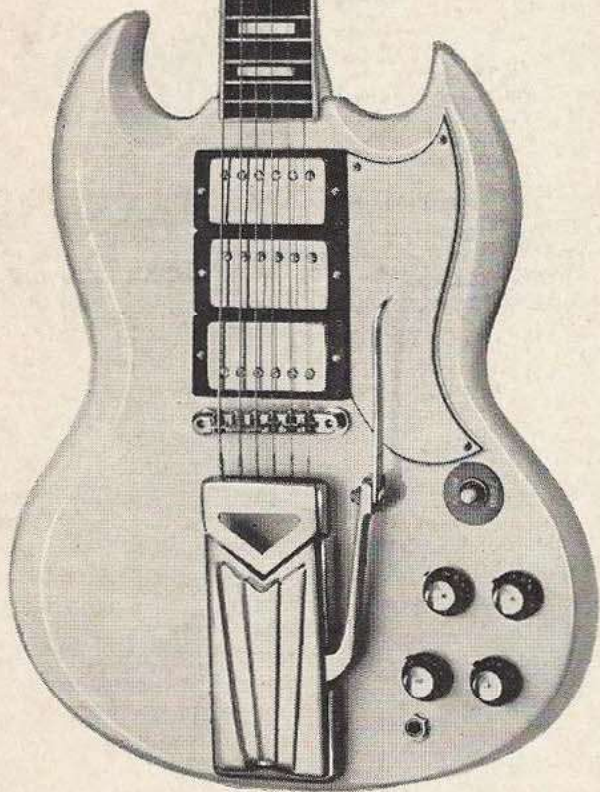




SOLID HIT

the Les Paul guitars

by **GIBSON**



Les Paul and Mary Ford: two solid hits on the list of all-time guitar greats. With their own brand of sound, big and bright...with special stylings and effects—they reach listeners through every medium. Whether it's radio, night club, TV, a Columbia recording, or a dinner engagement...Les and Mary are always a solid hit—and it's always with their Gibson guitars.

Just out—and a solid success with guitar players—are the new Les Paul Model solid body Gibsons: Ultra thin, hand contoured, double cutaway...with new Gibson Vibrato and the famous "fretless wonder" neck (a low, fast action neck giving the ultimate in playing ease and mobility).

This dynamic Les Paul series is an exciting new approach to the solid body guitar. Beauty in gleaming white or cherry red that must be seen. Wonderfully clear bell-like tone that must be heard. Fast action that should be tried...soon. By Gibson, of course.

Gibson

KALAMAZOO, MICHIGAN

The ultimate in solid body guitars

a completely redesigned **LES PAUL CUSTOM**

A new, revolutionary body design, exquisite craftsmanship and deluxe features combine in making the new Les Paul Custom. The ultra thin, hand contoured, delicately balanced design adjusts into a natural, comfortable playing position for any guitarist—with or without a strap. Finished in gleaming white for perfect contrast with gold-plated metal parts.

Players rave about the extra slim neck with the low, smooth frets that is such a joy to play—the action is so easy, players also refer to it as the "Fretless Wonder." Now with three humbucking, adjustable pickups, Tune-O-Matic bridge and Vibrola. This all new "Custom" guitar has increased power, greater sustain, and a clear, resonant, sparkling tone with the widest range of tonal colorings. Three-way toggle switch provides a new method of tone mixing: top position selects top pickup for top rhythm; center position activates the center and lower pickups simultaneously for extreme highs and special effects; lower position operates lower pickup for playing lead.

- Ultra thin, hand contoured double cutaway body
- New extra slim, fast, low-action, one-piece mahogany neck with adjustable truss rod
- Ebony fingerboard, deluxe pearl inlays
- Adjustable Tune-O-Matic bridge
- Three powerful, humbucking pickups with unique wiring arrangement
- Separate tone and volume controls
- Three-way specially wired toggle switch
- New Gibson Vibrola that operates in direction of pick stroke
- Finest quality, individual gold-plated machine heads with metal buttons
- Deluxe padded leather strap included



12 $\frac{3}{4}$ " wide, 16" long, 1 $\frac{1}{2}$ " thin . . .
24 $\frac{3}{4}$ " scale, 22 frets

Les Paul Custom
White Finish **\$395.00**

0537 Faultless gold plush-lined
case **\$50.00**

NEW **LES PAUL STANDARD**

Finely crafted at a moderate price

Here's an established favorite, the Les Paul Standard model—now offered with completely new styling . . . thinner, lighter in weight and custom contoured. A wonderfully designed solid body, perfectly balanced for playing in a standing position. In fact, no matter how you hold your guitar, you'll be comfortable playing the new Les Paul Standard.

Beautiful cherry-red finish. Gibson Vibrola and an extra slim, fast, extremely low-action neck make this guitar a joy to play. Clear bell-like tone throughout its entire range. Combination bridge and tailpiece is a Gibson first—can be moved up or down to adjust tension.

- Extra thin, double cutaway body—exciting, modern design
 - Slim, fast, low-action, one-piece mahogany neck with adjustable truss rod
 - Rosewood fingerboard, pearl inlays
 - Adjustable Tune-O-Matic bridge
 - Twin powerful humbucking pickups with separate tone and volume controls that can be pre-set
 - New Gibson Vibrola
 - Three position toggle switch to activate either or both pickups
 - Nickel plated metal parts and individual machine heads with deluxe buttons
 - Deluxe padded leather strap included
- 12 $\frac{3}{4}$ " wide, 16" long, 1 $\frac{1}{2}$ " thin . . .
24 $\frac{3}{4}$ " scale, 22 frets

Les Paul Standard Cherry finish \$265.00

0535 Faultless plush-lined case **\$45.00**



NEWS FLASH:

The cherry-red finish now standard on three more of Gibson's most popular models.

ES-335TDC **\$295.00**

ES-330TDC **\$265.00**

ES-330TC **\$225.00**

the first of the new Gibsons for '61

NEW '61 GIBSON GUITARS & AMPLIFIERS

the most respected name in music



NEW EIGHT PEDAL ELECTRAHARP

incomparable... the ultimate in pedal steel guitars

One of the most exciting instruments to hit the guitar world in many years—the new Gibson Eight Pedal Electraharp. This is the ultimate in pedal steel guitars, superbly crafted for the player who wants the finest available. It offers an infinite range of voicings and organ-like effects which combine with unequaled tonal brilliance and a complete selection of chords to form an instrument of irresistible appeal.

Made with lightweight aluminum frame and beautiful cherry-red Honduras mahogany body. Legs are of sturdy lightweight metal.

- 8 pedals centrally located with feather-touch action
- Positive tone changes—Adjustable stops lower or raise any string 1½ tones
- Each pedal can be set to raise or lower any one or more of the 8 strings or all of them simultaneously (provided the changes are within the practical working range of the strings)
- 9 possible chord progressions (even more with certain tunings)
- New Gibson patented counter balance construction
- Humbucking pickup with Varitone switch, reversible tone control, audio cut-off switch for special effects
- Stereo or Monaural for dispersion and multiple amplifier use
- 8 individual string rollers at both nut and bridge on each neck
- Pedals also activate the second neck on the double model

Eight pedal single neck Electraharp \$1200.00
Eight pedal double neck Electraharp \$1500.00
Faultless case, plush-lined \$150.00



amplified sound at its best— heard through the NEW GA-200

Previously one of the finest guitar or bass amplifiers in production, the GA-200 is now even better. Completely redesigned, the amplifier's performance has been refined to the point professionals constantly seek.

This unit contains every desired feature in a two-channel amplifier... the best in appearance, volume, tone and clarity.

- Bass reflex cabinet
- 50% increased usable gain—60 watts normal output, over 95 at peak
- Built-in compression circuit prevents overloading
- 4 input jacks, two per channel
- 2 volume controls—4 tone controls
- 10 tubes—Panel mounted removable fuse
- Panel mounted replaceable jeweled pilot light
- Polarity switch—Standby switch

GA-200 \$385.00
Cover \$15.00
Gadsarkit \$25.00

All the exciting changes in the GA-200 will also be found in the completely redesigned GA-400 Amplifier \$429.50



GA-100 Amplifier \$305.00
Tripod stand for chassis (control panel) \$25.00
100-C Cover \$10.00

THE NEW GA-100

For deep, deep sound and flat response

The GA-100, a completely new bass amplifier, is designed to give you the true sound of music. Bass tones roar or whisper without shattering, brass highs are banished, and your guitar or bass sounds better than it ever has before.

Here is an amplifier designed with three particular musicians in mind—the bass player, the jazz guitarist, and the classic artist who uses an electric guitar. For the bass player, it is the most amazing amplifier on the market; the large bass reflex enclosure assures him of completely undistorted sound. The jazz player will love its flat response, and the classic guitarist will find certain settings on this amplifier made especially for him.

- Improved compression circuit assures distortion-free sound
- 35 watts output
- Heavy duty imported 12-inch speaker
- Built-in compression circuit prevents overloading
- 1 channel—2 inputs
- 1 volume control—2 tone controls
- 9 tubes—panel mounted fuse
- Standby and polarity switches
- Jeweled pilot light

A GREAT NEW BYRDLAND

the Artist's Guitar... now with Deep Florentine cutaway

At the top among guitars! Now made with a deeper Florentine cutaway body... for easier, more comfortable playing in the upper register, and to permit the playing of many chords and intervals previously beyond reach. Designed by famed guitarists Billy Byrd and Hank Garland, the Byrdland is outstanding for performance and beauty—the result of premium materials and superb Gibson craftsmanship. Tone and response are stunning.

A thin-body cutaway with extra narrow, short-scale neck, it is easier and less tiring to hold and play. The finest spruce, curly maple and ebony, with gold-plated metal parts are used for this 'guitar among guitars'.

- Slim, fast, low-action neck joins body at 14th fret
- Three-piece curly maple neck, adjustable truss rod
- Ebony fingerboard, pearl block inlays
- Adjustable Tune-O-Matic bridge
- Twin powerful humbucking pickups with separate tone and volume controls which can be pre-set and with individually adjustable polepieces
- Three-position toggle switch to activate either or both pickups

17" wide, 21" long, 2¼" thin...
23½" scale, 22 frets

Byrdland N Natural finish \$625.00
Byrdland Sunburst finish \$610.00
603 Faultless plush-lined case \$56.00
ZC-3 Deluxe zipper case cover \$32.50

GOOD NEWS From Gibson!

Do you like the new, deep Florentine Cutaway? You'll be interested to know this feature is now available on the following Gibson models—completely restyled, they're new in everything but name! But, the price remains the same! ES-350TD, SUPER 400-CES, L-5 CES, ES-5 Switchmaster.



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- Ultra thin, hand contoured double cutaway body
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- Ebony fingerboard, deluxe pearl inlays
- Adjustable Tune-O-Matic bridge
- Three powerful, humbucking pickups with unique wiring arrangement
- Separate tone and volume controls
- Three-way specially wired toggle switch
- New Gibson Vibrola that operates in direction of pick stroke
- Finest quality, individual gold-plated machine heads with metal buttons
- Deluxe padded leather strap included



12¾" wide, 16" long, 1½" thin...
24¾" scale, 22 frets
Les Paul Custom
White Finish \$410.00
0537 Faultless plush-lined case \$52.50

NEW LES PAUL STANDARD

Finely crafted at a moderate price

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 - Adjustable Tune-O-Matic bridge
 - Twin powerful humbucking pickups with separate tone and volume controls that can be pre-set
 - New Gibson Vibrola
 - Three position toggle switch to activate either or both pickups
 - Nickel plated metal parts and individual machine heads with deluxe buttons
 - Deluxe padded leather strap included
- 12¾" wide, 16" long, 1½" thin...
24¾" scale, 22 frets
Les Paul Standard Cherry finish \$280.00
0535 Faultless plush-lined case \$46.50



NEWS FLASH:

The cherry-red finish now standard on three more of Gibson's most popular models.

ES-335TDC \$307.50 ES-330TDC \$277.50 ES-330TC \$237.50