

Gibson
Banjos
Guitars
Mandolins · Ukuleles



Gibson

Fretted Instruments

*Pointing the Way to Musical Accomplishment . . .
Winning New Triumphs and Increased Prestige for
Artist and Professional . . . Helping the Student and
Ambitious along the road to Artistic success.*

MUSIC as a source of pleasure, culture and profit is a glorious heritage of the ages. Yet never before have we enjoyed such a golden age of music as exists today. The modern world — both old and young — has taken music right to its heart.

The development of radio broadcast . . . recording . . . sound pictures . . . school music . . . concerts . . . the dance — all have helped to stimulate and bring out the natural love of music inherent within us.

Fretted instruments with their beautiful voices, ease of mastery and boundless popularity, have played an important part in this modern development. They are destined for future accomplishments, even greater.

Ownership of a good banjo, guitar, mandolin, ukulele or kindred fretted instrument is an investment that will pay rich dividends. It opens wide the door of opportunity for every man, woman, boy and girl.

And — in all the world — there are no other musical instruments quite like Gibson.

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GIBSON, INC.
KALAMAZOO, MICHIGAN



GUY HART
General Manager



JOHN W. ADAMS
President



FRANK CAMPBELL
Sales Manager

Our Ideal

THE history of Gibson dates back to the time when a far-seeing craftsman, in his little workshop equipped with only hand tools, conceived a new fretted instrument construction.

Simultaneously with the creation of these wonderful new instruments, a new ideal was established — unceasing effort to always keep a step in advance of the requirements of fretted instrument players. In keeping with this ideal, Gibson has consistently been first with the newest.

In the course of several years, it has been found necessary to provide two separate and distinct services. One CREATIVE — the other CO-OPERATIVE.

Gibson Creative Service is distinctive in that it gives the fretted instrument player better and improved instruments.

Gibson Co-operative Service concerns itself in keeping all players and teachers of these instruments happy and satisfied.

Through personal contact, and by means of a well-ordered system of communication, Gibson is able to be of service to Gibsonites the world over — to maintain a spirit of Friendship and Satisfaction.

The Master Craftsman

INHERENT in every Gibson instrument is the spirit of the Master Craftsman. In every instrument there is no compromise with less than absolute perfection — either in materials or workmanship.

The outward beauty of the instruments created by the Master Craftsman is but a symbol of the greater beauty within — revealed to you gloriously through ownership.

To the finest materials obtainable from the four corners of the world, the Craftsman adds the ingredients, genius and skill, developed from a lifetime of devotion to the highest ideals . . . Each Gibson created is more than a perfect instrument — it possesses a personality as marked and colorful as that of a human being.

The Master Craftsman's skill cannot be duplicated, for true craftsmanship comes only from genius mellowed by long years of experience. To him, the Craftsman, the greatest reward comes, not in terms of gold, but in the creation of a musical instrument with a soul.



Home of the
Famous Gibson Fretted Instruments
Gibson, Inc., Kalamazoo, Mich.

America Hails the Banjo

THE banjo is America's own instrument — virile, compelling and musically dominant wherever it appears. Its capture of the hearts of all music lovers has been both thrilling and complete. Coming out of comparative obscurity a few years ago, it first appealed as a novelty instrument, then an essential rhythm instrument in the dance band — and now it takes its place as a needed voice for every musical purpose.

For pep and personality the banjo outshines practically every other standard orchestral instrument. It is versatile — makes itself a pal in a chummy home party or stands out with impressive dignity in the best orchestra in the land.

Professionally, there is a constant demand for capable banjoists — they command splendid incomes and have the choice of the kind of musical positions you dream about.

Not only in the Modern Dance Orchestra as a solo and accompaniment instrument, but the banjo is being included in the instrumentation of many symphonies by famous directors who already know that the banjo tone stands alone for the correct interpretation of modern and classical music.

From North to South, East to West the banjo is daily weaving its tantalizing melody into the hearts of more and more Americans... across the seas to other countries, the banjo as produced and played in America is supreme.

The new Gibson Banjo sets a new standard for banjo perfection — placing the banjo years ahead of its natural progress. Amateur or professional — you owe it to yourself to learn first hand the merits of The Gibson banjos.

The design and finish attracts —
 The tone compels admiration —
 The quality is guaranteed by Gibson —



1-Vincent Cantanese, Soloist, New York City
 2-Perry Dring, Charles Dornbergers Orchestra
 3-Jack Rose, Soloist, Cleveland
 4-Sam Spergel, Clicquot Club Orchestra,
 5-Ira Davis, Soloist, Los Angeles
 6-A. L. Caroselli, Teacher and Soloist, Detroit
 7-Jimmie Smith, Clicquot Club Orchestra
 8-Maurice Aten, Clicquot Club Orchestra,
 9-Charley Pierce, Warner Brothers, Los Angeles
 10-Robert Senay, Teacher and Soloist, Houston
 11-Orville Andrews, Jimmie Joys Orchestra

Thrilling All Banjoland

THE NEW ALL-AMERICAN

"THE Greatest Banjo of All Time" — such is the verdict of the world-famous banjoists who have found in this new model the realization of their dreams.

The "All-American" has been created especially for those who seek the utmost in harmonious beauty. It provides that individuality so highly prized by the distinctive artist.

Compare it where you will, it stands unmatched — gloriously magnificent in its marvelous voice and compelling appearance. Never has the musical world known an instrument so luxurious, so marked by distinction in every detail.

The "All-American" has been created especially for those who seek the utmost in harmonious beauty. It provides that individuality so highly prized by the distinctive artist; its name is symbolic of its outstanding superiority, for never before has such richness, beauty and quality been combined into one banjo.

The outstanding artist demands and deserves an outstanding instrument; one that will match his skill and technique with beauty, grace and dependability — a sensitive, powerful tone that will respond to the delicate, swift touch of the artist with unfailing accuracy, brilliancy and volume produced with ease by only a light touch of the pick to the strings.

These valuable qualities, and many more, are built into the new "All-American" Banjo by craftsmen who are artists in every sense of the word.

The finish is a thrilling blend of rich, vivid coloring imposed over an exquisitely hand-carved pattern. The theme is one that appeals straight to the heart of every American. In his design the carver has caught the living spirit of America today.

Nothing has been overlooked. Even the peg head, fashioned to represent the symbolic American Eagle with wings poised for flight, carries stirring appeal. The brilliant colors flashing forth from the nation's coat of arms carried upon his golden breast, starts one's blood a' tingling.

The solid pearlloid fingerboard is decorated with a series of original etchings rich in historical significance.

Most inspiring of all is the majestic American Eagle spread full-tip upon the back of the resonator — framed in the wreath of victory and crowned by stars of gold.

The combination of this hand-decoration with the satiny texture of rare woods is as breath-taking as the new and startlingly individual tonal quality.

To own and play the "All-American" classes you as an artist of outstanding calibre — equipped to command the favor of orchestra leaders, recording directors, theatre audiences and radio listeners alike.

It is the ultimate in banjos — the crowning achievement to date of the world's greatest banjo builders.

Nothing finer can be said of any banjo than that it bears the name Gibson.



HARRY RESER

Director of the Clicquot Club Eskimos and other famous units of the radio world. Considered by many to be the world's premier banjoist. After studying many years the construction, tone and playability of banjos, he now claims the Gibson as the finest ever created for the banjoist.

The New All American

We do not attempt to list the specifications for this inspiring instrument — sufficient to say that the finest materials possible to secure are used, shaped by Master Craftsmen, and of sterling Gibson quality from Peg Head to Tailpiece.

Choice of American White Holly or American Burl Walnut Woods



NEW ALL AMERICAN

Price \$550.00
Complete with Case

Gibson

The Florentine . . . the Banjo Beautiful

Beauty that entrances the beholder . . . tone that inspires . . . perfection that reveals itself with steadily increasing benefit to the player — all are yours in this patrician leader among fine banjos . . . With the exception of the magnificent "All-American" model, human hands have never fashioned so marvelous an instrument. The accumulated wisdom of more than a quarter-century devoted to the art of building fine fretted instruments blossoms forth gloriously in the faultless symmetry of the Florentine.

In tone . . . power . . . and outward appearance it offers the utmost in gratification of the true artist's tastes and desires. The master-carver, with sure, deft strokes, has invested it with a mantle of beautiful Florentine designs of the Italian Renaissance . . . yet reflecting in every detail the spirit of the modern.

With brush and color, the artist has glorified the work of the carver and the skilled craftsmen who create the instrument itself have given their utmost. The whole is backed by the binding guarantee of that distinguished maker — GIBSON.

This instrument, the same as the All-American, is built and equipped with the very best materials obtainable. Made both in American White Holly and American Burl Walnut.



THE FLORENTINE

Price \$450.00
Complete with Case

Gibson

A New Beauty for the New Gibson

All the glory of a shifting sunset . . . all the magic of the world's most beautiful voice, are to be found in the TB-6 . . . An exquisite new model, fashioned from rare woods brought from isolated spots known only to the expert woodsman. Never before has the skill of the distinguished workman been as clearly defined as in this charming instrument. A jewel-like finish of Argentine grey shaded to rich golden. Hand rubbed.

Engraved metal parts in fascinating design. Quadruple gold plate, hand-burnished; slender Gibson neck, each fret individually worked, making for ease of playing and accuracy to one-thousandth part of an inch.

Arched, laminated and graduated resonator, bound with black and white ivoroid. Fingerboard inlaid with new designs of white pearl and black and white ivoroid on outer edges. No rough edges — smooth fret ends. Four-to-one geared pegs. Large pearl buttons; tension tail-piece with cover to protect coat sleeve.

Adjustable arm rest; 23-inch scale; 11-inch rim, 3/4-inch thick; finest Rogers white calfskin head; De Luxe bridge, ebony saddle; Gibson Mono-steel strings; Mastertone perfected tone chamber; patented truss rod keeps neck straight.



STYLE TB-6

Price \$300.00
Carrying Case Extra

Gibson



RUDY VALLEE, Director
CHARLES PETERSON, Banjoist-Guitarist
Rudy Vallee and his Connecticut Yankees. Radio and Dance Stars. They have taken the entire country by storm.



JOHNNY HAMP, Director
ANDREW FREEMAN, Banjoist-Guitarist
Johnny Hamp and his Kentucky Sere-naders. One of the country's finest orchestras — famous over the Radio and on the Records.



ZEZ CONFREY, Director
VIRGIL IRELAND, Banjoist-Guitarist
Zez Confrey's Recording Orchestra. Famed Musicians whose Recording and Radio Popularity compare with the best.



GUY LOMBARDO, Director
FRANCIS "MUFF" HENRY, Banjoist-Guitarist
Guy Lombardo and his Royal Cana-dians. Radio Favorites and Rhythm Kings from the north.

Gibson Mastertone Tenor Banjo

Thrilling beauty of tone and finish is yours in this handsome "DeLuxe" model. An instrument that will "stand out" — commanding attention in any company . . . Triple gold plated metal engraved parts, and designs are hand burnished with a satiny background; curly maple neck, resonator and rim — selected from the finest that grows; Rosewood fingerboard inlaid with attractive designs in white pearl, bound with white and black ivoroid with marqueterie strippings.

Finished in a beautiful dark brown. All frets oveled, no rough ends and every one the same height; 23-inch scale; 11-inch rim, 3/4-inch thick; flange resonator arched, laminated and graduated, bound with black and white ivoroid with marqueterie strippings; four-to-one gold plated pegs, large pearl buttons; finest Rogers white calfskin head; DeLuxe bridge; adjustable arm rest; tension tailpiece with cover; Gibson Mona-steel strings, brilliant and true; professional neck, okayed only after it has a feeling of comfort to the hand — non-warpable, the patented truss rod takes care of that; Mastertone perfected tone chamber.

STYLE TB-GRANADA

Price \$200.00
Carrying Case Extra



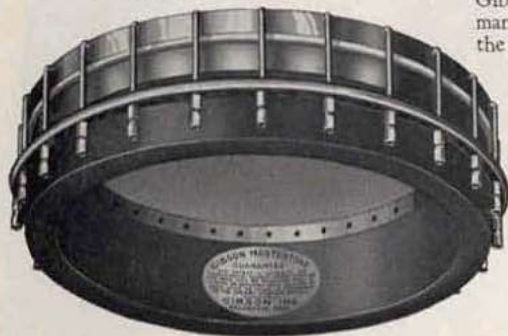
Gibson Co-ordinator Rod



Easy action is yours in the patented co-ordinator rod. To the experienced player nothing is more important than easy action. It enables the player to make the most of his ability, forgetting all about string pressure and care in fretting. But easy action in many instruments can be obtained only at the sacrifice of other valuable qualities. Not so with the Gibson. The action can be adjusted to meet with your particular needs and desires. Yet you sacrifice nothing — tone, volume and accuracy are always yours to command. . . . A patented and exclusive feature found only in Gibson banjos. Enables player to adjust strings to exact height desired. Insert nail or punch at 4 to prevent rod from turning when changing action. To draw strings closer to frets, loosen nut 2 and tighten nut 3. To draw strings away from frets, loosen nut 3 and tighten nut 2. Standard action is 7/64 of an inch high above the twelfth fret.

**Only Gibson Banjos
Can Bring You
These
Constructional
Features**

Gibson banjos are fitted only with the finest and most carefully selected heads. They will keep your banjos snappy and dependable under all sorts of playing conditions. . . . The special Gibson process assures absolute perfection in fitting and extra long life.



Special Rim Construction

Gibson rims are shaped and fitted in such a way as to eliminate permanently any possibility of rim buckling or warping. A special tension ring is provided, cancelling the necessity of placing brackets through rim and weakening it by boring holes through the wood. All Gibson rims are 3/4-inch thick. See illustration.

Gibson Accessories

Gibson has given to banjo, guitar, and mandolin lovers the ideal string to match the faultless construction of Gibson instruments. . . . Mono-steel strings are brilliant, powerful and won't tarnish. . . . Famous Rogers heads are standard equipment on all Gibson Mastertone banjos — specially selected. . . . Air-seasoned, hand-worked bridges with ebony saddle, wear longest and bring out the utmost in tone.

Gibson

Gibson Mastertone Tenor Banjo

Rich, radiant beauty is the key-note of this instrument both in tone and appearance. It is the materialization of the dreams of the most distinguished artist, yet it is not too costly. . . . The finish is a beautiful, compelling, Burl Walnut — hand-rubbed to the point of sparkling iridescence. All metal parts Chromium plated, the best wearing plate known to science.

Rosewood fingerboard, handsomely inlaid with white pearl and bound with black and white ivoroid — fitted to slender hand-shaped professional neck. No raw edges or sharp fret ends — run your hand over a Gibson neck and note the smoothness, 23-inch scale; 11-inch rim, 3/4-inch thick; four-to-one geared pegs; covered tension tailpiece adapted for quick change of strings; ebony saddle in Maple bridge; Rogers selected white calfskin head; adjustable arm rest; bone nut; Mastertone perfected tone chamber; truss rod in neck — no warping; Gibson Mono-steel strings — true and brilliant.



STYLE TB-4

Price \$150.00
Carrying Case Extra

Gibson

Gibson Fingerboard Accuracy Is Famous

—Gibson instruments are always dependable in accuracy — from the first fret to the last.

The extreme accuracy of Gibson fingerboards has caused many famous artists to become enthusiastic Gibsonites. Everyone is absolutely perfect. You need not worry about your Gibson, regardless of whether you are playing in upper or lower positions. Each note is accurately pitched to the last vibration. There is never cause to "humor" a Gibson.

Gibson Fingerboards are made of the finest woods known for that purpose—Rosewood and Ebony. Every fret is scientifically placed to give accuracy to the thousandth of an inch—on the finished article, each fret is of uniform height and perfectly rounded. Every note on a Gibson rings out true and distinct.



The Gibson Truss Rod

—For players who know the value of an instrument that is built true and stays true.

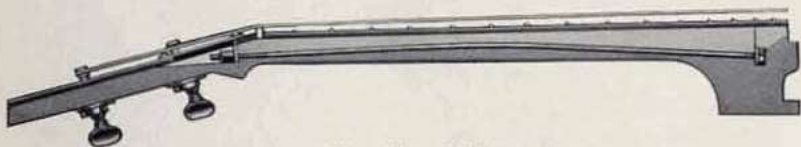
Your greatest asset is implicit confidence in your instrument. The minute you detect the least variation in accuracy and trueness of scale this confidence is lost.

Every Gibson is trustworthy because of the exclusive truss rod construction in the neck. It cannot warp.

Note the illustration showing how the truss rod runs the entire length of the

Gibson banjo neck from peg head to heel. Note how the rod is adjustable from the special nut, recessed in the peg head.

You don't have to be an engineer to appreciate the great value of this feature. Only with the truss rod construction is it possible to use safely a neck as slender and graceful as that of the Gibson, which enables the banjoist to play for hours without tiring.



Gibson Truss Rod

All woods used in Gibsons are air-seasoned — greater flexibility, beauty and strength

Gibson

Gibson Mastertone Tenor Banjo

A triumph of beauty . . . tone and power . . . all combined in this true artist's model at a popular price. Includes every advantage of exclusive Gibson Mastertone Construction . . . Created from genuine British Honduras Mahogany. Rich brown mahogany finish, hand-rubbed and treated to insure permanency of color and best wearing qualities.

Like all of the Gibson Mastertone Banjos, it has the slender neck; arched, laminated and graduated resonator; fingerboard of Rosewood, accurately fretted and decorated with inlays of white pearl — bound with white ivory — the smooth, easy change of positions is a delight for the player; Rogers white calfskin head; geared pegs; ebony saddle in bridge; 23-inch scale; 11-inch rim, 3/4-inch thick — a solid foundation. Adjustable arm rest; covered extension tailpiece; Gibson Mono-steel strings; metal parts heavily nickel plated and polished; Mastertone perfected tone chamber; the neck won't warp — it has the Gibson patented truss rod.

STYLE TB-3

Price \$100.00
Carrying Case Extra



Gibson

Gibson Tenor Banjo

Rich beauty . . . sparkling flash . . . dependable quality. All these outstanding features are found in this banjo so moderately priced . . . Here is a real "pal" for the banjo lover; a snappy, brilliant tone, powerful volume, reliable trueness and a world of "good looks" — built of air-seasoned Walnut with richly figured resonator; pearloid fingerboard and peg head beautifully decorated with "wear-proof" original designs.

The neck is protected against warping by the patented Gibson truss rod — heavy 11-inch rim with new amplifying tone chamber — five-ply professional extension resonator bound with white ivoroid — all nickel parts heavily plated.

Gearred pegs; heavy extension tailpiece; fine quality super-sensitive calfskin head; adjustable arm rest; ebony saddle, Maple bridge. All materials used in Gibson Tenor Banjos are of the best quality that money can buy. Wood parts are built from seasoned raw materials, and worked into the instrument by the famous Gibson Process . . . Metal parts likewise are of super-quality, and every bit of plating is done by artisans without a peer in their field.



STYLE TB-2

Price \$75.00
Carrying Case Extra

Gibson

Gibson Tenor Banjo

An unusual instrument, combining quality features and advantages that crown it with unquestioned leadership. The low price makes it an overwhelming favorite. Built from the choicest air-seasoned White Maple. The maximum in practical values with plain beauty, rather than ornamentation. The finish is rich dark Mahogany, hand-rubbed to insure long wearing qualities. All metal parts heavily nickel plated and polished.

Rosewood fingerboard inlaid with white pearl position marks; all frets oveled and ends rounded — perfect smoothness and all frets the same height. Professional resonator of the most advanced type; geared pegs for finer and more accurate tuning; adjustable extension tailpiece; finely hand-worked bridge; 11-inch rim, 3/4-inch thick, with steel head bearing; choice white calfskin head; slender hand-shaped neck bound with white ivoroid to protect fingerboard and make for ease of playing; 23-inch scale; Gibson Mono-steel strings. A genuine Gibson throughout. This model now equipped with patented truss rod in neck.



STYLE TB-1

Price \$50.00
Carrying Case Extra

Gibson

A Sweet Tide of Harmony—in the Gibson Plectrum



H. BLAIR TOLHURST

Soloist and Arranger of Jackson, Mich., whose artistry and writings are known from coast to coast.



BILL KANE

Stands high amongst the Plectrum Banjo Artists in the west—instructor and soloist of Spokane.

There is something about the plectrum Banjo that brings to the player a feeling of complete satisfaction — warm, glowing harmony — velvety chords — brilliant tones that are smooth, round and solid as the peal of an organ.

The individuality of the Plectrum Banjo sets it apart as an ideal "solo" instrument. Yet its value as an orchestral asset is so increasingly apparent that orchestra leaders, in many instances, are insisting upon its use.

Many professional banjoists have found it a source of both pleasure and profit to "double" the plectrum. The sweet tone and close harmony makes it ideal for song accompaniment and feature playing — equally successful over the footlights, through the microphone, on the records or in the home.

If you have not yet taken up the plectrum, you are missing much in the way of musical gratification. It will pay you to investigate the possibilities of this marvelous instrument for yourself.

The neck and scale length of the plectrum banjo are considerably longer than the tenor — plectrum is 27-inch while the tenor is 23-inch. Reading from bass to treble side the four strings are tuned C, G, B, D. This tuning makes possible the working out of effective piano figurations in complete series—adding to either a large or small combination.

—Every tested improvement
is found in the Gibson banjo

Gibson

Gibson Mastertone Plectrum Banjo

MASTERTONE STYLE PB-4—Plectrum banjoists who appreciate the beauty of an instrument built of rich Burl Walnut find this model particularly to their liking. The highest grade chromium plating. Same model, grade and finish as the TB-4 on page 13. Regular 27-inch plectrum scale.

MASTERTONE STYLE PB-6

A new model that sums up all the desirable qualities in a fine plectrum banjo — beauty and tone beyond words. Identical in model and finish to the TB-6, illustrated and described on page 9. Full 27-inch plectrum scale.

Price \$300.00
Carrying Case Extra

MASTERTONE STYLE PB-GRANADA

A combination of richness in voice with appearance which places the Granada model in a class by itself. A gold banjo of proven success. Corresponds to TB-Granada shown on page 11. Full 27-inch scale.

Price \$200.00
Carrying Case Extra

STYLE PB-4
(Illustrated)

Price \$150.00
Carrying Case Extra



Gibson



1—Franklin W. Clarke, *Soloist*, Madison
 2—Wallie Dishman, *Soloist*, Los Angeles
 3—M. Clayton Cunningham,
Lloyd Huntley Orchestra, Chicago
 4—Mort Grauenhorst, *Soloist*, San Francisco
 5—Vic Carpenter, *Soloist*, Los Angeles
 6—B. M. Tremaine, *Teacher*, Los Angeles
 7—Ted Hagen, *Teacher*, Muskegon
 8—George G. Midkiff, *Teacher*, Butte
 9—Homer Kapua, *Teacher*, Danville
 10—Dewey Brockmeyer, *Teacher*, St. Louis
 11—Richard Choi, *Soloist*, Chicago

Gibson Plectrum Banjo

MASTERTONE STYLE PB-3 — An outstanding value — eminently fitted for all musical purposes. Dress — tone — volume — all indicate an instrument priced twice the amount of this model. Finish and details, except scale length, duplicate of model TB-3 shown on page 15. Full 27-inch scale. Price \$100.00. Carrying case extra.

THE GIBSON STYLE PB-1

An instrument you'll instantly appreciate. Worthy of every confidence, priced for every purse and guaranteed by Gibson. Corresponds to the TB-1 shown on page 17. 27-inch plectrum scale.

Here is an instrument that possesses many of the outstanding features of the higher priced banjos, and used extensively by players the world over. It is the ideal banjo for students, teachers and artists alike.

—Your Gibson instrument marks you instantly as a discriminating artist

STYLE PB-1
 (Illustrated)
 Price \$50.00
 Carrying Case Extra



Gibson



ALEX MAGEE

A magician of the five-string banjo whose home is New Rochelle, New York. Known for his fine concert work.



UNCLE DAVE MACON

Radio and Vaudeville Artist from The Sunny South. Readyville, Tenn., is the home of Macon

Five-String Banjos for Radio, Vaudeville or Home

Stirring melody . . . characteristic tone . . . runs, scales and arpeggios . . . lightning-like rapidity of technic . . . these are but part of the treasure trove found in the Gibson 5-string banjo.

The 5-string instrument is the original founder of the modern banjo family . . . it is of the true aristocracy and while always a great favorite for solo and feature playing . . . indications are that it is on the road to a greater popularity than ever before.

If you've ever heard the five-string banjo in the hands of a capable performer, you know that it is an instrument of amazing possibilities. And the exclusive improvements incorporated in the Gibson five-string banjo have given it more power, brilliancy and snap than five-string players ever believed possible in their favorite instrument. Because of these improvements the five-string banjo is in greater demand today than ever for recording, broadcasting and general solo playing.

It can be played effectively with either fingers or thimbles. Usual tuning is G Major — C, G, B, D, with short or fifth-string tuned to high G.

—To select a Gibson
means a lifetime
of musical happiness

Gibson

The 5-String Banjo Increasingly Popular

The student taking up the study of banjo today need not hesitate to adopt the five-string as his own particular favorite. Its professional possibilities are unlimited — and growing rapidly . . . Recording companies are finding that five-string banjo records are among their best sellers and Radio Directors have discovered that programs rendered by capable performers with the five-string regular banjo are among their most popular offerings . . . There is every indication that the future of this instrument will be a glorious one and that those who equip themselves to stand out as accomplished artists with the five-string banjo will profit accordingly . . . The perfection achieved in the construction of this type of banjo by Gibson has had much to do with the growth of its popularity in modern music. Your opportunities will be enhanced immeasurably with a genuine Gibson.

MASTERTONE STYLE RB-GRANADA

A golden-toned banjo of unusual and distinctive equipment. Triple gold plate. Of same finish, woods and materials as Granada Tenor Banjo on page 11. An instrument to stir the pride of an artist. Full 27-inch scale.

Price \$200.00
Carrying Case Extra

MASTERTONE STYLE RB-3

Tone of recording quality — volume more than ample for all playing conditions — unusually responsive, beautifully finished and corresponding in all details to the Model TB-3 Tenor Banjo described on page 15. Full 27-inch scale.

STYLE RB-3
(Illustrated)
Price \$115.00
Carrying Case Extra



Gibson



LESLIE PRICE
Teacher and Artist
Reading, Penn.



HOWARD CHRISTENSEN
Teacher and Artist
Lincoln, Neb.



ROBERT WEBER
Teacher and Artist
Tacoma, Wash.



WARREN N. DEAN
Teacher and Artist
York, Pa.

What a difference when you play a Gibson — practice becomes a pleasure.

Gibson

Gibson Five-String Banjo

The aristocratic Five-String Banjo has rightfully been called the instrument with a "soul"—the fore-runner of all banjos, it has lost none of its popularity in years of use but instead has found steadily increased favor amongst musicians the world over.

MASTERTONE STYLE RB-4

More volume and tonal coloring than heretofore associated with the five-string banjo — richly apparelled. Finish and details same as the colorful TB-4 Tenor Banjo described on page 13. Full 27-inch scale.

Price \$150.00
Carrying Case Extra

GIBSON STYLE RB-1

Sparkling, bell-like brilliancy of tone; powerful volume and trueness equalled only by the famous Mastertone models — the same distinguishing constructional features, decorations and finish as the Model TB-1 Tenor Banjo described on page 17. Full 27-inch scale.

—Gibson ingenuity gives to banjos that something so necessary to the player.

STYLE RB-1
(Illustrated)

Price \$60.00
Carrying Case Extra



Gibson



1—Gibson Banjo Club, Rockford, Ill.
2—Gibson Quartette Classique, Philadelphia
3—Florentine Banjo Club, Erie, Penna.
4—Wirsing's Banjo Quartette, Flint, Mich.

5—Bellson Banjo Band, St. Paul, Minn.
6—Crandall's Banjo Orch., Syracuse, N. Y.
7—Conklin Banjo Players, Decatur, Ill.
8—Santos Banjo Band, Rochester, N. Y.

The Modern Banjo Band. . .

— A new type of organization
wins music lovers' acclaim . . .
Offers unlimited opportunities
for both professional and amateur

The modern Banjo Band is the natural development of the unprecedented popularity of the banjo for dance, concert and classical music.

Through the skill and knowledge of Gibson Craftsmen a complete family of banjos — corresponding to all the different musical voices — has been developed.

Thus, for the first time, it is possible to have a complete musical unit of banjos, having the range, coloring and musical excellence of the complete concert orchestra or the well-developed brass band.

Sopranos, altos, baritones and basses are essential to every well-balanced musical organization. This is what Gibson now offers the banjo band. A complete choir, consisting of Mandolin Banjo, Tenor Banjo, Plectrum Banjo, Cello Banjo, Guitar Banjo and Bass Banjo.

As a result banjo bands are springing into popularity everywhere. With the complete instrumentation every class of music lies within the range of practical accomplishment. No more limitations such as existed with a banjo band composed entirely of one or two banjo voices.

Both professional and amateur musicians are profiting by the opportunity offered and the public is receiving the new type of banjo band with keen enthusiasm. It is not only a novelty but actually adds an entirely new coloring to the range of musical interpretation.

To belong to one of these organizations is one of the greatest thrills to be enjoyed by any fretted instrument player. Professional orchestras from coast to coast are adopting this banjo combination as an effective "double."

Any group of from five to fifty can develop a banjo band within a minimum length of time. You can have a family, neighborhood, lodge, school, church or club membership. Qualified musicians can quickly perfect such a group to a point where they can secure profitable booking in vaudeville, dance, radio or public concert.

Write Gibson, Inc. for free booklet on "How to Organize a Modern Banjo Band."

Gibson

Golden Soprano in the Gibson Mandolin-Banjo

The development of these brilliant-toned models by Gibson, with the new Master-tone construction adds an entirely new lustre to the banjo family.

While the Mandolin-banjo is already an established favorite with many stage, radio and recording artists . . . it is certain that additional impetus will now be given to their growing use both for public performance and in the home.



STYLE MB-3
(Illustrated)

Price \$100.00
Carrying Case Extra

This model corresponds in construction and ornamentation to the Tenor Banjo Style TB-3 shown on page 15, except it has the mandolin scale and is equipped with machine heads instead of geared pegs. Resonator is laminated, arched and graduated by experts; woods used are finest White Northern Maple, cured by mother nature, and the finish is a rich dark reddish Mahogany of an attractive shade; Master-tone rim construction with 11-inch rim, $\frac{3}{4}$ -inch thick; ebony fingerboard; bound with white ivoroid and inlaid with white pearl; 15 nickel silver frets ovaled; Gibson Mona-steel strings; choice Rogers white calf skin head.

There's something about Gibsons that says better than words,
"Here's Superior Quality."

Gibson

The Gibson Mandolin-Banjo

—Sets a New Standard
for Musical Enjoyment

The Mandolin-banjo is the essential soprano voice in the Banjo Band . . . carries solo or "lead" parts similar to the trumpet in the brass band and violin in the orchestra.

Ideal for the mandolinist who wants, and needs, a doubling instrument. Embraces the sweetness of the mandolin tone, combined with the brilliancy and power of the banjo.



STYLE MB-2

Price \$75.00
Carrying Case Extra

Corresponds to TB-2 shown on page 16, except has mandolin fingerboard, $10\frac{1}{2}$ -inch head and machine heads instead of banjo pegs.

STYLE MB-1
(Illustrated)

Price \$50.00
Carrying Case Extra

See description and illustration of TB-1 on page 17. Only difference is the mandolin scale, $10\frac{1}{2}$ -inch rim and machine heads instead of pegs.

You know the full joy of creating music when you
play a Gibson.

Gibson

Gibson Guitar-Banjo and Cello-Banjo

For solo or band, to play either of these magnificent instruments once is to want to play them always. They are fascinating and intensely enjoyable in their musical performance.

Instantly responsive and easily controlled — but ready for you with almost unbelievable volume when required. Stirring tones — martial and gay — or soft, sweet and serious — an inspired mingling of deep bass and lilting soprano.

Often heard to splendid advantage as solo instruments on the stage and over the air. Both of them are indispensable parts of the banjo band to give the correct instrumentation and make ideal instruments for the home.

Used most effectively in small dance combinations and of especial value where a piano is not available.



STYLE GB-3 (Illustrated)

Price \$125.00
Carrying Case Extra

An imposing instrument of classic lines. Finish and details are same as the TB-3 shown on page 15.

STYLE GB-1

Price \$60.00
Carrying Case Extra

An accurate and well-balanced instrument of finest workmanship. Corresponds to the TB-1 on page 17.

MASTERTONE CELLO-BANJO STYLE CB-3

Price \$125.00

Style CB-3 Cello-Banjo is similar in style and finish to Tenor Banjo TB-3, page 15. 24 $\frac{3}{4}$ -inch scale.

Gibson

The Gibson Bass Banjo

—“The Noblest Instrument
of Them All”

Because of its unusual size and striking appearance the new Gibson Bass Banjo compels instant attention, wherever used — and when the majestic tones of its deep, powerful voice boom out none can resist its magic spell.

Never before has a bass banjo of this type been considered as a practical possibility — yet the skill and wisdom of Gibson Craftsmen have found the way to build such an instrument, one that is not only practical but practically indispensable in banjo bands, either small or large.

Few instruments can yield greater pleasure to either player or audience than this great bass. For real rhythm it has no substitute. Its foundation tones form a rich carpet upon which to spread the melodic voices of the higher pitched instruments.

Beautifully finished in ivory with solid pearloid peg head inlaid with vari-colored rhinestones. Specially selected white calfskin head. All metal parts finished in glistening gun metal.

The New Gibson Bass Banjo is tuned and played the same as the mando-bass-G-D-A-E.

The young lady playing the bass banjo illustrated here is a member of Miss Jean Rankin's famous all-girl orchestra known as “The Blue Belles.” The orchestra is considered one of the top-notchers in vaudeville.



Famous orchestra leaders welcome the new Gibson Bass Banjo

Gibson



BETTY LEE ANTHONY
AND JAY SCHWARTZ

Youthful Ukulele Banjo Artists hailing from down in Memphis. Pupils of Allida Black, noted teacher of fretted instruments.



RUTH STEEL

Talented and skilled performer on the Ukulele Banjo. Pride of South Bend, Indiana.

Gibson Ukulele-Banjos

— For Fun and for Profit

Like Cinderella, the Ukulele-Banjo has been transformed from low estate into a glorious instrument of true musical value, under the magic touch of Gibson Craftsmanship.

Ownership of a genuine Gibson Ukulele-Banjo opens the way to happiness . . . social popularity . . . all sorts of good times wherever you go. More than this, these instruments are so powerful . . . so sweet in tonal quality . . . so absolutely accurate . . . that they now offer important professional possibilities.

This means money-making opportunities in vaudeville, radio, recording and talking films for those whose desires turn in this direction.

While inexpensive, each Gibson Ukulele-Banjo is endowed with the same splendid attributes which have made famous the Gibson Mastertone and Custom-Built Banjos. The fretting is equally true . . . the tone as characteristically resonant, rich and clear.

Styles UB-3 and UB-4 are of special advance construction having the arched, laminated and graduated flange resonator. Fifteen nickel silver frets individually oveled and leveled, make playing a delight.

Every Gibson Ukulele-Banjo neck is hand shaped and dressed down by experts to insure perfect playing under all conditions. A Gibson will always win you the center of the spotlight and draw the envy of all who see and hear it.

Offered in a range of models and prices to meet your exact financial requirements — each representing class and value that cannot be obtained from any other source than Gibson.

— For more than a quarter of a century Gibson has built fine fretted instruments. The tone has been copied, but never equalled.

Ukulele-Banjos

STYLE UB-1

Such beauty of tone, power and accuracy have never been offered in any other Uke-Banjo at such a popular price — always "on deck" to liven up any party, trip or program.

Full size fingerboard; 6-inch rim; amplifying resonator. Light Mahogany finish.

Price \$10.00
Carrying Case Extra



Style UB-1

STYLE UB-2

A true "pal" — popular everywhere. Full 8-inch rim; special amplifying resonator; fingerboard accuracy in every position.

Easy to learn — easy to play. A passport to good times and profit for all.

Price \$18.00
Carrying Case Extra



Style UB-2

STYLE UB-3

A sparkling toned instrument any music lover would prize. Gibson craftsmanship and quality evident in every part of this Ukulele-Banjo.

Professional laminated resonator; guaranteed true fingerboard; metal parts heavily nickel plated. Neck, rim and resonator of selected Maple; 8-inch rim.

Price \$30.00
Carrying Case Extra



Style UB-3

STYLE UB-4

The "Ace" of Professional Uke-Banjos — snappy powerful or soft mellowness of tone at your command. Absolute accuracy from first fret to last.

Made of air-seasoned Walnut — laminated extension resonator — accurately fretted Rosewood fingerboard — all metal parts gold plated — beautiful fingerboard and peg-head decorations of pearl. 8-inch Rim.

Price \$45.00
Carrying Case Extra



Style UB-4

Gibson ownership yields pride, satisfaction and pleasurable companionship.



1-VINCENT LOPEZ ORCH., J. Ribaud, Banjoist; A. Oliver, Guitarist
 2-WALT PEET AND HIS ONONDAGANS.....T. W. Heffer, Banjoist
 3-JOHNIE TOBIN AND HIS ORCHESTRA..... Johnnie Tobin, Banjoist
 4-PAUL TREMAINE AND HIS ARISTOCRATS Eddie Kilanoskie, Banjoist
 5-PHIL SPITALNEY'S ORCHESTRA.....A. L. McBurney, Banjoist-Guitarist
 6-TED LEWIS ORCHESTRA.....Tony Girardi, Banjoist-Guitarist

7-BOBBY GRICE AND HER 14 BRICK TOPS.....Grace Hayes, Banjoist
 8-TED WEEMS ORCHESTRA.....Arthur Jarrett, Banjoist-Guitarist
 9-JEAN RANKIN'S BLUE BELLES.....Louise Metzler, Banjoist
 10-COON-SANDERS ORCHESTRA.....Russell Stout, Banjoist
 11-OTTO GRAY'S OKLAHOMA COWBOYS.....All members play Banjo
 12-GUS HENSCHEN'S PALMOLIVE ORCHESTRA.....Maurice Aten, Banjoist



1-Jack Bankey, Soloist, Pittsburgh
 2-Carson Robison, New York City
 3-Bill Seckler, Soloist, Los Angeles
 4-Fred Kammer, Soloist, Kansas City
 5-Joe Caprano, Soloist, New Orleans
 6-Goebel Reeves, Recording Artist, Dallas

7-Patty Labato, Soloist, Youngstown
 8-Eddie Lang, Soloist, New York
 9-Jac Pet, Soloist, Rotterdam
 10-John Cali, Radio Artist, New York
 11-Ted Gillmore, Soloist, Chicago

Modern Music Glorifies the Guitar

Exclusive features as developed by Gibson win for the guitar the greatest popularity in history.

THE guitar is the instrument of romance. Its story is interwoven inseparably with musical progress back through the centuries . . . To most of us it brings visions of the wandering Bard and Strolling Minstrel. But not everyone knows that the guitar has been the beloved personal instrument of many of the greatest Masters of Music . . . It has been immortalized for all time by the works of such artists of the past as Guillani, Paganini, Beethoven and countless others.

But it has been the skill and artistry of Gibson Craftsmen, which have elevated the guitar to its present height in the music world; which have popularized it to a degree never before attained by this most highly revered of all fretted instruments. The guitar has been endowed with new tonal power, greater volume and an ease of playing undreamed of a few years ago.

The result has been its enthusiastic adoption for every modern musical purpose. It is now in great demand for orchestral use, radio broadcast, recording, the "talkies" and practically every field of public entertainment.

Such a guitar as the Gibson is more than a noble instrument. It becomes a companion . . . a friend . . . a moulder of character and musical taste . . . yielding that intimate pleasure found only in perfect personal performance.

Its possibilities justify the most intensive study, yet sufficient mastery of its use in ensemble and accompaniment work can be gained within a period unbelievably short.

To take up the Gibson guitar is to add a new incentive to the joy of living . . . to gain increased opportunities for musical progress and profit such as you have never before realized.

You will be surprized at your own speedy advancement with the Gibson. Easy action, eager, smooth-flowing tone, all combine to give you a mastery that causes all who know you to wonder and admire.

Who knows . . . you may possess the talent to develop into a famous artist of the same calibre as those who now are the popular idols of the radio, recording and stage world.

The Guitar of Guitars

THE GIBSON MASTER GUITAR
STYLE L-5

IN every field of art the pinnacle of perfection is marked, more often than not, by some certain achievement — standing out above all others. So it is with the Gibson Style L-5 in the field of fine guitars — there is no other near comparison.

Just as the mighty organ of the great theatre fills every nook and corner with its majestic tones, so does this Gibson Master Model bring surging forth the lovely coloring of the guitar voice in magnificent volume. Its new power and grandeur thrill the ear of both player and listener.

In this splendid instrument the guitar fully justifies its new title as "King of Modern Music." The construction is entirely different from that of the ordinary guitar. Its carved top and back represent the ultimate in applying the principles of true Stradivarius construction to the modern fretted instrument. Every detail is assembled with a single aim in view — to produce the finest guitar the world has ever known, regardless of cost.

It is this model that has completely won the hearts of the world's greatest guitarists — it enables them to achieve triumphs that would be possible with no other available instrument.

In the Master Model you will find sufficient depth of body to produce any degree of volume desired. Yet the depth is not so great as to cause conflicting overtones, but producing a series of overtones which add brilliancy to the original tones, this series being the same pitch as the fundamental.

Every known resource of acoustical engineering has been exhausted in the months of experimentation which preceded the manufacture, and introduction by Gibson of this monarch of all the guitars built in the world.

Famous orchestra guitarists have accepted the "Master" without question. For in this instrument, Gibson has given modern music the one guitar whose voice cannot be drowned by the deepest or most raucous wind instrument that is played in the modern dance orchestra or concert band. Yet with all this volume which has been built into the Master Model, there has been no sacrifice made to the guitar's own true character — richness of tone.

The Gibson Master Guitar

You will find the Gibson stamp of "Master" applied only to that model of the individual families which embodies every known feature, representing the utmost which Gibson skill, knowledge, design, selection of materials and Master-Craftsmanship can build into one superb instrument.



NICK LUCAS

Radio and recording artist — vaudeville star — headliner in talking pictures — the idol of thousands from coast to coast.



THE GIBSON GUITAR
STYLE L-5

"Grand Concert Size"

Price \$275.00
Carrying Case Extra

A beauty transcending anything ever known in musical instrument design and finish. "F" sound holes; large sounding board of finest Spruce, carved and arched according to the proven principles of Gibson Craftsmen; fingerboard elevated from top; neck and body join at fourteenth fret; tuned-to-pitch sound chamber; richly finished in Cremona brown. All trimmings heavily gold plated.

—Gibson models
reveal a new note
in musical perfec-
tion and beauty

The Gibson Guitar

Endowed with royal grace and beauty. . . this splendid model is as outstanding in merit when used with the great orchestra as in furnishing accompaniment for the voice in connection with radio broadcast, recording and other feature purposes. . . It brings to you the true joys and delights of music. Its responsiveness is a never-ending thrill. . . its power and volume a source of constant inspiration. You will be envied by those who are not so fortunate as to possess such an instrument. . . admired by those who have the opportunity to hear you play.

—All Gibson finishes are hand rubbed, insuring long wear



THE GIBSON GUITAR
STYLE L-4
"Grand Concert Size"
Price \$150.00
Carrying Case Extra

The L-4 Model is beautifully finished in rich, red Mahogany with Golden sunburst at bridge; finest Spruce sounding board, Mahogany neck, Maple rim and back; ovaled ebony fingerboard; pearl position marks; nickel silver frets; bound with white ivoroid on top, back and neck; vari-colored woods around sound hole; nickeled patent heads; adjustable ebony bridge, compensating saddle; bone nut, elevated finger rest; nickel trimmings; patented truss rod neck.

Gibson

The Gibson Guitar

To own and play this splendid guitar is to realize fully the advantages inherent in such an exceptional instrument. You will never again be satisfied with any guitar of ordinary construction. . . Pleasure, happiness and real success may be quickly achieved in music through one of these beautiful L-3 Models. Although slightly smaller than the magnificent L-4 Model illustrated on the opposite page it possesses all of the exclusive features found in the L-4 and is as striking to the eye as to the ear. . . Whether professional or amateur you can take just pride in ownership of an L-3 Model.

—A Gibson instrument actually improves with age and use



THE GIBSON GUITAR
STYLE L-3
"Concert Size"
Price \$100.00
Carrying Case Extra

The finish is a beautiful red Mahogany, sunburst at bridge; selected Spruce sounding board, Mahogany neck, Maple rim and back; top, back and neck bound with white ivoroid, sound hole decorated with attractive marqueterie; ovaled ebony fingerboard, nickel silver frets, pearl position marks; adjustable ebony bridge, compensating saddle; elevated finger rest; bone nut; nickeled patent heads; nickel trimmings; non-warpable truss rod in neck.

Gibson



PRINCESS LEI LEHUA

Recording and Vaudeville Star of national fame. Considered one of the country's finest Hawaiian entertainers.



ANDY SANNELLA

A famous radio artist. Hawaiian Guitar soloist and in constant demand by New York's best known recording and radio orchestras.

Gibson's Ideal for Hawaiian or "Steel" Playing . . .

The rich, swinging rhythm of Hawaiian style playing takes on a new coloring when played with the Gibson Guitar.

No instrument can compare with the soft, full-flowing music of the Gibson Guitar when played with steel and thimbles in the Hawaiian style.

There is something about the characteristic swing of Hawaiian music that is irresistible . . . sweet . . . and charming. It is this "something" that the Gibson enables the player to bring out as never before.

The power of the Gibson played in the Hawaiian style seems almost limitless . . . it may be "forced" as much as you will without losing even a shade of its clear, ringing tone. And in piano passages it comes through with a delicate clarity as fine as the shimmering coloring of a rare gem.

In playing Hawaiian style, the guitar is held in the lap, the "steel" being manipulated by the left hand and the strings plucked by "thimbles" used upon the fingers of the right hand.

Hawaiian players are much in demand for radio and recording at present and the need for qualified players is constantly growing. High salaries are paid those who prove themselves able to entertain the public in this manner.

The Hawaiian Guitar is also very popular for social affairs and for playing in the home. If you wish, you can organize a Hawaiian Guitar orchestra among your friends for fun and pleasure.

Such a group can be quickly trained and developed to where it will be the center of popularity in your locality. You will receive many more invitations than you can accept.

Some Gibson Guitars are built especially for Hawaiian playing. Or, if you prefer, the regular Gibson guitar may be quickly converted for the Hawaiian style and as quickly changed back again. Either way, you have in the Gibson an Hawaiian instrument that cannot be equalled elsewhere.

Playing a Gibson makes you regret the shortness of the hours.

The Gibson Special

The fame of Nick Lucas and his guitar has spread to every corner of the musical world. By combining the ideals of this famous artist with the skill and knowledge of Gibson Artist-Craftsmen, a truly magnificent guitar has been created—the Nick Lucas model . . . To play it is to know a measure of the same inspiration that has carried Nick Lucas to great heights. You will thrill to the feel of it as it comes to life at the touch of your fingers. Your regard for it will grow day by day as you become more intimately acquainted with its wonderful qualities. The Nick Lucas model is indeed an instrument for the artist . . . The startling depth and roundness of tone which mark this new guitar as distinctively individual is made possible by added depth of body. Slight arching of the top makes it equally effective for either Hawaiian or Spanish style playing.

The Nick Lucas model is used exclusively by many of the most famous professionals. It is an ideal instrument for radio broadcasting, recording and stage work. It stands out remarkably in orchestra ensemble.



THE GIBSON SPECIAL
"Nick Lucas Model"

Price \$125.00
Carrying Case Extra

New brown Mahogany finish, golden sunburst at bridge; Ovaled Rosewood fingerboard, fancy pearl inlays, nickel silver frets. Slightly convex top and back; sounding board of selected Spruce; Mahogany rim, back and neck; new Rosewood bridge, bone saddle, white pins; top, back and neck bound with alternating white and black ivoroid. Patented truss rod in neck.



1-Cardinal Entertainers, Alexandria, Ind.
 2-Gibson Gondoliers, Station KFH, Wichita
 3-J. Louis Good's Guitar Club,
 Huntington, W. Va.
 4-Decker Hawaiian Players, Clay City, Nebr.
 5-Mr. and Mrs. John Westbrook, Teachers,
 Atlanta
 6-Tom Woolsey, New York City
 7-Carolina Tar Heels, Fisher Hendley, Director,
 Albemarle, N. Car.
 8-Mr. and Mrs. W. R. Barr, Teachers,
 Fort Wayne
 9-T. E. Miles, Uke and Guitar Club, Knoxville
 10-Russell Smith, Radio Artist, Pittsburgh

A New Gibson Guitar Triumph

For the first time Gibson offers a guitar of this type in such imposing proportions . . . full concert size . . . A challenging beauty, too . . . setting a new high standard for modern guitar decoration . . . it is an instrument to command the center of attraction in any company . . . A swiftly rushing flow of Golden Tone . . . capped with foaming crests of flashing silvery notes . . . such is the new and incomparable voice of the L-2 . . . There is power a-plenty for every musical purpose and the beautiful voice is never lost whether used in large or chrestal ensembles or for solo and voice accompaniment.

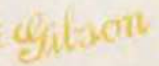
Easy of action and equally valuable for either Spanish or Hawaiian Style . . . the L-2 is an instrument that actually makes playing a pleasure under any condition. For all its size it is easily handled and is as perfectly balanced as a jeweler's scale.



GIBSON GUITAR
 STYLE L-2
 Price \$75.00
 Carrying Case Extra

BODY SIZE
 Flat Top Models
 14 3/4" Wide
 19 1/4" Long

The striking finish is an original tone of Argentine Grey, flecked with glints of gold, allowing the natural pattern of the selected woods to penetrate through in a pleasing manner. Heavily inlaid with double lines of black and gold inlay on top and sides.



Gibson Guitar

This rich-voiced Gibson guitar achieves a new high level of fine instrument building at an extremely moderate price.

Every stringed instrument player, and every other person who has that inner urge to play a fretted instrument, can now afford an instrument of merit, which will place him in line to help fill the constantly increasing demand for guitarists.

Finished in the new brown Mahogany, sunburst at bridge; choice Spruce soundboard, Mahogany rim, back and neck.

—The rapid progress of the player is the natural result of Gibson ownership



GIBSON GUITAR
STYLE L-1

Price \$50.00
Carrying Case Extra

Slightly convex top and back; new Gibson Rosewood bridge, bone saddle, white pins; ovaled Rosewood fingerboard, nickel silver frets, pearl position marks; bone nut; nickeled patent heads; decorative white and black ivoroid around top, back and sound hole; nickel trimmings. Truss-rod prevents neck warping.

All Gibson flat top and back guitars are hand worked to give them that true guitar tone which is so fascinating.

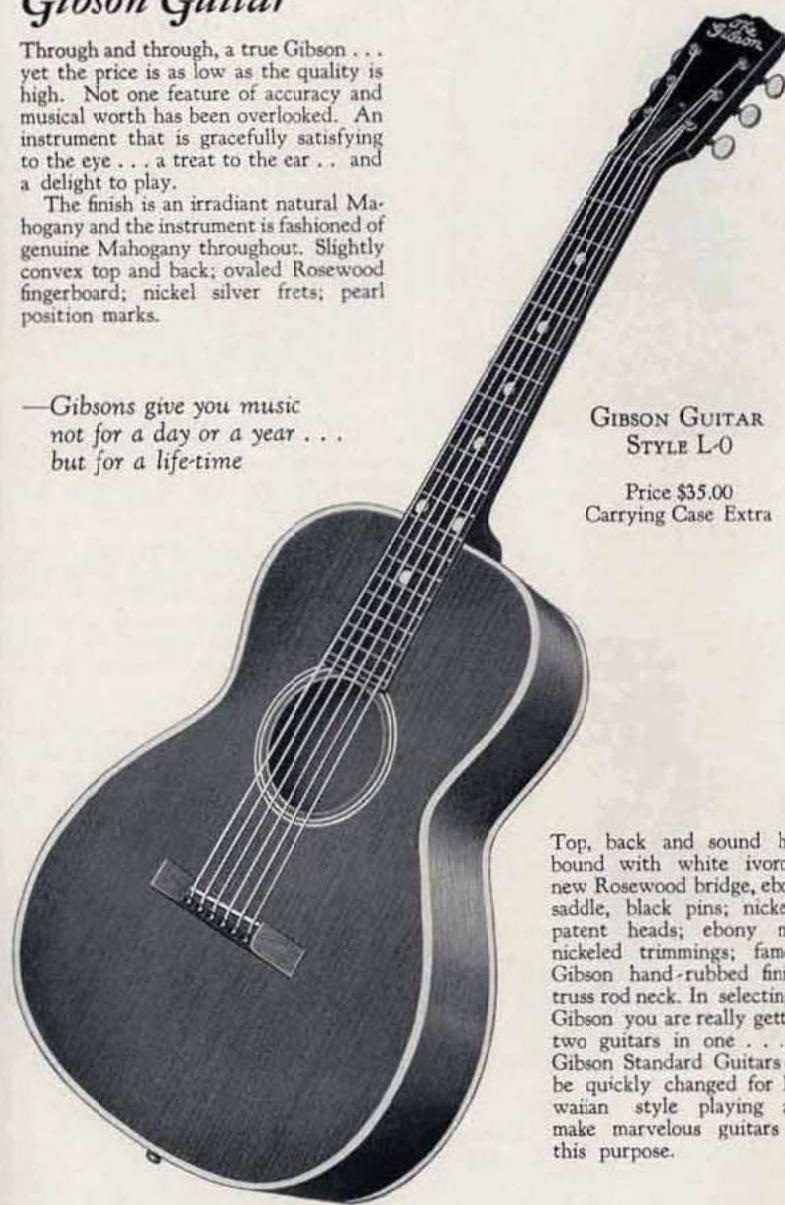
Gibson

Gibson Guitar

Through and through, a true Gibson . . . yet the price is as low as the quality is high. Not one feature of accuracy and musical worth has been overlooked. An instrument that is gracefully satisfying to the eye . . . a treat to the ear . . . and a delight to play.

The finish is an irradiant natural Mahogany and the instrument is fashioned of genuine Mahogany throughout. Slightly convex top and back; ovaled Rosewood fingerboard; nickel silver frets; pearl position marks.

—Gibsons give you music not for a day or a year . . . but for a life-time



GIBSON GUITAR
STYLE L-0

Price \$35.00
Carrying Case Extra

Top, back and sound hole bound with white ivoroid; new Rosewood bridge, ebony saddle, black pins; nickeled patent heads; ebony nut; nickeled trimmings; famous Gibson hand-rubbed finish; truss rod neck. In selecting a Gibson you are really getting two guitars in one . . . all Gibson Standard Guitars can be quickly changed for Hawaiian style playing and make marvelous guitars for this purpose.

Gibson



BILLY HILPOT

Radio Artist and member of the famous "Smith Brothers" (Trade and Mark) Team.



WILLIAM STOVER

Banjoist with Ray West Orchestra of Los Angeles—one of the best on the coast.

"Double" Guitar with Ease

—Gibson tenor and plectrum guitars open rich fields of opportunity for banjoists and others who seek the easiest road to guitar mastery.

Today almost every capable musician finds it greatly to his advantage to "double" some other instrument. To make the most of your musical opportunities you cannot afford to overlook these new and very wonderful four-string guitars.

The guitar is the natural double for the orchestral banjoist and these late additions to the Gibson quality line offer fingerboards scaled exactly like those of the tenor and plectrum banjos.

Think of the advantage. No time lost in practice. You can amaze your leader and your friends by coming right on the job with your new guitar and playing it instantly. Let them wonder and admire. Your skill will be equally as effective with the guitar as with the banjo.

These melodious instruments are also gaining great popularity for playing at home and in ensemble gatherings. They are an important asset to both the mandolin orchestra and the banjo band.

Outstanding features of construction are the exclusive patented truss-rod that makes possible a graceful, slender neck without warping. Both tenor and plectrum can be easily mastered for the playing of either "solo" or "chord accompaniments."

—New Chromium Metal Parts,
Everlastingly Bright.
A patented high test steel rod
prevents Gibson necks
from warping.

The New Gibson 4-String Guitars

Although these guitars boast but four instead of the usual six strings, they lack nothing of the true guitar tone color and make it comparatively easy for banjo players to use their technique on these instruments without additional study... They have a characteristic snap and vibrant quality of voice that is indeed inspiring. Like a Chameleon, the voice of these guitars seems to adapt itself to its surroundings, becoming loud and powerful, or soft and sweet, as desired... STYLE TG-1 illustrated is a regular 23-inch tenor banjo scale; the new brown Mahogany finish, sunburst at bridge; slightly convex top and back; choice Spruce sounding board; geared pegs; Rosewood fingerboard, pearl inlays, nickel silver frets; new Rosewood bridge, bone saddle, white pins. Top, back and neck bound with white ivory; slender non-warpable neck.

STYLE PG-1

Full plectrum 27-inch scale, perfectly fretted. Size of body, finish, materials and equipment—every detail—with exception of length of scale, same as tenor guitar TG-1.

Price \$60.00
Carrying Case Extra

GIBSON TENOR GUITAR STYLE TG-1 (Illustrated)

Price \$50.00
Carrying Case Extra



STYLE TG-0

Price \$35.00
Carrying Case Extra

Priced far below what the high standard of Gibson construction would indicate. Same size and specifications as TG-1, except built throughout of Mahogany. Hand-rubbed light amber finish. This splendid value makes it possible for every tenor banjoist to own a Gibson Guitar.

All Gibson tenor and plectrum guitars built with same size body as regular six string models.



LAWRENCE RICHARDS

Popular Ukulele Soloist and comedian with Jack Fine's Follies, now playing R. K. O. vaudeville.



GENE PERRY

Radio artist of Los Angeles whose playing has won him countless admirers and a position of fame.

At Last—a Ukulele that Is a Real Musical Instrument

The graceful little ukulele has a magic appeal for almost every man, woman, boy and girl.

Friendly and intimate . . . it encourages them to seek those thrilling joys to be experienced only through personally produced music. Because of its small size it suggests an ease of mastery not apparent in the larger instruments.

But until Gibson Master Craftsmen turned their attention to the development of the ukulele, it lacked those qualities of accuracy and musical worth sufficient to satisfy the true musical heart.

Today the Gibson has power, volume and a scale as accurate as any artist could possibly wish for. It is a real musical instrument and capable of the widest professional possibilities for stage, radio, recording and the talkies.

The real Hawaiian flavor of tone has been enlarged and amplified. The slender graceful neck and smooth fretting is like playing on velvet.

For the non-professional the Gibson Ukulele is the ideal instrument for musical accompaniment in the home, at parties, on the beach or wherever people get together. The girl or young man who plays the ukulele is always the center of attraction.

GIBSON STYLE UKE-3

With its magnificent full tone and deep, rich Mahogany finish this "De Luxe" ukulele instantly wins the admiration and approval of all who hear it. Genuine Mahogany throughout; bound with alternating black and white ivoroid; sound hole inlaid with fancy marqueterie; extension Rosewood fingerboard; pearl ornaments; nickel silver frets; bone nut; patent pegs; Gibson design bridge, bone saddle; finest trued gut strings. Absolute musical accuracy.

Price \$20.00 — Carrying Case Extra

GIBSON STYLE UKE-2

Another fine example of Gibson Artist-Craftsman's skill. Bright amber finish. Patent pegs; Gibson special bridge, bone saddle; finest gut strings; solid Mahogany throughout; top and back bound with white ivoroid; sound hole decorated with fancy marqueterie; Rosewood fingerboard; pearl position marks, nickel silver frets; bone nut. A beautiful instrument capable of wonderful expression and harmony.

Price \$15.00 — Carrying Case Extra

GIBSON STYLE UKE-1

This model represents the utmost in practical ukulele values — offering an opportunity for every one to own a genuine Gibson. Mahogany throughout; finished in a pleasing light amber; Rosewood fingerboard, nickel silver frets, pearl position marks; ebony nut; sound hole inlaid with marqueterie; patent pegs; special Gibson bridge; ebony saddle, dependable, accurate and far more than you would expect in a ukulele at this price.

Price \$10.00 — Carrying Case Extra

The Gibson Ukulele

An artist may well feel proud to own and possess an instrument so musically perfect . . . so rich of voice . . . so great in volume. There is no more comparison between the Gibson and the ordinary ukulele than there is between the candle and the stars.

TENOR UKULELE, STYLE TU "Concert Size"

The harp of the Ukulele family. Imagine the deep, rich singing voice of the Grand Opera Tenor, compared to the litting Soprano and you will have an idea of the pleasing tonal quality of this instrument. Its voice is broad, full and sonorous. Tuned and played same as regular ukulele but one octave lower. Incomparable as a solo instrument with enough volume for orchestra or ensemble playing. Finish, materials and equipment similar to Ukulele Style 2.

Price \$30.00
Carrying Case Extra



Style 1



Style 2



Style 3

A Magic Mandolin by Gibson

Acknowledged the miracle mandolin of the world.

YOU'LL lose your heart to the new Gibson mandolin the minute you hear its wonderful new volume and tonal coloring. Its birthright is a tone scintillating in its brilliancy — pure, true and penetrating. A tone so rich, resonant and flexible that it transcends all past ideals of mandolin perfection . . . Every note is true to pitch and its extreme ease of playing appeals to all who have tried this new instrument. It is endorsed not only by the best artists, but by thousands of players and music students all over the world.

In beauty of appearance the Gibson mandolin defies the powers of description. Superb, delicately shaded finishes, selected woods, artistry of design, all contribute to a magnificent ensemble.

The Gibson mandolin is so sensational in its qualities that it must be tried to be appreciated. It is then, the realization of its possibilities in the hands of even an unskilled player, will convince that here indeed is a truly marvelous achievement — an unequalled contribution to the joys and thrills of the music world.

COMPARATIVE TUNING CHART

VOICE	MANDOLIN FAMILY	BANJO FAMILY	VIOLIN FAMILY	GUITAR	TUNING
Soprano	Mandolin	Mandolin-banjo	Violin		Fifths—G-D-A-E
Tenor	Mandola	Tenor-banjo	Viola	4-String Tenor-Guitar	Fifths—C-G-D-A
Baritone	Mando-cello	Cello-banjo	Violon-cello		Fifths—C-G-D-A
Bass	Mando-bass	Bass banjo	Bass-Viol		Fourths—E-A-D-G
		Five-string banjo			G Major Tuning—C-G-B-D, 5th string tuned to high G
		Plectrum-banjo		4-String Plectrum Guitar	G Major Tuning—C-G-B and D
		Guitar-banjo		Guitar	Fourths — E-A-D-G-B-E (except G to B)
				Hawaiian guitar	A Major Chord—E-A-E-A-C#-E
				Harp-guitar	Same as Guitar with added harp strings
				Ukulele-banjo	G-C-E-A (commonly)



1—Charles Brugge, Vaudeville
2—Wilcox Hawaiian Players, Battle Creek
3—William Place, Jr., Providence
4—Hartford Symphony Mandolin Orchestra,
W. K. Bauer, Director.

5—Ramos Mexican Orchestra, Vaudeville
6—Prokhanoff Brothers, Vaudeville
7—Ostrander Plectral Sextette, Seattle
8—Peggy Eames, Los Angeles
9—Faculty Griffith School of Music, Atlanta



MILDRED BYRAM

Talented mandolinist whose playing has been featured in many leading musical productions of the stage.



DAVE APOLLON

A top-notch in the ranks of mandolin artists of international fame. Popular over the air, on the stage and in the "talkies".

Modern Mandolin Ensembles

Popular with both musicians and the public. Have you heard the thrilling, satisfying music of the complete mandolin choir as created and developed by Gibson? Here is music with a tang, snap and beauty of tonal coloring that is distinctively individual. There is no other combination like it.

In voicing, pitch, stringing, tuning and fingering the Gibson Mandolin quintet corresponds with the violin quintet as follows:

Plectral Quintet	Bow String Quintet
First Mandolin	First Violin
Second Mandolin	Second Violin
Mandola	Viola
Mando-Cello	Violon-Cello
Mando-Bass	Bass Viol

Gibson fretted instrument orchestras or string bands are easily trained and very effective. They require the simplest possible technical skill on the part of the individual player. They are often used as "doubles" by regular dance and concert orchestras after very little practice and rehearsal. Because of the exceptional musical accomplishment and rapid progress possible with fretted instrument ensembles, they are ideal for schools, churches, lodges, Boy Scouts, Y.M.C.A., commercial and industrial organizations.

The mandolin ensemble also has its value in professional music circles. Harry Reser, famous all over the world as a banjoist and director of the Clicquot Club Eskimos, New York radio entertainers, used a complete set of mandolin voicings in one of his units, which is featured over Radio Station WEA, New York City.

Many things can be done with the mandolin, as Gibson makes it, that were not dreamed of a few short years ago. Members of famous banjo bands double on mandolins for waltz numbers and symphonic effects.

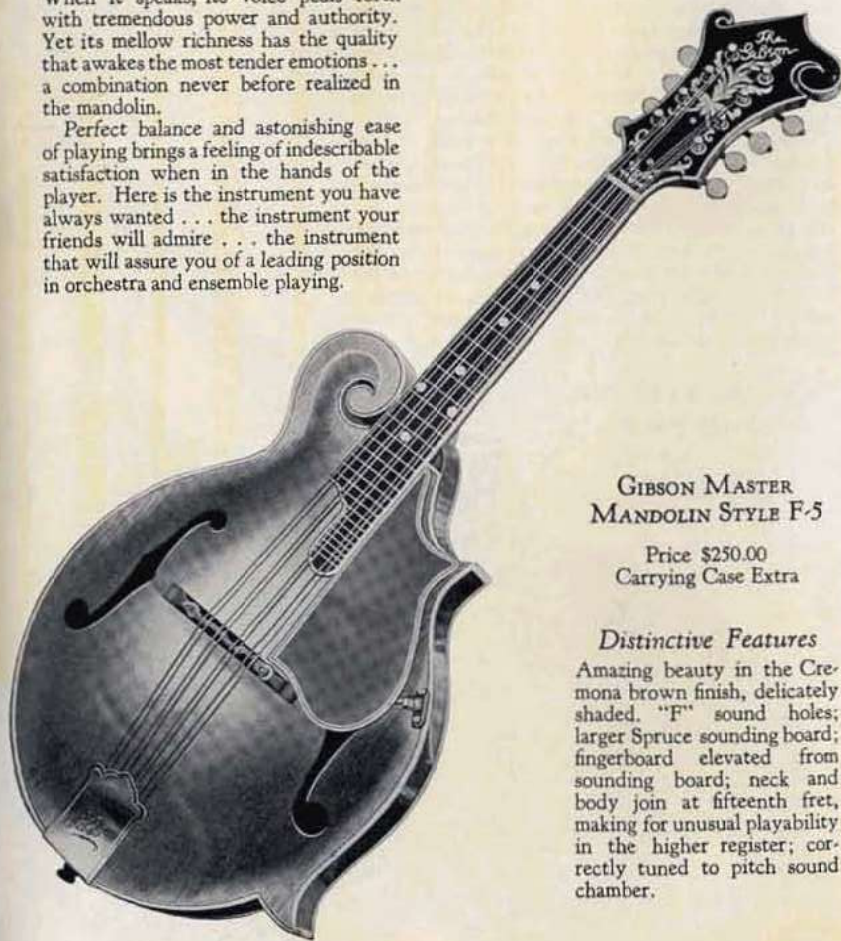
—Only in Gibsons will you find that rich, resonant voice so prized by the artist.

Gibson Master Mandolin

Luxurious perfection to thrill the artist and his audience . . . Jeweled tones that sparkle and flash . . . Mellow resonance that touches the heart strings. To the creation of this Master Mandolin, the world's greatest mandolin builders have given their utmost . . . It stands unmatched today — undisputed ruler of the Mandolin Kingdom—a monument to long years of study, experiment and final achievement.

When it speaks, its voice peals forth with tremendous power and authority. Yet its mellow richness has the quality that awakes the most tender emotions . . . a combination never before realized in the mandolin.

Perfect balance and astonishing ease of playing brings a feeling of indescribable satisfaction when in the hands of the player. Here is the instrument you have always wanted . . . the instrument your friends will admire . . . the instrument that will assure you of a leading position in orchestra and ensemble playing.



GIBSON MASTER
MANDOLIN STYLE F-5

Price \$250.00
Carrying Case Extra

Distinctive Features

Amazing beauty in the Cremona brown finish, delicately shaded. "F" sound holes; larger Spruce sounding board; fingerboard elevated from sounding board; neck and body join at fifteenth fret, making for unusual playability in the higher register; correctly tuned to pitch sound chamber.

Quality speaks for itself.

The name Gibson is an assurance of perfection.

Gibson

Why You Should Play the Gibson Mandolin

The richest joys of music are yours to command in this increasingly popular instrument.

The Gibson mandolin with its new and different construction, opens a whole new area of musical joys to the music lovers of all ages . . . It offers you one of the quickest and easiest ways to learn music — to taste richly of its pleasures and rewards. No other instruments are so responsive to the lightest touch of your pick . . . so flexible in tone.

Beautiful full resonant sound that never fails to attract favorable attention. Not only artistic in design but exquisitely finished. Provides for superiority of technic because of easy access to highest position.

Arched sounding board from solid block of finest Spruce, Maple rim and back, Mahogany neck; rich, red Mahogany finish, golden sunburst at bridge; Gibson design head-piece; white ivoroid binding on front, back and neck; sound hole decorated with fancy variegated woods; ebony fingerboard, nickel silver frets, pearl position marks front and side; slender non-warpable truss rod neck; adjustable ebony bridge, compensating saddle; new style finger rest, nickeled patent heads; pearl nut; nickeled trimmings.

GIBSON ARTIST MANDOLIN, STYLE F-4

Price \$150.00
Carrying Case Extra



An Ideal Medium of Musical Expression

The Gibson mandolin will bring you friends, popularity and musical success. It will become one of your most treasured possessions.

If you wish to play on the stage or over the radio there is plenty of opportunity when you are equipped with a genuine Gibson Mandolin. Or . . . for home playing or the entertainment of friends you reap rich dividends of pleasure with the added satisfaction of raising the standards of true musical appreciation.

You can easily organize a mandolin orchestra among your friends. Then real fun . . . loads of it . . . can be had in endless measure. You can do a lot of good . . . make money, too . . . by playing for church, lodge, club, school or other places where musical entertainment of this character is in great demand.

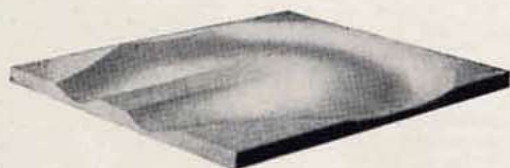
In all Gibson mandolin models, the artist or pupil will find that medium of musical expression which is provided in no other make of fretted instrument. Gibson is the world's leading manufacturer of this class of instruments, and therefore the leading authority on the possibilities which have been opened up by the Gibson plan of instrumentation of orchestras and bands with mandolins.

GIBSON ARTIST MANDOLIN STYLE F-2

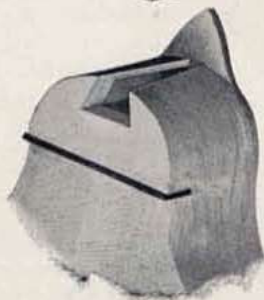
Price \$110.00
Carrying Case Extra



Another splendid example of Gibson craftsmanship and finish. A beautiful blend from dark red mahogany to golden sunburst . . . Arched sounding board of choice Spruce, Maple rim and back, Mahogany neck; ebony fingerboard; patented non-warpable neck; nickel silver frets; pearl position marks front and side; Gibson original head-piece; bone nut; marqueterie around sound hole; white ivoroid binding on upper rim and neck; elevated finger rest; adjustable ebony bridge, compensating saddle; nickeled patent heads; nickel trimmings.



GIBSON TOP
After first carving operation.



GIBSON UNBREAKABLE NECK
Illustrating the famous dovetail lock joint.



GIBSON ADJUSTABLE BRIDGE
Adjustable action and compensating
"off-set" saddle.

How Gibson Gives You More Tone, Volume, Durability

*Fretted instruments built like
Fine Violins*

SOUNDING BOARD AND BACK BOARD CUT FROM A SOLID BLOCK

*Guaranteed to retain all the
vibratory sensitiveness.*

Stradivarius was among the first to develop the true symmetry of the graduated sounding board, thus greatly increasing beauty of tone and vibratory sensitiveness.

Fronts and backs are carved from solid blocks of wood, just as Gibson is doing it today, instead of bending to shape from a flat piece. These blocks are carefully graduated by expert hand carvers from a certain thickness in the center to a delicate thinness near the edge. This delicate graduation leaves the grain layers and fibres in their natural position, free and sensitive, helping to amplify vibrations to their finest possibilities.

GIBSON UNBREAKABLE NECKS

Lock Joint — Dovetail

The Gibson neck is not attached to the head block simply with glue and dowels, but has a tapering dovetail — making a joint almost as tight and solid as though both neck and head block were cut from a single piece. You cannot apply sufficient tension at the nut to loosen the neck from the body.

GIBSON COMPENSATING BRIDGE

*—Insures true tones and
adjustment of string action.*

Gibson carved top Guitar, Mandolin, Mandola and Mando Cello bridges are constructed to overcome the sharpening of tones in upper positions—this is carried out by the scientific "off-set" string saddle. . . Instantaneous adjustment of the string action to suit the individual player is possible with the Gibson bridge.

The Proof Is In the Playing . . .

*—Your pleasure in a Gibson starts
with the first moment you hold it
in your hands and increases steadily,
day by day.*

There is something about the character of a fine instrument that strikes a responsive chord in all of us. We admire it on sight . . . and learn to love it more and more as we cultivate acquaintance with its beauty of tone and feeling expression . . . its swift, proud answer to the lightest touch.

In the Gibson mandolin you possess a musical "Pal" . . . an instrument that brings you satisfaction as lasting as friendship itself. Like a painting by a great master, its value increases with time, rather than diminishes. It is a personal possession to use and treasure through the years.

GIBSON MANDOLIN STYLE A-4

Price \$80.00
Carrying Case Extra



Arched sounding board of choicest Spruce, Mahogany neck, Maple rim and back; brilliant red Mahogany finish blending to glowing sunburst at bridge; white ivoroid binding about top, back and fingerboard; fancy marqueterie around sound hole. Graceful Gibson head-piece; ebony fingerboard, pearl position marks, front and side, nickel silver frets; adjustable ebony bridge, compensating saddle; nicked patent heads; Gibson finger rest; truss rod neck, unwarpageable; bone nut; nickel trimmings. A remarkable instrument with flashing beauty that catches the eye and wins boundless admiration.

Music as You Love to Hear It

—Why the Gibson Mandolin is popular with both musicians and the public. Gibson, the teachers' choice.

Gibsons have a quality of richness that delights you instantly. As the tone mellows with use . . . the action grows more responsive . . . you become as attached to it as you would to an actual member of your family or a very dear friend.

Rare pleasure is yours in playing such a mandolin as this. The opportunities for professional engagements are constantly increasing as the true qualities of the new Gibson become more widely known. The old idea of the sweet, but weak, mandolin voice is giving way to a new enthusiasm created by the broad, powerful tones of the Gibson.

Singly or in groups . . . in amateur and professional orchestras . . . thousands are treading this delightful path to happiness and musical success through the Gibson Mandolin.



GIBSON MANDOLIN
STYLE A

Price \$50.00
Carrying Case Extra

Handsome in appearance and endowed with the true Gibson tone quality. Particularly designed as a popular-priced model incorporating the various improvements found only in a genuine Gibson . . . Ebony finished, arched sounding board of select Spruce, Maple rim and back in Sheraton brown; Mahogany neck, white ivoroid inlay on outer edge of top, marqueterie around sound hole; ebony finger-board, pearl front and side position marks, nickel silver frets; Gibson design finger-rest; nickel trimmings; bone nut. Every Gibson mandolin has a correctly rounded out soprano tone.

Gibson

A New Day Dawns for the Mandolin

—Gibson Artist-Craftsmen develop a new mandolin that opens endless vistas of delight for the music lover.

The modern age demanded it . . . Gibson produced it . . . the mandolin of today.

Beautiful and artistic in appearance . . . voiced with a tone as powerful as it is colorful, you cannot imagine the magnetic appeal of the Gibson mandolin until you have actually listened with your own ears . . . played it with your own hands.

Definitely superior in every detail . . . from now on the mandolin is destined to take its place as one of the most popular of modern instruments. Near-miracles have been wrought by Gibson Craftsmen in their modernization of this beloved instrument.

The Gibson construction is everything . . . the price you pay is of secondary importance . . . there is a Gibson mandolin to match every purse and for every musical purpose.



GIBSON MANDOLIN
STYLE A-0

Price \$35.00
Carrying Case Extra

A very popular model with strong appeal for the many who seek a less expensive mandolin that measures up to professional requirements. It has tonal beauty, accuracy of scale and attractive display. Yet the price is low enough for those who cannot afford a larger outlay of money . . . Arched sounding board of select Spruce, Mahogany neck, Maple rim and back; nickled patent heads; ebony bridge; ebony fingerboard, pearl position marks, nickel silver frets. Elevated finger rest; ebony nut; nickel trimmings. Same dimensions as Style A . . . a Gibson throughout.

Gibson



WM. ZACKIN DAVIDSON

Teacher, soloist and director of Los Angeles. Mandolinist with Russian string Orchestra, popular radio and "Talkie" entertainer.



SIGNOR DAVALO

Organizer and director of Davalo's Spanish Serenaders of vaudeville fame. An artist on the Mandolin, Mandola and Mando Cello.

The Personality of Musical Voices

— The fretted instrument family becomes a complete Symphonic Unit with unlimited possibilities.

A picture painted in a single color hazards monotony . . . and if all human voices were pitched the same and imbued with the same tonal coloring, the art of singing would soon lose its popularity.

So with fretted instruments. Beautiful as are the tones of the guitar, banjo and mandolin, they need the full complement of soprano, tenor, baritone and bass in order to bring out their utmost beauty.

Gibson Craftsmen have met the situation by developing a complete family of fretted instrument voices . . . adding to the mandolin family such instruments as the mandola, mando-cello and mando-bass.

These instruments make it possible to produce a mandolin orchestra capable of the fullest symphonic coloring and equipped to handle the most difficult classes of music. The string section of the regular dance or concert orchestra can double with ease on these instruments . . . and secure wonderful effects.

They are also used with great success as solo instruments in radio broadcasting programs, phonograph recording and in vaudeville.

STYLE H-4

A beautiful artist model, similar to Style F-4 mandolin described on page 56, in design and finish. Wonderful flexibility of tone and ease of playing characterize this instrument. A pure tenor voicing.

Price \$175.00
Carrying Case Extra

STYLE H-1

True Gibson beauty of voice and finish, very moderately priced. Enduring construction in every detail. Similar in design and finish to Style A mandolin shown on page 60.

Price \$75.00
Carrying Case Extra

The Gibson Mandola

— A beautiful tenor voice adds new splendor to the mandolin family.

The tone of the Gibson Mandola is sweet, mellow and resonant. Because of its greater volume and power it is chosen by many in preference to the mandolin. Blends beautifully with the human voice, guitar or piano and is a favorite for solo playing, radio broadcast, sound pictures, vaudeville stage and playing in the home.

Mandola technic is as easily acquired as that of the mandolin. Violin players learn it with ease. The first three strings — A, D and G — are exactly the same as the last three of the mandolin. Only one new string for the mandolin player — the C or 4th string — to learn.



GIBSON
MASTER MANDOLA
STYLE H-5

Price \$260.00
Carrying Case Extra

The pinnacle of master craftsmanship is represented by every detail of this beautiful instrument.

Its golden tones will linger long in your memory and its startling beauty of appearance compels instant admiration.

Special features of this instrument are exactly the same as the Master Model Mandolin shown on page 55. The Mandola body is slightly larger than the mandolin, being one inch wider and two inches longer.

The Gibson Mando-Cello

—The rich beauty of its magnificent baritone voice charms and entrances.

The Gibson Mando-Cello is tuned the same as the violon-cello—an octave and a fifth below the mandolin or violin, and an octave below mandola or viola . . . It corresponds with the violon-cello in voicing, tuning and fingering and has the same compass, from low bass to high tenor. Its deep, stirring quality of tone and great carrying power make it an exceptional favorite . . . The mando-cello is a dominating instrument for solo playing because of its distinctive, powerful tonal broadness and it is immensely successful in small combinations where lack of numbers must be made up by individual power of each instrument. Violon-cello and tenor banjo players find in it the ideal instrument for "doubling."

GIBSON MASTER
MANDO-CELLO
STYLE K-5

Price \$275.00
Carrying Case Extra



STYLE K-5
Like the Master Guitar, Mandolin and Mandola, this Mando-Cello is the most perfect that human hands can build. Without question it is the world's finest instrument of its kind . . . It possesses an immense tone of startling beauty and quality; big round and full in every register. It has won the commendation of many famous artists and musicians who have found in it an opportunity for new musical triumphs . . . The constructional features are the same as the Master Guitar, Style L-5, on page 39.

STYLE K-4
An instrument worthy of the great artist. Powerful tone of exceptional quality. Corresponds in design and finish to artist Model Mandolin, Style F-4, shown on page 56.

Price \$200.00
Carrying Case Extra

STYLE K-1
Moderately priced but with attractive display as well as distinctive. Gibson tone and construction. Similar in design and finish to Style A Mandolin, shown on page 60.

Price \$80.00
Carrying Case Extra

Glorious Colorful Tone . . .

—The Gibson Harp-Guitar blends the rich music of the harp and guitar in a perfect symphony of tonal beauty.

To possess one of these Gibson Harp-Guitars is to know the true joy of almost unlimited musical expression . . . you will be the envy of your musical friends and acquaintances . . . leaders will welcome you in every string instrument ensemble or orchestra.

In outward design, finish and appearance it presents a beauty beyond the powers of description. Musically . . . you will find in this instrument an inspiration for constantly greater accomplishment.

It places at your command the sweet celestial tone of the harp and magnifies many times the virtues of the standard guitar. Built of the choicest woods, designed and carved with exquisite grace and precision in every line.



GIBSON
HARP-GUITAR
STYLE U

Price \$300.00
Carrying Case Extra

The range is four octaves and two notes — from "A" below bass clef staff to the first "B" above treble clef staff . . . Except for size and design this superb Gibson is like the beautiful L-4 on page 40.

In all the world there are no other instruments like Gibsons

The Gibson Mando-Bass

— The Regal Monarch of The Fretted Instrument World.

No other instrument can compare with the Gibson Mando-Bass for the deep but brilliant foundation tones demanded in modern music.

For both solo and rhythm playing it opens a rich field of opportunity for the ambitious musician. Orchestra leaders everywhere are catering to the public favor by adding the bass to even such small combinations as five or more instruments.



GIBSON MANDO-BASS
STYLE J

Price \$150.00
Cover Extra

The deep, profound pulsations of the mando-bass are the very heart and soul of true rhythm. Without it, the other instruments in the combination lose much of their effectiveness. The mando-bass is often featured for solos and for "hot breaks" in the orchestra.

Although unusually easy to master, there are not at present nearly enough bass players to meet the demand.

Beautifully finished and an instrument that will make you the center of attention wherever you go. Played with pick in either sitting or standing position. Its range is just one octave below the four lowest guitar strings and has the same tuning as the bass-viol. Forty-two inch scale with fretted fingerboard.

The Gibson Mona-Steel Strings

An ideal string that gives you a new richness of tone, more brilliancy, with added volume, longer life, easier response and guaranteed not to tarnish.

Mastertone Mona-Steel Tenor Banjo			Mastertone Mona-Steel Plectrum Guitar		
	Doz.	Gross		Doz.	Gross
545 A or 1st, silvered steel.....	\$1.20	\$12.00	465 D or 1st, silvered steel.....	\$1.50	\$12.00
546 D or 2nd, silvered steel.....	1.20	12.00	466 B or 2nd, silvered steel.....	1.30	12.00
547 G or 3rd, wound on steel.....	2.00	20.00	467 G or 3rd, wound on steel.....	2.00	20.00
548 C or 4th, wound on steel.....	2.00	20.00	468 C or 4th, wound on steel.....	2.00	20.00
549 Set of above. Per set.....	.60		469 Set of above. Per set.....	.40	
Mastertone Mona-Steel Plectrum and 5 String Banjo			Mastertone Mona-Steel Mandolin and Mandolin-Banjo		
565 D or 1st, silvered steel.....	\$1.20	\$12.00	157 E or 1st, silvered steel.....	\$1.20	\$12.00
566 B or 2nd, silvered steel.....	1.20	12.00	158 A or 2nd, silvered steel.....	1.20	12.00
567 G or 3rd, wound on steel.....	1.80	18.00	159 D or 3rd, wound on steel.....	1.70	17.00
568 C or 4th, wound on steel.....	2.00	20.00	160 G or 4th, wound on steel.....	2.00	20.00
569 G or 5th, silvered steel.....	1.20	12.00	161 Set of above (8) strings. Per set...	1.10	
570 Set of Plectrum (4) strings. Per set...	.60				
571 Set of 5 string banjo strings. Per set...	.70				
Mastertone Mona-Steel Guitar and Guitar-Banjo			Mastertone Mona-Steel Mando Cello and Cello Banjo		
232 E or 1st, silvered steel.....	\$1.20	\$12.00	203 A or 1st, wound on steel.....	\$1.30	\$18.00
233 B or 2nd, silvered steel.....	1.20	12.00	204 D or 2nd, wound on steel.....	2.30	28.00
234 B or 2nd, wound on steel.....	1.70	17.00	205 G or 3rd, wound on steel.....	3.50	35.00
235 G or 3rd, wound on steel.....	1.90	19.00	206 C or 4th, wound on steel.....	4.30	48.00
236 D or 4th, wound on steel.....	2.00	20.00	207 Set of above (8) strings for Mando-Cello. Per set.....	2.30	
237 A or 5th, wound on steel.....	2.60	26.00	201 Set of above (4) strings for Cello-Banjo. Per set.....	1.15	
238 E or 6th, wound on steel.....	3.50	35.00			
240 Set of six strings: 232, 233, 235, 236, 237, 238. Per set.....	1.20				
241 Set of six strings: 232, 234, 235, 236, 237, 238. Per set.....	1.25				
Mastertone Mona-Steel Hawaiian Guitar			Mastertone Mona-Steel Mandola		
233 E or 1st, silvered steel.....	\$1.20	\$12.00	193 A or 1st, silvered steel.....	\$1.30	\$12.00
233 C sharp or 2nd, silvered steel.....	1.20	12.00	195 D or 2nd, wound on steel.....	1.70	17.00
(Note: No. 233 used for both 1st and 2nd)			196 G or 3rd, wound on steel.....	2.30	23.00
244 A or 3rd, silvered steel.....	1.20	12.00	197 C or 4th, wound on steel.....	2.50	25.00
245 E or 4th, copper wound.....	2.00	20.00	198 Set of above (8) strings. Per set...	1.50	
246 A or 5th, copper wound.....	2.60	26.00			
247 E or 6th, copper wound.....	3.50	35.00			
248 Set of above (6) strings. Per set.....	1.20				
NOTE: If polished strings are desired add one-third.					
Mastertone, Trued by Hand Tenor-Ukulele, Ukulele and Ukulele-Banjo			Mastertone Mando-Bass (42" scale)		
575 B or 1st, trued gut.....	\$2.10	\$21.00	269 G or 1st, copper wound.....	\$0.30	\$ 8.00
576 F sharp or 2nd, trued gut.....	3.00	30.00	270 D or 2nd, copper wound.....	.90	9.00
577 D or 3rd, wound on silk.....	1.50	15.00	271 A or 3rd, copper wound.....	1.00	10.00
578 A or 4th, trued gut.....	2.10	21.00	272 E or 4th, copper wound.....	1.10	11.00
579 Set of above. Per set.....	.75		(Not sold in sets)		
Mastertone Mona-Steel Tenor-Guitar			Mastertone Harp-Guitar Sub Bass		
455 A or 1st, silvered steel.....	\$1.20	\$12.00	250 G sharp or 1st, silver wound.....	\$0.64	\$ 6.40
456 D or 2nd, silvered steel.....	1.20	12.00	251 G or 2nd, silver wound.....	.64	6.40
457 G or 3rd, wound on steel.....	2.00	20.00	252 F sharp or 3rd, copper wound.....	.64	6.40
458 C or 4th, wound on steel.....	2.00	20.00	253 F or 4th, silver wound.....	.64	6.40
459 Set of above. Per set.....	.60		254 D sharp or 5th, silver wound.....	.64	6.40
			255 D or 6th, copper wound.....	.64	6.40
			256 D sharp or 7th, silver wound.....	.64	6.40
			257 C or 8th, silver wound.....	.64	6.40
			258 B or 9th, copper wound.....	.64	6.40
			259 A sharp or 10th, silver wound.....	.64	6.40
			260 A or 11th, silver wound.....	.64	6.40
			261 G sharp or 12th, copper wound.....	.64	6.40
			275 Set of (10) strings: 250-259. Per set.....	5.50	
			276 Set of (12) strings: 250-261. Per set.....	6.40	

Write for FREE copy of the Gibson Accessory Catalog and Hand Book



Gibson Plant Force in 1907



RODNEY C. CHITTENDEN
Production Manager

Back Stage Hospitality

How many visitors to the production department of a manufacturing concern get past the first work bench, or machine? Few, indeed, you will answer. But why? The answer is, that the element of courtesy so much in evidence in the sales and executive offices, seldom penetrates back stage.

The visitor to Gibson, Inc. will find, however, that this condition does not prevail here. The same courteous reception that is accorded the visitor in the front offices of GIBSON, extends to the farthest corner of the plant.

This is Because . . .

GIBSON workers are contented — they appreciate the superiority of the product of their handicraft — they are supremely confident that the hundreds of thousands of users of GIBSON instruments are getting their entire satisfaction — and, above all, GIBSON workers are loyal to the high standards of manufacture which go into every fretted instrument bearing the GIBSON name.

Instrument building in keeping with the GIBSON Standards is a true Art. Embodying the highest ideals of craftsmanship . . . GIBSON is the only manufacturer building a full line of high-grade Banjos, Mandolins, Guitars, Ukuleles and kindred fretted instruments.



This is the Gibson Plant Force in 1930

Sibson
Banjos -
Guitars -
Mandolins - Ukuleles



Ref. S
"The Music Pals of the Nation"

G.K.
Gibson

Mastertone
Fretted Instruments

PRICE
LIST

Effective June First
1930

GIBSON, Inc.
KALAMAZOO, MICHIGAN

GIBSON MANDOLINS

INSTRUMENT		CASES			Complete with Case
Style	Price	Style	No.	Price	Price
A-0	\$ 35.00	UTILITY	102	\$ 5.50	\$ 40.50
		FAULTLESS V	362	12.00	47.00
A	50.00	UTILITY	102	5.50	55.50
		FAULTLESS V	362	12.00	62.00
A-4	80.00	UTILITY	102	5.50	85.50
		FAULTLESS V	362	12.00	92.00
F-2	110.00	FAULTLESS SP	371	16.50	126.50
		FAULTLESS SP	440	38.00	148.00
F-4	150.00	FAULTLESS SP	371	16.50	166.50
		FAULTLESS SP	440	38.00	188.00
F-5	250.00	FAULTLESS SP	371	16.50	266.50
		FAULTLESS SP	440	38.00	288.00

GIBSON GUITARS

L-0 $\frac{3}{4}$ size	35.00	UTILITY	407	9.25	44.25
L-0	35.00	UTILITY	114	10.50	45.50
L-1	50.00	FAULTLESS FL	417	15.00	50.00
		UTILITY	114	10.50	60.50
L-2	75.00	FAULTLESS FL	417	15.00	65.00
		UTILITY	114	10.50	85.50
L-3	100.00	FAULTLESS FL	417	15.00	90.00
		FAULTLESS V	410	22.50	122.50
L-4	150.00	FAULTLESS SP	515	29.50	179.50
L-5	275.00	FAULTLESS SP	515	29.50	304.50

GIBSON HAWAIIAN GUITARS

NOTE: When ordering any style Guitar for strictly Steel or Hawaiian playing—add letter "H" after Style Number. Example: L-1H.

NICK LUCAS SPECIAL GUITAR

NL	125.00	FAULTLESS V	411	24.00	149.00
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GIBSON TENOR GUITARS

TG-0	35.00	UTILITY	114	10.50	45.50
TG-1	50.00	FAULTLESS V	417	15.00	50.00
		UTILITY	114	10.50	60.50
		FAULTLESS V	417	15.00	65.00

GIBSON PLECTRUM GUITAR

PG-1	60.00	FAULTLESS FL	417	15.00	75.00
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GIBSON UKULELES

Uke-1	10.00	CANVAS	80	1.75	11.75
Uke-2	15.00	CANVAS	80	1.75	16.75
Uke-3	20.00	CANVAS	80	1.75	21.75
		FAULTLESS FL	310	6.50	26.50

GIBSON TENOR UKULELE

TU	30.00	FAULTLESS FL	311	9.00	39.00
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GIBSON MANDOLAS

H-1	75.00	FAULTLESS V	378	12.50	87.50
H-4	175.00	FAULTLESS SP	388	17.00	192.00
H-5	260.00	FAULTLESS SP	388	17.00	277.00

GIBSON MANDO-CELLOS

K-1	80.00	FAULTLESS V	394	21.00	101.00
K-4	200.00	FAULTLESS SP	408	24.00	224.00
K-5	275.00	FAULTLESS SP	515	29.50	304.50

Gibson

... Custom-Built
Tenor, Plectrum or
Five String Banjos

All American
\$550
With Case

Florentine
\$450
With Case

Custom Built Ukulele... \$50.00

Harp Guitar

Style U \$300.00

Case No. 435 \$ 37.50

Complete with Case \$337.50

Bass Banjo

Write for Prices

Mando-Bass

Style J \$150.00

Bag No. 159 \$ 11.00

Complete with Bag \$161.00

FL—Flannel Lining V—Velvet Lining
SP—Silk Plush Lining

Small Carrying Charge
for Instruments Purchased
on Installments

GIBSON TENOR-BANJOS

INSTRUMENT		CASES			Complete with Case
Style	Price	Style	No.	Price	Price
TB-1	50.00	FAULTLESS FL	511	12.50	62.50
TB-2	75.00	FAULTLESS SP	509	21.00	96.00
		FAULTLESS FL	511	12.50	87.50
TB-3	100.00	FAULTLESS SP	509	21.00	121.00
		FAULTLESS FL	511	12.50	112.50
TB-4	150.00	FAULTLESS SP	509	21.00	171.00
		FAULTLESS FL	511	12.50	162.50
TB-G	200.00	FAULTLESS SP	509	21.00	221.00
TB-6	300.00	FAULTLESS SP	509	21.00	321.00

GIBSON PLECTRUM BANJOS

PB-1	50.00	FAULTLESS FL	521	13.50	68.50
		FAULTLESS SP	522	22.00	72.00
PB-3	100.00	FAULTLESS FL	521	13.50	113.50
		FAULTLESS SP	522	22.00	122.00
PB-4	150.00	FAULTLESS FL	521	13.50	163.50
		FAULTLESS SP	522	22.00	172.00
PB-G	200.00	FAULTLESS SP	522	22.00	222.00
PB-6	300.00	FAULTLESS SP	522	22.00	322.00

GIBSON REGULAR (5-STRING) BANJOS

RB-1	60.00	FAULTLESS FL	521	13.50	73.50
RB-3	115.00	FAULTLESS SP	522	22.00	82.00
		FAULTLESS FL	521	13.50	128.50
RB-4	150.00	FAULTLESS SP	522	22.00	187.00
		FAULTLESS FL	521	13.50	168.50
RB-G	200.00	FAULTLESS SP	522	22.00	172.00
		FAULTLESS SP	522	22.00	222.00

GIBSON MANDOLIN-BANJOS

MB-1	50.00	FAULTLESS FL	385	9.50	59.50
MB-2	75.00	FAULTLESS SP	390	16.50	91.50
MB-3	100.00	FAULTLESS SP	393	18.50	118.50

GIBSON GUITAR-BANJOS

GB-1	60.00	FAULTLESS FL	521	13.50	73.50
		FAULTLESS SP	522	22.00	82.00
GB-3	125.00	FAULTLESS FL	521	13.50	138.50
		FAULTLESS SP	522	22.00	147.00

GIBSON CELLO-BANJO

CB-3	125.00	FAULTLESS FL	521	13.50	138.50
		FAULTLESS SP	522	22.00	147.00

GIBSON UKULELE-BANJOS

UB-1	10.00	CANVAS	90	1.75	11.75
UB-2	18.00	CANVAS	95	2.00	20.00
		UTILITY	111	4.50	22.50
UB-3	80.00	FAULTLESS FL	413	8.50	88.50
UB-4	50.00	FAULTLESS FL	413	8.50	58.50