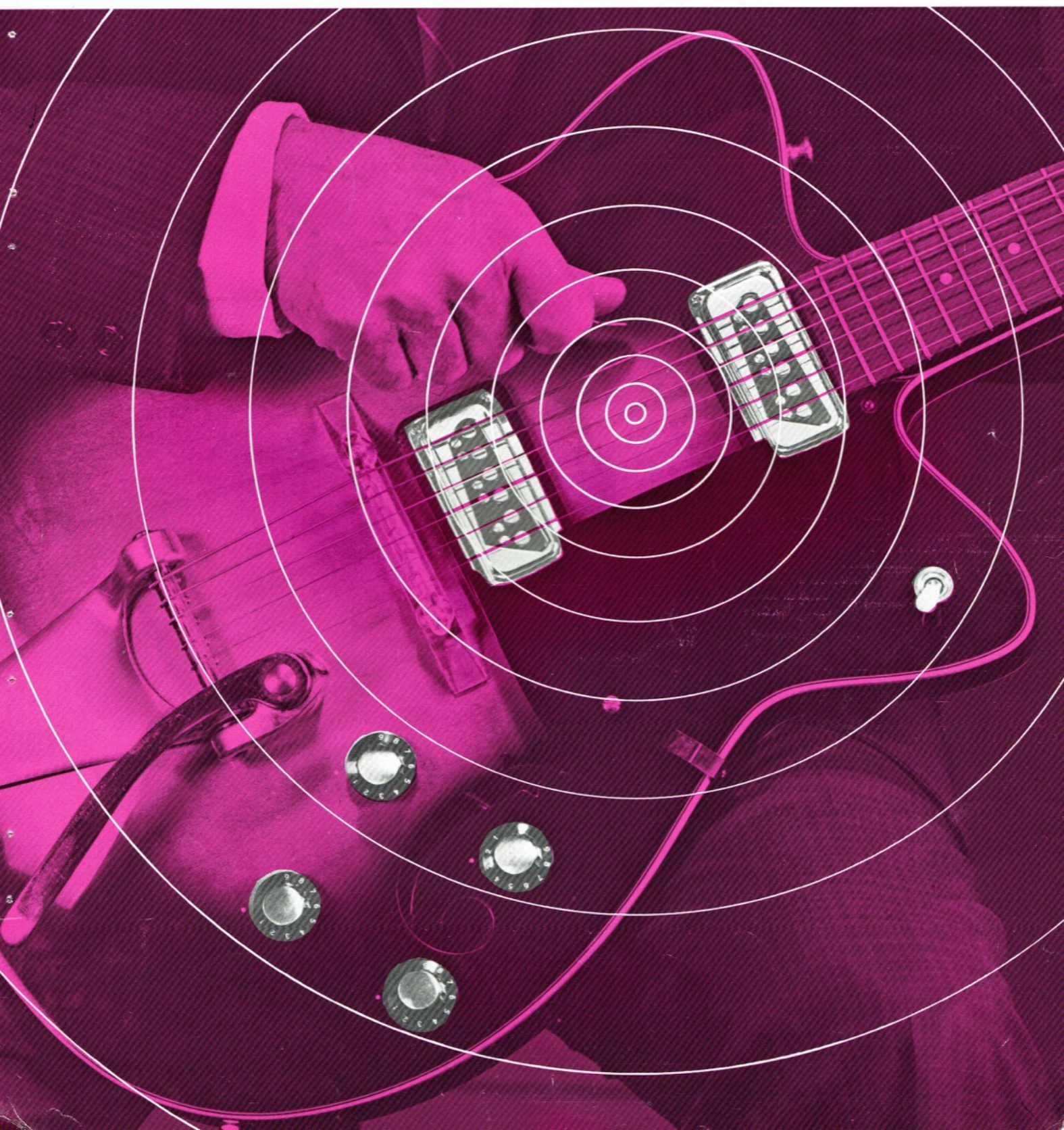


FIRST CHOICE OF PROFESSIONALS AND BEGINNERS ALIKE

WORLD-RENOWNED
ROWE
DeArmond
**PICK-UPS &
CONTROLS**



ROWE

DeArmond[®]

PICK-UPS

Electrify the room with sound . . . with world-renowned DeArmond pick-ups and controls, made and guaranteed by Rowe.

Hundreds of thousands of people have experienced the fullest enjoyment of music by teaming up with Rowe's DeArmond Pick-ups and Controls.

GUARANTEE

ROWE INDUSTRIES, INC. Will guarantee the Rowe DeArmond Pick-ups to the original purchaser, and warrants that it will correct any defects in workmanship or material by repair or replacement for a period of two years from date of purchase.

Many DeArmond pick-ups and controls are manufactured under U.S. Patents or Patents Pending.

*Registered Trademark

FOR ARCH TOP GUITARS

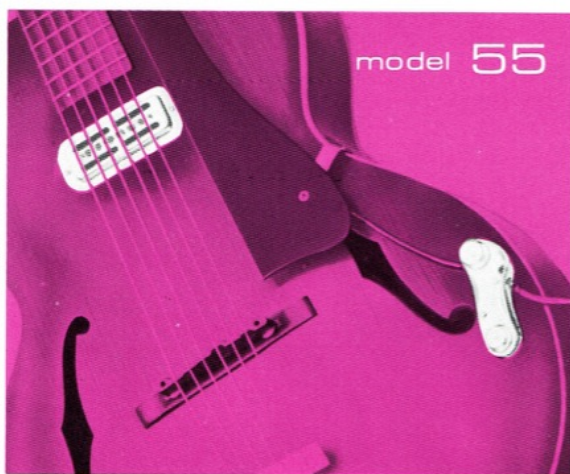


model 41

- Construction permits installation on all arch top guitars.
- Magnetic type—retains true guitar tones.
- Fingertip volume and tone controls.
- Polished chrome plated.
- Complete with detachable 10 foot cable.
- An excellent pick-up at a moderate price.

List \$20.95

FOR ARCH TOP GUITARS



model 55

Individually adjustable string output

- Magnetic type—retains true guitar tones.
- Distortion-free coil design permits maximum output.
- Separate volume and tone controls.
- Beautifully polished chrome plated.
- Detachable 12 foot cable.
- Easy, quick installation.

List \$25.50

FOR ARCH TOP GUITARS



model FHC-C

- Balanced output—eliminates string favoring.
- Detachable 12 foot cable.
- Polished chrome plated.
- Supplied with or without volume control.
- Left handed model available.

List \$32.50

FOR ARCH TOP GUITARS



- Retains true guitar tones without the stiffness of conventional electrics.
- Separate volume and tone controls. Tone switch.
- Detachable 12 foot cable.
- Exceptional pick control with either soft or hard picking.
- All strings respond equally—none need be favored.
- Polished chrome plated.

List **\$39.75**
Gold-plated, List \$41.75

FOR ARCH TOP GUITARS



- String output individually adjustable.
- Volume and tone controls.
- Tone switch for instant change from solo to rhythm.
- Detachable 12 foot cable.
- Coil structure provides maximum distortion-free output.
- Polished chrome plated.

Chrome-plated, List **\$42.00**
Gold-plated, List \$44.00

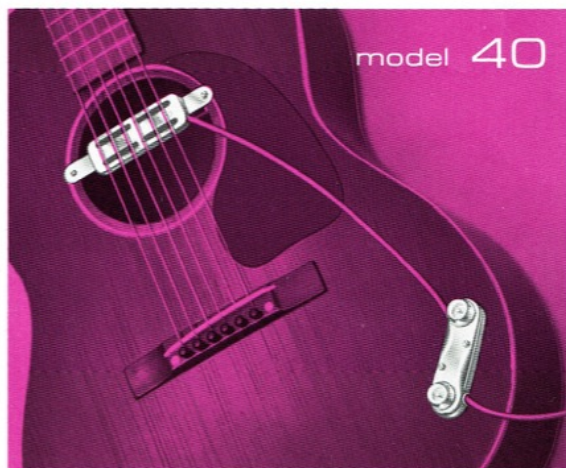
FOR ARCH TOP TENOR GUITARS



- Improved magnetic structure gives preset balanced output—no string favoring.
- Fingertip volume control.
- Polished chrome plated.
- Complete with 12 foot cable.

List **\$32.50**

FOR FLAT TOP GUITARS



- Magnetic type—retains true guitar tones.
- Separate volume and tone controls.
- Polished chrome plated.
- Complete with detachable 10 foot cable.
- A compact, efficient, practical pick-up at a moderate price.

List **\$20.95**

FOR FLAT TOP GUITARS



model 56

Individually adjustable string output

- Magnetic type—retains true guitar tones.
- Distortion-free coil design permits maximum output.
- Separate volume and tone controls.
- Beautifully polished chrome plated.
- Detachable 12 foot cable.
- Easy, quick installation.

List \$25.50

FOR FLAT TOP GUITARS



model RHC-B

- Amazing high gain without annoying feedback.
- Individual magnets for each string—preset for balanced output.
- Special end pin provided.
- Polished chrome plated.
- Complete with 12 foot cable.
- Supplied with or without volume control.

List \$32.50

FOR FLAT TOP GUITARS



model 210

- Gives full rich tones with all the quality of a fine gut string guitar.
- Six quarter-inch Alnico magnets are individually adjustable.
- Advanced coil design for maximum pick-up power.
- Fingertip volume control.
- Polished chrome plated.
- Complete with 12 foot cable. Special nylon end pin prevents cable breakage.

List \$38.50

FOR FLAT TOP TENOR GUITARS



model 450

- String output individually adjustable.
- Complete with 12 foot cable.
- Volume control.
- Special nylon end pin prevents cable breakage.
- Polished chrome plated.

List \$36.50

FOR UKELELES



model 750

- Magnetic type contact pick-up.
- Picks up vibrations of fine wood in resonating chamber.
- Polished chrome plated.
- Complete with 12 foot cable.
- Also available with volume control. (Model 750-C, \$18.75)

List \$15.75

FOR MANDOLINS



model 500

- Amplifies each string with equal volume.
- Fingertip volume control gives player absolute control of his instrument.
- Ideal for orchestra or solo playing.
- Polished chrome plated.
- Complete with 12 foot cable.

List. \$32.50

FOR VIOLINS



model 700

- Magnetic type contact pick-up.
- Miniature volume control at fingertips. Positive control from light shadings to crescendos.
- No special strings required. All types of bowing respond equally well.
- Your favorite mute can be used.
- Polished chrome plated.
- Complete with 12 foot cable.

List \$23.75

FOR BASSES



model 900

- Excellent results whether plucking, slapping or bowing.
- All types of bowing respond equally well—no special strings required.
- Precision volume control.
- No holes to drill—no screws to set.
- Detachable 12 foot cable.
- Polished chrome plated.

List \$38.75

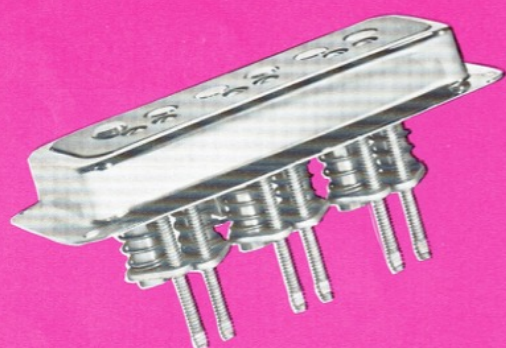
TYPICAL DUAL HARNESS WITH DeArmond® PICK-UPS



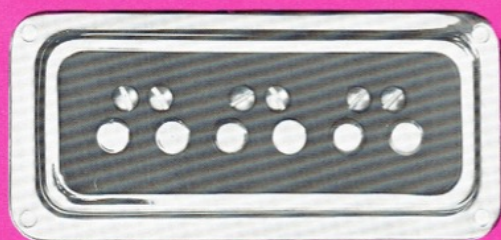
Most DeArmond pick-ups are engineered so they can be used in multiple arrangements. The artist thus gains more dramatic effects.

- Two highly-efficient magnetic pick-ups reproduce sensitive variations in your music.
- Fingertip controls for tone and volume; blender control brings in one or both pick-ups.
- Individually adjustable for each string.
- Beautifully polished chrome finish.
- Comes with 12-foot detachable cable.

List \$40.50



model 2000 B



model 2000 T

TOP VIEW

Now replace the built-in pick-ups on your favorite guitar with a DeArmond Model 2000. The best magnetic coil combination structures ever designed for string pick-up. The exclusive patented adjustable feature can not be found in any other make.

- More Pick-up Power
- Improved Tone
- Unequaled Sensitivity
- Balance your Magnetic Field
- Sharp, Crisp, or Mellow Sound
- Fresh, Modern Design

Available bright lustre chrome with black insert—or Bright gold with white insert.

#2000B mounts near fretboard $\frac{7}{16}$ high from mounting flange.

#2000T mounts near bridge $\frac{9}{16}$ high from mounting flange.

Pick-up only, less controls and harness

List \$25.50

DeArmond Amplifiers are booming in a big way!

Watch for the expanded line of DeArmond "amps" for 1965-66, from Rowe Industries of Toledo.

DeArmond® FOOT CONTROLS BY ROWE

COMBINATION TONE AND VOLUME CONTROL



model 610

- A highly perfected combination of *both* volume and tone range.
- Actuated by nylon gears and racks—minimum noise level—no lubrication needed.
- Volume increased or decreased by vertical motion.
- Tone controlled by horizontal motion—left for bass, right for treble.
- Long-life molded composition volume control.
- Rubber treads prevent foot slippage.
- Six-foot detachable connecting cable.

List \$47.50

PEDAL VOLUME CONTROL



model 602

- Cast aluminum base and treadle offer pleasing appearance and minimum weight.
- Nylon rack and gear action. No cords or springs to break.
- Long-life molded composition volume control.
- Rubber treads prevent foot slippage.
- Six-foot detachable connecting cable.
- Combines ease of operation and ruggedness at a reasonable price.

List \$32.50

TREMOLO CONTROL

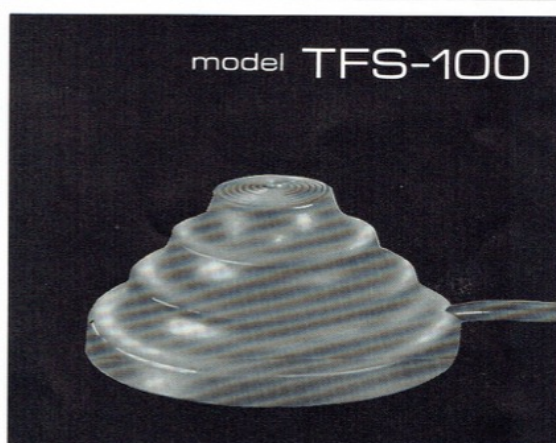


model 60B

- Straight chords plus tremolo become beautiful and refreshing.
- Mechanical foot switch permits silent on-off operation.
- Conveniently located controls to adjust tremolo rate and depth.
- Detachable power and extension cords.

List \$39.75

TREMOLO FOOT SWITCH



model TFS-100

- Rugged construction . . . stamped steel frame.
- Scuff-proof cover of long-life molded neoprene.
- Can be actuated from any position.
- Circular serrated top portion gives non-slip contact.
- Positive action . . . touch on, touch off.

List \$6.75

PARTS FOR PICK-UPS

Part No.	Description	Price
FOR MODELS 40 AND 41...		
CV759	Cover	\$.75
BP735	Mounting Plate (40)	.53
BP736	Mounting Plate (41)	.69
R20	Control Tone	2.75
R15	Control Volume	2.75
C-4	Capacitor	.35
PG-253	Knob (2)	.49
MC212	Cable Assembly	4.00
CW631	Coil Assembly	4.45
PL401	Plug	1.70
CP704	Cup Cover	1.06

FOR MODEL 55...		
CV794	Cover	1.23
BP744	Mounting Plate	1.05
CW636	Coil Assembly	8.75
HS535	Adj. Screws (6)	.09
CP707	Cup	1.75
R15	Volume Control	2.75
R20	Tone Control	2.75
C4	Capacitor	.35
PG253	Knob (2)	.49
MC257	Cable Assembly	2.85
PL454	Jack	1.25

FOR MODEL 56...		
CV794	Cover	1.23
BP745	Mounting Strap	1.05
HS535	Adj. Screw (6)	.09
CW636	Coil Assembly	8.75
CP707	Cup	1.75
R15	Volume Control	2.75
R20	Tone Control	2.75
C4	Capacitor	.35
PG253	Knob (2)	.49
MC257	Cable Assembly	2.85
PL454	Jack	1.25

FOR MODEL 210...		
CP-701	Control Cover	1.08
CV753	Cover	3.08
R27	Control Volume	2.08
PG254	Control Disc	.62
ML-47	Bracket Control Mtg. and Finger Brkt.	1.25
MT306	Adj. Screw (6)	.62
FC151	Felt Pad	.21
CW627	Coil Assembly	12.60
WE476	Spring Clip	.83
MC176	Cable Assembly (1 plug)	4.20
PG252	End Pin	.73
PL402	Plug	2.50
HX327	Gripmaster	.10

FOR MODEL RHC-B...		
CV751	Cover	2.52
PG254	Control Disc	.62
R27	Control	2.08
ML45	Finger Bracket	3.50
CW626	Coil Assembly	13.25
WE476	Spring Clip	.84
FC151	Felt Pad	.21
PG252	End Pin	.73
MC176	Cable Assembly (1 plug)	4.20
PL402	Plug	2.50
HX327	Gripmaster	.10

FOR MODEL FHC-C...		
CV750	Cover	2.75
CW625	Coil Assembly	10.52

Part No.	Description	Price
R15	Volume Control	\$2.75
PG253	Knob	.49
CP700	Volume Control Cup	2.63
FC150	Felt Pad	.21
ML49	Bracket and Rod (inc. 2 screws)	1.58
HS325	Screw Thumb (2 req'd. for brkt.)	.40
MC177	Cable Assembly (1 plug and 1 conn.)	4.20
PL401	Plug	1.70
PL400	Connector (inc. fiber-washer HW354 and plastic sleeve PG321)	.53

FOR MODEL 400...		
CV754	Cover	1.94
CW628	Coil Assembly	8.57
ML-51	Rod Bracket Assy. (inc. 2 screws)	2.43
HS-325	Screw thumb (2 req'd.)	.40
R15	Volume Control	2.75
PG253	Knob	.49
CP-702	Cup	3.65
ML-53	Rim	1.21
MC179	Cable (1 plug)	4.20
PL-401	Plug	1.70

FOR MODEL 450...		
CV491	Cover	3.32
X40	Finger Brkt. and Control Mt.	1.66
WE-476	Spring Clip	.84
FC151	Felt Pads (2 req'd.)	.21
CW643	Coil Assembly	13.08
R-27	Volume Control	2.08
PG-254	Knob	.62
PG-252	End Pin	.73
MC-176	Cable Assy. with 1 plug and gripmaster	4.20
HX327	Gripmaster	.10
PL401	Plug	2.50

FOR MODEL 500...		
CV754	Cover	1.94
CW628	Coil Assembly	10.57
ML-51	Rod and Brkt. Assy. (inc. 2 screws)	2.43
HS325	Screw thumb (2 req'd.)	.40
R15	Volume Control	2.75
PG253	Knob	.49
CP702	Volume Control Cup	3.65
ML-53	Volume Control Rim	1.21
MC-179	Cable Assy. (inc. 1 plug)	4.20
PL401	Plug	1.70

FOR MODEL 700...		
CV755	Cover	1.84
CW629	Coil Assembly	6.08
R18	Control	3.20
PG-375	Knob	.32
ML67	Diaphragm Assy.	.54
RU132	Rubber Base Cover	.40
MC-179	Cable Assembly (1 plug)	4.20
PL401	Plug	1.70
RU-131	Rubber Grommet	.08
ML-62	Arm Mtg. with stud and grommet	1.36
HN-336	Nut Knurled	.16
ML-64	Clamp	1.28

Part No.	Description	Price
FOR MODEL 750 AND 750-C...		
CV755 (750-C)	Cover	\$1.84
CV756	Cover	1.00
ML-67	Diaphragm Assy.	.54
RU-132	Rubber Base	.40
CW-629	Coil Assy.	6.08
ML-63	Clamp Assy. (inc. rubber grommet and rubber band)	.50
RU131	Rubber Grommet	.08
RU133, 134	Rubber Band	.15
MC179	Cable Assembly (1 plug)	4.20
PL401	Plug	1.70
(Model 750-C Only):		
R-18	Volume Control	3.20
PG375	Knob	.32

FOR MODEL 900...		
CV757	Cover	2.15
CW633	Coil Assy.	9.26
R31	Volume Control	2.24
ML-68	Diaphragm	.66
RU135	Rubber Base	.98
ML-154	Clamp Assy.	7.61
HS-337	Screws Round Head	1.17
HS-339	Pressure Stud with Rubber Stop	1.56
HN-341	Nuts Knurled (for stud)	1.37
HN-338	Nuts Knurled (for screws)	1.56
MC-177	Cable Assembly	4.20
PL401	Plug	1.70
PL400	Connector	.53

FOR MODEL 1000...		
CV758	Cover Chrome	1.74
CW630	Coil Assembly	12.65
ML-49	Rod and Bracket	1.58
HS325	Thumb Screws (2)	.40
R15	Volume Control	2.75
R20	Tone Control	2.75
SW425	Rhythm Switch	.98
PG253	Knob (2)	.49
CP-703	Volume Control Cup	3.26
ML70	Volume Control Rim	1.09
C1	Capacitor	.44
C3	Capacitor	.33
MC177	Cable Assembly	4.20
PL401	Plug	1.70
PL400	Connector	.53
CV758	Cover Gold	3.47

FOR MODEL 1100...		
HS515	Adj. Screw	.22
CV790	Cover Chrome	1.72
CW642	Coil Assembly	12.90
ML-49	Rod and Bracket Assy.	1.58
HS325	Thumb Screws	.40
R15	Volume Control	2.75
R-20	Tone Control	2.75
SW425	Rhythm Switch	.98
PG253	Knob (2)	.49
CP703	Volume Control Cup	3.26
ML-70	Volume Control Rim	1.09
C1	Capacitor	.44
C3	Capacitor	.33
MC177	Cable Assembly	4.20
PL401	Plug	1.70
PL400	Connector	.53
CV790	Cover Gold	3.52

PARTS FOR FOOT CONTROLS

Part No.	Description	Price
FOR MODEL 602...		
ML-128	Base only	\$8.91
ML-127	Treadle only	4.52
RU129	Heel pad, rubber	.23
RU128	Toe pad, rubber	.23
PG257	Gear	1.13
PG258	Rack	1.13
R385	Volume Control	4.12
SP452	Rack Spring	.12
PL403	Jack	.48
MC211	Cable Assembly (2 plugs)	5.50
PL401	Plug	1.70
ML-117	Shaft Treadle	.25
CV779	Base Cover	1.36
RU130	Bumper Rubber (4 req'd.)	.06
	Nylon Stop	.06

FOR MODEL 610...		
MC211	Cable Assembly	5.50
RU129	Heel Pad	.23

Part No.	Description	Price
RU128	Toe Pad	\$2.23
	Nylon Stop	.06
ML-115	Base	12.55
CV-779	Base cover	1.36
ML-127	Treadle	4.52
ML-117	Shaft treadle	.25
ML-60	Arm Control	1.65
ML-61	Retainer Rack	.99
R-17	Dual Control Tone	4.13
R-385	Volume Control	4.12
C-1	Capacitor	.44
PG258	Rack Tone	1.13
PG257	Gear	1.13
PL401	Jack	1.70
C-2	Capacitor	.17
RU130	Bumper Rubber (4)	.06

FOR MODEL 60B...		
PG283	Base	1.28
RU130	Bumper Rubber (4)	.06

Part No.	Description	Price
B1	Motor	\$11.67
SW431	Switch toggle	1.02
PL406	Socket A. C.	.31
HX362	Plate On-Off	.12
WE555	A. C. Cord and Plug	1.75
PL403	Jack Phone	.75
PL408	Connect Assy.	1.28
MC177	Cable Assy.	4.20
ML105	Follower Cam	1.15
ML106	Fork Assy.	.77
PG285	Bearing	.38
PG286	Drive Disc	.38
ML107	Cone	2.05
PG284	Cover	1.89
R-28	Control Depth	1.45
PG271	Knob	.12
ML108	Speed Assy.	1.54
ML109	On-Off Assy.	.51
PG287	Push Button	.45
ML110	Hydro Tube	2.43

STANDARD DISCOUNTS APPLY

ROWE INDUSTRIES, INC.

1702 AIRPORT HIGHWAY • TOLEDO, OHIO 43609 • PHONE (419) 382-5666

TWX No. 419-379-0186