

Adison

GUITARS • BANJOS • MANDOLINS • UKULELES • ELECTRIC INSTRUMENTS • STRINGS

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GIBSON INSTRUMENTS

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CATALOG X

Prices Are Subject to Change Without Notice

GIBSON, INC.

Kalamazoo, Mich.

[PRINTED
IN U.S.A.]

Gibson Instruments are Made in the Largest, Most Complete and Modern Fretted Instrument Factory, devoted to Fine Instruments, in the World!

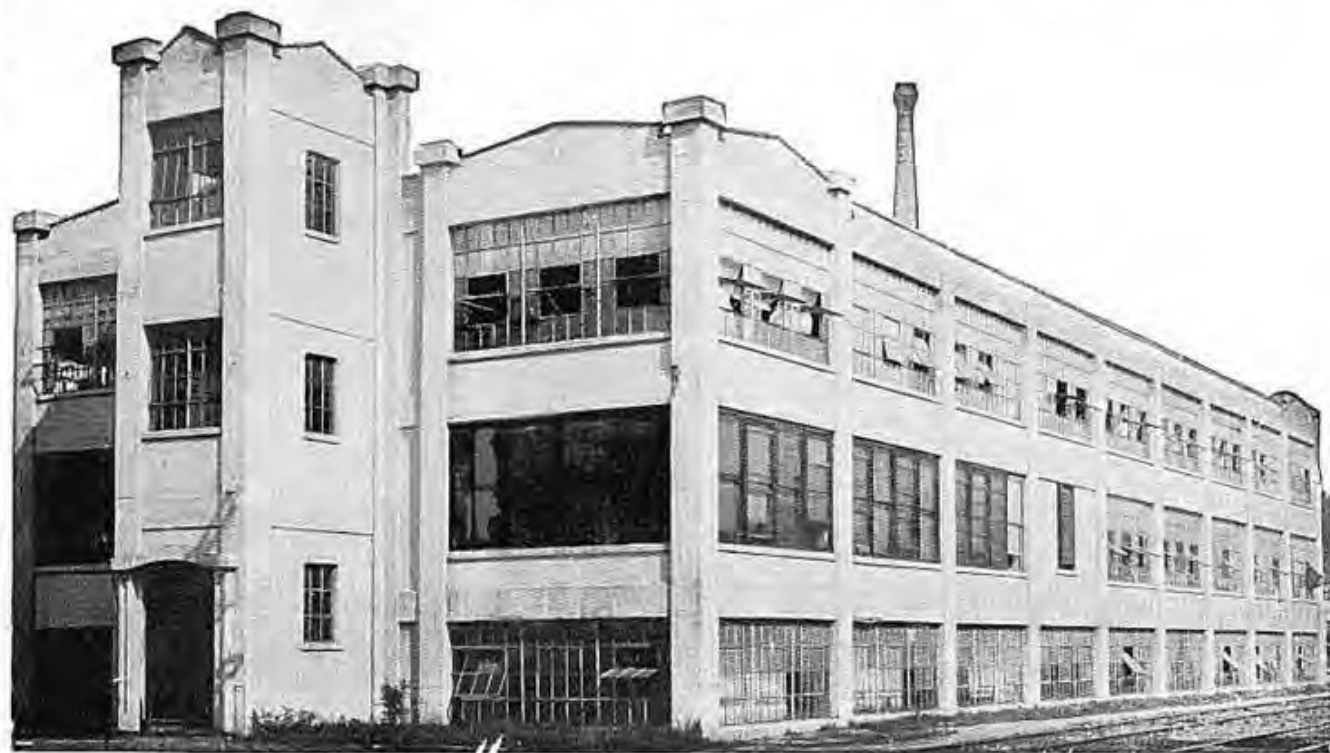
WE extend to you a hearty invitation to visit the Gibson Factory in Kalamazoo, Michigan — we promise you that it will be interesting, exciting, amazing, educational and a lot of fun.

Hundreds of people from all over the world visit the Gibson Factory every year — almost without exception, each of these visitors is amazed at the size of the plant when they first approach it from the outside, but their amazement grows as they are escorted through the different departments by an expert guide.

This is not surprising, because few people realize the number of skilled workers—the tremendous supply of woods in process of seasoning—the up-to-date equipment—the infinite care in every small detail of each instrument from the lowest priced to the highest—the costly experimental work — the spirit of friendliness and co-operation among the employees — that are required to build instruments of the caliber of Gibsons.

Yes, we are proud of our factory — not because we can say it is the biggest, but for what it represents to players of the guitar, banjo and mandolin throughout the world—to us and to them it means devotion to an ideal, never half-way, constant improvements and a service that is more than we claim for it.

Will you accept our invitation and pay us a visit?



GIBSON GUITARS



Reprint of Gibson catalog page 30 years ago.

Ask any guitar player, whether he is just a beginner or high salaried artist, what kind of a guitar he is playing, and then notice the feeling of pride in his voice when he answers "A Gibson."

That is the whole secret of Gibson popularity—PRIDE—the Gibson workmen are proud of the instruments they create, Gibson dealers are proud of the instruments they sell, and Gibson owners are proud of the instruments they play.

The making of fine guitars cannot be acquired over night—it takes years and years of study and experimentation. Gibson originated carved tops and backs for guitars years ago—that is why Gibson has a tremendous advantage of years and experience. This is an advantage that all the money in the world cannot buy.

Gibson has always led the field in building instruments to meet the demands of the day—thirty years ago the carved top and back guitar illustrated on this page was far ahead of any other instrument—today, the guitars shown in this catalog are so up-to-date that they are accepted as patterns for other makers and will be for years to come.

Own an original—it actually costs less than the imitation.

The STORY OF GIBSON—is continued on page 6.

The "Super 400"

The choicest of the finest materials the world has to offer—workmanship such as can come only with a quarter of a century of experience—infinite care in making and matching every single part, whether it is an entire back or a small piece of bracing—inlay and binding that is pure artistry—heavy gold plating and engraving—a beautiful hand rubbed and shaded finish that completes this picture of perfection. And of course, the tone, voicing and power that only the combination of these integral parts can produce.

[3]



PRICE
\$400

Including solid brown leather, American Beauty silk plush lined de luxe case with heavy chrome plated luggage catches, and waterproof zipper cover with leather bindings and metal bumpers.

Genuine quality needs no spokesman—the sparkling beauty of a rare gem, expertly cut and polished, tells its own story of magnificence—the rich, full tone of a Stradivarius can be instantly recognized as the finest human hands ever produced—a champion does not prove his prowess by telling about it, he shows actual results.



GEORGE SMITH
Paramount Studios



EDDIE STOCKBRIDGE
RKO Studios



RICHARD EHRECKE
Warner Bros., First National



EDDIE SKRIVANEK
NBC and Studio Artist

“Only a Gibson At The HOLLYWOOD STUDIOS Is Good Enough”



BOBBY SHERWOOD
MGM Staff Guitarist



BERDEL MATHIS
Teaching-Radio-Studios



VIC CARPENTER
Studios-Theatre



DICK ROBERTS
Records, Stage, Radio and Movies

STYLE L-5

ADVANCED MODEL

Carved Top and Back

It was difficult for us to improve on the L-5 Guitar — its traditional quality and beauty have made it so near perfect that for years, although it has been the most imitated guitar in the world, it was impossible for others to copy the real personality of the L-5.

The new Advanced L-5 has more volume—more cutting power for orchestral playing—the tone is richer—its new design, decorations and finish make it a real thing of beauty.

FEATURES

- Advanced size 17" wide and 21" long.
- The top is of finest air seasoned spruce; selected highly figured curly maple is used in the back, rim and neck; the fingerboard is of genuine ebony.
- Finished in a rich, satiny Cremona brown; hand rubbed and polished; golden sunbursts on the top, back, rim and neck.
- Five ply, alternate black and white ivoroid binding around peghead, fingerboard, top edge of body and fingerrest; three ply white, black, white ivoroid binding around back edge of body; large genuine pearl inlays in fingerboard and peghead; gold plated and beautifully engraved, improved tailpiece; side position marks.
- Improved type Grover individual machine heads, gold plated; new compensating tailpiece; elevated brown ivoroid fingerrest bound to match other binding; new adjustable rosewood bridge; white end pin; 20 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$275.00

CASE

No. 600 — Covered with strong waterproof Aeroplane Cloth — heavy nickel plated luggage catches — American Beauty silk plush lining. \$27.00.

Case Cover: Tan zipper waterproof cover — leather bindings — metal bumpers. \$15.00.





CARL KRESS
Radio-Records

ONLY A
Gibson
IS GOOD ENOUGH



ANDRE KOSTELANETZ and
JOHN CALI, Guitarist
Chesterfield Program

We take the Pick of the World's Finest Woods

If you were to set out with an unlimited amount of money, it would be impossible for you to secure any finer woods than those used in Gibson instruments—we pay more for these choice materials, yet a Gibson costs you no more than an instrument made of ordinary wood.

Mother nature always plays favorites with certain of her offspring—in the mountain forests there are certain majestic spruce trees that grow taller, finer and straighter grain than their fellows; in the northern woods there are maples that are tougher, stronger and produce whiter wood; also, in these northern woods there are maples whose beautifully figured curl almost makes one believe that some artist made the design; in far off Madagascar grows ebony with granite-like strength; in Brazil, a careful search reveals rosewood that is harder and more beautifully grained than the average run.

—from these favorites of mother nature are selected the woods that go into Gibson instruments.

You will find the interesting STORY OF GIBSON
continued on page 10.



RUDY VALLEE and
FRANK STAFFA
Rudy Vallee Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



MEREDITH WILSON and
PAUL MARTIN
N B C San Francisco

STYLE L-12

ADVANCED MODEL

Carved Top and Back

FEATURES

- Advanced size—17" wide and 21" long.
- Curly maple back; fine spruce top; selected northern maple rim and neck; rosewood fingerboard.
- Rich deep brown mahogany finish with golden sunburst shading on top and back.
- White, black and white ivoroid binding around peghead, fingerrest, and top edge of body; bottom edge of body and fingerboard bound with white ivoroid; new design large pearl inlays in fingerboard and peghead.
- Gold plated new design extension tailpiece and individual Grover machine-heads; elevated brown ivoroid fingerrest; new adjustable rosewood bridge; side position marks; 19 frets; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$175.00

CASES

No. 606 — Strong three ply construction, covered with strong waterproof imitation black leather — purple flannel lining. \$16.50.

No. 600 — Covered with waterproof Aeroplane Cloth — sturdy luggage catches — heavy American Beauty silk plush lining. \$27.00.

Case Cover: Tan zipper waterproof cover — leather bindings — metal bumpers. \$15.00.





HERBERT KRATOSKA
Kansas City, Mo.



FLOYD GRAHAM
Kansas City, Mo.



EARL BACKUS
Kansas City, Mo.



LOU HACKLER
Kansas City, Mo.

"Only a Gibson

In KANSAS CITY

Is Good Enough"



VAL TATHAM
Kansas City, Mo.



JOE CALDERELLO
Kansas City, Mo.



TOMMY DAVIS
Kansas City, Mo.



BILL WAMPLER
Kansas City, Mo.

STYLE L-10

ADVANCED MODEL

Carved Top and Back

FEATURES

- Advanced size—17" wide and 21" long.
- Fine, close grain spruce top, northern maple back and rims, mahogany neck, rosewood fingerboard.
- Beautiful, deep, lustrous red mahogany finish with golden sunburst shading on top.
- Attractive new black and white ivoroid binding inlaid with checker designs around top edge of body; white ivoroid binding around peghead, fingerboard, fingerrest and bottom edge of body; fingerboard and peghead inlaid with genuine pearl.
- Bright chrome plated individual Grover machine heads and new design extension tailpiece; side position marks; white end pin; adjustable rosewood bridge; 19 frets; elevated brown ivoroid fingerrest.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$150.00

CASES

No. 606 — Strong three ply construction, covered with strong waterproof imitation black leather — purple flannel lining. \$16.50.

No. 600 — Covered with waterproof Aeroplane Cloth — sturdy luggage catches — heavy American Beauty silk plush lining. \$27.00.

Case Cover: Tan zipper waterproof cover — leather bindings — metal bumpers. \$15.00.





DICK MORGAN
Horace Heidt Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



GLEN GRAY and
JACK BLANCHETTE
Casa Loma Orchestra

*Just a Rod in the Neck is
Not Enough --- Only Gibson
has the Rod Plus Adjustment*



Like the carved top, Gibson originated the means of strengthening necks of guitars, banjos and mandolins with a steel rod—there is no better proof of the value of this feature than the fact that efforts have been made to copy the idea in many modern instruments.

BUT—the rod in the neck alone is not enough!

IT IS THE ADJUSTMENT THAT COUNTS—and only Gibson has it!

It is impossible to absolutely guarantee that a neck will not bend from climatic changes or the tremendous tension of the strings—and if the neck on your instrument does bend, you have wasted your money (unless it is a Gibson) because it is of no use, due to the fact that the strings are hard to push down to the fingerboard and it is out of tune in the upper registers. However—if your instrument is a Gibson, the neck can be adjusted perfectly in a few seconds, thanks to the Gibson adjustable truss rod neck construction, and you will not have to spend your money over again for a new instrument, or struggle along with sore fingers and an inaccurate instrument.

Another thing—just an ordinary straight rod in the neck does not do any good, it bends with the wood and stays bent! The Gibson truss rod is scientifically arched and braced in such a way that it continually pulls against the strain of the neck and seldom is it necessary to adjust the truss rod.

You will find the **STORY OF GIBSON** continued on page 14.

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MUZZY MARCELLINO
Ted Fio Rito Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



FRANK WORRELL
C B S Staff
New York

STYLE L-7

ADVANCED MODEL

Carved Top and Back

FEATURES

- Body size—17" wide and 21" long.
- Northern maple back and rim; mahogany neck; genuine air seasoned spruce top; rosewood fingerboard.
- Chocolate brown finish with golden sunburst shading on top.
- Fingerboard and peghead inlaid with attractive pearl designs; top and bottom edges of body, peghead, fingerboard and fingerrest bound with white ivoroid.
- Elevated brown celluloid fingerrest; side position marks; rosewood adjustable bridge; nickel plated individual Grover machine heads, and new design extension tailpiece; 19 frets; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$125.00

CASES

No. 606 — Strong three ply construction — covered with strong waterproof imitation black leather — purple flannel lining. \$16.50.

No. 600 — Covered with heavy waterproof Aeroplane Cloth — sturdy luggage catches — heavy American Beauty silk plush lining. \$27.00.

Case Cover: Tan zipper waterproof cover — leather bindings — metal bumpers. \$15.00.





AL COX
Orchestra and Radio
Detroit, Michigan



EDDIE COLLINS
Ruby and His Orchestra
Detroit, Michigan



JACK HILL
Station WWJ
Detroit, Michigan



FRITZ KINGSLAND
Boyd Center Orchestra
Detroit, Michigan

"Only a Gibson

In DETROIT

Is Good Enough"



GORDON WELCH
Orchestra and Radio
Detroit, Michigan



FRANCIS GRINNELL
Orchestra and Radio
Detroit, Michigan



BUD WEBSTER
Station WXYZ
Detroit, Michigan

STYLE L-4

Carved Top and Back

FEATURES

- Grand auditorium size—16 $\frac{1}{4}$ " wide and 20 $\frac{1}{4}$ " long.
- Fine grain spruce top; northern maple back and rim; mahogany neck; rosewood fingerboard.
- Chocolate brown finish with golden sunburst on top.
- Beautiful pearl inlays in peghead and fingerboard; top and bottom edges of body, fingerboard and peghead bound with white ivoroid.
- Elevated fingerrest; white end pin; individual Grover machine heads, nickel plated; adjustable rosewood bridge; new design nickel extension tailpiece; side position marks; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$100.00

CASES

No. 514 — Heavy Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

No. 515 — Three ply construction — strong imitation black leather covered — waterproof — American Beauty silk plush lining. \$25.00.



THE BOYS IN BLUE—JOE FAVA, Guitarist, Detroit, Mich.





SHEP FIELDS and
CHARLES SOCCI
Shep Fields Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



JIMMY SMITH
Radio-Records
New York

Gibson Never has to Use Unseasoned Wood -- 150,000 Square Feet of Open Air Lumber Storage Assures No "Second Quality"

When you visit the Gibson Factory in Kalamazoo, the first thing you will be shown is the huge open air lumber yard where thousands and thousands of feet of spruce, maple, mahogany, rosewood and ebony are slowly air-seasoning. There is no artificial substitute for this slow, natural seasoning—mother nature cannot be hurried.

Some of this lumber has been in our yards for five years or more and is about ready to be shaped into Gibson instruments—some of it will have five years to wait before it is sufficiently air-seasoned to pass our requirements.

By being able to purchase materials in carload lots, having our pick of the finest, and having such large storage facilities, we can assure you properly selected and seasoned woods in every Gibson instrument.

Our lumber experts decide both by "feel" and by ingenious instruments just when the lumber is of correct moisture content—then, and only then, is it ready for use.

You will find the STORY OF GIBSON continued on page 18.



ISHAM JONES and
GEORGE WARTNER
Isham Jones Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



CLYDE MCCOY and
ROBERT DOMENICK
Clyde McCoy Orchestra

STYLE L-75

Carved Top and Back

FEATURES

- Grand auditorium body size—16 $\frac{1}{4}$ " wide and 20 $\frac{1}{4}$ " long.
- Genuine selected fine grain spruce top; mahogany rim, back and neck; rosewood fingerboard.
- Dark brown mahogany finish with sunburst shading on top, back, rim and neck.
- White ivoroid binding on top and bottom edges of body, and fingerboard.
- Genuine pearl inlays in fingerboard and peghead; attractive purfling ring inlaid around sound-hole.
- Nickel plated new design extension tailpiece and individual Grover machine heads with white ivoroid buttons; ebony adjustable bridge; white end pin; side position marks; elevated brown ivoroid fingerrest; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$75.00

CASES

No. 103 — Challenge, side opening — purple flannel lining. \$5.25.

No. 514 — Heavy Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

HAND SHAPED NECKS TO FIT YOUR HAND

Every Gibson neck is shaped by hand—this is a highly specialized job done by workmen with many years of experience. Accurate gauges tell these workmen when they have the neck shaped just right for the fastest, smoothest and easiest playing.

The very best of northern maple and Honduras mahogany are used in Gibson necks—expert seasoning also plays a big part, for it is the neck of a guitar, banjo or mandolin that carries the greatest strain and unless it is properly seasoned, the finest wood will not stand up.





CECIL OGLE
Toledo, Ohio



JOHN MARZLUFF
Toledo, Ohio



HENRY FLUETTE
Toledo, Ohio

“Only a Gibson

In TOLEDO

Is Good Enough”



NATE LAWTON
Toledo, Ohio



BILL SIM'S ORCHESTRA
BUZZ WERNERT, Guitarist
Toledo, Ohio



HARRY DE ARMOND
Toledo, Ohio

STYLE L-50

Carved Top

FEATURES

- Grand auditorium body size—16 $\frac{1}{4}$ " wide and 20 $\frac{1}{4}$ " long.
- Selected fine grain spruce top; northern maple back and rim; mahogany neck; rosewood fingerboard.
- Chocolate brown finish with golden sunburst shading on top.
- White ivoroid binding on top and bottom edges of body; pearl inlays in fingerboard and peghead.
- Ebony adjustable bridge; white end pin; elevated brown celluloid fingerrest; nickel plated individual Grover machine heads with white ivoroid buttons; new design nickel tail-piece; side position marks; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$50.00

CASES

No. 103 — Challenge, side opening — purple flannel lining. \$5.25.

No. 514 — Heavy Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.



ROLAND SMITH
Toledo, Ohio





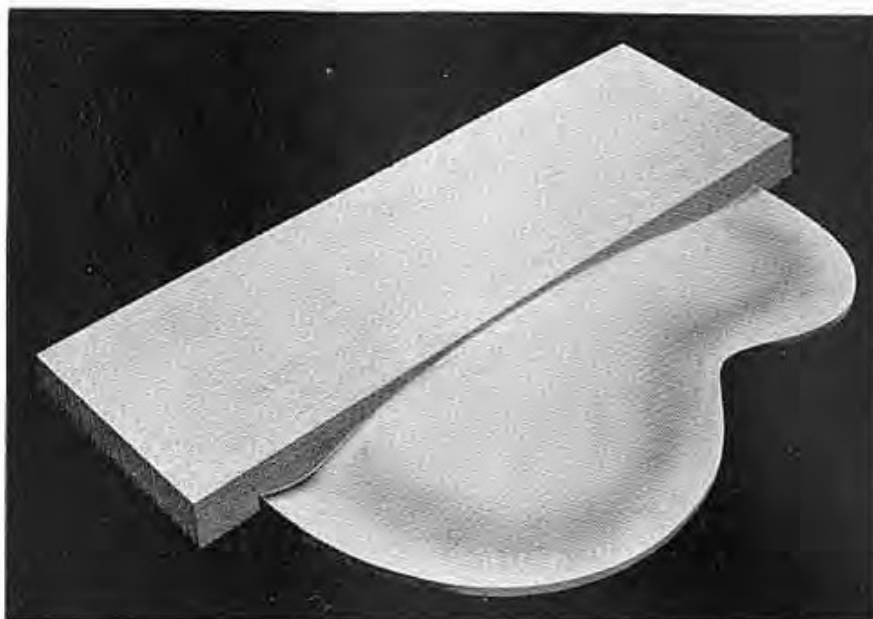
LOU BONNIE
Waring's Pennsylvanians

ONLY A
Gibson
IS GOOD ENOUGH



FRANK VICTOR
Radio
New York

From a Solid Block of One Inch Mountain Spruce to a Gibson Carved Top



Let's follow a Gibson carved top through the hands of many experienced workmen.

After thorough open air seasoning, the fine grained, white spruce is sawed to blocks 1" thick by 18" wide by 25" long—then it is carved to rough shape by a special machine which follows a master pattern to the thousandth of an inch—this operation is supervised by a workman with over a quarter century of experience in making carved tops and backs. If the slightest flaw appears during the carving process, the top is instantly thrown out.

Now the top is ready for the most delicate of all work—the hand graduating, which can only be done by workmen with years and years of experience. After the top comes from the carving
(Continued on page 19)

[18]



TONY OLIVER
Vincent Lopez Orchestra

ONLY A
Gibson
IS GOOD ENOUGH



TED POWELL
Abe Lyman Orchestra

STYLE L-37

Carved Top

FEATURES

- Body size—14 $\frac{3}{4}$ " wide and 19 $\frac{1}{4}$ " long.
- Fine grain spruce top; northern maple back and rim; mahogany neck; rosewood fingerboard.
- Deep rich red mahogany finish with sunburst shading on top; genuine pearl inlays in fingerboard; top and bottom edges of body bound with white ivoroid.
- New type machine heads, nickel plated with white buttons; elevated brown celluloid fingerrest; nickel plated extension tailpiece; white side position marks and end pin; adjustable ebony bridge; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$37.50

CASES

No. 115 — Challenge, side opening — purple flannel lining. \$5.00.

No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

CARVING A GIBSON TOP

Continued from page 18

machine, it is carefully inspected by the man who is going to do the graduating, for like the delicate job of cutting a large diamond, each top has to be handled individually. A fine carved top is not the same thickness throughout—the variation in different parts of the top may be only 1/64 of an inch, but these slight differences are extremely important to tone and volume. The workmen who do the hand graduating are like those artists who have created the world's finest violins—even if they were instructed to turn out inferior tops, they could not do it because they only know how to do the finest work possible. Although these workmen use extremely accurate gauges on every square inch of the top, they have developed such a sensitive touch that they can tell immediately when a top is correctly graduated.





"GORDE" BIRCH, Guitarist
Sherman Hotel, Chicago



JACK ROSE
N B C Staff, Chicago



RHUBARB RED
WJJD Staff, Chicago

"Only a Gibson

In CHICAGO

Is Good Enough"



KAPPY KAPLAN
Charlie Gaylor Orchestra, Chicago



THE RHYTHM BOYS
BILL BURNS, Hawaiian Guitar
AL BARNITZ, Spanish Guitar
Chicago



SEYMOUR DRUGAN
WGN Staff, Chicago



RALPH MAZZA
WBBM Staff, Chicago

STYLE L-30

Carved Top

FEATURES

- Body size—14 $\frac{3}{4}$ " wide and 19 $\frac{1}{4}$ " long.
- Genuine carved fine grain spruce top; maple back and rim; mahogany neck; rosewood fingerboard.
- Lustrous black ebony finish, beautifully offset by white ivoroid binding around top edge of body, and genuine pearl inlays in fingerboard.
- White side position marks; new type machine heads, nickel plated with white buttons; nickel plated extension tailpiece; ebony adjustable bridge; elevated brown ivoroid fingerrest; white end pin; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$30.00

CASES

No. 115 — Challenge, side opening — purple flannel lining. \$5.00.

No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

GIBSON FINGERBOARDS

During your trip through the Gibson Factory, you will be shown one of the most valuable and intricate pieces of equipment in the entire plant—it is a complicated saw that marks the fret positions—the entire fingerboard is marked in one operation. The saws are spaced with unvarying tempered tool steel, and when not in use are carefully stored in our vault.

That is why Gibson fingerboards are always accurate. The new fingerboard oval which fits the natural contour of the fingers, and the low easy action frets, explain the ease with which Gibson instruments are played.





NICK LUCAS MODEL

Flat Top and Back

This guitar was designed by Nick Lucas, famous star of talkies, records, stage and radio, whose popularity is justly deserved, as will be enthusiastically verified by anyone who has been fortunate enough to see and hear him play and sing. It has extra depth of tone but with a certain rich brilliancy in its voicing.

Nick has inspired many boys and girls to take up the guitar—some of them are well known artists today—and the guitar you hear him play is the Nick Lucas model, designed for his own personal use and now offered to all guitarists who need this type of instrument.

FEATURES

- Designed by Nick Lucas.
- Extra deep body—4½" deep; 14¾" wide and 19¼" long; special bracing and construction to bring out depth of tone.
- Curly maple back and rim; mahogany neck; selected spruce top; rosewood fingerboard.
- Cremona brown finish with sunburst shading on top, back and rim to bring out beauty of woods; top and bottom edges of body and sides of fingerboard bound with white, black, white ivoroid; fancy pearl inlays in fingerboard and peghead; attractive purfling around sound-hole.
- Nickel individual machine heads; rosewood bridge with white bone offset saddle and white pins; side position marks; white end pin; inlaid brown ivoroid fingerrest; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$90.00

CASE

No. 411 — Heavy Faultless construction — imitation black leather waterproof covering — green velvet lining. \$24.00.



You Have Never Heard a Guitar Like This!

NEW ADVANCED JUMBO

Flat Top and Back

Do you like a deep, throaty guitar—one that has a bass so deep, rich and full that it can be "felt" as well as heard—and a treble that responds to the bass with a harmonious singing brilliancy?

—the new **Advanced Jumbo** is that guitar!

This new model is designed, from top to bottom, for vocal accompaniment and small combination playing—the cowboy or mountain type of music—on stage, radio or records.

FEATURES

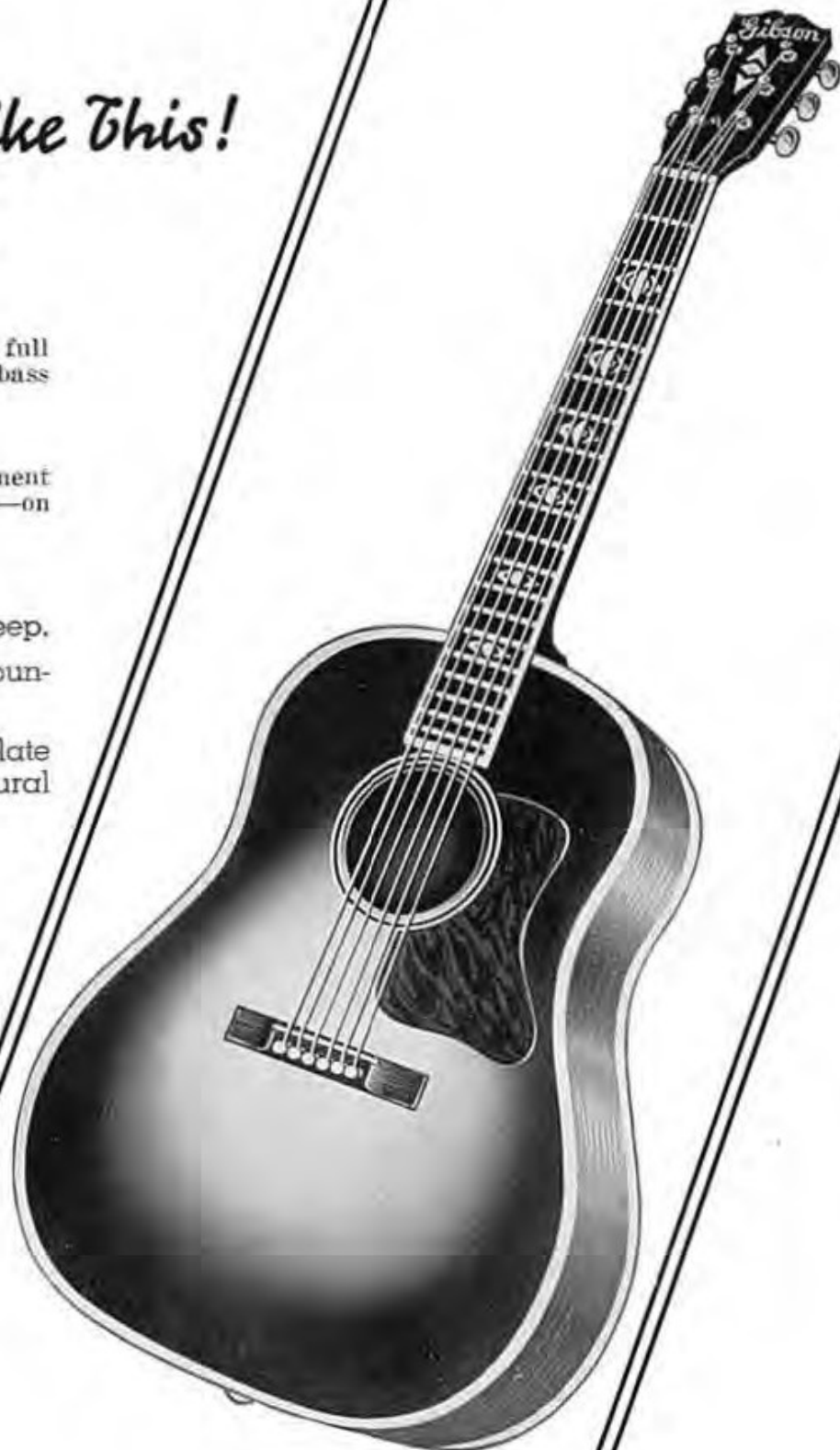
- New shape and size—body is 16" wide, 20 $\frac{1}{4}$ " long and 4 $\frac{1}{2}$ " deep.
- Genuine rosewood back and rim; mahogany neck; selected mountain spruce top; rosewood fingerboard with 19 frets.
- Natural hand rubbed rosewood finish on back and rim; chocolate brown top with golden sunburst at bridge; neck finished in natural mahogany.
- White ivoroid binding around top and bottom edge of body and fingerboard; new design pearl inlays in fingerboard and peghead; purfling around sound-hole.
- Nickel plated individual Grover machine heads; reinforced rosewood bridge with white pins and offset bone saddle; side position dots; inlaid brown celluloid fingerrest; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$80.00

CASES

No. 118 — Challenge, side opening — purple flannel lining. \$6.00.

No. 418 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$15.00.





KENNETH BRUCE and
FRANK FLORESTANO
Duluth, Minn.



HARRY VOLPE
Radio
New York



ELMER FRANKHOUSER and
LESLIE PRICE
Reading, Pa.



JOE SZOT
Teacher-Soloist
Milwaukee, Wisc.

"Only a Gibson is Good Enough"



TONY GIRARDI
Joe Candulla Orchestra
En Route



HERMAN HALL
Teacher-Soloist
Indianapolis, Ind.



NICK MELIA
Teacher-Soloist
New York, N. Y.



TED BROOKS
Teacher-Soloist
Birmingham, Ala.

CENTURY MODEL STYLE L-C

Flat Top and Back

FEATURES

- Body size— $14\frac{3}{4}$ " wide and $19\frac{1}{4}$ " long.
- Figured curly maple back and rim; selected spruce top; mahogany neck.
- Beautiful pearloid fingerboard and peghead inlaid with rosewood and pearl, bound with black and white ivoroid.
- Shaded chocolate brown finish with golden sunburst on top, back, rim and neck; top and bottom edges of body bound with white ivoroid; purfling around sound-hole.
- Inlaid brown celluloid fingerrest; rosewood bridge with offset bone saddle and white pins; white end pin; nickel plated individual machine heads with white buttons; side position marks; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$55.00

CASES

No. 115 — Challenge, side opening — purple flannel lining. \$5.00.

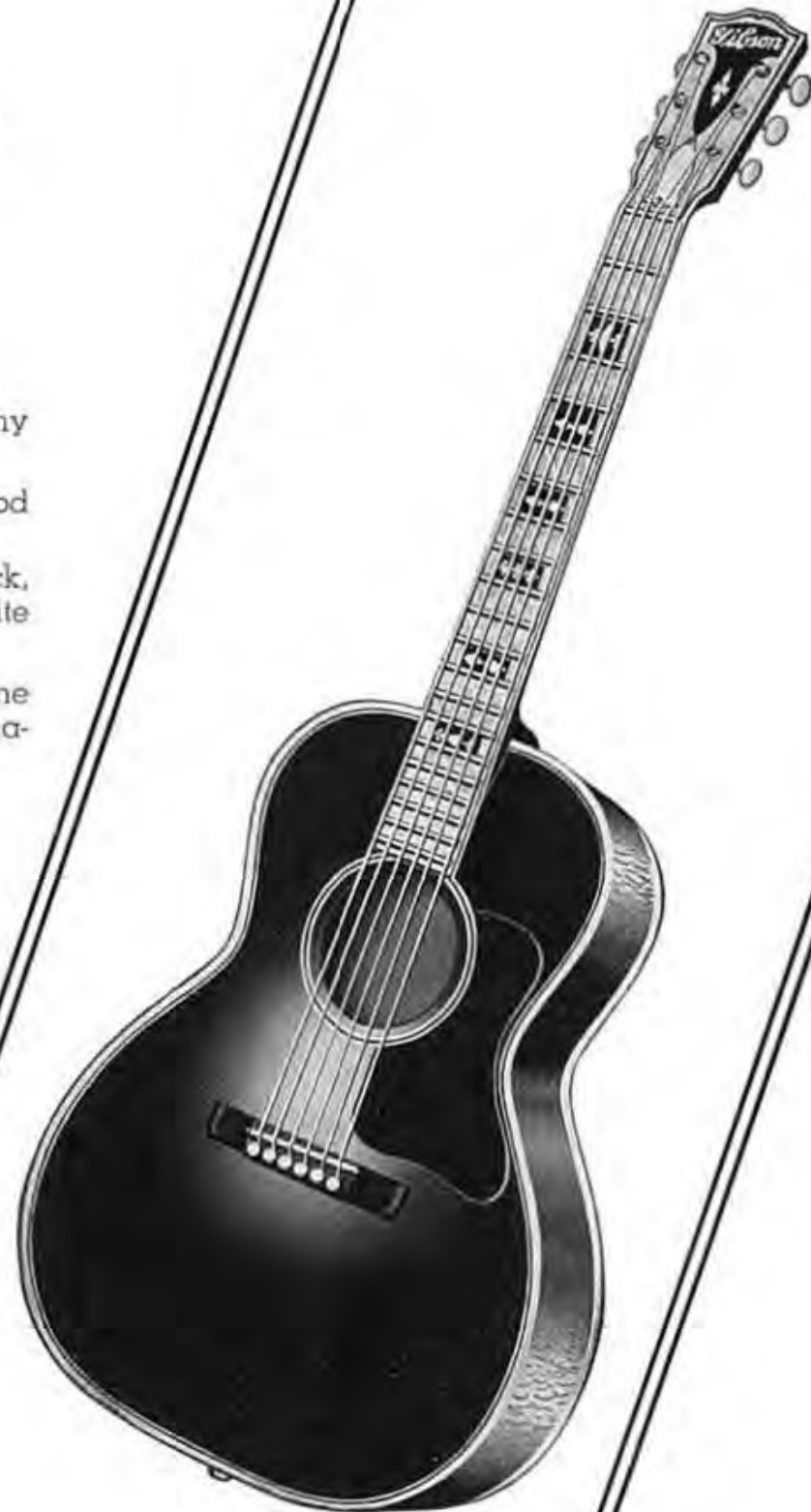
No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

GIBSON HAWAIIAN GUITARS

Gibson now gives you a complete line of Hawaiian guitars—made exclusively for Hawaiian playing. Special body construction—special neck and fingerboard—raised bone nut and bridge saddle — a tone you like in a Hawaiian guitar.

You will find wooden Hawaiian guitars listed on pages 29 and 30—priced from \$27.50 up.

Electric Hawaiian guitars are on pages 32, 33, 34, 35— as low as \$100.00 for a complete, genuine Gibson.



New -- **JUMBO "35"**

This new model has the extra wide and extra deep Jumbo size—and at a price within the reach of every player.

Flat Top and Back

FEATURES

- Body size 16" wide, 20 $\frac{1}{4}$ " long and 4 $\frac{1}{2}$ " deep.
- Genuine mahogany back, rim and neck; spruce top; rosewood fingerboard with 19 frets.
- Chocolate brown top with sunburst shading at bridge; red mahogany finish on back, rim and neck.
- White ivoroid binding around top edge of body; purfling around sound-hole; pearl position marks.
- Inlaid brown celluloid fingerrest; rosewood bridge with white pins and offset bone saddle; nickel plated machine heads with white buttons; ivoroid side position marks; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$35.00

CASES

No. 118 — Challenge, side opening — purple flannel lining. \$6.00.

No. 418 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$15.00.

See and Try Them at the Gibson Dealers

In practically every city in the world you will find Gibson instruments displayed at the leading music store. Gibson Dealers are selected by the factory for their ability and desire to give service, extend courtesies and cooperation, carry a representative stock of Gibson instruments for your inspection, and give assistance in securing reliable instruction.

Patronize your Gibson Dealer—he is in business to serve you year in and year out. Gibson service and friendship does not stop with a sale—it goes on and on—we attend to that from the factory.



STYLE L-00

Flat Top and Back

FEATURES

- A genuine, guaranteed Gibson at the low price of \$27.50.
- Body size—14 $\frac{3}{4}$ " wide and 19 $\frac{1}{4}$ " long.
- Mahogany neck, back and rim; fine grain spruce top; rosewood fingerboard.
- Deep red mahogany finish on back, rim and neck; chocolate brown top with sunburst shading at bridge.
- White ivoroid binding around top edge of body; pearl position marks; purfling around sound-hole.
- Rosewood bridge with bone offset saddle and black pins; inlaid brown celluloid fingerrest; nickel plated machine heads with white buttons; black end pin; side position marks; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$27.50

CASES

No. 115 — Challenge, side opening — purple flannel lining. \$5.00.

No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

THREE-QUARTER SIZE GUITAR

The style L-00 is made in a three-quarter size for children and ladies who need a smaller guitar—the body size is 12 $\frac{3}{4}$ " wide and 17 $\frac{1}{4}$ " long—the neck and fingerboard are smaller and narrower. Finish and decorations same as style L-00. PRICE \$27.50.

Case: No. 115 $\frac{3}{4}$ — Challenge, side opening — purple flannel lining. \$5.00.





FRANCIS HENRY
Guy Lombardo's Royal
Canadians



HOOSIER HOT SHOTS
N B C Chicago

TENOR AND PLECTRUM GUITARS

FULL SIZE GUITAR BODIES — ALL GIBSON FEATURES — LOTS OF VOLUME AND FULL, RICH TONE—FOUR STRING TENOR OR PLECTRUM NECK AND FINGERBOARD.

The Tenor and Plectrum Guitars listed below are regular stock models—any regular Gibson six string guitar can be made up in a Tenor or Plectrum, 4 string model, on special order. Write or see your Gibson dealer for details.

TENOR GUITARS

STYLE TG-50 — Carved Top

Grand auditorium size body — "f" sound holes. See description of style L-50 guitar on page 17. Four string tenor neck with 23" scale fingerboard — 2 to 1 nickel gear pegs — 19 frets. PRICE \$50.00.

CASES: No. 103 — Challenge, side opening — purple flannel lining. \$5.25. No. 514 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

STYLE TG-30 — Carved Top

A low priced Tenor Guitar with real Gibson quality — carved top and "f" sound holes — just like L-30 guitar on page 21 except has four string tenor neck with 23" scale fingerboard and 19 frets — 2 to 1 nickel gear pegs. PRICE \$30.00.

CASES: No. 115 — Challenge, side opening — purple flannel lining. \$5.00. No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

STYLE TG-00 — Flat Top

A fine Tenor Guitar with all Gibson features for only \$27.50 — just like the L-00 guitar on page 27 except has 23" scale fingerboard with four strings and 19 frets — 2 to 1 nickel gear pegs. PRICE \$27.50.

CASES: No. 115 — Challenge, side opening — purple flannel lining. \$5.00. No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

PLECTRUM GUITAR

STYLE PG-1 — Flat Top

Regular Plectrum, four string neck with 27" scale fingerboard and 22 frets — 2 to 1 gear pegs — mahogany neck, back and rim — spruce top — brown mahogany finish with sunburst on top — inlaid brown celluloid fingerrest — body size 14 $\frac{3}{4}$ " wide and 19 $\frac{1}{4}$ " long. PRICE \$37.50.

CASES: No. 115 — Challenge, side opening — purple flannel lining. \$5.00. No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.

HAWAIIAN GUITARS

The secret of the undying love of Hawaiian guitar music by young and old the world over is the dreamy, soulful music produced by this instrument. As you listen to the Hawaiian guitar played by an artist, you can almost hear soft, moonlit waves lapping on the beach, and breezes stirring the leaves of stately palm trees on some South Sea island.

That is the magic of the Hawaiian guitar — its music is traditionally soft, sweet and low. Yet, the maker of these instruments must combine power and volume with tone in such a way that although the tone will carry and be plainly heard, the listeners hear only the sweet tone and not the volume.

Gibson Hawaiian guitars are made only for Hawaiian playing—that is their one purpose and they fulfill it in every way.

Everything about a Gibson Hawaiian guitar is special—material used—style of bracing—12th fret neck—fingerboard—bridge—high bone nut and bridge saddle.

STYLE HG-00 HAWAIIAN GUITAR

Made strictly for Hawaiian playing—refer to style L-00 guitar on page 27 for finish and shape—neck joins body at 12th fret—high bone nut—straight, high bone saddle in bridge—heavier neck—19 frets. PRICE \$27.50.

CASES: No. 115 — Challenge, side opening — purple flannel lining. \$5.00. No. 414 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$12.50.



Gibson

ROY SMECK HAWAIIAN GUITARS

There are many players who need exceptional guitars on which to display their talents—guitars that will respond to their technique, no matter how fast or how soft, with a clear ringing tone. The Gibson-Roy Smeck Hawaiian guitars are built just to fill this need—in fact, they were designed by Gibson and Smeck to fit the exacting demands of that great artist, and now they are used by hundreds of players.

These two models are made strictly for Hawaiian playing—the body is extra wide and deep—neck joins body at 12th fret—the fingerboard is inlaid with white ivoroid fret marks—special straight high bone nut and high bone bridge saddle—Roy Smeck Professional Strings.

RADIO GRANDE MODEL

- Body size—extra large, 16" wide, 20 $\frac{1}{4}$ " long and 4 $\frac{1}{2}$ " deep.
- Beautifully figured rosewood back and rim; selected air seasoned spruce top; mahogany neck; rosewood fingerboard.
- Natural rosewood finish on rim and back; top finished in chocolate brown with large sunburst; dark mahogany neck; white ivoroid binding around top and bottom edges of body and fingerboard; brown celluloid fingerrest; purfling around sound-hole; beautiful pearl fingerboard inlays; white ivoroid inlaid fret marks.
- Individual Grover nickel machine heads; high bone nut; rosewood bridge with high bone saddle and white pins; 19 frets; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$100.00

CASE: No. 418 — Faultless construction — imitation black leather, waterproof covering — purple flannel lining. \$15.00.

STAGE DE LUXE MODEL

(Illustrated)

- Body size—extra large, 16" wide, 20 $\frac{1}{4}$ " long and 4 $\frac{1}{2}$ " deep.
- Fine spruce top; mahogany rim, back and neck; rosewood fingerboard.
- Rich chocolate brown finish with golden sunburst shading on top; white ivoroid binding around top and bottom of body; pearl inlays in fingerboard; purfling around sound-hole; brown celluloid fingerrest; inlaid white ivoroid fret marks.
- Rosewood bridge with high bone saddle and white pins; individual nickel machine heads with white buttons; high bone nut; 19 frets; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$50.00

CASES: No. 118 — Challenge, side opening — purple flannel lining. \$6.00. No. 418 — Faultless construction — waterproof imitation black leather covering — purple flannel lining. \$15.00.



STAGE DE LUXE
MODEL \$50.00



HORACE HEIDT and ALVINO REY
Horace Heidt's Brigadiers



EDDIE ALKIRE
Easton, Pa.



HERBERT J. SMITH
Syracuse, N. Y.



EVAN WHITE
Niagara Falls, N. Y.

"Only a Gibson is Good Enough"



EDDIE DEUS
Lloyd Snyder Orchestra



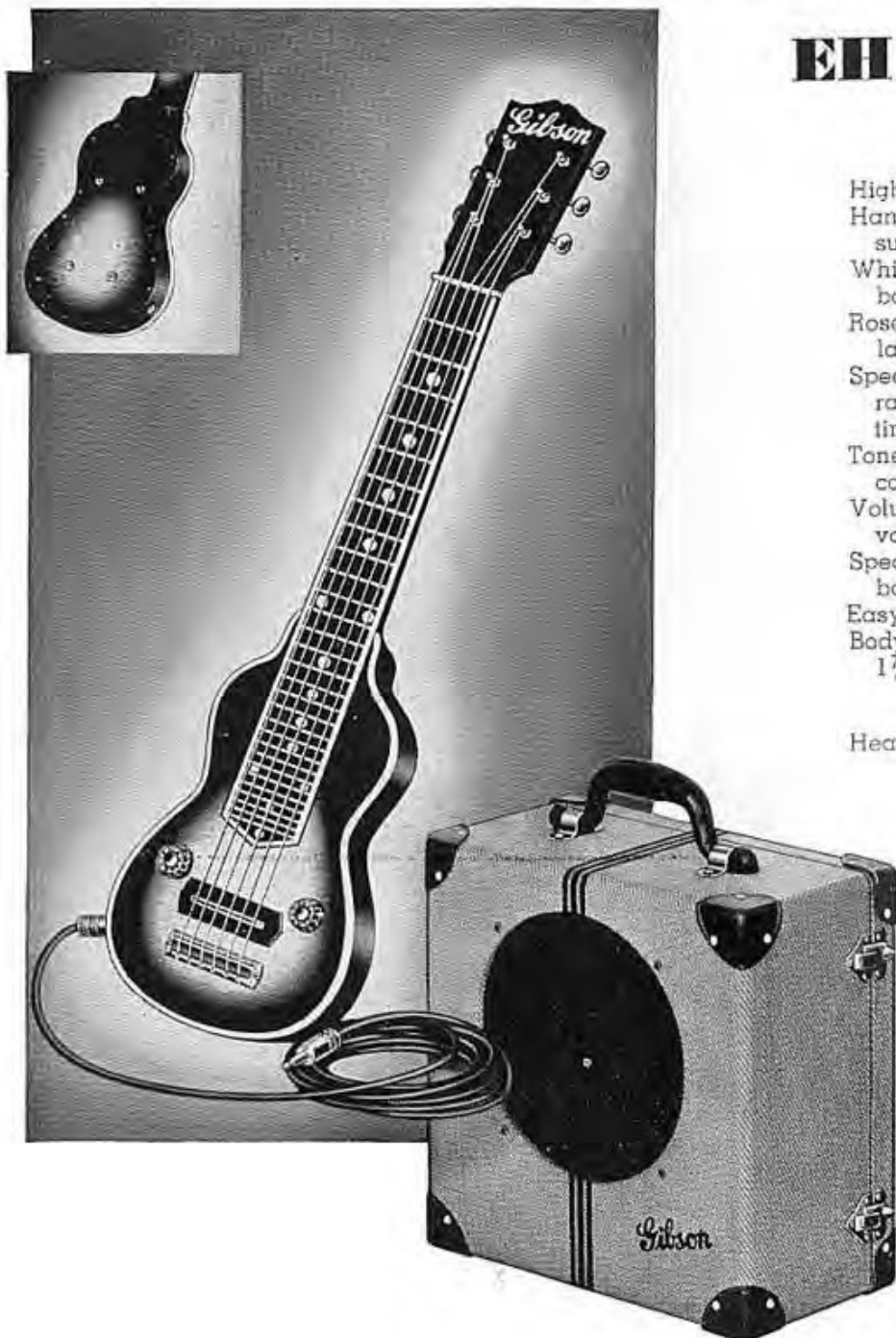
THE SINGING GUITAR ORCHESTRA
Carl Shattuck, Dir.
Kalamazoo, Michigan



ERNIE MAGANN
Toronto, Ontario

GIBSON ELECTRIC HAWAIIAN GUITARS

EH-150 NEW MODEL



INSTRUMENT

Highly figured curly maple
Hand rubbed lustrous finish with
sunburst on top, back and neck
White ivoroid binding on top of
body and around fingerboard
Rosewood fingerboard with 29 in-
laid frets—nearly $4\frac{1}{2}$ octaves
Special pearl position inlays ar-
ranged to tell positions at all
times
Tone control (independent of tone
control on amplifier)
Volume control (independent of
volume control on amplifier)
Special pick-up unit with finest co-
balt magnets made
Easy adjustment for pick-up unit
Body size — $13\frac{1}{2}$ " long, 9" wide,
 $1\frac{7}{8}$ " deep

INSTRUMENT CASE

Heavy Faultless construction, form
fitting — green flannel
lining — covered with
Aeroplane cloth to
match amplifier.

AMPLIFIER

Six tubes—five metal and one glass
Four stage amplification
Two instrument sockets
One microphone socket
One socket for additional "Echo"
speaker
Volume control for instruments
Volume control for microphone
Tone control for bass or normal tone
On-off ruby signal lamp
Easily accessible fuse
Waterproof Aeroplane cloth cover-
ing
Removable back
Finest ten inch Ultrasonic High Fi-
delity Reproducer
Fifteen watt output
Waterproof slip cover

CORDS

The finest shielded cords made
Strong nickel shielded plugs com-
plete with spring cord protectors
15 foot instrument cord and 10 foot
amplifier cord

PRICES

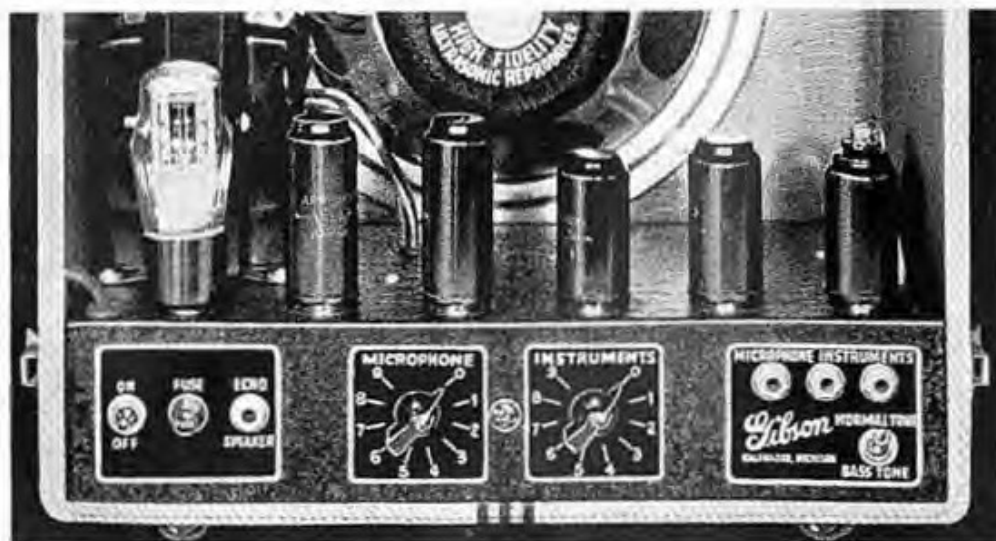
Complete outfit with 6-string guitar, case, amplifier and cords	\$150.00
Complete outfit with 7-string guitar, case, amplifier and cords	155.00
Amplifier only	70.00
Instrument only (6-string) with cord.....	70.00
Instrument only (7-string) with cord.....	75.00
Instrument case	10.00

Write for information about Amplifiers made for AC-DC Current.

MORE FEATURES of the NEW EH-150 MODEL

The new Gibson EH-150 Hawaiian Guitar starts where all others leave off—prove it to yourself by writing down all the features of this guitar, then write down all the features of any other Electric Hawaiian Guitar made, and compare the lists—you will be convinced that only by buying the new Gibson can you really get your money's worth—and more!

CONTROL PANEL OF THE NEW EH-150 MODEL



The equipment on the Control Panel is, from left to right: 1—On-off Switch; 2—Replaceable Fuse; 3—Socket for Additional Speaker; 4—Control Dial for Microphone; 5—Ruby Light On-Off Indicator; 6—Control Dial for Instruments; 7—Socket for Microphone; 8—Sockets for Two Instruments; 9—(Below Instrument Sockets) Tone Control for Bass or Natural Tone.

EXTRA EQUIPMENT for NEW EH-150 MODEL AMPLIFIER

ADDITIONAL "ECHO" SPEAKER

The new EH-150 Model is equipped with a socket for an extra speaker for the player who wants more volume. In broadcasting, the regular speaker can be placed beside the player so he can regulate the tone and volume, and the additional speaker placed by the microphone. The additional speaker is also valuable when the outfit is used for a public address system.

Can be mounted on regular EH-150 amplifier so as to make just one piece to carry.

Price—complete with 35 feet of cord.....\$40.00

MICROPHONE

Part of the standard equipment of the New EH-150 Model Amplifier is a socket and control for a microphone. By plugging in a microphone, the outfit can be used for announcing or singing—it makes a very practical public address system, especially when the additional "Echo" speaker is used.

D-2 MODEL MICROPHONE

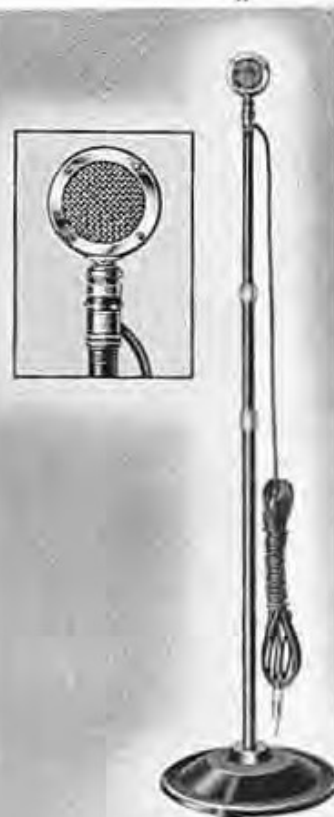
Crystal type with exceptionally fine reproduction—made by Estatic Laboratories—complete with 25 feet of cord and shielded plug.

Price\$25.00

MICROPHONE STAND

Collapsible three section stand—can be extended to six feet—when collapsed, can be used as table microphone stand—heavy non-tip base—easy adjustment—black metal with nickel trimmings.

Price\$12.50



ELECTRIC HAWAIIAN GUITAR

EH-100 MODEL

No longer is the electric Hawaiian Guitar restricted to professional players — here is a genuine Gibson instrument that costs only \$100 complete with instrument, case, amplifier with slip cover, and cord.

INSTRUMENT

- Made of northern maple
- Lustrous black ebony finish
- White ivoroid binding on top of body
- Rosewood fingerboard with 24 inlaid frets—four octaves
- Genuine pearl fingerboard inlays
- Volume control
- Body size—13½" long, 9" wide and 1⅞" deep

INSTRUMENT CASE

- Faultless construction — purple flannel lining — black imitation leather covering.

nel lining — black imitation leather covering.

AMPLIFIER

- Strong imitation black leather covering with waterproof slip cover
- Four tubes, three glass and one metal
- 10 foot shielded cords with strong nickel plugs
- Replaceable fuse
- Sockets for two instruments
- Fine 10 inch speaker
- Two stages of amplification

PRICES

Complete outfit with 6 string guitar, case, amplifier and cords.....	\$100.00
Complete outfit with 7 string guitar, case, amplifier and cords.....	105.00
Amplifier only	50.00
Instrument only (6 string) with cord.....	44.00
Instrument only (7 string) with cord.....	49.00
Faultless case for instrument.....	6.00

TUBES FOR GIBSON AMPLIFIERS

The tubes used in Gibson amplifiers were selected after exhaustive tests for clearness, long life and sturdiness—for best results, always replace tubes with the same type.

TUBES FOR EH-150, ES-150, ES-85, ES-96 and EM-85—

No. 6F5—Metal	\$1.10
No. 6N7—Metal	1.60
No. 6C5—Metal	1.10
No. 6N6—Metal	2.10
(Two 6N6 Tubes Used)	
No. 5Z3—Glass	1.00

TUBES FOR EH-100 and ES-75—

No. 6N7—Metal	\$1.60
No. 42—Glass	1.10
(Two 42 Tubes Used)	
No. 80—Glass70



ELECTRIC SPANISH GUITARS

New ES-150 MODEL

Here is the perfect electric Spanish guitar—the specially designed pick-up unit and the tone and volume controls are built in the guitar body which assures perfect factory adjustment for a true, balanced guitar tone. Guitar can be played without amplifier.

The pick-up unit is carefully placed for the greatest sensitivity—finest cobalt steel magnets and hermetically sealed coil give actual tone reproduction—the coil is attractively double bound with white ivoroid and the pole piece is chrome plated.

The tone and volume can be adjusted instantly by the controls which are very conveniently placed by the player's right hand—this makes possible a range from deep organ tones to brilliant high pitched tones; and volume from a whisper to a shout.

The 15 feet of shielded cord is equipped with a special chrome plated, shielded plug on both ends and is detachable from the instrument.

The guitar body size is 16 $\frac{1}{4}$ " wide x 20 $\frac{1}{4}$ " long. Absolutely accurate rosewood fingerboard—adjustable bridge—nickel machine heads and tailpiece—carved spruce top—rim and back maple—neck mahogany—Gibson adjustable truss rod neck construction. PRICE of instrument as illustrated is \$72.50. Does not include amplifier. Cases: No. 103 — \$5.25; No. 514 — \$12.50.

NOTICE: Use with EH-150 amplifier, price \$70.00, see page 32.

ES-150
Model
\$72.50

SLIP-ON AMPLIFIER UNIT FOR ANY CARVED TOP GUITAR

ES-85 MODEL

Fastens to bridge—easily put on and adjusted. Complete with 15 feet of cord and shielded metal plug. PRICE: \$35.00—This Price Does Not Include Instrument or Amplifier.

NOTICE: Use with EH-150 amplifier, price \$70.00, see page 32.

SLIP-ON AMPLIFIER UNITS FOR FLAT TOP GUITARS

ES-96 MODEL

Fits in sound-hole—easy to put on and adjust. When ordering, state diameter of sound-hole. Complete with 15 feet of cord and shielded metal plug. PRICE: \$35.00—This Price Does Not Include Instrument or Amplifier.

NOTICE: Use with EH-150 amplifier, price \$70.00, see page 32.

ES-75 MODEL

An inexpensive, yet very efficient, amplifier unit for round sound-hole guitars. Fits in sound-hole with simple adjustment. Complete with 10 feet of cord and shielded metal plug. PRICE: \$20.00—This Price Does Not Include Instrument or Amplifier. Volume Control \$5.00 extra.

NOTICE: Use with EH-100 amplifier, price \$50.00, see page 34.

ELECTRIC MANDOLINS—Write for Complete Information





RUSS SMITH
New York

ONLY A
Gibson
IS GOOD ENOUGH

Gibson X-RAY Features The Eye Doesn't See Them But the Quality Tells You

If you could put a Gibson instrument under an X-ray machine, you would be amazed at the **hidden features!**

It is the honesty and painstaking care in this **hidden** workmanship that makes a really fine instrument—the finest creations in the world are often **copies** outwardly, but in the final analysis of performance, dependability and service, they are always disappointing to the purchaser.

Thus it is with a Gibson—every square inch is perfection. High priced Gibson workmen of great skill and long experience are just as essential in making the hidden parts as those the eye can see.

HERE ARE A FEW OF THE GIBSON X-RAY FEATURES

Selection and Seasoning of Wood—No expense is spared in securing the finest of woods for Gibsons, and the best methods possible are used for seasoning.

Bracing—The bracing of an instrument is just as necessary to good tone and volume as selection of materials—Gibsons are scientifically braced.

Dove-tail Neck Joints—Each neck is individually fitted by hand and is firmly held in position by an unbreakable dove-tail joint.

Bending Rims—Years of study and experience have taught us how to prepare and bend rims so that they will do their part in tone, volume and strength.

Finish—Anyone can tell a beautiful finish, but skin deep finish is misleading—Gibson finishes serve a three-fold purpose: appearance, tone and wear.

Inspection—Every Gibson instrument goes through the hands of six inspectors—these men are instructed to throw out any piece of material or finished instrument that does not come up to very strict standards.

Head and Tail Blocks—The wood for these blocks, placed inside the rim at the top and bottom of the guitar body to give added strength, is as carefully selected and seasoned as tops, backs and rims.



CARL MANO
Rochester, N. Y.

ONLY A
Gibson
IS GOOD ENOUGH



NARDI MALLET
Richmond, Va.



HAROLD DURNELL
Akron, Ohio

GIBSON BANJOS

From the awe inspiring All American model which is the ultimate in fine banjo designing, workmanship, finish and decorations, to the new TB-1 model, now reduced from \$50.00 to \$37.50, and the TB-00 model which is a perfect example of amazing value at a low price, Gibson banjos are made to assure banjo players that whatever model they may choose they are certain of getting the finest in tone, volume, accuracy and all-around satisfaction it is possible to secure.

GIBSON MAKES ALL STYLES

TENOR BANJO—The most popular of all banjos. Has 23" scale with 19 frets—tuned A D G C.

PLECTRUM BANJO—Many players prefer this style because of the close harmony its tuning of D B G C permits. 27" scale with 22 frets.

REGULAR OR FIVE-STRING BANJO—Tuned D B G C like the Plectrum banjo but with a fifth string, tuned to high G, added. Played with fingers or picks. 27" scale with 22 frets.

MANDOLIN BANJO—A banjo body and mandolin fingerboard—tuned E A D G like a mandolin—13½" scale. Especially adaptable to banjo bands as a lead instrument.

GUITAR BANJO—Tuned and played like a guitar—E B G D A E—regular banjo body. Deep rich tone.

CELLO-BANJO—Same tuning as a Mando-Cello—A D G C—an octave lower than the Tenor banjo. Beautiful baritone voice.

CUSTOM MADE

"ALL AMERICAN"

The progress of American History is the motif for the decorations of this beautiful banjo—genuine hand carvings on resonator back and sides, neck and peghead—richly hand colored—quadruple gold plating, handsomely engraved—colored etchings on pearloid fingerboard depict scenes of American History.

Complete details will be furnished on request.

PRICE \$550.00

Complete with No. 509 Case—special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining.



"ALL AMERICAN"
Model



GIBSON BANJOS

"FLORENTINE"

The delicate, rich art of the Renaissance Period is portrayed in this custom made banjo—choice of beautiful woods—back and sides of resonator and neck are hand carved—metal parts are quadruple gold plated and heavily engraved—peghead is inlaid with sparkling colored rhinestones—pearloid fingerboard etched with Italian Renaissance scenes in colors.

Write for complete description.

PRICE \$450.00

Complete with No. 509 Case—special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining.

RESONATOR
OF
"FLORENTINE" BANJO



STYLE TB-6 TENOR BANJO

Features

- Highly figured curly maple finished in hand rubbed Argentine grey with golden shading on resonator and neck.
- Ebony fingerboard inlaid with genuine pearl designs and bound with black and sparkling gold ivoroid; peghead and top and bottom of resonator bound to match fingerboard; pearl inlays in peghead.
- Heavy gold plated and engraved metal parts; adjustable tailpiece; 4 to 1 gear pegs with pearl buttons; de luxe bridge; adjustable armrest; 23" scale with 19 frets; Rogers finest 3 Star head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$300.00

CASE: No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.



GIBSON BANJO RIMS

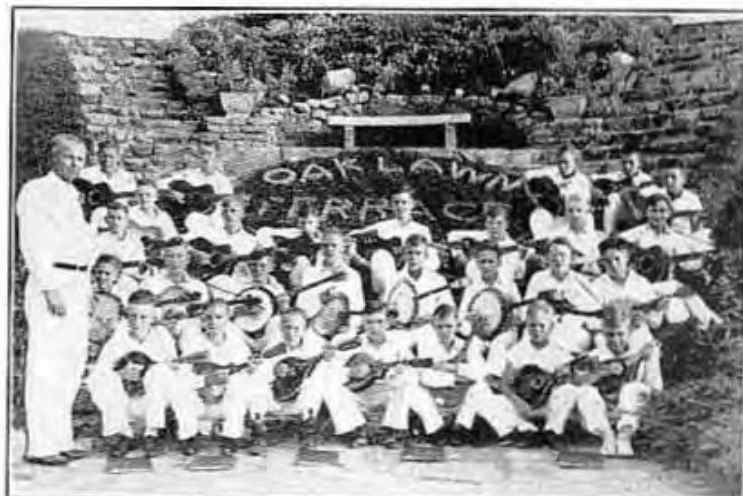
The wooden part of the rim is made of especially selected and seasoned northern maple — that means strength. The tone casting is made of a special bell-metal made to our specifications—that means richer tone and more brilliancy.

There are no holes in the Gibson rim to support tension hooks — another feature to add strength.





HARRY RESER
Radio-Records
New York



BOYS STRING BAND
J. D. Stacy, Dir.
Sturgis, Michigan



CARL ALEX SMYSER
York, Pennsylvania

"Only a Gibson is Good Enough"



LOUIS BELLSON
Moline, Ill.



MERTHE BANJO BAND
D. Merthe, Dir.
Elyria, Ohio



RUSS STOUT
Milwaukee, Wisc.

STYLE "GRANADA"

TENOR BANJO

Features

- Beautiful flaming maple finished in rich amber brown with shaded golden sunburst on resonator and neck.
- Rosewood fingerboard inlaid with genuine pearl and bound with black and white ivoroid; pearl inlays in peghead; resonator bound with black and white ivoroid to match fingerboard.
- Gold plated and engraved metal parts; adjustable tailpiece; 4 to 1 gear pegs with pearl buttons; adjustable arm rest and tailpiece; de luxe bridge; 23" scale with 19 frets; Rogers 3 Star head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$200.00

CASE: No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.

EVERY GIBSON HAS THE ADJUSTABLE TRUSS ROD NECK CONSTRUCTION

Only Gibson gives you this protection—in every instrument bearing the Gibson name you will find the adjustable Truss Rod neck construction to assure you hand shaped necks with easy action and absolute accuracy. Read the story of the Gibson Adjustable Truss Rod on page 10.





STYLE TB-4 TENOR BANJO

Features

- Richly figured burl walnut with hand rubbed natural brown walnut finish to accentuate beauty of the grain.
- Rosewood fingerboard with pearl inlays and bound with black and white ivoroid; pearl inlays in peghead; resonator bound with black and white to match fingerboard, and back inlaid with rings of colored marqueterie.
- Metal parts are chrome plated; adjustable arm rest and tailpiece; 4 to 1 gear pegs with white ivoroid buttons; 23" scale with 19 frets; Rogers Union head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$150.00

CASES: No. 511—Faultless construction—waterproof imitation black leather covering—green flannel lining. \$12.50.

No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.

GIBSON STRINGS

The number of players using Gibson Strings is increasing day by day, month by month, and year by year.

There can be only one explanation—players find that Gibson Strings are the best they can secure for combined wear, tone, accuracy and volume.

Gibson Strings are hand made from special materials that are made according to our own formula.

You will find Gibson Strings for all instruments listed on pages 67 to 70.

VISIT THE GIBSON FACTORY AND SEE THESE
FAMOUS STRINGS MADE BY HAND

STYLE TB-3 TENOR BANJO

Features

- Made of Honduras mahogany with natural mahogany finish hand-rubbed to a high luster.
- Rosewood fingerboard bound with white ivoroid and inlaid with genuine pearl; resonator bound with white ivoroid to match fingerboard, and back inlaid with rings of white, black and white ivoroid.
- Nickel plated metal parts; 2 to 1 gear pegs with white ivoroid buttons; adjustable tailpiece and arm rest; 23" scale with 19 frets; Rogers Union head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$100.00

CASES: No. 511—Faultless construction—waterproof imitation black leather covering—green flannel lining. \$12.50.

No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.



HOW TO ADJUST THE ACTION OF A GIBSON BANJO

The two steel rods in the back of a Gibson Mastertone banjo serve two valuable purposes—they strengthen the rim, and make easy adjustment of the string action.

If you want the strings closer to the fingerboard, for an easy action, simply insert a nail or punch at 4 to prevent the rod from turning, then loosen nut 2 and tighten nut 3—to draw strings away from the fingerboard, reverse the adjustment.





THE MITCHELL BROTHERS
Members Carson Robison's Buckaroos
Radio-Records



JEFFERY BANJO BAND
Wm. Jeffery, Dir.
Berwick, Pa.



BOB SENAY
Houston, Texas

"Only a Gibson is Good Enough"



BLAIR TOLHURST
Battle Creek, Mich.



THE ALTHEANS
Althea Halsted, Dir.
Olcott, N. Y.



DALE CADY
Belleville, Ill.

STYLE TB-11

TENOR BANJO

NEW TYPE RIM CONSTRUCTION—MORE BRILLIANCY!

Features

- This model is alive with flash and color and yet is not gaudy—the resonator back and fingerboard are of pearloid decorated with attractive designs in blue and red, harmoniously shaded.
- New type raised tone ring to improve tone and volume.
- Made of selected maple; white ivoroid binding on fingerboard and resonator.
- Adjustable arm rest and tailpiece; nickel metal parts; 2 to 1 gear pegs with white ivoroid buttons; 23" scale with 19 frets; selected Rogers head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$50.00

CASES: No. 511—Faultless construction—waterproof imitation black leather covering—green flannel lining. \$12.50.

No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.

TAKING CARE OF YOUR BANJO

Above all, use good strings and change them regularly—do not wait for a string to break, change it as soon as it becomes the least bit dull in tone. Keep the head tight and put on a new head when the old one loses its snap—a poor head always means a poor tone, even on the best banjo. Keep the fingerboard clean—rub it off with a soft cloth after playing. Wash the wooden parts of your banjo occasionally with water and use a good grade furniture polish. Tighten the pegs now and then. Change bridges when the notches in the old one become worn.





CHARLIE MACROW
Johannesburg, South Africa

ONLY A

Gibson

IS GOOD ENOUGH



BILL McMICHAEL
Teacher - Soloist
Newark, Ohio

Every Gibson Instrument has to Run the Gauntlet of Six Inspectors Who are Hard to Please

Every Gibson instrument that leaves this factory has been inspected, checked and re-checked by six individual men whose training of mind, and numerous gauges and other testing devices, enable them to detect the slightest flaw—these men are instructed to throw out any material or instrument that does not come up to Gibson standards. Yes, such inspection is costly, but we are repaid many times over by expressions of satisfaction from thousands of happy Gibson owners.

Check Number One—This man inspects all rough lumber before it is accepted.

Check Number Two—This man inspects all parts in rough shape—and re-checks on number one.

Check Number Three—This man inspects all finished parts—and re-checks on numbers one and two.

Check Number Four—This man inspects all assembled instruments—and re-checks on numbers one, two and three.

Check Number Five—This man inspects all instruments after the finishes have been put on—and re-checks on numbers one, two, three and four.

Check Number Six—This man gives each instrument the final inspection for finish, accuracy, playing ease, tone and volume—and re-checks on numbers one, two, three, four and five.

—is it any wonder that Gibson instruments give more satisfaction and less trouble? And remember—Gibson instruments cost no more!



UNCLE DAVE MACON
Radio-Records
Nashville, Tenn.

ONLY A

Gibson

IS GOOD ENOUGH



MR. AND MRS. TED BARR
Ft. Wayne, Ind.

STYLE TB-1 TENOR BANJO

PRICE REDUCED FROM \$50 TO \$37.50

Features

- Fine white maple finished in dark brown mahogany.
- Rosewood fingerboard bound with white ivoroid and inlaid with pearl position dots; peghead inlaid with pearl designs; resonator bound with white ivoroid to match fingerboard.
- Nickel plated metal parts; 2 to 1 gear pegs with white ivoroid buttons; adjustable arm rest; tailpiece; 23" scale with 19 frets; selected Rogers head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$37.50

(Formerly priced at \$50.00)

CASES: No. 511—Faultless construction—waterproof imitation black leather covering—green flannel lining. \$12.50.

No. 509—Special Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$21.00.



ONE OF THE SIX GIBSON INSPECTORS





STYLE TB-00 TENOR BANJO

A GENUINE GIBSON TENOR BANJO FOR ONLY \$27.50

Features

- Made of genuine maple and finished in light walnut brown with shading on neck, back and rim of resonator.
- Rosewood fingerboard inlaid with genuine pearl position dots; bottom of resonator bound with white ivoroid.
- 2 to 1 gear pegs with white ivoroid buttons; nickel plated tailpiece and adjustable arm rest; 23" scale with 19 frets; Rogers head.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$27.50

CASE: No. 126—Challenge, side opening—green Hammel lining. \$5.00.

GIBSON PICKS

A player is only as good as the pick he uses—why handicap a good technique and fine instrument by trying to use a pick that is cheaply made!

Improperly made picks not only cause poor playing, but result in many broken strings.

Select the size and style of pick you like from those illustrated on pages 71, 72 and 73.

No. 63 Pick—Brown celluloid tortoise, bevelled edges. Light, medium or heavy. Doz. \$.30; Gross \$3.00.



No. 63 Brown

PLECTRUM BANJOS

Gibson Plectrum Banjos are more than ordinary banjo rims with long scale necks—they are built for Plectrum tone as well as Plectrum fingering. The secret is in the special rim construction and tone chamber which gives Gibson Plectrum Banjos greater brilliancy, sweeter tone, more volume and easier response.

STYLE PB-6

Highly figured curly maple wood — gold plated and engraved metal parts — 27" scale fingerboard with 22 frets—special Gibson plectrum banjo rim construction. For finish, woods and decorations see style TB-6 on page 39. PRICE \$300.00.

CASE: No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-GRANADA

Special Gibson plectrum banjo rim construction—27" scale fingerboard with 22 frets—finish, woods and decorations same as style TB-Granada on page 41. PRICE \$200.00.

CASE: No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-4

In appearance is like the beautiful TB-4 tenor banjo on page 42—has 27" scale with 22 frets and the special Gibson plectrum banjo rim construction. PRICE \$150.00.

CASE: No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-3

A popular model at a popular price—see the style TB-3 tenor banjo on page 43 for finish and design—has special Gibson plectrum banjo rim construction, 27" scale fingerboard and 22 frets. PRICE \$100.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-11

If you like a touch of color and flash, this model will thrill you—for details of finish and decorations see style TB-11 on page 45. 27" scale fingerboard with 22 frets—special plectrum banjo rim construction. PRICE \$50.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-1

Similar to style TB-1 tenor banjo on page 47 except has 27" scale fingerboard with 22 frets and special rim construction. PRICE \$37.50.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE PB-00

A genuine Gibson at an extremely low price—all Gibson features as described in the TB-00 Tenor banjo on page 48. 27" scale with 22 frets and plectrum banjo rim construction. PRICE \$27.50.

CASE: No. 121—Challenge, side opening—green flannel lining. \$5.00.



STYLE PB-4
\$150.00



FILIBERTO MANDOLIN ORCHESTRA
Roger Filiberto, Dir.
New Orleans, La.



DONALD, VERA and NORMAN SMITH
Muskegon, Mich.



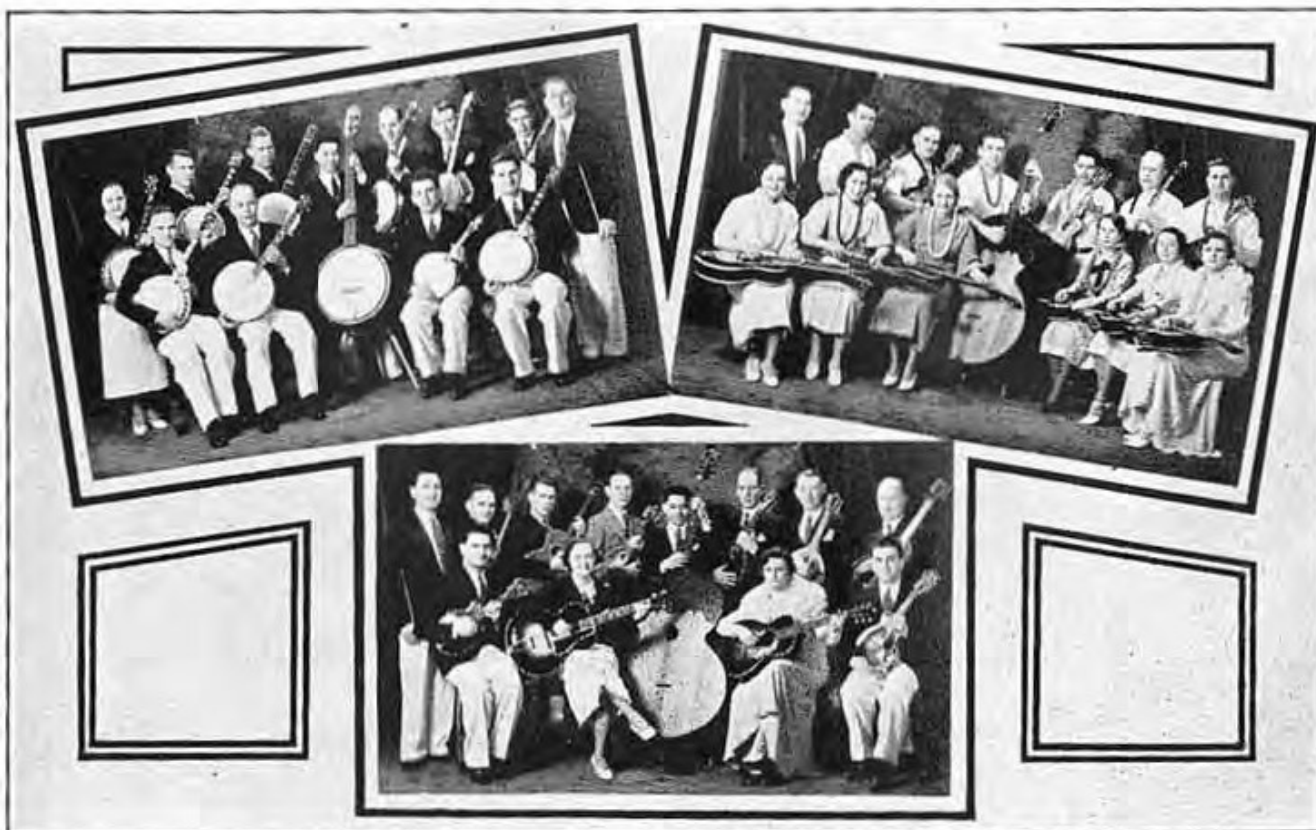
FRANCIS FENIMORE
Vineland, N. J.

ONLY A *Gibson*
IS GOOD ENOUGH



ROY M. SMEDLEY
Sydney, Australia

BANJO,
GUITAR
AND
MANDOLIN
GROUPS
ORGANIZED
BY
ALBERT
BELLSON,
St. Paul,
Minnesota



REGULAR OR 5 STRING BANJOS

The "old time" banjo brought up to date by Gibson—this instrument is the most beautiful of all banjos in the hands of an artist—you will find extra twang and ring in a Gibson Regular Banjo because of the special tone chamber.

STYLE RB-GRANADA

Beautiful figured maple wood finished in amber brown with high luster and shaded sunburst on resonator—metal parts gold plated and engraved—see style TB-Granada on page 41 for details of design and finish. Has 27" scale with 22 frets and five strings. PRICE \$200.00.

CASE: No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE RB-4

Burl walnut wood with natural walnut finish and chrome metal parts like style TB-4 on page 42. 27" scale with 22 frets and five strings. PRICE \$150.00.

CASE: No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE RB-3

For general design, finish and decorations see style TB-3 on page 43. Has 27" scale with 22 frets and five strings. PRICE \$100.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE RB-11

Flashy and colorful resonator and fingerboard like style TB-11 on page 45. Has 27" scale with 22 frets and five strings. PRICE \$50.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE RB-1

See style TB-1 on page 47 for design, finish and decorations. Has 27" scale with 22 frets and five strings. PRICE \$37.50.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE RB-00

So that anyone can own a genuine Gibson regular banjo, we have created this fine model for only \$27.50. Similar to style TB-00 on page 48 except has 27" scale with 22 frets and five strings. PRICE \$27.50.

CASE: No. 121—Challenge, side opening—green flannel lining. \$5.00.





MANDOLIN BANJO
STYLE MB-3
\$100.00

MANDOLIN BANJOS

Tuned and played like a mandolin but with a banjo rim and resonator—a necessity in every banjo band for lead or obligato.

STYLE MB-3

Full size 11" banjo rim, finished and decorated like style TB-3 tenor banjo on page 43 but with regular mandolin fingerboard, 15 frets and eight strings. PRICE \$100.00.

CASE: No. 393—Faultless with American Beauty silk plush lining. \$18.50.

STYLE MB-11

Just like the flashy style TB-11 tenor banjo on page 45 except has full mandolin fingerboard with 15 frets and eight strings. PRICE \$50.00.

CASE: No. 393—Faultless with American Beauty silk plush lining. \$18.50.

STYLE MB-00

Here at last, is a low priced mandolin banjo made by Gibson and with all Gibson features—see the style TB-00 tenor banjo on page 48 for design and finish—has regular mandolin fingerboard with 15 frets and eight strings. PRICE \$27.50.

CASE: No. 122—Challenge, side opening; purple flannel lining. \$5.00.

GUITAR BANJOS

A full 24¾" scale guitar fingerboard with 19 frets on a banjo rim—perfect for solo or bass in a banjo band or mandolin orchestra.

STYLE GB-3

Similar to style TB-3 tenor banjo on page 43 in finish and design—full 11" rim—24¾" scale guitar fingerboard with 21 frets and six strings. PRICE \$125.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

STYLE GB-1

Like the style TB-1 tenor banjo on page 47 but with 24¾" scale guitar fingerboard, 21 frets and six strings. PRICE \$60.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

CELLO-BANJO

STYLE CB-3

Regular Mando-Cello fingerboard and tuning but with full size 11" banjo rim and resonator—four strings—similar to style TB-3 tenor banjo on page 43 in design and finish. Essential to a well balanced banjo band or mandolin orchestra. PRICE \$125.00.

CASES: No. 521—Faultless with green flannel lining. \$13.50. No. 522—Faultless with American Beauty silk plush lining. \$22.00.

GIBSON MANDOLINS

All present day mandolins are a monument to Orville Gibson, who first dared to change this instrument from the old "bowl" shape that had been accepted for centuries, to the carved top and back style following the principles of the Stradivarius violins.

The soundness of Orville Gibson's ideas is emphasized by the fact that although new and modern methods of making finer toned, more brilliant and more sturdy Gibson instruments are used today, the same principles of construction are followed.

MANDOLIN ORCHESTRAS

No other family of instruments is as perfect for orchestral arrangement—the mandolin with its soprano voice is ideal for solo or lead. The mandola with its rich tenor voice is ideal for solo or lead and is the tenor voice of the mandolin choir; it can be used either for solo or obligato playing. The mando-cello is the baritone voice of the family, and perfect for obligato work. The mando-bass furnishes the bass for a mandolin orchestra.

Guitars and banjos are used to augment the mandolin orchestra, or the entire group can double on mandolin banjos, cello-banjos, tenor banjos, plectrum banjos, regular banjos and guitar-banjos.

Playing with others is one of the greatest joys of fretted instruments—it means fun, travel, companionship and education.

Write Gibson, Inc., Kalamazoo, Michigan, for help in organizing an orchestra.



- 1—Swanee String Sextette, St. Louis, Mo.
- 2—Steiner's Mandolin Sextette, Indianapolis, Ind.
- 3—Tabernacle Radio String Orchestra, Portsmouth, Ohio
- 4—Deans Mandolin Orchestra, York, Pa.
- 5—Walker's Gibson Club, Rome, Ga.



MR. AND MRS. EDGAR STANISTREET
Philadelphia, Pa.



BOOTE BANJO AND GUITAR ORCHESTRA
Herbert Boote, Dir.
Hamilton, Ontario



PETER VOORNAS
Chicago, Ill.

"Only a Gibson is Good Enough"



DYER MANDOLIN ORCHESTRA
D. Dyer, Dir.
St. Joseph, Missouri



GILL JUNIOR ORCHESTRA
H. F. Gill, Dir.
Passaic, N. J.

STYLE F-5

The Master Mandolin

CARVED TOP AND BACK

The famous F-5 Mandolin holds undisputed supremacy in the mandolin world—its graceful lines, beautiful finish, artistic decorations and inlays, sweet clear cut tone, brilliant volume and age-long dependability have never been equalled—only the Gibson method of selecting and seasoning woods, and the Gibson craftsmen with their many years of experience can make such a traditionally fine mandolin possible.



WM. PLACE, JR.
Soloist — Providence, R. I.

[55]



FEATURES

- Body size—10" wide and 13 $\frac{3}{4}$ " long.
- The very finest of selected air-seasoned spruce top; highly figured curly maple back, rim and neck; ebony fingerboard.
- Rich Cremona brown finish, hand rubbed, with golden sunburst shading on top, back, rim and neck.
- Genuine pearl inlays of beautiful design in peghead and fingerboard; top and bottom edges of body, fingerboard and peghead bound with attractive white, black, white ivoroid.
- Gold plated and engraved tailpiece and machine heads; pearl buttons; elevated brown celluloid fingerrest bound with white, black, white ivoroid to match body; adjustable ebony bridge; 29 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$250.00

CASE

No. 440—Square type case with lots of room for strings, music and stands—Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$38.00.

STYLE F-7

Artist Model Mandolin

CARVED TOP AND BACK

FEATURES

- Body size—10" wide and 13 $\frac{3}{4}$ " long.
- Figured maple back and rims; selected spruce top; mahogany neck; rosewood fingerboard.
- Rich chocolate brown finish with sunburst shading on top.
- Top and bottom of body, fingerboard, fingerrest and peghead bound with white ivoroid; pearl fingerboard and peghead inlays.
- Adjustable ebony bridge; elevated brown celluloid fingerrest with white binding; 20 frets; nickel plated and engraved tailpiece and machine heads; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$125.00

CASES

No. 371—Faultless construction—form fitting—covered with waterproof imitation black leather—American Beauty silk plush lining. \$16.50.

No. 440—Square type case with lots of room for strings, music and stands—Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$38.00.

[56]



FITTED BY HAND — UNBREAKABLE

Ask any woodworker about a "dove-tail" joint and he will tell you that it is as strong as Gibraltar. Every Gibson mandolin and guitar neck is fitted to the body with a dove-tail joint—every one is fitted individually by hand; no chances of loose neck joints are taken, for the workman carefully fits and re-fits the joint until it is solid and firm.

This is one of the X-ray features of a Gibson.



WHAT FINISH HAS TO DO WITH TONE

The finest instrument in the world is no better than the finish put on it! Contrary to popular belief, a finish serves more purposes than merely beautifying.

Fine finishing is a scientific process—it calls for thorough study of different wood textures and then finding materials that are suitable for each different type of wood. After the material is found, more experimenting must be done to find the best manner of applying the finish, learning how many coats should be used, and the amount of rubbing, sanding and oil-sanding that must be done between each coat.

The finish of an instrument is as important to its tone as the seasoning of the wood—if not properly treated, the wood fibers will stiffen and refuse to respond to string vibration. That is why Gibson uses a special finish made to our specifications.



CHARLIE and BILL MONROE
Radio-Records
Norfolk, Va.



STYLE F-4

Artist Model Mandolin

CARVED TOP AND BACK

FEATURES

- This model is made for players who prefer a fine quality mandolin with a round sound-hole.
- Body size—10" wide and 13 $\frac{3}{4}$ " long.
- Choice spruce top; mahogany neck; figured maple back and rim; rosewood fingerboard.
- Chocolate brown finish with golden sunburst on top.
- White ivoroid binding around top and bottom of body and fingerboard; attractive purfling inlay around sound-hole; pearl inlays in fingerboard and peghead.
- Elevated brown celluloid fingerrest; adjustable ebony bridge; side position marks; 20 frets; nickel plated and engraved tailpiece and machine heads; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$100.00

CASES

No. 371—Faultless construction—form fitting—covered with waterproof imitation black leather—American Beauty silk plush lining. \$16.50.

No. 440—Square type case with lots of room for strings, music and stands—Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$38.00.



DAVE APOLLON
Radio-Stage



MURR MANDOLIN ENSEMBLE
Emma Murr, Dir. — Wm. Foden, Guest Artist
White Plains, N. Y.

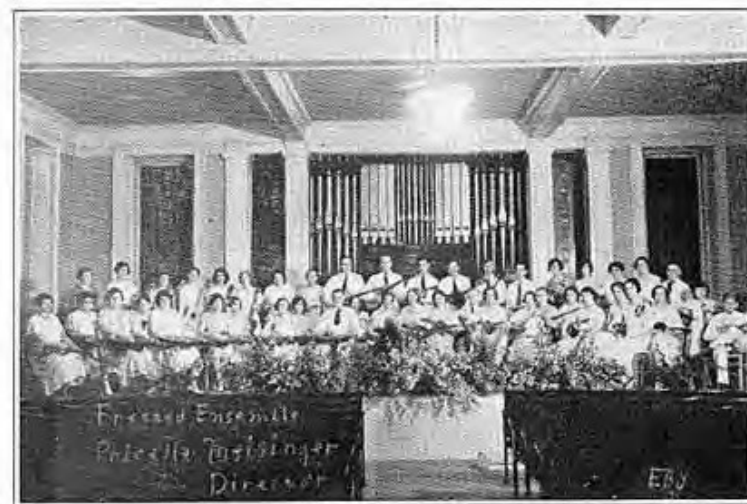


JIMMY D'ABATE
Montreal, Quebec

"Only a Gibson is Good Enough"



CLARK FRETTED INSTRUMENT CLUB
Wilma Lung, Dir.
Syracuse, New York



MEISINGER FRETTED ENSEMBLE
Priscilla Meisinger, Dir.
Bellingham, Wash.

STYLE A-75

CARVED TOP AND BACK

FEATURES

- Body size — $10\frac{1}{4}$ " wide and $13\frac{1}{4}$ " long.
- Selected spruce top; mahogany back, rim and neck; rosewood fingerboard.
- Dark brown mahogany finish with golden sunburst shading on top, back, and rim; white ivoroid binding around top and bottom of body and fingerboard; pearl inlays in fingerboard and peghead.
- Adjustable ebony bridge; side position marks; elevated brown celluloid fingerrest; 20 frets; nickel plated and engraved tailpiece and machine heads; white end pin.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$75.00

CASES

No. 102—Utility, side opening—purple flannel lining. \$5.50.

No. 362—Faultless construction — waterproof imitation black leather covering — American Beauty velvet lining. \$12.00.



CENTURY MODEL

CARVED TOP

FEATURES

- Body size— $10\frac{1}{4}$ " wide and $13\frac{1}{4}$ " long.
- Something beautifully different—pearloid fingerboard and peghead inlaid with rosewood and pearl designs—extremely durable.
- Figured curly maple back and rim; fine spruce top; mahogany neck.
- Shaded chocolate finish with sunburst highlights on top, back and rim to bring out beautiful figure of the wood; white ivoroid binding around top and bottom edges of body; fine black line inlaid around fingerboard and peghead; white, black, white purfling around sound-hole.
- Nickel plated machine heads and tailpiece; 20 frets; adjustable ebony bridge; side position marks; white end pin; inlaid brown celluloid fingerrest.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$55.00

CASES

No. 102 — Utility, side opening — purple flannel lining. \$5.50.

No. 362 — Faultless construction—waterproof imitation black leather covering — American Beauty velvet lining. \$12.00.



STYLE A 50



CARVED TOP AND BACK FEATURES

- Body size — 10 $\frac{1}{4}$ " wide and 13 $\frac{1}{4}$ " long.
- Fine grain spruce top; maple back and rim; mahogany neck; rosewood fingerboard.
- Deep red mahogany finish with golden sunburst on top.
- White ivoroid binding around top and bottom edges of body; pearl fingerboard and peghead inlays.
- Adjustable brown ivoroid fingerrest; side position marks; 20 frets; nickel plated machine heads and tailpiece; white end pin; adjustable ebony bridge.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$50.00

CASES

No. 102—Utility, side opening—purple flannel lining. \$5.50.

No. 362—Faultless construction — waterproof imitation black leather covering — American Beauty velvet lining. \$12.00.

Only Gibson Mandolins Give You All of These Features

In every Gibson mandolin you are assured of the following qualities, which all go together to make Gibson instruments the greatest money's worth in the world.

Adjustable Truss Rod—Every Gibson mandolin neck is strengthened by this exclusive feature—this alone, without any of the many other features, saves you money when you buy a Gibson.

Accurate Fingerboards—From the first fret to the last, each note is clear and true.

Hand Shaped Necks — All Gibson necks are shaped by hand to fit the hand—that is why Gibsons play smoother and easier.

Carved Tops—Every Gibson top starts from a solid block of selected spruce 1" thick—it is carved, then graduated by hand.

Elevated Fingerrest—Graceful in design and indispensable for correct playing. (The A-C Model Mandolin has an inlaid fingerrest.)

Tone and Power—A traditional part of every Gibson—a rich, full, brilliant tone is "built" in every one.

Adjustable Bridge—Instantly adjustable to your needs—properly offset to insure accuracy in every position.

STYLE A-1

CARVED TOP AND BACK

FEATURES

- Body size — 10 $\frac{1}{4}$ " wide and 13 $\frac{1}{4}$ " long.
- Maple back and rim; mahogany neck; selected spruce top; rosewood fingerboard.
- Rich brown mahogany finish with sunburst on top.
- White ivoroid binding on top and bottom edges of body; pearl fingerboard inlays.
- Elevated brown celluloid fingerrest; nickel plated tailpiece and machine heads; side position marks; white end pin; 20 frets; adjustable ebony bridge.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$35.00

CASES

No. 102—Utility, side opening — purple flannel lining. \$5.50.

No. 362—Faultless construction — waterproof imitation black leather covering — American Beauty velvet lining. \$12.00.

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STYLE A-00

CARVED TOP

FEATURES

- Body size—10 $\frac{1}{4}$ " wide and 13 $\frac{1}{4}$ " long.
- A thoroughly dependable, genuine carved top Gibson mandolin at a price within reach of all.
- Selected spruce top; mahogany neck; maple back and rim; rosewood fingerboard.
- Dark brown mahogany finish with sunburst on top.
- White ivoroid binding around top edge of body; pearl fingerboard inlays.
- Adjustable ebony bridge; brass finish machine heads; nickel plated tailpiece; elevated brown celluloid fingerrest; side position marks; 20 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$25.00

CASES

No. 101—Challenge, side opening — purple flannel lining. \$3.50.

No. 102 — Utility, side opening — purple flannel lining. \$5.50.





LOUISE TOBY
Lee Elliott Orchestra
New York



GRACE HAYES
Phil Spitalny Orchestra
New York



MARION GANGE
Ina Ray Hutton Orchestra
New York

"Only a Gibson is Good Enough"



CECILLE GAGNON
Soloist
Nashua, N. H.



LUCILLE TADDEO and KATHERYN GREEN
Seattle, Washington



WILMA LUNG
Teacher-Soloist
Syracuse, N. Y.

MANDOLAS

A tenor voiced instrument, beautiful for either solo or obligato playing—its size, slightly larger than a mandolin, gives it a rich fullness of tone that is not found in any other instrument. The mandola is tuned A D G C—very easy for the mandolin player to learn as the first three strings are tuned the same as the mandolin.

NEW STYLE H-O

Gibson does more to advocate, encourage and help in the forming of mandolin orchestras than any other firm, and realizing that many orchestras are lacking that completeness which only a mandola can give, we created this new low priced mandola.

- Body size—11" wide and 15" long.
- Genuine spruce top; mahogany neck; maple back and rim; rosewood fingerboard.
- Dark brown mahogany finish with sunburst on top.
- White ivoroid binding around top edge of body; genuine pearl fingerboard inlays.
- Nickel plated tailpiece and machine heads, with white buttons; adjustable rosewood bridge; side position marks; elevated brown celluloid fingerrest; white end pin; 19 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$35.00

CASE: No. 135—Challenge, side opening—purple flannel lining. \$4.50.

STYLE H-4

- Similar in construction and finish to style F-4 mandolin on page 57 except larger body and longer fingerboard. 21 frets.
- Body size—11" wide and 15½" long. PRICE \$175.00.

CASE: No. 388—Faultless construction—waterproof imitation black leather covering—American Beauty silk plush lining. \$17.00.

MANDO - CELLOS

Larger body than the mandola—eight strings, in pairs, tuned A D G C, one octave below the mandola—rich baritone voice—ideal for mandolin orchestra playing.

STYLE K-1

- Design similar to style A-50 mandolin on page 60; top finished in black ebony; neck, rim and back finished in dark chocolate brown; has large body and eight string mando-cello fingerboard, peghead and tailpiece; and 24 frets.
- Body size—14¼" wide and 18½" long.
- Exclusive Gibson Adjustable Truss Rod neck construction.

PRICE \$80.00

CASE: No. 394—Faultless construction—waterproof imitation black leather covering—velvet lining. \$21.00.

STYLE K-4

- Similar to F-4 mandolin on page 57 in design and finish but has larger body and eight string mando-cello peghead, fingerboard and tailpiece. Has 24 frets.
- Body size—14¼" wide and 19¼" long. PRICE \$200.00.

CASE: No. 403—Faultless construction—waterproof imitation black leather covering—silk plush lining. \$24.00.



STYLE H-4
MANDOLA
\$35.00



HARP-GUITAR

STYLE U

Similar to a guitar in construction, but with much larger body—has six strings on regular guitar fingerboard and ten sub-bass strings. 18 frets.

- Body size—18 $\frac{3}{4}$ " wide and 26 $\frac{3}{4}$ " long.

WRITE FOR PRICE

MANDO-BASS

STYLE J

A deep, full toned bass is essential to every fretted instrument combination—the Gibson mando-bass has four strings and is played with a special leather pick—tuned G D A E.

- Back and rim of strong northern maple; top of selected spruce; neck of mahogany; top and back are carved and hand graduated and especially braced.
- Top is finished in black ebony; back, rim and neck finished in brown mahogany; white ivoroid binding around top of body.
- Comes equipped with special adjustable standard.
- Body size—34" long and 24 $\frac{1}{4}$ " wide. 16 frets.
- Exclusive Gibson Adjustable Truss Rod neck construction.

WRITE FOR PRICE





UKULELES

STYLE UKE 3

This de luxe ukulele has a rich, full, powerful tone that is surprising for an instrument of its small size—it is equally pleasing to the eye. Air seasoned spruce top; mahogany back, rim and neck, with a rich dark walnut finish, hand rubbed to high luster—white, black and white binding around top and bottom edges of body—rosewood fingerboard inlaid with beautiful pearl designs and bound with white ivoroid—sound-hole decorated with colored marquerie—strong friction pegs—guaranteed accurate for finest solo playing. PRICE \$20.00.

CASE: No. 310—Faultless with purple flannel lining. \$6.50.

STYLE UKE 2

Genuine mahogany body and neck—rosewood fingerboard—finished in hand rubbed mahogany with shaded top, back, rim and neck—top and bottom of body bound with white ivoroid—pearl fingerboard inlays—white, black and white purfling around sound-hole—strong friction pegs—absolutely accurate. PRICE \$15.00.

CASES: No. 80—Canvas. \$1.75; No. 310—Faultless with flannel lining. \$6.50.

STYLE UKE 1

An exceptionally fine, accurate ukulele for this price—mahogany body and neck—rosewood fingerboard—pearl position dots—dependable friction pegs—mahogany finish with shading on top, back, rim and neck. White, black and white purfling ring around sound-hole. PRICE \$10.00.

CASES: No. 80—Canvas. \$1.75; No. 310—Faultless with flannel lining. \$6.50.



TENOR UKULELE

Has larger body than a ukulele—3" wider and 3" longer—giving extra depth and richness of tone. Selected spruce top; mahogany back, rim and neck. Similar in finish and decorations to Uke 2—longer fingerboard with 18 frets.

PRICE \$30.00

CASE: No. 311—Faultless—green flannel lining. \$9.00.

UKULELE BANJOS

STYLE UB-3

Has 8" rim with professional extension resonator bound on bottom with white ivoroid—rosewood fingerboard with pearl inlays—nickel metal parts—fine head—friction pegs—northern maple with antique mahogany finish. PRICE \$30.00.

CASE: No. 413—Faultless—flannel lining. \$8.50.

STYLE UB-2

Northern maple finished in antique mahogany—8" rim with special amplifying resonator inlaid with white and black ivoroid rings and bound with white ivoroid—good head and dependable friction pegs—rosewood fingerboard with pearl position dots.

PRICE \$18.00.

CASE: No. 95—Canvas. \$2.00.

STYLE UB-1

Genuine Gibson quality at low price—6" rim with special amplifying resonator—northern maple with light mahogany finish—rosewood fingerboard with pearl position dots—friction pegs.

PRICE \$10.00

CASE: No. 90—Canvas. \$1.75.



GIBSON ACCESSORIES

No matter how fine your instrument may be, it cannot give you its best in tone, volume, accuracy, dependability and playing ease unless reliable strings, picks, heads and other accessories are used.

Gibson is the only maker of guitars, banjos and mandolins that gives you such a complete choice of fine accessories — most of the items listed in the following pages are made in the Gibson factory and carry the Gibson Guarantee of materials and workmanship, those which are not made by Gibson have been carefully tested and come to you with our stamp of approval.

FOUR RULES --

- 1. In buying an instrument, make sure you are getting the greatest value for the amount you can afford to spend.
- 2. A good instrument deserves a good case.
- 3. Give your instrument a chance to do its best—use good accessories.
- 4. Take care of your instrument—keep it clean and polished.

GIBSON MONA-STEEL STRINGS

There is a very definite reason why Gibson strings are better and will give you greater satisfaction—the reason is that instead of making "just another string," Gibson made exhaustive research for the best materials in the world and a better way to make this material into strings.

GUITAR—Ball Ends

	Doz.	Gross	Apply on
232 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
233 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
234 B or 2nd, wound on steel.....	1.70	17.00	1/3 Gross
239 G or 3rd, silvered steel.....	1.20	12.00	1/2 Gross
235 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
236 D or 4th, wound on steel.....	1.90	19.00	1/3 Gross
237 A or 5th, wound on steel.....	2.50	25.00	1/3 Gross
238 E or 6th, wound on steel.....	3.40	34.00	1/3 Gross
Per Set Doz. Sets			
240 Set of Guitar, plain second.....	\$1.20	\$12.00	
241 Set of Guitar, wound second.....	1.25	12.50	

GUITAR—JUMBO HEAVY GAUGE—Ball Ends

	Doz.	Gross	Apply on
2320 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
2330 B or 2nd, silvered steel.....	1.25	12.50	1/2 Gross
2340 B or 2nd, wound on steel.....	1.70	17.00	1/3 Gross
2350 G or 3rd, wound on steel.....	1.90	19.00	1/3 Gross
2360 D or 4th, wound on steel.....	2.00	20.00	1/3 Gross
2370 A or 5th, wound on steel.....	2.60	26.00	1/3 Gross
2380 E or 6th, wound on steel.....	3.50	35.00	1/3 Gross
Per Set Doz. Sets			
2385 Set of Guitar, plain second.....	\$1.35	\$13.50	
2386 Set of Guitar, wound second.....	1.40	14.00	

AUDITORIUM SIZE GUITAR STRINGS

42" Long—Add 10% to regular Guitar String prices.

GUITAR—GUT AND COMPOUND—Loop Ends

	Doz.	Gross	Apply on
281 E or 1st, trued gut.....	\$5.40		
283 B or 2nd, trued gut.....	5.76		
285 G or 3rd, trued gut.....	6.48		
287 G or 3rd, wound on silk.....	2.65	\$26.50	1/3 Gross
289 D or 4th, wound on silk.....	3.35	33.50	1/3 Gross
291 A or 5th, wound on silk.....	3.65	36.50	1/3 Gross
293 E or 6th, wound on silk.....	4.50	45.00	1/3 Gross
280 E or 1st, silvered steel.....	1.20	12.00	1/2 Gross
282 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
284 B or 2nd, wound on silk and steel.....	2.10	21.00	1/3 Gross
286 G or 3rd, wound on silk and steel.....	2.35	23.50	1/3 Gross
288 D or 4th, wound on silk and steel.....	2.90	29.00	1/3 Gross
290 A or 5th, wound on silk and steel.....	3.40	34.00	1/3 Gross
292 E or 6th, wound on silk and steel.....	3.90	39.00	1/3 Gross

ELECTRIC SPANISH GUITAR STRINGS

Use Regular 240 Set of Guitar.

HAWAIIAN GUITAR—HEAVY GAUGE—Ball Ends

	Doz.	Gross	Apply on
242 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
243 C# or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
244 A or 3rd, silvered steel.....	1.25	12.50	1/2 Gross
249 A or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
245 E or 4th, wound on steel.....	2.00	20.00	1/3 Gross
246 A or 5th, wound on steel.....	2.60	26.00	1/3 Gross
247 E or 6th, wound on steel.....	3.50	35.00	1/3 Gross
Per Set Doz. Sets			
248 Set of Hawaiian Guitar, plain third.....	\$1.20	\$12.00	

E-7TH TUNING HAWAIIAN GUITAR

Are listed under polished strings.

ELECTRIC HAWAIIAN GUITAR STRINGS

	Doz.	Gross	Apply on
E 242 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
E 243 2nd, silvered steel.....	1.20	12.00	1/2 Gross
E 244 3rd, silvered steel.....	1.25	12.50	1/2 Gross
E 245 4th, wound on steel.....	2.00	20.00	1/3 Gross
E 246 5th, wound on steel.....	2.60	26.00	1/3 Gross
E 247 6th, wound on steel.....	3.50	35.00	1/3 Gross
E 249 7th, silvered steel.....	1.20	12.00	1/2 Gross
Per Set Doz. Sets			
E 248 Set of six strings.....	\$1.20	\$12.00	
E 250 Set of seven strings.....	1.35	13.50	

ROY SMECK HAWAIIAN GUITAR STRINGS

	Doz.	Gross	Apply on
842 E or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
843 C# or 2nd, silvered steel.....	1.10	11.00	1/2 Gross
844 A or 3rd, silvered steel.....	1.25	12.50	1/2 Gross
845 E or 4th, wound on steel.....	1.80	18.00	1/3 Gross
846 A or 5th, wound on steel.....	2.30	23.00	1/3 Gross
847 E or 6th, wound on steel.....	3.10	31.00	1/3 Gross
Per Set Doz. Sets			
848 Set of Guitar, plain third.....	1.00	10.00	

TENOR GUITAR—Ball Ends

Can be used on Tenor Banjo Where Ball Ends Are Desired

	Doz.	Gross	Apply on
455 A or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
456 D or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
457 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
458 C or 4th, wound on steel.....	2.00	20.00	1/3 Gross
	Per Set	Doz. Sets	
459 Set of Tenor Guitar.....	\$.60	\$ 6.00	

PLECTRUM GUITAR—Ball Ends

Can be Used on Plectrum and 5 String Banjos Where Ball Ends Are Desired

465 D or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
466 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
467 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
468 C or 4th, wound on steel.....	2.00	20.00	1/3 Gross
469 G or 5th, silvered steel.....	1.20	12.00	1/2 Gross
470 Set of Plectrum Guitar or	Per Set	Doz. Sets	
Plectrum Banjo (4) Strings.....	\$.60	\$ 6.00	
471 Set of 5 String Banjo.....	.70	7.00	

GUITAR BANJO—Loop Ends

350 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
351 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
352 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
353 D or 4th, wound on steel.....	1.90	19.00	1/3 Gross
354 A or 5th, wound on steel.....	2.50	25.00	1/3 Gross
355 E or 6th, wound on steel.....	3.40	34.00	1/3 Gross

Per Set Doz. Sets

358 Set of Guitar Banjo	\$1.20	\$12.00	
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TENOR BANJO—Loop Ends

545 A or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
546 D or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
547 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
548 C or 4th, wound on steel.....	2.00	20.00	1/3 Gross

Per Set Doz. Sets

549 Set of Tenor Banjo.....	\$.60	\$ 6.00	
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PLECTRUM AND 5 STRING BANJO—Loop Ends

565 D or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
566 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
572 G or 3rd, silvered steel.....	1.20	12.00	1/2 Gross
567 G or 3rd, wound on steel.....	1.80	18.00	1/3 Gross
568 C or 4th, wound on steel.....	2.00	20.00	1/3 Gross
569 G or 5th, silvered steel.....	1.20	12.00	1/2 Gross

		Per Set	Doz. Sets
570 Set of Plectrum Banjo, plain third.....	\$.60	\$ 6.00	
564 Set of Plectrum Banjo, wound third...	.65	6.50	
573 Set of 5 String Banjo, plain third.....	.70	7.00	
571 Set of 5 String Banjo, wound third...	.75	7.50	

MANDOLIN BANJO—Loop Ends

	Doz.	Gross	Apply on
180 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
181 A or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
182 D or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
183 G or 4th, wound on steel.....	1.90	19.00	1/3 Gross

Per Set Doz. Sets

184 Set of Mandolin-Banjo (8) Strings.....	\$1.10	\$11.00	
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MANDOLIN—Loop Ends

157 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
158 A or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
159 D or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
160 G or 4th, wound on steel.....	1.90	19.00	1/3 Gross

Per Set Doz. Sets

161 Set of Mandolin (8) Strings.....	\$1.10	\$11.00	
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MANDOLA—Loop Ends

193 A or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
195 D or 2nd, wound on steel.....	1.70	17.00	1/3 Gross
196 G or 3rd, wound on steel.....	2.20	22.00	1/3 Gross
197 C or 4th, wound on steel.....	2.50	25.00	1/3 Gross

Per Set Doz. Sets

198 Set of Mandola (8) Strings.....	\$1.50	\$15.00	
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MANDO-CELLO AND CELLO-BANJO—Loop Ends

203 A or 1st, wound on steel.....	\$1.80	\$18.00	1/3 Gross
204 D or 2nd, wound on steel.....	2.80	28.00	1/3 Gross
205 G or 3rd, wound on steel.....	3.50	35.00	1/3 Gross
206 C or 4th, wound on steel.....	4.80	48.00	1/3 Gross

Per Set Doz. Sets

207 Set of Mando-Cello (8) Strings.....	\$2.30	\$23.00	
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201 Set of Cello-Banjo (4) Strings.....	1.15	11.50	
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GUT UKULELE, UKE-BANJO and TENOR UKE

Hand Trued—Ball Ends

575 B or 1st, trued gut.....	\$2.10	\$21.00	1/3 Gross
576 F# or 2nd, trued gut.....	3.00	30.00	1/3 Gross
577 D or 3rd, wound on silk.....	1.80	18.00	1/3 Gross
574 D or 3rd, trued gut.....	3.00	30.00	1/3 Gross
578 A or 4th, trued gut.....	2.10	21.00	1/3 Gross

Per Set Doz. Sets

579 Set of Ukulele, wound third.....	\$.75	\$ 7.50	
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550 Set of Ukulele, all gut.....	.85	8.50	
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STEEL UKULELE, UKE-BANJO and TENOR UKE

Ball Ends		Gross Prices	
	Doz.	Gross	Apply on
580 B or 1st, silvered steel.....	\$1.10	\$11.00	1/2 Gross
581 F# or 2nd, wound on steel.....	1.60	16.00	1/3 Gross
582 D or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
587 D or 3rd, wound on silk.....	1.80	18.00	1/3 Gross
583 A or 4th, silvered steel.....	1.10	11.00	1/2 Gross
Per Set		Doz. Sets	
584 Set of 4 Strings (580, 581, 582, 583)	.50	\$ 5.00	
585 Set of 4 Strings (580, 581, 587, 583)	.60	6.00	

GUT VIOLIN STRINGS

380 E or 1st, silvered steel—Loop end....	\$1.00	\$10.00	1/2 Gross
361 A or 2nd, trued gut.....	2.25	22.50	1/3 Gross
363 D or 3rd, trued gut.....	2.75	27.50	1/3 Gross
366 D or 3rd, aluminum wound on gut....	6.00	60.00	1/3 Gross
365 G or 4th, copper wound on gut.....	2.75	27.50	1/3 Gross
367 G or 4th, sterling silver wound on gut.	9.00	90.00	1/3 Gross

MANDO-BASS (42" Scale)—Loop Ends

	Each	Dozen
269 G or 1st, copper wound on steel.....	\$.80	\$ 8.00
270 D or 2nd, copper wound on steel.....	.90	9.00
271 A or 3rd, copper wound on steel.....	1.00	10.00
272 E or 4th, copper wound on steel.....	1.10	11.00

HAND POLISHED STRINGS

GUITAR—POLISHED—Ball Ends

0232 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0233 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0234 B or 2nd, wound on steel.....	2.75	27.50	1/3 Gross
0235 G or 3rd, wound on steel.....	2.90	29.00	1/3 Gross
0236 D or 4th, wound on steel.....	3.05	30.50	1/3 Gross
0237 A or 5th, wound on steel.....	4.00	40.00	1/3 Gross
0238 E or 6th, wound on steel.....	5.45	54.50	1/3 Gross
Per Set		Doz. Sets	
0240 Set of Guitar, plain second.....	\$1.50	\$15.00	
0241 Set of Guitar, wound second.....	1.65	16.50	

TENOR BANJO—POLISHED—Loop Ends

0545 A or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0546 D or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0547 G or 3rd, wound on steel.....	2.90	29.00	1/3 Gross
0548 C or 4th, wound on steel.....	3.20	32.00	1/3 Gross
Per Set		Doz. Sets	
0549 Set of Tenor Banjo.....	\$.90	\$ 9.00	

STEEL VIOLIN STRINGS

	Doz.	Gross	Apply on
360 E or 1st, silvered steel—Ball end.....	\$1.00	\$10.00	1/2 Gross
380 E or 1st, silvered steel—Loop end.....	1.00	10.00	1/2 Gross
362 A or 2nd, silvered steel—Ball end.....	1.10	11.00	1/2 Gross
381 D or 3rd, silvered steel—Ball end.....	1.10	11.00	1/2 Gross
364 D or 3rd, wound on steel—Ball end...	1.50	15.00	1/3 Gross
368 G or 4th, wound on steel—Ball end...	1.60	16.00	1/3 Gross
Per Set		Doz. Sets	
385 Set of Violin (380, 362, 364, 368).....	\$.50	\$ 5.00	

HARP GUITAR SUB BASS—Ball Ends

	Each	Doz.
250 G sharp or 1st, silver wound.....	\$.64	\$ 6.40
251 G or 2nd, silver wound.....	.64	6.40
252 F sharp or 3rd, copper wound.....	.64	6.40
253 F or 4th, silver wound.....	.64	6.40
254 D sharp or 5th, silver wound.....	.64	6.40
255 D or 6th, copper wound.....	.64	6.40
256 C 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.....	.64	6.40
275 Set of (10) Strings; 250-259. Per Set.	5.50	
276 Set of (12) Strings; 250-261. Per Set.	6.60	

HAWAIIAN GUITAR—HEAVY GAUGE—POLISHED

Ball Ends

0242 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0243 C# or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0244 A or 3rd, silvered steel.....	1.25	12.50	1/2 Gross
0249 A or 3rd, wound on steel.....	2.90	29.00	1/3 Gross
0245 E or 4th, wound on steel.....	3.05	30.50	1/3 Gross
0246 A or 5th, wound on steel.....	4.00	40.00	1/3 Gross
0247 E or 6th, wound on steel.....	5.65	56.50	1/3 Gross
Per Set		Doz. Sets	
0248 Set of Hawaiian Guitar, plain third...	\$1.50	\$15.00	

HAWAIIAN GUITAR—E-7th tuning—Polished—Ball Ends

0942 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0943 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0944 G# or 3rd, silvered steel.....	1.25	12.50	1/2 Gross
0945 E or 4th, wound on steel.....	3.05	30.50	1/3 Gross
0946 D or 5th, wound on steel.....	4.00	40.00	1/3 Gross
0947 E or 6th, wound on steel.....	5.65	56.50	1/3 Gross
Per Set		Doz. Sets	
0948 Set of E-7th tuning.....	\$1.50	\$15.00	

PLECTRUM AND 5-STRING BANJO—POLISHED

Loop Ends

Gross Prices

	Doz.	Gross	Apply on
0565 D or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0566 B or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0572 G or 3rd, silvered steel.....	1.20	12.00	1/2 Gross
0567 G or 3rd, wound on steel.....	2.90	29.00	1/3 Gross
0568 C or 4th, wound on steel.....	3.20	32.00	1/3 Gross
0569 G or 5th, silvered steel.....	1.20	12.00	1/2 Gross

Per Set Doz. Sets

0570 Set of Plectrum Banjo, plain third...	\$.90	\$ 9.00
0574 Set of Plectrum Banjo, wound third...	.95	9.50
0571 Set of 5-String Banjo, plain third...	1.00	10.00
0573 Set of 5-String Banjo, wound third...	1.05	10.50

MANDOLIN AND MANDOLIN-BANJO—POLISHED

Loop Ends

Gross Prices

	Doz.	Gross	Apply on
0157 E or 1st, silvered steel.....	\$1.20	\$12.00	1/2 Gross
0158 A or 2nd, silvered steel.....	1.20	12.00	1/2 Gross
0159 D or 3rd, wound on steel.....	2.60	26.00	1/3 Gross
0160 G or 4th, wound on steel.....	3.05	30.50	1/3 Gross

Per Set Doz. Sets

0161 Set of Mandolin and Mandolin-Banjo		
(8) Strings	\$1.50	\$15.00

GIBSON BRONZE STRINGS

GUITAR—Ball Ends

132 E or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
133 B or 2nd, silvered steel.....	1.00	10.00	1/2 Gross
134 B or 2nd, wound on steel.....	1.50	15.00	1/3 Gross
135 G or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
136 D or 4th, wound on steel.....	1.70	17.00	1/3 Gross
137 A or 5th, wound on steel.....	2.20	22.00	1/3 Gross
138 E or 6th, wound on steel.....	3.00	30.00	1/3 Gross

Per Set Doz. Sets

140 Set of Guitar, plain second.....	\$1.00	\$10.00
141 Set of Guitar, wound second.....	1.10	11.00

HAWAIIAN GUITAR—HEAVY GAUGE—Ball Ends

142 E or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
143 C# or 2nd, silvered steel.....	1.10	11.00	1/2 Gross
144 A or 3rd, silvered steel.....	1.20	12.00	1/2 Gross
149 A or 3rd, wound on steel.....	1.70	17.00	1/3 Gross
145 E or 4th, wound on steel.....	1.80	18.00	1/3 Gross
146 A or 5th, wound on steel.....	2.30	23.00	1/3 Gross
147 E or 6th, wound on steel.....	3.10	31.00	1/3 Gross

Per Set Doz. Sets

148 Set of Hawaiian Guitar, plain third...	\$1.00	\$10.00
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TENOR GUITAR—Ball Ends

655 A or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
656 D or 2nd, silvered steel.....	1.00	10.00	1/2 Gross
657 G or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
658 C or 4th, wound on steel.....	1.80	18.00	1/3 Gross

Per Set Doz. Sets

659 Set of Tenor Guitar.....	\$.50	\$ 5.00
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MANDOLIN AND MANDOLIN-BANJO—Loop Ends

757 E or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
758 A or 2nd, silvered steel.....	1.00	10.00	1/2 Gross
759 D or 3rd, wound on steel.....	1.40	14.00	1/3 Gross
760 G or 4th, wound on steel.....	1.70	17.00	1/3 Gross

Per Set Doz. Sets

761 Set of Mandolin and Mandolin-Banjo,		
(8) Strings	\$.90	\$ 9.00

TENOR BANJO—Loop Ends

745 A or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
746 D or 2nd, silvered steel.....	1.00	10.00	1/2 Gross
747 G or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
748 C or 4th, wound on steel.....	1.80	18.00	1/3 Gross

Per Set Doz. Sets

749 Set of Tenor Banjo.....	\$.50	\$ 5.00
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PLECTRUM AND 5-STRING BANJO—Loop Ends

165 D or 1st, silvered steel.....	\$1.00	\$10.00	1/2 Gross
166 B or 2nd, silvered steel.....	1.00	10.00	1/2 Gross
172 G or 3rd, silvered steel.....	1.00	10.00	1/2 Gross
167 G or 3rd, wound on steel.....	1.60	16.00	1/3 Gross
168 C or 4th, wound on steel.....	1.80	18.00	1/3 Gross
169 G or 5th, silvered steel.....	1.00	10.00	1/2 Gross

Per Set Doz. Sets

170 Set of Plectrum Banjo, plain third...	\$.50	\$ 5.00
174 Set of Plectrum Banjo, wound third...	.55	5.50
171 Set of Five String Banjo, plain third...	.60	6.00
173 Set of Five String Banjo, wound third...	.65	6.50

**ORDER STRINGS BY THE GROSS -- YOU GET TWELVE DOZEN
FOR THE PRICE OF TEN -- YOU SAVE 16 2/3%**

GIBSON PICKS

ALL ILLUSTRATIONS ARE ACTUAL SIZE

The large variety of sizes, shapes and weights of Gibson picks makes it possible for every player to select a pick that will suit his personal needs—Gibson picks will give a more brilliant and clean cut tone, and will allow faster and easier playing because of the materials used and the care in polishing and bevelling each pick.



No. 74 Brown
No. 74½ Ivory

Celluloid tortoise, bevelled edges, hand polished. Light, medium or heavy.
Doz. \$.60; Gross \$6.00

No. 74-D
De Luxe Pick

Extra heavy brown celluloid tortoise; same shape and size as No. 74.
Doz. \$1.20; Gross \$12.00



No. 460 Brown
No. 460½ Ivory

Celluloid tortoise, bevelled edges, cork grip. Light, medium, or heavy.
Doz. \$1.20; Gross \$12.00



No. 52 Brown
No. 52½ Ivory

New Gibson design. Celluloid tortoise, bevelled edges. Light, medium, or heavy.
Doz. \$.60; Gross \$6.00



No. 80-L Brown
Eddie Lang Pick

Brown celluloid tortoise with laminated white corrugated grip. Medium or heavy.
Doz. \$1.50; Gross \$15.00



No. 77 Brown
No. 77½ Ivory

Corrugated grip, celluloid tortoise, bevelled edges. Light, medium, or heavy.

Doz. \$.70; Gross \$7.00



No. 81-R White
Harry Reser Pick

White celluloid tortoise with laminated brown corrugated grip. Light or medium.
Doz. \$1.50; Gross \$15.00

Genuine Tortoise Shell Picks



No. 309
\$2.40 per Doz.



No. 316
\$2.00 per Doz.



No. 315
\$1.25 per Doz.

The finest of Tortoise Shell, imported from France—carefully polished and bevelled.



No. 50 Brown
No. 50½ Ivory

New Gibson design. Celluloid tortoise, bevelled edges. Light, medium, or heavy.

Doz. \$.50; Gross \$5.00

**Gibson Picks
continued on
next page.**



No. 63 Brown
No. 63 1/2 Ivory

Celluloid tortoise; bevelled edges, light, medium, or heavy.

Doz. \$.30; Gross \$3.00



No. 60 Brown
No. 60 1/2 Ivory

Celluloid tortoise, bevelled edges; light, medium, or heavy.

Doz. \$.40; Gross \$4.00



No. 61 Brown

Celluloid tortoise, bevelled edges, rubber grips. Light, medium, or heavy.

Doz. \$.80; Gross \$8.00



No. 370 Brown
No. 370 1/2 Ivory

Celluloid tortoise; corrugated grip; bevelled edges. Light, medium, or heavy.

Doz. \$.40; Gross \$4.00



No. 369 Brown
No. 369 1/2 Ivory

Celluloid tortoise; bevelled edges; light, medium, or heavy.

Doz. \$.30; Gross \$3.00



No. 357 Brown
No. 357 1/2 Ivory

Celluloid tortoise; bevelled edges, cork grip. Light, medium, or heavy.

Doz. \$.50; Gross \$5.00

Gibson picks are furnished to please the individual needs of the most exacting player. They are furnished in a large variety of shapes and sizes—most sizes made in three weights, light, medium and heavy, and two colors, brown tortoise and ivory.



No. 70 Brown

Celluloid tortoise, bevelled edges. Brown color only. Medium or heavy.

Doz. \$.70; Gross \$7.00



No. 73 Brown
No. 73 1/2 Ivory

Celluloid tortoise, carefully bevelled edges, furnished either with or without hole in center. Light, medium, or heavy.

Doz. \$.70; Gross \$7.00



No. 72 Brown

Celluloid tortoise, bevelled edges. Brown color only. Medium or heavy.

Doz. \$.70; Gross \$7.00



No. 71 Brown
No. 71 1/2 Ivory

Celluloid tortoise, bevelled edges. Light, medium, or heavy.

Doz. \$.50; Gross \$5.00



No. 20 Assorted Colors

Assorted colors. Attractive vari-colored celluloid, polished; not bevelled; a high grade 5c pick; light weight only.

Doz. \$.25; Gross \$2.50



No. 76 Assorted Colors

Genuine Gallolith, carefully bevelled edges, extra heavy DeLuxe weight. Colors: red, blue, green, white, black, and cream.

Doz. \$1.20; Gross \$12.00

No. 356—Leather, Mando Bass or Bass Banjo Pick, oval shape, each.....\$.10

GIBSON PICKS CONTINUED ON NEXT PAGE

THUMB PICKS



No. 96



No. 88



No. 91
Doz. Gross

No. 96 Professional model of finest nickel silver spring steel; perforated to prevent perspiration and irritation; cannot slip; medium size.....	\$1.50	\$15.00
No. 88 Celluloid; assorted colors: Red, Green, Yellow, Black and White, Blue, and Ivory. Two of each color are included in dozen orders, medium large size.....	.80	8.00
No. 89 Same as No. 88, except small size.....	.70	7.00
No. 90 Ivory grain celluloid guitar thumb pick, large size, heavy; same shape as No. 88.....	.80	8.00
No. 80 Same as No. 90, except small size.....	.70	7.00
No. 95 Brown celluloid tortoise thumb pick, large size, heavy; same shape as No. 88.....	.80	8.00
No. 81 Same as No. 95, except small size.....	.70	7.00
No. 91 Fine quality polished steel guitar thumb pick.....	.50	5.00
No. 94 Good quality celluloid guitar thumb pick; medium large size; assorted colors.....	.60	6.00

FINGER PICKS



No. 93



No. 97



No. 92
Doz. Gross

No. 93 Professional model of finest nickel silver spring steel; perforated to prevent perspiration and irritation; cannot slip.....	\$1.50	\$15.00
No. 92 Fine quality polished spring steel finger pick; easily adjusted to any finger.....	.50	5.00
No. 97 Brown celluloid finger pick; special design to fit finger perfectly for faster playing.....	1.20	12.00

UKULELE AND UKE BANJO PICKS



No. 85

No. 85 White
Stiff white felt.

Doz. \$1.00; Gross \$10.00

No. 87 Green
Square medium green felt.
Doz. \$1.50; Gross \$15.00



No. 87



No. 86 Green
Oval medium green felt.
Doz. \$.60; Gross \$6.00

ADJUSTERS



No. 667



No. 666

No.	Each	Dozen
666 "Perfect" guitar string adjuster to fit over nut of any guitar to convert it into a Hawaiian guitar—very practical.....	\$.50	\$ 6.00
667 Gibson steel string adjuster nut; nickel plated.....	.25	3.00

HAWAIIAN LEIS

600 Colorful Leis attractively made of silky crepe paper; 36 inches long, one inch in diameter; assorted colors.....	.35	3.50
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HAWAIIAN STEELS

ALL ILLUSTRATIONS ACTUAL SIZE

Designed and manufactured by Gibson to make faster, easier and more accurate playing. Balance, shape and weight have all been worked out perfectly. Produce finest smooth, mellow tone; no rasping nor metallic vibrations. Cuts actual size.



No. 551 HAWAIIAN MOON—A new professional model of one piece high test bronze; eliminates contact of fingers with strings when desired; balanced and shaped to fit hand. Size: $3\frac{7}{16}$ " x $1\frac{1}{4}$ " x $\frac{3}{8}$ ". Complete with attractive leather case. Each, \$1.00; Dozen, \$12.00



No. 552 HILO BEACH—In this model has been built the need of steel guitarists for the finest results, embodied with comfort. Greatest weight is over bass strings and bottom is oval, not round—prevents scraping and distortion. Made of high test bronze. Size: $3\frac{7}{16}$ " x $1\frac{5}{16}$ " x $\frac{3}{8}$ ". Complete with attractive leather case. Each, \$1.00; Dozen, \$12.00



No. 557—Round model polished chromium. Used extensively by professional players as it permits more freedom in executing difficult slurs, pivots and back slants. Size: 3" x $\frac{7}{8}$ ". Complete in leather case. Each, \$.75; Dozen, \$9.00



No. 556—Round style; polished chromium; small size. Size: $2\frac{7}{8}$ " x $\frac{5}{8}$ ". Each, \$.50; Dozen, \$6.00



No. 558—Round style; polished chromium; medium size. Size: $2\frac{7}{8}$ " x $\frac{3}{4}$ ". Each, \$.50; Dozen, \$6.00



No. 559—A double groove steel designed for utility and ease of execution; this type of steel, of increasing popularity, has been greatly improved by Gibson. Size: 3" x 1 1/8" x 1/4". Complete in leather case. Each, \$.75; Dozen, \$9.00

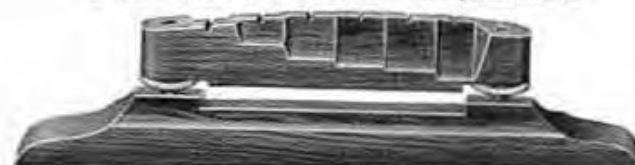


No. 555—Very fine moderate priced hardened steel; light weight with rounded edges. Nickel plated. Size: 3 1/8" x 1" x 1/4". Each, \$.25; Dozen, \$3.00



No. 554—Waverly steel with corrugated sides and rounded edges; a very popular steel. Size: 3 1/4" x 1 1/4" x 5/16". Each, \$.50; Dozen, \$5.50

GUITAR BRIDGES—Adjustable



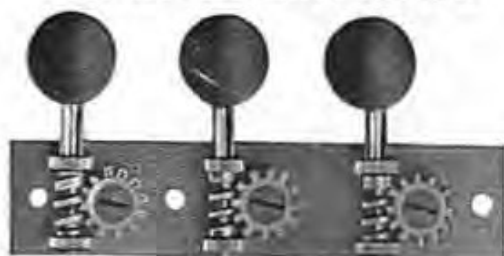
No.	No. 528	Each
528	For Advanced models L-5, L-12, L-10, L-7 and L-4. Rosewood complete adjustable bridge; 1-5/16 inch high.....	\$1.75
528-A	Rosewood saddle for No. 528.....	.85
528-B	Rosewood base, with thumb screws and studs for No. 528....	.90
523	For L-5 model; complete adjustable bridge; 1 1/8 inch high...	1.75
523-A	Ebony saddle for No. 523.....	.85
523-B	Ebony base, with thumb screws and studs for No. 523.....	.90
524	For L-4, L-3 models where the neck joins the body at 12th fret; 1 1/8 inch high.....	1.75
524-A	Ebony saddle for No. 524.....	.85
524-B	Ebony base, with thumb screws and studs for No. 524.....	.90
525	For L-50, L-75, L-3, L-7, L-10, L-12, L-5 models where neck joins body at 14th fret; 13/16 inch high.....	1.50
525-A	Ebony saddle for No. 525.....	.70
525-B	Ebony base, with thumb screws and studs for No. 525.....	.80

GUITAR BRIDGES—Non-Adjustable



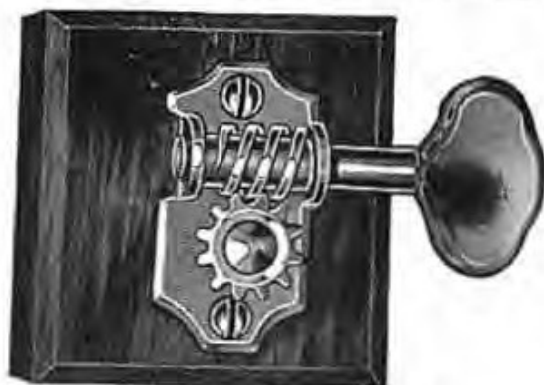
No.	No. 832	Each
832	For flat top guitar, all models and makes; polished rosewood with offset bone saddle.....	\$.50
834	New design which eliminates bridge pins and holes in top of guitar; for all flat top styles, all models and makes; genuine rosewood with bone saddle; decorated with pearl.....	1.00
832-A	Bone saddle to fit either No. 832 or No. 834; unnotched...	.20
836	For Tenor and Plectrum guitars, all models and makes; polished rosewood with offset bone saddle; same shape as No. 83240
836-A	Bone saddle to fit No. 836; unnotched..... (Please mention model of instrument when ordering.)	.20

GUITAR MACHINE HEADS



No.	No. G-0	Per Side	Per Pair
G-0	To fit all guitars; steel back; brass fittings; black buttons	\$.45	\$.80
G-11	To fit all guitars; brass; white buttons.....	.50	.90
102-W	New Grover to fit all guitars; brass with white buttons60	1.30
312	To fit all guitars; nickled and engraved with white buttons	1.50	2.75
290	Harp Guitar, sub bass peg, each.....	.50	
291	Harp Guitar, tuning wrench, each.....	.60	

GUITAR INDIVIDUAL MACHINE HEADS



No.	No. 98	Each	Set of Six
100-W	To fit all guitars; white button; nickeled.....	\$.45	\$ 2.40
100-N	To fit all guitars; metal button; nickeled.....	.65	3.60
98	To fit all guitars; all metal; nickeled.....	1.00	5.00
98-B	To fit all guitars; all metal; barrel nickel.....	.75	3.60
98-G	To fit all guitars; all metal; gold plated.....	2.25	12.50

TENOR GUITAR PEGS

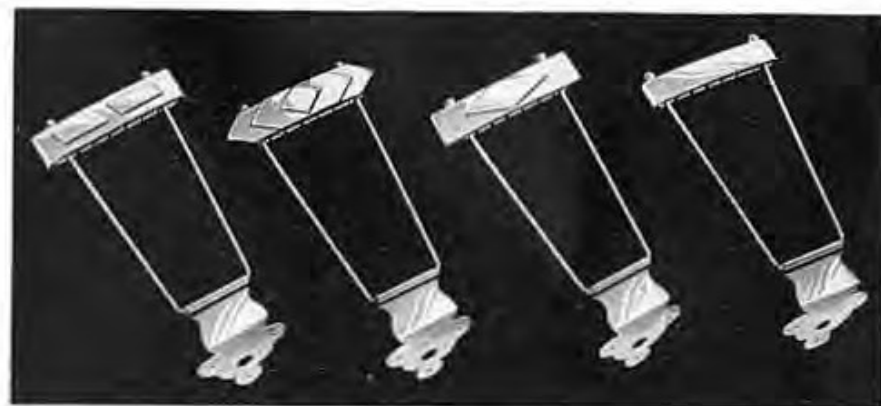
Each Set of Four

79	Tenor and Plectrum guitar geared pegs; 2 to 1 ratio; nickel plated; white button.....	\$1.00	\$ 3.60
78	Tenor and Plectrum guitar geared pegs; 4 to 1 ratio; nickel plated; white button.....	2.25	8.75

GUITAR PICK GUARDS

No.		Each
870	To fit all flat top models; white or brown celluloid; to be glued on top; state color and whether neck joins body at 12th or 14th fret	\$.50
872	To fit all flat top guitars; elevated; brown celluloid; nickel attachments	1.00
874	To fit all carved and flat guitars with elevated fingerboard; brown celluloid; elevated; nickel attachments.....	2.50
876	To fit carved top guitars; brown grained celluloid; bound in white ivoroid; new shape; nickel parts.....	5.00
876-G	Same as No. 876 but with gold plated metal parts.....	6.50
878	For L-5 model; brown celluloid with white and black binding; gold plated metal parts; elevated.....	8.00

GUITAR TAILPIECES



No.	No. 986	No. 984	No. 982	No. 980
980	To fit L-30, L-37; extension; nickel plated.....			\$ 2.00
982	New Design to fit L-50, L-75, L-4; extension; nickel plated.			2.50
984	New design to fit L-7, L-10; extension; nickel plated.....			3.75
986	New design to fit L-12; extension; gold plated.....			4.50
988	New design to fit L-5; extension; gold plated; engraved and burnished			12.00

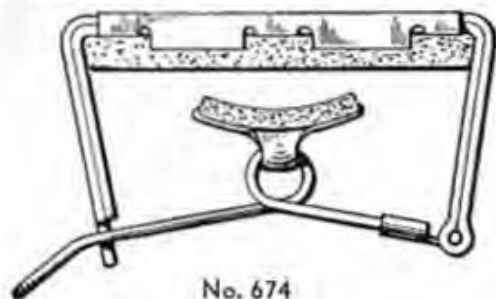
GUITAR NECK CORDS

		Each	Dozen
679	Beautiful silk cord for holding guitar while standing; loop on one end and tassel on other. Choice of 4 colors: red, blue, green and black.....	.35	\$3.50

GUITAR BRIDGE PINS

397	White molded celluloid10	\$.90
398	Black molded celluloid10	.90

GUITAR AND UKULELE CAPOS



No. 674

No.		Each	Dozen
674	For all guitars40	\$4.00
676	For all ukuleles35	3.60

VIB-ROLAS

903	For all carved top Gibson guitars; nickel plated.....	\$ 8.50
904	Same as above; gold plated.....	12.50

BANJO SUPPLIES

BANJO HEAD CLEANER

No.		Each	Dozen
762	Works like rubber eraser; will not injure head.....	.60	\$ 6.50

BANJO RESONATOR STUDS

		Each
735	Short studs; nickel steel for all Gibson banjos.....	\$.10
736	Long studs; knurled heads; nickel steel for all Gibson banjos10
737	Short studs; gold plated; for all Gibson banjos.....	.25
738	Long studs; knurled heads; gold plated; for all Gibson banjos25

BANJO ARM RESTS

655-4	Nickel-brass for all nickel plated banjos having 24 tension hooks	1.50
655-2	Same as above; having 22 tension hooks.....	1.50
660	Gold plated; burnished and engraved; 24 tension hooks....	8.50
(Prices of other gold plated arm rests on request.)		

BANJO AND UKE BANJO HEADS



Joseph Rogers heads are recognized as the finest made, giving more power and volume, longer life and wear; these heads are triple inspected to comply with Gibson standards. Stretched heads are ready mounted on hoop; easily put on the banjo in a few minutes.

Mounted heads can be furnished to fit almost any banjo; when ordering for Gibson give the serial number of banjo; all others BE SURE to specify make and diameter of head, measuring from one extreme edge to the other edge of old head.

Because of many conditions affecting Banjo Heads, they cannot be guaranteed except to be in perfect condition when mailed from the factory.

No.		Each
640	Rogers "Three Star" specially selected; not mounted; 14" for 11" banjo	\$ 6.00
641	Mounted Rogers "Three Star"; ready to put on 11" banjo..	7.50
645	Rogers "Union"; a fine serviceable head for 11" banjo; not mounted	3.75
646	Mounted Rogers "Union"; stretched and ready to put on 11" banjo	5.25
630	Rogers "Union"; not mounted; 13" for 10 1/2" banjo.....	3.50
631	Mounted Rogers "Union"; stretched to put on 10 1/2" banjo.	5.00
601	A choice No. 1 quality; 14" for 11" banjo, not mounted...	2.75
611	Mounted No. 1 quality; stretched ready to put on 11" banjo	3.75
602	A choice No. 1 quality head; not mounted; 13" for 10 1/2" banjo	2.50
612	Mounted No. 1 quality; stretched ready to put on 10 1/2" banjo	3.50
603	Uke Banjo; choice No. 1 quality; not mounted; 10" for 8" rim	1.50
613	Uke Banjo; mounted No. 1 quality; stretched ready to put on 8" rim	3.00
605	Uke Banjo; No. 1 quality; not mounted; 8" for 6" rim.....	1.25
614	Uke Banjo; mounted No. 1 quality; stretched ready to put on 6" rim	2.50

BANJO BRIDGES



No. 50



No. 55



No. 26



No. 27

No.		Each	Dozen
55	For Tenor and Plectrum banjo; De Luxe ebony with bone insert; three feet; 1/2" and 5/8" heights.....	\$1.00	\$12.00
50	For Tenor and Plectrum banjo; maple with ebony insert; three feet; 1/2" and 5/8" heights.....	.50	6.00
27	For Tenor and Plectrum banjo; maple with ebony insert; 1/2" and 5/8" heights.....	.50	6.00
26	For Tenor and Plectrum banjo; maple with ebony top; 1/2" and 5/8" heights.....	.30	3.60
25	For Tenor and Plectrum banjo; solid maple; 1/2" and 5/8" heights; same shape as No. 26.....	.15	1.80
24	For Tenor and Plectrum banjo; solid maple; 1/2" and 5/8" heights.....	.10	1.20
5	Non-tip for Tenor and Plectrum banjo; solid maple; 1/2" and 5/8" heights.....	.25	3.00
55-5	For Five String banjo; same shape as No. 55; 1/2" and 5/8" heights.....	1.00	12.00
30	For Five String banjo; same shape as No. 50; 1/2" and 5/8" heights.....	.50	6.00
31	For Five String banjo; same shape as No. 26; 1/2" and 5/8" heights.....	.30	3.60
32	For Five String banjo; same shape as No. 24; 1/2" and 5/8" heights.....	.10	1.20
36	For Mandolin Banjo; same shape as No. 50; 1/2" and 5/8" heights.....	.60	7.20
37	For Mandolin Banjo; same shape as No. 26; 1/2" and 5/8" heights.....	.40	4.80
63-2	For Guitar Banjo; solid maple, 3/4" high.....	.50	6.00
63-3	For Cello Banjo; solid maple; 5/8" high.....	.50	6.00

UKULELE AND UKE BANJO BRIDGES

40	For Uke Banjo; same shape as No. 50; 1/2" high....	.50	\$ 6.00
41	For Uke Banjo; same shape as No. 24; 1/2" high.....	.10	1.20
771	For Ukulele; mahogany with bone saddle.....	.30	3.60
773	For Ukulele; mahogany with ebony saddle.....	.25	3.00
775	For Tenor Ukulele; rosewood with bone saddle.....	.50	6.00

BANJO TAILPIECES



No. 22



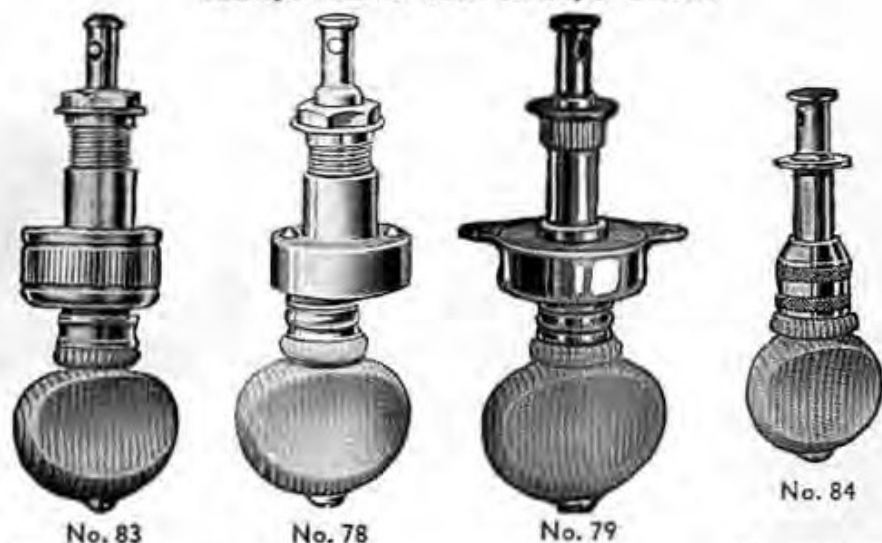
No. 23

No.		Each
101-N	To fit all styles and makes Tenor, Plectrum and Mandolin Banjo; Grover first model, extension; adjustable; nickel plated; detachable cover.....	\$.90
22	To fit all styles and makes Tenor, Plectrum and Mandolin Banjo; Grover Presto, extension; adjustable; nickel plated; hinged cover.....	1.50
22-B	Five string Banjo; Grover Presto, extension; adjustable; hinged cover; same design as No. 22.....	1.50
25-A	To fit all styles and makes Tenor, Plectrum and Mandolin Banjo; Grover De Luxe, extension; nickel plated; adjustable; hinged cover.....	4.80
25-B	Five String Banjo; Grover De Luxe, extension; nickel plated; adjustable; hinged cover.....	4.80
25-G	To fit all styles and makes Tenor, Plectrum and Mandolin Banjo; Grover De Luxe, gold plated; extension and adjustable; hinged cover.....	6.00
25-BG	Five String Banjo; Grover De Luxe, gold plated; extension and adjustable; hinged cover.....	6.00
108	For Gibson Florentine and All-American models; Grover De Luxe gold plated and engraved; extension; hinged cover; adjustable.....	8.50
792	Guitar Banjo; nickel; extension.....	2.25

UKE BANJO TAILPIECES

23	To fit all models; nickel.....	.25
21	To fit all models; extension with hinged cover; adjustable.....	.75
21-G	To fit all models; gold plated; extension with hinged cover; adjustable.....	1.35

BANJO AND UKE BANJO PEGS



No.		Each	Set of Four
162	Tenor Banjo and Tenor Guitar friction peg; white button; nickeled	\$.40	\$ 1.60
79	To fit all styles and makes; Grover nickel; 2 to 1 gear ratio; white button	1.00	3.60
79-B	To fit TB-1, RB-1, GB-1, TG-50; 2 to 1 gear ratio; white button; Grover nickel	.95	3.40
78	To fit all styles and makes; Grover nickel; 2 to 1 gear ratio; white button	1.50	5.75
83	To fit all styles and makes; Grover De Luxe nickel plated; 4 to 1 gear ratio; white button	2.25	8.75
83-G	To fit all styles and makes; Grover De Luxe gold plated; 4 to 1 gear ratio; pearl button; same design as No. 83	4.50	17.50
83-E	To fit all styles and makes; Grover De Luxe gold plated and engraved; 4 to 1 gear ratio; pearl button; same design as No. 83	6.00	22.00
82	Fifth string peg to fit all styles and makes; friction style; nickel plated; white button	.60	
84	Ukulele and Uke Banjo; friction peg; specify whether white or black button wanted; nickel plated	.30	1.20
84-G	Ukulele and Uke Banjo; friction peg; gold plated; white button; same design as No. 84	.65	2.50

BUTTONS FOR BANJO PEGS

855	Pearl buttons for all styles	\$2.25
856	White ivory buttons for all styles	.25

BANJO HEAD GUARD

	(Give banjo serial number.)	Each
400	To fit all models; brown celluloid; nickel attachments; adjustable	\$ 3.00
401-G	To fit all models; pearl celluloid; gold attachments; adjustable	4.50
401-N	Same as 401-G but with nickel attachments	3.50

BANJO HEAD LIGHT SETS

695	Complete with flasher equipment; extension cord; two colored bulbs; fits all Gibson banjos	\$10.00
695-A	Colored bulbs for above set; red or green	1.00
695-B	Flasher attachment for above set	1.25

BANJO AND UKE BANJO WRENCHES

		Each
635	Nickel steel for 1/4" nut.....	\$.25
634	Nickel steel for 5/16" nut.....	.25
636	Nickel steel for Uke Banjo; 1/4" nut.....	.15

BANJO HOOK AND NUT SETS

	Each
739 Flat nickel hook; 1/4" nut for all banjos.....	\$.10
740 Round nickel hook; 1/4" nut for all banjos.....	.10
741 Chrome plated; same as No. 740.....	.15
742 Gold plated; same as No. 740.....	.25
743 Flat nickel hook; 1/4" nut for all Uke Banjos.....	.10

MANDOLIN SUPPLIES

MANDOLIN PICK GUARDS

		Each
860	To fit arched top models; elevated; brown celluloid; nickel attachments	\$ 2.50
863	To fit all arched top models; elevated; brown celluloid bound with white ivoroid	5.00
863-G	Same as No. 863 but with gold metal parts.....	6.50
865	For F-5 model; elevated; brown celluloid bound with black and white; gold plated attachments.....	8.00

MANDOLIN, MANDOLA AND MANDO-CELLO BRIDGES—Adjustable



No.	No. 520	Each
520	To fit all makes of arched top mandolins; ebony offset saddle	\$1.00
520-A	Ebony offset saddle for No. 520	.50
520-B	Ebony base with thumb screws and studs for 520	.50
518	For all Mandolas; ebony with offset saddle; same shape as No. 520	1.65
518-A	Offset saddle for No. 518	.75
518-B	Ebony base with thumb screws and studs for No. 518	.90
519	For all Mando-Cellos; ebony with offset saddle; same as No. 520	2.00
519-A	Offset saddle for No. 519	1.00
519-B	Ebony base, studs and thumb screws for No. 519	1.00

MANDOLIN, MANDO-BASS AND HARP-GUITAR BRIDGES—Non-Adjustable

526	Solid ebony to fit all mandolins	\$.25
464	Mando-Bass; maple base with removable ebony saddle	2.75
464-S	Ebony string saddle for No. 464; one for each string	.15
464-B	Maple base for No. 464	2.50
966	Harp-Guitar (Sub bass only); maple base; ebony saddle (Note: Use No. 523 Adjustable bridge with No. 966.)	1.50

MANDOLIN TAILPIECES

780	To fit Style A-00; nickel, detachable cover	.30
780-C	Cover for No. 780	.20
780-B	Base for No. 780	.20
782	To fit all makes and models; nickel; engraved; detachable cover	.60
782-C	Cover for No. 782	.35
782-B	Base for No. 782	.35
784	For F-12, F-5 models; De Luxe gold plated; engraved; detachable cover	3.25
784-C	Cover for No. 784	2.00
784-B	Base for No. 784	2.00

MANDOLIN AND MANDOLIN-BANJO MACHINE HEADS

No.		Per Side	Set of Two
M-0	To fit all models and makes except F-2, F-4, F-7, F-10, F-12, F-5 mandolins; polished brass with black buttons	\$.50	\$.90
M-11	To fit all models and makes except F-2, F-4, F-7, F-10, F-12, F-5 mandolins; polished brass with white buttons	.60	1.00
299	To fit all models and makes except F-2, F-4, F-7, F-10, F-12, F-5 mandolins; nickel with white buttons	.70	1.30
303	Special design; nickel plated and engraved; white buttons; to fit all models except F-2, F-4, F-7, F-10, F-12, F-5	1.50	2.75
304	To fit F-2, F-4, F-7, F-10 mandolins; nickel; engraved; white buttons	1.75	3.25
305	To fit F-12, F-5 mandolins; gold plated, engraved; pearl buttons	11.00	20.00
		Each	Set of Four
334	Machine head to fit Mando-Bass	7.20	28.80

GENERAL SUPPLIES

PITCH PIPES

No.		Each	Dozen
671	Plectrum and Five String Banjo; D B G C G	\$.45	\$5.00
672	Tenor Banjo and Tenor Guitar; A D G C	.30	3.50
668	Ukulele and Uke Banjo; B F# D A	.30	3.50
669	Mandolin, Mandolin Banjo and Violin E A D G	.30	3.50
670	Guitar; E B G D A E	.45	5.00
673	Hawaiian Guitar; E C# A E A E	.45	5.00

MUSIC STANDS

620	Strong construction, adjustable, nickel plated; complete with canvas bag. Extended, 56 inches; folded, 12 inches	\$3.00
622	Nicely made, adjustable, finished in bright nickel. Extended, 60 inches; folded, 17 inches	1.50

END PINS

No.		Each	Doz.
177	To fit all instruments; white molded celluloid	\$.10	\$1.20
175	To fit all instruments; black molded celluloid	.10	1.20
178	New large white end pin; to fit Advanced L-5, L-12, L-10, L-7	.25	3.00
336	For Mando Bass; maple	1.50	

GUITAR AND BANJO STANDS

No.	Each
697	Noslip stand; folding; built especially for Super-400 guitar; strong and solid. May be used with any other guitar.....\$3.75
31	Hamilton, for either banjo or guitar; folding and adjustable; strong and solid; will not scratch instrument.....2.90
696	Simplex folding model for banjos; felt covered; fits in instrument case2.00
698	Simplex folding model for guitars; felt covered; fits in instrument case2.50

FINGERBOARD NUTS

No.	Each
677	Bone for guitar\$.25
678	Bone for banjo25
681	Bone for Mandolin25

IVOROID BINDING MATERIAL

900	Ivory, per ft.\$.20
900-A	White, black and white, per ft..... .30

CASE HANDLES

901	For all instrument cases; complete, adjustable, leather; each.....\$1.00
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FRETS (ALL INSTRUMENTS)

No.	Each	Set of 20
690	Guitar; nickel silver\$.02	\$.40
691	Guitar and Banjo; new, extra large and low..... .03	.60
680	Banjo, Mandolin, Tenor Guitar, Uke and Uke Banjo; nickel silver02	.40

FINGERBOARDS

Write for prices—be sure to state model of instrument and if possible the serial number and year purchased.

VIOLIN SUPPLIES

	Each	Dozen
970	Maple bridges; strong and sensitive.....\$.10	\$1.00
972	Ebony pegs15	1.50
974	E String tuning adjusters15	1.50
976	Rosin; set in cork15	1.50
978	Tailpiece gut; 6 inches long05	.60

GIBSON CASES

A good instrument is worth protection. We recommend the **FAULTLESS CASE**; a strong case; heavy three-ply construction and covered with finest waterproof imitation leather, lined with flannel or silk plush. A lighter case is the **UTILITY CASE**, made of heavy chipboard covered

with waterproof Keratol flannel lined. A very inexpensive case is the **CHALLENGE CASE** made of black waterproof leatherette with flannel lining.

GUITAR CASES

TO FIT STYLES L-00, L-1, L-C, L-30, L-37	
115 Challenge\$ 5.00	
414 Faultless Fl..... 12.50	
TO FIT STYLE N, L	
411 Faultless V..... 24.00	
TO FIT SNECK NO. 1 and 2. ADVANCED JUMBO AND JUMBO "35"	
118 Challenge 6.00	
418 Faultless Fl..... 15.00	
TO FIT STYLES L-50, L-75, L-4, ES-150	
103 Challenge 6.25	
514 Faultless Fl..... 12.50	
515 Faultless SP..... 25.00	
TO FIT STYLES L-7, L-10, L-12, L-5	
606 Faultless Fl..... 16.50	
690 Faultless SP..... 27.00	

TENOR AND PLECTRUM GUITAR CASES

TO FIT STYLES TG-00, TG-1, TG-30, TG-37, PG-1	
115 Challenge\$ 5.00	
414 Faultless Fl..... 12.50	
TO FIT STYLE TG-50	
103 Challenge 6.25	
514 Faultless Fl..... 12.50	
TO FIT STYLE TG-7	
606 Faultless Fl..... 16.50	
600 Faultless SP..... 27.00	

HARP GUITAR CASE

435 Faultless Fl.....\$37.00

MANDO-BASS BAG

159 Waterproof Canvas\$11.00

MANDOLIN CASES

TO FIT STYLES A-00, A-1, A-50, A-C, A-75	
101 Challenge\$ 3.50	
102 Utility 5.50	
362 Faultless V..... 12.00	
TO FIT STYLES F-4, F-7, F-10, F-12, F-5	
371 Faultless SP..... 16.50	
440 Faultless SP..... 38.00	

BANJO CASES

TO FIT ALL TENOR BANJOS	
120 Challenge\$ 5.00	
511 Faultless Fl..... 12.50	
509 Faultless SP..... 21.00	
TO FIT PLECTRUM, 5-STRING, GUITAR AND CELLO-BANJOS	
121 Challenge 5.00	
521 Faultless Fl..... 12.50	
522 Faultless SP..... 22.00	

MANDOLIN-BANJO CASES

122 Challenge\$ 5.00
393 Faultless SP..... 15.50

UKULELE BANJO CASES

TO FIT STYLE UB-1	
90 Canvas\$ 1.75	
TO FIT STYLE UB-2	
95 Canvas 2.00	
111 Utility 4.50	
TO FIT STYLE UB-3, UB-4	
413 Faultless Fl..... 8.50	

UKULELE CASES

TO FIT ALL UKULELES	
80 Canvas\$ 1.75	
310 Faultless Fl..... 6.50	
TO FIT TENOR UKE	
311 Faultless Fl..... 9.00	

MANDOLA AND MANDO-CELLO CASES

TO FIT STYLES H-0, H-1 MANDOLA	
135 Challenge\$ 4.50	
378 Faultless V..... 12.50	
TO FIT STYLES H-4, H-5 MANDOLA	
383 Faultless SP..... 17.00	
TO FIT STYLE K-1 MANDO-CELLO	
394 Faultless V..... 21.00	
TO FIT STYLE K-4 MANDO-CELLO	
403 Faultless SP..... 24.00	
TO FIT STYLE K-5 MANDO-CELLO	
515 Faultless SP..... 25.00	

Gibson

GUITARS • BANJOS • MANDOLINS • UKULELES • ELECTRIC INSTRUMENTS • STRINGS

FEBRUARY 10, 1937

INCREASED PRICES ON GIBSON GUITARS

	OLD PRICE	NEW PRICE
L-00 GUITAR	\$27.50	\$30.00
L-30 GUITAR	\$30.00	\$32.50
HG-00 HAWAIIAN GUITAR	\$27.50	\$30.00
TG-00 TENOR GUITAR	\$27.50	\$30.00
TG-30 TENOR GUITAR	\$30.00	\$32.50

DUE TO the steady increase in cost of materials and labor,
it is necessary to increase the price of a few Gibson guitars.

R E M E M B E R . . .

AT ANY PRICE, GIBSON ALWAYS GIVES MORE
DOLLAR FOR DOLLAR VALUE.

The Gibson logo is written in its signature script font, with the 'G' being particularly large and stylized.

KALAMAZOO, MICH.

HIGH SPOTS IN THE NEW 1937 GIBSON BOOK



ELECTRIC GUITARS

Pages 32 to 36

This is the first complete showing of the New Gibson Electric Hawaiian and Spanish Guitars. Be sure to read about them.

NEW JUMBO GUITARS

Pages 23 and 26

Two new oversize Jumbo Guitars. The Advanced Jumbo on page 23; the Jumbo "35" on page 26. Especially recommended for solo and radio playing.

LARGE ADVANCED MODEL GUITARS

Pages 3 to 12

New and sensational large orchestra guitars. Special photograph of the Gibson \$400.00, Super 400, on page 3. Gibson Advanced L-5 on page 5.

GIBSON STRINGS & ACCESSORIES

Pages 67 to 81

A complete listing of Gibson Mona-Steel Strings and all fretted instrument accessories. Descriptions and prices also of Gibson Bronze and Gibson Polished Strings.

GIBSON, INC.
KALAMAZOO, MICH.