



TARG & DINNER

INCORPORATED

"The Wholesale Music Center"

425 SO. WABASH AVENUE • CHICAGO 5, ILL.



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GUILD ELECTRIC GUITARS

The Guild "Stuart 500"



Ivoroid bound neck and head plate. The neck is of 5-piece selected hard maple construction with Adjusto steel truss rod and fingerboard of finest selected rosewood with 8 two-tone deluxe mother-of-pearl position markers. Professional scale of 25 $\frac{3}{4}$ " length. The cutaway body measures 17" x 21" x 3 $\frac{1}{4}$ ". Sides and back are of highly flamed choice curly maple . . . top is select fine grain spruce. Finest 8 ply binding on top and back. Complete versatility is provided by two built-in Guild "Frequency Tested" pickups with two volume and two tone controls, plus exclusive Guild toggle for instant selection of any one or combination of any two pickups. This arrangement, with the individual string adjustment screws, allows an endless variety of tonal color and perfect tonal balance. All metal parts richly gold plated . . . fully enclosed tuning pegs . . . top professional construction and parts throughout . . . equipped with Guild "Rite-Slant" wound stainless steel strings . . . the "strings of the stars."

No. 725. Golden Sunburst Finish.....Each \$445.00

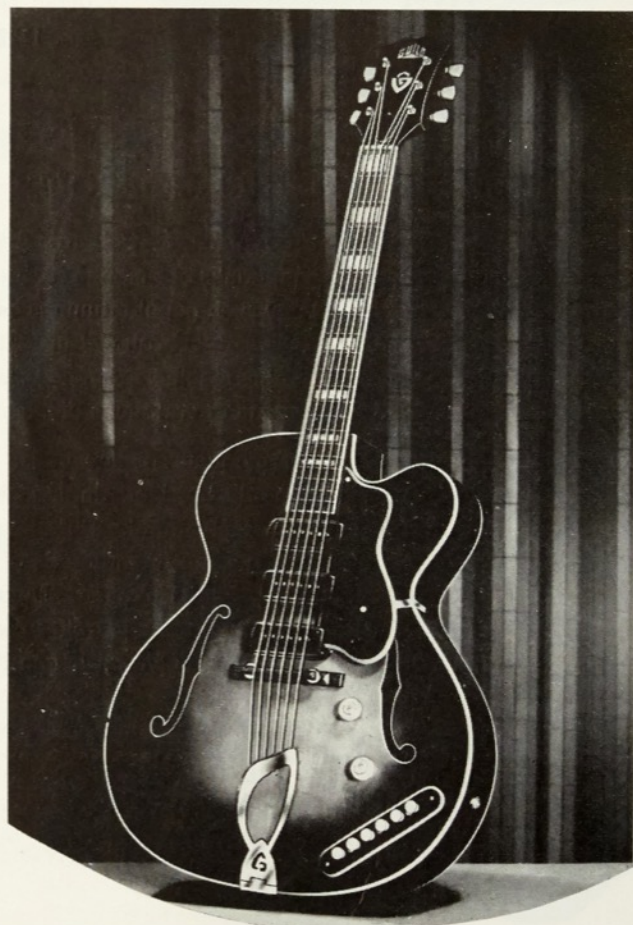
No. 726. Blonde FinishEach 465.00

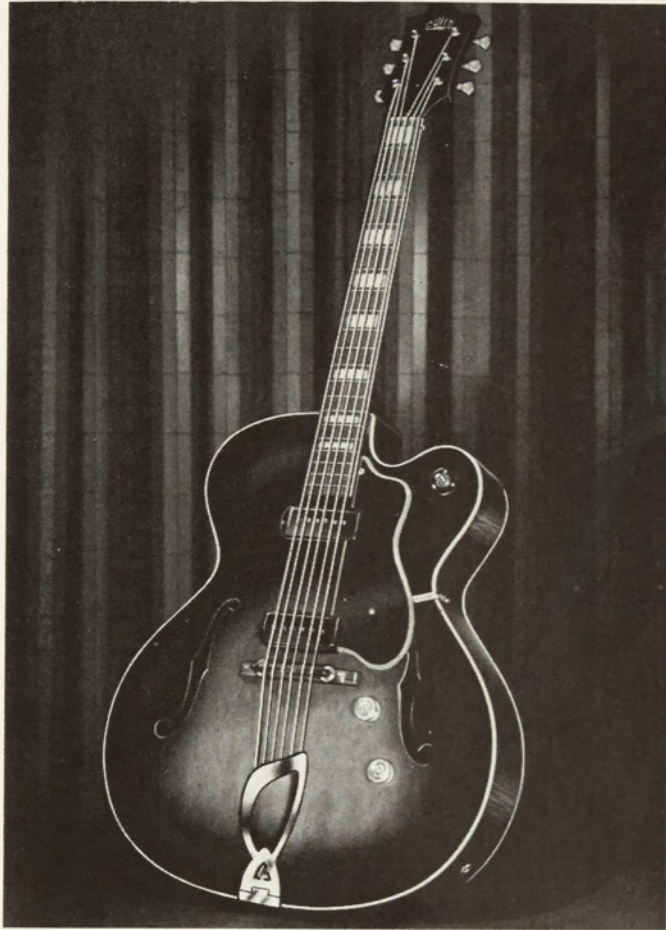
The Guild "Stratford 350"

Extra slim, fast action neck of 3-piece hard maple construction with Adjusto steel truss rod. The ivoroid bound fingerboard is of finest select rosewood and has 8 large mother-of-pearl position markers. Professional scale measures 25 $\frac{3}{4}$ ". The body of fine selected maple and spruce hardwoods, measures 17" x 21" x 3 $\frac{1}{4}$ ", and has triple contrast binding on front and back. Gracefully arched top and back. Three built-in Guild "Frequency Tested" pickups with volume and tone controls, plus automatic "Multi-switch" changer for instantaneous selection of any one or combination of any two or three pickups provide the versatility of an electric organ at the fingertips of the player. Push button markings are: "B" for bass; "M" for middle tones; "T" for high treble; "TM" for treble-middle tones combined; "TB" for treble-bass tones combined; "MB" for middle and bass tones combined. By depressing the last two buttons, all three pickups are activated. Individual string adjustment screws allow for perfect tonal balance of all strings. Metal parts heavily gold plated . . . compensating bridge of fine selected rosewood . . . professional type construction and parts throughout . . . supplied with Guild "Rite-Slant" stainless steel wound strings . . . "the strings of the stars."

No. 723. Golden Sunburst Finish.....Each \$375.00

No. 724. Satin Blonde Finish.....Each 395.00





GUILD ELECTRIC GUITARS

The Guild "Manhattan M175"

Extra slender, fast action neck of 3-piece imported Honduras mahogany construction with Adjusto steel truss rod. Rosewood fingerboard has 8 large position markers. Full professional scale of 25 $\frac{3}{4}$ ". The ivoroid bound body has sides and back of selected maple and top of finest spruce. Measures 17" x 21" x 3 $\frac{1}{4}$ ". Two built-in Guild "Frequency Tested" pickups, perfectly balanced, lined and hand-tested for maximum distortion free tone of both high treble and low bass extremes with perfect inbetween tones. One tone and one volume control, plus toggle switch for instantaneous selection of either or both pickups. Individual string adjustment for perfect tonal balance of all strings. Professional type tuning pegs . . . compensating bridge of select rosewood . . . all metal parts lifetime chromed. Supplied with Guild "Rite-Slant" wound stainless steel strings . . . "the strings of the stars."

No. 721. Golden Sunburst Finish Each \$285.00

No. 722. Blonde Finish Each 300.00

The Guild "Aristocrat M75"

The use of an exclusively developed lighter semi-solid body construction gives the Guild Aristocrat a magnificence of tone never before achieved in a guitar of this size. And for ease of handling and playing, this light weight, semi-solid midget model is in a class by itself. Extra slender, fast action neck of 3-piece imported mahogany construction with Adjusto steel truss rod. White ivoroid bound fingerboard of finest rosewood . . . 10 position markers. The body, with back and sides of Honduras mahogany and top of fine select spruce, is white ivoroid bound. Measures 13 $\frac{1}{2}$ " x 17 $\frac{1}{4}$ " x 2" . . . Highlighted by traditional sunburst front. Scale is 24 $\frac{3}{4}$ ". Two Guild "Frequency Tested" pickups. Each pickup with individual pole pieces has control for both volume and tone along with "lightning flip" toggle switch for instantaneous tonal changes or effect, and individual string adjustment screws for perfect tone balance on all strings. All metal parts heavily gold plated . . . truly professional construction and parts . . . equipped with Guild "Rite-Slant" wound stainless steel strings.

No. 719. Golden Sunburst Finish Each \$210.00

No. 720. Special Hardshell Case to Fit Each 42.50



GUILD ELECTRIC GUITARS

The Guild "Savoy 150"



Neck is of imported Honduras mahogany construction with Adjusto steel truss rod. This slim, fast action neck has eight large pearloid position markers and easy access to adjustment screw in headplate. Full professional scale of 25 $\frac{3}{4}$ ". The ivoroid bound body measuring 17" x 21" x 3 $\frac{1}{4}$ ", has a top of select fine grain spruce and back and sides of curly flamed maple. Gracefully arched top and back. One built-in Guild "Frequency Tested" pickup with one tone and one volume control. Individually adjusted pickup magnets. All metal parts nickel plated . . . finely constructed throughout . . . equipped with Guild "Rite-Slant" wound stainless steel strings.

No. 717. Sunburst Finish Each \$210.00

No. 716. Sparkling Gold Finish Each 210.00

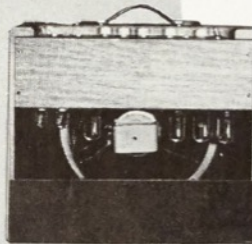
No. 718. Blond Finish Each 225.00

The Guild "Granada 50"

Extra slender, fast action neck of 3-piece Honduras mahogany construction with Adjusto steel truss rod. Fine rosewood fingerboard with pearl position markers. Easily accessible adjustment screw. Full professional scale of 25 $\frac{3}{4}$ ". Body size 16 $\frac{1}{4}$ ". A complete built-in Guild "Frequency Tested" pickup including one tone and one volume control, has individual string adjustment screws for perfect tonal balance on all strings. All metal parts nickel plated . . . nickel silver frets . . . finely constructed . . . equipped with Guild "Rite-Slant" wound stainless steel strings—"the strings of the stars."

No. 715. Sunburst Finish Each \$137.50





The Guild "Masteramp — 60" Amplifier

A budget-priced compact amplifier . . . perfect for the professional who deems compactness and good clean tonal quality as important as high power output. 6 tubes; exclusive Guild circuit; power 14 watts; 12" heavy duty Jensen Speaker; 3 inputs ; separate volume, treble and bass control; electronic tremolo with strength and speed control plus input for on-off foot switch. 18" L. x 15" H. x 7" W. Weight: 20 lbs.

No. 8335. Amplifier Each \$119.50

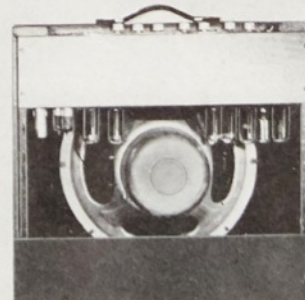
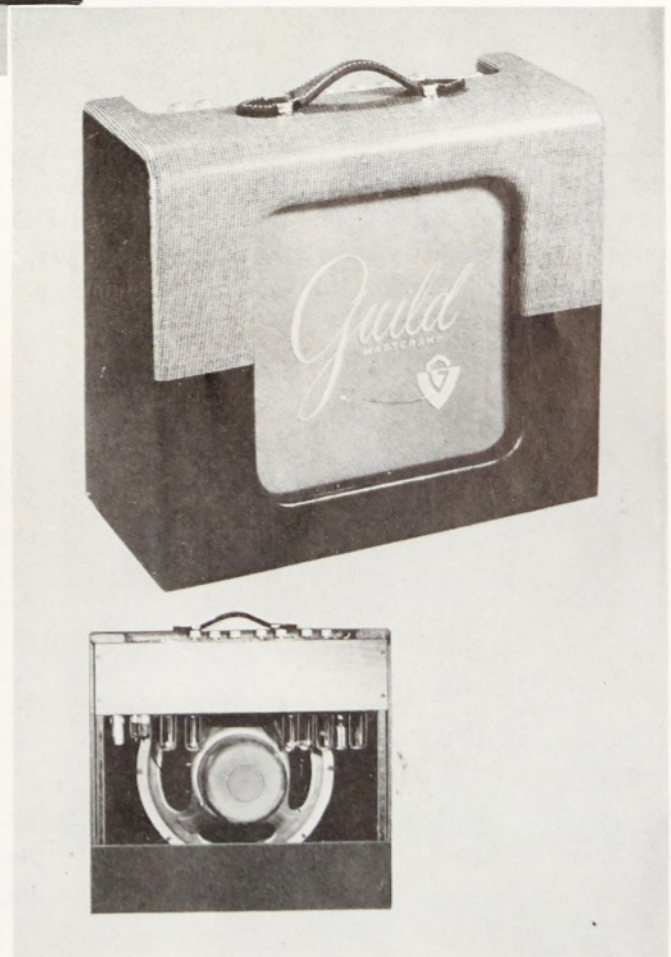
No. 8337. Custom Zip-around
Cover Each 6.50

The Guild "Masteramp — 110" Amplifier

MOST versatile of them all! The most magnificent electronic tonal quality ever heard is now yours in this exclusively engineered Guild "Masteramp—110." Complete full tonal colorings with lightning-like range from rich deep bass to brilliant treble. Tonal coloring combinations never before possible are achieved with the convenient simplified control system. Electronic tremolo . . . variable in strength and speed and with optional on-off foot switch. 10 tubes; 15" heavy duty Jensen speaker; power 30 watts; 6 inputs; 4 instrumental inputs with volume control and separate volume and tone control; 3 separate channels. 21½" L. x 20" H. x 9" W. Weight: 38 lbs.

No. 8336. Amplifier Each \$240.00

No. 8338. Custom Zip-around Cover Each 8.00



GUILD FLAT TOP GUITARS

The Guild "Aragon F 30"

Very slender, easy action neck of 3-piece imported Honduras mahogany with Adjusto steel truss rod. Fingerboard is of gently rounded rosewood for long-playing ease. Imbedded pearl dot markers. The scale is a full professional $25\frac{3}{4}$ " with 14 of the 20 frets clear of the body for instant, finger free action. The body is of fine quality aged woods . . . with a select spruce top and unique curly maple back and sides. The graceful lines are accented by white ivoroid binding on top and back edges of the body while black and white contrast purfling outline the soundhole. The smoothly fitting pick-guard enhances both the playing quality and the beauty of the instrument. The body measures 15" wide x $19\frac{1}{2}$ " long x 4" in depth at end pin and is finished in warm shades of rich mahogany brightening into sunburst tones. Equipped with Guild "Rite-Slant" wound bronze strings for lasting playing pleasure.

No. 710. Sunburst Edge with Deep Shades of Mahogany Each \$125.00

No. 709. Clear Satin Blonde Finish . . Each 140.00



The Guild "Valencia F 40"

Extra slim, extra easy neck action is a feature of the 3-piece imported Honduras mahogany neck with Adjusto steel truss rod. The ivoroid bound fingerboard, of select rosewood, is properly convex for long-playing comfort. The scale is a full professional $25\frac{3}{4}$ " with 14 of the 20 frets clear of the body for quick action. Eastern Spruce top, sides and arched back are of fine grained maple. The white ivoroid binding on top and back emphasizes the graceful curves . . . and double sets of black and white inlaid purfling outline the soundhole. The body measures 16" wide, 20" long, and $4\frac{1}{4}$ " deep at end pin. Equipped with Guild "Rite-Slant" wound bronze strings for lasting playing pleasure.

No. 711. Sunburst Each \$165.00

No. 712. Clear Satin Blonde Finish . . Each 185.00

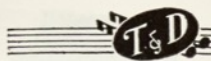
The Guild "Navarre F 50"

Imported Honduras mahogany has been formed into the most slender of necks . . . featuring 3-piece construction and Adjusto steel truss rod. The fine rosewood fingerboard is slightly ovoid for perfect playing ease. Added neck details are flush, like—pearl markers and ivoroid edgings. The full professional scale of $25\frac{3}{4}$ ", with 14 of the 20 frets clear of the body, increase the musical potential of this masterpiece. The bound head plate is an additional quality touch. The body, with elegant 5 and 3 ply ivoroid binding, has a top of fine hand-picked spruce and sides and back of select curly maple. The width at the bottom of the body is 17", the length of the body is 21" and the depth at the end pin is $4\frac{1}{2}$ ". Multiple plies of black and white inlaid purfling outline the soundhole. The beauty and playing quality of the instrument are enhanced by the accurately proportioned pick-guard. Equipped with Guild "Rite-Slant" wound bronze strings for lasting playing pleasure.

No. 713. Sunburst, Edged with Deep Shades of Mahogany Each \$240.00

No. 714. Clear Satin Blonde Finish Each 260.00



**BELL BRAND STRINGS****VIOLIN - Steel**

No.		Per Doz.	Per Gro.
01.	E or 1st, steel.....	\$1.26	\$12.00
01½.	E or 1st, steel, loop end.....	1.26	12.00
01¾.	7 or 1st, steel, loop end, silk ends and bridge guard...	1.60	15.36
02.	A or 2nd, steel.....	1.26	12.00
03.	D or 3rd, steel.....	1.40	13.44
04.	D or 3rd, wound on steel.....	2.50	24.00
05.	G or 4th, wound on steel.....	2.80	27.92
010.	4-string steel sets (D wd.).....	Per Set .90	Per Doz. 8.64

5-STRING BANJO (Ball End)

	Per Doz.	Per Gro.
012.	1st, steel.....	1.26 12.00
013.	2nd, steel.....	1.26 12.00
014.	3rd, steel.....	1.26 12.00
015.	5th, steel.....	1.26 12.00
017.	4th, wound on steel.....	3.00 28.80
028.	5-string steel sets.....	Per Set .90 Per Doz. 8.64

5-STRING BANJO (Loop End)

	Per Doz.	Per Gro.
012½.	1st, steel.....	1.26 12.00
013½.	2nd, steel.....	1.26 12.00
014½.	3rd, steel.....	1.26 12.00
015½.	5th, steel.....	1.26 12.00
017½.	4th, wound on steel.....	3.00 28.80
028¼.	5-string sets.....	Per Set .90 Per Doz. 8.64

TENOR BANJO (Ball End)

No.		Per Doz.	Per Gro.
090.	A or 1st, steel.....	\$1.26	\$12.00
091.	D or 2nd, steel.....	1.26	12.00
092.	G or 3rd, wound on steel.....	2.70	25.92
093.	C or 4th, wound on steel.....	3.00	28.80
097.	4-string sets.....	Per Set .90	Per Doz. 8.64

TENOR BANJO (Loop End)

	Per Doz.	Per Gro.
090½.	A or 1st, steel.....	1.26 12.00
091½.	D or 2nd, steel.....	1.26 12.00
092½.	G or 3rd, wound on steel.....	2.70 25.92
093½.	C or 4th, wound on steel.....	3.00 28.80
097½.	4-string sets.....	Per Set .90 Per Doz. 8.64

PLECTRUM BANJO (Loop End)

	Per Doz.	Per Gro.
0401.	1st, steel.....	1.26 12.00
0402.	2nd, steel.....	1.26 12.00
0403.	3rd, steel.....	1.26 12.00
0404.	3rd, wound on steel.....	2.90 27.84
0405.	4th, wound on steel.....	3.00 28.80
0406.	4-string sets (4th wd.).....	Per Set .90 Per Doz. 8.64
0407.	4-string sets (3rd, 4th wd.).....	1.00 9.60

MANDOLIN

	Per Doz.	Per Gro.
050.	E or 1st, steel.....	1.26 12.00
051.	A or 2nd, steel.....	1.26 12.00
052.	A or 2nd, wound on steel.....	2.70 25.92
053.	D or 3rd, wound on steel.....	2.70 25.92
054.	G or 4th, wound on steel.....	3.00 28.80
055.	8-string sets.....	Per Set 1.44 Per Doz. 13.92

GUILD "RITE-SLANT" STRINGS**ELECTRIC SPANISH GUITAR, ANGLE WOUND,
SEMI-POLISHED, Ball Ends**

	Doz.
E-101.	E or 1st, silvered steel, spec. temp..... 1.80
E-102.	B or 2nd, silvered steel, spec. temp..... 1.80
E-103.	G or 3rd, Angle Wound on steel, spec. temp. 4.00
E-104.	D or 4th, Angle Wound on steel, spec. temp. 4.50
E-105.	A or 5th, Angle Wound on steel, spec. temp. 5.50
E-106.	E or 6th, Angle Wound on steel, spec. temp. 6.60
E-110.	Set of Guitar, 6 strings..... Per Set 2.10 Doz. Sets 24.00

**ELECTRIC SPANISH GUITAR ("Vibra-phonoc")
ANGLE WOUND, FULLY POLISHED, Ball Ends**

	Doz.
E-201.	E or 1st, silvered steel, spec. temp..... 1.80
E-202.	B or 2nd, silvered steel, spec. temp..... 1.80
E-203.	G or 3rd, Angle Wound on steel, spec. temp. 6.90
E-204.	D or 4th, Angle Wound on steel, spec. temp. 7.50
E-205.	A or 5th, Angle Wound on steel, spec. temp. 9.50
E-206.	E or 6th, Angle Wound on steel, spec. temp. 11.50
E-210.	Set of Guitar, 6 strings..... Per Set 3.30 Doz. Sets 36.00

SPANISH GUITAR, SPECIAL ALLOY BRASS, SEMI-POLISHED HEAVY GAUGE, Ball Ends

	Doz.
H-501.	E or 1st, silvered steel, spec. temp..... 1.80
H-502.	B or 2nd, silvered steel, spec. temp..... 1.80
H-503.	G or 3rd, Angle Wound on steel, spec. temp. 4.00
H-504.	D or 4th, Angle Wound on steel, spec. temp. 4.50

**SPANISH GUITAR, SPECIAL ALLOY BRASS,
ANGLE WOUND, SEMI-POLISHED REGULAR OR
LIGHT GAUGE, Ball Ends**

	Doz.
L-301.	E or 1st, silvered steel, spec. temp..... 1.80
L-302.	B or 2nd, silvered steel, spec. temp..... 1.80
L-303.	G or 3rd, Angle Wound on steel, spec. temp. 4.00
L-304.	D or 4th, Angle Wound on steel, spec. temp. 4.50
L-305.	A or 5th, Angle Wound on steel, spec. temp. 5.50
L-306.	E or 6th, Angle Wound on steel, spec. temp. 6.60
L-310.	Set of Guitar, 6 strings..... Per Set 2.10 Doz. Sets 24.00

**SPANISH GUITAR, SPECIAL ALLOY BRASS,
SEMI-POLISHED MEDIUM HEAVY GAUGE, Ball Ends**

	Doz.
M-401.	E or 1st, silvered steel, spec. temp..... 1.80
M-402.	B or 2nd, silvered steel, spec. temp..... 1.80
M-403.	G or 3rd, Angle Wound on steel, spec. temp. 4.00
M-404.	D or 4th, Angle Wound on steel, spec. temp. 4.50
M-405.	A or 5th, Angle Wound on steel, spec. temp. 5.50
M-406.	E or 6th, Angle Wound on steel, spec. temp. 6.60
M-410.	Set of Guitar, 6 strings..... Per Set 2.10 Doz. Sets 24.00

	Doz.
H-505.	A or 5th, Angle Wound on steel, spec. temp. 5.50
H-506.	E or 6th, Angle Wound on steel, spec. temp. 6.60
H-510.	Set of Guitar, 6 strings..... Per Set 2.10 Doz. Sets 24.00

