

The Les Paul Studio Series

A value breakthrough in a rock 'n' roll masterpiece. For the player who understands the value of greatness, even when economy is important, Gibson introduces the Les Paul Studio Series—guitars crafted to meet the same performance standards as the legendary Les Paul model, at a remarkably affordable price.

If you thought you couldn't afford an American classic, Gibson will change your mind. See, feel and hear for yourself the quality of a Les Paul Studio guitar, at your nearest authorized Gibson dealer.

Prices start at \$699.*

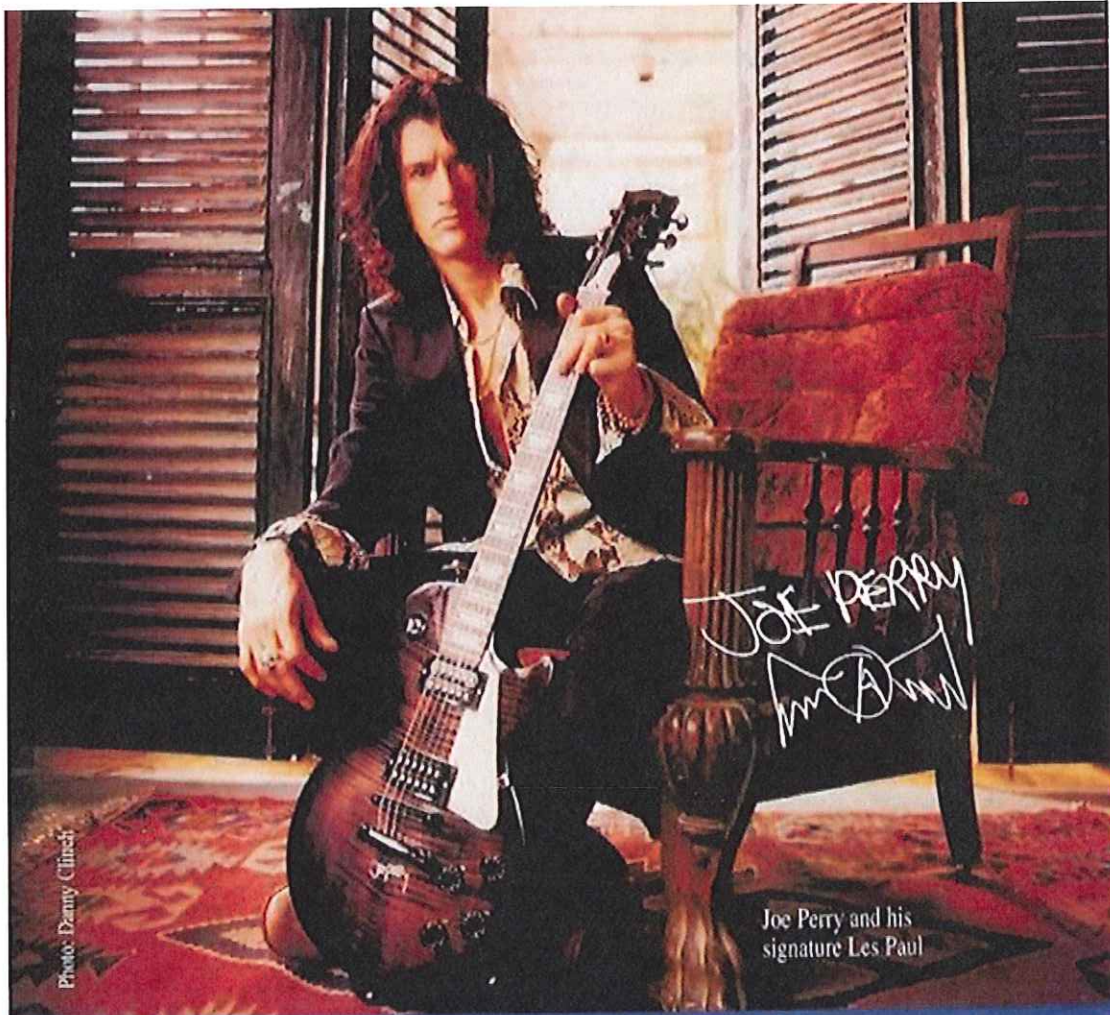


*Manufacturer's suggested retail price.
Financing available through
Benchmark
at your local authorized Gibson dealer.

American office: P.O. Box 10087, Nashville, TN 37210. European, Middle East and African Offices: Gibson B.V., Gessertweg 67a, 3045 AK Rotterdam, The Netherlands.

Gibson

Making history.
Yesterday. Today. Tomorrow.



Joe Perry and his signature Les Paul

Only a Gibson Is Good Enough



The Joe Perry Les Paul

- Push/pull pot for active mid-boost/feedback control
- Exclusive custom-wound lead pickup
- Hand-stained Translucent BlackBurst finish

Hear the sounds of the Gibson Joe Perry Les Paul on Aerosmith's new Columbia CD, *Nine Lives*.



Call 1-800-4-GIBSON for a free brochure "How to Buy an Electric Guitar"

Visit us @ <http://www.gibson.com>

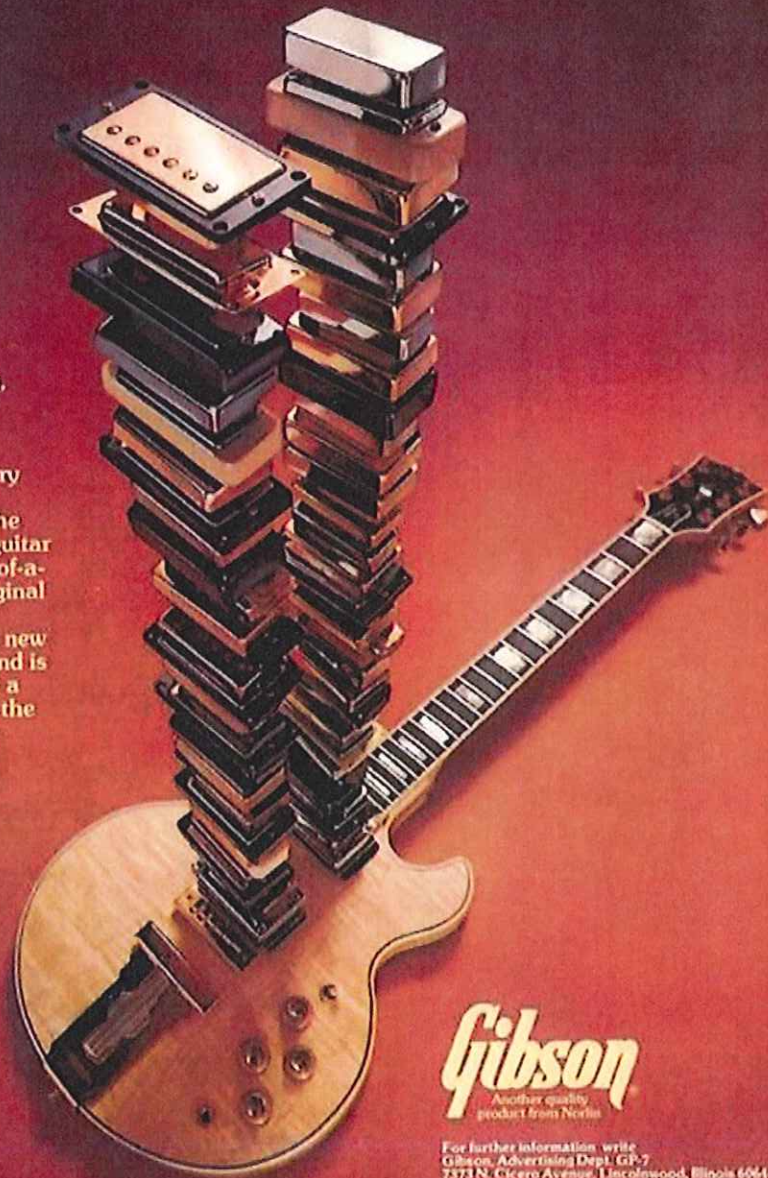
641 Mainway Drive • Nashville, TN 37210

1977

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Seventy ways to pick up your guitar.

Pickups are like guitars, because every guitarist has his favorite. And there isn't one kind of pickup that pleases every kind of guitarist. So, Gibson simply makes the best pickups for every guitar made. All kinds of one-of-a-kind pickups. From original Humbuckers, to high frequency screamers to new pickups so hot, the sound is searing. You see, it isn't a question of who makes the best pickups. It's which Gibson is best for you.



Norlin

Gibson
Another quality
product from Norlin

For further information write:
Gibson Advertising Dept. GP-7
7373 N. Cicero Avenue, Lincolnwood, Illinois 60466
51 Nantucket Boulevard, Scarborough, Ontario, Canada
114 Charing Cross Rd., London WC2R 0J5, England

1999

FREE STRINGS!
See Below For Details

40th Anniversary Les Paul Standard

40th Anniversary Les Paul Custom

40
Les Paul Anniversary

To celebrate Les' 40th Anniversary with Gibson and the success of the Tribute Collection on Capitol Records, Gibson USA proudly introduces these two exceptional "Limited Edition" guitars. Test drive one today at your participating Gibson dealer and receive a **FREE** set of Gibson "Bite Wire" strings.

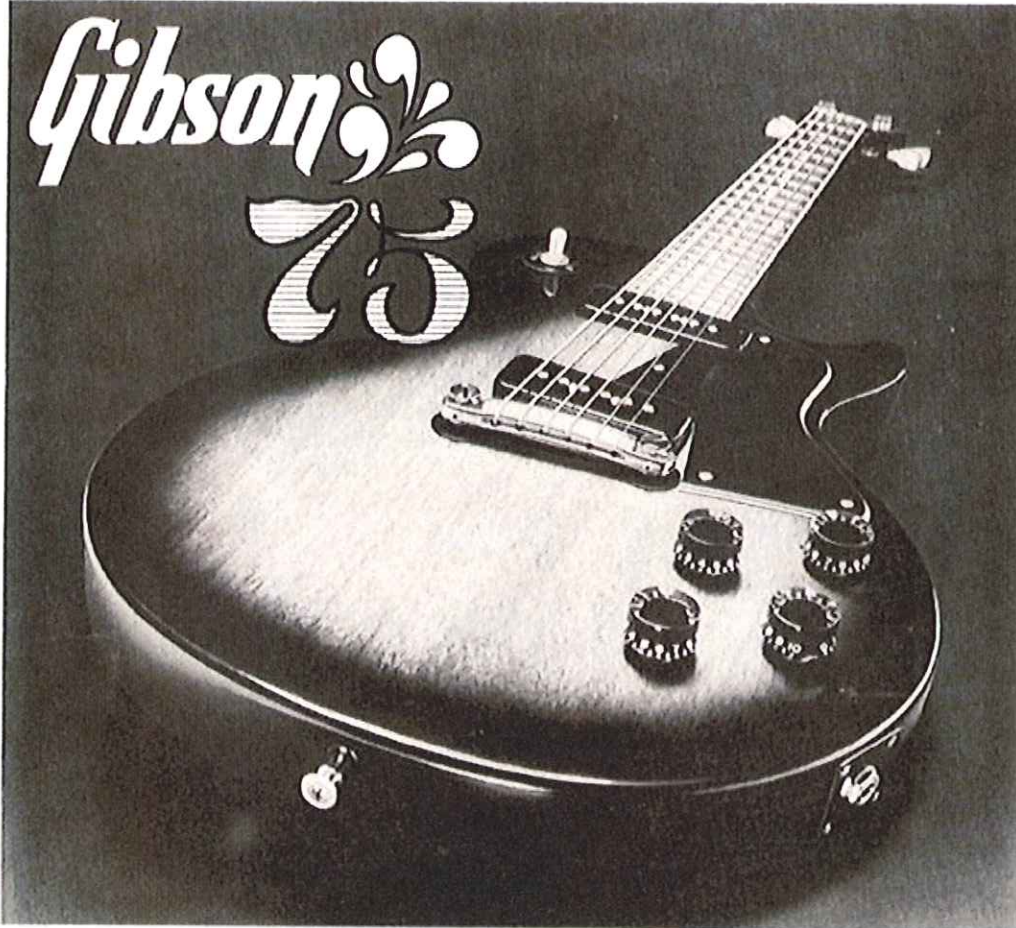
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Gibson USA

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1975



NEW GRABBER
BASS NOW AVAILABLE
AT STAR DEALERS!

Selmer
shaper/today's music

Gibson STAR dealer

Henri Selmer & Co Ltd Woolpack Lane Braintree Essex CM7 6BB

139

1978

THE MOST LES



Les Paul's silver anniversary is your golden opportunity.

Fifty years ago Les Paul broke into the music business and began breaking it wide open with his echo chambers, overdubs and hit records. Twenty-five years ago the Gibson Les Paul guitar began establishing its own records, becoming the world's greatest electric guitar. And today, both are still creating Grammy award winning music.

Gibson is honoring its twenty-five year association with Les Paul by introducing the 25th Anniversary Les Paul guitar. It's the kind of guitar they'll be talking about 25 years from now. But you have to order it by December 31st, 1978, because it's a limited edition model. In fact, each guitar will be serialized to make it a one-of-a-kind collector's item.

The 25th Anniversary Les Paul looks like a work of art. Its solid mahogany body has a beautiful maple top—two piece, book-matched and highly figured. For the fastest calibration and per-

fect intonation, Gibson designed the exclusive new fine tuning tailpiece. There's a lot more brilliant Les Paul sustain because of the brass nut and the solid brass studs mounted under the tuneomatic bridge. We've added more power too with Gibson's new high output Series VII pickups. And there's even more sounds thanks to the coil tap switch that lets you flip from humbucking to non-humbucking modes. It's simply the most Les Paul guitar ever.

Invest in an anniversary present that'll mean more and more, year after year. But you must order by December 31st. The 25th Anniversary Les Paul guitar. It's your golden opportunity to play the most Les.

For information on the Anniversary Les Paul guitar and other Gibson instruments, send \$1.50 for postage and handling.



Gibson
An electric guitar
produced in America

7373 N. Cicero Ave., Lincolnwood, Illinois 60466
51 Nantucket Blvd., Scarborough, Ontario Canada

**Gibson
Les Paul model**

It's a Sensation!

Designed by Les Paul—produced by Gibson—and enthusiastically approved by top guitarists everywhere, the Les Paul Model is a unique and exciting innovation in the fretted instrument field; you have to see and hear it to appreciate the wonderful features and unusual tone of this newest Gibson guitar. Write Dept. 101 for more information about it.

1985

**Neal Schon
and
Gibson**

*The ultimate
combination*

On one hand, a rock 'n roll master... on the other hand, a rock 'n roll masterpiece.

In Neal Schon's hands a guitar is transformed, delivering beautiful textures, chilling majestic melodies, and the screams of an unleashed demon. He demands the ultimate from his instrument. That's why Neal chooses Gibson.

Take Neal's preference for Les Paul models. It's not surprising. The incredible sound, feel, and fine craftsmanship of the Les Paul Models set the precedent for excellence. Each is a masterpiece.

You see, when Neal goes for it, he goes all the way... all the way to Gibson. You can too.

Gibson
American-made World played

GIBSON B.V. GIJZENVEEG 67A
3344 AK ROTTERDAM, THE NETHERLANDS

PO BOX 100087 NASHVILLE, TN 37210

1982

VINTAGE
VOLTAGE

(Limited Edition)

30th Anniversary Les Paul Standard.

The shape of '52 that shattered all the molds;
the classic gold top.

The bridge that perfected intonation;
the pickups that inspired a new sound.

30 years of the electric guitar in the
electric guitar that made history.

Gibson.

Making history.
Yesterday, today, tomorrow.

Les Paul

Write for free literature. For a poster size reprint of this ad, send \$2.00 to Gibson Literature Dept., P.O. Box 10087, Nashville, TN 37200.
Distributed in Canada by NUJO, 41 Alden Rd., Markham, Ontario, Canada L3R3W7. European, Middle East and African Offices:
Waalhaven Zuid ZUID 45, 3055 HU Rotterdam, Nederland.

The Mark of a Great Guitarist.




Like Epiphone, Les Paul has made his mark in history as one of the greatest and most innovative guitarists of all time. But what most people don't know, is that his first solid body electric guitar was handmade at the Epiphone factory.

- Built 100% to Les Paul's specifications
- Solid, glued neck joint for great stability and sustain
- Rosewood fingerboard with trapezoid inlays
- 10 Year Warranty

Roll up your sleeves and make your own mark!

Test drive any Epiphone Les Paul at your Authorized Dealer today and receive a FREE Epiphone tattoo!!! (While Supplies Last)

Les Paul Standard
Heritage Series
Epiphone

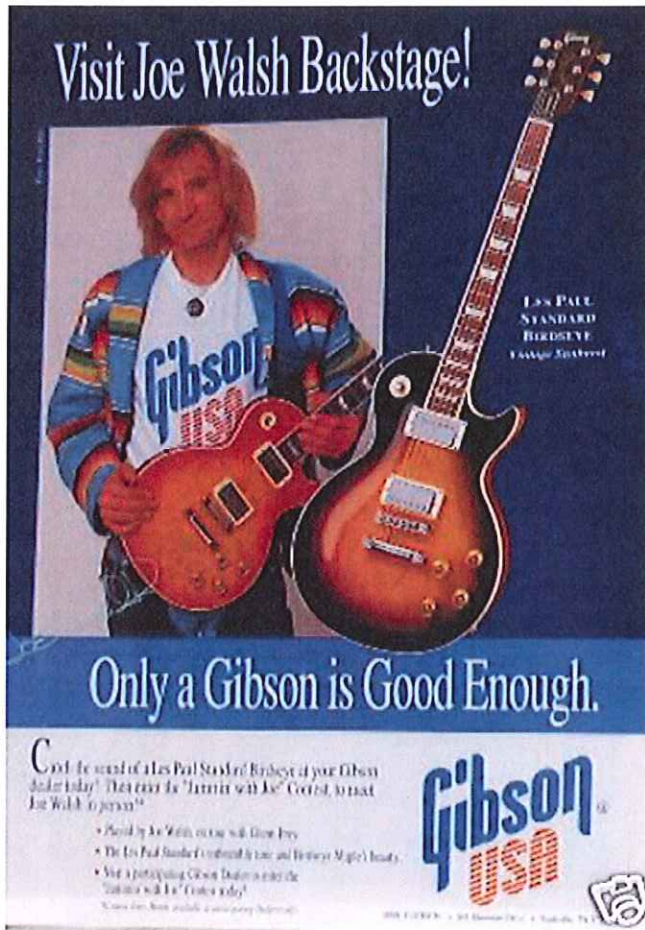
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Epiphone
Quality Since 1930

1993

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Visit Joe Walsh Backstage!



LES PAUL
STANDARD
BIRDSEYE
EAGLE
5087777


Only a Gibson is Good Enough.

Could the sound of a Les Paul Standard® Bridge at your Gibson dealer today? They can be "Jammin' with Joe" Coolest, to meet Joe Walsh in person!

- Jammed by Joe Walsh, on tour with Glenn Frey
- The Les Paul Standard's combination of tone and historical Maple's beauty
- Visit a participating Gibson Dealer to enter the "Jammin' with Joe" Contest today!

*Contest ends 12/31/10. See Gibson.com for details.

Gibson
USA



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1969

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Daddy of 'em all.



Les Paul may not have invented amplified music, but he perfected it almost single-handed. He started a revolution in fretted instruments and pick-up design which is still going on. And the guitars he designed with Gibson have yet to be surpassed.

The demand for them just won't quit. And the pressure to make more has never let up.

Okay, you win. We are pleased to announce that more of the original Les Paul Gibsons are available.

Line forms at your Gibson dealer's.

Gibson Guitars and Amps.
7373 N. Cicero Ave., Lincolnwood, Ill. 60466

The Jimmy Page Les Paul

Jimmy Page

Only a Gibson is Good Enough.

A New Les Paul Designed by Jimmy Page

- 24 legendary woods...the largest selection ever.
- A compound radius neck. Out feels comfortable right out of the case.
- A figured maple top with a vintage light Honeyburst finish.

Gibson USA

For more information on the Jimmy Page Les Paul call 1-800-GIBSON or visit our website Gibson.com
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1988

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The Active Sound of the 80's



TD Active

ES Active

Les Paul Active

Gibson
A Division of Fender Musical Instruments Corporation
1001 W. Center Street
Anaheim, CA 92801
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Les Paul Model, Les Paul
Les Paul Model, Les Paul

See these and other new models at your local Authorized Gibson Dealer

April 7, 1987



BOLD NEW PRODUCT FROM *Gibson*
USA

THE LES PAUL CUSTOM LITE

- **ULTRA LITE WEIGHT WHILE**
RETAINING THE EXOTIC WOODS AND CONSTRUCTION
FOR THE BEST SUSTAIN AND TONE
IN THE WORLD!
- **SLEEK CONTOURED BODY**
AND IMPRESSIVE FRET
ACCESS.
- **SUPER OUTPUT**
1959 LES PAUL PICKUPS
PLUS COIL TAP SWITCH
ADDS WILD NEW SOUNDS
TO THE TRADITIONAL.

*"Every Les Paul Guitar player in the world
will want to add my **New LES PAUL CUSTOM LITE**
guitar to their collection of professional weapons."*

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Les Paul
1/15/87

1981

150

