

OUTSTANDING STARS

CHOOSE

GUILD



GUITARS



JOHNNY SMITH

Brilliant winner of
the Down Beat Poll
plays GUILD GUITARS
exclusively.

TARG & DINNER INC.

"The Wholesale Music Center"

425 S. WABASH AVENUE

CHICAGO 5, ILLINOIS



GUILD



GUITARS

Incomparably— **The Finest Guitars that** **Pride and Skill *Can Create***

What can we say about GUILD GUITARS that would mean as much to you as the honest opinion of the stars who play them?

Ask them about the qualities that count most in guitar performance—response and resonance, expressiveness and warmth, sweetness and appeal—and they will tell you that no instrument they have ever played provides them in such rich measure as the GUILD.

No wonder these gifted men and women regard their selection of GUILD GUITARS as an important milestone in their careers . . . a stairway to new and greater heights of professional progress and personal satisfaction.

What's the secret of GUILD'S unique and distinctive performance? A special, exclusive method of treating the wood that gives the instruments tone quality many authorities have compared with Stradivarius violins.

Whether you are a student or a maestro, an amateur or a professional, your ears and musical sense will tell you, when you first play a GUILD, that you have come to the end of your search for the finest in guitars.



BETTY REILLY . .

"The Irish Senorita," internationally famous entertainer, plays GUILD GUITARS exclusively.

*Favored by
the Stars*



GUILD ELECTRIC GUITARS

GUILD "STUART—500"—Masterpiece of perfection in Spanish electric guitars.

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. New popular short action professional scale.

The cutaway body measures 17" x 21" x 3 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. Sunburst Finish \$445.00
No. 726. Satin Blonde Finish..... 465.00

GUILD "STRATFORD—350"—A Thoroughbred Spanish Electric Professional Model.

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. New popular short-action professional scale.

The body of fine selected maple and spruce hardwoods, measures 17" x 21" x 3 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. Sunburst Finish \$375.00
No. 724. Satin Blonde Finish..... 395.00



BILLY BAUER

Famous radio, TV and recording artist, plays GUILD GUITARS exclusively.

*Favored by
the Stars*

GUILD ELECTRIC GUIT



GUILD "MANHATTAN—175"—Spanish Electric Guitar.

Extra slender, fast action neck of 3-piece imported Honduras mahogany construction with Adjusto steel truss rod. Rosewood fingerboard has 8 large position markers. New popular short action professional scale.

The ivoroid bound body has sides and back of selected maple and top of finest spruce. Measures 17" x 21" x 3/4". Two built in Guild "Frequency Tested" pickups perfectly balanced, lined and hand-tested for maximum distortion free tone at both high treble and low bass extremes with perfect in-between 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 string of the stars."

No. 721. Sunburst Finish \$285.00

No. 722. Satin Blonde Finish..... 300.00



GUILD "ARISTOCRAT—M75"—Tonal magnificence in a light-weight, semi-solid midget model.

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 1/2" x 17 1/4" x 2" . . . Highlighted by traditional sunburst front. New popular short-action professional scale.

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. Sunburst Finish \$240.00



markers. Ivoroid bound body measure World" cutaway design enables player rest positions with ease. Built-in GUILD "Frequency Tested" pick-up includes one tone and one volume control, with individual string adjustment for perfect tonal balance. Equipped with "Rite Slant" strings.

No. 702. Sunburst Finish



*Favored by
the Stars*

GUILD "SAVOY—150"—Professional quality at a budget price.

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. New popular short-action professional scale.

The ivoryoid bound body measuring 17" x 21" x 3 3/4", 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.

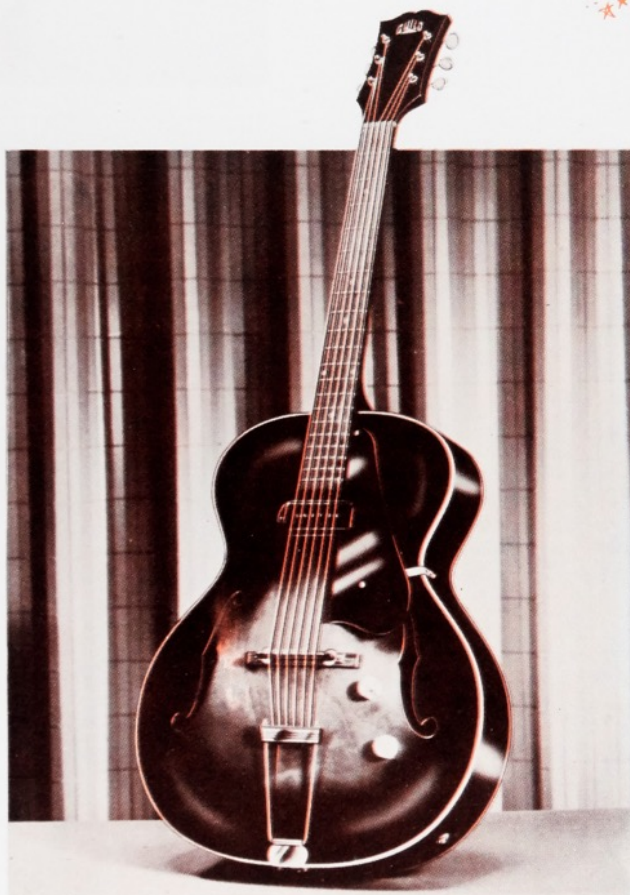
No. 717. Sunburst Finish \$210.00
 No. 716. Sparkling Gold Finish..... 210.00
 No. 718. Satin Blonde Finish..... 225.00



GUILD "CAPRI—CE 100"

Modest price, professional performance. Fast-action Honduras mahogany neck, reinforced by adjustable truss rod. Professional short scale fingerboard, made of selected rosewood, has eight Pearlloid position markers. "Old time" reach high—"frequency-tested" one volume control screws for Guild "Rite

\$185.00



GUILD "GRANADA—50"—Tailored to the needs and purse of advanced students. A wonderful buy for professionals, too.

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. New popular short-action professional scale.

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 \$137.50

BARRY GALBRAITH

CBS and TV star, plays GUILD GUITARS exclusively.

GUILD AMPLIFIERS



9 tubes, 2 channel circuit, heavy duty output transformer. 4 inputs (1 accordion and microphone plus 3 instrument inputs). Special filtertone recording input. Auxiliary speaker input. Built-in foot switch input. Standby switch. Separate volume, treble and bass controls.

GUILD "DOUBLE-TWIN" AMPLIFIER—New and perfect for small combos. Power capacity, 35 watts. Expressly designed for use with string bass, guitar and accordion. The ultimate in true sound reproduction. Incorporates very latest advances in electronic engineering, including twin 12" Jensen heavy-duty concert model speakers and twin Jensen Tweeters. Bass response is clear and crisp. Harmonic distortion at 30 watts, less than 0.3%. Intermodulation Distortion (IMD), less than 0.5% at rated output.

24½" wide, 20" high, 10½" deep. Weight, 35 lbs. Housed in attractive two-tone leatherette covered cabinet. Made of ¾" plywood of sturdy lock-joint construction.

No. 8344. \$265.00
No. 8345. Waterproof zipper cover. 10.00

GUILD MODEL 99 AMPLIFIER—THREE SPEAKERS. Exclusive GUILD features make this a truly outstanding model, combining operating flexibility with superb performance. The Guild "99" has an output of 25 watts. Harmonic distortion at 20 watts is less than 0.3%. Intermodulation Distortion (IMD) at rated output, less than 0.5%. 20" wide, 17" high, 10" deep. Weight, 28 lbs. Housed in attractive two-tone leatherette-covered cabinet. Made of ¾" plywood of sturdy lock joint construction.

No. 8342 \$199.50
No. 8343. Waterproof zipper cover. 8.50



7 tubes, 2 channel circuit, heavy duty output transformer. One 12" heavy-duty Jensen concert model speaker, two Jensen Tweeters. Separate volume, bass and treble controls. Built-in tremolo with exclusive Guild Tremolo Selector Switch and special tremolo foot switch input, plus speed and strength controls. 4 inputs (1 microphone and accordion, 3 instrument inputs). Special filtertone recording input. Auxiliary speaker input.



GUILD MODEL 66 AMPLIFIER. High fidelity at low price. Compact, light, easy to carry. Six RCA tubes, 12" RCA Hi-Fi speaker, 2 channel circuit. One accordion and microphone input, 3 instrument inputs. Special filtertone recording input. Power output 15 watts. Attractive 2-tone leatherette-covered cabinet. 20½" wide, 18" high, 8" deep. Approximate weight 20 lbs.

No. 8335. Amplifier \$129.50
No. 8337. Waterproof Zipper Cover. 6.50

Built-in tremolo. Tremolo selector switch. Special tremolo foot switch input. Auxiliary speaker input. Standby switch. Separate volume, bass and treble controls. All-chromed chassis and control panel.



GUILD TREMOLO FOOT SWITCH. Functionally designed foot control for tremolo amplifier. Enables artist to switch from tremolo to standard action.

No. 8341. \$7.50



ARKY THE ARKANSAS WOODCHOPPER

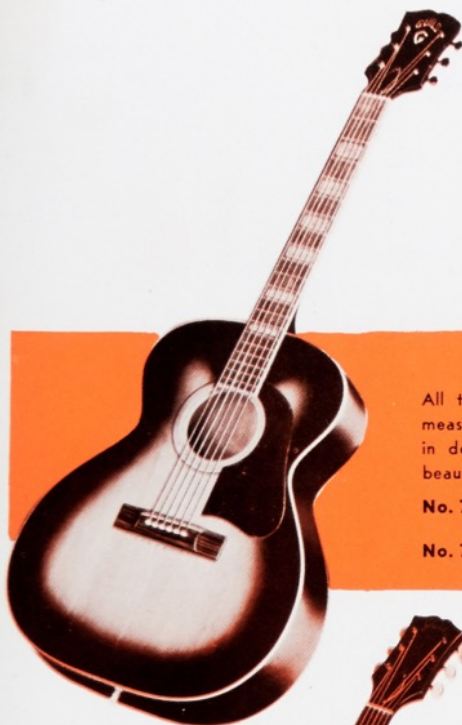
Star of WLS National Barn Dance, chooses GUILD GUITARS.

GUILD FLAT TOP GUITARS

GUILD "NAVARRE—F50"—A revelation in pure, rich guitar tone. Extra slim, extra easy action in a 3-piece Honduras mahogany neck with Adjusto steel truss rod. Fine rosewood fingerboard, slightly oveled for playing ease. Flush, like-pearl markers, ivoroid edged. Full professional scale of $25\frac{3}{4}$ ", with 14 of 20 frets clear of body. Body has top of hand-picked spruce, sides and back of choice curly maple, with exquisite ivoroid binding. Inlaid purfling sets off sound hole. Accurately proportioned pick-guard enhances playing qualities. Equipped with GUILD "Rite-Slant" wound bronze strings. Super Jumbo size—17" wide, 21" long, $4\frac{1}{2}$ " deep at end of pin.

No. 713. Sunburst edged with deep shades of mahogany.....\$240.00

No. 714. Clear Satin Blonde Finish.....260.00



GUILD "VALENCIA—F40"

All the fine features of the F50 in an instrument that measures 16" at bottom of body, 20" in length and $4\frac{1}{4}$ " in depth at bottom of pin. Resonance, expression and beauty never known before in flat top guitars.

No. 711. Sunburst edged with deep shades of mahogany.....\$165.00

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



GUILD "TROUBADOR—F20"

The pride and prestige of a GUILD at a budget price! A favorite for solo playing and ballad accompaniment. GUILD fast-action mahogany neck, with adjustable steel truss rod. Selected spruce top, finished in natural blonde. Back and sides finished in natural light mahogany. Rosewood fingerboard and bridge, with pearl-oid position dots. Tortoise color pick guard.

No. 707......\$85.00



GUILD "ARAGON—F30"—GUILD design, GUILD refinements, GUILD performance at a price within reach of all serious-minded guitarists. Made to the same specifications as the F50 but with these body dimensions: Width, 15". Length, $19\frac{1}{2}$ ". Depth at end of pin, 4".

No. 710. Sunburst edged with deep shades of mahogany.....\$125.00

No. 709. Clear Satin Blonde Finish.....\$140.00

**EXCITINGLY
NEW!**

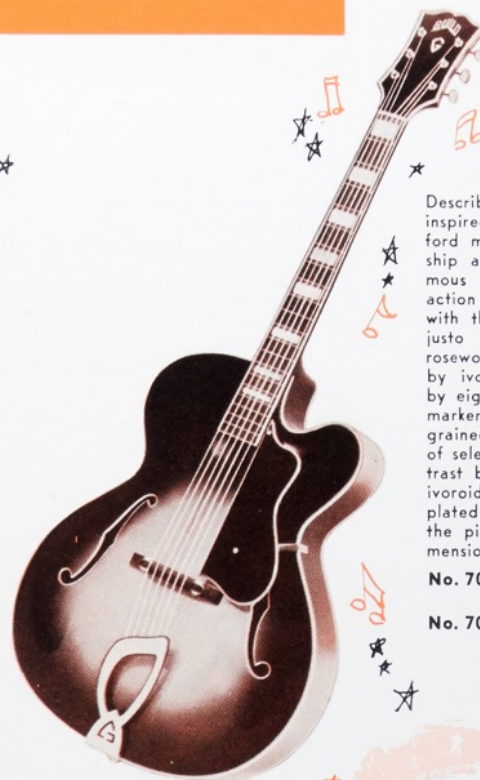
GUILD ARCH TOP GUITARS



**GUILD
"STUART"
ACOUSTIC—A500"**

Without reservation the world's finest acoustic model, combining the choicest of materials with superb craftsmanship to provide unbelievably rich tone, depth, warmth and resonance. Top is of fine-grain Sitka spruce, hand carved. Back and sides are of top grade, highly flamed curly maple. Heel of neck is carved close to body for easy playing of highest positions. New popular short action scale. Three-piece hard maple neck with GUILD Adjusto truss rod. Finest rosewood fingerboard. Eight two-tone deluxe mother-of-pearl position markers. Metal parts richly gold plated, tailpiece hand carved. Body width, 17", length 21".

No. 704. Sunburst Finish \$400.00
No. 703. Blonde Finish.. 425.00



**GUILD
"STRATFORD"
ACOUSTIC—A350"**

Described as "an inspiration to inspired performance," this Stratford model is GUILD craftsmanship at its best. It has the famous GUILD extra-slim, fast-action 3-piece hard maple neck, with the celebrated GUILD Adjusto truss rod. Its exquisite rosewood fingerboard is enriched by ivoroid binding and set off by eight mother-of-pearl position markers. Carved top is of close-grained spruce, sides and back of select hard maple. Triple contrast binding on front and back, ivoroid-bound "F" holes and gold-plated metal trimmings complete the picture of beauty. Body dimensions, 17" x 21" x 3 1/4".

No. 706. Sunburst Finish \$300.00
No. 705. Natural Blonde Finish 325.00



GUILD "GRANADA ACOUSTIC—A50"

All the basic features of the highest priced GUILD Guitars in a low-priced model designed for the student-professional artist. Three-piece Honduras mahogany neck with Adjusto truss rod. Fingerboard of select rosewood, with simulated pearl position markers. Finished in hand-rubbed, rich sunburst. 16 1/4" wide, 20 1/4" long. Unquestionably the greatest value in superbly crafted low-price acoustic guitars.

No. 708. \$99.50



DON ARNONE
Star of radio, TV
and recordings,
plays
GUILD GUITARS
exclusively.

~~~~~ Guild Guarantee ~~~~~

The Guild warranty is a guarantee of complete satisfaction — satisfaction with the instrument, its materials, workmanship and performance. Your nearest GUILD dealer will be glad to give you further details.

