

268-5/8" wide, 27/8" long

No. 269—3/4" wide, 27/8" long

Powerful tone. Scientifically molded of hard plastic materi-Professional HAWAIIAN GUITAR al. Bullet shaped steel bar is inserted STEELS

and capped to precision. Strong, Smooth, Durable, Attractive! Finished in permanent brilliant lustre. Correct weight - perfectly balanced for top performance. The last word in Steels and Hawaiian Guitar technique! Colors: Marble Red, Marble Green, Walnut and Ivory.

Each bar is attractively wrapped and boxed.

BULLET SHAPED EACH.....

Designed for Rich,



Cole's

CHROME STEEL and PLASTIC **GUITAR STEELS**

Inches

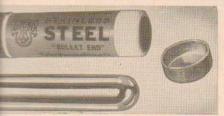
tra long, professional style, bullet shaped steels, molded of hard plastic. Bullet aped. Sturdy . . . smooth . . . long-lasting . . . good-looking. Permanent illiant lustre. Perfectly balanced for best performance. Produces melodious, werful, singing tone! Black and red.

o. 334 — 3/4" Diameter — Steel

o. 335 - 5/8" Diameter - Plastic

5. 336 — 3/4" Diameter — Plastic

COMPLETE WITH PLASTIC BAG IN PLASTIC BOX

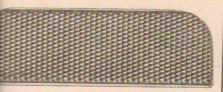


let End" - Tarproof-cupped comfort! Size x 5/8". Very ular. Ideal for ents and profes-

Each

No. 350

Stainless Steel-Non Magnetic



TRU-TUNE STEEL

opular priced good quality steel.

342—Per Doz..... \$7.75



Bullet Type Guitar Steel

Highly polished nickel plated steel. %" diameter, 3" long. Fits fingers and palm of hand perfectly. Popularly priced.



HAWAIIAN GUITAR STEELS

Student's Flat Model

No. 343-Per Doz..... \$4.50



EACH No. 297—5/8"x 27/8" \$1.80 No. 298—3/4"x 27/8" 1.95 Each Steel Individually Boxed Eliminates string noises

NEW DESIGN Chase GUITAR STEEL

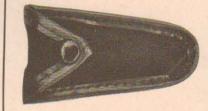
New graceful TAPERED Shape!
 New light weight!

• Easier to hold!

Less fatigue . . . Quicker Maneuvering!



31/8" long. Made of hard chrome plated steel to withstand severe usage. Complete with plastic bound, snap-closing BAG — fleece-lined to prevent scratches, and water-repellant! The new tapered shape and lightweight let you play for hours without tiring! Big favorite with professional players and amateurs.



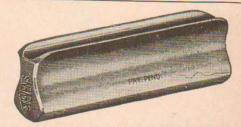
No. 309 Guitar Steel and Bag Complete



STEVENS

Genuine Stevens Interchangeable Guitar Steel . . . Metal Thumb Pick . . . 2 Metal Finger Picks. Shaped for easier playing and clearer tone. Made of highly polished nickel

> No. 302 Complete \$215 Outfit....



STEVENS INTERCHANGEABLE STEEL

Made of bronze, nickel plated. Fits the 3 playing fingers. Player has free playing movement. Individually boxed.

No. 340-Each..... \$1.65

ELLULOID GUITAR PICKS





FINGER PICKS

Asst. Colors

No. 281-Med. No. 283-Large Doz. \$1.50

Gross......14.80 Medium Size

Finger Pick No. 6557



THUMB PICKS Celluloid - Ivory

No. Doz. Gross 278 Large \$1.35 \$14.20 279 Medium 1.00 9.80 280 8.90 .80

Assorted Colors

275 \$1.30 Large \$13.50 276 Medium 9.60 282 7.20 Small

Shell Colored Picks

No.	Per Doz. Gross
6553-Medium Size Thumb Pic	k \$.75 \$ 7.50
6555-Large Size Thumb Pick.	\$1.00 \$10.00



EXTRA LONG THUMB PICK

now being used in Spanish pick style guitar playing.

> No. 6516 Large Size Shell Color

No. 6517 Large Size White

> Doz. \$.72

Gross \$7.20

METAL GUITAR PICKS

lational METAL FINGER PICK

Holds fast to fingers!



A celebrated brand . . . favorite of performers everywhere! Perforated . . . highly polished.

No. 388

de of specially prepared luloid. Fit snug. Do not

ire fiinger. Smooth, clear e. No metallic noise.

Nick Manoloff Picks



Nick Manoloff

Metal Thumb Metal Finger Picks Picks No. 288 No. 289

Per Doz.

\$1.20

Per Doz.

\$1.20



Fine genuine silver finger and thumb picks. Easy to hold. Excellent perform-

Finger Picks No. 385 Per Doz.

No. 386 Per Doz. \$1.80 \$1.80

Thumb Picks



PICK

Ideal size for ladies and children - nickel plated -

> No. 399 Per Dozen

> > \$ 15

"Dobro" TRANSPARENT PICKS

For Spanish as well as Hawaiian guitars. Various sizes for finger and thumb com-



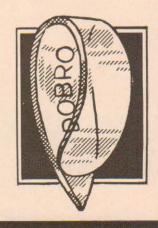
FINGER STYLE

	SMALL	
No. 344 Per Doz.		\$ 80
	MEDIUM	
No. 345 Per Doz.		\$ 80
	LARGE	
No. 346		SIRC

Per Doz.

THUMB STYLE

SMALL \$ 80 Per Doz. MEDIUM No. 348 \$ 80 Per Doz. ... LARGE No. 349 \$ 80 Per Doz.



WEXLER & CO.

823 South Wabash Ave. Chicago, Illinois 60605

GUITAR · MANDOLIN and BANJO PICKS

SUPER-SURE GRIP PICKS

(ACTUAL SIZE)



ney are made of ultra-fine quality celluloid in easy-to-hold shapes, styled th comfortable "Super-Sure" grip. Nicely beveled and polished. Two icknesses: Medium (Gray)—Stiff (Blue).

2.	
58—Medium (Gray)	
36—Stiff (Blue)	
59—Medium (Gray)	
37—Stiff (Blue)	
50—Medium (Gray)	
38—Stiff (Blue)	

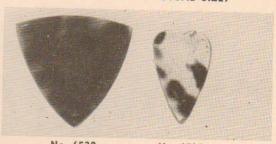
Per Doz.

No. 6560

Per Gross

GENUINE TORTOISE SHELL

(ACTUAL SIZE)



No. 6532

No. 6532 Per Doz. \$650

No. 6533 Per Doz. \$150

The last word in genuine tortoise shell picks. Professional quality, especially suitable for the artist. Perfect for T.V. and radio programs or concert hall. Reduce string noises. Precision carved. Comfortable shapes.

TORTOISE PICK ASSORTMENT

\$13.00	***************************************	6532	No.	doz.	2
9.00		6533	No.	doz.	2
.44		145	No.	pc.	1
\$22.44					
0000					

No. 7220—Special List Price....

CELLULOID PICKS . . . ACTUAL SIZE

Shell-like quality picks in a variety of unusual designs!



No. 6543 \$3.00 Gross .35 Doz.



No. 6544 \$4.00 Gross .40 Doz.



No. 6545 \$4.50 Gross .45 Doz.



No. 6549 \$5.00 Gross .50 Doz.



No. 6551 \$6.00 Gross .60 Doz.



No. 6546 4.50 Gross



No. 6547 \$4.50 Gross .45 Doz.



No. 6550 \$5.00 Gross .50 Doz.



No. 6552 \$7.20 Gross .70 Doz.



No. 6548 \$6.60 Gross .65 Doz.

se extremely attractive picks are popular not only with amateur players, but with professional artists as well. They are eled and highly polished, produce clear and crisp tones.

lium thickness only. 10 easy-to-hold shapes as shown, including cork grips. nderful values at these prices!

! GROSS ASSORTED PICKS) No. 7219 IN PLASTIC DISPLAY BOX



Vabas



No. 186 Per Dozen ...\$.55 Per Gross ... 6.00

- · FINEST VARIETY of quality shell picks on the market!
- · PROFESSIONAL QUALITY . . . preferred by leading artists!
- · BEVELED & HIGHLY POLISHED . . . for crisp, clear tones!
- o COMFORTABLE SHAPES . . . easy to hold hour after hour!
- · IDEAL FOR TELEVISION and radio broadcasting!
- · LESSEN STRING NOISES . . . precision-carved by modern methods!
- . LOW PRICES . . . to give you today's greatest VALUE!
 - All Wabash Picks in Medium and Soft. Please Specify. .



No. 187 Per Dozen ...\$.50 Per Gross ... 5.25



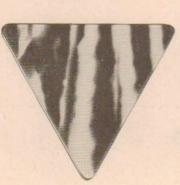




No. 181 Per Dozen ...\$.70 Per Gross ... 7.20



Per Dozen ...\$.75 Per Gross ... 8.00



No. 183 Per Dozen ...\$.75 Per Gross ... 7.50

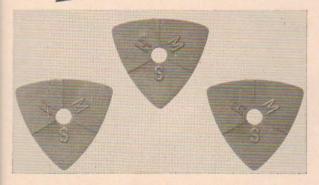


No. 184 Per Dozen ...\$.90 Per Gross ... 9.00



No. 185 Per Dozen ...\$.75 Per Gross ... 8.00

Wabash PICKS



3 SPEED STYLE

s Wabash picks made of flexible plastic in attractive triangle easy and comfortable to grip. Three thicknesses—soft, medium ard—all on one pick. Professional quality—preferred by leading . Ideal for television and radio broadcasting.

Wabash BLUE PICKS



Special medium strength. Beveled and highly polished. PROFESSIONAL quality . . . used by leading artists!

Per Gross...

AVID WEXLER & CO.

823 South Wabash Ave.

Chicago, Illinois 60605

BEAUTIFUL DISPLAY

Wabash PICKS

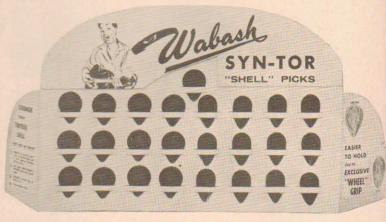
Wabash SYN-TOR
"SHELL" PICKS

GUITAR • MANDOLIN •

SYN-TOR is a major break-through in "tortoise-shell" picks. For some time now it has not been possible to obtain the genuine tortoise shell. In view of the increasing demand for this type of shell pick, Wabash SYN-TOR "shell" was developed. It is better, stronger than tortoise shell. IT COSTS NO MORE! Professionals and amateurs alike are using SYN-TOR Picks.

- Superior to tortoise shell

 not a celluloid pick but
 a very special flexible
 styrene alloy.
 - Each pick INDIVIDUALLY MOLDED.
- 3. Produces finer tone.
- 4. Easier to hold due to EXCLUSIVE "WHEEL" GRIP.



DISPLAY OF 25 PICKS

No. 6525—Complete OUTFIT

\$450

BANJO



Doz. (Per Doz.) 2.00

Doz. (Per Doz.) 1.80

No. 6510

Doz.

(Actual Size)

Stiff

\$2.25



	1	
No.	6512	Med.
No.	6513	Stiff
I D	oz	\$2.25

I Doz. \$2.25 3 Doz. (Per Doz.) 2.00 6 Doz. (Per Doz.) 1.80



No.	6528	Med.
No.	6529	Stiff
I Do	Z	\$2.25
3 Do	z. (Per Do	z.) 2.00
6 Do	z. (Per D	oz.) 1.80



N	0.	652	22 .		Med.
N	0.	652	23 .	*********	.Stiff
1	Do	z.		9	2.25
3	Do	Z.	Per	Doz.)	2.00
6	Do	Z.	Per	Doz.)	1.80



FREE

Transparent Plastic
Box with every
order of 3 doz. or 6
doz. of one style
Syn-Tor Picks





- 1. PREFERRED BY PROFESSIONALS!
- 2. BEVELED AND HIGHLY POLISHED!
- 3. COMFORTABLE SHAPES EASY TO HOLD!
- 4. IDEAL FOR RADIO BROADCASTING!
- 5. LESSENS STRING NOISES!
- 6. LOW PRICE GOOD VALUE!

The finest variety of quality picks on the market! Six different styles of plain and cork grip picks— in ivory and fancy shell colors. 24 picks, assorted medium and soft, on attractive 2-color display eard. You'll play better with the WABASH pick!

No. 390 — Per Display Card of 24 Picks — COMPLETE

\$180



Lektro Guitar Picks

Finest quality, hand made, polished and beveled—Nick Lucas shape. Packed 7 picks to envelope, 12 envelopes to attractive display card.

No. 686 Per Card of 12 Packages No. 687
Doz. Gross
\$150 \$1 £ 5

UITAR-MANDOLIN and BANJO PICKS

.. Ultra-fine Qualities at Very Low Prices ..

EACH PICK BEVELED AND POLISHED



edium and stiff

ozen\$.75 ross 7.80



Assorted Colorssoft, medium and stiff

No. 352-Per Dozen\$.65 Per Gross 6.60



Mandolin, guitar or banjo picks. Semi-triangle shape. Pro-fessional quality. Bevelled.

No. 387 Doz. \$.72



Nick Lucas Styleassorted colors soft, medium and stiff

No. 354-Per Dozen\$.60 Per Gross 6.00



Nick Lucas Stylerubber grip soft, medium and stiff

No. 374-Per Dozen ...\$2.00 Per Gross ... 20.00



Imitation Shellsoft, medium and stiff

No. 356-

Per Dozen\$1.00 Per Gross 9.00



Celluloidum, soft, stiff Doz. Gross Shell \$.95 \$7.20 Ivory .95 7.20 Asst'd .95 7.20 Shell Very Heavy

1.00 10.00



Imitation Shellsoft, medium and stiff

No. 360-Per Dozen\$.50 Per Gross 4.20



Fine Celluloidmedium

Doz. Gross No. 361-Shell ..\$.60 \$5.00 No. 361A— lvory . . .60



Imitation Shellsoft, medium and stiff No. 362-

Per Dozen\$.65 Per Gross 6.60



Imitation Shellsoft, medium and stiff

No. 363-Per Dozen\$.65 Per Gross 6.60



Assorted and Ivorymedium, soft, stiff Doz. Gross

No. 364— Ass't'd \$.65 \$6.60 No. 365— Ivory . . .65 6.60



Celluloidium and stiff

Doz. Gross Shell \$.85 \$9.00 lvory .85 9.00

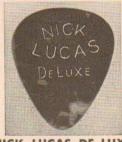


Fine Celluloidmedium, soft

Doz. Gross No. 368-Shell \$.65 \$6.50 No. 369-Ivory .65 6.50







NICK LUCAS DE LUXE Special gauge. Hand made. Shell or ivory. Beveled edges.

Doz. No. 372—Shell\$1.20



NICK LUCAS

Popular number. Imitation shell or ivory. Beveled edges. Doz. No. 603-Shell\$.90 No. 604-Ivory90 Per Gross 9.00



beveled triangular s with cork grip. and ivory colors.

Pozen \$.90 Gross10.00



Fine celluloid - ivory

No. 370 Per Dozen\$1.00 Per Gross11.00



Imitation Shell - nicely beveled. No. 371-

Per Dozen\$1.00 Per Gross11.00



Imitation Shell - Cork grip.

No. 6554

CKS

Per Dozen\$ 60 Per Gross\$6.50



NICK LUCAS STYLE

Assorted-Cork Gripmedium.

No. 353-

Per Dozen \$.80 Per Gross 8.50

DeLuxe PICK ASSORTMENTS

GUITAR · MANDOLIN BANJO . TENOR GUITAR



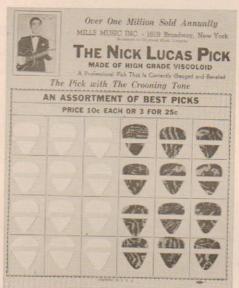
k Manoloff Celluloid Picks

finest celluloid pick made! The most active card outfit on the market! Picks finest quality - very flexible - correct e-clear tone. Big profit maker!

601-24 Guitar Picks display card. card

609-Nick Manoloff andolin Picks

on Display Card



Nick Lucas Picks

Highly polished, beveled edges, shell and Ivory assorted. Gross

No. 603-Shell\$.80 \$9.00 No. 604—Ivory80 9.00

No. 602-2 Doz. on

Display Card—Shell and Ivory. \$ 160 Per Display



Gibson Professional Picks

After studying the demands of popular musicians associated with Gibson for many years, it was determined that their special requirements could best be incorporated in the new Gibson Star Pick. "Star" style, feel and shape have met with the enthusiastic approval of artist and amateur. Per

Doz 6500 Flexible 6501 Medium 6502 Stiff

No. 6503—Attractive Display Card of \$200 24, with pictures of star Gibson guitarists.

NON-BREAKABLE PICKS



A revolutionary new scientific achievement in a special formula composition . . . unconditionally guaranteed against breakage even though bent at 180 degree angle, in any direction!

never been a pick like this before! It was preby constant professional use and by some of the guitar studios. Available in 3 gauges: Thin, Medium, Thick. The heavier gauge is especially suitable for

Assorted Colors

481-Medium

480-Thin PER DOZ. 482-Thick

Wabash



Special medium strength. Beveled and highly polished. PROFESSIONAL quality . . . used by leading artists!

No. 625

Per Dozen....

Dealer!

Gross

HAVE YOUR BLUE

PICKS IMPRINTED WITH

YOUR OWN NAME!

Minimum order: 10 gross. No extra charge for imprinting, just pay cost of die:

Estimate Die Cost

Dealers Net Cost

I line up to \$13.50

7 letters. . . 2 lines up to \$18.50

(Straight letteringno script) Script lettering slightly higher

Pick Assortment

for GUITAR MANDOLIN BANJO



- Attracts Immediate attention—Increases Sales!
- Protects Against Dust—Makes Handling Easier!
- Every Pick Beveled and Highly Polished!
- Comfortable Shapes—Easy to Hold! Powerful "Showcasing"—Low Prices— Great Valu

EACH PICK IN OWN CONTAINER

No more mix-up of picks! Display can be set up against a w laid flat in your show case or used on your counter, with ease!! TRANSPARENT LIP keeps display free from dust! Size Display: 131/2 x 101/2 x 11/2".

RETAIL PRICES SHOWN RIGHT ON BOX

Boxes can be opened without being removed from the displ Different box color for each retail price . . . simple to find . simple to re-order!

NO EXTRA COST FOR THIS HANDY IDEA

You pay nothing additional for these Superior Quality picks a modern containers. Picks are all in medium strength in the MOST POPULAR NUMBERS ACCORDING TO DEALE

No. H-720—Assortment consists of:

Flat picks, plain and corked—also plastic thum and finger picks for Hawaiian playing . Ranging in price from \$.05 to \$.15 each.

HERCO REFILLS FOR ABOVE ASSORTMENT



6 Dozen in box 3 Dozen in box No H-15-Box \$1.80 No. H-20-Box \$1.20

3 Dozen in box No. H-25-Box \$1.50

3 Dozen in box No. H-29-Box \$1.74

3 Dozen in box No. H-30-Box \$1.80



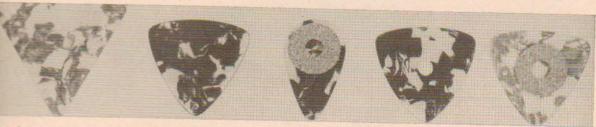
1 Dozen in box No. H-45-Box \$.90 No. H-49-Box \$2.94

3 Dozen in box

No. H-50-Box \$1.00

1 Dozen in box

1 Dozen in box No. H-55-Box \$1.10 No. H-60-Box \$1.20



3 Dozen in box No. H-34-Box \$2.04

3 Dozen in box No. H-35-Box \$2.10

3 Dozen in box No. H-36-Box \$2.16

3 Dozen in box No. H-37-Box \$2.22

1 Dozen in box No. H-44-Box \$.88

HERCO NYLON PICKS



Designed and gauged by a group of leading professional guitarists

Made of finest unbreakable nylon, these picks are exactly uniform in thickness and shape due to a modern THERMO-MOLDING PROCESS.

. . packaged 3 dozen (light or heavy gauge) in a heavy plas-tic display case

No. 6483 Gold Pick (Light Gauge)

\$900

No. 6484 Silver Pick (Heavy Gauge)

Box of 3 Dozen **\$Q**00

Box of 3 Dozen

NO. 6527—Silver 6526-Gold

Per Doz.

DAVID WEXLER &

823 South Wabash Ave.

Chicago, Illinois 60605

DeLuxe PICK ASSORTMENTS ... Attractive ... Special!

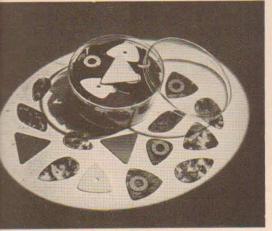


These Display Boxes Will Increase Your Pick Sales *

These special de luxe assortments include the styles most popular with professionals! Each pick is carefully formed to prevent pinching or sliding off. Each pick in itself is a "best-seller". Assorted sizes and color schemes. Packed in transparent celluloid boxes that reveal a beautiful rainbow color effect!

CELLULOID PICK DISPLAYS .

Wabash Assorted Cork Grip and Plain



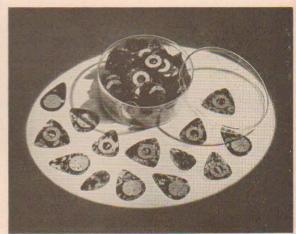
Best quality picks. Big variety of shapes and sizes . . all easy to grip. Fascinating colors. Hand beveled edges. Very good sellers.

No. 7217 Display of I Gross

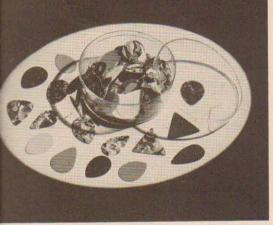
Wabash All Cork Grip Display

Hollow cork grips! Triple cork grips! Every kind for every preference! Assorted

No. 7218 Display of I Gross



Wabash "Special" Pick Display



Best low - priced selection of hand beveled and polished picks for mandolin, guitar and banjo. Large variety of shapes, colors!

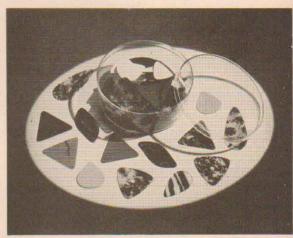
No. V-7215 Display of I Gross

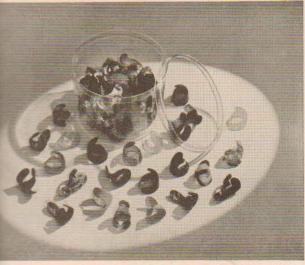
Wabash NEW DISPLAY of "PRO"

Excellent assortment of mandolin, guitar and banjo celluloid picks in big variety of colors and shapes. Professional quality.

> No. 7224 Per Gross

\$650



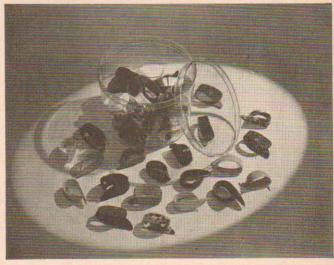


No. 7211 - Celluloid Pick As- \$ 75 sortment — packed 1/2 gross to box.

← Finger STYLES ONLY

> **Assorted Sizes** SMALL MEDIUM LARGE

> > Thumb STYLES ONLY



No. 7212 - Celluloid Pick As- \$ 00 sortment — packed 1/2 gross to box.

FAST-SELLING UKE & BANJO UKE SUPPLIES

BILL RUSSELL



It's making a big hit with both four and five string artists! Elastic is unbelievably strong. By holding ends of capo between thumb and index finger and pulling it away from string, it can readily be slid from one fret to another. No need to take it off!

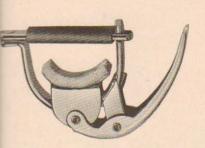
This Eye-Catching Display Card FREE with 1st Order of One Dozen or More

BANJO CAPO No. 1091 \$000 DOZ.

UKE CAPO No. 1092 \$400

No. 1090—Guitar CaposDoz. \$12 No. 1089-Professional 12-String

capoDoz. \$30.00



HAMILTON BANJO CAPO D'ASTRO

Identical in construction to the No. 19-A Guitar Capo except made smaller to fit a 4 string banjor or above the 5th peg on a 5 string banjo.

Each \$ 50 (B)

F.O.B. Factory, dozen\$18,00



STANDARD SIZE UKE FINGERBOARD

Made of Plastic, rosewood color, 191/4" scale. 13

rets. 8 pearlette marks.

Each



lade of rosewood. 191/4" scale. 18 frets. 8 pearltte marks. lo. 1168

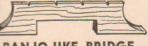
\$ 7 30

ROVER NON-TIP ANJO-UKE BRIDGES

Finest quality. Available in

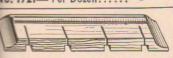
two sizes. 10. 314— 1/2"..... Doz.





BANJO-UKE BRIDGE

Good quality maple. Sturdy. \$300 lo. 1721- Per Dozen.....



UKE BRIDGE

Seasoned wood. Good quality. Easy to glue.

No. 1722- Per Dozen.....\$ 20



Uke and Banjo Uke String Nuts

No. 1749 Genuine Rosewood

No. 1750 White bone.

Per Doz. \$ 00

Per Doz. \$250

No. 1165-Baritone Uke

No. 1714—Baritone Uke Bridgeeach \$.60



COLE'S REGULATION UKE PICKS

Display card holds 24 standard, regulation green felt ukulele picks of fine quality, perfectly shaped, comfortable to hold!

I Dozen (Bulk) \$ 1.00

No. 1733-G-Gross to box 11.14

PROFESSIONAL

DE LUXE MODEL

COLE

NO. 903

No. 1735 Per Card of 2 Dozen

\$240



HARMONY





DeLuxe Model Green Felt-Tapered

\$240

Large size pick. 1-5/16" x 2-5/16". Preferred by professionals and beginners. Very popular model.

No. 1737



PROFESSIONAL TAPERED UKULELE PICKS

Acclaimed by star professionals everywhere! Made of best green felt — medium weight. Perfectly tapered for easy plucking.

No. 1736—Per Gross........\$15.50 Per Doz. \$ 1.35

MICRO Propic UKE PICKS

Best there is. Hard white special grade felt, very stiff. Bevelled edges.

No. 1739—Oval shaped. Per Doz. No. 1740-Pear shaped. Per Doz ...



ROY SMECK New Sure-Grip Picks



A Roy Smeck creation. Red felt-beveled. Round metal insert for Sure-Grip. 24 on display card.

No. 1732-Per card of 2 doz...

DAVID WEXLER & CO.

823 South Wabash Ave. Chicago, Illinois 60605