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The Ace Frehley Les Paul

- Lightning bolt inlays and four peghead inlays for the true Ace look
- Three EMG® pickups and ebony fingerboard for the ultimate Ace sound
- Floyd Rose® bridge and SG rounded neck for classic Gibson style and playability

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Gibson USA

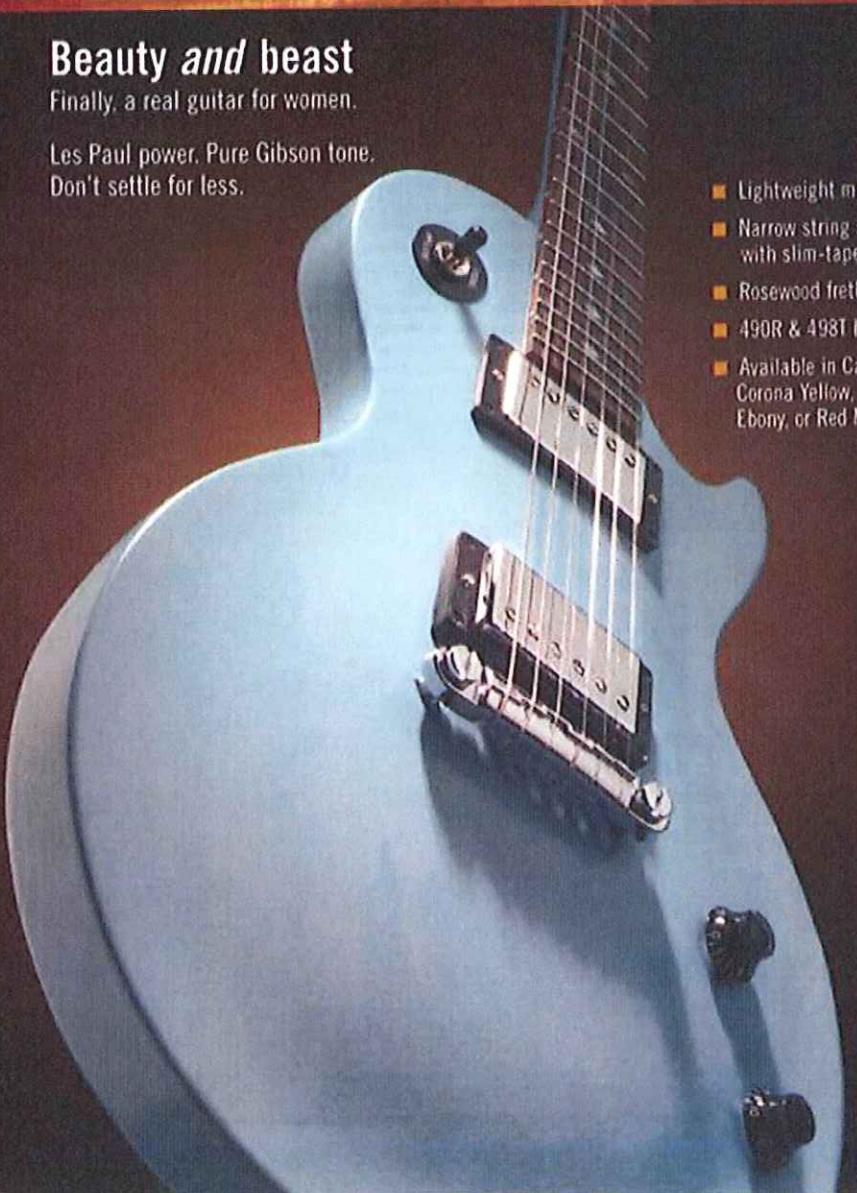
B9

**Gibson**  
usa

Introducing the  
**LES PAUL VIXEN**

**Beauty and beast**  
Finally, a real guitar for women.

Les Paul power. Pure Gibson tone.  
Don't settle for less.



- Lightweight mahogany body
- Narrow string spacing with slim-taper neck
- Rosewood fretboard
- 490R & 498T humbuckers
- Available in Caribbean Blue, Corona Yellow, Coral, Ebony, or Red Metallic.

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# THE LES PAUL ELEGANT

*Don't let the name fool you*



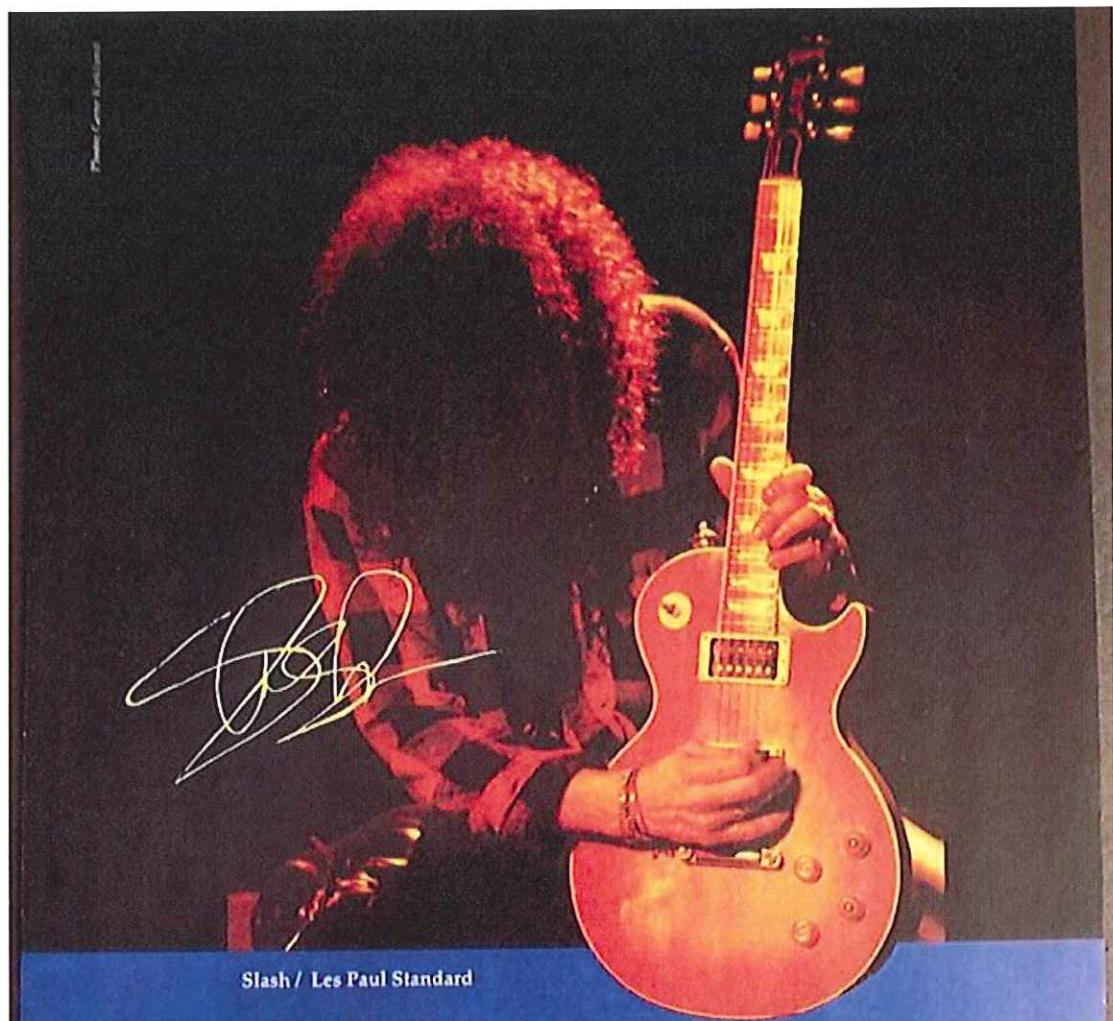
This is truly a player's guitar. The Les Paul Elegant takes the graceful Les Paul cutaway design to a new level. Loaded with features aimed at improved playability, the Les Paul Elegant is the Custom Collection's premier figured-top guitar.

At Gibson's Custom, Art & Historic Division a select group of artisans carry on the company's century-old tradition of creating exquisite, investment-quality instruments. These guitars boldly reflect the highest standards of imaginative design and masterful craftsmanship.

To receive a copy of The Custom Collection Catalog and find the dealer nearest you, call 1-800-4GIBSON or visit our website at [www.gibson.com](http://www.gibson.com).



*The World's Finest Guitars*



Slash / Les Paul Standard

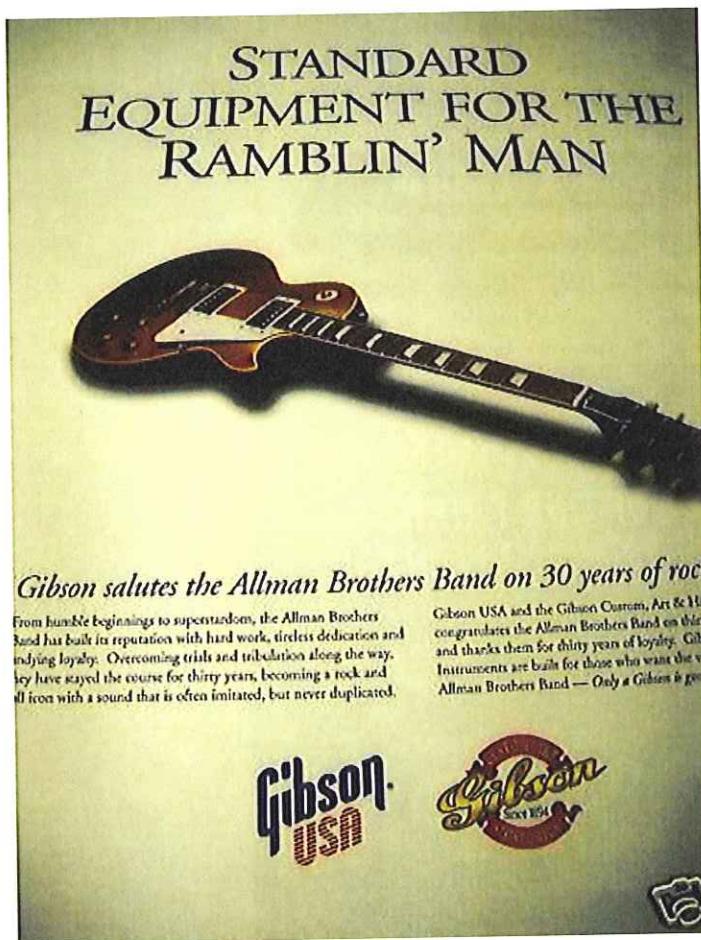
Only a Gibson is Good Enough.

 Hear Slash on  
*Use Your Illusion I & II*,  
the Geffen Records  
releases by  
*Guns N' Roses* 

**Gibson** USA

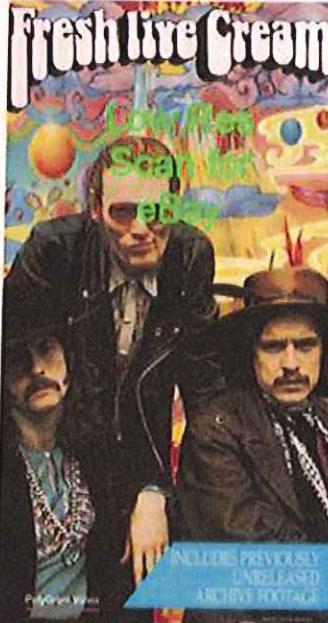
1999

92



Gibson SG

1961 les paul SG



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GINGER BAKER  
JACK BRUCE

INCL. 100 MINUTES OF PREVIOUSLY UNRELEASED ARCHIVE FOOTAGE

Eric Clapton  
Ginger Baker  
Jack Bruce

The complete history of one of the most influential rock 'n' roll bands

**Win a Gibson Les Paul SG '61 reissue guitar**

from PolyGram Video, Guitar For The Practicing Musician and Gibson USA!

25 Runners up will win copies of the Cream video "Fresh Live Cream" which features rare performance footage and never before seen photos.

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**guitar** **VIDEO** **POP**

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What other items would you like to win?

For a chance to win, send \$1.00 postage to: PolyGram Video, P.O. Box 1000, Dept. C, 1000 Peachtree Street, N.E., Atlanta, GA 30367. No purchase necessary. Void where prohibited. © 1990 PolyGram International, Inc. All rights reserved. "Gibson" is a registered trademark of Gibson Guitars, Inc. "PolyGram" is a registered trademark of PolyGram International, Inc. "Guitar For The Practicing Musician" is a registered trademark of Gibson Guitars, Inc. "Fresh Live Cream" is a trademark of PolyGram International, Inc. "POP" is a trademark of PolyGram International, Inc.

94

1979

## An SG. For half a G.

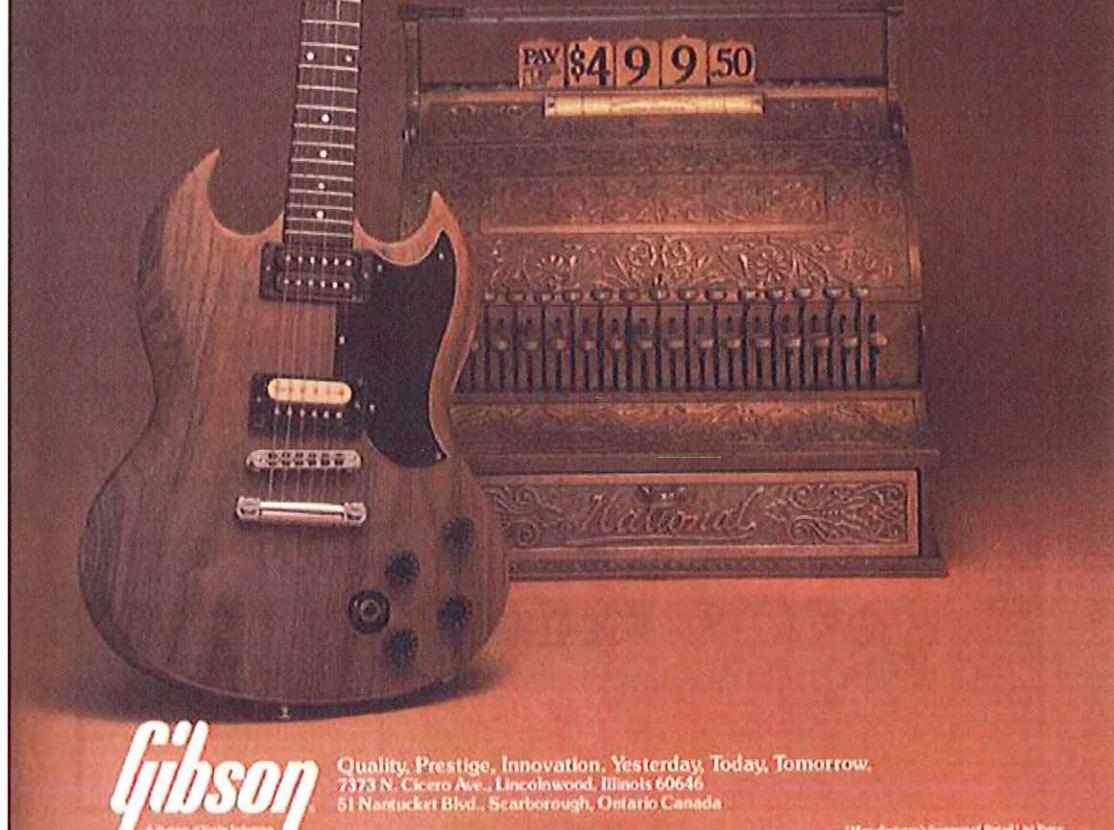
Here's a great old guitar tradition for a grand old price. Actually, half a grand. \$499.50 to be exact.\* *"The SG"* guitar by Gibson.

Gibson SG guitars have been playing sellout concerts and hit recording sessions ever since rock started rolling. And *The SG* is another example of what legends are made of. Its new pickup combination includes the famous Gibson Humbucking pickup in front. And in back, there's a new TGA™ Super Humbucking pickup. It turns out an incredibly powerful sound, while it turns on sizzling highs and midfrequencies. *The SG*'s dense, solid walnut body adds more life to each note, with a long, lingering sustain.

Heavy as it sounds, *The SG* is a lightweight guitar that's easy to handle. The fingerboard's the finest—natural ebony. And the double cutaway is a cut above too—no other guitar design gives you easier access to all 22 frets. Of course, there's one more important reason to buy *The SG*—Quality.

For nearly twenty years, SG guitars have proven their worth with several million sellers. But, you don't have to have a million seller to afford one. The SG by Gibson. It can earn you a lot of bread. For just a little bread.

PAY \$499.50



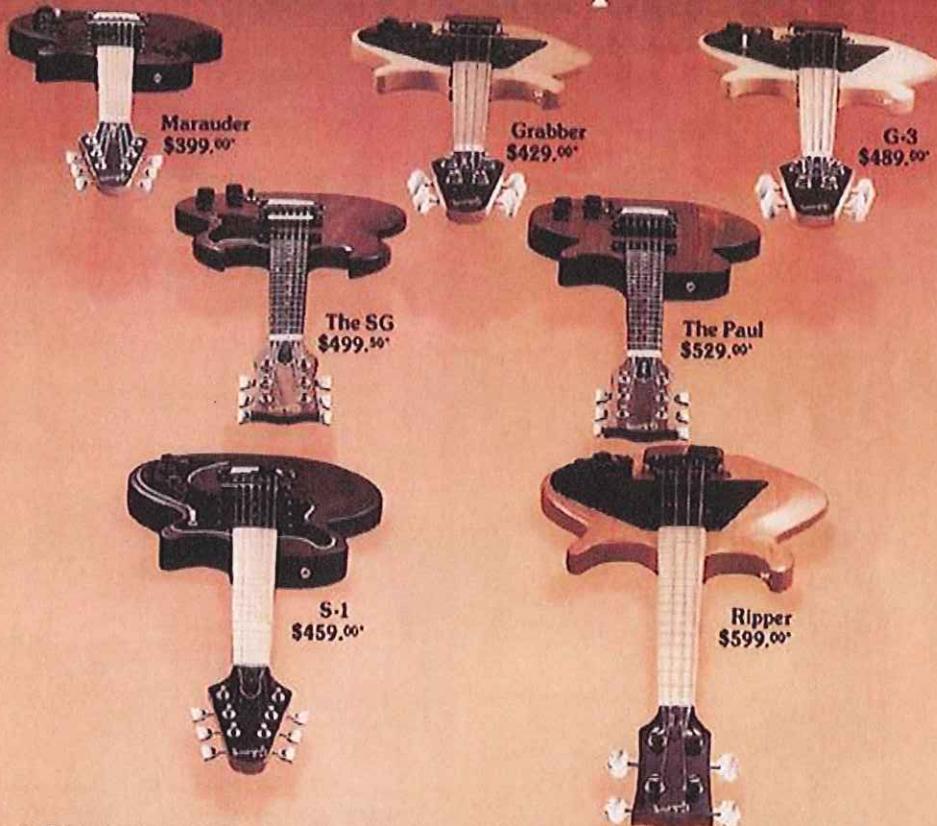
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A Division of Novus Industries

Quality. Prestige. Innovation. Yesterday. Today. Tomorrow.  
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51 Nantucket Blvd., Scarborough, Ontario Canada

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1979

## Gibson guitars. To the tune of \$399 and up.



If you take your guitar playing seriously, you can't afford to go without a Gibson. But, maybe you thought you couldn't afford the best name in guitars. The fact is, you can purchase an extraordinary Gibson for about the same price\* as an ordinary instrument.

Gibson electric guitars begin with the Marauder at \$399. And it begins where most of its competitors leave off—with high power electronics, a full range pan pickup potentiometer and the same craftsmanship you'll find in even the most expensive Gibsons.

The Paul and The SG come from two of the most respected traditions—legendary SG and Les Paul lineage. They're priced like some of Gibson's imitators. Except they're the real thing.

You've been hearing the Gibson S-1 for a few years now, on quite a few hits. Those famous artists could afford the most expensive guitars, but they chose the same model that fits a working man's budget.

Gibson basses have been on their fair share of best sellers too. The Grabber, Ripper and G-3. Their sliding pickup, sound switching and fresh body styles deliver a rich range of sound. For a modest price range.

When you check out the hand craftsmanship, rare woods and unequalled specifications, you'll see why each Gibson is such a prized instrument. But, you're in for one more surprise. The price tag. Gibson, the most valued name in guitars is still a value.



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\*All prices are manufacturer's suggested retail.

1973

916

The truth is, most rock recording artists play Gibson's "SG" solid body guitars. And they play them when it really counts... at the crucial moment when they have to put their reputations on record.

Gibson gives them the sounds they're famous for. Special Humbucking Pickups make it sweet and clean... or dirty and mean. And the sustaining qualities of Gibson

solid bodies will bring a smile of delight to every studio engineer.

There's no hum or extraneous noise that's so difficult for engineers to cover up. And the SG's won't scream with piercing feedback even in close quarters. Even the smooth touch of Gibson's comfortable neck lets you feel like you're playing at home... not in a recording studio.

You can't afford not to be your best in the moment of truth. You can't afford not to play the best either. Get a Gibson SG Solid Body... before your moment arrives.

**Gibson**

7373 N. Cicero Avenue  
Lincolnwood, Illinois 69646

## the Moment of Truth

Create a whole new impression with the most impressive name in guitars ... Gibson\*. The "Paul" Deluxe and The "SG" Deluxe, two new entries to the Gibson Firebrand Series. Each with a solid mahogany body and a revolutionary finish that looks natural, rustic and rough. Gibson has even branded its mark on the peghead ... so authentic you can almost hear the hiss of the hot iron.

You've already heard our guitars sizzle in the hands of many of the world's greatest rock artists. Now these Gibson models look as rugged and rowdy as they sound. So get your hands on The "Paul" Deluxe or The "SG" Deluxe Firebrand Series by Gibson. They put out fire. And you put out less than 850.

## The Firebrands. Hot new brands at a price that doesn't burn.

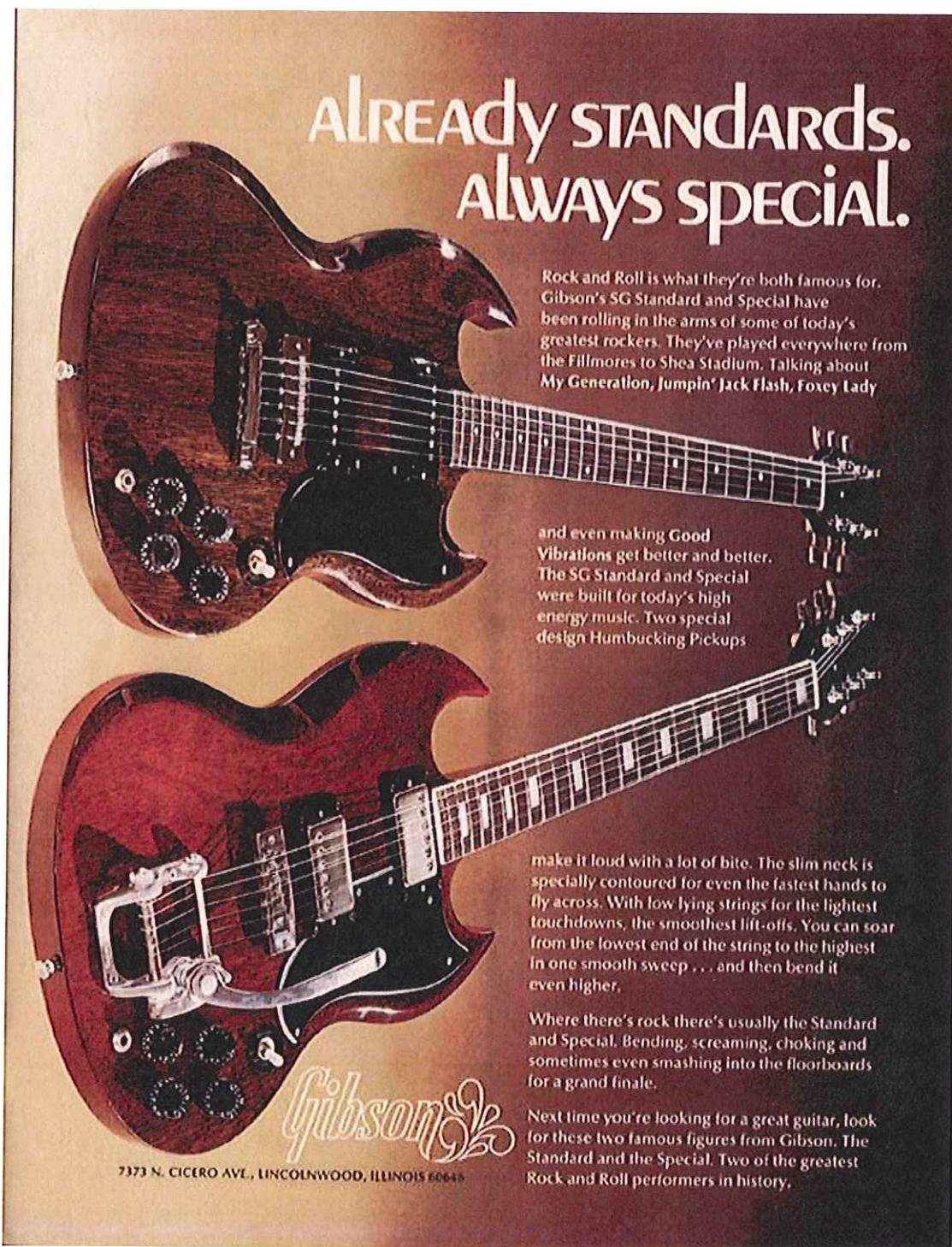


\*Suggested retail price & specifications  
subject to change without notice.

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**FIREBRAND**  
by  
**gibson**  
A division of  
Norris Industries

Quality. Prestige. Innovation. Yesterday, Today, Tomorrow.

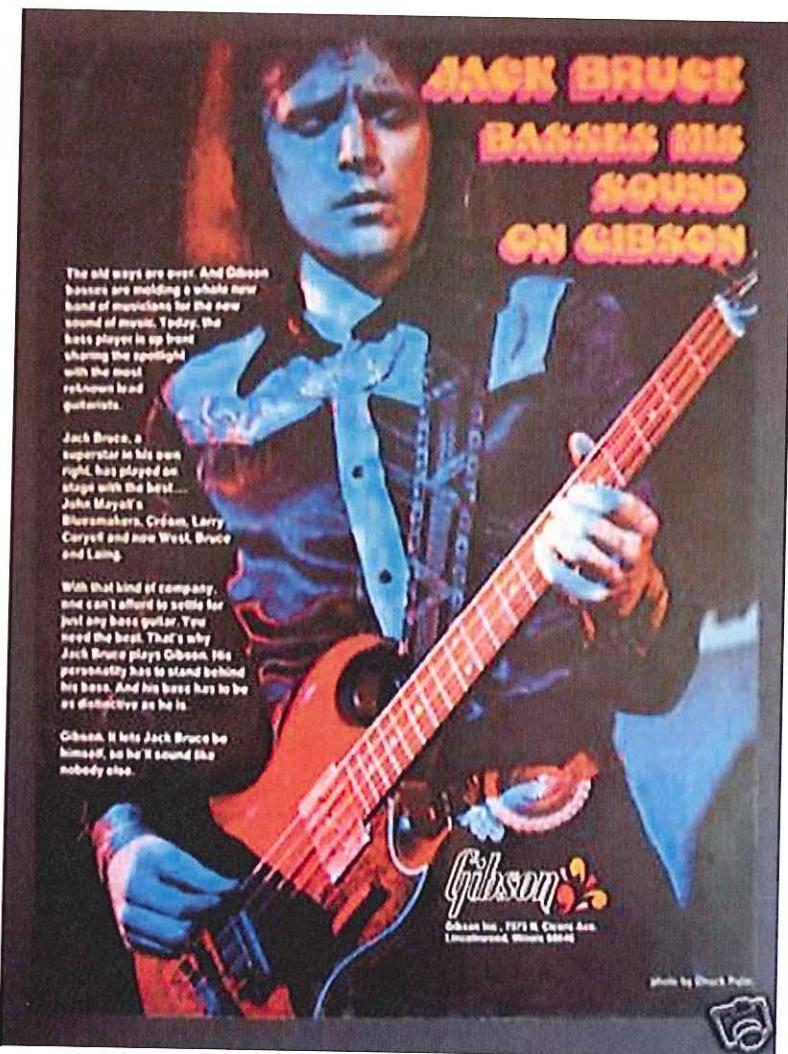


**ALREADY STANDARDS.  
ALWAYS SPECIAL.**

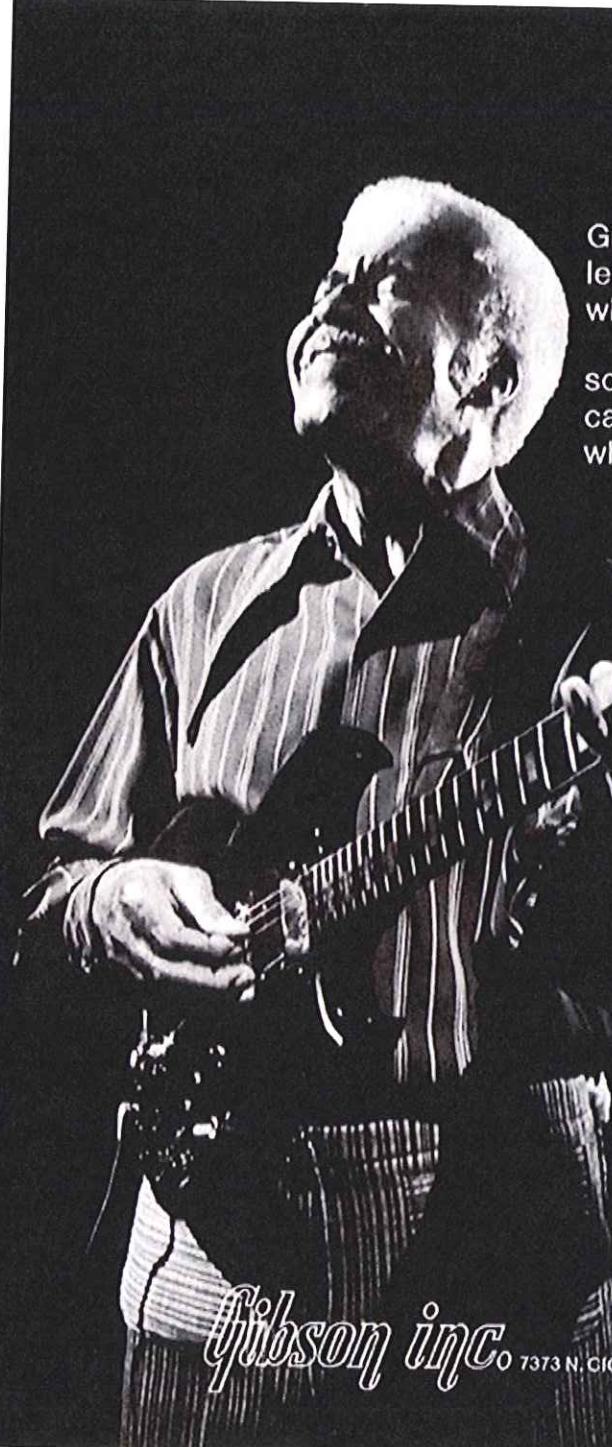
Rock and Roll is what they're both famous for. Gibson's SG Standard and Special have been rolling in the arms of some of today's greatest rockers. They've played everywhere from the Fillmores to Shea Stadium. Talking about *My Generation*, *Jumpin' Jack Flash*, *Foxy Lady* and even making *Good Vibrations* get better and better. The SG Standard and Special were built for today's high energy music. Two special design Humbucking Pickups make it loud with a lot of bite. The slim neck is specially contoured for even the fastest hands to fly across. With low lying strings for the lightest touchdowns, the smoothest lift-offs. You can soar from the lowest end of the string to the highest in one smooth sweep... and then bend it even higher. Where there's rock there's usually the Standard and Special. Bending, screaming, choking and sometimes even smashing into the floorboards for a grand finale. Next time you're looking for a great guitar, look for these two famous figures from Gibson. The Standard and the Special. Two of the greatest Rock and Roll performers in history.

*gibson*

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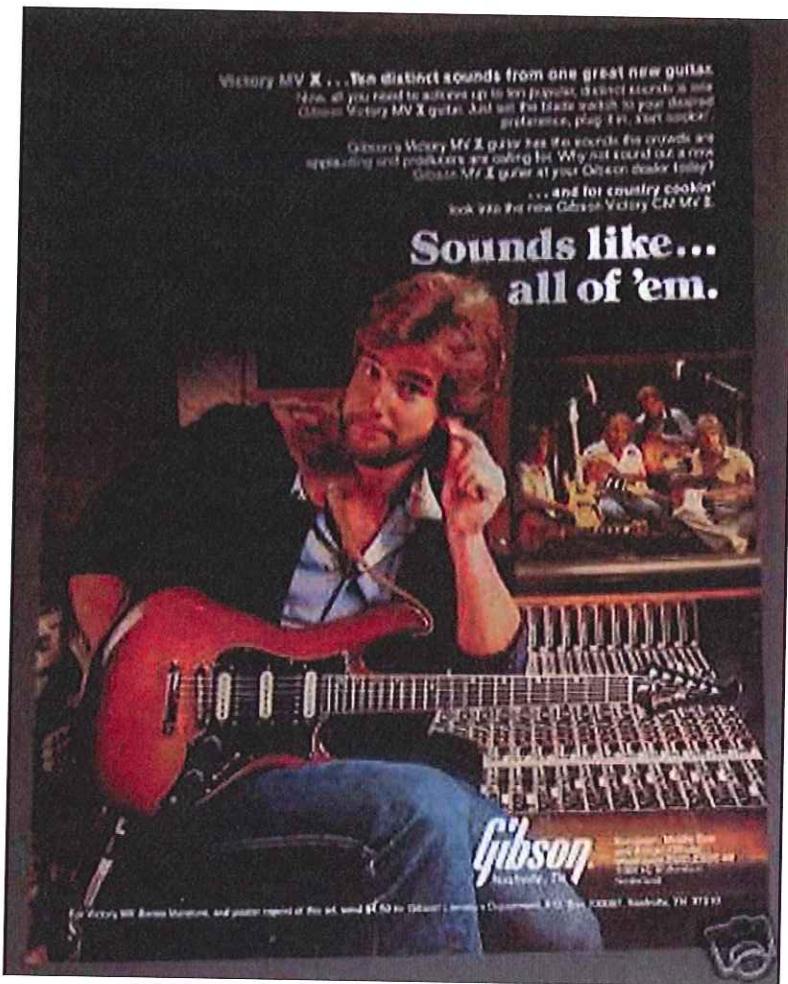
1972



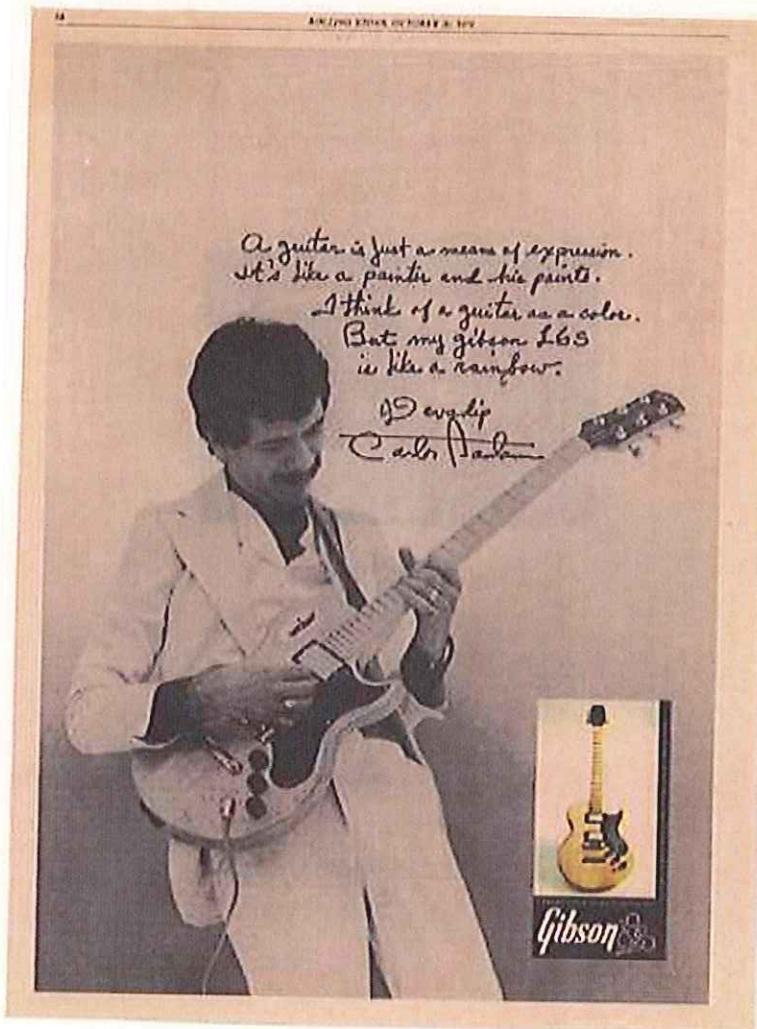
Gibson  
lets you feel  
what you play—  
so you  
can play  
what you feel

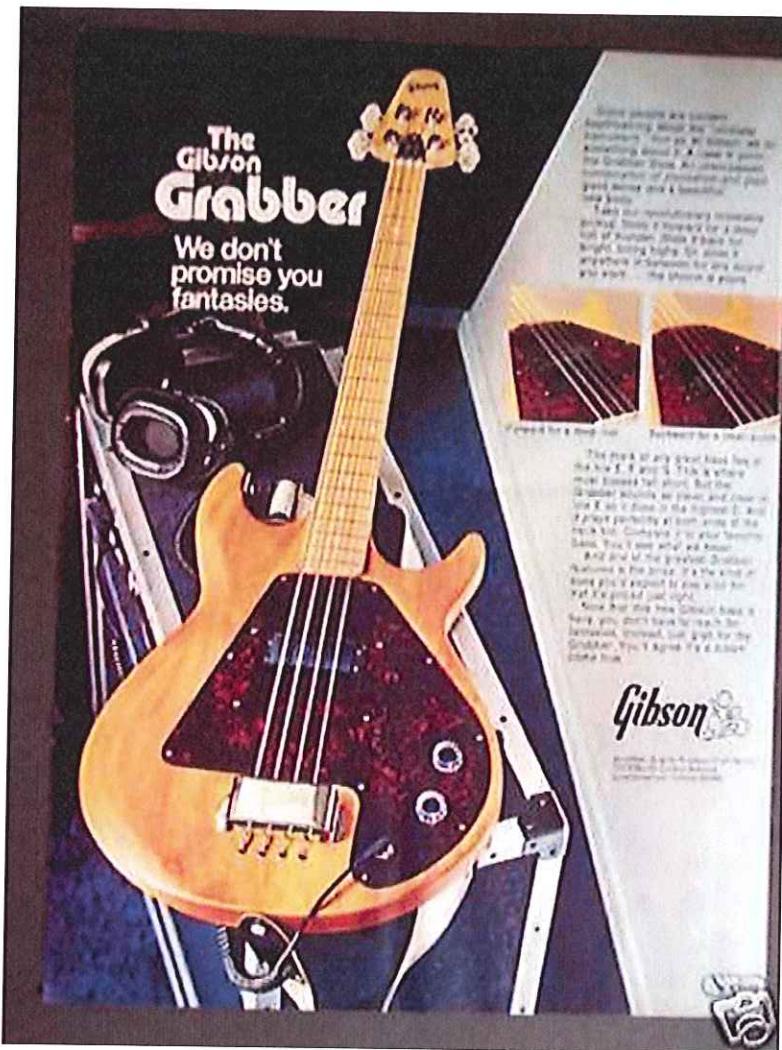
Your guitar has to have  
feeling too. Gibson SG Solid  
Bodies have a consistent and  
comfortable freedom across the  
fretboard that lets you add your own  
personal touch to each note.  
Going from one end of the neck to  
the other can be a long uphill journey  
on a lot of guitars. Too often the strings  
sit higher near the top of the neck so  
that they're harder to press down. With  
Gibson's revolutionary new peghead  
taper there's almost no difference from the  
first fret to the 22nd.  
So if you have some good licks in E—feel free  
to move up 10 frets to D. Or even 19 to B. You can  
close your eyes and feel your way into your own  
personal experience.  
The new neck design on all SG Models has  
Gibson's extra slim, fast-action feel. The back of the  
neck doesn't stop abruptly at the body. It's one  
smooth plane from bridge to bridge to give you an  
easy reach and feel for the highest notes.  
To put some real feeling into your playing...  
get a guitar that has feeling too. Try a Gibson SG  
Solid Body. You'll feel what we mean.

*Gibson inc.* 7373 N. CICERO AVENUE, LINCOLNWOOD, ILLINOIS 60646

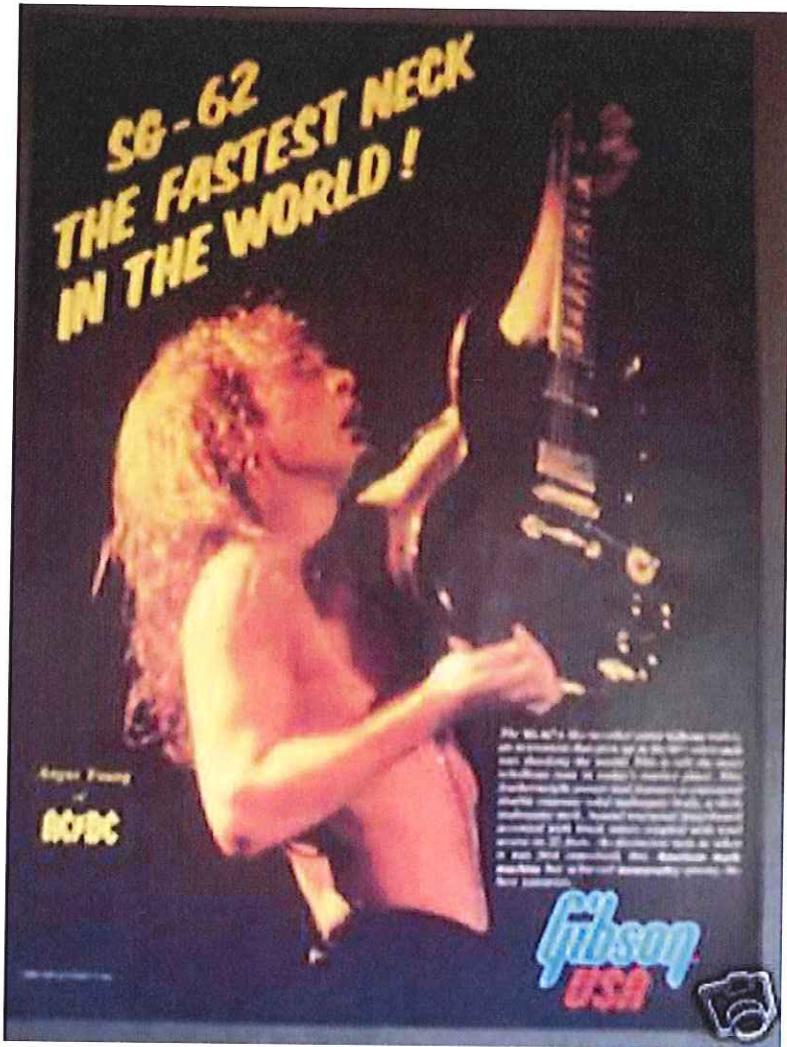






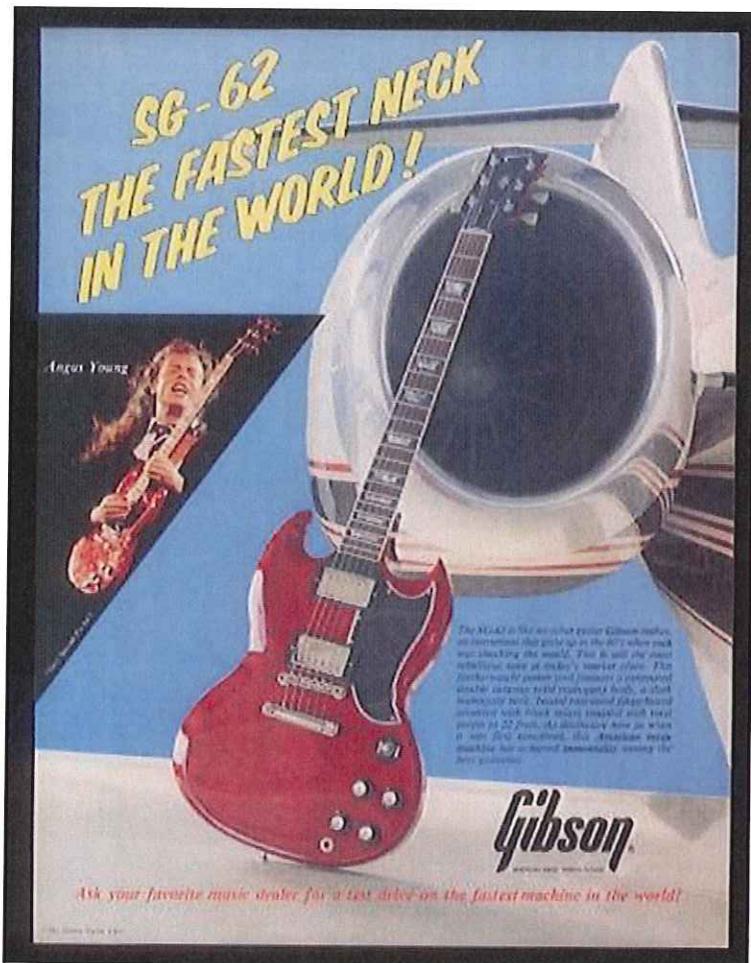


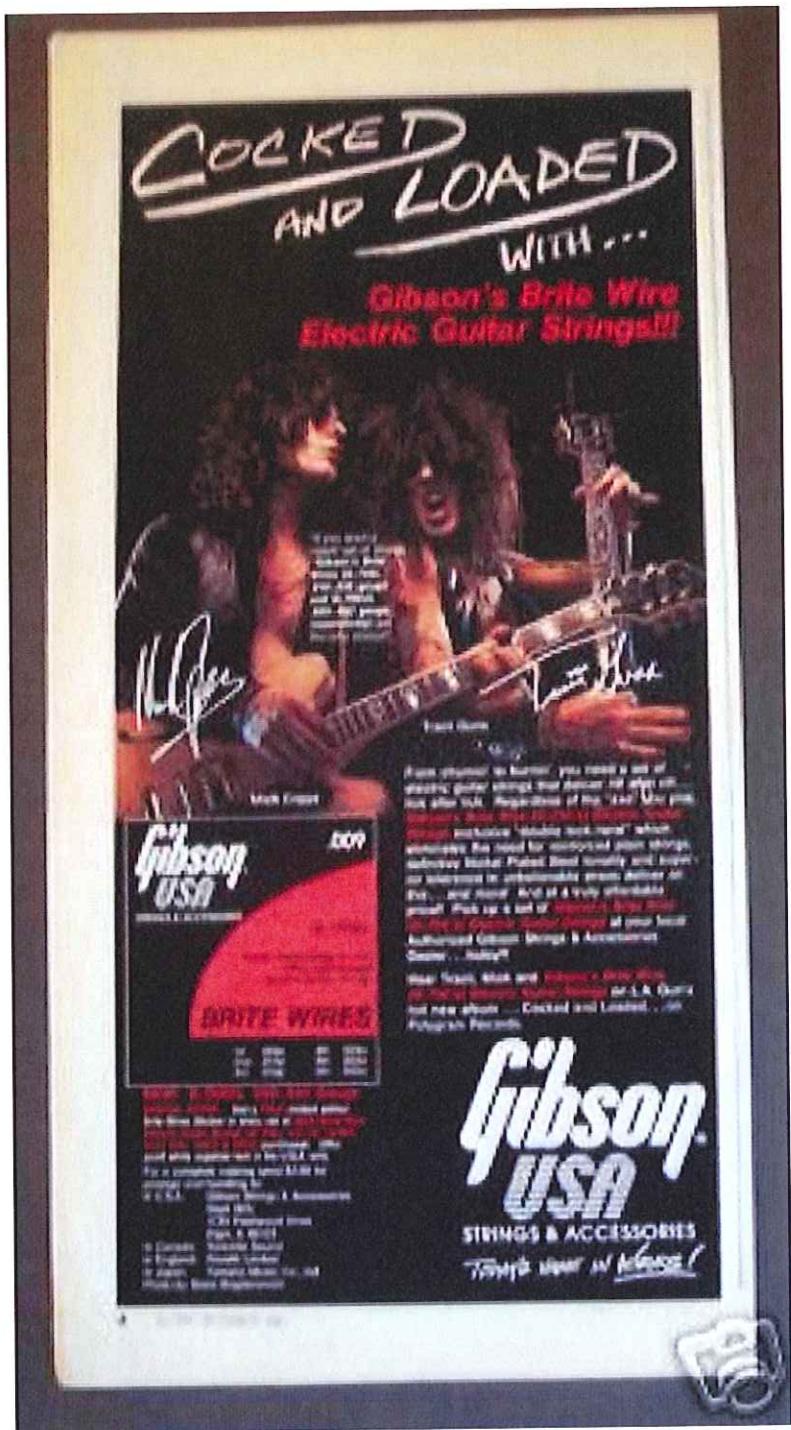
1987



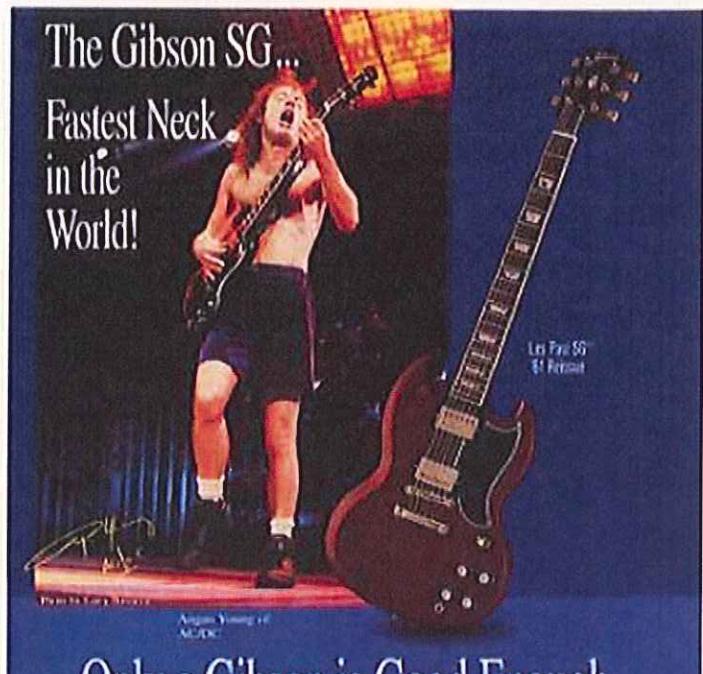
1986

100





The Gibson SG...  
Fastest Neck  
in the  
World!



Angus Young ©  
AC/DC

Les Paul SG  
\$1,999.99

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Ed. 1,000,000.00 for Gibson products and gear.  
Total \$2,000,000.00 Consideration for grand total. Odds 1,000,000 to 1. 18+ by law.  
Sweepstakes ends 11/15/10. For Official Rules go to [www.gibson.com](http://www.gibson.com). © 2010 Gibson Guitars. All rights reserved.

**Hot-Mod '55**  
*Year of 1955 Innovation*

**H**ot-Mod '55s re-create a variety of mid-'50s Les Pauls hot-rodded with humbucking pickups to give you that famous full, rich, and powerful Gibson sound!

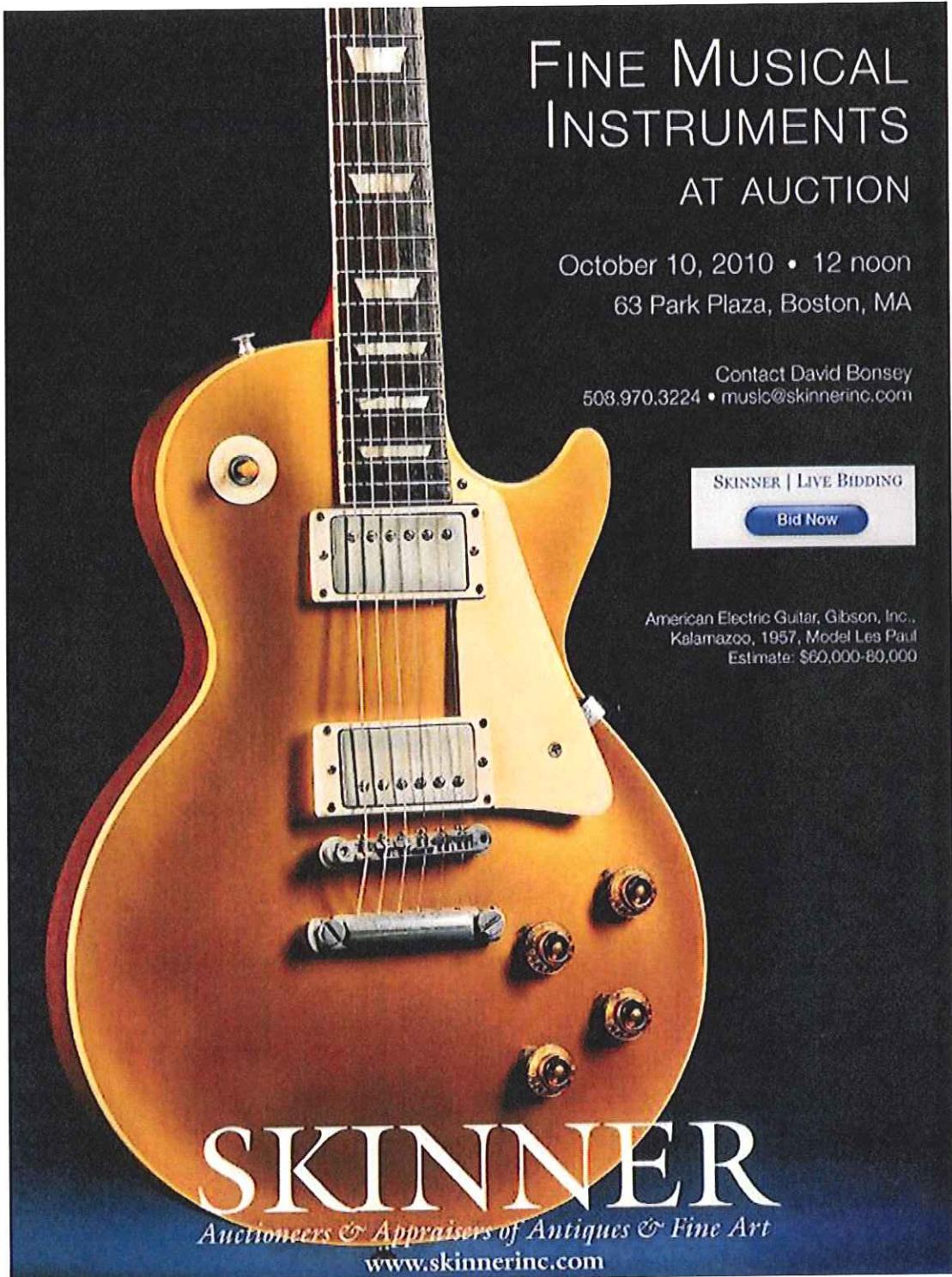
As the tonal sweetness of late '50s Les Pauls began to be discovered by the burgeoning rock class of the '60s and '70s, some began to convert older, single-coil-equipped Les Pauls to humbucker models. Some went even further, refinishing their guitars in an attempt to replicate the sought-after '59 'Bursts. These guitars are also referred to as "Refins." The '55 Hot-Mods give you the desired look and sound of these modified Les Pauls.

'55 Hot-Mods feature the ultracomfortable "Soft Shoulder '53" neck profile, painstakingly copied from an extra-special original '53 neck. Following the original spirit of innovation, these Hot-Mod '55 Series guitars are the first reissues to feature TonePros long steel Locking Studs set into Long Steel Anchors, both maximizing tonal transfer and sustain.

Available in both Wraptail and Tune-O-Matic varieties, these beauties give you the full range of Gibson Humbucker sounds from warm and clear cleans to full-on rich and juicy power. Vintage classics done the way YOU want! Call or visit us online for the complete details about these historic Hot-Mod '55 Instruments.

**Musician's Friend** 877.737.3781  
[musiciansfriend.com](http://musiciansfriend.com)

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American Electric Guitar, Gibson, Inc.,  
Kalamazoo, 1957, Model Les Paul  
Estimate: \$60,000-80,000

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