

Ace Frehley and his Signature Les Paul

Ace Frehley  
— ENJOY THE GUITAR!  
Rock & Roll Forever!!

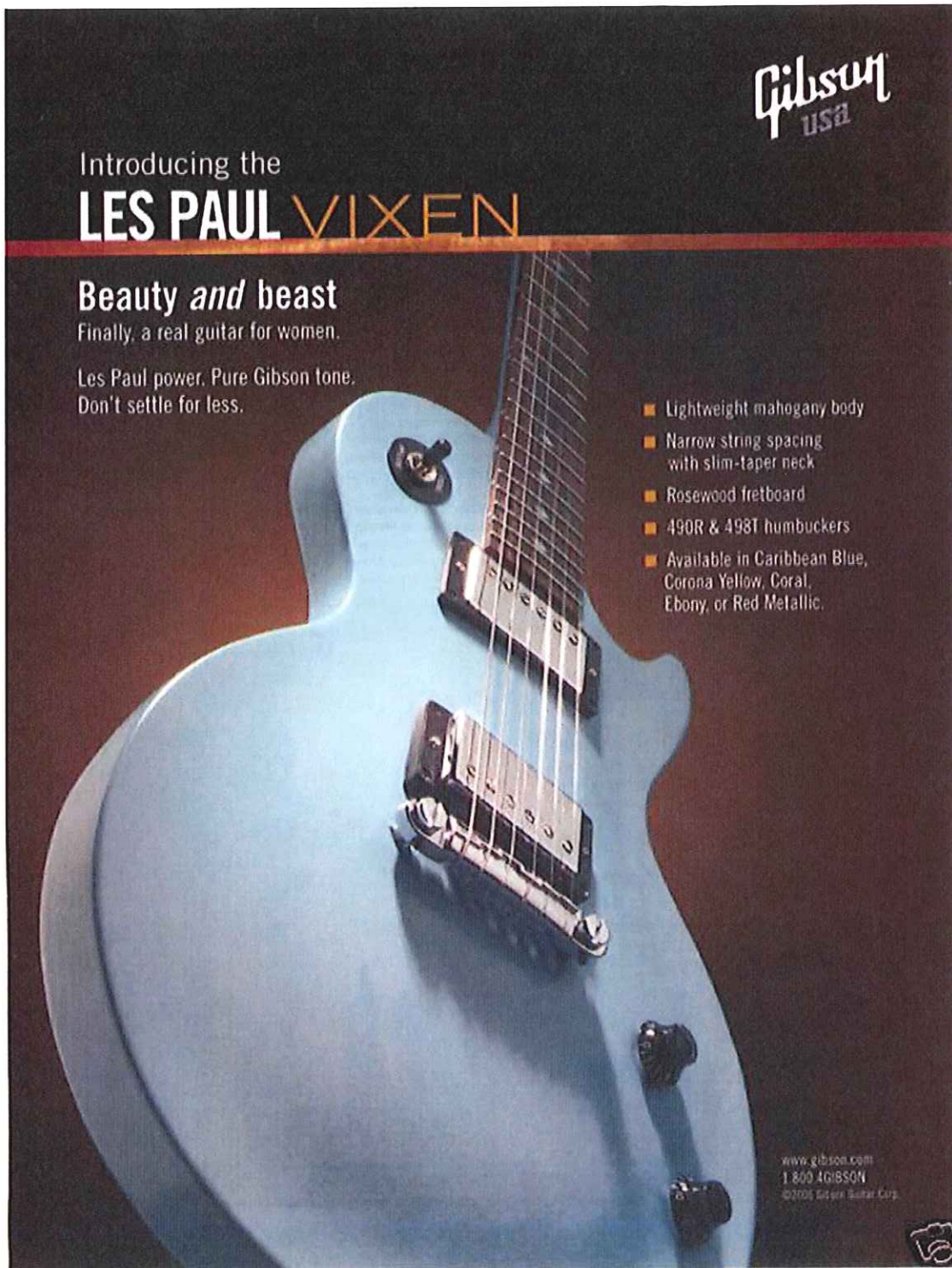
**Only a Gibson Is Good Enough.**

**The Ace Frehley Les Paul**

- Lightning bolt edges and Ace painted bridge for the true Ace look
- Three IsMatic pickups and ebony fingerboard for the vintage Ace sound
- Faged maple top and 50 rounded neck for classic Gibson style and playability

**Gibson USA**

Call 1-800-GIBSON for your nearest "Ace & Frehley" Gibson dealer. Visit us at [www.gibson.com](http://www.gibson.com) © 2009 Gibson Les Paul Corp.



**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*

## COMPOUND RADIUS FINGERBOARD

Made from AAA Ebony, the compound radius fingerboard allows easier fingering and playability, while reducing fret buzz and loss of sustain.

## AMPLE BINDING

Cream single-ply binding on the top and the fingerboard.

## ABALONE TRAPEZOID INLAYS

The finest black pearl is used for the ultimate in lasting beauty and exquisite feel.

## AAA FIGURED TOP

Available in one of five finishes: Antique Natural, Firemist, Butterscotch, Cherry Sunburst or Tobacco Burst.

## CLASSIC NICKEL HARDWARE

Including two '57 Classic Humbuckers for that famous Les Paul tone.

## DYNAMIC SOUND CHAMBERS

routed into the one-piece mahogany back, providing more balanced tone and a significant reduction in weight.



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.

© 1999 Gibson Musical Instruments

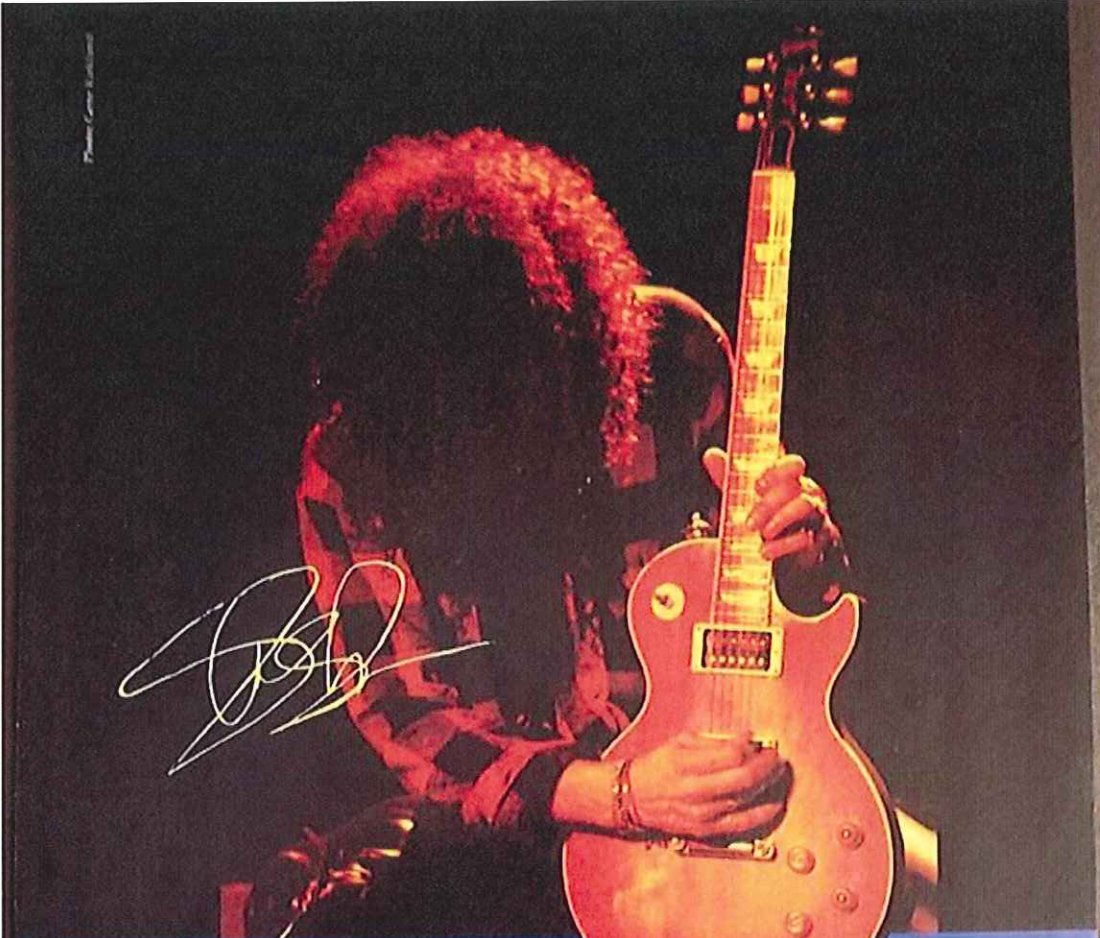
To receive a copy of The Custom Collection Catalog and find the dealer nearest you, call 1-800-4GIBSON or visit our web site at [www.gibson.com](http://www.gibson.com).



*The World's Finest Guitars*


1992

91





Slash / Les Paul Standard

Only a Gibson is Good Enough.



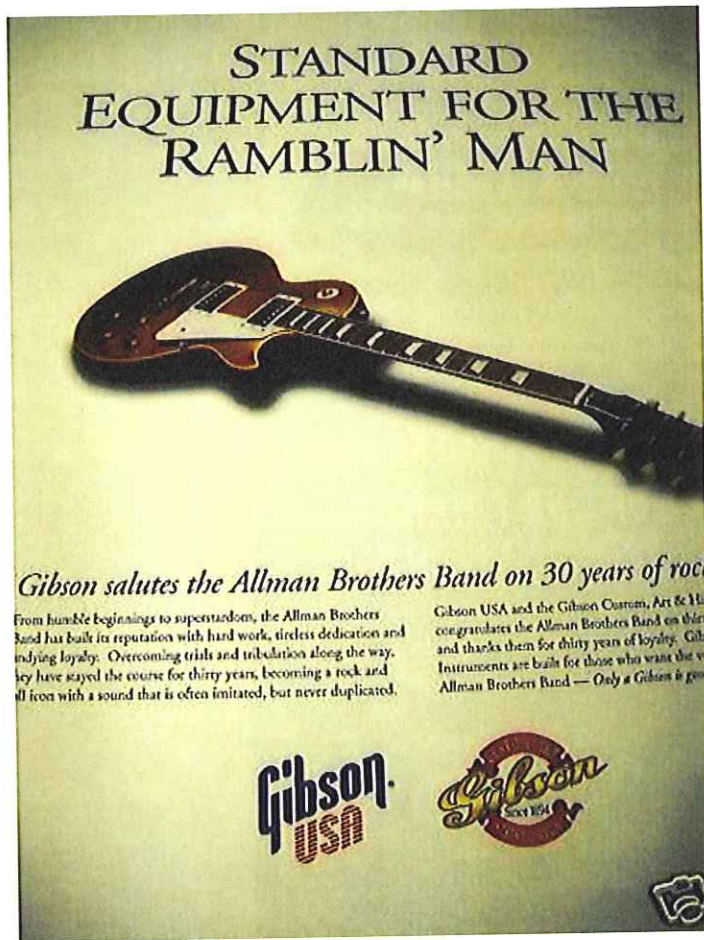
Hear Slash on  
*Use Your Illusion I & II*,  
the Geffen Records  
releases by  
Guns N' Roses





1999

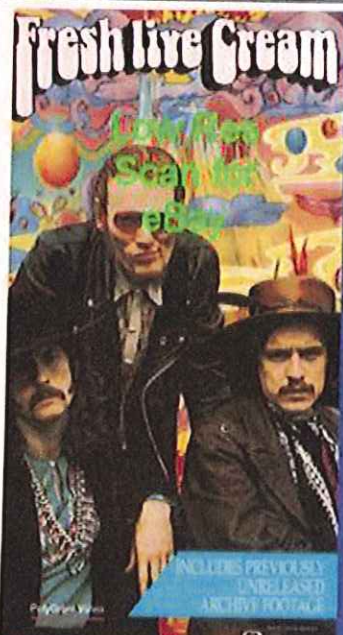
92



Gibson SG

1961 les paul SG

# Fresh Live Cream



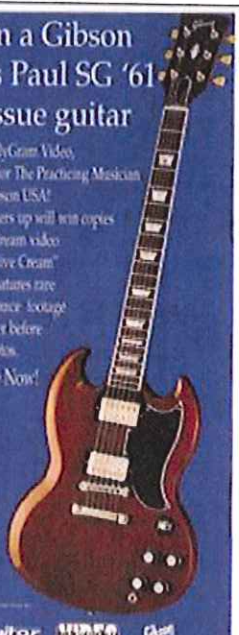
Includes previously  
unreleased  
archive footage

**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.  
On Sale Now!

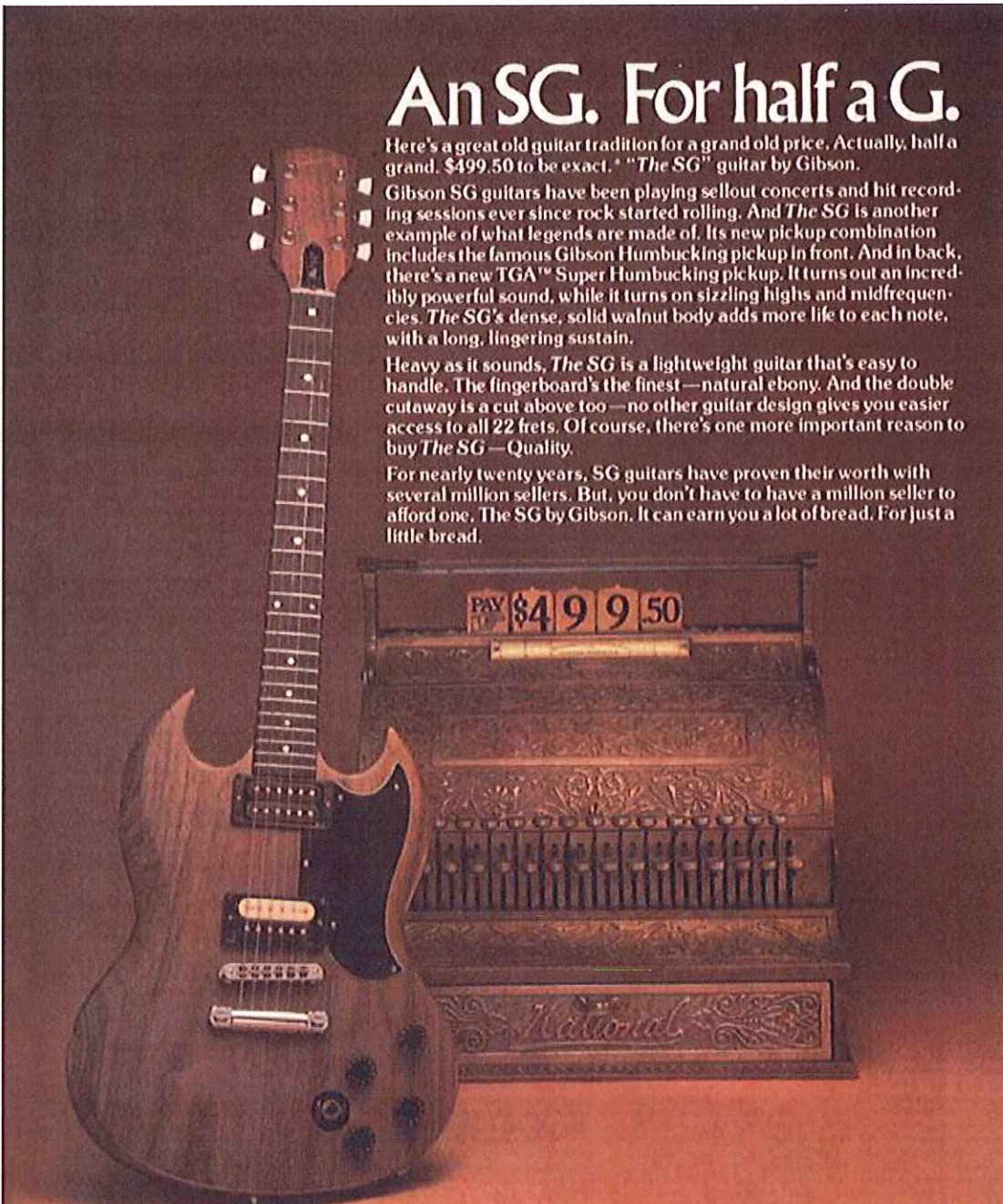


**Guitar VIDEO**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip code \_\_\_\_\_ Telephone # \_\_\_\_\_  
What else would you like to see or hear?

How many more videos do you possess in your collection?  
1-10 \_\_\_\_\_ 11-20 \_\_\_\_\_ 21-30 \_\_\_\_\_ 31-40 \_\_\_\_\_ 41-50 \_\_\_\_\_  
51-60 \_\_\_\_\_ 61-70 \_\_\_\_\_ 71-80 \_\_\_\_\_ 81-90 \_\_\_\_\_ 91-100 \_\_\_\_\_  
More than 100 \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip code \_\_\_\_\_ Telephone # \_\_\_\_\_  
What else would you like to see or hear?

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.


**Gibson**  
A Division of Norlin Industries

Quality. Prestige. Innovation. Yesterday. Today. Tomorrow.  
7373 N. Cicero Ave., Lincolnwood, Illinois 60466  
51 Nantucket Blvd., Scarborough, Ontario Canada


\*Manufacturer's Suggested Retail List Price

1979


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




**Marauder**  
\$399.00\*




**Grabber**  
\$429.00\*




**G-3**  
\$489.00\*




**The SG**  
\$499.50\*



**The Paul**  
\$529.00\*



**S-1**  
\$459.00\*



**Ripper**  
\$599.00\*

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.

**Gibson** Quality, Prestige, Innovation. Yesterday, Today, Tomorrow.  
7373 N. Cicero Ave., Lincolnwood, Illinois 60466  
51 Nantucket Blvd., Scarborough, Ontario Canada

\* All prices are manufacturer's suggested retail

1973

96

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 60466

**the Moment of Truth**

1980

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 \$550.

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



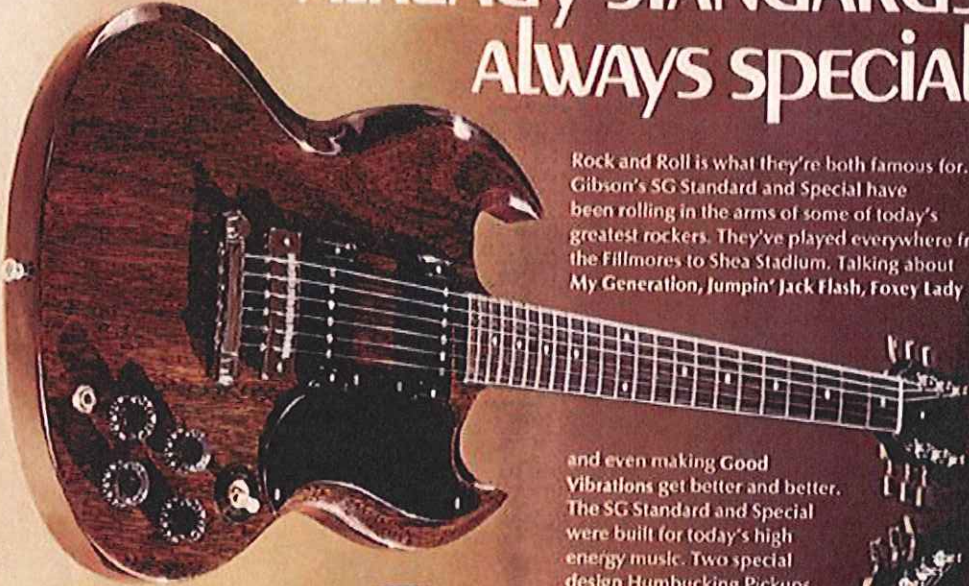
**FIREBRAND**  
by **Gibson**  
— A Division of  
NORCO INDUSTRIES

\*Suggested retail price & specifications subject to change without notice.  
2373 N. Cicero Ave., Lincolnwood, Illinois 60466  
61 Bamburgh Blvd., Scarborough, Ontario Canada

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

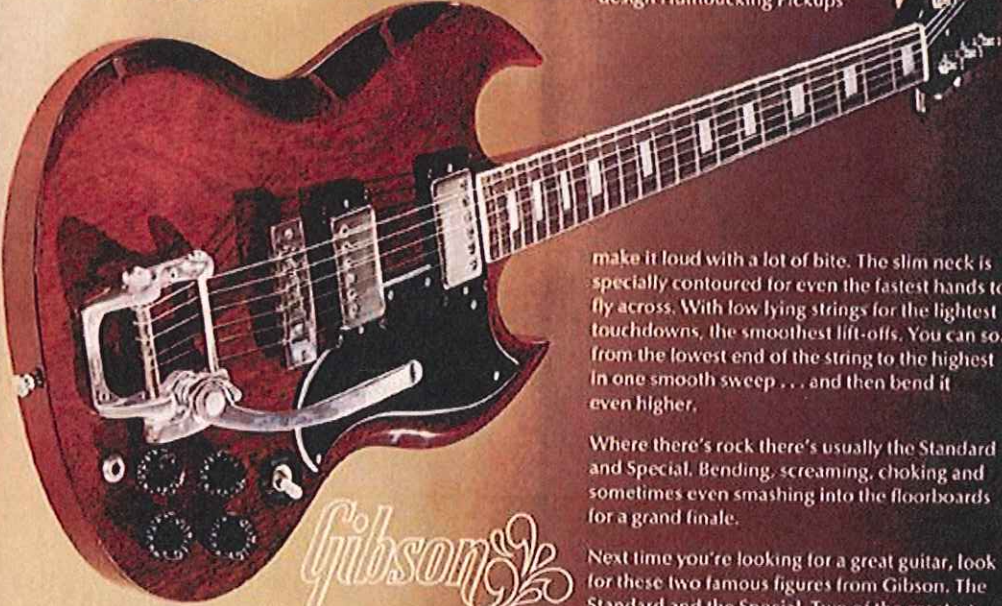
1973

# 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, Foxey 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



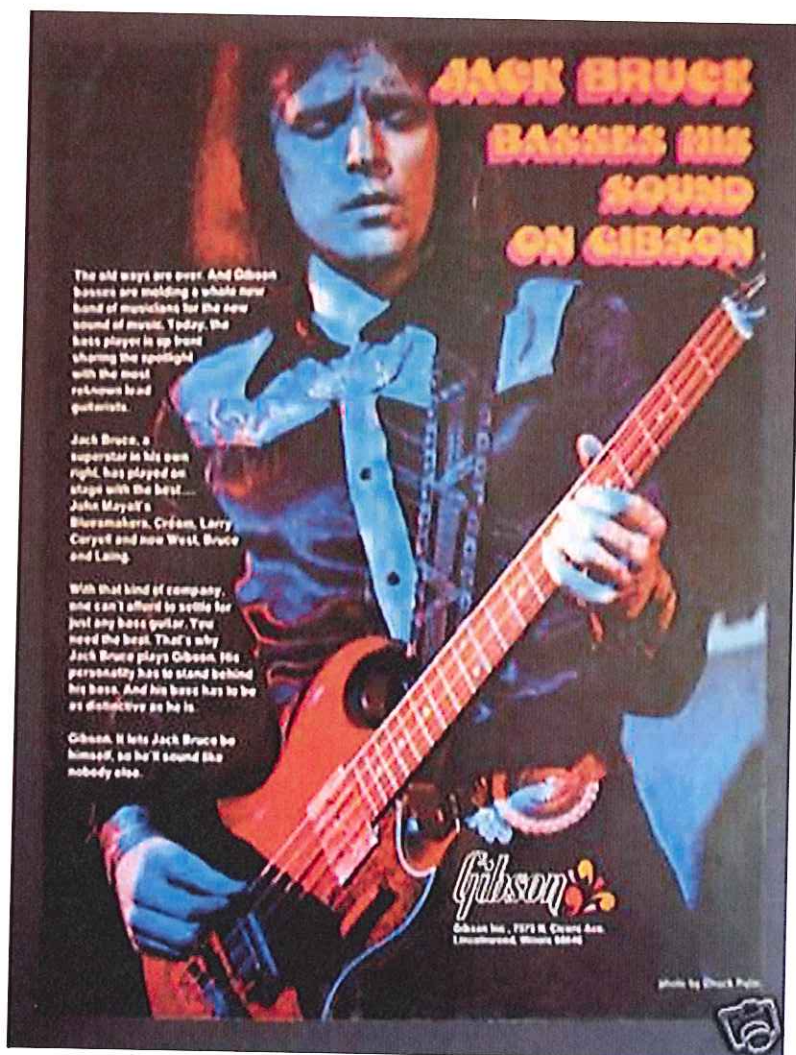
make it loud with a lot of bite. The slim neck is specially contoured for even the fastest hands to fly across. With low lying strings for the lightest touchdowns, the smoothest lift-offs. You can soar from the lowest end of the string to the highest in one smooth sweep... and then bend it even higher.

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*

7373 N. CICERO AVE., LINCOLNWOOD, ILLINOIS 60645



## JACK BRUCE BASSES HIS SOUND ON GIBSON

The old ways are over. And Gibson basses are making a whole new sound of music. Today, the bass player is up front, sharing the spotlight with the most renowned lead guitarists.


Jack Bruce, a superstar in his own right, has played on stage with the best... John Mayall's Bluesbreakers, Cream, Larry Coryell and now West, Bruce and Laing.

With that kind of company, one can't afford to settle for just any bass guitar. You need the best. That's why Jack Bruce plays Gibson. His personality has to stand behind his bass. And his bass has to be as distinctive as he is.

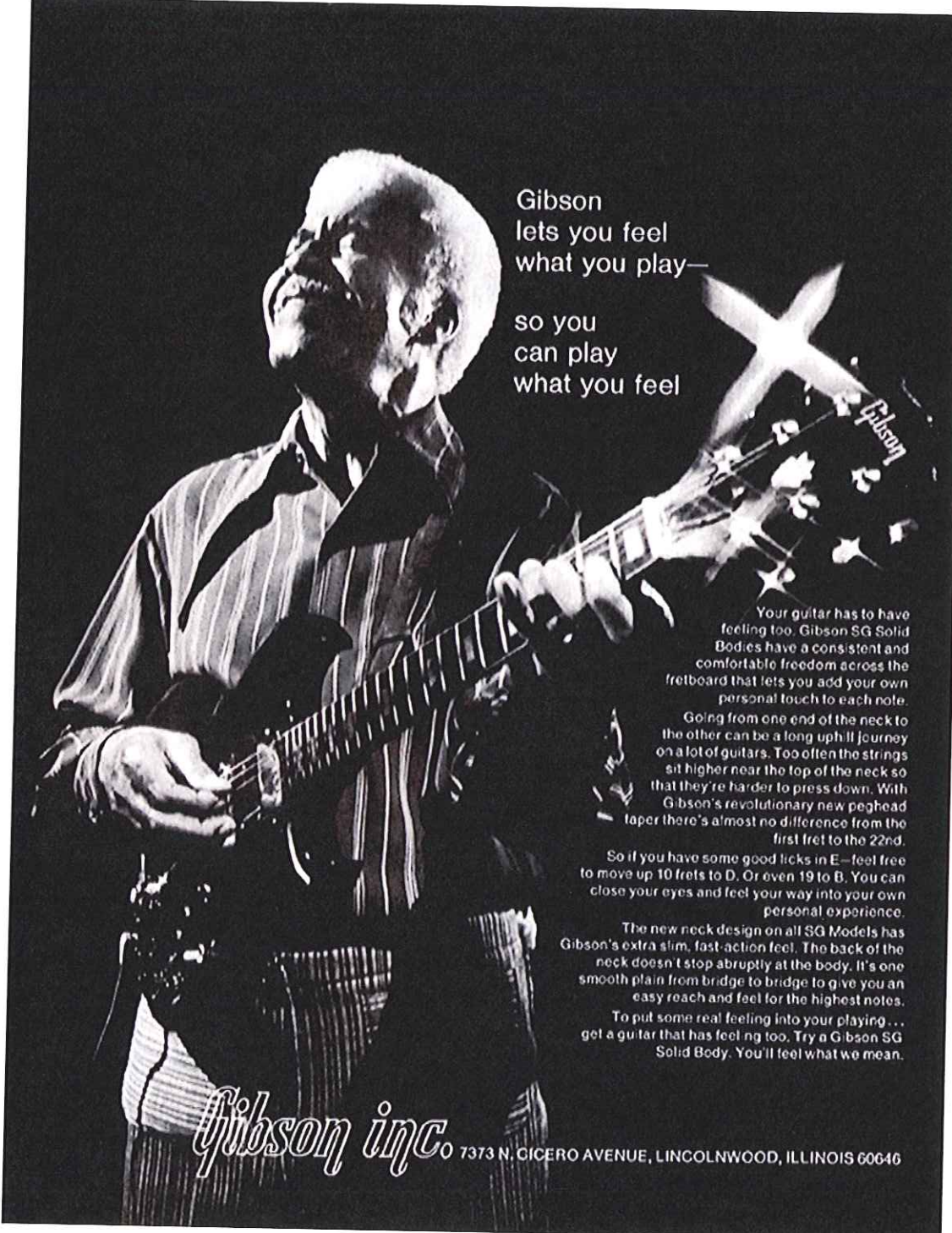
Gibson. It lets Jack Bruce be himself, so he'll sound like nobody else.

**Gibson**  
Gibson Inc. • 725 E. Chicago Ave.  
Lombard, Illinois 60148

photo by Bruce & Pyle



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 plain 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.

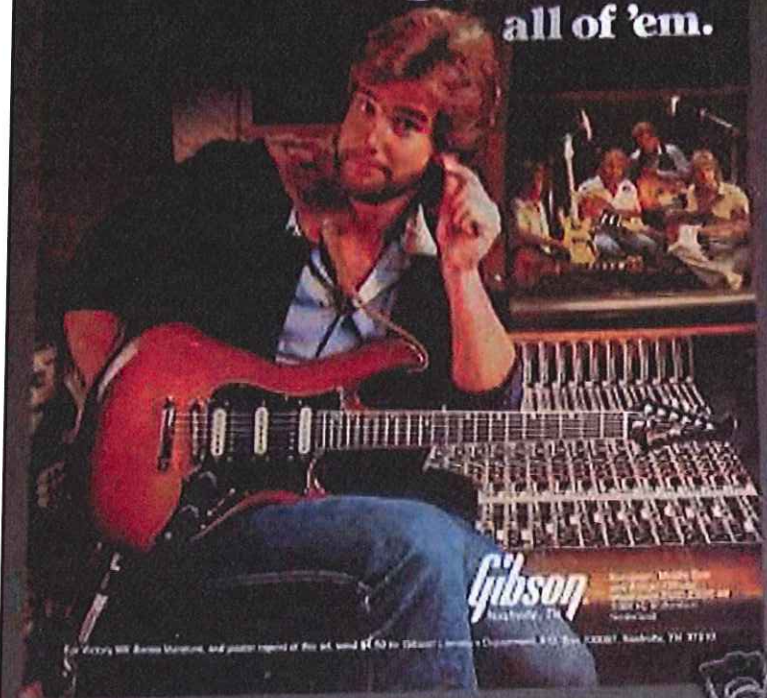
*Gibson inc.* 7373 N. CICERO AVENUE, LINCOLNWOOD, ILLINOIS 60066

Victory MV X... The distinct sounds from one great new guitar.  
Now, all you need to achieve up to ten popular, distinct sounds is one  
Gibson Victory MV X guitar. And all you have to do is your desired  
preference, plug in, and rock!

Gibson's Victory MV X guitar has the sounds the crowds are  
appealing and producers are craving for. Why not sound out a new  
Gibson MV X guitar at your Gibson dealer today?

... and for country cookin'  
look up the new Gibson Victory CM MV X.

## Sounds like... all of 'em.

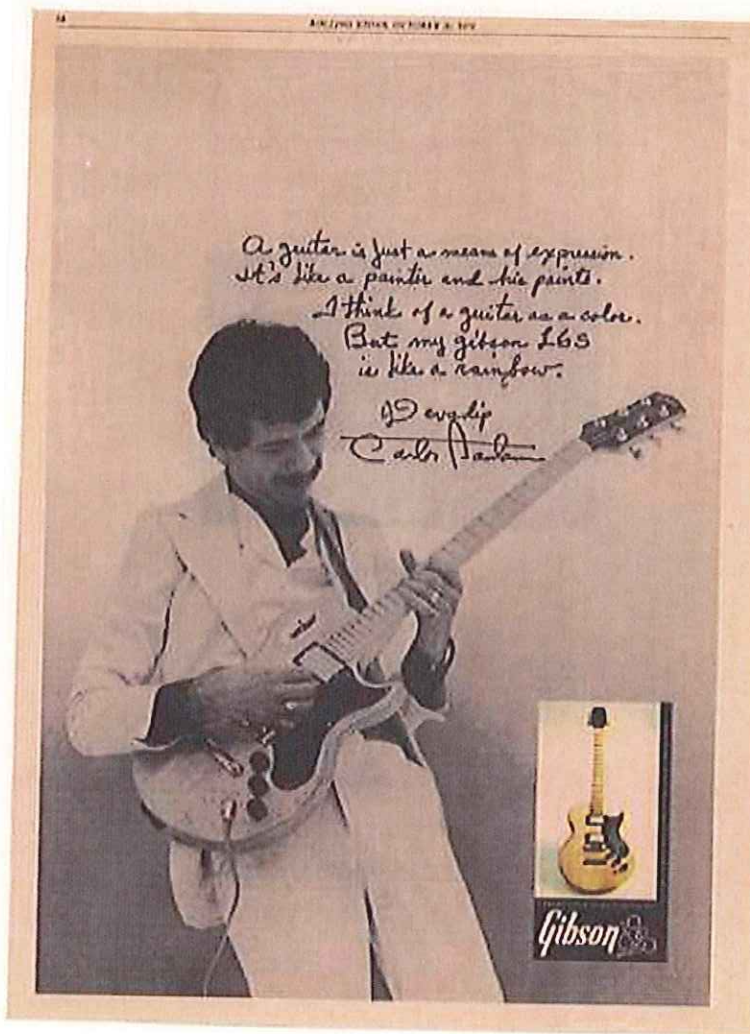


**Gibson**  
Nashville, TN

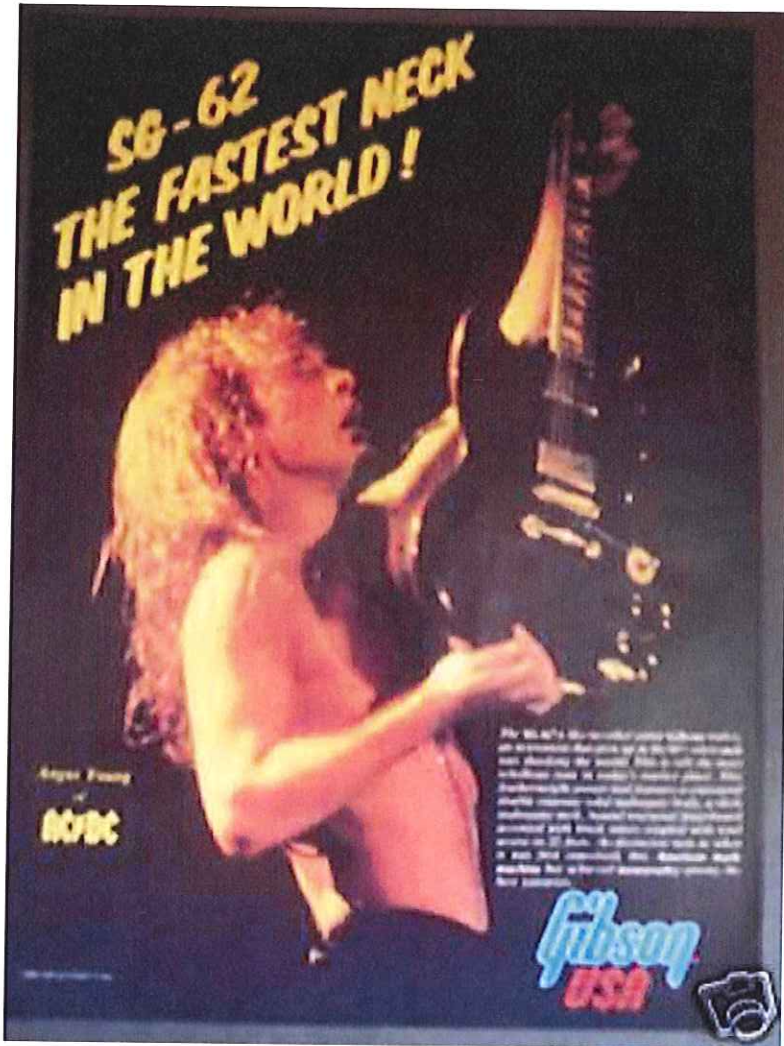
Available in many sizes and finishes. Call 1-800-844-0000 for more information.

For Victory MV, Series Mustang, and guitar rigging at this set, send \$1.00 for Gibson's America's Choice, 8-11 Box, 100000, Nashville, TN 37203.









1986

106

**SG-62  
THE FASTEST NECK  
IN THE WORLD!**

Angus Young

The SG-62 is the no-nonsense guitar Gibson makes, an instrument that grew up in the 60's when rock was shaking the world. This is still the most rebellious tone in today's market place. The lightweight power and precision a contoured maple cartridge body means you'll have a solid, lightweight body. Tealal two wood fingerboard mounted with black metal inlay and with a total weight of 2.5 lbs. It's the only one in the world that's not just a guitar, it's a machine. The SG-62 is the only guitar that's not just a guitar, it's a machine.

**Gibson**  
ESTABLISHED 1902, MEMPHIS, TENNESSEE

Ask your favorite music dealer for a test drive on the fastest machine in the world!

© 1988 Gibson Les Paul

[illegible]


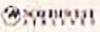
The Gibson SG...  
Fastest Neck  
in the  
World!

Les Paul SG  
81 Reissue

Angus Young of  
AC/DC

Only a Gibson is Good Enough

*Win! Win! Win! Win! Win!*

 • Win a trip to an AC/DC concert in London on  SCHWEPES

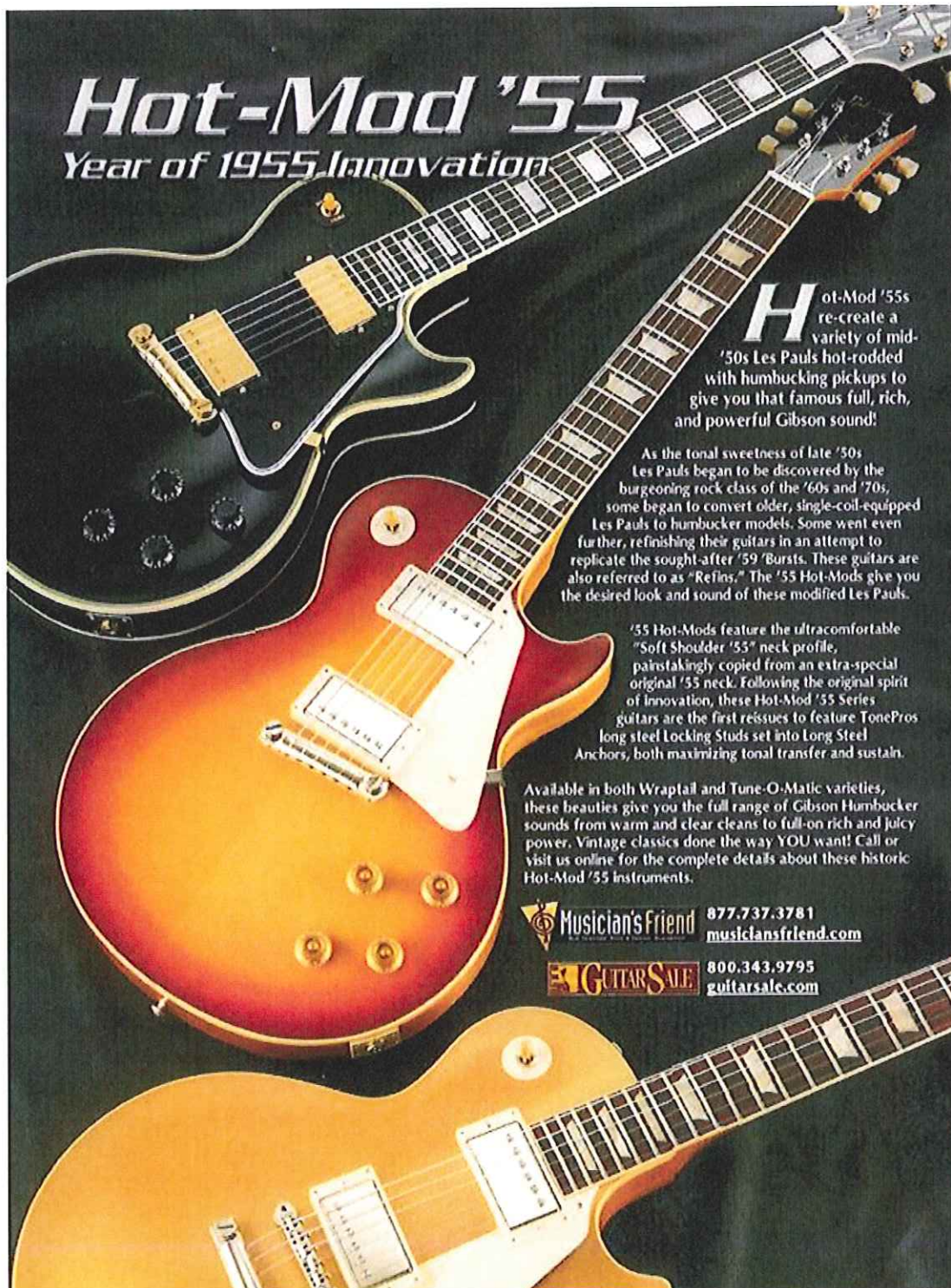
• Enter the AC/DC POWER TRIP SWEEPSTAKES  
at your authorized Gibson dealer

**Gibson**  
USA

Call 1-800-4-GIBSON for the Gibson dealer nearest you!  
Your local Gibson or authorized Gibson dealer will ask for this ID.

Authorized Dealer • <http://www.gibson.com>

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# 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!

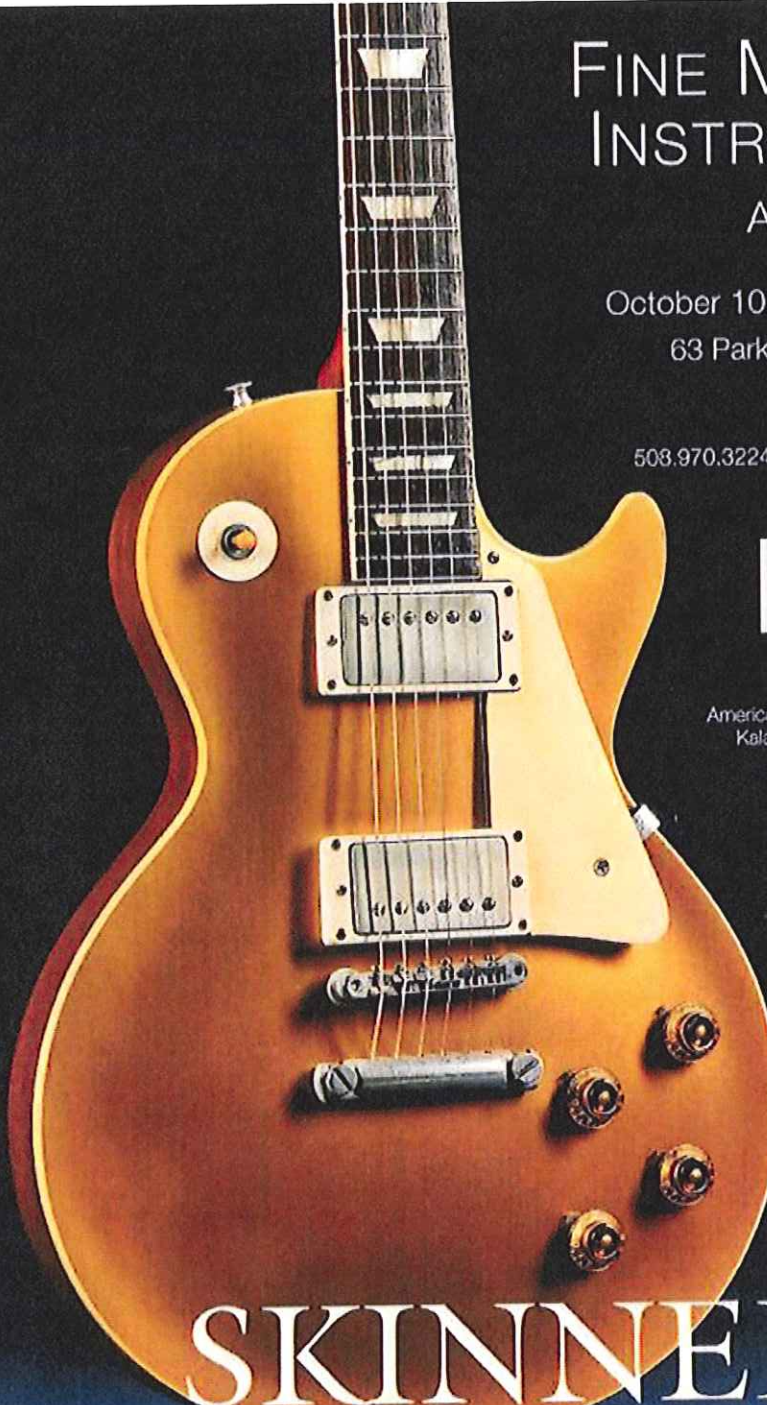
As the tonal sweetness of late '50s Les Pauls began to be discovered by the burgeoning rock class of the '60s and '70s, some began to convert older, single-coil-equipped Les Pauls to humbucker models. Some went even further, refinishing their guitars in an attempt to replicate the sought-after '59 'Bursts. 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 '55 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

**GUITAR SALE** 800.343.9795  
guitarsale.com



FINE MUSICAL  
INSTRUMENTS  
AT AUCTION

October 10, 2010 • 12 noon  
63 Park Plaza, Boston, MA

Contact David Bonsey  
508.970.3224 • [music@skinnerinc.com](mailto:music@skinnerinc.com)

SKINNER | LIVE BIDDING  
[Bid Now](#)

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

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