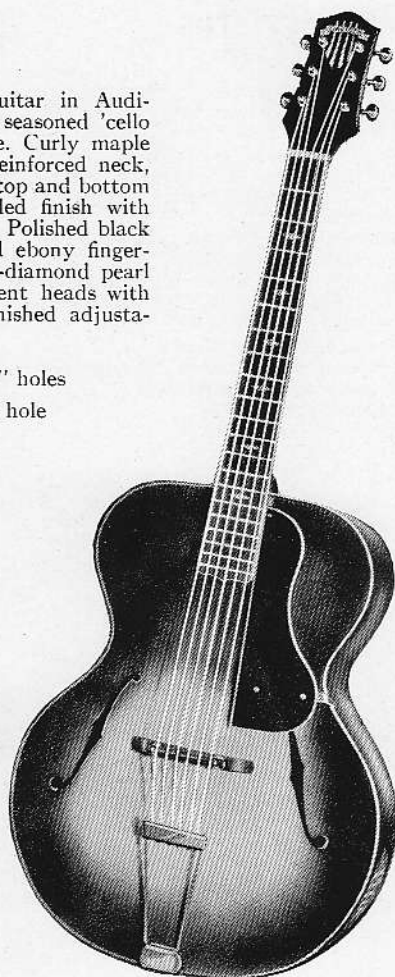
Six-string Spanish style Orchestra Guitar in Auditorium-Special size. Arched top of old seasoned 'cello spruce, carved and graduated for tone. Curly maple sides and arched back; 3-piece, steel-reinforced neck, joining the body at the 14th fret. Both top and bottom edges are ivory celluloid bound; Shaded finish with golden brown sun-burst; hand-polished. Polished black headpiece, mother-of-pearl inlaid. Oval ebony fingerboard, ivory celluloid bound, with cut-diamond pearl positions. Individual nickel-plated patent heads with tortoise-celluloid buttons. Rosewood-finished adjustable bridge.

No. 50F—with hand-cut "F" holes

No. 50R—with round sound hole

\$50

**THE CARVED
TOP MEANS
FINER TONE**



Model Sixty Five

Six-string Spanish model Orchestra Guitar with arched top of very old 'cello spruce, carved and graduated for tone. The back (carved and arched) the sides and the 3-piece, steel-reinforced neck are beautiful old curly maple. Artistically shaded finish, violin style, hand-polished over-all. Oval ebony fingerboard, ivory celluloid bound; polished black headpiece, elaborately inlaid with real mother-of-pearl. Oval ebony fingerboard with large cut-diamond pearl position markers; ivory celluloid bound. Improved individual patent heads with polished metal buttons. Bakelite-ebony guard plate; adjustable rosewood-finish bridge. Exceptionally handsome in appearance and superlative in tone.

\$75



\$40

Model Two Forty Tenor Guitar

Four-string Tenor Guitar, Auditorium-Special size body. Arched top, hand-carved from old seasoned 'cello spruce and graduated for tone. Arched body and sides of flamed maple; 3-piece maple neck, steel-reinforced. Shaded from dark edges to amber sun-burst; hand-polished. The edges of the body, both top and back, are ivory celluloid bound. Oval ebony fingerboard with 23-inch professional scale; wide round frets. Self adjusting tailpiece; ebony adjustable bridge; professional type geared patent pegs with ivory-celluloid buttons. An instrument of great tonal power and brilliance.

Note: Any standard model of GRETSCH Guitar can be duplicated in Tenor-style, on special order, at no increase in price. Delivery in three weeks from date of order.



\$40

Model Forty Hawaiian Guitar

Six-string Hawaiian Guitar, Auditorium-Special size. It's tremendous depth, power and richness of tone have made this model an outstanding favorite among recording and broadcasting artists. FLAT TOP of old spruce. The back, sides and neck are selected mahogany, nut brown finish, shaded and highly polished by hand. Both top and back edges are bound in black-and-ivory celluloid. Fine ebony fingerboard with flush frets, ivory celluloid bound. Please note that on this one model the fingerboard joins the body at the 12th fret. Smoked pearl Pyralin headpiece, inlaid in contrasting mother-of-pearl. Individual, nickel-plated patent heads with tortoise-celluloid buttons; Bakelite-ebony raised guard-plate; attached ebony bridge (non-adjustable) with polished ivory-celluloid bridge pins.

GRETSCH Carved Top GUITARS

THREE ARTIST MODELS!



L. A. RIZZOLLA

concert and radio star with the
Cliquot Club Eskimos.



CONRAD SCHLOSSER

with Ebert's Rhythm Band, broad-
casting from W.I.N.D., Gary. (By
courtesy of Joseph C. Smith,
Laporte, Ind.)



BOB LEITENBERGER, JR.

guitarist with Fran Scott and his
"Aristocrats," says—
"There's always a compliment for
my Gretsch!"



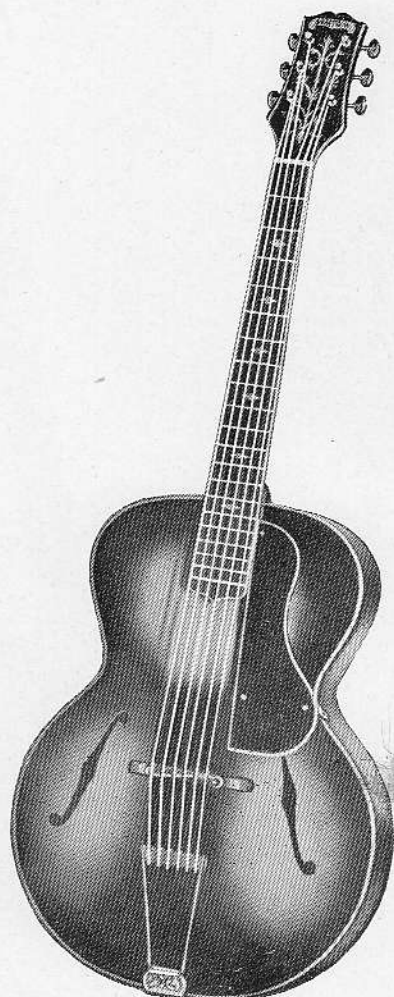
JOS. MORINO

concert and radio star with Fred
Hamilton's orchestra. (By courtesy
of Fox Music House, Charleston,
S. C.)

Model Two Hundred Fifty

Supreme artist-model six-string Spanish style guitar in Auditorium-Special size with extra depth of body to provide greater tonal power and volume. The top is choice old 'cello spruce hand-carved and hand-graduated in full-arched construction. Back and sides are fine 25-year old curly maple of particularly fine flame; hand-cut "F" holes with edges bound in ivory-celluloid. The body edges are bound, top and back, with 5-ply black and ivory-celluloid and the top is further inlaid with pearl. The neck is 3-piece curly maple, steel reinforced; slender, easy-playing model. New large headpiece inlaid with pearl and bound in ivory celluloid. Oval fingerboard with extra wide frets; ivory celluloid bound. Adjustable ebony bridge. Artist quality individual patent heads with real pearl buttons; deluxe tailpiece. Guard plate, tortoise shell finish, pearl inlaid. All metal parts finished in heavy gold plate. With tonal power and brilliance in abundance when you need it, and with extreme delicacy and clarity of voice in *pianissimo* as well, this magnificent instrument meets every requirement of concert, radio and orchestra work.

\$250



Model One Hundred

Artist six-string Spanish-model Orchestra Guitar. Top of very old 'cello spruce; back of old, curly maple, both arched construction, carved and graduated. Sides and 3-piece neck are curly maple. Neck is steel reinforced. Edges, top and back, bound in black-and-ivory celluloid. Beautiful shaded finish, highly polished by hand. Polished ebony-celluloid headpiece with elaborate mother-of-pearl inlaid design. Oval ebony fingerboard, ivory celluloid bound; elaborate pearl position markers. Ivory-celluloid bound Tortoise shell finish guard-plate. Individual patent heads. All metal parts heavily gold-plated and polished.

No. 100F with hand-cut "F" holes

No. 100R with round sound hole

\$100



Model One Hundred Fifty

Artist model six-string Spanish style Guitar in Auditorium-Special size. Made of 10-year seasoned 'cello wood with spruce top and beautifully marked curly maple back, arched construction, carved and graduated. Curly maple sides and neck (3-piece, steel reinforced) with pearl-inlaid headpiece of striking beauty. Oval ebony fingerboard, ivory celluloid bound and inlaid with large position markers. Tortoise-shell guard-plate, ivory celluloid bound and hand-engraved. Individual patent heads with hand-engraved buttons. All metal parts heavily gold-plated and polished. Built for the artist-player whose professional standing demands the utmost in luxurious beauty and real distinction of tone.

\$150

REX TENOR GUITARS



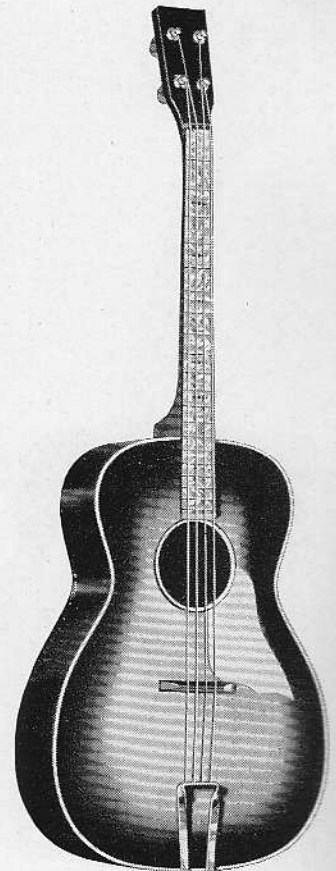
No. T16

No. 16T—A low priced tenor guitar offering all up-to-date features. Has 23" professional scale with 14 frets clear of the body. The body is large size, the same as a regulation guitar. Birch construction, fully lined and reinforced. Finished in shaded red mahogany with natural finish top. Fitted with "Indestructor," unbreakable banjo-type pegs and ebonized pin-bridge..... Each, \$7.00

No. 16³/₄T—Like No. 16T Tenor Guitar but ³/₄ size body (Amateur size). 23" professional scale..... Each, \$7.00

No. T17—Moderate priced, standard size tenor guitar finished in dark brown walnut on the sides and edges, shaded to light amber brown, set off by a white striped top edge and white lacquer stencilled guard-plate. Silver-like crystalline fingerboard, 23 in. scale. Patent friction pegs. Nickel-plated trapeze type tailpiece..... Each, \$7.90

No. T18—Real mahogany tenor guitar in standard guitar size. The body is fine Honduras mahogany in richly simple egg-shell lacquer finish; edges are rounded and the sound-hole is inlaid in white. Has ebonized fingerboard with 23-in. scale, the neck joining the body at the 14th fret. Bone nut on neck and bridge; pearl-eye bridge pins; black celluloid guard-plate..... Each, \$11.00



No. T17



No. T18

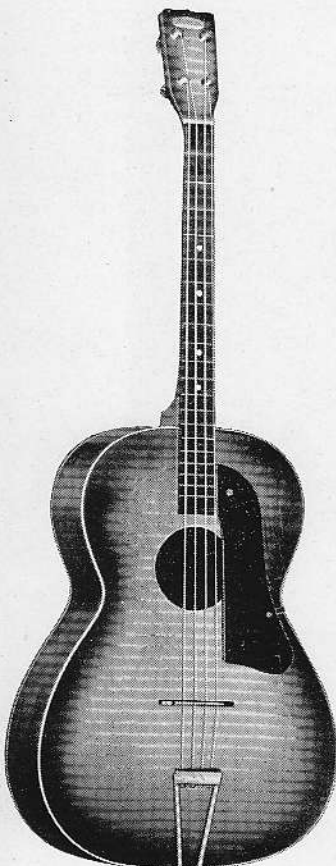


No. T78

No. T78—Grand-concert size tenor guitar. A flat-top model of superior tonal quality, made of fine hardwood. Finished in dark brown, shaded to red-brown sunburst, hand-rubbed and highly polished; sound hole and edges of body, front and back, edged in white. Ebonized fingerboard (joining at the 14th fret) and bridge with pearl-eye bridge pins. A special value and a fine guitar..... Each, \$11.00

No. T19—Concert size, arched top tenor guitar. Made of selected birch, richly finished in two-tone mahogany color. The top is scientifically arched, giving improved tone quality and appearance. Edges striped in white. Improved channel type nickel-plated tailpiece. 23" professional scale with neck joined to body at the 14th fret. Full, rich tone quality..... Each, \$12.00

No. T24—Auditorium size tenor guitar, in arched top orchestral model, with "F" sound holes. Made of shaded mahogany, grained to reproduce curly maple. Ivory celluloid bound edges, front and back. Ebonized fingerboard, 23-inch scale with ornamental position markers. Large celluloid guard-plate with metal brackets..... Each, \$12.50



No. T19



No. T24

REX GUITARS AT MODERATE PRICES



No. 0TD



No. 0TP



No. 0TM



No. 0TL

Standard size guitar in a rich, new finish. Made of selected hardwood; fully lined and braced. The finish is deep red mahogany, highlighted and grained in reproduction of curly maple. Ebonized fingerboard.

No. 0TD—Standard size guitar (pictured) with trapeze-style metal tailpiece. Each, \$7.00

No. 0TD $\frac{3}{4}$ —Like No. 0TB but junior (three-quarters) size.. Each, 7.00

No. 0BD—Like No. 0TD—but pin-bridge style (no tailpiece) .. Each, 7.30

No. 0TP—Standard size guitar, made of selected hardwood, and featuring an attractive fingerboard finished in imitation of Pearlette. Finished over-all in koa color, high-lighted front and back. Has ebonized bridge and nickel-plated, trapeze model tailpiece. Each, \$7.00

No. 0TM—Standard size guitar made of selected hardwoods and finished in mahogany, strongly high-lighted and grained in imitation of curly maple. The fingerboard is ebonized hardwood, likewise the bridge. Has vertical type patent heads and nickel-plated, trapeze style tailpiece...Each, \$7.00

Standard size guitar; finished in conventional style with light top and mahogany finished shaded back, sides and neck. Strongly braced and lined throughout. The fingerboard and bridge are ebonized hardwood.

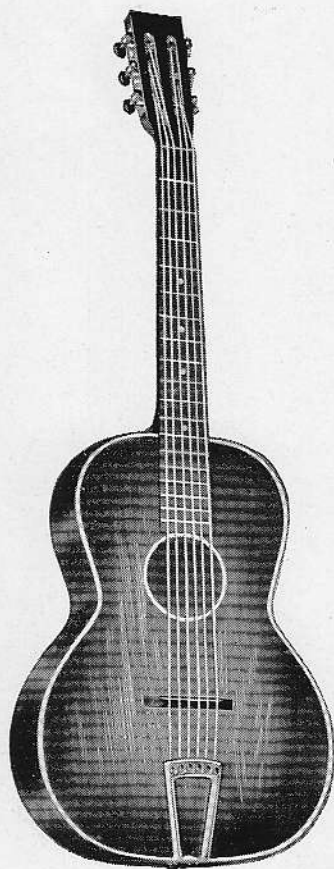
No. 0TL—As described above, with trapeze style tailpiece .. Each, \$7.00

No. 0BL—Like No. 0TL but with pin-bridge .. Each, 7.30

No. 8—Standard size guitar, well-made of selected hardwoods, distinctively finished, with the top grained in reproduction of spruce while body, s finished in dark brown, koa grained. Top edge and soundhole edged in white; ebonized tailpiece and bridge; nickel-plated patent heads. Each, \$7.50

No. 10—Standard size guitar with celluloid guard-plate. The body is finished in rich brown, grained to reproduce burl walnut. The top and sound hole are edged in white. Ebonized fingerboard with position markers, and ebonized pin-bridge. Each, \$8.00

No. 10 $\frac{3}{4}$ —Three quarters (ladies') size guitar like No. 10 . . . Each, 8.00

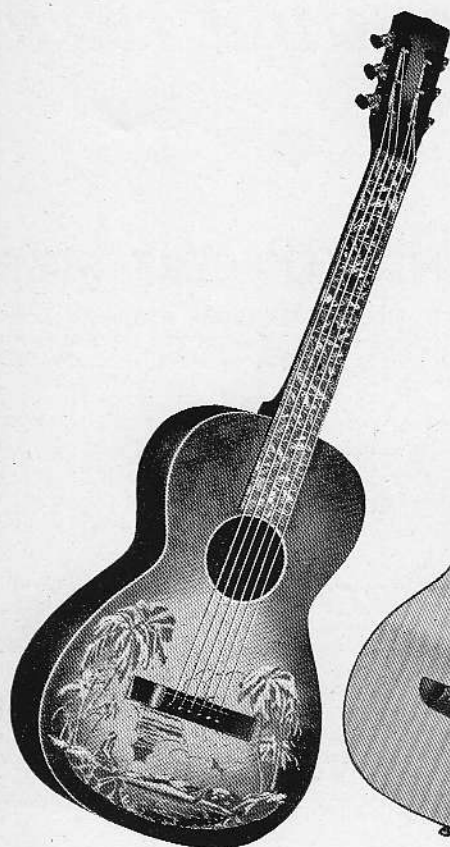


No. 8

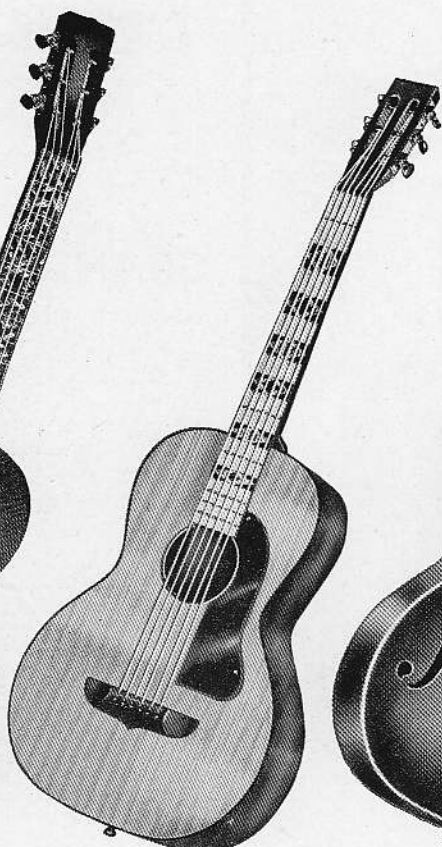


No. 10

REX GUITARS AT MODERATE PRICES



No. 12



No. 14



No. 15



No. 28



No. 20

No. 12—Standard size guitar with a design that will appeal to the great number of players interested in Hawaiian style playing. An attractive scene of Hawaii in two colors decorates the front of this instrument, and the fingerboard is finished in two color imitation pearl. Body and neck are selected birch, finished in pleasingly shaded red mahogany stain. Top edge and soundhole striped in white. Ebony finished pin-bridge. Dependable machines..... Each, \$8.30

No. 14—Standard size guitar with real spruce top in light, natural finish. The back and sides are rich brown walnut finish, dull rubbed, with neck to match. White fingerboard with black figured position markers. Ebonized pin-bridge and guard-plate included as regular equipment..... Each, \$9.00

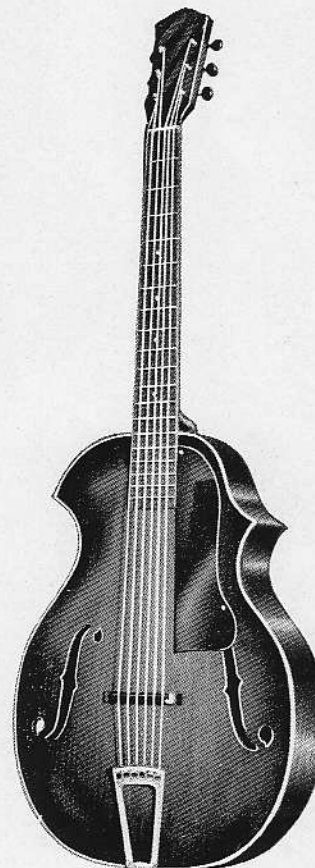
No. 15—Grand-concert size guitar with modern "F" shaped sound holes. Mahogany finished and shaded with white edged top. Ebonized fingerboard with large imitation white pearlette positions decorated in black. Trapeze style nickel-plated tailpiece; Nickel-plated patent heads. Fine, big tone..... Each, \$9.00

No. 28—Grand-concert size guitar in the popular new orchestra shape. Made of fine hardwood in walnut brown lacquer, eggshell finish, and grained in reproduction of rich burl-walnut. The top and sound-hole are edged in white. Ebonized fingerboard joining at the 14th fret; ebonized bridge; nickel-plated machines and trapeze style, nickel-plated tailpiece..... Each, \$9.90

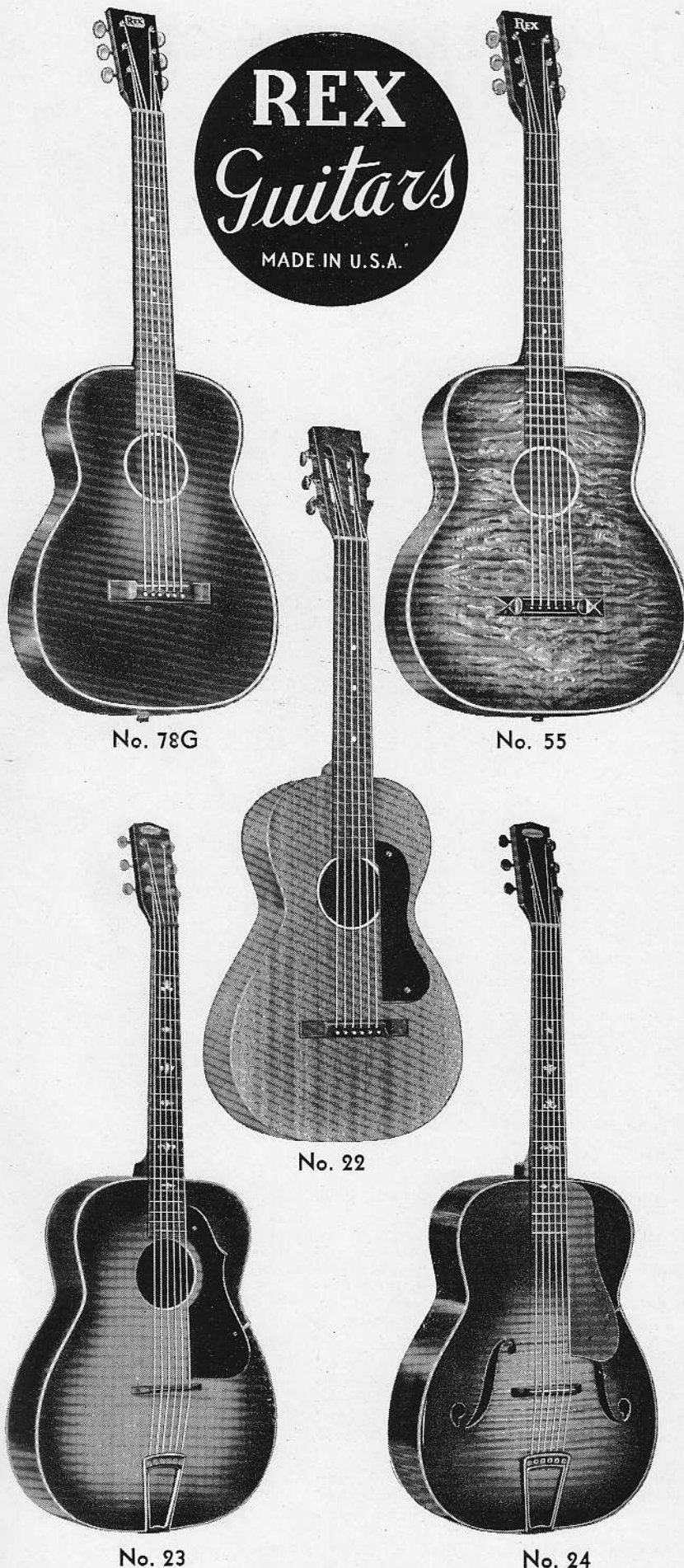
No. 20—Grand-concert size guitar with polished, nickel-plated metal diaphragm that contrasts effectively with the black lacquered finish of the body and neck. Has "F" shaped sound holes; ebonized fingerboard; neck joins at the 14th fret. White striped top edge. Nickel-plated machines and trapeze style tailpiece..... Each, \$9.30

No. 16—Auditorium size, Venetian shape guitar; dark red mahogany finished, shading to highlights in top, back and sides. Front and back of body and inside of sound hole are edged in white. Has ebonized fingerboard and bridge; nickel-plated machines and trapeze style tailpiece; professional long scale, the neck joining the body at the 14th fret.

Each, \$10.80



No. 16



No. 78G

No. 55

No. 22

No. 23

No. 24

Modestly Priced

GRAND CONCERT SIZE

No. 78—Grand-concert size guitar. A flat top model of superior tonal quality, built of fine selected hardwoods. Finished in very dark brown, shaded to a red-brown sunburst; hand-rubbed and highly polished. Has ebonized fingerboard, joining body at the 14th fret; ebonized bridge with pearl-eye bridge pins. A special value at..... Each, \$11.00

No. 78G—Grand-concert size guitar like No. 78 but equipped with polished white celluloid guard plate. Each, \$11.60

NEW ORCHESTRA MODEL

No. 55—A grand-concert size guitar, in the fore-shortened "Orchestra Special" model that is so easy to handle and play. Finished in rich walnut lacquer, grained to resemble burl walnut, and highly polished by hand. The top and soundhole edges are striped in white; the fingerboard is ebonized hardwood, joining the body at the 14th fret; ebonized bridge with ebony bridge pins. Exceptional tone..... Each, \$11.00

GENUINE MAHOGANY

No. 22—Genuine mahogany guitar in a standard size conventional model, richly beautiful in both tone and appearance. The body and neck are made of selected mahogany in dark brown, hand-rubbed lacquer finish. White striped top edge; correctly fretted ebonized fingerboard; bone nut; ebony finished pin-bridge. Each, \$11.00

No. 22 $\frac{3}{4}$ —Like guitar No. 22 described above, but $\frac{3}{4}$ or ladies' size..... Each, \$11.00

ARCHED BODY MODEL

No. 23—Auditorium size guitar, arched top and back at an interestingly low price. Substantially built from fine hardwoods, fully lined and braced. Shaded mahogany brown lacquer finish over-all, the top being grained to resemble spruce while the sides and back are grained to reproduce curly maple. Top and soundhole edged in white. Has long-scale ebonized fingerboard (joining at 14th fret) with six ornamental position markers. Large black celluloid guard plate with bracket support. Heavy nickel-plated tailpiece..... Each, \$11.50

ARCHED BODY, "F" HOLES

No. 24—Auditorium-size guitar in the new, popular arched top and back model with "F" shape sound holes. Shaded mahogany color, nicely high-lighted and grained in reproduction of curly maple. The body edges, top and back, are white striped. Long scale, ebonized fingerboard (joining body at the 14th fret) with ornamental position markers. The large, black celluloid guard plate is mounted on nickel-plated suspension bracket. Has ornamental trapeze-style tailpiece and nickel-plated vertical patent heads..... Each, \$12.50

Superior Cone

GENUINE SPRUCE TOP

No. 17—This grand-concert size, conventional model guitar has a real natural finish spruce top for extra tone, and genuine mahogany body and neck. Fine hand-rubbed dull finish. The top edge is inlaid in black and ivory and is bound with tortoise celluloid; the sound hole is lined in black and ivory. Has ebonized fingerboard (joining at the 14th fret) and ebonized bridge with pearl-eye bridge pins. Polished celluloid guard plate. Nickel-plated patent heads. Each, \$12.00

SUPER-AUDITORIUM SIZE

No. 32—REX "ROYAL" orchestra-type guitar with full arched top and back. Glossy rubbed finish in shaded and highlighted mahogany, grained in reproduction of curly maple. Cello-type "F" sound holes. Long scale neck, joining the body at the 14th fret, with ebonized fingerboard, decorated with ornamental position markers. Has large celluloid guard plate with nickel-plated suspension bracket; bone nut; adjustable bridge; heavy nickel-plated tailpiece. Each, \$15.00

THE REX "HILL BILLY"

No. 77—The REX "Hill-Billy"—a good looking and very distinctive auditorium size guitar in full arched construction. The body is medium brown in color, grained in reproduction of ribbon mahogany, with top and bottom edges striped in white. Fine polished finish. Long scale neck, joining body at 14th fret, with ebonized fingerboard, oval-shaped for easy fingering. Adjustable bridge; heavy nickel-plated tailpiece. Each, \$15.00

SUPER-AUDITORIUM SIZE

No. 29—The "MONTEREY" super-auditorium size guitar with real spruce top for superior tone. Full arched construction, top and back, with popular "F" shaped sound holes of distinctive design. Finished in mahogany brown, shaded and grained to resemble curly maple. Highly polished. Top and back edges bound in heavy celluloid. Long scale, steel reinforced neck with oval shaped ebonized fingerboard. Suspended type, white celluloid bound guard plate. Large black celluloid head piece, edged in white. Metal parts nickel-plated. Each, \$20.00

SUPER-AUDITORIUM SIZE

No. 34—REX "ARAGON" super-auditorium sized guitar, full arched top and back. The selected spruce top is inlaid with fine wood-block marquetry and the edges, top and back, are bound with heavy celluloid. Fine hardwood construction throughout, finished in red-brown mahogany, curly maple grained; highly polished over-all. Long scale professional steel-reinforced neck with large ornamental headpiece. Rosewood fingerboard, oval shape for easy fingering. Large tortoise-celluloid guard plate. Adjustable bridge. An instrument of commanding appearance and really fine tone. Each, \$22.50



No. 17



No. 32



No. 77



No. 29



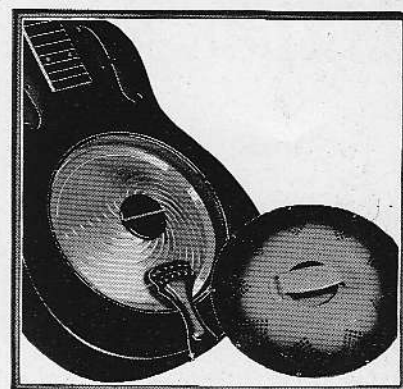
No. 34

NATIONAL STRING INSTRUMENTS

Tone Amplified!



Everyone marvels at the tremendous power, the volume and the tone quality of these instruments—little wonder that stage and concert artists endorse them so highly! And rarely will you find such beauty of tone. They are constructed to withstand the hardest sort of professional usage. While all NATIONAL instruments are built for long, hard service, the beautiful "SILVER" models with bodies made of pure nickel-silver, carefully gauged and highly polished, are almost indestructible. They won't tarnish or rust and with proper care should last a lifetime.



THE HEART OF THE INSTRUMENT

The vital feature of NATIONAL construction is the diaphragm (or resonator) illustrated above. Just as the modern dynamic radio amplifies every tone from the highest note of the violin to the lowest note of the mighty organ, the dynamic construction of National String Instruments amplifies the true, sweet tones produced by the strings, yielding an impressive quality and volume of tone. This dynamic resonator principle is found only in NATIONAL String Instruments and is fully protected by patent.



TRIOLIAN GUITAR



TRIOLIAN TENOR GUITAR



TRIOLIAN UKULELE



TRIOLIAN MANDOLIN

NATIONAL "TRIOLIAN" INSTRUMENTS

With All-Metal Bodies and National Amplification

One of the most popular models in the whole NATIONAL line is the beautiful and practical "TRIOLIAN" series, available in five different types of instruments. The bodies are made of metal finished in rich shaded walnut. The necks are real mahogany with steel rod reinforcement to prevent warping. And every "TRIOLIAN" is equipped with the standard NATIONAL single amplifying unit which gives it the rich, powerful tone so characteristic of all NATIONAL instruments. For long service and superior tonal performance "TRIOLIANS" offer amazing value at extremely moderate price.

NOTE:—Special Cases to fit NATIONAL Stringed Instruments will be found on Page 99.

TRIOLIAN SPANISH GUITAR
(illustrated above) with conventional neck; carefully regulated for playing. . . . Each, \$45.00

TRIOLIAN HAWAIIAN GUITAR
with high nut and special Hawaiian square shaped neck. Each, \$45.00

TRIOLIAN TENOR GUITAR
professional 23-inch long scale and NATIONAL amplifier. Each \$45.00

TRIOLIAN FLATBACK MANDOLIN
with characteristic NATIONAL power and beauty of tone. Each, \$40.00

TRIOLIAN HAWAIIAN UKULELE
with amplified tone. A distinctive instrument, fine for professional work. Each, \$25.00

NATIONAL STRING INSTRUMENTS

Amplified Tone!



Life-Time Service!

NATIONAL MODEL 27

WITH WOOD BODY

The latest additions to the famous NATIONAL line are the lowest priced instruments that have ever been equipped with the genuine NATIONAL amplifying unit. Bodies and necks are selected hardwood, in two-tone shaded finish. Each fitted with NATIONAL single-amplifier giving a powerful, balanced tone truly exceptional for so little money.

Model 27S—Spanish Guitar

Model 27H—Hawaiian Guitar

Model 27T—Tenor Guitar

Model 27M—Mandolin

Model 27U—Ukulele

Price, any type, **\$27.00**



MODEL No. 27

NATIONAL DUOLIAN

WITH METAL BODY

A fine toned, sturdily built guitar that offers all the advantages of NATIONAL amplification at a minimum price. The steel body is finished in two-tone Duco, frosted effect; the neck is natural finish mahogany with steel re-inforcing rod; fingerboard is ebonized hardwood. Equipped with large single-type, genuine NATIONAL amplifying unit, producing a dynamic, far-carrying tone. A favorite model that offers a lifetime of satisfactory service. Made in two models.

DUOLIAN Spanish Guitar or

DUOLIAN Hawaiian Guitar.

Price (either model) **\$32.50**



DUOLIAN GUITAR

NATIONAL "TROJAN"

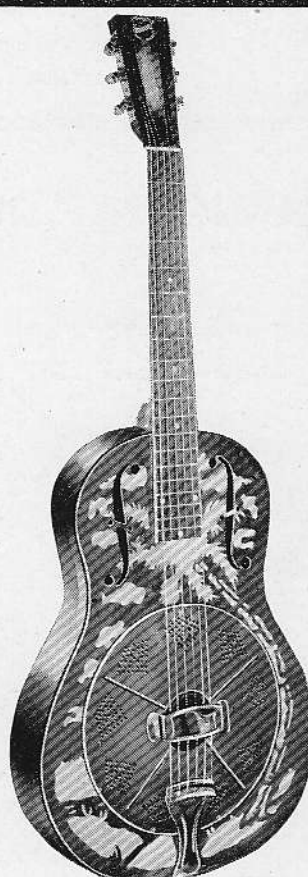
WITH WOOD BODY

For those who prefer a wood-body guitar, the "TROJAN" with its powerful tone and convenient playing features is a wise choice. The body is laminated maple, finished in two-toned mahogany with ivoroid bound edges. The neck (steel reinforced) joins the body at the 14th fret; has oval fingerboard with pearl position markers. Equipped with NATIONAL large single amplifying unit, which in conjunction with the wood body, gives a rich mellow tone of great power and volume. Made in two types.

TROJAN Spanish Guitar, or TROJAN Hawaiian Guitar. Price (either type), **\$35.00**



TROJAN GUITAR



No. O, SPANISH GUITAR

NATIONAL MODEL "O"

"SILVER" METAL GUITAR

A famous NATIONAL model with body of fine nickel-silver, heavily nickel-plated and finished with contrasting polished and frosted surfaces giving a beautiful two-toned effect. The neck is rock maple, steel reinforced, and fitted with accurately fretted fingerboard, bound in white ivoroid. This guitar has the standard NATIONAL single-amplifier, which is the secret of its brilliant tone. The model "O" is supplied two ways, as follows:

No. OS—Spanish Guitar, or **No. OH**—Hawaiian Guitar.

\$62.50 each

NOTE: See page 99 for cases for NATIONAL String Instruments.

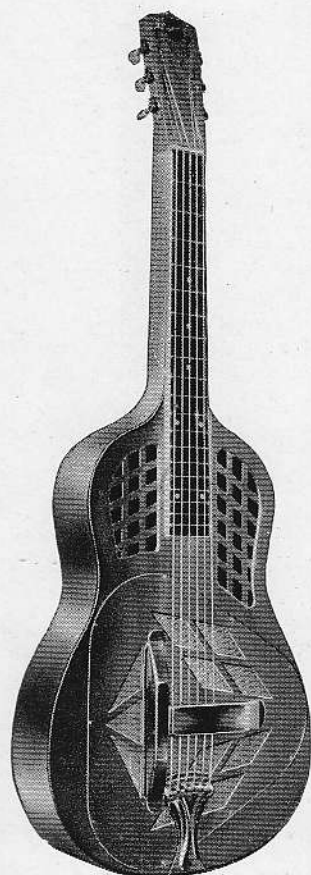
NATIONAL "SILVER" AMPLIFYING GUITARS

Amplified Tone!



Life-Time Service!

NATIONAL MODEL No. 1, \$125



No. 1 HAWAIIAN GUITAR

"SILVER" METAL GUITAR

This popular model enjoys a high ranking in the artist-guitar class. It is fitted with the NATIONAL improved Triple-Amplifier, the bridge being a three-arm truss structure supported by three NATIONAL cone amplifiers which produce a tone of tremendous volume, without losing the true guitar tone in all its richness and beauty. The bodies are made of fine heavy nickel-silver, heavily nickel-plated and polished. The necks are real mahogany with ebony fingerboard, white celluloid bound.

No. 1S—Silver Guitar, Spanish model, or

No. 1H—Silver Guitar, Hawaiian model with square hollow neck.

Price, either model, \$125.00

NATIONAL MODEL No. 2, \$145

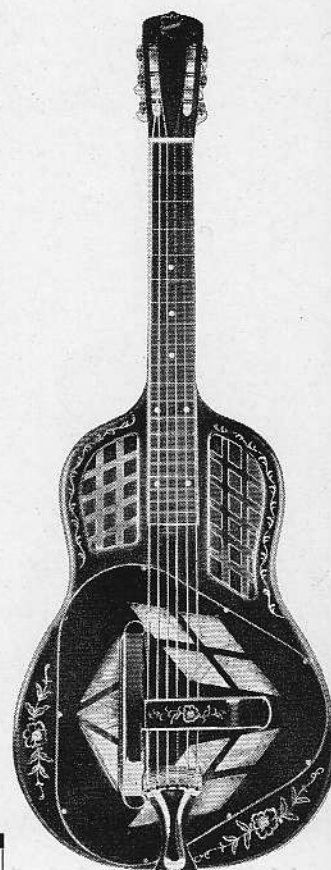
"SILVER" METAL GUITAR

In this artist-quality guitar the polished beauty of the all-metal body is enriched by attractive hand-engraving, appropriate and fitting to so fine an instrument. The body is nickel-silver heavily silver-plated and polished; the neck is genuine mahogany with real ebony fingerboard, bound in ivory-celluloid and set with pearl position markers. The amplifier in this guitar is the NATIONAL improved triple-resonator style, giving dynamic, balanced amplification with great purity and sweetness of tone.

No. 2S—Silver Spanish Guitar, or

No. 2H—Silver Hawaiian Guitar, square, hollow neck.

Price, either type, \$145.00



No. 2 SPANISH GUITAR

Cases for NATIONAL Stringed Instruments will be found on Page 99.

NATIONAL "SILVER" MANDOLINS

NATIONAL No. 3 "SILVER" MANDOLIN



The "NATIONAL" amplifying unit and metal body construction which revolutionized guitar construction yield equally distinguished results when applied to Mandolins. These three NATIONAL "SILVER" Mandolins embody the same power, brilliance and richness of tone which made NATIONAL Guitars world-famous. In beauty of appearance plus solidity of construction they set new and immeasurably higher standards of Mandolin value. They are equipped with the NATIONAL large Single Amplifier producing a clarity and volume of tone which makes them wonderful solo instruments and equally effective in ensemble work.

Three distinguished mandolins with bodies of indestructible nickel-silver, heavily plated and polished. These instruments have real mahogany necks; genuine ebony fingerboards bound in ivory-celluloid and set with pearl position markers.

No. 1M—NATIONAL "SILVER" MANDOLIN, plain polished nickel-plated.
Each, \$65.00

No. 2M—NATIONAL "SILVER" MANDOLIN, polished and hand-engraved.
Each, \$80.00

No. 3M—NATIONAL "SILVER" MANDOLIN, polished and richly engraved in elaborate floral design. Deluxe grade. Each, \$95.00

NATIONAL "SILVER" AMPLIFYING GUITARS

Amplified Tone!*Life-Time Service!*

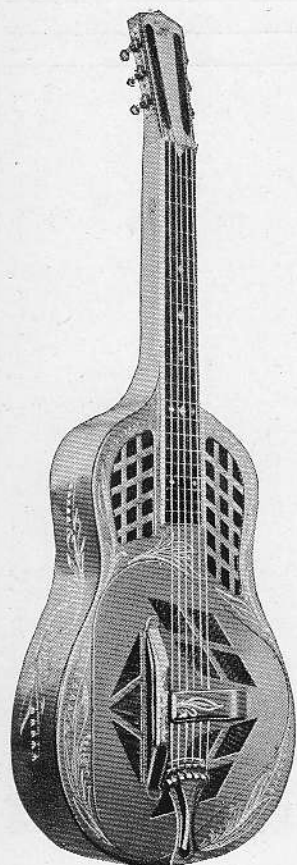
NATIONAL MODEL No. 3, \$165

"SILVER" METAL GUITAR

The flashing beauty of this artist-model commands instant attention and admiration—an important feature in any instrument intended for serious professional use. And the tone matches its spectacular appearance. For the NATIONAL triple cone amplifying unit with which this guitar is equipped produces outstanding resonance, volume and richness of tone. The body of this model is nickel-silver (good for a lifetime!) heavily nickel-plated and hand-engraved in an elaborate floral design. Real mahogany neck with genuine ebony fingerboard, bound with ivory-celluloid and set with pearl position-markers.

No. 3S—Spanish Guitar, with conventional neck, or
No. 3H—Hawaiian Guitar, with square hollow neck.

Price, either type,

\$165

Model 3 HAWAIIAN GUITAR

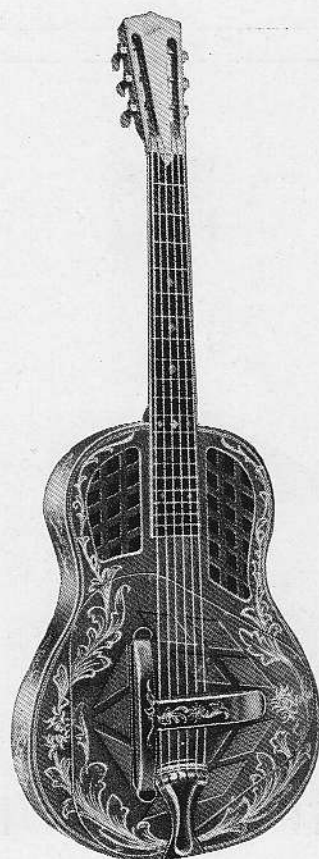
NATIONAL MODEL No. 4, \$195

"SILVER" METAL GUITAR

The finest guitar in the whole NATIONAL line and a marvel of beauty in both appearance and tone! These are instruments that do justice to the talent and professional standing of the finest artist. The bodies are pure nickel-silver, heavily nickel-plated, brilliantly polished and elaborately engraved (top, back and sides) in a beautiful floral design. The necks are real mahogany; with genuine ebony fingerboard bound in ivory-celluloid and set with pearl position markers. Equipped with NATIONAL triple-cone amplifying unit of latest improved type. The choice of leading artists all over the world!

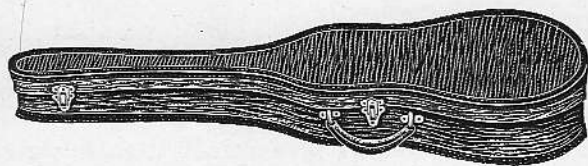
No. 4S—Spanish Guitar with conventional neck, or
No. 4H—Hawaiian Guitar with square, hollow neck.

Price, either type,

\$195

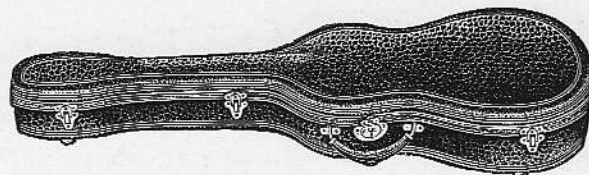
Model 4 SPANISH GUITAR

SPECIAL CASES FOR NATIONAL INSTRUMENTS

**UTILITY STYLE CASES**

Side-opening style. Strong chipboard body; covered with black, waterproof, leather-grained material; keratol bound, double sewed edges; fleece-lined. Leather handle; nickel-plated catches. A practical, economical case.

No. 2835—For NATIONAL Ukulele.....	\$3.00
No. 2836—For NATIONAL Mandolin.....	4.00
No. 2837—For NATIONAL Tenor Guitar.....	4.40
No. 2838—For NATIONAL Spanish Guitar.....	4.40
No. 2839—For NATIONAL Hawaiian Guitar.....	4.40

**DELUXE VENEER BODY CASES**

Side-opening style. Shaped 3-ply veneer shell cases, covered with extra heavy seal grained black keratol; luxuriously lined in crushed plush. Leather handle; nickel-plated lock and catches; with compartment for strings and accessories.

No. 2841—For NATIONAL Ukulele.....	\$10.00
No. 2842—For NATIONAL Mandolin.....	11.00
No. 2843—For NATIONAL Tenor Guitar.....	14.50
No. 2844—For NATIONAL Spanish Guitar.....	14.50
No. 2845—For NATIONAL Hawaiian Guitar.....	14.50

NATIONAL Electric GUITARS



NATIONAL
STEEL HAWAIIAN
ELECTRIC GUITAR



NATIONAL
WOOD-BODY SPANISH
ELECTRIC GUITAR

(CENTER ABOVE) THE NATIONAL AMPLIFIER

THE GUITAR PLAYER'S DREAM BROUGHT TO LIFE, AT LAST!

● A new voice is heard in the modern orchestra—the familiar voice of the guitar, faithfully reproduced in all its characteristic richness of tone, but enormously amplified and enriched in volume. Equipped with the new NATIONAL ELECTRIC GUITAR, the modern guitarist is prepared to take his rightful place in the modern orchestra. Now he has at his command a controlled power of tone that ranges from the most delicate tonal shading up to a mighty volume that can even over-top the whole brass *fortissimo*. Four years of patient, painstaking experiment and extensive research it took to develop the NATIONAL ELECTRIC AMPLIFIER to its present perfection. But here it is at last, truly the utmost in sound-amplification, more brilliant, more efficient, more dependable than any other amplifier on the market today, we firmly believe ● A noteworthy feature of NATIONAL Electric-Amplification is the balanced brilliance and clarity of tone in both the treble and the bass, with equal volume in all registers ● A WRITTEN GUARANTEE by the manufacturers accompanies each NATIONAL Electric Guitar or Mandolin, giving the purchaser definite assurance of long, satisfactory service. ●

NATIONAL Electric GUITARS

TRUE GUITAR TONE, AMPLIFIED AND ENRICHENED



THE NATIONAL ELECTRIC AMPLIFIER

Self-contained in a sturdy, good-looking, black keratol case that's conveniently carried and that affords complete protection to the unit. The amplifier itself is built with a 12-inch speaker of exclusive design; has 5 tubes and 3 stages of amplification, thoroughly fused and shielded. Very strongly made to insure absolute reliability in service, and successfully designed (after 4 years of exhaustive research and repeated tests under actual playing conditions) to give unequalled performance. A special feature is the NATIONAL Volume Control, enabling the player to achieve a wide range of tonal volume and effects at will. Built for AC 110-Volt but will operate successfully on DC 110-Volt if a DC Converter is used.

No. 1E67—NATIONAL Electric Amplifier Unit for use with the NATIONAL Guitars described below... Each, \$67.50

THE NATIONAL STEEL ELECTRIC GUITAR

Especially suitable for Hawaiian playing. All-metal body of distinctive design, compact and easily handled; made of a one-piece aluminum alloy casting in highly polished finish, with bronze panels; finished over-all with finest quality lacquer which preserves the lustre. The fingerboard is the standard scale, fretted with greatest accuracy. Powerful, built-in electro-magnetic pickup is sealed up and is absolutely guaranteed (see written guarantee accompanying each instrument) and is equipped with cord to attach to the NATIONAL Electric Amplifier, No. 1E67, described above. Please note that the price of the guitar does not include the cost of the amplifier.

No. 1E68—NATIONAL Steel Hawaiian Electric Guitar, 6-string model Each, \$67.50

No. 1E69—NATIONAL Steel Hawaiian Electric Guitar, 7-string model Each, \$72.50

For handsome 3-ply, keratol-covered, plush-lined carrying case, \$15.00 extra.

NATIONAL ELECTRIC SPANISH GUITAR

A beautiful guitar in full arched construction with violin "F" holes and equipped with the NATIONAL electro-magnetic Pick-Up, for use with the NATIONAL Electric Amplifier No. 1E67. Made of selected, carefully matched hardwoods in antique mahogany shaded finish. Has 3-piece hardwood neck, especially designed for easy fingering, and conventional, professional scale, fretted with faultless accuracy. An instrument built for the discriminating artist, and matchless in performance when used in conjunction with the NATIONAL Amplifier No. 1E67.

No. 1E67—NATIONAL Electric Spanish Guitar, in 6-string model, only Each, \$67.50

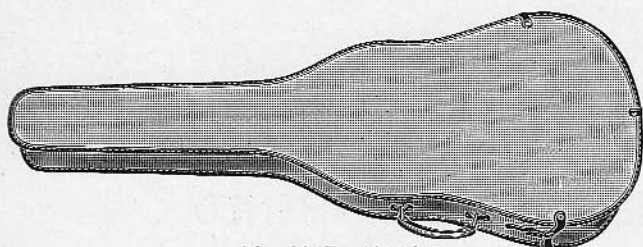
A handsome 3-ply veneer case, real Keratol covered, silk-plush lined, \$15.00 extra.

THE NATIONAL ELECTRIC MANDOLIN

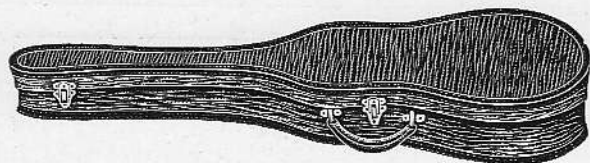
NATIONAL Electric Amplification yields just as impressive results when applied to a Mandolin as when used for guitars. This new mandolin is a conventional flat-back model, made of selected hardwoods, beautifully finished, and equipped with handsome metal front cover-plate and NATIONAL guaranteed electro-magnetic pick-up with cord to connect to the NATIONAL Electric Amplifier No. 1E67 (which is priced separately above). Here's a solo mandolin with a volume of tone that will fill a big auditorium!

No. 1E71—NATIONAL Electric Flat-back Mandolin Each, \$67.50

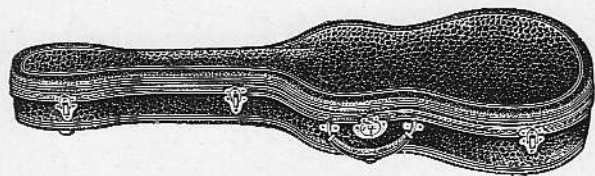
A 3-ply veneer shell case, real Keratol covered and lined in rich plush, \$15.00 extra.



No. 2817-1818J



No. 2815-2817J



No. 2810-2820J

GUITAR BAGS, MACKINTOSH

Made of waterproof blue mackintosh, full fleece-lined. Strong, double-sewed seams, snap button fasteners.

No. 2802 —For Tenor Guitar.....	Each, \$1.75
No. 2803 —For Standard Size Guitar.....	Each, 1.75
No. 2803½ —For Concert Size Guitar.....	Each, 2.00
No. 2803¾ —For Grand Concert Size.....	Each, 2.25
No. 2803⅞ —For Auditorium Guitar.....	Each, 3.00

GUITAR MACHINES (PATENT HEADS)

Polished real brass plates; black or white celluloid buttons. Packed with screws and collars, one set in box.

	Per Set	Doz. Sets
No. 2700 —For open headpiece (horizontal posts)	\$0.80	\$ 9.00
No. 2700½ —For solid headpiece (vertical posts)...	.90	10.00

Polished nickel-plated real brass plates; black or white celluloid buttons. Packed with screws and collars, one set in box.

	Per Set	Doz. Sets
No. 2702 —For open headpiece (horizontal posts)	\$0.90	\$10.00
No. 2705 —For solid headpiece (vertical posts)....	1.00	11.00

Polished nickel-plated and engraved; fancy ends; ivory-celluloid buttons. With screws and collars, each set in box

	Per Set	Doz. Sets
No. 2704 —For open headpiece (horizontal posts)	\$1.10	\$12.00
No. 2706 —For solid headpiece (vertical posts)....	1.20	13.00

GROVER INDIVIDUAL PATENT HEADS

Choice of vertical or horizontal types. With screws and sleeves.

No. 2707 —Nickel-plated, with tortoise cell. buttons.....	Set, \$ 2.16
No. 2708 —Nickel-plated; integral metal buttons.....	Set, 3.60
No. 2709 —Gold-plated; integral metal buttons.....	Set, 15.00

"TUNE-RITE" INDIVIDUAL PATENT HEADS

No. 2709½ —Very smooth in action with heavy gears and worms of 12 to 1 gear ratio. Nickel-plated finish with integral metal buttons. Packed set of 6 with sleeves and screws, complete in box.....

Set, \$3.60

GUITAR TAILPIECES—ALL POPULAR MODELS

No. 2710—Solid pattern (not illustrated) made of nickel-plated stamped steel.....

Doz., \$1.50

No. 930—Inexpensive trapeze style (not illustrated) made of nickel-plated stamped steel.....

Doz., \$3.00

No. 2712—Professional trapeze style; hinged type with heavy string-bar. Polished nickel-plated finish.....

Doz., \$12.00

No. 27N28—GROVER Professional trapeze-style with heavy, fluted string bar and re-inforcing stay. Hinged type. Heavily nickel-plated and polished.....

Each, \$1.50

No. 27N29—GROVER Artist-model trapeze style with heavy fluted string bar and quadruple rods. Hinged type. Nickel-plated finish.....

Each, \$2.70

No. 27G29—Like No. 27N29 but heavily gold-plated.....

Each, 5.00

GUITAR BAGS AND CASES

When ordering cases to fit guitars in your stock you can avoid errors and misunderstandings by checking the size of the guitar against the inner dimensions given here for each case quoted.

CANVAS GUITAR CASES, END-OPENING

End-opening model. Fibre board body covered with tan canvas; bound in Keratol. Flannel-lined. Nickel-plated clasps. Leather handle. Please mention whether 12 or 14-fret model.

No. 2817 —For Tenor Guitar (35"x11½"x4½" inside).....	Each, \$3.00
No. 2818 —For Standard Guitar (37"x13½"x4¾" inside)....	Each, 3.00
No. 2818½ —For Concert Guitar (40"x14½"x4¾" inside)....	Each, 3.30
No. 2818¾ —For Grand Concert (41"x14¾"x4¾" inside)....	Each, 3.60
No. 2818⅞ —For Auditorium Size (41"x15¼"x4¾" inside)....	Each, 3.80
No. 2818 J —For Jumbo Size (42"x16½"x5½" inside).....	Each, 4.20

"UTILITY" GUITAR CASES, SIDE-OPENING

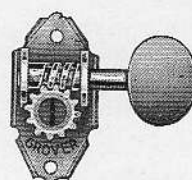
Side-opening cases with chip-board body covered in black, waterproof, leather grained material. Edges are bound in double-stitched Keratol. Full flannel-lined. Leather handle; nickel-plated catches.

No. 2819 —For Tenor Guitar (35"x11½"x4½" inside).....	Each, \$3.80
No. 2815 —For Standard Guitar (37"x13½"x4¾" inside)....	Each, 3.80
No. 2815½ —For Concert Size (40"x14½"x4¾" inside)....	Each, 4.25
No. 2815¾ —For Grand Concert (41"x14¾"x4¾" inside)....	Each, 4.40
No. 2815⅞ —For Auditorium size (41"x15¼"x4¾" inside)....	Each, 4.80
No. 2815 J —For Jumbo Size (42"x16½"x5½" inside).....	Each, 5.50

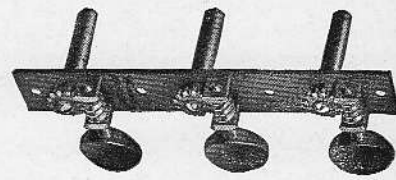
GUITAR CASES DELUXE, 3-PLY VENEER BODY

Side-opening deluxe case with bodies of 3-ply veneer construction. Covered with heavy, seal-grained genuine black Keratol and luxuriously lined in crushed plush. Leather handle; nickel-plated hardware.

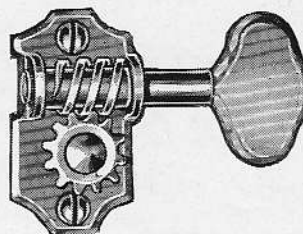
No. 2810 —For Tenor Guitar (35"x11½"x4½" inside).....	Each, \$14.50
No. 2820 —For Standard Guitar (37"x13½"x4¾" inside)....	Each, 14.50
No. 2820½ —For Concert Size (40"x14½"x4¾" inside)....	Each, 14.50
No. 2820¾ —For Grand Size (41"x14¾"x4¾" inside)....	Each, 14.50
No. 2820⅞ —For Auditorium Size (41"x15¼"x4¾" inside)....	Each, 15.50
No. 2820 J —For Jumbo size (41½"x16½"x5½" inside).....	Each, 15.50



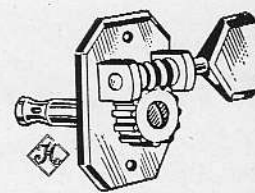
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No. 2702



No. 2708



No. 2709½



No. 2712

No. 27N28

No. 27N29



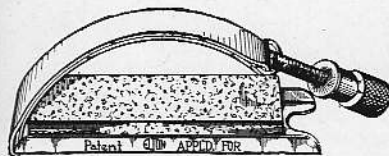
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No. 2728



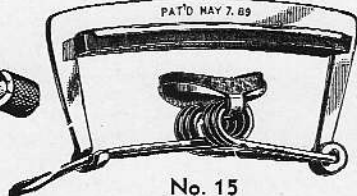
No. 1103



No. 2463



No. 70



No. 15



No. 2715-2720



No. 2722-2723



No. 27G16

BRIDGES FOR FLAT-TOP GUITARS

No. 2715—Pin-bridge made of ebonized rock-maple with nickel-silver saddle. Large model..... Dozen, \$3.20
No. 2720—Real ebony pin-bridge. Fine large model with bone saddle..... Dozen, \$6.00
No. 2724—Tailpiece bridge, made of ebonized rock-maple, with nickel-silver saddle. Large model..... Dozen, \$2.00

BRIDGES FOR ARCHED-TOP GUITARS

No. 2721—Ebonized rock-maple with bone saddle..... Dozen, \$2.40
No. 2722—GRETSCHE Adjustable Bridge made of rosewood-stained rock maple, hand-rubbed. Curved saddle for use with professional oval fingerboard..... Each, \$0.75
No. 2723—GRETSCHE Adjustable Bridge, like No. 2722 but made of finest Madagascar ebony..... Each, \$1.00
No. 27G16—GROVER Adjustable Bridge, self-conforming. Made of real rosewood. Height, closed, $\frac{5}{8}$ inch..... Dozen, \$6.00
No. 27G17—GROVER Adjustable Bridge, self-conforming. Made of mahogany-stained maple with ebony insert. Weatherproofed finish. Choice of $\frac{5}{8}$ ", $\frac{7}{8}$ " and 1" heights (closed)..... Dozen, \$12.00
No. 27G18—GROVER Adjustable Bridge, self-conforming; genuine ebony top-section with ebonized maple base; weatherproofed. Choice of $\frac{5}{8}$ ", $\frac{7}{8}$ " and 1" heights (closed)..... Dozen, \$18.00

GUITAR BRIDGE AND END PINS

No. 2730—Bridge-pins. Black celluloid, black collar.... Dozen, \$0.50
No. 2828—Bridge-pins. White celluloid, polished..... Dozen, .80
No. 2732—End pins. Ebony with pearl eye..... Dozen, .80
No. 2734—End pins. Ivory celluloid polished..... Dozen, 1.20

METAL NUTS FOR HAWAIIAN GUITARS

No. 70—Standard metal extension nut, nickel-plated finish. Fits over the regular nut raising the strings to the correct height for Hawaiian playing..... Doz., \$0.72..... Gross, \$7.20
No. 1103—"PERFECT" Hawaiian Guitar Nut, die-cast from metal, nickel-plated finish..... Dozen, \$6.00

NUTS FOR REGULAR (SPANISH) GUITARS

No. 2745—Genuine ebony guitar nuts..... Dozen, \$0.60
No. 2744—Bone guitar nuts..... Dozen, .96

GUITAR FRET, BEST NICKEL-SILVER

No. 2740—Best quality, heavy wire. In sets of 24..... Set, \$0.30

GUITAR CAPO D'ASTROS

No. 2463—Elton Capo d'Astro, improved model in which no metal touches the instrument. Easily put on or removed..... Dozen, \$3.60
No. 15—"LIGHTNING" Capo d'Astro. The original pattern, still a universal favorite. Strongly built and well corked..... Dozen, \$4.00

GRETSCHE-MADE GUITAR FINGER BOARDS

Professional, oval top fingerboards accurately fretted with finest heavy nickel-silver wire; set with three pearl positions.

No. 2736 —Genuine rosewood fingerboards..... Each, \$1.70
No. 2738 —Genuine Madagascar ebony fingerboards..... Each, 2.00

GUITAR FINGER BOARD CHARTS

No. 2739 —For Spanish Guitar..... Dozen, \$1.20
No. 2739½ —For Hawaiian Guitar..... Dozen, 1.20

PICK GUARDS FOR FLAT-TOP GUITARS

No. 2740½—Substantial pearl celluloid-shaped guard plates, to be screwed directly to flat-top guitars. Size $3\frac{1}{2}$ "x8½"; edges rounded. Pearl-White or Pearl-Black. With screws..... Each, \$0.50

PICK GUARDS FOR ARCHED-TOP GUITARS

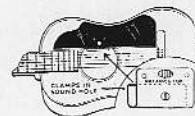
No. 2741—Polished genuine Bakelite guard plates complete with clamp and screws. Far superior to ordinary guard plates because Bakelite does not warp and curl..... Each, \$1.00
No. 2741½—Polished black Bakelite guard-plate with ivory celluloid bound edges. Complete with clamp and screws..... Each, \$2.25
No. 27E25—ELTON guard plate for guitars with round sound-hole only. The special improved clamp fits in the sound-hole and requires no screws. Choice of Polished Black or Pearl Black..... Each, \$1.20

GUITAR CORDS (SLINGS)

No. 27M01—Rayon guitar cords in variegated colors; with tassel at each end..... Dozen, \$5.00
No. 27M05—MICRO "CLASSIC" professional guitar cord. Comfortable felt-lined neck-piece prevents cutting; with tassel and pin-loop. In attractive assorted colors. Packed each in box..... Each, \$0.75
No. 27M20—MICRO Guitar Cord Assortment complete on attractive counter display-card. Each cord in individual cellophane envelope. One dozen cords, assorted colors..... Per card, \$3.60



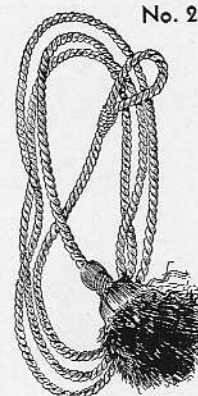
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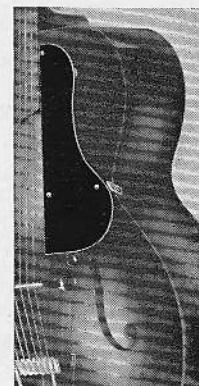
No. 27E25



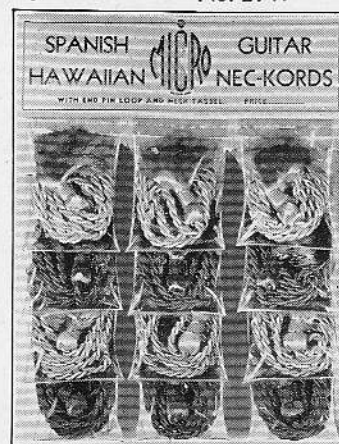
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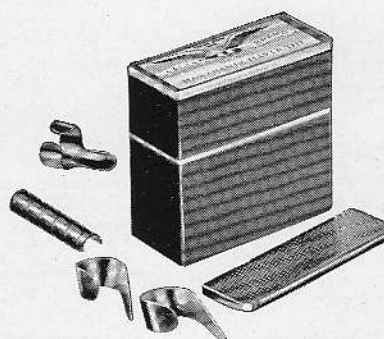
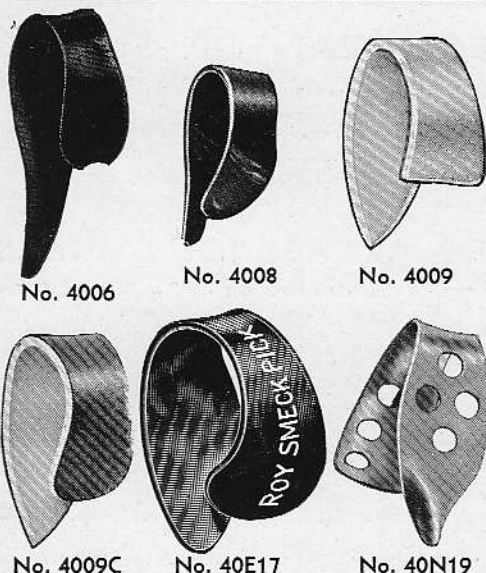
No. 27M02



No. 2741

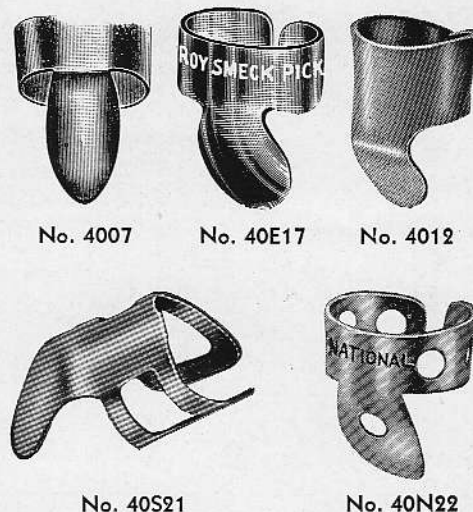


No. 27M20



HAWAIIAN GUITAR SET

No. 4025—Every accessory necessary to equip a guitar for Hawaiian style playing is included here. Consists of: 1 Guitar Steel, 1 Hawaiian Guitar Extension Nut, 1 Metal Thumb Pick, 2 Metal Finger Picks. Each outfit complete in box.....Each, \$0.70

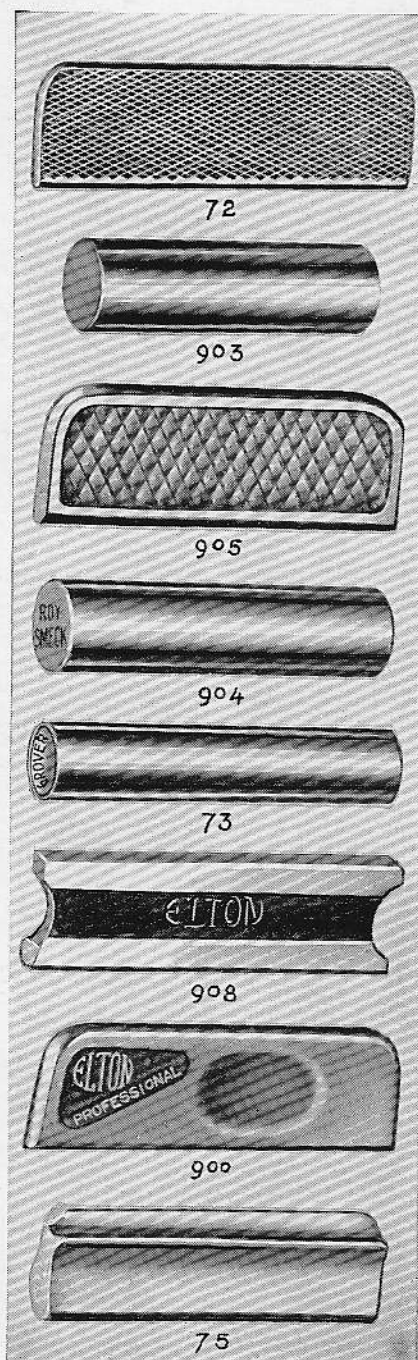


GUITAR THUMB PICKS

No. 4006—Nickel-silver thumb pick; standard pattern.....Dozen, \$0.40 Gross, \$3.75
 No. 4008—Tortoise-celluloid thumb pick; medium size.....Dozen, \$0.40 Gross, \$5.00
 No. 4009—Ivory celluloid thumb pick; extra heavy; polished....Dozen, \$0.80 Gross, \$9.00
 No. 4009C—Large size thumb picks, extra heavy, made of 2-color celluloid, polished. Dozen, \$0.90 Gross, \$9.60
 No. 40E17—Roy Smeck thumb pick, special design. Heavy tortoise-celluloid...Doz. \$1.75
 No. 40S20—STEVENS all-metal thumb pick. An improved style... Doz. \$1.00 Gross, \$10.80
 No. 40N19—NATIONAL all-metal thumb pick. The patented perforations give secure grip.....Dozen, \$1.50 Gross, \$15.00

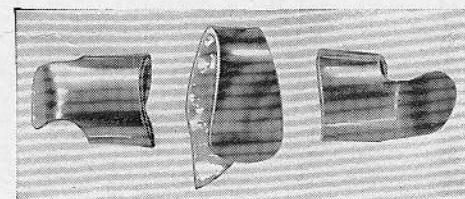
HAWAIIAN GUITAR STEELS

No. 72—Guitar steel, 3¼-inch size. Nickel-plated; with knurled sides.Dozen, \$1.80
 GROVER Guitar steels, plain, round pattern, hardened steel, highly polished. Will outwear half-a-dozen composition metal steels. Offered in two popular sizes.
 No. 27G52—Size, 3" by 5/8" diam... Doz. \$4.80
 No. 27G53—Size, 3" by 3/4" diam... Doz. \$6.00
 No. 903—Elton round guitar steel, nickel-plated and highly polished. Choice of 3/4" diameter, 2 5/8" length or 7/8" diameter, 3" length. Price, either style..... Dozen. \$5.90
 No. 905—Elton "Diamond Grip" 3 3/8 in. guitar steel. Heavy weight; knurled grip; polished edge. Chromium-plated... Dozen, \$3.90
 Elton "PRESSLE'S" guitar steel, length, 4", with the weight at the bottom where you want it; the curved ends facilitate backward slant.
 No. 908—Nickel-plated..... Doz., \$9.00
 No. 909—Gold finish..... Doz., \$12.00
 No. 900—Elton "Professional" guitar steel. Polished nickel-plated finish. Grooved on each side to fit the natural grip of thumb and fingers. Each in leather pocket case..... Doz., \$9.60
 Grover genuine STAINLESS STEEL guitar steels, plain, round pattern. The most durable guitar steel on the market. And very easy playing since the strings make no impression.
 No. 73—Grover "STAINLESS STEEL" (3" x 5/8" diam.)..... Doz., \$12.00
 No. 73 1/2—Grover "STAINLESS STEEL" (3" x 3/4" diam.)..... Doz., \$15.00
 No. 75—STEVENS "Interchangeable" steel, fits the three playing fingers and gives free, easy motion. Finished in polished chromium-plate..... Doz., \$10.80



GUITAR FINGER PICKS

No. 4007—Nickel-silver guitar finger picks. A favorite pattern. Doz., \$0.40 Gross, \$3.75
 No. 40E17—ROY SMECK finger picks. Polished nickel-silver. A special shape designed by Mr. Smeck..... Dozen, \$1.75
 No. 4012—Transparent celluloid finger picks, polished finish. Very comfortable and give nice tone..... Doz., \$1.00 Gross, \$10.00
 No. 40S21—STEVENS guitar finger picks; polished nickel-silver... Doz., \$1.00 Gross, \$10.80
 No. 40N22—NATIONAL finger picks; polished nickel-silver. The patented perforations give easy fit..... Doz., \$1.50 Gross, \$16.20



"JEWEL" CELLULOID GUITAR SET

No. 4004—Consists of large, extra heavy celluloid thumb pick and two transparent celluloid finger picks mounted on card. Very popular because of their fine tone-production and easy, comfortable fit..... Doz. Sets, \$5.00

NATIONAL GUITAR PICK SET

No. 27N39—NATIONAL Hawaiian guitar set. Consists of one NATIONAL steel (round pattern) one thumb pick and two finger picks, packed in attractive box.....Per Set. \$1.80



STEVENS GUITAR SET

No. 27S40—STEVENS Hawaiian guitar set consisting of chromium-plated special shape steel bar, one metal thumb pick and 2 metal finger picks, complete in box. Per Set, \$1.00



GRETSCH **BROADCASTER** BANJOS

BROADCASTER • the MODERN Banjo

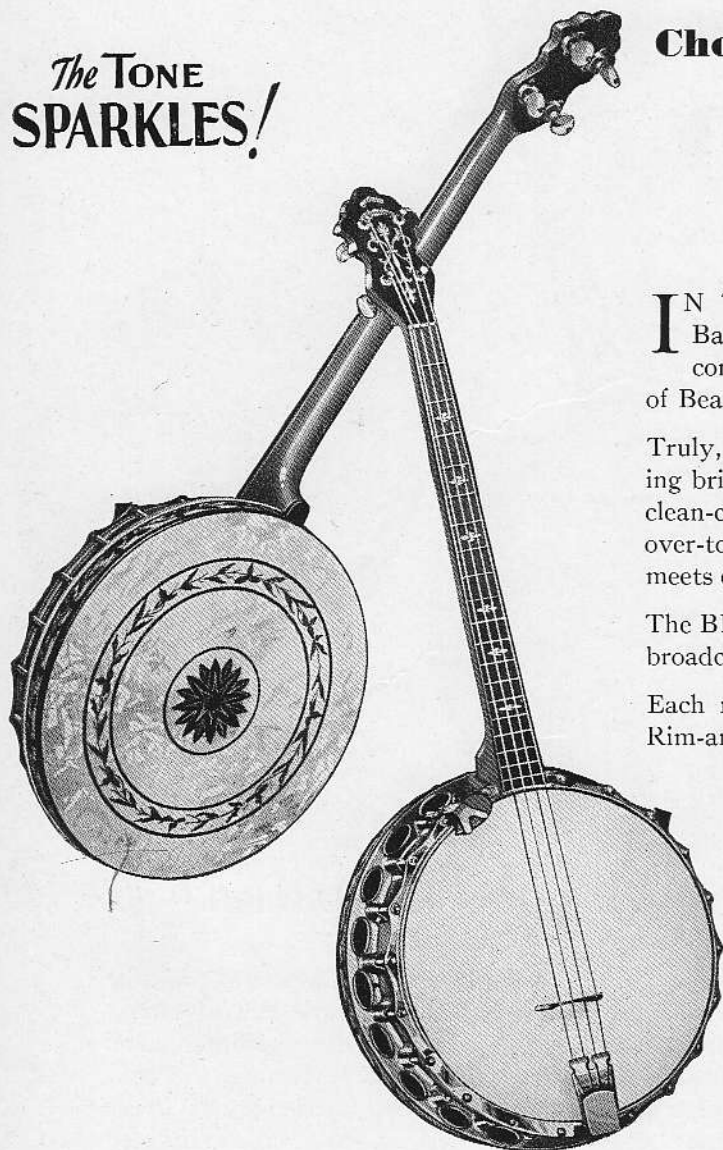
Setting New Standards of TONE and Value!

*The TONE
SPARKLES!*

Choose from 7 Handsome Models

\$50 to \$200

(Prices Include Case)



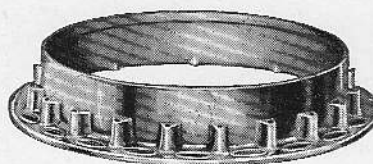
BROADCASTER Style No. 075, selling complete with case at \$75.00 is pictured here. It's one of the new models that is making the BROADCASTER name famous.

IN THE BROADCASTER you see the ULTRA-MODERN Banjo! Here you find vital improvements in banjo design and construction that set new standards of Convenience, of Strength, of Beauty and of Brilliant Performance.

Truly, "the tone Sparkles!"—sparkles with a sustained and dominating brilliance when played either in full volume or pianissimo. The clean-cut lyric BROADCASTER tone (entirely devoid of muffling over-tones even under the exacting test of rapid, heavy chords) meets every requirement of modern work.

The BROADCASTER is an orchestra banjo—a recording banjo—a broadcasting and solo instrument of distinguished capabilities!

Each model has the revolutionary BROADCASTER One-Piece-Rim-and-Resonator-Flange-Unit (pictured below). Each model, too, embodies other distinctive improvements such as: the BROADCASTER top-tensioning feature; the BROADCASTER nickel-bronze, one-piece combination Straining-Hoop and "BANJO-BILT" Arm-Rest; the BROADCASTER detachable Extension Resonator, with patented thumb-screw fasteners, engaging the flange at each side.



SIMPLICITY!

More than 70 different parts are eliminated by the BROADCASTER One-Piece-Rim-and-Resonator-Flange-Unit. Even the 20 brackets for the convenient top-tensioning screws are integral parts of this amazing unit. Die-cast from Nickel-Bronze of tremendous strength and rigidity, it provides a firm, unyielding anchor for the structure of the entire instrument. The stress of steel strings under high tension, the relentless pull of a thick, tough calf-skin head, the subtle attacks of changing temperature and humidity—none of them can affect this powerful rim!

GRETSCH **BROADCASTER** BANJOS

*The TONE
SPARKLES!*

The BROADCASTER

Style E

\$200

Complete in de Luxe Carrying Case

Available in the following models:

TENOR-BANJO
PLECTRUM-BANJO
5-STRING BANJO
BANJO-MANDOLIN

SPECIFICATIONS

THE NECK: American walnut in dark hand-polished finish; 5-piece built-up construction, with triple strip of mahogany and white holly running its full length; slender easy playing model, yet guaranteed warp-proof.

Pearl-Amerith headpiece, hand engraved; carved heel.

Geared pegs, 4-to-1 ratio; pearl peg buttons. Heavily gold-plated metal parts.

THE RIM: BROADCASTER improved one-piece type, made of solid nickel-bronze; hand engraved and heavily gold-plated.

HEAD: Genuine Rogers "Three-Star" Brand, finest hard finished white calf-skin.

COUNTER-HOOP: Improved BROADCASTER top-tension type, hand engraved and heavily gold-plated. With Banjo-Bilt integral arm-rest. Heavy extension tailpiece, also gold-plated.

RESONATOR: American walnut, 7-ply, domed construction, Pearl-Amerith covered; hand engraved design, developed in brilliant, lasting colors.

THE CASE: (included in the price) is covered with real leather, grained in reproduction of rich brown Alligator; heavily padded and lined with finest silk plush. Has crotch support for the neck and compartments for strings and accessories.



Metal Parts 24-Karat Gold Plated!

Appealing irresistibly to the lover of fine instruments, the BROADCASTER Style "E" is a triumph of sturdy strength, distinguished beauty and magnificent tonal resources. Amerith mother-of-pearl covers the resonator, the fingerboard and the headpiece. Hand engraved in the pearl are elaborate floral designs, inset with variegated colors of lasting brilliance. In effective contrast to the silver-gray Amerith pearl, is the dark polished American walnut neck and the hand-engraved finish of the BROADCASTER one-piece-rim-and-resonator-flange, and other metal parts which are all finished in heavy 24-karat gold plate.

Order Broadcaster Style E, Price, \$200.00

Available in Tenor, Plectrum, 5-String and Banjo-Mandolin . . . All Models the Same Price

GRETSCH **BROADCASTER** BANJOS



The **TONE
SPARKLES!**

The BROADCASTER

Style D

\$125

Complete in Silk Plush-Lined Case

Available in the following models:

TENOR-BANJO
PLECTRUM BANJO
5-STRING BANJO
BANJO MANDOLIN

SPECIFICATIONS

THE NECK: American walnut, hand-polished finish; slender, easy-playing model in 5-piece built-up construction (guaranteed not to warp or pull up). Hand-carved heel.

Ebony headpiece, elaborate inlaid with real mother-of-pearl.

4-to-1 ratio geared pegs, with real mother-of-pearl buttons. Gold-plated metal parts.

THE RIM: Standard one-piece BROADCASTER model, made of solid-nickel-bronze; hand-engraved and heavily plated in 24-karat gold.

THE HEAD: Rogers "3-Star" brand; finest hard, white calf-skin, conducive to brilliant tone.

COUNTER-HOOP: BROADCASTER improved top-tension model, hand-engraved and heavily plated in genuine gold. With integral "Banjo-Bilt" arm rest.

Tailpiece (gold-plated) is heavy, extension type.

RESONATOR: Hand-polished American walnut, 7-ply laminated construction. Inlaid with beautiful design in rich colored woods; edges bound in polished tortoise celluloid.

THE CASE: Deluxe side-opening model with sturdy veneer shell, covered with seal grained black keratol and lined with heavy silk plush. Has crotch support for the neck, and covered compartments for strings and accessories.

Metal Parts 24-Karat Gold Plated

Another artist instrument! Another brilliant BROADCASTER bringing to the artist vital improvements in banjo design and playing convenience, not easily realized and appreciated until you've actually examined and played a BROADCASTER! This model is a richly conservative creation in dark, hand-polished American walnut of choicest grain, its beauty enhanced by wood-inlay in harmonious colors and hand-engraved metal parts finished in heavy gold plate. Rugged strength and genuine brilliance of tone complete the story of an investment in lasting satisfaction.

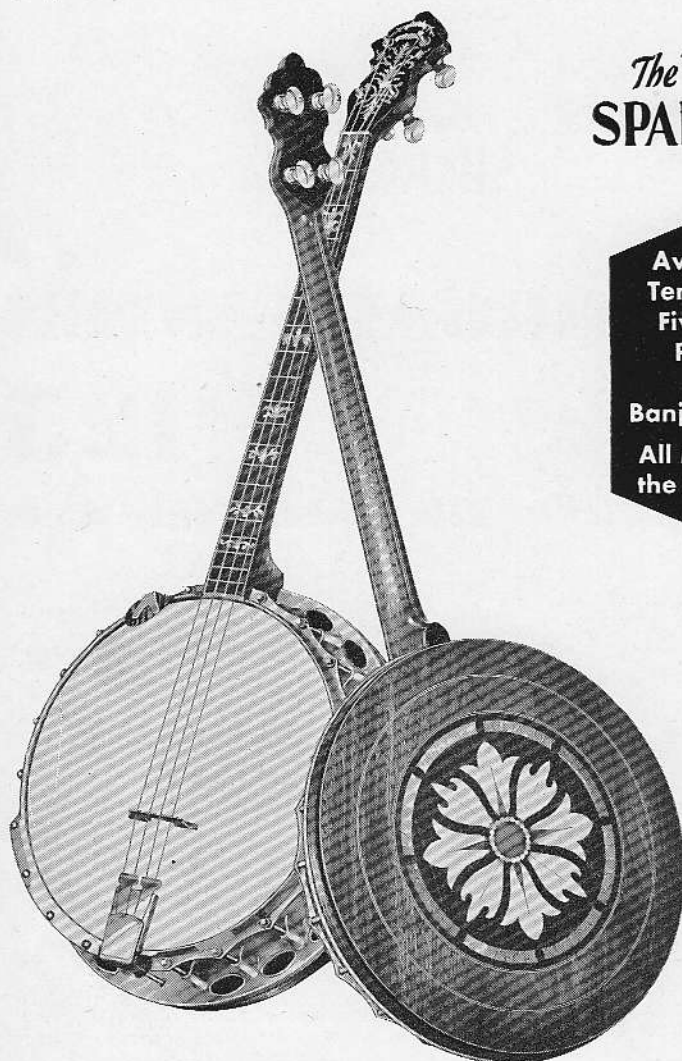
Order Broadcaster Style D, Price, \$125.00

*Available in Tenor, Plectrum, 5-String and
Banjo-Mandolin . . . All Models the Same Price*

GRETSCH **BROADCASTER** BANJOS

*The TONE
SPARKLES!*

Available in
Tenor-Banjo,
Five-String,
Plectrum
and
Banjo-Mandolin
—
All Models are
the Same Price



The BROADCASTER Style C

\$100 Complete in
Plush-Lined Case

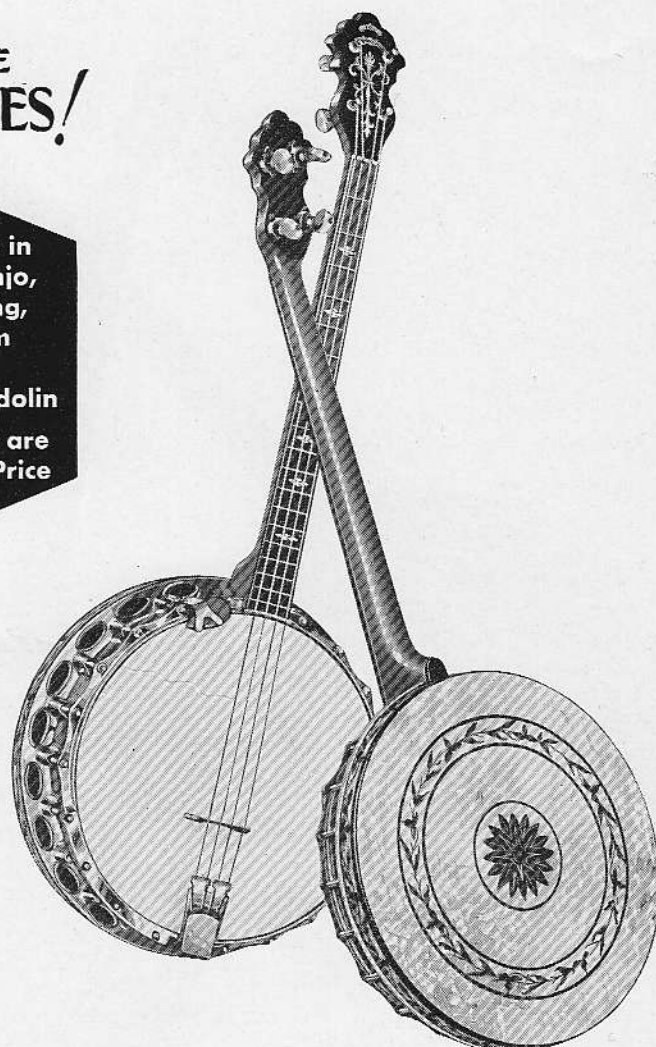
A splendid general-purpose professional banjo, and a typical BROADCASTER in its distinguished tonal performance.

Built of dark American walnut of selected grain, hand-polished finish. It has 5-piece built-up neck, slender "easy-playing" model, with finest ebony head-piece and fingerboard, both elaborately inlaid with mother-of-pearl. Professional 4-to-1 ratio geared pegs. Seven-ply resonator with elaborate, genuine colored wood inlaid center design; double bound with tortoise celluloid.

The rim is the standard all-metal BROADCASTER unit, finished in heavy silver plate; counter hoop is BROADCASTER improved top-tension type with "Banjo-Bilt" arm-rest; silver-plated finish to match the rim. Rogers white calf-skin head. All metal parts nickel-plated finish and polished. Complete in black seal grain keratol-covered case de luxe; silk plush lined.

The BROADCASTER Style C is furnished in: Tenor-Banjo, Plectrum Banjo, 5-Stringed Banjo and Banjo-Mandolin. All models are the same in price.

Order BROADCASTER Style C, Price, \$100.00



The BROADCASTER "75"

\$75 Complete in
Velvet Lined Case

Another favorite BROADCASTER model, in which beauty of appearance and magnificent tone combine to make it one of the most remarkable values ever offered in a professional banjo!

Impressively beautiful in appearance, with polished dark walnut neck and real ebony fingerboard (pearl inlaid) contrasting effectively with the beautiful Pearl-Amerith covered resonator and the silver-plated BROADCASTER all-metal rim unit. Pearl inlaid headpiece.

Here are all the BROADCASTER features, including the integral brackets; the top-tension counter-hoop; the "Banjo-Bilt" arm rest. Has professional geared pegs; Rogers selected white calf-skin head. Each in velvet-lined, keratol-covered, veneer shell case.

The BROADCASTER "Seventy-Five" is available in Tenor-Banjo, Plectrum-Banjo, 5-String Banjo and Banjo-Mandolin. All models are the same in price.

**Order BROADCASTER Style Seventy-Five,
Price, \$75.00**

*For this same banjo with metal parts heavily plated in genuine gold,
Order BROADCASTER Style One Hundred, Price, \$100.00.*

GRETSCH **BROADCASTER** BANJOS

*The TONE
SPARKLES!*

Available in
Tenor-Banjo,
Five-String,
Plectrum
and
Banjo-Mandolin
—
All Models are
the Same Price



The BROADCASTER Style B

\$60 Complete in
Velvet Lined Case

In this popular-priced banjo you get professional tonal performance, combined with all the new BROADCASTER refinements and improvements—and priced at an amazing saving! Handsomely built with dark American walnut, 7-ply resonator and 5-piece neck, hand-polished finish. The neck is the slender easy-playing type (guaranteed warp-proof); polished ebony head-piece and fingerboard, both inlaid with pearl. The resonator has rich-colored center design and tortoise celluloid bound edges.

The rim, of course, is the solid, sturdy BROADCASTER patented unit with integral brackets. 20 improved BROADCASTER top-tension screws make tensioning quick and easy; patented combination straining hoop and "Banjo-Bilt" arm-rest; professional 2-to-1 ratio geared pegs; selected hard, white calf-skin head. Complete in plush-lined, black keratol-covered case.

The BROADCASTER Style B is furnished in: Tenor-Banjo, Plectrum-Banjo, 5-Stringed Banjo and Banjo-Mandolin. All models the same price.

Order BROADCASTER Style B, Price, \$60.00



The BROADCASTER "Fifty"

\$50 Complete in
Fleece Lined Case

Here's more banjo value than \$50.00 ever bought before! It's a typical BROADCASTER in beauty of tone and finish, with all the BROADCASTER structural improvements that mean so much in playing convenience and lasting satisfaction.

The wood-work is hand-polished American walnut of beautiful grain. The sturdy one-piece metal rim and resonator-flange is satin finish silver plate. Fingerboard and head-piece are lustrous white Pearl-Amerith, hand-engraved and decorated in brilliant colors. Geared patent friction pegs; fine quality white calf-skin head; BROADCASTER top-tension counter hoop with built-in arm-rest; 5-piece warp-proof neck.

The BROADCASTER "FIFTY" is available in Tenor-Banjo, 5-String Banjo, Plectrum Banjo and Banjo-Mandolin models, each complete in veneer shell, black keratol-covered, fleece lined case.

Order BROADCASTER Style FIFTY, Price, \$50.00

For this same banjo but with metal parts heavily plated in genuine gold,

Order BROADCASTER Style "NINETY," Price, \$90.00.

GRETSCH BANJOS

Introducing 'The NEW YORKER'

The Finest Banjo Value
We Ever Built to Sell at

\$37⁵⁰

Available in
Tenor-Banjo,
Five-String,
Plectrum
and
Banjo-Mandolin
All Models are
the Same Price



BREAKING all records in banjo value comes this beautiful new model, with tone and looks to beat many a banjo selling right now for \$60.00 and more!

Choice grained walnut in highly polished finish is used for the neck and resonator, the dark wood contrasting handsomely with the white Pearl-Amerith fingerboard and head-piece and the satin silver-plated one-piece rim and resonator-flange.

The slender, easy-playing neck is 5-piece built-up construction and can't warp. The scale is full 23-inch. Geared patent pegs make tensioning easy. The solid one-piece rim with its 20 integral brackets, and the fine white calf-skin head produce a tone of genuine power and brilliance. It's a quality instrument through and through!

No. 40—The "NEW YORKER", choice of Tenor-Banjo, 5-String, Plectrum or Banjo-Mandolin models... Each, \$37.50

*Cases to fit "NEW YORKER" Banjos
will be found on Page 113.*

The 'ORCHESTRELLA'

\$27⁵⁰

Amazing Tone and Value!

Dark red mahogany neck and resonator, hand-polished to a high finish.

Beautiful Pearl-Amerith head-piece and fingerboard (23-inch professional scale).

Satin silver-plated rim-and-resonator-flange, die-cast with 20 integral brackets into one solid unit of tremendous strength.

Slender 3-piece built-up neck (can't warp!); patent friction pegs; selected white calf-skin head.

These are the specifications of a banjo that ought to sell for far more than \$27.50. But here it is—with all its beauty of finish and tone—priced to please the most critical buyer.

The new Orchestrella comes in Tenor, 5-String, Plectrum and Banjo-Mandolin models—all at the same price.

No. 25—The "ORCHESTRELLA", choice of Tenor-Banjo, 5-String, Plectrum or Banjo-Mandolin models.

Each, \$27.50

*Cases to fit "ORCHESTRELLA" Banjos
will be found on Page 113.*



Available in
Tenor-Banjo,
Five-String,
Plectrum
and
Banjo-Mandolin
All Models are
the Same Price

GRETSCH BANJOS



Real Mahogany

\$20⁰⁰

Available in
Tenor-Banjo,
Five-String,
Plectrum
and
Banjo-Mandolin
—
All Models are
the Same Price



Birds' Eye Maple

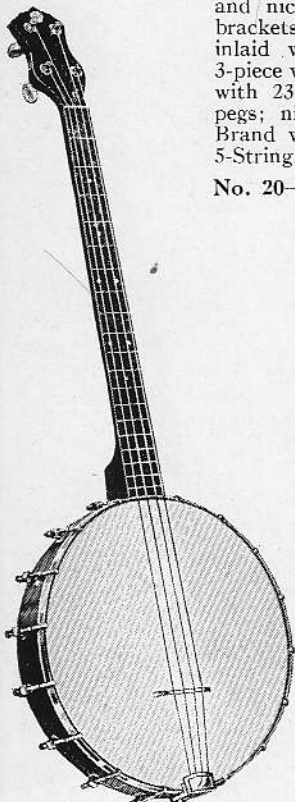
\$16⁰⁰

Exceptional tone and quality in a modern resonator banjo built of genuine mahogany, hand-rubbed and polished finish. 11" rim and nickel-plated metal flange; 24 tension brackets; 13" extension resonator with side inlaid with two strips of ivory celluloid. 3-piece warp-proof neck; ebonized fingerboard with 23" professional scale; quality patent pegs; nickel-plated counter hoop; EAGLE Brand white calf head. Available in Tenor, 5-String, Plectrum and Banjo-Mandolin.

No. 20—GRETSCH Banjo, any model.
Each, \$20.00

Mighty good-looking and equally good in tone is this substantial new model in polished bird's-eye maple. 11" rim with extension resonator with sides double-inlaid with tortoise-celluloid. Has 20 brackets; nickel-plated straining hoop; quality patent pegs; genuine EAGLE Brand white calf-skin head. Ebonized fingerboard with full professional 23-inch scale in the Tenor Banjo. Your choice of Tenor, 5-String, Plectrum and Banjo-Mandolin models.

No. 15—GRETSCH Banjo, any model.
Each, \$16.00



Dark Walnut Finish

Here's a lot of banjo for the money! A well-built, substantial instrument with a real tone—and yet, only \$10.00! The 11" laminated rim and the neck are made of well-seasoned hardwood, gloss finished in dark walnut. Ebonized hardwood fingerboard with full 23-inch professional scale in the Tenor-Banjo. Other models in proportion. 16 nickel-plated brackets; nickel-plated straining hoop; good white calf head; good quality patent pegs with nickel-plated metal buttons. Available in Tenor, 5-String, Plectrum and Banjo-Mandolin.

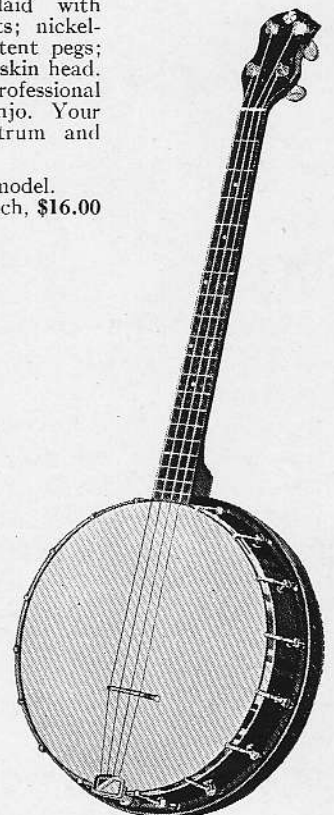
No. 10—GRETSCH Banjo, any model. Each, \$10.00

No. 9—GRETSCH Tenor Banjo, only. Like No. 10 but with 12-tension brackets. . . Each, \$9.50

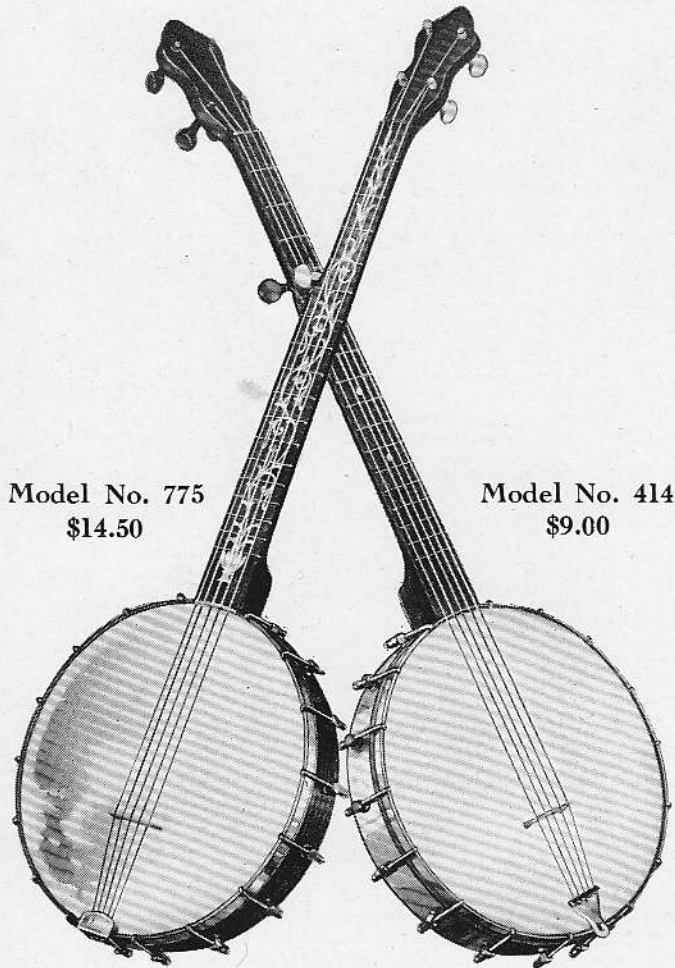
New Resonator Model

The extension resonator brings out the tone of this new model in a most effective way, and its good, solid construction and careful finish are added satisfaction-features. The 11" rim, the extension resonator and the neck are selected hardwood, shaded mahogany finish, polished effect. The resonator is bound in ivory-celluloid and has attractive decalomania decoration in the center. Ebonized fingerboard; carefully fretted 23-inch, 19-fret, professional scale; nickel-plated straining hoop; good quality patent friction pegs with nickel-plated metal buttons; real calf-skin head. Available in Tenor, 5-String, Plectrum and Banjo-Mandolin.

No. 12—GRETSCH Banjo, any model. Each, \$13.50



GRETSCH BANJOS



Model No. 775
\$14.50

Model No. 414
\$9.00

STANDARD 5-STRING BANJOS

Inexpensive, Old-Time Favorite Models

Here are banjos that will appeal to conservative buyers. The quality is there, in spite of the low prices—and real musical merit too—built right into them by workmen who know their business.

11-in, polished nickeloid rim with laminated maple lining. Calf head. Nickel-plated straining-hoop. Nickel-plated, hexagon brackets. Cherry finished neck with imitation ebony fingerboard, nickel-silver frets and inlaid position dots. Ebonized pegs.

No. 414—Has 16 brackets..... Each, \$9.00

No. 416—Has 24 brackets..... Each, 10.00

No. 418—11-inch, polished nickeloid rim. Laminated hardwood lining. Calf head, nickel-plated hoop. 38 nickel-plated hexagon brackets. Cherry finished neck, imitation ebony fingerboard. Ebonized pegs..... Each, \$12.00

No. 775—Laminated 5-ply rock-maple, 11-inch rim, American walnut finished and polished. Calf head. Nickel-plated hoop. 24 hexagonal, nickel-plated brackets. Walnut finished neck; imitation ebony headpiece and fingerboard, inlaid in elaborate vine design. Ivory-celluloid pegs..... Each, \$14.50

For other models of 5-String Regulation Banjos, see Pages 105 to 111. Prices range from \$10.00 to \$200.00.

GRETSCH GUITAR BANJOS

THE Guitar-Banjo though tuned and played exactly like the regular style Guitar, has the distinctive, powerful Banjo tone. It is greatly in demand for use in Banjo clubs and in stage work where a large, full far-carrying tone is desirable. Any guitar player can play the Guitar-Banjo at first sight, and will find this novel instrument a welcome addition to his instrumental equipment.

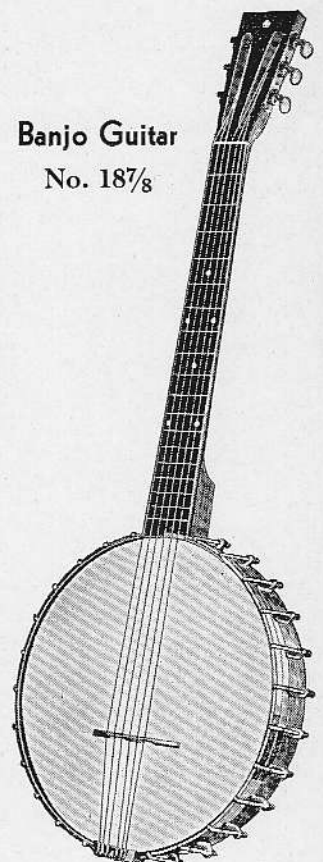
No. 786—Guitar-Banjo. Has 12-inch, wired, metal rim, nickel-plated and polished. Laminated rock maple lining and rock maple built-up neck with reinforcing strip through center. Natural finish. 30 hexagon brackets. Calf head. Nickel-plated patent heads.

Each, \$25.00

No. 187 $\frac{8}{8}$ —Maple rim Guitar-Banjo. Rim is six-ply rock maple, 12 inches in diameter, finished in natural color. 24 professional, nickel-plated brackets, flat hooks. Calf head, stretched over a wire overlay. Nickel-plated straining hoop. Built-up, rock maple neck with reinforcing strip through center to prevent warping. Nickel-plated patent heads..... Each, \$27.00

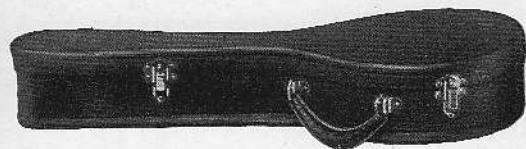
No. 757 $\frac{8}{8}$ —GRETSCH "Broadcaster" Guitar-Banjo with professional detachable resonator back. The rim is the exclusive GRETSCH Broadcaster style, of one-piece aluminum-bronze—light and strong beyond belief. Polished nickel-plated finish. With 20 top tension brackets. The resonator and neck are genuine brown mahogany, hand-polished finish. Ebony fingerboard, fretted with absolute accuracy and inlaid with pearl position markers. Nickel-plated patent heads and tailpiece. Truly a professional instrument with a tone of power and richness. Complete in veneer-shell, keratol-covered velvet lined case..... Each, \$75.00

Banjo - Guitar Cases
are shown on page 113



Banjo Guitar
No. 187 $\frac{8}{8}$

BAGS AND CASES FOR ALL BANJO INSTRUMENTS



Economy Style Cases

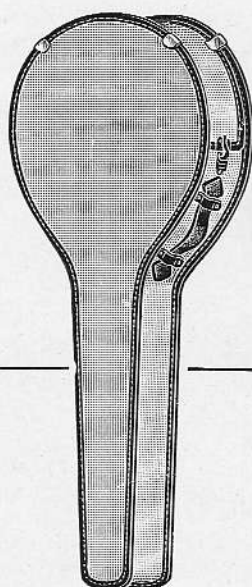
Inexpensive, durable and good-looking! Made in the popular side-open style. Body is heavy chipboard with reinforced sides. Black imitation leather covered, with real keratol reinforced edges. Full fleeced-flannel lined. Nickel-plated clasps and hinges. Leather handle. Available for all banjo-instruments—see quotations below.

Felt and Mackintosh Bags

Made of good quality materials with strongly stitched seams; end - opening. Snap - button fasteners.

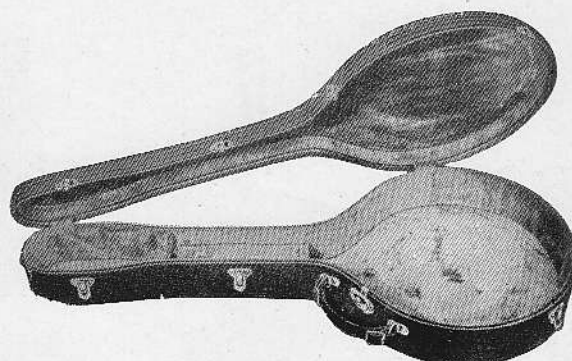
The mackintosh bags are full fleece lined and are waterproof.

Made only for banjo-instruments without resonator—see quotations below.



Canvas Cases

Straw-board body; tan canvas covered; full fleece lined; leather handle. End-opening model. For instruments without extension resonator. See quotations below.



3-Ply Veneer Cases

Exceptionally fine, sturdy cases, with bodies of 3-ply seasoned bass wood veneer. The designs are nicely shaped, with a view to good looks as well as complete protection for the instrument. These cases are all side-opening model.

Standard Grade

3-ply veneer bodies, covered with black seal grain keratol, and lined with heavy velvet. Finished with nickel-plated lock, catches and hinges. Real leather handle.

Deluxe Grade

3-ply veneer construction, covered with extra fine block seal grain keratol and lined with heavy silk plush. Best brass hardware in polished nickel-plated finish. Leather strap handle. Covered compartments and crotch neck supports.

PRICE - LIST

TENOR BANJO BAGS AND CASES

For 11-inch rim, without extension resonator.

See complete descriptions above.

- No. 20—Green Felt Bag for tenor banjo.....Each, \$ 1.20
- No. 22—Mackintosh Bag for tenor banjo.....Each, 1.30
- No. 7—Canvas Case for tenor banjo.....Each, 2.60
- No. 3—Utility Side-Open Case for tenor banjo.....Each, 3.70
- No. 11—Standard Veneer Shell Case for tenor banjo..Each, 10.00

For instruments with 13" or 14" extension resonator

See complete descriptions above.

- No. 5—Utility Side-Open Case for tenor banjo.....Each, \$ 4.00
- No. 18—Standard Veneer Shell Case for tenor banjo...Each, 10.50
- No. 25—Deluxe Veneer Shell Case for tenor banjo...Each, 16.50

BANJO-MANDOLIN BAGS AND CASES

For 10-inch rim instruments without extension resonators.

See complete descriptions above.

- No. 33—Green Felt Bag for banjo mandolin.....Each, \$ 1.00
- No. 2—Mackintosh Bag for banjo-mandolin.....Each, 1.50
- No. 3—Canvas Case for banjo-mandolin.....Each, 2.40
- No. 6—Utility Side-Open Case for banjo mandolin..Each, 3.50
- No. 20—Standard Veneer Shell Case for banjo mandolin.....Each, 7.50

For Instruments with 13" or 14" extension resonators.

See complete descriptions above.

- No. 6½—Utility Side-Open Case for banjo mandolin..Each, \$ 3.80
- No. 21—Standard Veneer-Shell Case for banjo mandolin.....Each, 8.50
- No. 28—Deluxe Veneer-Shell Case for banjo mandolin..Each, 12.00

COVERS for 5-STRING or PLECTRUM BANJOS

For 11-inch rim instruments without extension resonators.

See complete descriptions above.

When ordering please tell us whether you want to fit a 5-string banjo or a 4-string plectrum-banjo.

- No. 30—Green Felt Bag for 5-String or Plectrum...Each, \$ 1.20
- No. 23—Mackintosh Bag for 5-String or Plectrum...Each, 1.30
- No. 9—Canvas Case for 5-String or Plectrum.....Each, 2.80
- No. 4½—Utility Side-Open Case for 5-String or Plectrum.....Each, 3.90
- No. 15—Standard Quality Veneer Shell Case.....Each, 12.00

For Instruments with 13" or 14" extension resonators.

See complete descriptions above.

- No. 5½—Utility Side-Open Case for 5-string Banjo or Plectrum Banjo.....Each, \$ 4.40
- No. 20—Standard Veneer Shell Case for 5-String Banjo or Plectrum Banjo.....Each, 12.50
- No. 26—Deluxe Veneer Shell Case for 5-String Banjo or Plectrum Banjo.....Each, 15.00

GUITAR-BANJO CASES

See complete descriptions above.

- No. 2621—Canvas Case for standard 12-inch rim Banjo Guitars.....Each, \$ 3.50
- No. 2622—Standard Veneer Shell Case for Banjo Guitars with 13-inch extension resonators.....Each, 16.50

BRIDGES FOR ALL BANJO INSTRUMENTS



GRETSCH HAND-MADE

Made by hand from well seasoned rock-maple. Perfect in workmanship, and excellent value at our extremely moderate prices. Available for all banjo instruments—see quotations below.



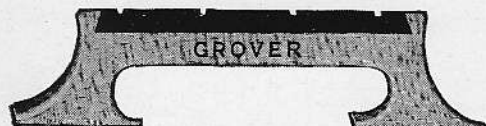
GROVER "NON-TIP" BRIDGES

A favorite moderate-priced bridge for all banjo instruments. Made of seasoned hard maple, with fibre brace that prevents tipping. Choice of $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{3}{4}$ " height. See quotations below.



OFF-SET BJO-MAND. BRIDGE

This GRETSCH-made bridge with its staggered-cut top, gives more accurate tuning and greater brilliance of tone to any banjo mandolin. Made of rock-maple. See quotations below.



GROVER "PATRICIAN" BRIDGE

Artist-quality, hand-made bridges of finest rock-maple with insert of genuine ebony to prevent the strings from cutting. Available in $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{3}{4}$ " heights.



GROVER "PROFESSIONAL"

A moderate priced professional bridge, made of well seasoned maple with ebony top. Offered in $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{3}{4}$ " heights. When no other height is specified we ship $\frac{5}{8}$ ".



NON-TIP, EBONY TOP

These new GROVER bridges are made of a special hard grade of maple, quartered and hand-polished. The genuine ebony insert prevents string cutting. Designed for maximum strength and tone volume. Heights, $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{3}{4}$ ".

PRICE - LIST OF BRIDGES

BRIDGES FOR TENOR and PLECTRUM BANJOS

No. 2619—GRETSCH Hand-Made.....	Dozen, \$ 0.72
No. 2493—GROVER Professional.....	Dozen 2.00
No. 2494—GROVER Non-Tip.....	Dozen, 3.00
No. 2495—GROVER Non-Tip, Ebony Top.....	Dozen, 4.20
No. 2496—GROVER Patrician.....	Dozen, 6.00

BRIDGES FOR BANJO-GUITARS

No. 2716—GRETSCH Hand-Made.....	Dozen, \$2.40
No. 2717—GROVER Non-Tip.....	Dozen, 5.60
No. 2719—GROVER Professional.....	Dozen, 4.20

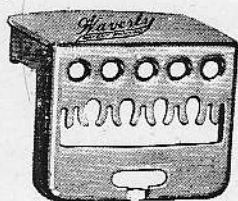
BRIDGES FOR 5-STRING BANJOS

No. 2473—GRETSCH Hand-Made.....	Dozen, \$0.72
No. 2490—GROVER Professional.....	Dozen, 2.00
No. 2492—GROVER Non-Tip.....	Dozen, 3.00
No. 2498—GROVER Patrician.....	Dozen, 6.00
No. 2499—GROVER Non-Tip, Ebony Top.....	Dozen, 4.80

BRIDGES FOR BANJO-MANDOLIN

No. 2617—GRETSCH Hand-Made.....	Dozen, \$2.00
No. 2621—GRETSCH Staggered Cut.....	Dozen, 2.50
No. 2625—GROVER Non-Tip.....	Dozen, 3.60
No. 2628—GROVER Professional.....	Dozen, 3.00
No. 2629—GROVER Non-Tip, Ebony Top.....	Dozen, 4.80

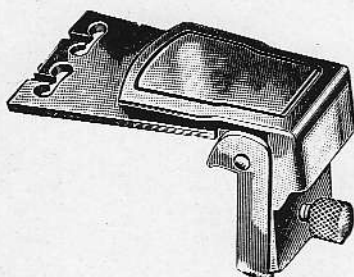
BANJO TAILPIECES



REX "UTILITY"

Tailpiece for all banjo instruments. The most practical, inexpensive tail-piece we have ever seen. Complete with bolt and knob. Polished nickel-plated finish.

No. 2517—REX "Utility" Tail-piece.....Dozen, \$1.80

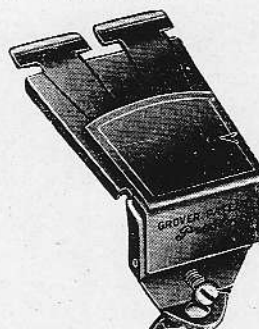


REX "EXTENSION"

Adjusts to put the desired amount of pressure on the strings. Hinged cover; nickel-plated and polished.

No. 2519—Tenor banjo Dozen, \$14.40

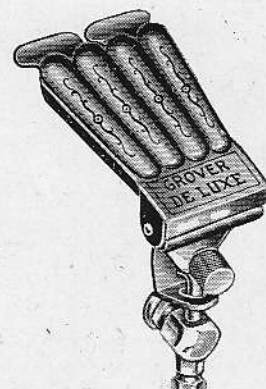
No. 2518—5-String and mandolin-banjo..Dozen, \$12.00



GROVER "PRESTO"

Tenor banjo tailpiece. Puts pressure on strings right behind the bridge and greatly improves the tone. Hinged cover. Nickel-plated and polished. Complete ready to attach.

No. 2520..... Each, \$1.50



GROVER DE LUXE

Tenor-banjo tailpiece. Hand engraved and mirror polished. A handsome and very efficient extension-style, complete ready to attach.

No. 2521—Nickel-Plated Ea \$4.80

No. 2522—Gold-Plated Ea. 6.00

Banjo Tailpiece Attachments

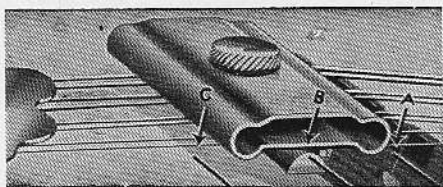
No. 2520—Nickel-plated bolt and nut.....	Dozen, \$0.66
No. 2582—Nickel-plated knob, with screw.....	Dozen, \$1.20

Inexpensive Banjo Tailpieces

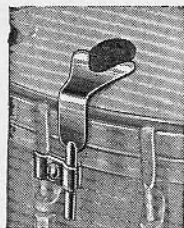
No. 2516—The "Star" tail-piece for 5-string banjos. Nickel-plated. Complete with bolt and knob.....	Per dozen, \$0.80
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BANJO ACCESSORIES

BANJO TONE REGULATOR



No. 2458—Fits between the tailpiece and bridge of any banjo instrument and adjusts in position to give a variety of tonal effects. Made of brass, polished nickel-plated finish. Dozen, \$8.25

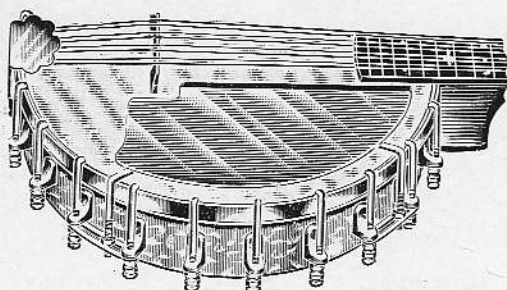


BANJO PICK HOLDERS

Made by Grover. Attaches to any banjo and holds the pick securely in convenient position.

No. 2512—Nickel-plated finish. Each, \$1.00
No. 2513—Gold-Plated finish. Each, 2.00

BANJO PICK GUARDS



No. 2470—Imitation ivory guard, nickel-plated. Each, \$3.00
No. 2471—Sparkling gold comp., gold-plated parts. Each, 4.50

FINGERBOARDS FOR BANJO INSTRUMENTS

Ebony finished hard-wood; pearl position dots; nickel silver frets.
No. 2500—Fingerboard for 5-string banjo. Each, \$1.00
No. 2501—Fingerboard for tenor banjo (19-frets). Each, 1.00
No. 2624—Fingerboard for banjo mandolin. Each, 1.00

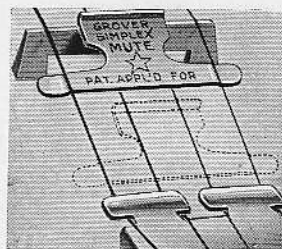
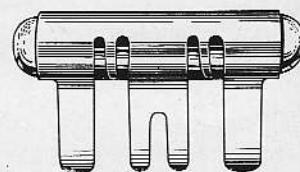
BANJO FINGERBOARD CHARTS

No. 2502—For 5-string banjo. Dozen, \$0.96
No. 2503—For tenor banjo. Dozen, .96
No. 2150—For banjo mandolin. Dozen, .96

ELTON BANJO MUTES

Attaches to bridge, effectively muting the tone. Heavy metal; nickel-plated. Put up, one dozen on display card.

No. 2528—Elton Banjo Mutes. Dozen \$4.50



SIMPLEX BANJO MUTE

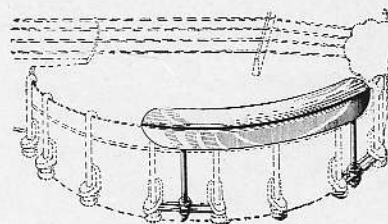
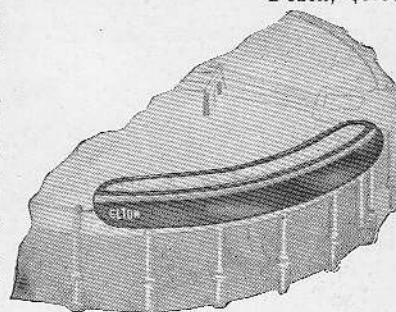
A Grover product. Fits on the strings back of the bridge; slides into place when wanted. Nickel plated; polished.

No. 2527—Simplex Banjo Mute. Dozen, \$3.00

BANJO ARM REST

Wide, over-lapping style, to fit all banjo - instruments. Nickel-plated finish. Adjustable as to height; complete, ready to attach.

No. 2463. Dozen, \$9.00



"SUPERIOR" ARM REST

An improved style which attaches to any banjo by the use of two of the banjo hooks and requires no other attachments. Neat, strong and practical. Nickel-plated finish.

No. 2467. Dozen, \$9.00

FRETS FOR BANJO INSTRUMENTS

Made of best grade German silver wire of high nickel-content, cut in approximate lengths.

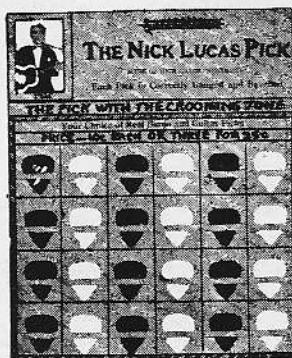
No. 2468—For 5-string banjo. Dozen Sets, \$3.60
No. 2469—For tenor-banjo. Dozen Sets, 3.60
No. 2626—For banjo-mandolin. Dozen Sets, 3.60

BANJO AND MANDOLIN PICKS, DISPLAYED FOR EASY SELLING



THE "EAGLE" PICK CARD

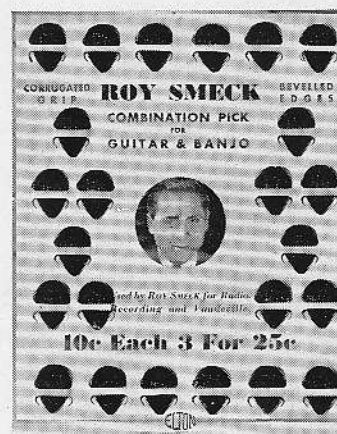
No. 2675—An assortment of 24 favorite model picks for Banjo, Guitar and Mandolin, put up on attractive counter-card. Seven different styles, some in tortoise-celluloid, some in ivory-celluloid, all nicely beveled and polished. A money-maker! Per Card, \$1.50



NICK LUCAS PICKS

No. 2676—Two dozen genuine NICK LUCAS beveled-point picks (half tortoise-celluloid, half-ivory-celluloid) mounted on handsome display card. Each pick stamped with NICK LUCAS' name.

Per Card, \$1.80

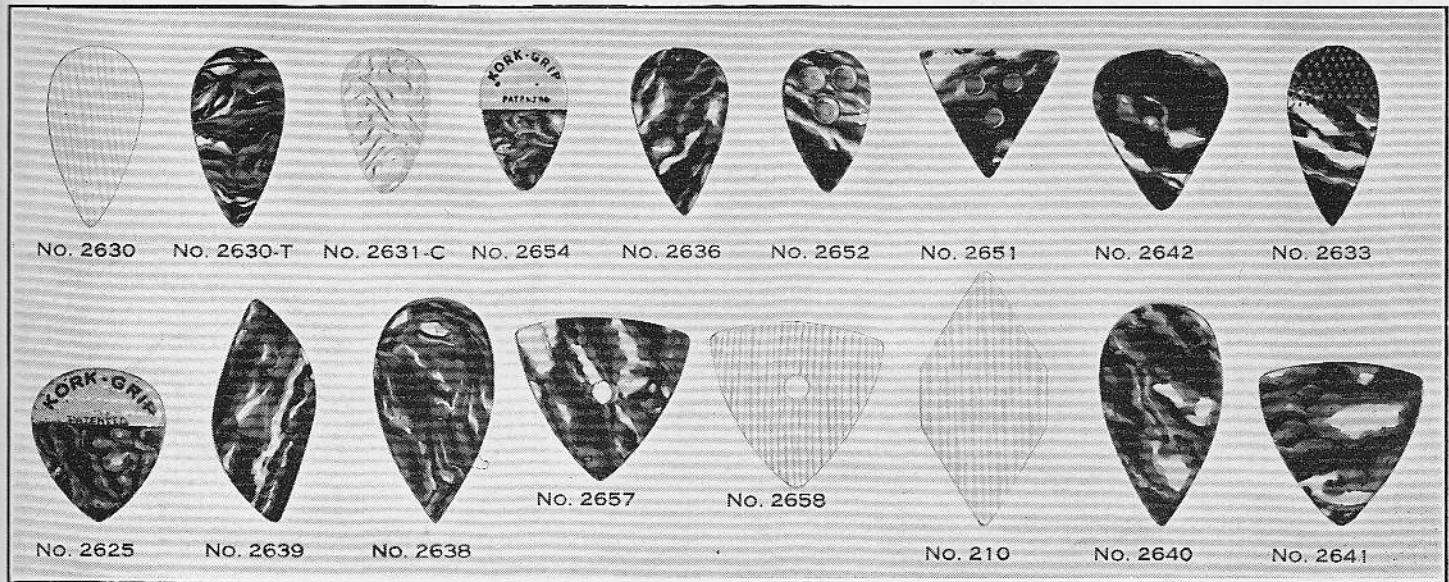


ROY SMECK PICK CARD

No. 2677—Twenty-four ROY SMECK "Combination" Picks (for Banjo, Guitar and Mandolin) with corrugated grip and with beveled edges for fast playing. As used by Mr. Smeck in his Radio, Recording and Vaudeville engagements. Mounted on attractive counter display. . . . Per Card, \$1.80

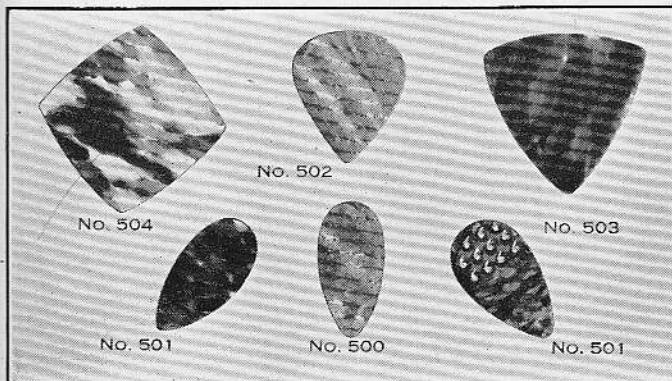
BANJO AND MANDOLIN PICKS

ILLUSTRATIONS SHOW $\frac{2}{3}$ ACTUAL SIZE



	Dozen	Gross
No. 2630W—White celluloid, oval pattern; flexible...	\$0.10	\$0.80
No. 2630T—Tortoise celluloid, oval pattern; flex.	.10	.80
No. 2630V—Tortoise-celluloid, triangular; flexible	.10	.80
No. 2631C—Celluloid, ass't colors, oval shape; flex.	.10	.80
No. 2636—Tortoise-celluloid, oval pattern, beveled and polished; flexible.....	.40	4.00
No. 2633—Tortoise-celluloid, oval pattern, beveled, corrugated grip; flexible.....	.40	4.00
No. 2642—Tortoise celluloid, broad-oval; beveled and polished. Very flexible.....	.40	4.00
No. 2654—"KORK-GRIP" tortoise celluloid, oval pattern, beveled and polished.....	.50	5.50
No. 2651—Tortoise-celluloid, triangular shape; with in-set rubber grips; beveled.....	.70	7.50
No. 2652—Tortoise-celluloid, oval pattern; with inset rubber grips; beveled.....	.70	7.50

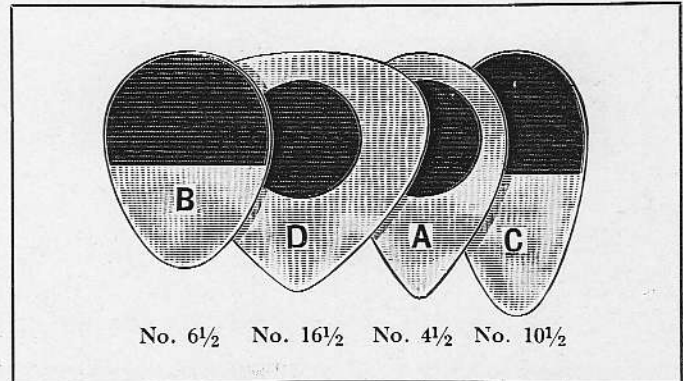
	Dozen	Gross
No. 2638—Tortoise-celluloid, large oval pattern; flexible; with beveled edges, highly polished.....	.70	7.50
No. 2639—Tortoise celluloid, two point model, medium flexible; beveled and polished.....	.70	7.50
No. 2657—Tortoise-celluloid, triangular shape with center-hole; beveled and polished; medium heavy....	.70	7.50
No. 2658—Grained ivory-celluloid, triangular shape, with center-hole; med. stiff; beveled and polished....	.80	8.00
No. 2640—Tortoise-celluloid, large oval shape; polished and beveled. Medium flexible.....	.80	8.00
No. 2641—Tortoise celluloid; large triangular shape; polished and beveled; medium stiff.....	.90	9.00
No. 2625—"KORK-GRIP" tortoise-celluloid, broad oval pattern; polished and beveled; medium stiff...	1.20	13.20
No. 210—"Galalith Ivory" banjo pick, two-point model; polished and beveled; very stiff.....	4.50



GENUINE TORTOISE SHELL PICKS

Made of choicest genuine tortoise shell, polished by hand. Edges nicely beveled. Illustrations show two-thirds actual size.

No. 500—Real tortoise shell, in oval pattern. Very thin and flexible.....	Dozen,	\$1.20
No. 501—Real tortoise shell, long oval pattern. Medium weight and flexibility.....	Dozen,	1.50
No. 505—Real tortoise shell, oval pattern with corrugated grip; medium weight, rather stiff quality....	Dozen,	1.80
No. 502—Real tortoise shell in broad oval pattern; medium weight, medium stiff.....	Dozen,	2.00
No. 503—Real tortoise shell in triangular shape, heavy weight, rather stiff quality.....	Dozen,	\$3.50
No. 504—Real tortoise shell; large four-point pattern; medium weight and stiffness.....	Dozen,	6.00



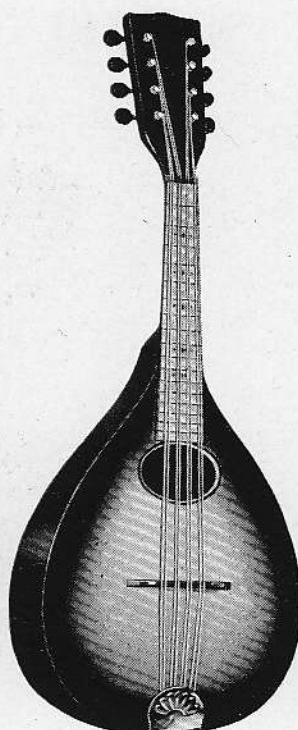
GRETSCH "NON-SKID" PICKS

Can't slip! Don't break! Made of tough resilient "Fibreloid" in grained ivory. Each with a corrugated rubber grip that's moisture-proof and slip-proof! Styles A, B, and C are for Mandolin or Banjo. Style D is for Banjo only.

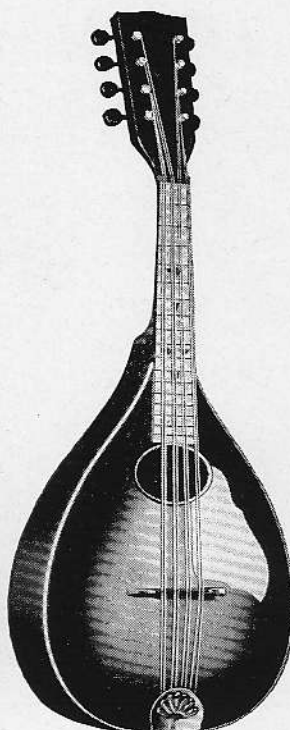
No. 1—Model A	Tortoise	Soft	Dozen,	\$1.20
No. 2 1/2—Model A	Ivory	Medium	Dozen,	1.20
No. 3—Model A	Tortoise	Stiff	Dozen,	1.20
No. 4 1/2—Model A	Ivory	Heavy	Dozen,	1.20
No. 5—Model B	Tortoise	Soft	Dozen,	1.20
No. 6 1/2—Model B	Ivory	Medium	Dozen,	1.20
No. 7—Model B	Tortoise	Stiff	Dozen,	1.20
No. 8 1/2—Model B	Ivory	Heavy	Dozen,	1.20
No. 9—Model C	Tortoise	Soft	Dozen,	1.20
No. 10 1/2—Model C	Ivory	Medium	Dozen,	1.20
No. 11—Model C	Tortoise	Stiff	Dozen,	1.20
No. 12 1/2—Model C	Ivory	Heavy	Dozen,	1.20
No. 13—Model D	Tortoise	Soft	Dozen,	1.20
No. 14 1/2—Model D	Ivory	Medium	Dozen,	1.20
No. 15—Model D	Tortoise	Stiff	Dozen,	1.20
No. 16 1/2—Model D	Ivory	Heavy	Dozen,	1.20



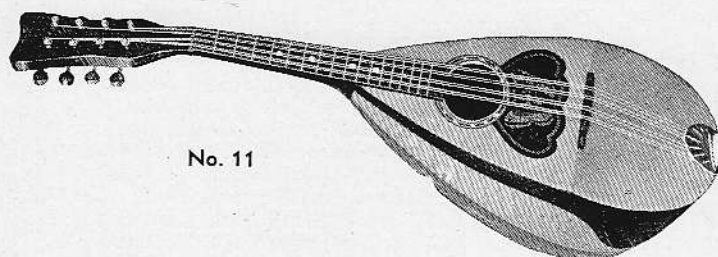
No. 35



No. 33



No. 34



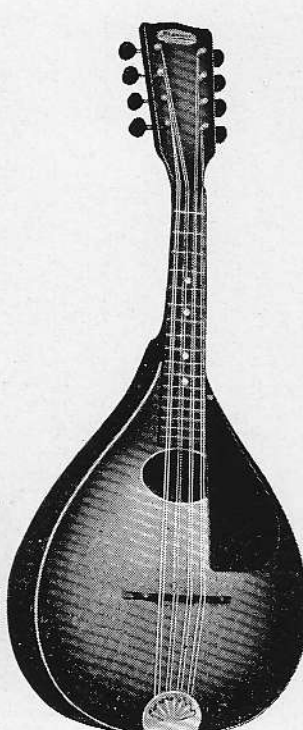
No. 11



No. 36



No. 39



No. 40

REX MANDOLINS

MAPLE-GRAINED FINISH

No. 35—Lute (flat-back) Mandolin. A well-made, minimum priced instrument built of selected hardwood, grained in reproduction of curly maple and finished in shaded red-mahogany, dull rubbed. Sound-hole bound in white celluloid; ebonized fingerboard accurately fretted. Dependable patent-heads; nickel-plated, covered tailpiece. Each, \$7.00

NEW ATTRACTIVE MODEL

No. 33—A distinctive model in a modest-priced Lute Mandolin of hardwood construction, finished in rich contrasting finish. Dark walnut brown color, shading to amber brown, dull rubbed finish. Imitation pearlette fingerboard; black and white celluloid bound sound-hole. Each, \$7.00

WALNUT SHADED FINISH

No. 34—Lute Mandolin (flat-back model) made of well-seasoned hardwood finished in dark brown walnut shading to amber brown. The fingerboard is finished in imitation pearlette, with position markers. Sound-hole bound in black and white celluloid. Has top edge striped in white and a white stenciled guard-plate. A good-looking mandolin at modest price. Each, \$7.00

BOWL-MODEL MANDOLIN

No. 11—For those players who prefer the conventional bowl mandolin, we offer this attractive model with 9 ribs of contrasting birch and walnut. Spruce top; sound-hole inlaid with wood purfling. Decalcomania guard plate, Each, \$9.00

FINE TONED NEW MODEL

No. 36—A Lute Mandolin (flat-back) in an entirely new and attractive finish. Grained in curly maple effect, finished in mahogany, shading to amber; dull-rubbed. White striping around the top edge; heavy white celluloid guard-plate; ebonized fingerboard with inlaid position dots. Well made of selected hardwoods and just as fine in tone as it is attractive in appearance. Each, \$8.00

MODERN ARCHED CONSTRUCTION

No. 39—A new arched-top Lute Mandolin, attractively finished and very moderately priced. Seasoned hardwood construction throughout, finished in shaded mahogany and grained in curly maple effect. The top edge and sound-hole are striped in white; the fingerboard is ebonized and is set with inlaid position markers. Has black celluloid guard-plate and nickel-plated tailpiece with removable cover. Each, \$9.50

REAL HONDURAS MAHOGANY

No. 40—Genuine mahogany Lute Mandolin, superior in tone quality. Body of selected ribbon mahogany, finished in brown egg-shell lacquer finish. Hardwood neck with ebonized fingerboard. Good quality patent heads; nickel-plated tailpiece. Raised guard-plate of black celluloid. An instrument that will appeal to those who like a conservative model with better-than-ordinary tonal endowment. Each, \$11.00

REX MANDOLINS

ARCHED TOP AND BACK

No. 41—An attractive new lute mandolin in modern full-arched construction. Made of fine hardwoods grained in curly maple effect and finished in rich shaded brown color. Has violin "F"-holes; black celluloid guard-plate; 14" scale neck with ornamental outline; white bone nut; nickel-plated tailpiece with removable cover.

Each, \$10.50

ARCHED, WITH SPRUCE TOP

No. 42—The new "VOGUE" mandolin in modern full arched construction with "F" sound holes. Made of fine hardwoods with real spruce top; edges of body bound in white celluloid. Finished in rich mahogany color with shaded sunburst; highly polished. Has ebonized fingerboard, 14" scale, with inlaid positions. Bone nuts on bridge and fingerboard tortoise shell-celluloid guard-plate. Raised nickel-plated tailpiece with removable cover. Very fine in tone.

Each, \$13.50

THE "VALENCIA" MANDOLIN

No. 43—The "VALENCIA" lute mandolin in violin-type dull arched construction with "F" holes. Finished in rich shaded walnut finish, highly polished; front and back edges of body and the fingerboard are white celluloid bound. Oval shaped professional fingerboard with inlaid position markers. Large nickel-plated tailpiece. Superior tonal and playing qualities. Each, \$15.00

No. 843—The "VALENCIA" Mandola; the same in construction and finish but larger in size and tuned to tenor tuning. Each, \$15.00

THE NEW "MONTEREY"

No. 46—"MONTEREY CLASSIC" lute mandolin—a full arched model with hardwood back and sides (grained in rich curly maple effect), and real spruce top, inlaid with colored wood marquetry. Dark mahogany shaded to light in color and highly polished. Front and back edges bound in heavy white celluloid. Professional ebonized oval fingerboard with inlaid position dots; violin type "F" holes. Exceptional tone and easy action. Each, \$17.50

"STRADOLIN" MANDOLINS

A series of artist-quality mandolins of distinctive construction, appearance and tonal qualities. Made by hand by skilled violin makers, from very fine, long seasoned violin spruce and maple. Hand carved arched tops and backs (skillfully graduated for beautiful tone) and graceful hand-cut "F" holes. Superior quality throughout.

No. 600—STRADOLIN flat back mandolin. Violin maple body and spruce top, hand-carved to full arch shape. Ebony fingerboard and plain ebony head piece; black fibre guard-plate. Hand-polished, shaded golden brown lacquer.

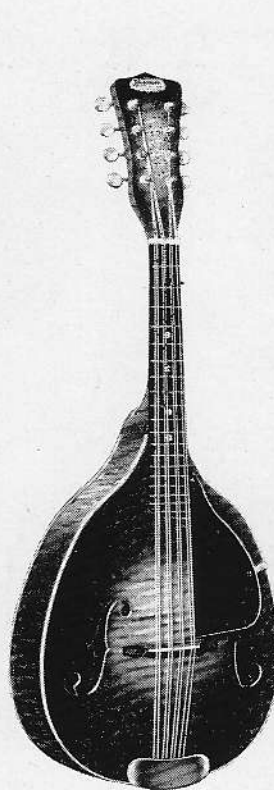
Each, \$13.90

No. 700—Like No. 600 but with body of choice curly maple; inlaid top edge and head-piece; hand-made ebony guard-plate. . . . Each, \$22.50

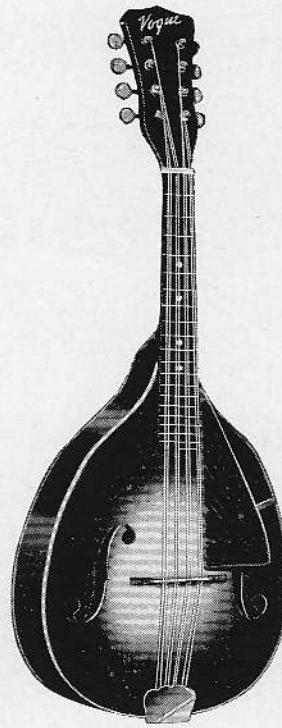
No. 800—Stradolin flat-back mandolin. Like No. 700 but with curly maple neck and very fine old violin wood throughout. Extra finely carved and graduated. Superior tone. Each, \$30.00

THE "STRADOLIN JUNIOR"

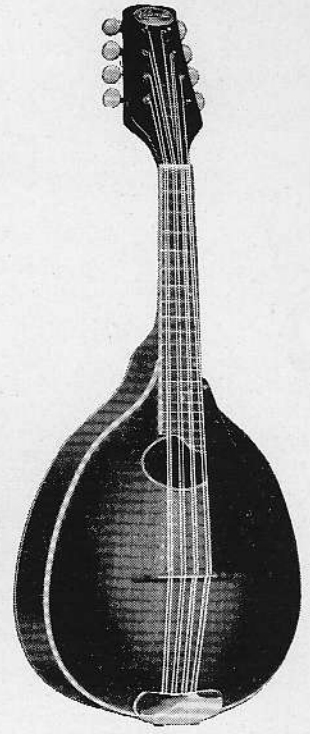
No. 500—The same fine arched construction as the regular STRADOLIN mandolins but with moulded top and back. Finished in walnut brown lacquer, shaded to golden amber. Rosewood fingerboard; adjustable bridge; black fibre guard-plate. Each, \$9.50



No. 41



No. 42



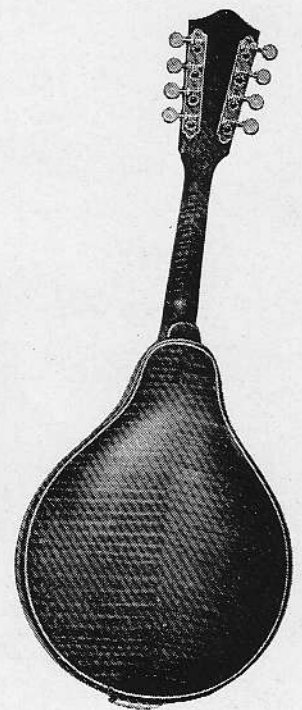
No. 43



No. 600



No. 45

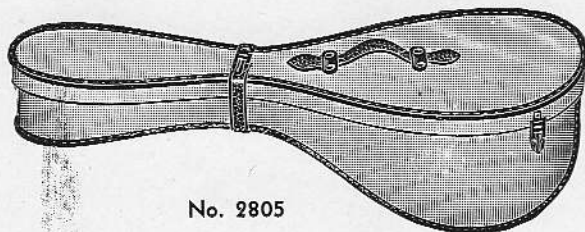


No. 700

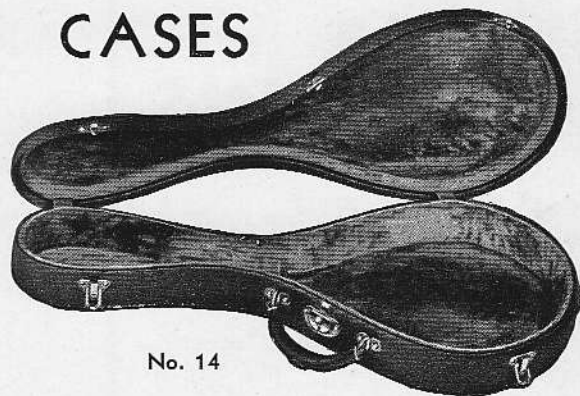


SHOWING THE FULL-ARCHED STRADOLIN MODELING

MANDOLIN BAGS AND CASES



No. 2805



No. 14

BOWL MANDOLIN COVERS

No. 2802—Bowl mandolin bag. Made of heavy felt, double stitched seams and closed by patent snap fasteners. Self handle.....Each, \$1.20

No. 2803—Mandolin bag. Waterproof blue mackintosh. Full fleeced-lined. Patent snap fasteners. Double stitched seams. Each, \$1.50

No. 2805—Stiff tan canvas case for bowl mandolins. Side opening style with artificial leather bound edges. Leather handle and end-straps. Full fleeced-flannel lined. An inexpensive, neat, durable case.....Each, \$3.00

No. 2806—Utility style bowl mandolin case. Side open model. Heavy chip-board body, black imitation leather covered, with real keratol bound edges. Full-fleece lined. Round leather handle.....Each, \$6.00

FLAT-BACK MANDOLIN COVERS

No. 11—Flat-back mandolin bags. Made of heavy felt, double stitched. Patent snap fasteners.....Each, \$1.00

No. 12—Mackintosh flat-back mandolin bag. Made of blue, waterproof mackintosh with patent snap fasteners....Each, \$1.50

No. 12½—Canvas lute mandolin case. End opening model. Fleece-lined. Leather handle.....Each, \$2.40

No. 13½—Side-opening Flat-back Mandolin case. Leather-board body; black imitation leather covered, with edges real keratol bound. Full fleece-lined. Leather handle and three nickel-plated clasps.....Each, \$3.60

No. 14—Side-opening, flat-back mandolin case. Has three-ply veneer shell covered with waterproof, walrus grained keratol. Velvet lined. Nickel-plated fasteners and lock. Leather handle.....Each, \$9.50

MANDOLIN ACCESSORIES

Mandolin Bridges

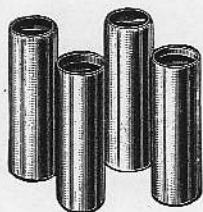


No. 2816—Mandolin bridge, of dull rubbed ebony....Dozen, \$0.72



No. 2818—Mandolin bridge, of dull rubbed ebony with bone fret.....Dozen, \$1.50

Mandolin Tuners



No. 9—EAGLE BRAND Mandolin tuners; four polished nickel-silver pipes accurately tuned to E, A, D and G Low Pitch (A-440). Each in individual box..... Dozen, \$3.00

No. P-1—M. Hohner TRUTONE Mandolin tuner. Improved harmonica style with slide. Length 2¼ inches. Tuned to E, A, D and G. Each in box.....Dozen, \$7.00

Mandolin Fingerboards

For mandolins and banjo-mandolins. Accurately fretted; pearl position dots. Nickel-silver frets.

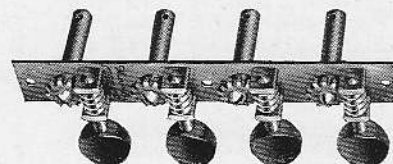
No. 2622—Rosewood fingerboard..... Each, \$1.00

No. 2624—Ebony fingerboard.....Each, 1.00

Mandolin Fingerboard Charts

No. 150—For beginners. Pasted on the fingerboard, and shows the note produced by each string at each fret..... Doz. \$0.48

Mandolin Patent Heads



No. 2600—Plain polished brass machines with white buttons. Good quality.....Per set of 2, \$1.00

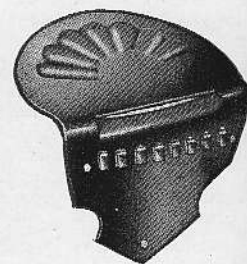
No. 2602—Nickel-plated mandolin machines, polished finish. White buttons.....Per set of 2, \$1.10

No. 2604—Engraved, nickel-plated machines. Polished finish. White buttons.....Per set of 2, \$1.30

Mandolin Tailpieces

No. 2610—Standard shell-pattern mandolin tailpiece. Strong and serviceable. Polished, nickel-plated finish. Doz., \$1.60

No. 2612—Slip-cover mandolin tailpiece. Strongly made, nickel-plated and polished. The cover effectually protects the sleeve yet slides up to allow easy access to strings.....Dozen, \$3.80



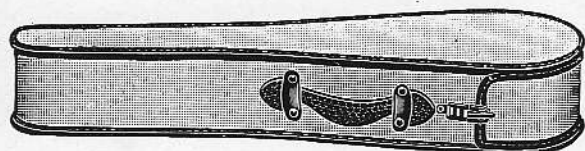
Mandolin Frets

No. 2626—Full set of 18, nickel-silver frets, cut to the correct lengths.....Doz. sets, \$2.88

Mandolin Strings

See Page 158 for mandolin strings in all popular brands, including EAGLE BRAND, LA TOSCA CHROME STEEL, BELL BRAND and BLACK DIAMOND—all at standard prices.

UKULELE AND BANJO UKULELE COVERS



Canvas Cases

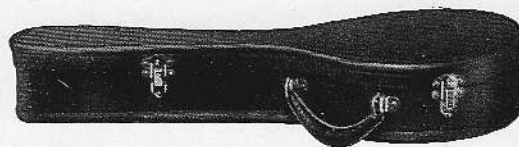
Strawboard body, canvas covered and full fleece lined; leather-cloth bound edges. Leather handle. End-opening model.

- No. 80—Canvas case for standard ukuleles.....Each, \$1.80
- No. 81—Canvas case for concert ukuleles.....Each, 2.00
- No. 82—Canvas case for tenor ukuleles.....Each, 2.40
- No. 83—Canvas case for banjo-uke, 7 inch rim.....Each, 2.00
- No. 84—Canvas case for banjo-uke, 8-inch rim.....Each, 2.10
- No. 85—Canvas case for banjo-uke, 10-inch resonator... Each, 2.40

Green Felt Bags

Good quality green felt bags with reinforced seams, self-handle and snap button fasteners.

- No. 50 —Felt bag for standard ukuleles..... Each, \$0.70
- No. 50½—Felt bag for concert ukuleles.....Each, .86
- No. 51 —Felt bag for banjo-uke with 7-inch rim.....Each, .70
- No. 51½—Felt bag for banjo-uke with 8-inch rim.....Each, .90



Utility Style Cases

Sturdy laminated body covered with black waterproof material. Full fleece lined and fitted with leather handle and nickel-plated catches. Side-open model.

- No. 70 —“Utility” Case for standard ukuleles..... Each, \$2.60
- No. 70½ —“Utility” Case for concert ukulele.....Each, 2.70
- No. 70¾ —“Utility” Case for tenor ukulele.....Each, 2.90
- No. 71 —“Utility” Case for banjo-uke with 7" rim...Each, 2.60
- No. 72 —“Utility” Case for banjo-uke, 10" extension resonator.....Each, 3.00

Mackintosh Bags

Made of good-quality waterproof mackintosh, full fleece lined. Snap button fasteners; self handle.

- No. 51—Mackintosh bag for standard ukulele..... Each, \$0.90
- No. 52—Mackintosh bag for concert ukulele.....Each, 1.00
- No. 54—Mackintosh bag for banjo-uke with 7-inch rim...Ea., .90
- No. 56—Mackintosh bag for banjo-uke with 8-inch rim...Ea., 1.00

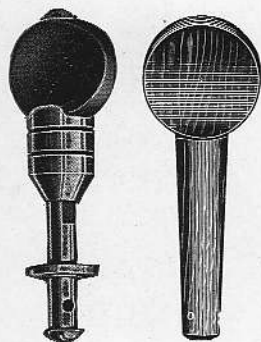
UKULELE ACCESSORIES



BRIDGES FOR UKULELES AND BANJO-UKES

- No. 2490—Ukulele bridge, made of genuine mahogany, unfinished.....Dozen, \$1.20
- No. 2489—Banjo ukulele bridge; plain maple.....Dozen, .40
- No. 2492—Banjo ukulele bridge, GRETSCH hand-made, selected rock-maple.....Dozen, .72
- No. 2491—Banjo-ukulele bridge, GROVER “Non-Tip,” made of rock-maple with fibre brace.....Dozen, 3.00

UKULELE AND BANJO-UKULE PEGS



No. 37

No. 34

- No. 33—Maple pegs, natural finish.
Dozen, \$0.40
- No. 34—Rosewood pegs for ukuleles or banjo-ukes. Pearl inset...Dozen, .80
- No. 36—Ivory celluloid pegs. Dull finish.....Dozen, 1.20
- No. 39—Champion “Junior” friction pegs. Black or white buttons.
Set of 4, .50
- No. 37—Patent pegs. Nickel-plated metal; ivory-celluloid buttons. Larger than average and positively do not slip.
Set of 4, .50
- No. 38—Patent pegs, large (banjo) size. Positive non-slip. Polished nickel-plate with ivory celluloid buttons.
Set of 4, \$1.20

BANJO-UKULELE TAILPIECES

- No. 2475—“Simplex Model,” polished nickel-plated finish. Complete with bolt and screw.....Dozen, \$3.00

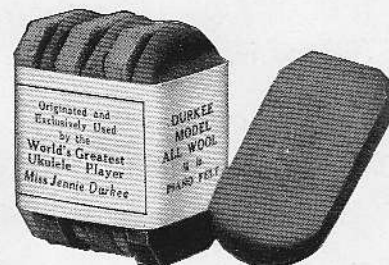


No. 40

No. 41

UKULELE PICKS

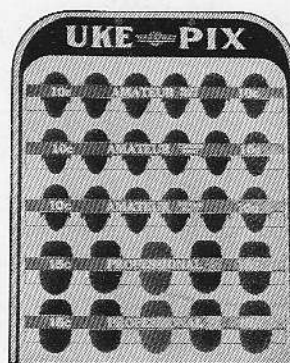
- No. 40—Ukulele pick, heavy green felt.....Dozen, \$0.50
- No. 41—Micro “PRO-PIC,” hard, white felt, extra stiff.
Dozen, \$1.00



- No. 44—Durkee model professional ukulele pick; finest quality felt. Assorted colors.....Dozen, \$1.50

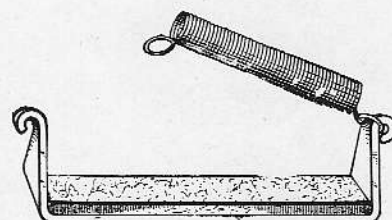
Ukulele Pick Assortment

- No. 45—Twenty eight assorted high quality picks mounted on easel-back counter card. Total retail value, \$3.30. ...Per card \$2.40



Elton Ukulele Capo

- No. 50 — Nickel - plated. By stopping the strings at different frets, it puts the instrument in any desired key, thus simplifying the fingering for beginners.
Dozen, \$1.50



UKULELE TUNERS

- No. 16—Four polished nickel-silver tuning pipes, tuned to A, D, F#, B. Each in neat box.....Dozen, \$3.00

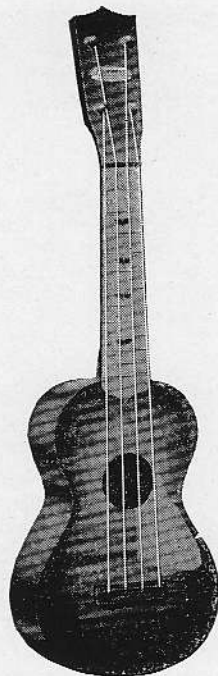
"REX" LOW-PRICED UKULELES



Minimum priced ukulele, made of selected hardwoods, lined and blocked; finished in shaded mahogany lacquer.

No. 3—As described, with hardwood pegs. Each, \$2.00

No. 3½—As described, with patent friction pegs. Each, \$2.30



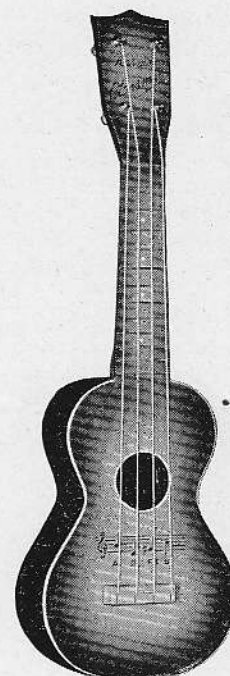
No. 4—Low-priced ukulele in novel mahogany grained effect, shaded lacquer finish. Gold finished fingerboard, and gold decorations around soundhole and below bridge. Stencilled position markers. Patent friction pegs.

Each, \$2.70



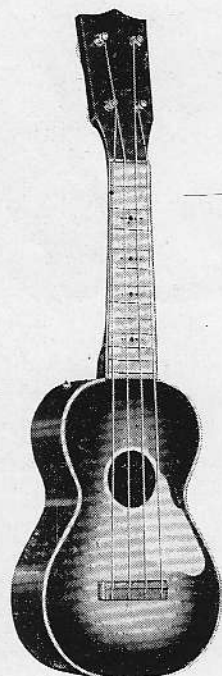
No. 4½—Ebony finished, hardwood ukulele shaded to ivory high-light around the soundhole. Decorated soundholes and position markers. Stencilled design in headpiece and below bridge. With patent friction pegs.

Each, \$2.80

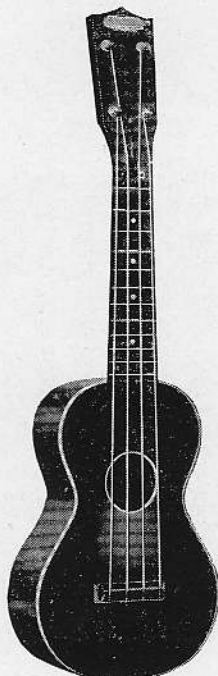


No. 80—"Classmate" school ukulele for group and classwork. Lacquered in maroon, ivory shaded and edged in white. A fine toned instrument with stencilled tuning diagram, position markers and patent friction pegs.

Each, \$3.00



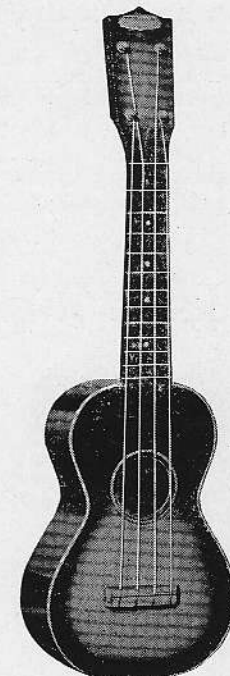
No. 18—An attractive new ukulele of hardwood construction throughout, finished in dark brown walnut color shaded to amber brown. Has white striped top edge; stencilled guard-plate; imitation pearlette fingerboard; patent friction pegs. Each, \$3.30



No. 19—New, richly finished, highly polished ukulele, in dark brown mahogany color shaded to amber sunburst. White celluloid top edge and soundhole. With patent friction pegs. A good-looking, conservative model with superior tone. Each, \$3.75



No. 5—The favorite "ART MODERNE" model ukulele with genuine white pearlette fingerboard. Ebony lacquer finished with modernistic decoration in green with gold edging. Equipped with patent friction pegs; has celluloid bound soundhole. Each, \$4.00



No. 19½—Real spruce top ukulele, notable for its resonant tone. Finished in rich brown mahogany lacquer with amber highlights, showing maple grained effect. Highly polished. White celluloid-bound top edge and soundhole; patent friction pegs. Each, \$4.20

GRETSCH UKULELES

By adapting to ukulele construction many of the principles of artist-guitar making, we have developed in these new GRETSCH ukuleles a series of instruments, outstanding in quality and value. Superlative tone and distinguished beauty of wood and finish, feature every instrument in the line. And certain improvements in construction—such as dove-tailing the neck into the body-block, extra bracing and a stronger system of lining—result in a close-knit structure combining great durability with definitely increased tonal resonance and carrying power. All models except No. 30 are built in the new GRETSCH "Super-Standard" size with bodies enlarged for greater volume and easier playing.

STANDARD SIZE, REAL MAHOGANY

No. 30—Finest Mexican mahogany body and neck, velvet finished in medium mahogany-brown lacquer. Has extension-type fingerboard, fretted with faultless accuracy, and patent friction pegs with black buttons. Sound hole has decorative inlay. Each, \$3.75

"SUPER-STANDARD," REAL MAHOGANY

No. 32—Choice Santo Domingan quarter-sawed mahogany body and neck, with carefully fretted extension type fingerboard inlaid with pearl position markers. Velvet finished in medium mahogany-brown lacquer. Triple inlaid soundhole. Bone bridge saddle and fingerboard nut. Extra-quality patent friction pegs with ivory celluloid buttons. Each, \$5.00

"SUPER-STANDARD," SOLO MODEL

No. 34—Finest quarter-sawed Santo Domingan mahogany body and neck; finished in velvet brown lacquer and the top edge bound in black-and-ivory celluloid. Has real rosewood extension fingerboard with inlaid pearl positions; extra-quality patent friction pegs with ivory celluloid buttons. Each, \$6.25

"SUPER-STANDARD," DELUXE MODEL

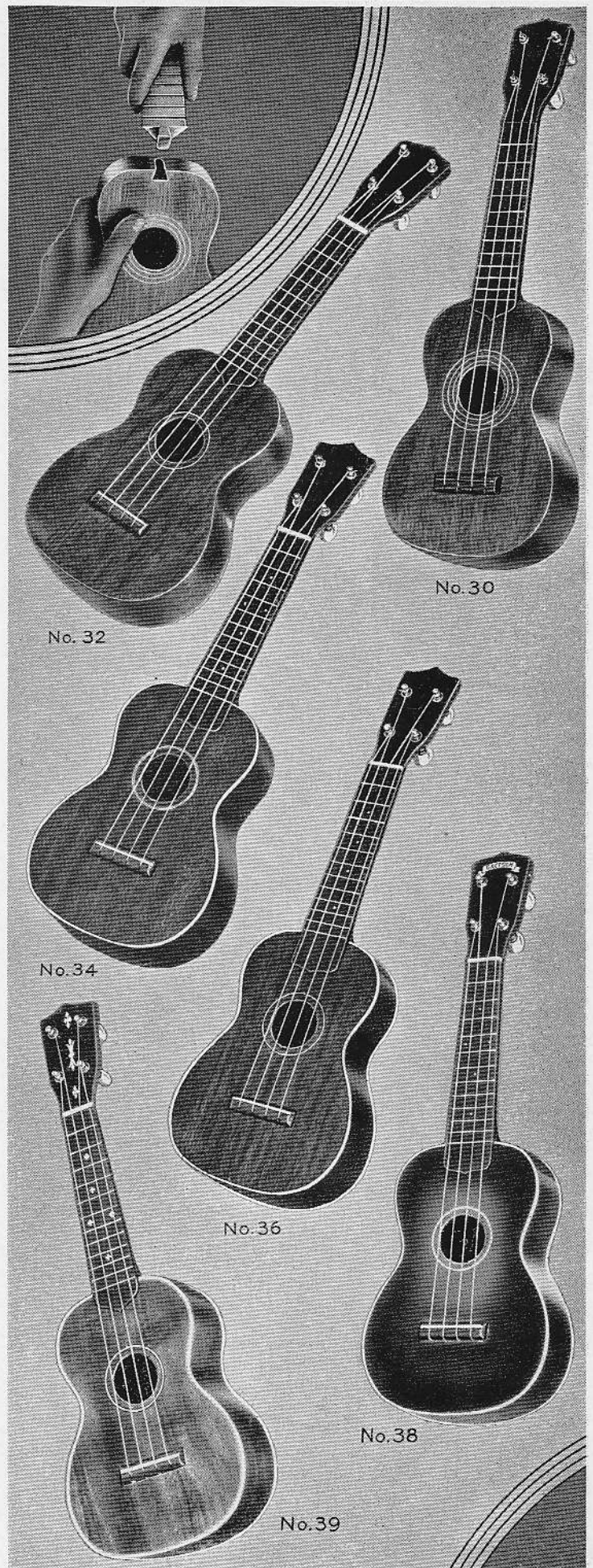
No. 36—Finest selection Santo Domingan mahogany body and neck; extra fine 7-coat finish of dark-mahogany lacquer, hand-rubbed to satin smoothness. Both the top and back edges of the body are bound in black-and-ivory celluloid; inlaid soundhole. Has genuine rosewood extension fingerboard, with inlaid pearl position markers, and extra quality nickel-plated patent friction pegs with ivory celluloid buttons. Each, \$9.00

"SUPER-STANDARD," VIOLIN FINISH

No. 38—A new and very handsome ukulele with maple body and curly maple neck, 7-coat lacquer finish shading from dark mahogany to golden amber highlights; hand-rubbed and highly polished. Both top and back edges of the body are bound in black-and-ivory celluloid and the soundhole is attractively inlaid. Tortoise-celluloid headpiece, inlaid with pearl. Has real ebony extension fingerboard with inlaid position markers; fine nickel-plated patent friction pegs. Bone bridge saddle and fingerboard-nut. Each, \$12.50

"SUPER-STANDARD," REAL KOAWOOD

No. 39—Genuine Hawaiian Koa-wood body and neck, of selected grain, with 7-coat finish in the natural golden Koa-brown, hand-rubbed and highly polished. Both top and back edges of the body are bound in black-and-ivory 5-ply celluloid and the sound hole is similarly inlaid. Natural rosewood fingerboard with elaborate pearl positions; headpiece richly inlaid with pearl. Bone nut and bridge fret. Quality patent friction pegs with ivory celluloid buttons. Each, \$17.50



TENOR UKULELES AND TIPLES



**ROY SMECK
CONCERT UKE**

No. 1751—Full concert size, made of finely figured real mahogany, hand-rubbed and polished. Sound-hole and body edges bound with black-and-white inlay. Fingerboard is real rosewood, pearl position markers.

Each, \$9.50



**JOHNNY MARVIN
TENOR UKE**

No. 688—Professional tenor ukulele with deep tone and greater carrying power. Made of mahogany with real rosewood fingerboard; pearl positions; white pearlette head-piece. Dark brown finish with sunburst shading; hand-rubbed and polished.

Each, \$13.50

GRETSCH

TENOR UKULELE

No. 15—For professional concert and broadcasting work where its large tone and richer resonance make it especially fine for voice accompaniment. Made of finest selected mahogany brown; inlaid top edge and sound hole. Natural rosewood fingerboard, headpiece and bridge. 17-inch concert scale with 20 frets. Quality patent pegs with ivory-celluloid buttons. Superior hand-rubbed satin finish.

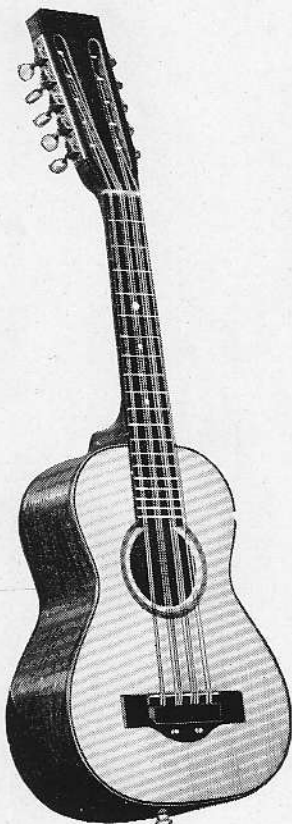
Each, \$15.00

TENOR UKULELE COVERS

Extra large to fit the No. 15 GRETSCH AMERICAN tenor ukulele.

No. 2—Canvas-covered tenor ukulele case (for 17-inch scale). End-opening model. Fleece-lined. Leather handle and strap. Each, \$2.50

No. 4—Side-opening tenor ukulele case (for 17-inch scale). Black waterproof imitation keratol covered. Fleece-lined. Leather handle; nickel-plated catches. Each, \$3.75



GRETSCH HAWAIIAN TIPLE

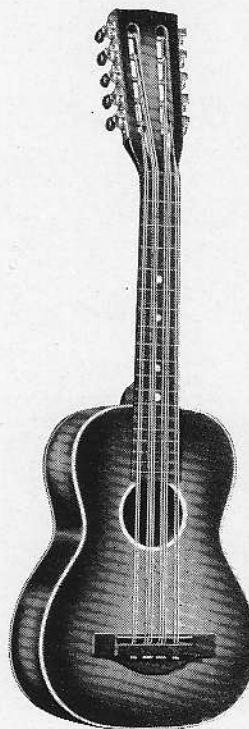
No. 24—GRETSCH built Concert Tiple offering the tonal power and richness of a guitar combined with the easy ukulele fingering. Has ten strings, in two pairs and two sets of three, tuned to standard ukulele pitch. Genuine mahogany body and neck, lacquer finished in natural light brown color, hand-rubbed satin finish. Inlaid sound-hole. Top edge black-and-ivory, celluloid bound. Straight-grained spruce top. Ebony bridge. Ebony fingerboard. Nickel-plated patent-heads. Superlative quality and tone. Each, \$24.00

TIPLE COVERS

No. 26—Tiple bag. Waterproof mackintosh, flannel lined; with snap-button fasteners. Each, \$1.50

No. 28—Tiple case. Fibre board body covered with black, waterproof material; double stitched real keratol edges; leather handle; nickel-plated hardware; fleece-lined.

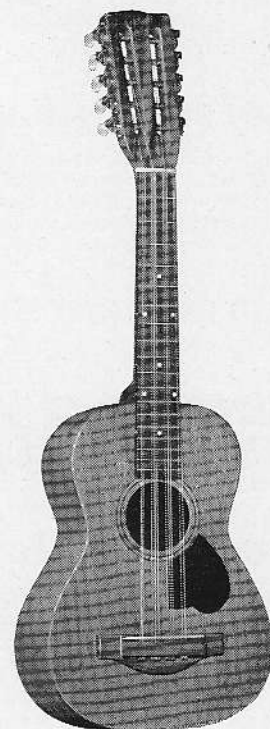
Each, \$2.50



REX TIPLE, \$11.00

No. 33—Made of fine hardwoods finished in walnut-brown lacquer, nicely shaded. With white edges and soundhole striped in white. Ebony fingerboard with inlaid position dots; good quality machines. An excellent instrument for such a low price.

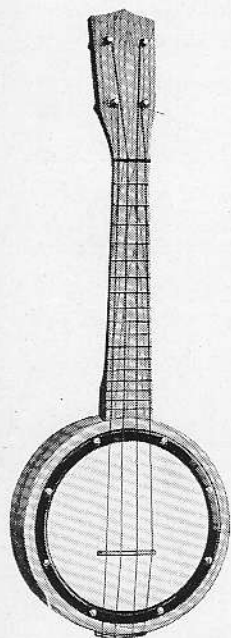
Each, \$11.00



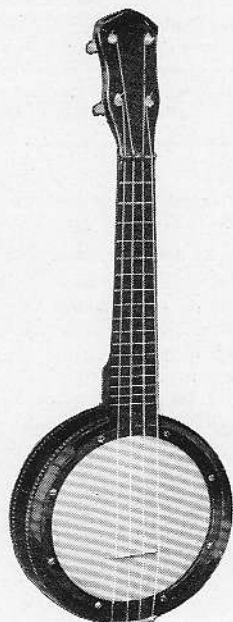
REX TIPLE, \$16.50

No. 34—Real mahogany throughout with genuine rosewood fingerboard, inlaid with pearl positions. Lacquer finished in natural mahogany-brown. Inlaid sound-hole and back stripe; rounded edges. Bone nut and bridge saddle. Nickel-plated patent heads. Tortoise-celluloid guard-plate. Each, \$16.50

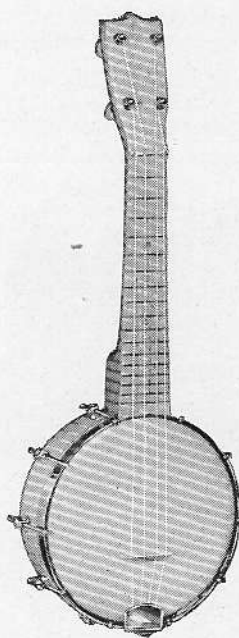
GRETSCH BANJO UKULELES



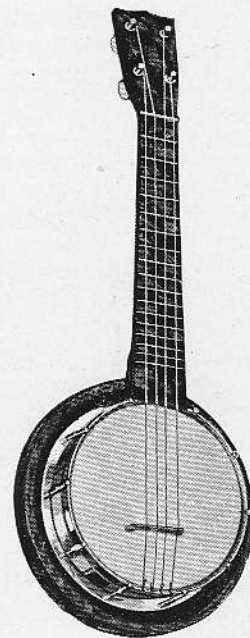
No. 20—A good, minimum priced banjo-ukulele, made with hardwood neck and 7-inch narrow rim (1 1/4" wide); lacquer finished in light, natural maple color. Fitted with nickel-plated straining hoop; real calfskin head; natural cedar pegs. Each, \$2.20



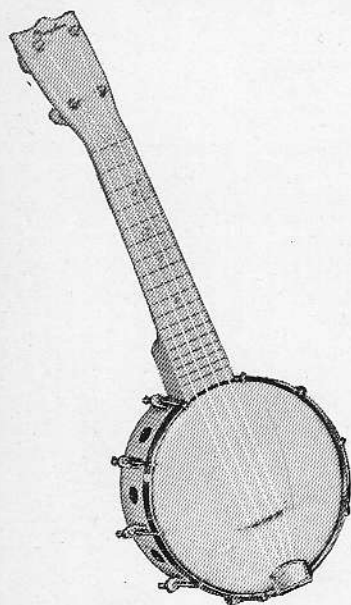
No. 23—Inexpensive, better quality hardwood ukulele in mahogany shaded lacquer finish, with heavy 7-inch rim, 1 3/4 inches wide. Has real calfskin head tensioned by a nickel-plated straining hoop; natural cedar pegs. Each, \$3.00



No. 26—Mahogany finished banjo-ukulele with 7-inch rim. Real calf head tensioned in regular banjo style by 10 nickel-plated brackets. Quality patent pegs with ivory-celluloid buttons, pearl position markers. Superior tone. Each, \$6.00



Banjo-ukulele. Nickel-plated rim with 7-inch wood extension resonator; 10 tension hooks; calf head. Superior patent pegs. **No. 28**—In crystallized lacquer finish. Each, \$7.50
No. 29—In hand-rubbed dark walnut finish. Each, \$8.00



"CLAROPHONE" BANJO-UKULELE

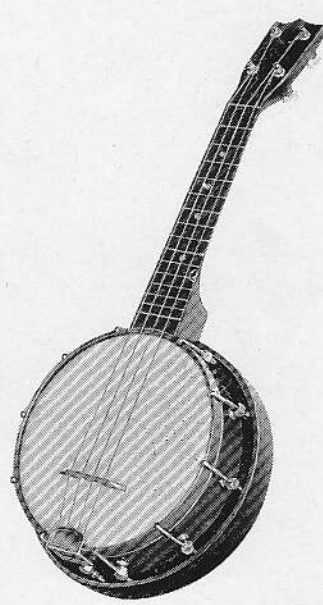
No. 43—The old favorite "CLAROPHONE" banjo-ukulele with 7-inch rim and built-in resonator back. Made of rock-maple in a choice of natural or dark walnut lacquer finish. Has 10 nickel-plated tensioning brackets. Real calf-head. Extra quality patent pegs with ivory-celluloid buttons. Sound-holes in the rim give extra tone. Each, \$9.00



GRETSCH SOLO BANJO UKULELE

GRETSCH-built solo banjo-ukulele with unusual tonal power and richness. 8-inch rim and 10-inch extension resonator with nickel-plated metal resonator flange. Choice American walnut, satin finished by hand. Has 12 professional shoe-brackets; heavy counter-hoop, notched for each bracket; 3-piece, built-up, warp-proof neck; ebony fingerboard, ivory celluloid bound; 5-ply rim; detachable resonator, bound in black-and-ivory; quality patent pegs. Rogers calf-skin head; metal parts nickel-plated.

No. 56—Solo Banjo-Ukulele. Each, \$25.00



RESONATOR BANJO-UKULELE

No. 27—A new and very attractive resonator banjo-ukulele with 10-nickel-plated tension brackets. Fine maple construction, finished in golden brown shaded lacquer; 7-inch rim; real calfskin head; detachable, extension resonator; extra quality patent pegs with ivory celluloid buttons. Each, \$9.00