

Goya

GUITAR STRINGS

now individually blister packaged
on self-service display cards



- String
- Number
- String Gauge and Tolerance
- Description
- Stock Number

and most important • The Retail Price Printed on Every Card

Goya GUITAR STRINGS

Every string is in
Cards are complete
Complete



NYLON
BRONZE WOUND
For Classic or Folk Guitars

No. 2501 (E or 1st)	
White Nylon	\$ 30
No. 2502 (B or 2nd)	
White Nylon	38
No. 2503 (G or 3rd)	
White Nylon	40
No. 2504 (D or 4th)	
Bronze Wound	43
No. 2505 (A or 5th)	
Bronze Wound	70
No. 2506 (E or 6th)	
Bronze Wound	70

No. 2510 Complete Set \$3.15



NYLON
SILVER PLATED
For Classic or Folk Guitars

No. 2601 (E or 1st)	
Black Nylon	\$ 30
No. 2602 (B or 2nd)	
Black Nylon	40
No. 2603 (G or 3rd)	
Black Nylon	43
No. 2604 (D or 4th)	
Silver Plated	70
No. 2605 (A or 5th)	
Silver Plated	70
No. 2606 (E or 6th)	
Silver Plated	83

No. 2610 Complete Set \$3.45



STEEL STRING
BRONZE ALLOY
Light Gauge

No. 3401 (E or 1st)	
Silvered Steel	\$ 30
No. 3402 (B or 2nd)	
Silvered Steel	35
No. 3403 (G or 3rd)	
Wound on Steel	55
No. 3404 (D or 4th)	
Wound on Steel	60
No. 3405 (A or 5th)	
Wound on Steel	65
No. 3406 (E or 6th)	
Wound on Steel	70

No. 3410 Complete Set \$3.15



STEEL STRING
BRONZE ALLOY
Medium Gauge

No. 3501 (E or 1st)	
Silvered Steel	\$ 30
No. 3502 (B or 2nd)	
Silvered Steel	35
No. 3503 (G or 3rd)	
Wound on Steel	55
No. 3504 (D or 4th)	
Wound on Steel	60
No. 3505 (A or 5th)	
Wound on Steel	65
No. 3506 (E or 6th)	
Wound on Steel	70

No. 3510 Complete Set \$3.15



SON D'OR
FRENCH NYLON
Non Tarnishable Silver Plate

No. 6501 (E or 1st)	
Gold Nylon	\$ 35
No. 6502 (B or 2nd)	
Gold Nylon	40
No. 6503 (G or 3rd)	
Gold Nylon	40
No. 6504 (D or 4th)	
Silver Plated	43
No. 6505 (A or 5th)	
Silver Plated	1 00
No. 6506 (E or 6th)	
Silver Plated	1 15

No. 6510 Complete Set \$4.35



COMPOUND
BRONZE ALLOY
For Folk Singer Playing Finger Style

No. 5501 (E or 1st)	
Silvered Steel	\$ 30
No. 5502 (B or 2nd)	
Silvered Steel	35
No. 5503 (G or 3rd)	
Bronze Wound	55
No. 5504 (D or 4th)	
Bronze Wound	65
No. 5505 (A or 5th)	
Bronze Wound	1 05
No. 5506 (E or 6th)	
Bronze Wound	1 15

No. 5510 Complete Set \$4.65

individually hermetically sealed for moisture and dust prevention
 r-coded for easy identification. Packed 6 individual strings to a box.
 sets are packaged in visual display box.



BALL END NYLON BRONZE WOUND

Eliminates Tying at Bridge

No. 4501 (E or 1st)	
White Nylon	3.00
No. 4502 (B or 2nd)	
White Nylon	3.50
No. 4503 (G or 3rd)	
White Nylon	3.50
No. 4504 (D or 4th)	
Bronze Wound	3.50
No. 4505 (A or 5th)	
Bronze Wound	4.00
No. 4506 (E or 6th)	
Bronze Wound	4.50

No. 4510 Complete Set. \$4.50



BALL END NYLON SILVER PLATED

Eliminates Tying at Bridge

No. 4601 (E or 1st)	
Black Nylon	3.50
No. 4602 (B or 2nd)	
Black Nylon	4.00
No. 4603 (G or 3rd)	
Black Nylon	4.00
No. 4604 (D or 4th)	
Silver Plated	4.00
No. 4605 (A or 5th)	
Silver Plated	4.50
No. 4606 (E or 6th)	
Silver Plated	5.00

No. 4610 Complete Set. \$4.80



STEEL STRING BRONZE ALLOY

Heavy Gauge

No. 3601 (E or 1st)	
Silvered Steel	2.00
No. 3602 (B or 2nd)	
Silvered Steel	2.50
No. 3603 (G or 3rd)	
Wound on Steel	3.00
No. 3604 (D or 4th)	
Wound on Steel	3.50
No. 3605 (A or 5th)	
Wound on Steel	4.00
No. 3606 (E or 6th)	
Wound on Steel	4.50

No. 3610 Complete Set. \$3.15



FLAT WIRE POLISHED MAGNETIC

Wound on Swedish Steel

No. 7501 (E or 1st)	
Swedish Steel	3.00
No. 7502 (B or 2nd)	
Swedish Steel	3.50
No. 7503 (G or 3rd)	
Wound on Steel	4.00
No. 7504 (D or 4th)	
Wound on Steel	4.50
No. 7505 (A or 5th)	
Wound on Steel	5.00
No. 7506 (E or 6th)	
Wound on Steel	5.50

No. 7510 Complete Set. \$5.30



COMPOUND 12 STRING GUITAR

Wound on Silk and Steel		No. 8505 (G or 6th)	
No. 8501 (E or 1st)		Silvered Steel	3.50
Silvered Steel	3.00	No. 8507 (D or 7th)	
No. 8502 (B or 2nd)		Bronze Wound	3.50
Silvered Steel	3.50	No. 8508 (D or 8th)	
No. 8503 (B or 3rd)		Silvered Steel	3.50
Silvered Steel	3.50	No. 8509 (A or 9th)	
No. 8504 (B or 4th)		Bronze Wound	4.00
Silvered Steel	3.50	No. 8510 (A or 10th)	
No. 8505 (G or 5th)		Bronze Wound	3.50
Bronze Wound	4.00	No. 8511 (E or 11th)	
No. 8506 (G or 6th)		Bronze Wound	4.50
Bronze Wound	4.50	No. 8512 (E or 12th)	
No. 8507 (D or 7th)		Bronze Wound	5.00
Bronze Wound	4.50		

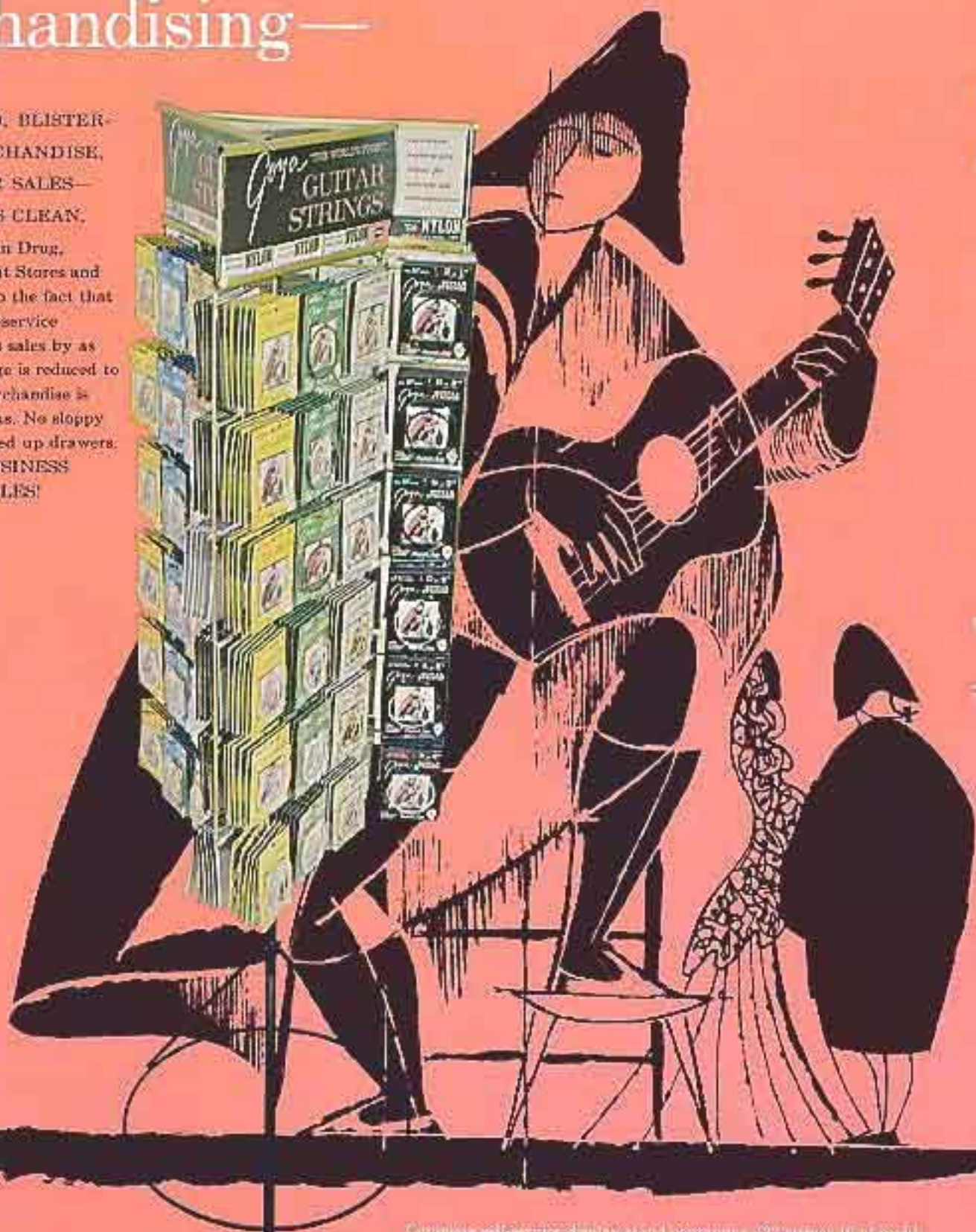
No. 8515 Complete Set. \$7.80

the proven method of merchandising—

MR. DEALER:

DISPLAY-RACKED, BLISTER-PACKAGED MERCHANDISE, INCREASES YOUR SALES—KEEPS COUNTERS CLEAN.

Actual surveys made in Drug, Hardware, Department Stores and Supermarkets attest to the fact that blister-packaged, self-service merchandise increases sales by as much as 42%. Pilferage is reduced to a minimum, when merchandise is offered on display racks. No sloppy counters... no messed up drawers. **DOUBLE YOUR BUSINESS WITH IMPULSE SALES!**



Complete self-service display stand containing 432 strings (6 of each No. 4-6) (ret. price \$295.00) (Regular Gauge Discount) \$40.00 Display Stand Free with Complete Assortment.

- Self-Selling—No wasted Dealer Time.
- Tremendous Reminder to Potential Customers.
- No Rummaging Through Drawers.
- No need to Break open sets.
- Customers are Guaranteed Fresh Strings.
- No Looking up String Prices as Retail Prices are printed on every card.

- Consumer can make up any desired set combinations. (Example 1-2-3 White Nylon, 4-5-6 Silver Plated).
- Easier Stock Control. A single glance shows what strings are needed.
- Cleaner stock. Strings do not Rust or acquire Dust.
- Only Strings on market showing Gauge and Tolerance.

Another **MERCO** Product.