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
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\(\frac{1}{8}\)" thin . . .
24\(\frac{3}{4}\)" scale, 22 frets

Les Paul Custom
White Finish $395.00
0537 Faultless gold plush-lined case $50.00

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

A GREAT NEW BYRLAND
the Artist's Guitar . . .
now with Deep Florentine cutaway
At the top among guitars! Now made with a deep 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 Byrland is outstanding for performance and beauty—the result of premium materials and superb 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, early maple and ash, with gold-plated metal parts are used for this guitar among others.

- 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
- Two 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

NEW GIBSON Amplifiers now in stock

GA-100 Amplifier $305.00
Tripod stand for chassis (control panel) $29.00
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 this same sort of music. Raw basses near or whisper without blaring. Bass high is balanced, and your milder or bass sounds better than it ever has before.

Now in an amplifier designed with three particular musicians in mind—the bass player, the saxophonist, and the classic artist who uses an electric guitar. For the bass player, it is the smoothest amplifier on the market, the large bass tone endures without changing at all. The jazz lover will love its flat response, and the classical musician will find certain settings on this amplifier made especially for him.

- Improved compression circuit assures distortion-free sound
- 35 watts output
- Heavy duty 10-inch speaker
- Built-in compression circuit prevents overloading
- 1 channel-2 inputs
- Volume-controlled tone controls
- 5 tubes—panel mounted fuse
- Standby and power switches
- Jewel-plexiglass

NEW LES PAUL STANDARD
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Here's an established, the Les Paul Standard—now offered with completely new styling... thinner, lighter in weight and custom contoured. A beautifully 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 red finish, Gibson Vibrola and five-way switch, and extremely corss-action neck make this guitar a joy to play. Choice of any tone throughout the entire range. Combination bridge and tailpiece is a Gibson first—can be moved up or down to adjust tension.

- Extra thin, dovetail-carved body—exciting, modern design
- Trim, fast, low-action one-piece mahogany neck with adjustable truss rod
- Rosewood fingerboard, pearl inlays
- Adjustable Tune-O-Matic bridge
- Two powerful humbucking pickups with separate tone and volume controls which can be pre-set
- New Gibson Vibrola
- Three-position toggle switch to activate either or both pickups
- Nickel-plated metal parts and inlayed machine heads with deluxe buttons
- Deluxe padded leather strap included

LES PAUL STANDARD Cherry Finish $310.00
003S Fourties finish $415.00

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

Les Paul Standard "Les Paul Country" White Finish $310.00
Les Paul Standard "Les Paul Special" White Finish $310.00
Les Paul Special "Les Paul Special" White Finish $310.00