



*Firebird Series*



# Gibson

## Firebird I

1. New style solid mahogany body with special construction.
2. One high performance, humbucking pickup with special nickel silver anti-magnetic cover.
3. Brazilian rosewood fingerboard—inlaid dots for position markers.
4. Sunburst high polish finish.
5. Separate volume and tone controls.
6. Attractive white laminated pickguard with white, black, white reveal.
7. Heavy duty individual nickel plated, fully enclosed machine heads with large metal buttons with 12 to 1 ratio.
8. New style offset body type bridge.
9. Top mounted jack for instrument cord.

**FIREBIRD I \$189.50**

*Custom Duco colors \$15.00 additional  
1210 Faultless Case (Plush) \$46.00*



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## Firebird III

1. New style solid mahogany body and special construction.
2. Two humbucking high performance pickups with nickel plated-nickel silver covers.
3. Genuine Brazilian rosewood fingerboard with pearl inlaid position dots, bound edges.
4. Sunburst mahogany, high polished to a gleaming deep mirror finish.
5. Gibson Vibrola—VSP-N nickel plated with exclusive Gibson offset solid body bridge.
6. Three position toggle switch and separate tone and volume controls.
7. Genuine leather neckstrap.
8. White laminated pickguard with beveled reveal edge.
9. Special heavy duty machine heads with metal buttons.

**FIREBIRD III \$249.50**

*Custom Duco colors \$15.00 additional*

*1210 Faultless Case (Plush) \$46.00*



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## Firebird V

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1. New style solid body and construction.
2. Two new performance humbucking pickups with nickel plated anti-magnetic nickel silver cover plates.
3. Brazilian rosewood fingerboard—with bound edges and pearloid inlaid position markers.
4. Sunburst mahogany finish.
5. New style Deluxe Vibrola by Gibson—heavy nickel plated.
6. Exclusive Gibson Tune-O-Matic bridge nickel plated with metal saddles.
7. Fine quality top grain cowhide, padded neckstrap.
8. White pickguard with attractive white, black, white, beveled edge.
9. Three position toggle switch with separate tone and volume controls for each pickup.
10. Extra heavy duty fine quality machine heads with metal buttons.

**FIREBIRD V \$325.00**

*Custom Duco colors \$15.00 additional  
1210 Faultless Case (Plush) \$46.00*



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## Firebird VII

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1. New style solid mahogany body and special construction.
2. Three new design humbucking pickups with gold plated anti-magnetic nickel silver cover plates.
3. Genuine ebony fingerboard with large block inlays of white pearl.
4. New style Gibson Deluxe Vibrola, beautifully engraved and heavily gold plated.
5. Highly polished gold plated machine heads.
6. Solid mahogany body with sunburst finish.
7. Fine quality top grain cowhide, padded neck strap.
8. White laminated pickguard with attractive white, black, white, beveled edge.
9. Top mounted jack for instrument cord.
10. Gold plated Tune-O-Matic adjustable bridge with new device to keep saddles firmly in place.
11. Three position toggle switch and exclusive Gibson graduated tone and volume knobs on separate tone and volume controls for each pickup.

**FIREBIRD VII \$445.00**

*Custom Duco colors \$15.00 additional*  
*1210 Faultless Case (Plush) \$46.00*



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## **Thunderbird II**

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1. Exclusive new body shape—solid Honduras mahogany with high polished sunburst finish.
2. New nickel plated pickup with nickel silver covers.
3. Separate tone and volume control.
4. Tune-O-Matic bridge heavily nickel plated and extra heavy built for rugged use.
5. Large wound bass strings.
6. Top mounted jack for instrument cord.
7. Heavy duty top grain cowhide neck strap.
8. Large sturdy hand rests, double nickel plated for long wear.
9. Beautiful laminated white pickguard with finger grip.

**THUNDERBIRD II \$260.00**

*Custom Duco colors \$15.00 additional*

*1240 Faultless Case (Plush) \$56.50*



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## **Thunderbird IV**

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1. Exclusive new body shape—solid Honduras mahogany with high polished sunburst finish.
2. Two new nickel plated pickups with nickel silver covers.
3. Separate tone and volume controls for each pickup with toggle switch for fast change.
4. Tune-O-Matic bridge heavily nickel plated and extra heavy built for rugged use.
5. Large wound bass strings.
6. Top mounted jack for instrument cord.
7. Heavy duty top grain cowhide neck strap.
8. Large sturdy hand rests, double nickel plated for long wear.
9. Beautiful laminated white pickguard with finger grip.

**THUNDERBIRD IV \$335.00**

*Custom Duco colors \$15.00 additional*  
*1240 Faultless Case (Plush) \$56.50*



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This is a reprint of the "advance sheets" sent to authorized Gibson dealerships to announce the addition of the Firebird series to the Gibson line in the spring of 1963. To help clear up many of the misconceptions regarding the Firebird series, we have taken the liberty of adding several paragraphs concerning its production.

Originally advertised as a jazz guitar, the Firebirds went into production in the fall of 1963. The first series produced included a two piece mahogany neck and large rounded "heel" on the underside, where the neck joined the body. Later Firebirds had a nine piece laminant neck, with a smaller squared off heel. Throughout the production of the "reverse" Firebirds, the neck and center section of the body were one piece.

The instruments were available in a variety of custom duco finishes, as well as the standard brown sunburst. For an extra \$15.00 and a several week delay, one could have a choice that included; red, white, metallic blue, metallic gold, and metallic silver.

Production records indicate that at the time the instruments were not very popular. Listed below are the production cumulatives for the year and one half that the "reverse" body series was made.

<b>MODEL</b>	<b>NO. PRODUCED</b>
FIREBIRD I	1,377
FIREBIRD III	2,546
FIREBIRD V	925
FIREBIRD VII	303
THUNDERBIRD II	718
THUNDERBIRD IV	322

In an effort to improve Firebird sales, Gibson stopped production of the reverse body in May 1965, and issued a newly designed Firebird series. Different electronics and a non-reverse shape failed to increase the Firebird's popularity. This, combined with rising production costs, forced the line to be discontinued in 1969. In 1971 a limited edition reverse Firebird V was reissued. These instruments are identifiable by a gold disc which is inlayed on the face of the guitar. On the disc are the words "Limited Edition" and serial number.

*(As this reprint was going to press, Gibson unveiled plans to reissue a 1976 reverse Firebird V and Thunderbird IV.)*

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