

'CELLO GUITARS

ELECTRIC MODELS

These superb instruments, so popular with many leading. American players, delight guitarists everywhere with their outstanding quality of tone, craftsmanship and finish.

Body, of flamed maple with puriled edges, hand-carved alpine spruce belly. Curved rosewood fingerboard and adjustable managany neck every Levin guitar neck is fitted with a special duralumin rod to reinforce and facilitate easy adjustment should this prove necessary, the adjusting nut for this duralumin rod is to be found under the head-piece plate. Adjustable bridge, good quality single unit machine heads and tailpiece, both chromium plated and polished. The famous Americanmade De Armond pick-up units are fitted, complete with screened lead and jackplugs.

The state of the s	A Company	100	April 10 Sept.	æ
Overall	length		401"	8
Length	of bog	V	20"	H
Width			161"	100
			40	Ł
Depth o	of body		43″×	Š
Length	of scal	Puta	2313	"

MODEL 1898

Fitted with two 'De Armond' pick-up units, each with separate volume and tone controls and three-position selector switch:

MODEL 1897

Fitted with single 'De Armond' pick-up unit, separate volume and tone controls.

ACOUSTIC MODEL-

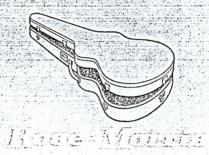
MODEL 1797

Belly of hand-carved alpine spruce, body of flamed maple with purfled edges. Rosewood fingerboard and adjustable mahogany neck with mother-of-pearl position dots. Good quality single unit machine heads, all metal parts nickel-plated.

(Similar in size and appearance to models 1878 and 1897 above, but without pick-up units.)

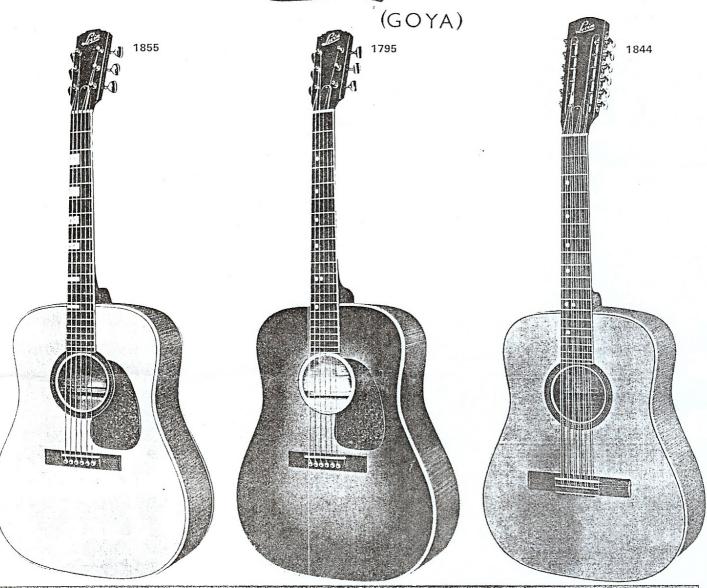
CARRYING CASE FOR ABOVE

1851 Fully shaped plywood frame, covered in rexine and plush lined.





FOLK GUITARS



SUPER GOLIATH MODEL 1855

A large exceptionally attractive instrument of beautiful tone with steel strings and fixed ebony bridge. Body of flamed maple, belly of natural alpine spruce. Reinforced and adjustable neck; ebony fingerboard with off-set inlaid position markers; individual covered machine heads with all-metal buttons. Purfling around fingerboard and body, inlaid soundhole.

Overall length $40\frac{8}{8}$ " Length of body 20" Width of body $15\frac{3}{4}$ " Depth of body $4\frac{3}{4}$ " Length of scale $24\frac{13}{16}$ " Fingerboard at nut $1\frac{11}{16}$ "

GOLIATH MODEL 1795

Similar in size and shape to model 1855 but with a darker, shaded finish body. Steel strings and fixed rosewood bridge. Belly of selected alpine spruce, body of figured maple. Rosewood fingerboard with off-set inlaid position dots and adjustable neck; individual covered machine heads with all-metal buttons. Purfling around fingerboard and body, inlaid soundhole.

Dimensions as model 1855

GOLIATH ELECTRIC MODEL 1890

As model 1795 but fitted with American-made 'De Armond' pick-up unit, separate volume and tone controls.

GOLIATH 12-STRING MODEL 1844

Similar in size and styling to models 1795 and 1855. Body of flamed maple and belly of alpine spruce, both in natural wood colouring with inlaid edges and soundhole. Mahogany reinforced and adjustable neck; rosewood fingerboard with purfled edges and inlaid position dots. Best quality nickel-plated machine heads; fixed rosewood bridge and steel strings.

CARRYING CASE FOR THESE MODELS

1740 Fully shaped plywood frame, rexine covered and felt lined (illustrated on previous page).

Rese-Manis

FINGER-STYLE GUITARS

MODEL 1821

Grand concert-size model. Selected alpine spruce top with flamed maple back and sides. Rosewood fingerboard, head and bridge, Inlaid soundhole, purfled edges to back and front. Good quality nickel-plated machine heads with bone rollers.

Overall length 38¼"
Length of body 19"
Width of body 15½"
Depth of body 3¾"
Length of scale 25"
Fingerboard at nut 2"

MODEL 1799

Concert model with alpine spruce belly, body of finest mahogany. Multi-coloured inlays around soundhole white purfled edges back and front. Neck of mahogany with rosewood fingerboard and bridge. Good quality nickel-plated machine heads with large bone barrels.

Overall length 37½"

Length of body 18½"

Width of body 3½"

Length of scale 24½"

Fingerboard at nut; 2"

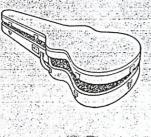
MODEL 1794

Concert-size guitar with selected spruce belly, pure Swedish birch body. Rosewood fingerboard and bridge, purfled edge to belly and multi-coloured inlaid soundhole. Entire instrument, highly polished and hand finished. Superior quality machine heads.

Dimensions as model 1799 above.

CARRYING CASE FOR ABOVE MODELS

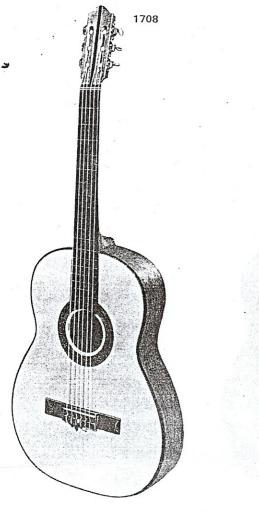
1739 Fully shaped plywood frame, covered in rexine and felt lined.



Rand-Mounta









FINGER-STYLE GUITARS

MODEL 1708

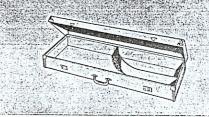
Manogany body with arched back; natural colour pine top with black in-laid edge and soundhole. Spliced neck with fully fretted rosewood fingerboard, measuring 2" at nut. Covered machine heads with large ivorine rollers. Rosewood bridge with ivorine inlay. Nylon strings:

MODEL 1721

High gloss manogany coloured arched back and sides, natural finish pine top with decorated soundhole. Fully fretted fingerboard measuring 2" wide at nut. Fixed bridge with ivorine inlay and nylon strings.

CARRYING CASE FOR ABOVE MODELS

1735 Rectangular shape. Brown fibre, stitched edges and reinforced corners.



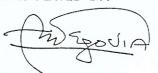




ROSE, MORRIS & COMPANY LIMITED 32/34 Gordon House Road, Kentish Town, London, N.W.5.

'AUGUSTINE' STRINGS

AMERICAN-MADE SPANISH GUITAR STRINGS AS PLAYED BY:



Complete Sets

E, B and G strings are plain NOVALON, this is a specially treated high grade nylon. D, A and E strings are NOVALON covered in a choice of Silver-plated copper or Gold colour alloy wire.

956 E, B, G plain. D, A, E Silver-plated wire.960 E, B, G plain. D, A, E Gold alloy wire.

These strings are also available separately.

Available	from:		 	

PRICE LIST FOR ROSE-MO RIS GUITAR CATALOGUE

NOVEMBER, 1965.

Page 2		RICKENBACKER (12-String)	Retail (Incl.P.Tax)
		Model 1993	212 Gns.
Page 3		Rickenbacker Electric Guitars	
· Le	JH.	Model 1998 (Slim-Line).	180 Gns.
		Model 1997 "	169 Cns.
2.6		Model 1996 "	159 Gns.
		Model 1995(Solid)	135 Gns.
	,	Model 1999(Bass)	173 Gns.
Page 4		Eko Electric Guitars	
		Model 1846	66 Gns.
		Model 1833	51 Gns.
		Model 1872	33 Gns.
		Carrying Cases:-	
		1729 for Models 1846 and 1872.	$8\frac{1}{2}$ Gns.
	•	1728 for Model 1833 -	8 Cas.
Page 5		Eko Electric Bass Guitars	
		Model 1852	65 Gns.
		Model 1843	54 Gns.
		Model 1868	62 Gns.
		Carrying Cases :-	
		1729 for Model 1852 and 1868	$8\frac{1}{2}$ Gns.
		1727 for Model 1843.	$8\frac{1}{2}$ Gns.
Page 6		Broadway Solid Electric Guitars	1 -
		Model 1944	$19\frac{1}{2}$ Gns.
		Model 1943	14 Gns.
		Top Twenty Solid Electric Guitar	
		Model 1970	26 Gns.
		1737 Carrying Case for above models.	3 Gns.
Page 7		Electric Bass Guitars	
8- ,		T in Twenty Model 1979	38 Gns.
		Top Twenty Model 1971	35 Gns.
		1733 Carrying Bag for above models.	£2.7.6d.
Page 8		Levin 'cello Guitars	
		Model 1898 (Electric)	104 Gns.
		Model 1897 "	79 Gns.
		Model 1797 (Acoustic)	56 Gns.
		1851 Corrying Case for above models	£12.3.9d.

Page	15	Levin Finger-Style Guitars Model 17321 Model 1739 Model 1734 1739 Carrying Case for above models.			$30\frac{1}{2}$ $27\frac{1}{2}$	Gns. Cns Gns	
Page	16	 Finger - Style Guitars Lodel 1703 Model 1721 1735 Carrying Case for above models			31/2	Gns Gns 17.	
		'Augustine' Spenish Guitar Strings 956 Silver Plated Wire Wound 960 Gold Alloy Wire Wound	por	sot "	&1. &1.		S. 4.

ROSE, HORRIS & CO. LTD. 32-34, Gordon House Road, London H.W.5.