

The image is a vertical advertisement for Gibson guitars. The background is a dark, rich brown color. On the left side, there is a close-up, vertical view of the fretboard and strings of a guitar. In the center, the word "gibson" is written in a white, lowercase, serif font. Below it, the word "guitars" is written in a much larger, white, lowercase, serif font. Underneath "guitars", the words "electric acoustics" are written in a smaller, white, lowercase, sans-serif font. To the right of the word "gibson", there is a decorative graphic element consisting of several stylized, overlapping teardrop shapes in shades of red, orange, and yellow, resembling a flame or a stylized flower. The overall aesthetic is classic and elegant.

gibson
guitars
electric acoustics



CITATION

Years of dedication, experience and craftsmanship have made the Citation the finest instrument of its kind in the world. The visual elegance and magnificent tone quality of the Citation will long be appreciated by the proud owner of this distinctive musical instrument. And inscribed on the mother-of-pearl truss rod cover will be the owner's name. This instrument is truly "The Gibson" guitar.

FEATURES: Carved top of the finest, close grain spruce, carved maple back with matching rims, multiple white-black-white ivoroid binding. Raised maple finger rest made to match the rims and back. Five piece laminated maple neck, ebony fingerboard with deluxe inlay design. Exquisite Citation tailpiece, special design humbucking pickup, volume control mounted on pickguard. Gold-plated metal parts and machine heads with fleur-de-lis engraving. 17" wide, 20 $\frac{1}{4}$ " long, 3 $\frac{3}{8}$ " deep; 25 $\frac{1}{4}$ " scale, 20 frets.

Citation—Sunburst

Citation-N—Natural finish

Complete with faultless plush-lined case and case cover.



JOHNNY SMITH-D—Artist Model

This Gibson Artist model offers the finest in acoustical response and electronic amplification. Humbucking pickups and electronic controls are specially mounted to produce pure tones without restricting acoustic response.

FEATURES: Carved spruce top with bound "f" holes and matched figured maple rims, neck, and carved back. Slim, fast, low action neck joins body at 14th fret. Five piece curly maple neck with adjustable truss rod, Ebony fingerboard with pearl block inlays and nickel silver frets. Special ebony bridge with slanted ebony saddle. Volume control and instrument jack mounted on pickguard. Gold-plated metal parts and machine heads. 17" wide, 20 $\frac{3}{4}$ " long, 3 $\frac{1}{4}$ " deep; 25" scale, 20 frets.

JS-D double pickups—Sunburst finish

JS-DN double pickups—Natural finish

JS-single pickup—Sunburst finish

JS-N single pickup—Natural finish

Complete with plush-lined case and case cover.



TRINI LOPEZ DELUXE—Artist Model

Styled for today's guitarist, the Trini Lopez Deluxe features a deep modern double cutaway and exceptional electronic response. Exquisitely fashioned in curly maple with cream binding and shell pickguard.

FEATURES: Curly maple top, back, rims with cream binding and bound "diamond" sound holes. Slim, fast, low-action mahogany neck joins body at the 17th fret with diamond shaped pearl inlays and adjustable truss rod, 20 fret ebony fingerboard. Two balanced tone humbucking pickups with standby switch. Rosewood bridge base and chrome-plated Tune-O-Matic bridge. Chrome-plated machine heads. Special shell pickguard. 17" wide, 21" long, 3" deep; 24 $\frac{3}{4}$ " scale, 20 frets.

TL-D Trini Lopez Deluxe—Cherry Sunburst finish

605—Faultless plush-lined case



TRINI LOPEZ STANDARD—Artist Model

Built for the guitarist who needs an instrument with a modern sound and a stylish appearance. An exceptionally responsive instrument with thin body and double cutaway design.

FEATURES: Select maple top, back and rims with cream binding and bound diamond shaped sound holes. Slim, fast, low-action mahogany neck with adjustable truss rod and diamond shaped pearlloid inlays, joins body at 19th fret. Twenty-two fret rosewood fingerboard. Twin humbucking pickups. Chrome-plated Tune-O-Matic bridge. Chrome-plated machine heads. 16" wide, 19" long, 1 $\frac{3}{4}$ " thin; 24 $\frac{3}{4}$ " scale, 22 frets.

TL-S Trini Lopez Standard—Cherry finish

519L—Faultless plush-lined case

304L—Archcraft plush-lined case



BARNEY KESSEL-C—Artist Model

Designed for the musician who requires beauty and ultimate performance. A special magnetic field in the bridge pickup emphasizes the treble frequencies and produces unusual tones throughout the entire range.

FEATURES: Carved spruce top, Carved maple back. Slim, fast, low-action neck joins body at 15th fret. Five-piece curly maple neck, adjustable truss rod, rosewood fingerboard with "bow-tie" pearl inlays. Gold-plated adjustable Tune-O-Matic bridge. Twin humbucking pickups. Separate tone and volume control. Three-position toggle switch. Gold-plated metal parts. 17" wide, 21" long, 3" deep; 25 $\frac{1}{4}$ " scale, 20 frets.

BK-C—Custom Model—Cherry Sunburst finish
BK-R—Regular Model—Cherry Sunburst finish—Mahogany neck with pearl inlaid peghead, rosewood fingerboard with rectangular pearl inlays, rosewood bridge, chrome-plated metal parts.

607—Faultless plush-lined case



SUPER 400 CES—Cutaway

Many outstanding musicians consider the Super 400 CES to be the finest electric Spanish guitar made. The slim, fast low-action neck joins the extra large, carved top body at the 14th fret. This superb instrument offers a clean, powerful tone and dependable performance.

FEATURES: Carved top of finest spruce, carved back of figured curly maple with matching rims. Five-piece curly maple neck, adjustable truss rod. Ebony fingerboard, pearl block inlays. Adjustable Tune-O-Matic bridge. Exclusive Super 400 tailpiece. Powerful twin humbucking pickups. Separate tone and volume control for each pickup which can be preset. Three position toggle switch to activate either or both pickups. Hand-bound custom pickguard. Gold-plated metal parts. Deluxe individual machine heads. 18" wide, 21 $\frac{1}{2}$ " long, 3 $\frac{3}{4}$ " deep; 25 $\frac{1}{4}$ " scale, 20 frets.

Super 400 CES—Sunburst Super 400 CESN—Natural
400—Faultless plush-lined case
ZC-4—Deluxe zipper case cover



L-5 CES—Cutaway

Professional musicians enjoy the fast neck action and quick response of the L-5 CES. This electric-acoustic offers performance to match its rich, impressive appearance.

FEATURES: Carved top of select close-grained spruce. Carved back of curly maple with matching rims. Slim, fast, low-action neck joins the body at the 14th fret. Five-piece curly maple neck, adjustable truss rod. Ebony fingerboard, pearl block inlays. Adjustable Tune-O-Matic bridge. Exclusive L-5 tailpiece. Powerful twin humbucking pickups. Separate tone and volume control for each pickup. Three position toggle switch to activate either or both pickups. Gold-plated metal parts. Deluxe individual machine heads. 17" wide, 21" long, 3 $\frac{3}{8}$ " deep; 25 $\frac{1}{2}$ " scale, 20 frets.

L-5 CES—Sunburst

L-5 CESN—Natural

600—Faultless plush-lined case

ZC-6—Deluxe zipper cover for 600 case



ES-175 D—Cutaway

Easy to play and comfortable to hold, the ES-175 D produces a brilliant distortion-free tone. The modern cutaway design provides easy access to the entire register.

FEATURES: Arched top and back of select maple with matching rims. Slim, low-action neck joins body at 14th fret. Laminated mahogany neck with adjustable truss rod. Rosewood fingerboard, pearl inlays. Adjustable rosewood bridge. Powerful twin humbucking pickups. Separate tone and volume control. Toggle switch. Individual machine heads, 16 $\frac{1}{2}$ " wide, 20 $\frac{1}{4}$ " long, 3 $\frac{1}{4}$ " deep; 24 $\frac{3}{4}$ " scale, 20 frets.

ES-175D—Double Pickups—Sunburst finish

ES-175DN—Double Pickups—Natural finish

ES-175—Single Pickup—Sunburst finish

515—Faultless plush-lined case

303—Archcraft plush-lined case

103—Durabilt case

ZC-5—Zipper cover for 515 case



ES-150 DC—Double Cutaway

This popularly priced addition to the Gibson line is a real show stopper. The hollow body archtop guitar features an exclusive double venetian cutaway design that contributes to easy playability.

FEATURES: Body, rims and back constructed of fine maple with white pearloid binding on back and top. Handsome rosewood fingerboard with miniature block pearloid inlays. Adjustable truss rod. Mother-of-pearl inlaid peghead, and chrome-plated machine heads. Adjustable, chrome-plated Tune-O-Matic bridge. Twin humbucking pickups with individual volume and treble controls. Toggle switch. Master volume control, 10 1/4" long, 15 3/8" wide, 3" deep; scale length 24 3/4", body joins neck at 19th fret. 22 frets.

ES-150 DCW—Walnut

ES-150 DCH—Cherry

ES-150 DCN—Natural finish

515—Faultless plush-lined case

303—Archcraft plush-lined case —103—Durablift case

ZC-5—Zipper cover for 515 case



ES-125 CD—Cutaway

The unusual all around performance, appearance and value of the ES-125CD has made this model one of Gibson's most popular guitars. Modern cutaway makes playing easy. Excellent response.

FEATURES: Arched top and back of select maple. Mahogany rims. Slim, fast, low-action laminated mahogany neck joins body at 14th fret. Adjustable truss rod. Powerful twin pickups. Three position toggle switch activates either or both pickup. Rosewood fingerboard with pearl dot inlays. Adjustable rosewood bridge. Separate tone and volume controls. Chrome-plated metal parts. $16\frac{1}{2}$ " wide, $20\frac{1}{4}$ " long, $3\frac{3}{8}$ " deep; $24\frac{3}{4}$ " scale, 20 frets.

ES-125 CD—Sunburst finish

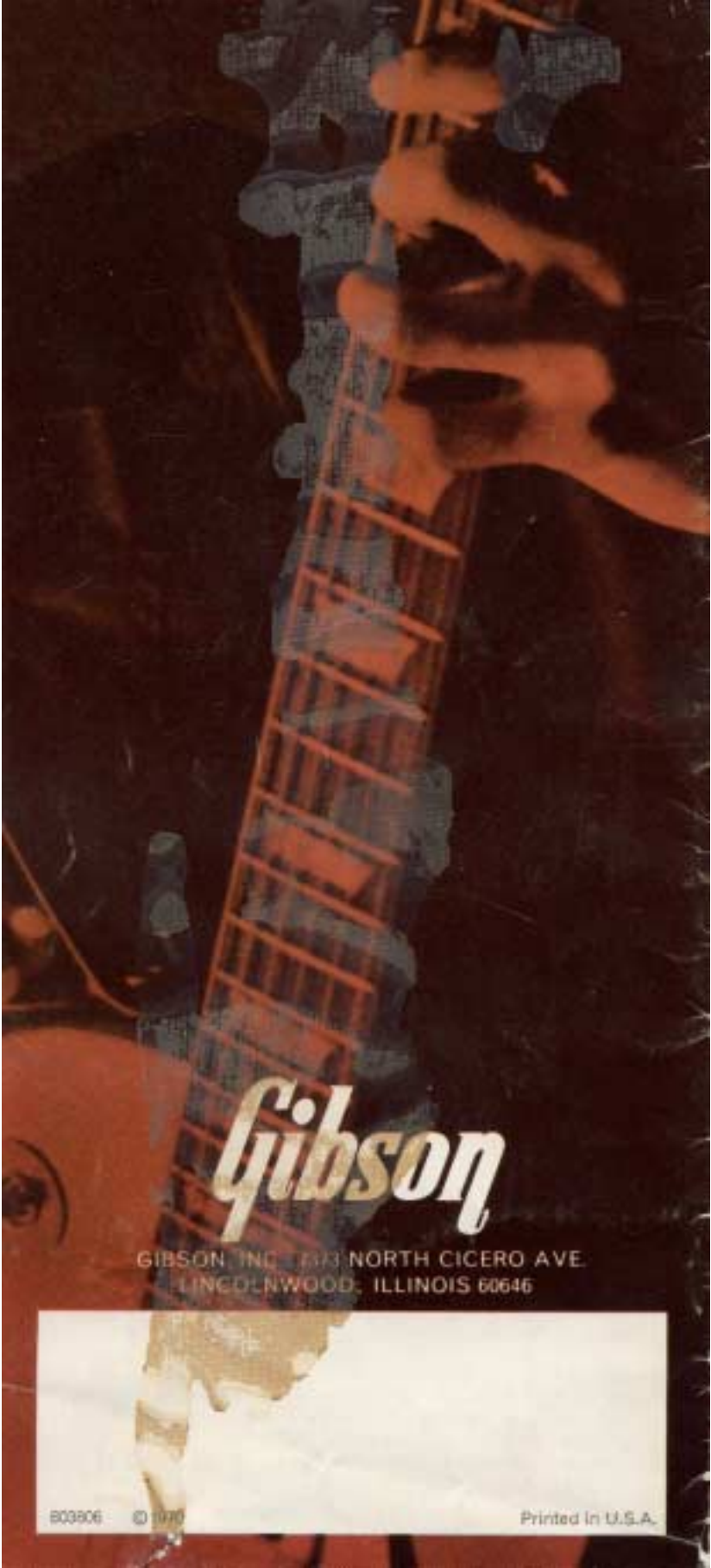
ES-125 C—Sunburst—single pickup, two controls

515—Faultless plush-lined case

303—Archcraft plush-lined case

103—Durabilt case

AC-5—Zipper cover for 515 case



Gibson

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