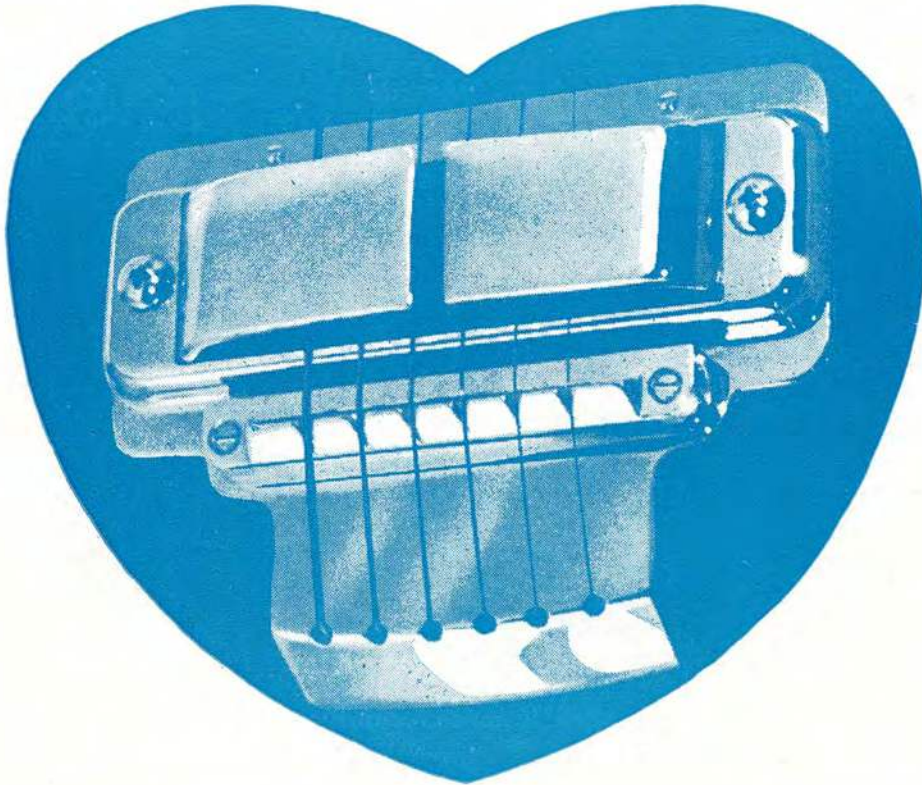


DEALER'S PRICE LIST

Effective July 15, 1957

Rickenbacker



**ELECTRIC SPANISH and HAWAIIAN GUITARS
AMPLIFIERS - CASES - STRINGS
and ACCESSORIES**

When Ordering or for Information Write:

RADIO & TELEVISION EQUIPMENT CO.

Wholesale Music Division

2118 S. Main Street

Santa Ana, California

SPANISH GUITARS

3	Combo 850 — with Dual Pickups, Natural Maple Finish	\$289.50	10
3	Combo 850 — with Dual Pickups, Turquoise Blue Finish	279.50	10
3	Combo 650 — Natural Maple Finish	227.50	10
3	Combo 650 — Turquoise Blue Finish	217.50	10
3	Combo 800 — with Dual Pickups, Blond or Turquoise Blue Finish	279.50	10
3	Combo 600 — Blond or Turquoise Blue Finish	229.50	10
4	Combo 450 — with Dual Pickups, Jet Black, Cloverfield Green, or Montezuma Brown Finish	179.50	9
4	Combo 400 — Jet Black, Cloverfield Green, or Montezuma Brown Finish	159.50	9
5	Model 950 — ¾ Spanish, 21-fret, Dual Pickups, Jet Black Finish	149.50	8
5	Model 900 — ¾ Spanish, 21-fret, Jet Black Finish	114.50	8
5	Model 1000 — ¾ Spanish, 18-fret, Jet Black Finish	104.50	8

One instrument cord and shoulder strap is included with each guitar.

6	4000 ELECTRIC BASS	279.50	14
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One instrument cord and shoulder strap is included with each Bass

HAWAIIAN GUITARS

Console Models — Available in Blond or Natural Walnut

7	768 — One ten and two eight-string 25" necks	399.50	38
7	758 — Three eight-string 25" necks	314.50	38
7	718 — One ten and one eight-string 25" neck	317.50	20
7	708 — Two eight-string 25" necks	247.50	20
7	706 — Two six-string 25" necks	229.50	20
8	518 — One ten and two eight-string 22½" necks	389.50	38
8	508 — Three eight-string 22½" necks	299.50	38
8	218 — One ten and one eight-string 22½" neck	289.50	20
8	208 — Two eight-string 22½" necks	224.50	20
8	206 — Two six-string 22½" necks	199.50	20
9	CW-10 — One ten-string 22½" neck	165.00	16
9	CW-8 — One eight-string 22½" neck	160.00	16
9	CW-7 — One seven-string 22½" neck	165.00	16
9	CW-6 — One six-string 22½" neck	155.00	16

Console Triple-neck and Double-neck models are also available with custom arrangements of six, seven, eight and ten-string pickups by special order. Write for quotation.

Pedals — Available for all Console Model guitars. A maximum of two pedals can be installed on each neck with one, two, or three strings attached to each pedal. When ordering, specify tunings normally used by player and tunings desired with pedals. Also advise whether the guitar will be played in sitting or standing position; and if standing position, give us the height you want the top of the guitar from the floor.

One pedal installed to a neck	250.00
Second pedal installed to the same neck	100.00

HAWAIIAN GUITARS Continued:

Solid Body Models

10	DW-16 — Blond Finish, two eight-string necks	\$209.50	20
10	DW-16 — Dark Finish, two eight-string necks	199.50	20
10	DW-12 — Blond Finish, two six-string necks	189.50	20
10	DW-12 — Dark Finish, two six-string necks	179.50	20
9	TW-10 — Blond Finish, one ten-string neck	165.00	17
10	SW-8 — Blond Finish, one eight-string neck	119.50	8
10	SW-8 — Dark Finish, one eight-string neck	114.50	8
10	SW-6 — Blond Finish, one six-string neck	99.50	8
10	SW-6 — Dark Finish, one six-string neck	94.50	8
10	BD-8 — Black Bakelite, eight-string neck	140.00	11
10	BD-7 — Black Bakelite, seven-string neck	135.00	11
10	BD-6 — Black Bakelite, six-string neck	125.00	11
10	A-22 — Satin Metal, six-string neck	125.00	11
11	100 — Blond or Silver Gray Finish, six-string neck	52.00	7
11	102 — Natural Finish, six-string neck	59.50	7
	J-6 — Gray or Brown Metal Body, six-string neck (not shown in catalog)	39.50	8

One instrument cord is supplied with each guitar.

Legs for Console, DW, and TW guitars are optional. See page 4 for prices.

11 **HAWAIIAN SETS** — Includes:

	S-100 Set — Model 100 Blond or Silver Gray guitar, instrument cord, M-8 amplifier, deluxe case. Specify color	136.00	25
	S-101 Set — Model 100 Blond or Silver Gray guitar, instrument cord, M-8 amplifier, chipboard case. Specify color	120.00	22
	S-102 Set — Model 102 Natural finish guitar, instrument cord, M-8 amplifier, deluxe case	143.50	25
	S-103 Set — Model 102 Natural finish guitar, instrument cord, M-8 amplifier, chipboard case	127.50	22
	S-104 Set — J-6 Gray or Brown Metal Body guitar, instrument cord, M-8 amplifier, chipboard case (not shown in catalog)	107.50	23

12 **SPANISH SETS** — Includes:

	S-900 Set — Model 900 three-quarter black Spanish guitar, cord, strap, gray M-8 amplifier, deluxe case	199.50	28
	S-901 Set — Model 900 three-quarter black Spanish guitar, cord, strap, gray M-8 amplifier, chipboard case	183.50	25
	S-950 Set — Model 950 three-quarter black Spanish guitar with dual pickups, cord, strap, gray M-8 amplifier, deluxe case	234.50	28
	S-951 Set — Model 950 three-quarter black Spanish guitar with dual pickups, cord, strap, gray M-8 amplifier, chipboard case	218.50	25
	S-1000 Set — Model 1000 three-quarter black Spanish guitar, cord, strap, gray M-8 amplifier, deluxe case	189.50	28
	S-1001 Set — Model 1000 three-quarter black Spanish guitar, cord, strap, gray M-8 amplifier, chipboard case	173.50	25

AMPLIFIERS

13	M-22	Brillante, two 15" speakers with separate Brillante, Bass, and Treble Controls		58
13	M-23	Brillante, three 12" speakers with separate Brillante, Bass, and Treble Controls		52
15	M-15	15" Jensen Speaker with Bass-Treble Boosts	279.50	48
15	M-15A	15" Jensen Speaker with Bass-Treble Boosts and Tremolo with acceleration and depth control	327.50	49
14	M-98	High Fidelity, three 8" Jensen speakers	219.50	34
14	M-12	Two 12" Jensen speakers	184.50	37
16	M-11	12" Jensen Speaker	124.50	27
15	M-11A	12" Jensen Speaker plus Tremolo with speed control	144.50	28
16	M-88	8" Jensen Speaker	79.50	16
16	M-8	8" Jensen Speaker	59.50	11

Legs can be supplied for all Rickenbacker Amplifiers, except the M-88 and the M-8. Prices are listed on page 4 of price sheet.

PAGE NUMBER		LIST PRICE	SHIPPING WEIGHT
EXTENSION SPEAKERS			
17	E-15 15" Jensen Speaker, 50' cord included	\$134.50	40
17	E-12 12" Jensen Speaker, 50' cord included	69.50	20
19 GUITAR CASES			
Spanish Guitar Cases			
	Combo 850 and Combo 650 Spanish Guitar Case	47.50	14
	Combo 800 and Combo 600 Spanish Guitar Case	47.50	14
	Combo 450 and Combo 400 Spanish Guitar Deluxe Case	47.50	14
	Combo 450 and Combo 400 Spanish Guitar Standard Case	29.50	14
	Model 900 three-quarter Spanish Guitar Deluxe Case	25.50	7
	Model 950 three-quarter Spanish Guitar Deluxe Case	25.50	7
	Model 900 three-quarter Spanish Guitar Chipboard Case	9.50	4
	Model 950 three-quarter Spanish Guitar Chipboard Case	9.50	4
	Model 1000 three-quarter Spanish Guitar Deluxe Case	25.50	7
	Model 1000 three-quarter Spanish Guitar Chipboard Case	9.50	4
	Electric Bass Case	59.50	17
Hawaiian Guitar Cases			
	Console 768, 758, and Custom 700 Triple-neck Guitar Cases	49.50	20
	Console 718, 708, 706, and Custom 700 Double-neck Guitar Cases	39.50	13
	Console 518, 508, and Custom 500 Triple-neck Guitar Cases	49.50	20
	Console 218, 208, 206 and Custom 200 Double-neck Guitar Cases	39.50	13
	Console CW-10, CW-8, CW-7 and CW-6 Guitar Cases	37.50	12
	DW-16 and DW-12 Guitar Cases	34.50	13
	TW-10 Guitar Case	34.50	12
	SW-8 and SW-6 Guitar Cases	24.50	8
	BD-8, BD-7, and BD-6 Guitar Cases	29.95	7
	A-22 Guitar Case	34.50	7
	100 and 102 Deluxe Cases	24.50	8
	100 and 102 Chipboard Cases	8.50	4
	J-6 Chipboard Case	8.50	4
LEGS AND STANDS			
17	Chrome Finish Amplifier Legs — Adjust from 16 to 22 inches:		
	Set of 3—For M-98, M-15, M-15A, M-12, M-11 and M-11A Amplifiers	39.50	6
	Set of 4—For M-23 and M-22 Amplifiers	49.50	8
	Leg flanges will be installed on the amplifiers without charge when legs are purchased with the amplifiers.		
17	Chromium Finish Guitar Legs — Adjust from 24 to 44½ inches:		
	Set of 3—For CW, DW, and TW Guitars	29.50	5
	Set of 4—For Console 700, 500, and 200 Series Guitars	39.50	7
19	Guitar Stands		
	NS — Single-neck Stand for BD and A-22 Guitars	17.80	7
	WS — Single-neck Stand for SW, 100, and 102 Guitars	18.75	7
17	AMPLIFIER AND EXTENSION SPEAKER COVERS		
	M-98 Amplifier Cover	9.00	3
	M-88 Amplifier Cover	5.50	2
	M-23 Amplifier Cover	12.00	4
	M-22 Amplifier Cover	12.00	4
	M-15 Amplifier Cover	6.50	3
	M-15A Amplifier Cover	6.50	3
	M-12 Amplifier Cover	7.50	3
	M-11 Amplifier Cover	5.50	3
	M-11A Amplifier Cover	5.50	3
	E-15 Extension Speaker Cover	6.50	3
	E-12 Extension Speaker Cover	5.50	3

INSTRUMENT AND SPEAKER CORDS

SH-8G	8' Gray Cord with Metal Connectors, for Combo 850, 800, 650, and 600 Spanish Guitars and all Hawaiian Guitars	\$ 5.50	1
H-8B	8' Black Cord with Bakelite Connectors, for Hawaiian Guitars	4.75	1
S-8B	8' Black Cord with Bakelite Connectors, for Combo 450 and 400 Spanish Guitars and the Model 900, 950, and 1000 three-quarter Spanish Guitars	5.00	1
E-50G	50' Extension Speaker Cord with metal connectors	9.95	1

A cord is included with each Guitar and Extension Speaker purchased.

SPANISH GUITAR STRAPS

C86	For Combo 850, 800, 650 and 600 Guitars	5.50	1
C491	For Combo 450 and 400, Model 900, 950 and 1000 Guitars	2.75	1

A strap is included with each Spanish Guitar purchased.

17 AMPLIFIER TUBE KITS

M-98	5-tube Kit	16.26	1
M-88	3-tube Kit	6.60	1
M-23	8-tube Kit	24.42	2
M-22	8-tube Kit	24.42	2
M-15	7-tube Kit	21.66	2
M-15A	8-tube Kit	24.42	2
M-12	5-tube Kit	16.26	1
M-11	5-tube Kit	11.58	1
M-11A	6-tube Kit	14.34	1
M-8	3-tube Kit	5.94	1

18 RICKENBACKER ELECTRIC GUITAR STRINGS

Rickenbacker Sets

410	Spanish (Set of 9)	2.50
426	Hawaiian (Set of 9) for 6-string Guitar	2.50
427	Hawaiian (Set of 12) for 7-string Guitar	2.75
428	Hawaiian (Set of 12) for 8-string Guitar	3.00
430	Hawaiian (Set of 14) for 10-string Guitar	3.50
4440	Bass (Set of 5)	18.00

Rickenbacker Strings

	DOZEN	GROSS
401 Spanish 1st String	\$ 1.60	\$ 17.30
402 Spanish 2nd String	1.60	17.30
403 Spanish 3rd String	5.40	58.30
404 Spanish 4th String	6.50	70.20
405 Spanish 5th String	7.50	81.00
406 Spanish 6th String	8.40	92.00
411-S Hawaiian Special 1st	1.60	17.30
411 Hawaiian 1st String	1.60	17.30
412 Hawaiian 2nd String	1.60	17.30
413 Hawaiian 3rd String	1.60	17.30
414 Hawaiian 4th String	6.50	70.20
415 Hawaiian 5th String	7.50	81.00
416 Hawaiian 6th String	8.40	92.00

18 MAPES SPANISH AND HAWAIIAN SETS

1000	Non-electric Spanish Guitar Set (Set of 9)	1.50
1100	Electric Spanish Guitar Set (Set of 9)	2.50
1200	Gold-Plate Electric Spanish Guitar Set (Set of 9)	2.50
2000	Non-Electric 6-string Hawaiian Set (Set of 9)	1.75
2100	Electric 6-string Hawaiian Set (Set of 9)	2.50
2110	Electric High Bass Tuning Hawaiian Set (Set of 9)	2.50
2180	Electric 8-string Hawaiian Set (Set of 12)	3.00
3000	Tenor Guitar Set (Set of 7)75

19 SPEEDY STRING WINDER

3.00

STEELS

		LIST PRICE	SHIPPING WEIGHT
199K	Black Raja Bars, short — Tapered 3/4" to 5/8", 2-11/16" long	\$ 2.75	
200K	Black Raja Bars, long — Tapered 3/4" to 5/8", 3" long	2.75	
93	Hard Plastic — 5/8" x 2-7/8"	1.25	
94	Hard Plastic — 3/4" x 2-7/8"	1.25	

18 PICKS

Rickenbacker Pick Cards		EACH	100 CARDS	500 CARDS
14C	2 Thin and 1 Medium "Rickenbacker" Picks - Per Card	\$.25	\$.23 ³ / ₄	\$.22 ¹ / ₂
61C	2 Red and 1 Bronze Speed Picks - Per Card	.60	.54	.51

Bulk Picks

	EACH	PER GROSS	IN LOTS OF
14BT	Thin "Rickenbacker" Picks — 1 gross envelope	\$ 4.95	
14BM	Medium "Rickenbacker" Picks — 1 gross envelope	5.25	
14BH	Heavy "Rickenbacker" Picks — 1 gross envelope	7.15	
61B	Bronze Speed Picks, Rigid Plastic — Each	.15	
61R	Red Speed Picks, Flexible Plastic — Each	.15	
351T	Thin Professional Picks, Plain — 1 gross envelope	3.85	3.60
351M	Medium Professional Picks, Plain — 1 gross envelope	4.60	4.35
351H	Heavy Professional Picks, Plain — 1 gross envelope	5.80	5.55
364	Felt Picks, Gray Felt — 1 gross envelope	11.05	10.80
375	Metal Finger Picks — 1 gross envelope	6.85	6.60
375 ¹ / ₂	Metal Thumb Picks — 1 gross envelope	6.85	6.60

An additional 15 per cent will be added to list price on all picks ordered in less than above packaged qualities. Quantity lot prices apply only to picks of one size and color when purchased in the quantities listed above.

Display Cards

	EACH	12 CARDS	50 CARDS
01	Cork Grip Picks — 24 per card	2.10	2.00
02	Flat Picks, Asstd. Sizes and Thicknesses — 24 per card.	1.45	1.40
03	Assorted Thumb and Finger Picks — 24 per card	2.90	2.80
05	Assorted Flat and Thumb Picks — 24 per card	2.10	2.00
045	No. 351 Professional Picks — 24 per card	1.75	1.65

Viscoloid Pick Assortment — Display Cabinets

	EACH	3 CABINETS	12 CABINETS
06	Thumb and Finger Picks — 1 gross assorted Picks	14.65	14.10
08	Flat Picks — 3 gross assorted Picks	19.85	18.90
09	Cork and Corrugated Flat Picks — 1 ¹ / ₂ gross assorted Picks	15.55	14.85
10	Flat, Thumb and Finger Picks — 1 ¹ / ₂ gross assorted Picks	15.55	14.85
11	Ukulele Picks, Gray Felt — 4 dozen Picks	5.35	5.10

Viscoloid Pick Assortment — Display Boxes

	EACH	12 BOXES	50 BOXES
17	Pick Assortment — 1 gross assorted sizes, colors and thicknesses	3.45	3.30
117	Pick Assortment — 2 gross assorted sizes, colors and thicknesses	6.55	6.30
38	Heart Picks — 1 gross assorted Picks	5.80	5.55
45	No. 351 Professional Picks — 1 gross assorted colors	4.15	3.95
18AT	Cork Picks — 1 gross assorted sizes and colors	6.90	6.60

Guitar Finger and Thumb Pick Assortments — Display Boxes

	EACH	3 BOXES	25 BOXES
20A	Guitar Thumb Picks — 1/2 gross assorted colors and sizes	6.90	6.60
20AT	Guitar Thumb Picks — 1 gross assorted colors and sizes	12.10	11.55
27AT	Finger-Thumb Picks — 1 gross assorted colors and sizes	12.10	11.55

Genuine Tortoise Shell Picks — Display Cabinets

	EACH	3 CABINETS
071	Assortment — 1 ¹ / ₂ gross assorted sizes with 12 plastic pouches	55.20
07	Assortment — 1 gross assorted sizes with 12 plastic pouches	41.40
12C	Assortment — 1/2 gross assorted sizes with 6 plastic pouches	19.70

PATENT HEADS

600	6-string Set, for Model 100 and 102 Guitars	\$ 5.50	
610	6-string Set with Well, for CW, DW, SW, Console 700, 500, and 200 Series Guitars	18.00	
620	6-string Set, for B, BD, DC, G, J, JD and A-22 Guitars	5.50	
720	7-string Set, for B, BD, G, J and JD Guitars	9.50	
810	8-string Set with Well, for CW, DW, SW, Console 700, 500, and 200 Series Guitars	20.00	
820	8-string Set, for B, BD, DC, G, J, and JD Guitars	6.00	
900	6 Key Set, for Combo 850, 800, 650, and 600 Spanish Guitars	11.00	
910	6 Key Set, for Combo 450 and 400, Models 900, 950, and 1000 Spanish Guitars	8.00	
1000	10-string Set with Well, for Model TW Guitar	30.00	
1010	10-string Set with Well, for Console 700, 500, 200 and CW Guitars	30.00	

Above prices are for one set of bass and treble patent heads. When replacing patent heads on double or triple-neck guitars, order corresponding number of sets and specify number of strings on each neck. The 610, 810, 1000 and 1010 Sets can be supplied without wells if desired. If the well is not needed, please specify and the price will be adjusted accordingly.

19 DeARMOND MICROPHONES AND CONTROLS

FH-B	Guitar Microphone F-Hole Type less Volume Control	23.50	
FH-CB	Guitar Microphone F-Hole Type with Volume Control	29.50	
FH-CB	Guitar Microphone F-Hole Type — left handed with Volume Control	37.50	
RH-B	Guitar Microphone for Flat-Top Type Guitar less Volume Control	23.50	
RH-CB	Guitar Microphone for Flat-Top Type Guitar with Volume Control	29.50	
1000	"Rhythm Chief" Microphone F-Hole Type with Volume and tone controls	38.50	
900	Bass Viol Microphone with Volume Control	37.50	
800A	Trem-Trol with Adjustable Speed Control	55.00	
750C	Ukulele Microphone with Volume Control	17.50	
750	Ukulele Microphone less Volume Control	14.50	
700	Violin Microphone with Volume Control	22.50	
600	Pedal Volume Control	22.50	
500	Mandolin Microphone with Volume Control	29.50	
400	Tenor Guitar Microphone F-Hole with Volume Control	29.50	
60A	Tremolo Control	39.75	

17 MICROPHONES

51	Shure Sonodyne Microphone	59.40	5
55-S	Shure Unidirectional Dynamic Microphone, 20' cord	95.40	5
520	Shure "Green Bullet" Magnetic Unit — High Impedance	51.00	1
605	Electro-Voice Microphone, 20' cord	39.00	1
615	Electro-Voice Hi-Z Microphone	30.00	1
623	Electro-Voice Slim-Dynamic Microphone	66.00	2
630	Electro-Voice Hi-Z Microphone	59.40	2
664	Electro-Voice Microphone	99.00	2
805	Electro-Voice Contact Microphone	23.70	1
950	Electro-Voice Microphone, On-Off Switch, 18' cord	57.00	2
	If you desire phone plug installed on microphone cord, please specify and add to above prices	1.00	

MICROPHONE STANDS

		Adjustable Height	LIST PRICE	SHIPPING WEIGHT
MS-10C	Atlas Stand — Gray Base, Chrome Tube	35" to 64"	\$13.02	9
MS-11C	Atlas Stand — Chrome Base and Tube	35" to 65"	17.22	12
MS-25	Atlas Stand — 17" Chrome and Gray Base	37" to 66"	29.58	24
TS -6	Atlas Banquet Stand, All Chrome	14½" to 36"	11.82	5
DS-5	Atlas Desk Stand, Gray Base	Fixed 4"	3.90	2
DS-7	Atlas Desk Stand, Chrome Base	8" to 13"	6.60	3
S36A	Shure Desk Stand	Fixed 2½"	7.80	2
419	Electro-Voice Desk Stand	Fixed 2½"	12.00	3
419S	Electro-Voice Desk Stand with Switch	Fixed 2½"	15.00	3

PREPAID SHIPMENTS: SHIPMENTS OF 100 POUNDS OR MORE WILL BE SHIPPED PREPAID. THESE SHIPMENTS MAY INCLUDE ANY INSTRUMENTS, CASES, ACCESSORIES AND OTHER PRODUCTS DISTRIBUTED BY RADIO & TELEVISION EQUIPMENT CO.

Prices are subject to change without notice.

Our engineers are constantly working to improve Rickenbacker Guitars and Amplifiers electronically, as well as to offer you the latest styling, and finest materials and workmanship available. In order to make this possible we reserve the right to change specifications at any time and without notice.

When Ordering or for Information Write:

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