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The first fruits of this giant team were the re-emergence of the Gibson Les Paul Standard and Les Paul Custom guitars, with the original specially designed electronic circuitry based around a unique kind of solid body construction. It is this combination which is responsible for the power, clear sparkling tone and enormous scope of sound that has been the trademark of Les Paul over the years. To hear a dramatic demonstration of this new Les Paul sound, listen to "Les Paul—Now," a new London Phase 4 stereo album recorded in Les' own New Jersey studio. The album points up the fact that he is still experimenting in sound... constantly striving for perfection.

When the history of contemporary sound techniques is written, it will be known that Les Paul started the whole bit... the electric sounds of today and the over-dubbing process which is the crux of the entire recording industry. And, because of him, the electric guitar

is now THE instrument of the times.

Les has another album soon to be released. In addition to making his own recordings and experimenting with new developments in sound, he still finds time to produce records for many of today's country and rock performers. He feels there is a place for every kind of music. Every era has its own distinctive type of popular music. And tomorrow's style will be influenced by today just as today's music carries the influence of the past.

Another one of the many interests of Les Paul is his work with George Barnes in the development of a guitar home-study course. All the lessons are recorded in Les' studios and will be sent to students on tape. The student records his assignment and sends it to the instructor. The instructor returns the tape along with his comments and the next lesson.

Les and George feel that this course is the first breakthrough in modern teaching methods. It permits a master

teacher to reach a far greater number of gifted students than he could, living in one given location. Any competent guitar player or teacher will vouch for the fact that there is a very serious lack of qualified teachers available for the number of people who seriously desire to acquire a mastery of the instrument. Another distinct advantage of this unique teaching method is that the student is not tied to a specific lesson or study period.

The future will see some exciting developments in the contributions of Les Paul to the contemporary musical scene. In addition to the reissuing of the Gibson Les Paul Standard and Les Paul Custom guitar models, there'll be some additional guitar models, a great new line of Les Paul amplifiers, and further refinements and developments of the guitar lesson method. As Les himself puts it, "Guitars and amps are here to stay. I hope so, anyway. Never did learn to play the trombone." ■

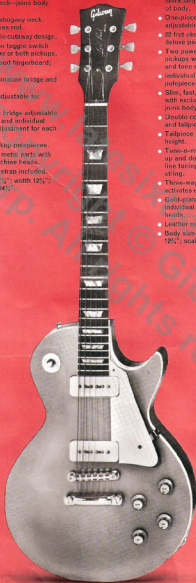
LES PAUL



Original Les Paul Models Return! The Les Paul Standard and Les Paul Custom guitars are back! Here are the world's most sought after fretted instruments... exact duplicates of the original Les Paul models. Standard (left) features gold-finished carved maple top, mahogany body, two pickups, double combination Tune-O-Matic bridge and tailpiece and individual pickup polepieces. Custom features solid Honduras mahogany body with carved maple top, two humbucking pickups, double combination Tune-O-Matic bridge and tailpiece and gold-plated metal parts with individually gold-plated machine heads and individual pickup polepieces.

Les Paul STANDARD

- Gold-finished carved maple top, with mahogany body and neck.
- Two powerful pickups, separate tone and volume controls.
- Low-action neck—joins body at 16th fret.
- One-piece mahogany neck, adjustable truss rod.
- Graceful single cutaway design.
- Three-position toggle switch activates either or both pickups.
- 22 fret rosewood fingerboard; pearl inlays.
- Double combination bridge and tailpiece.
- Tailpiece is adjustable for height.
- Tune-o-matic bridge adjustable up and down and individual fine tuning adjustment for each string.
- Individual pickup polepieces.
- Nickel-plated metal parts with individual machine heads.
- Leather neck strap included.
- Body size—length 17 $\frac{1}{2}$ "; width 12 $\frac{1}{2}$ "; scale length 24 $\frac{1}{2}$ ".



Les Paul CUSTOM

- Solid Honduras mahogany body with graceful single cutaway design.
- Carved maple top bound with seven alternating white and black stripes; five on bottom of body.
- One-piece mahogany neck with adjustable truss rod.
- 22 fret ebony fingerboard; deluxe pearl inlays.
- Two powerful, humbucking pickups with separate volume and tone controls.
- Individual adjustable pickup polepieces.
- Slim, fast, low-action neck—with exclusive extra-low frets, joins body at 16th fret.
- Double combination bridge and tailpiece.
- Tailpiece is adjustable for height.
- Tune-o-matic bridge adjustable up and down and individual fine tuning adjustment for each string.
- Three-way toggle switch activates either or both pickups.
- Gold-plated metal parts with individual gold-plated machine heads.
- Leather neck strap included.
- Body size—length 17 $\frac{1}{2}$ "; width 12 $\frac{1}{2}$ "; scale length 24 $\frac{1}{2}$ ".





Gibson

...it goes where you go



SG STANDARD

Extra deep double cutaway for easy fingering down to the 22nd fret. Thinner, lighter weight. Powerful Humbucking pickups, adjustable Tune-O-Matic bridge. New deluxe Gibson Vibrola. Contour body in a Cherry finish.

ES-330TD

Everything's going for you with this beauty. Big Gibson sound with twin adjustable pickups. A thin silhouette that's easy to hold and play. Slim, fast low-action neck with full 22 frets. A great guitar to give or to get. Brilliant Cherry or Sunburst finish.

live a little... with the big Gibson sound

Gibson guitars say what you want them to. Here is sound that never quits whether you're in concert or want a guitar that's just you. When you hear great Rock, Soul, Jazz or Country music, chances are there's a Gibson at work. After all, guitars have been our thing for seventy years.



ES335-12

Use this one to back up your combo with fullness and rich harmony . . . or do a spectacular solo. This great model combines the tone and special sound of the 12-string. Thin double cutaway body. Slim 22 fret neck. Twin pickups with separate controls. Sunburst or Cherry finish.

EB-2

Move your group forward with a new drive. The sensational Gibson Bass/Baritone pushbutton provides great bass range. And this hollow-body electric bass is unbelievably thin. Single or twin pickups. 22 frets on a slim neck. Sunburst or Cherry finish.

live a little...
with a tough Gibson amp
swing to Gibson amplifiers



SKYLARK AND SKYLARK T

A pair of twins except the "T" has tremolo. Small, tough, and where you want them. Single channel with two inputs. 10-inch speakers. The trouble with these little brutes is, you'll think they are worth twice the price.

HAWK
A step-up in powerful performance. Resounding sound with 24 watts peak power. Two inputs. Reverb and tremolo with foot switch. The Hawk is in business with a wide-range 10-inch speaker.



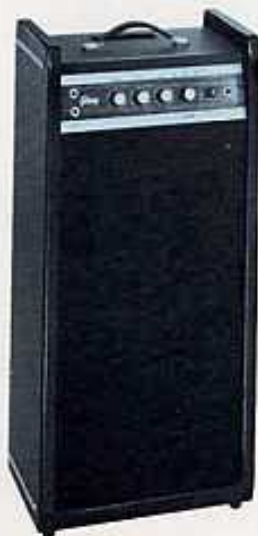
THOR

Big on bass, Thor is all thunder in a surprisingly small box. Fights fatigue all the way. 50 honest watts of rumbling power, 100 watts peak. Two 10-inch bass speakers, a pair of inputs. And styled like tomorrow.



FALCON

Here's an amp that tells it like it is. Turn it up all the way, and you come through... WHAM! Two channels. Four inputs. The 12-inch speaker has working power. Reverb and tremolo with foot-switch. Plus a few more good things.



Depend on Gibson output to keep your input right. Dependable delivery even when you push volume up to max. Check around if you want to, and you'll get the word on Gibson electronics . . . really tough. When you have the message, a Gibson will tell it all.



DUO-MEDALIST

Sound off big . . . here are two channels with twin inputs in each channel. Peaks to a 60 watt scream. Reverb and tremolo complete with foot switch. And you pour through a superb Jensen 12" speaker.



SUPER MEDALIST

Plug in and stand back. Two big Jensen 12" speakers custom-designed for this amp to drive you all the way. Two channels and four inputs. Tremolo and Reverb with foot-switch. *All* the controls. And power to spare.



MEDALIST 4/10

Powerful punch in the middle of the Gibson line. Four rugged 10-inch speakers backed with 60 honest watts of punching power, 120 watts peak. Reverb and Tremolo with foot switch. A "biggy" in a tight package.



GTR 600

It takes guts to push this one all the way. Here is ninety pounds of brute force with 360 watts at peak, all solid state. Treble that pierces where you want, bass that ought to register on a seismograph. All controls up front. This is the baby that says you're the boss.



MELODY MAKER

Very easy on the budget, yet this one has everything. Ultra thin contoured solid body with single or double pickups and Gibson Vibrola. Great sound and easy-to-handle touch through a full scale on 22 frets. And many more good things like an "up" finish in Fire Engine Red or Pelham Blue.

J-50 FLAT TOP

This model is jumbo in size and craftsmanship, but not cost. Let your fingers roam around its big, rich sound. It has exceptional resonance and response. You'll like the slim, fast low-action neck. And it's a rare beauty with natural finish Spruce top and Walnut trim.



live a little... with Gibson value

Any model you choose from student to professional is made one way . . . with premium materials and experienced craftsmanship. But the rich Gibson sound doesn't cost an arm and a leg. For performance and price, you steal the scene with a Gibson.



HUMMINGBIRD FLAT TOP

One of the finest instruments made for voice accompaniment. Full sound with a rumbling bass prized for its resonant tone and carrying power. Hummingbird design on the pick-guard is a fine bit of showmanship to go with the dramatic Cherry-sunburst finish.

B-25 FLAT TOP

Here is a comfortable armful designed for smooth performance. This Grand Concert is more compact and easier to hold than jumbo models. But it has extra power and great resonance to roll your music out. Fast fingering action on the slim neck.





live a little now... with a Gibson

Gibson makes a great gift... even if you give one to yourself. Here is today's big sound with more to choose from than ever before. And Gibson has the toughest amps on the scene. To give or to get, make it big with a Gibson.

COME IN AND LET US HELP YOU CHOOSE FROM OUR WIDE SELECTION

REZNICK'S
440 N. LIBERTY ST.—THRUWAY SHOPPING CENTER
WINSTON-SALEM, N. C. 27101

Over 47 Years of Musical Service

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