

**Autocrat**  
**HEADMASTER**  
**MARSHALL**  
*Dulcet* *Brilhart*  
*Kamals* *Ekosonic*  
TRANSISTOR  
**ROCK** **AVEDIS ZILDJIAN**  
*Slingerland*  
**HARMONY** *Suzuki*  
**CLANSMAN**  
*Edmundo Ros*  
**MONOPOLE**  
**WORLDMASTER** **HERO**  
*Aria*  
*Paolo Soprani*  
**OSCAR** **Black Diamond**  
**TELLER**

## General Catalogue No. 66/67

We aim to offer you the best and most comprehensive range of Musical Instruments and accessories possible, and we believe this catalogue illustrates our purpose.

Products of our own factory, such as Autocrat and Broadway Drums, John Grey Banjos, etc., we suggest represent the finest value in their class and are the result of many years' experience coupled with the most modern manufacturing methods.

The superb range of Musical Instruments, etc., from the U.S.A., Europe and elsewhere, many of them supreme in their sphere are the result of a ceaseless search for the best in quality and value.

We hope you like the format of this catalogue and will make every possible use of it to our mutual advantage.



**Rose-Morris**

*Musical Merchandise*



## 'CELLO GUITARS

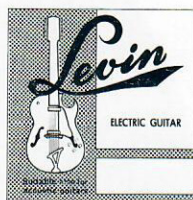
# Levin



1897



1898



**LEVIN 'GREEN LABEL' ELECTRIC GUITAR STRINGS**  
 For details see page 128 of string section.

## 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 purfled edges, hand-carved alpine spruce belly. Curved rosewood fingerboard and adjustable mahogany 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 American-made 'De Armond' pick-up units are fitted, complete with screened lead and jackplugs.

Overall length	40 $\frac{1}{2}$ "
Length of body	20"
Width of body	16 $\frac{1}{2}$ "
Depth of body	3"
Length of scale	23 $\frac{3}{8}$ "

### 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

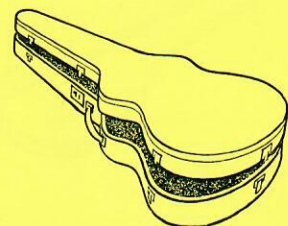
### MODEL 1797

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 model 1898 above, but without pick-up units.)*

### CARRYING CASE FOR ABOVE MODELS

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



*Rose-Morris*



# Levin

## FOLK GUITARS



1855



### LEVIN PLECTRUM GUITAR STRINGS

For details see pages 126-128 of string section.



1795



1844  
12-STRING

### 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 $\frac{3}{8}$ "
Length of body	20"
Width of body	15 $\frac{3}{4}$ "
Depth of body	4 $\frac{3}{8}$ "
Length of scale	24 $\frac{1}{8}$ "
Fingerboard at nut	1 $\frac{1}{8}$ "

### 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 purfling 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.

*Rose-Morris*



## FINGER-STYLE GUITARS

*Levin*

### MODEL 1805

Levin's finest classic guitar. Top of specially selected alpine spruce, sides and back of beautiful flamed mountain maple, spliced mahogany neck, ebony fingerboard. Rosewood bridge, multi-coloured mosaic around soundhole and outer edges of rosewood. Highly polished finish throughout. Nickel-plated single machine heads with bone rollers.

Overall length	38 $\frac{1}{4}$ "
Length of body	18 $\frac{3}{4}$ "
Width of body	15 $\frac{3}{8}$ "
Depth of body	3 $\frac{7}{8}$ "
Length of scale	25 $\frac{5}{8}$ "
Fingerboard at nut	2"

### MODEL 1821

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

Overall length	38 $\frac{1}{2}$ "
Length of body	19"
Width of body	15 $\frac{1}{8}$ "
Depth of body	3 $\frac{3}{4}$ "
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 purfling edges back and front. Neck of mahogany with rosewood fingerboard and bridge. Good quality nickel-plated machine heads with large bone barrels.

Overall length	37 $\frac{1}{2}$ "
Length of body	18 $\frac{5}{16}$ "
Width of body	14"
Depth of body	3 $\frac{3}{4}$ "
Length of scale	24 $\frac{13}{16}$ "
Fingerboard at nut	2"

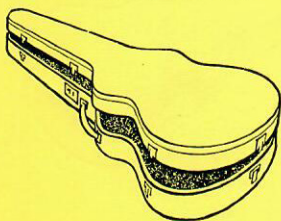
### MODEL 1794

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

*Dimensions as model 1799 above.*

### CARRYING CASE FOR ABOVE MODELS

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



*Rose-Morris*

1805

1821

1799

