



TARGG & DINNER

INCORPORATED

Musical Merchandise

1962 - Our 42nd Year

425 SO. WABASH AVENUE • CHICAGO 5, ILL.

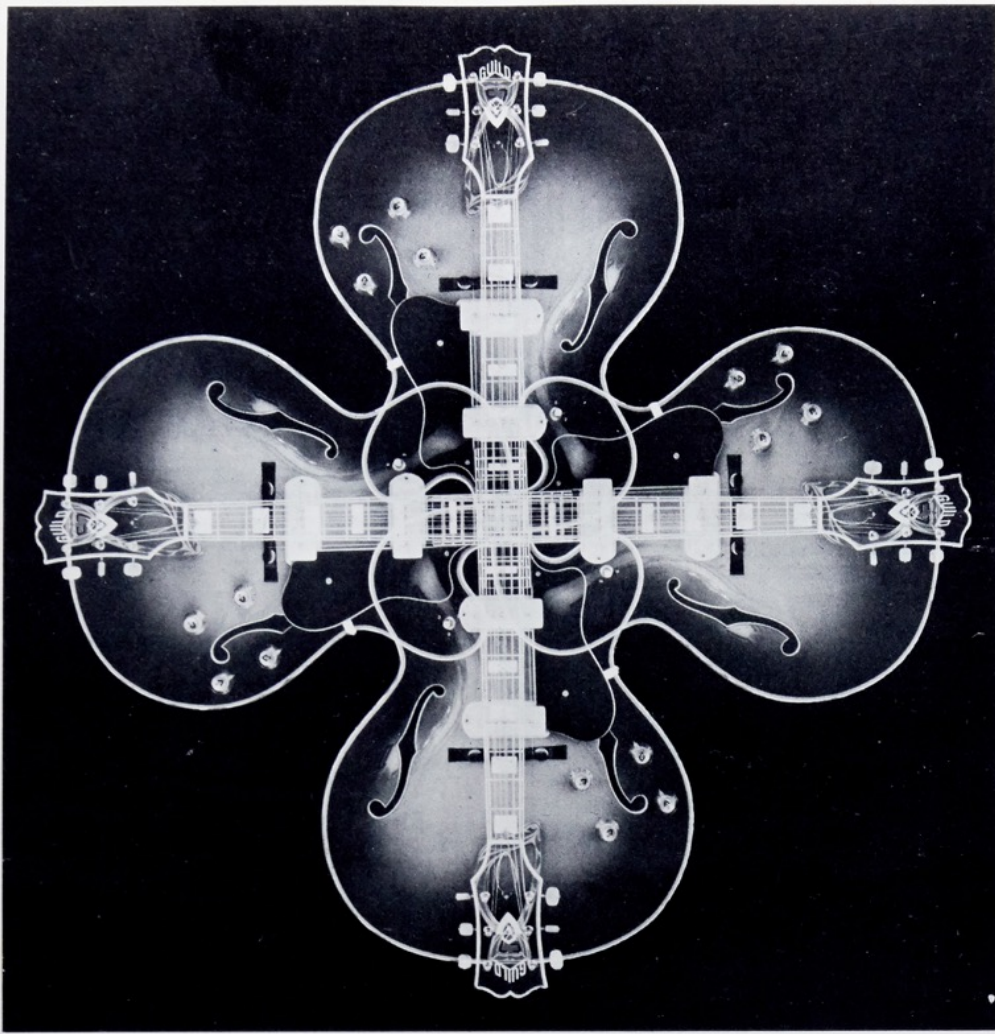


Photo courtesy of Roulette Records, Inc.

■ From America's most modern guitar factory... where quality is the watchword in the true tradition of Guild craftsmanship... come the Guild Guitars and Amplifiers shown on these pages.

Its unique design and engineering facilities... its close liaison with New York's television, radio and recording guitarists... its clear understanding of teachers' aims and students' problems... place Guild in a special position of leadership among manufacturers of quality musical instruments.

Guild Guitars and Amplifiers



**TRIPLE
PICK-UP
MODEL**

Push-button sequence, as marked from right to left:—"B", for activating bass pick-up; "M", for middle tones; "T", for treble tones; "MB", for middle and bass tones combined; "TB", for treble and bass tones combined; and "TM", for treble and middle tones combined. All 3 pick-ups are activated by depressing buttons "TM", and "TB" simultaneously.



Guild

**Guild's Finest
Double Pick-Up
Electric!**



**DOUBLE
PICK-UP
ELECTRICS**



STRATFORD X-350

■ A marvel of electronics . . . a masterpiece of the guitar maker's art . . . an instrument for the swinging soloist and technician.

The Stratford has a fast-action, 3-piece hard maple neck with adjustable steel neck rod. Ivoroid bound fingerboard is of finest ebony, with 8 mother-of-pearl position markers.

The Stratford's body is 17" wide by 21" long by 3 1/8" deep, is made of finest highly figured curly maple, and is bound with 5-ply black and white ivoroid.

Three Guild pick-ups, with master volume and tone controls, are controlled by 6 marked push-buttons to allow instantaneous selection of all possible pick-up combinations. All 3 pick-ups may be activated simultaneously. Individual string adjustment screws in the pick-ups make it possible to achieve perfect tonal balance of all strings. Equipped with gold-plated non-slip pegs, tailpiece and accessories, and with finest Guild Strings.

No. 723 Sunburst Finish \$465.00
No. 724 Blonde Finish 485.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50
No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50
No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

STUART X-500

■ This is the ultimate in electric guitars . . . the pride of Guild's sound engineers and wood craftsmen. Its distinctive fast-action neck is fashioned of 5-piece selected hard maple and walnut, with adjustable steel neck rod. The imported ebony fingerboard is elegantly inlaid with 8 two-tone deluxe mother-of-pearl position markers.

The Stuart's cut-away body is 17" wide by 21" long by 3 1/8" deep. Sides and back are highly flamed choice curly maple. Top is select fine grain spruce. Top and back are edged with 8-ply binding. Neck and head plate are bound with ivoroid. Has 2 built-in deluxe individual magnet pick-ups—each with separate tone and volume control. Toggle switch permits instantaneous selection of either or both pick-ups. Individual string adjustment screws assure tonal balance in entire range. Gold-plated, hand engraved tailpiece and accessories. Deluxe gold-plated, pearl grip non-slip tuning pegs. Finest Guild Strings.

No. 725 Sunburst Finish 570.00
No. 726 Blonde Finish 595.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50
No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50
No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

MANHATTAN X-175

■ A strikingly beautiful and musically perfect Guild guitar . . . an outstanding example of professional tone quality, responsiveness and versatility.

Equipped with 2 built-in Guild "Frequency Tested" pick-ups, perfectly balanced and aligned. Has separate tone and volume controls for each pick-up, with a toggle switch for instantaneous selection of either or both. Individual string adjustment screws provide perfect tonal balance.

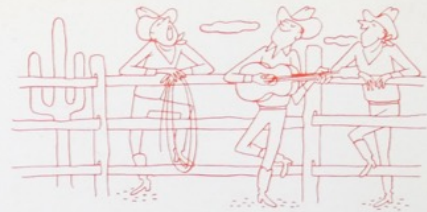
Sides and back are of select maple. Top is finest spruce. Ivoroid-bound body is 17" wide by 21" long by 3 1/8" deep. Has a fast-action neck of 3-piece Honduras mahogany and an adjustable neck rod. Imported rosewood ivoroid-bound fingerboard has 8 large position markers and popular professional scale. Heavily nickel-plated deluxe tailpiece, individual non-slip pegs and accessories. Factory-fitted with Guild Strings.

No. 721 Sunburst Finish \$355.00
No. 722 Blonde Finish 375.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50
No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50
No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

Guild

DOUBLE PICK-UP ELECTRICS



CAPRI CE-100D

■ Dramatic performance in a highly versatile guitar—with rich, professional tone quality and excellence of workmanship at a moderate price. This Old World style cut-away guitar has an ivoroid-bound maple body in medium-full size: 16 $\frac{3}{8}$ " wide by 20 $\frac{1}{4}$ " long by 2 $\frac{7}{8}$ " deep. Its gracefully designed body makes this instrument easy to hold and to play.

Has fast-action 3-ply mahogany neck with adjustable steel neck rod. Imported rosewood fingerboard is inlaid with pearloid position blocks and bound in ivoroid.

Equipped with 2 built-in Guild "Frequency-Tested" pick-ups, with 2 tone controls and 2 volume controls, toggle switch for pick-up selection, and individual string adjustment screws. This guitar has nickel-plated non-slip pegs, a luxurious tailpiece, and the finest quality Guild Strings.

No. 742 Sunburst Finish \$285.00
No. 743 Blonde Finish 300.00

No. 3893 Hard Shell Case, 3 ply veneer, plush lined, \$49.50

No. 3828 Arched Top Case, flannel lined, \$19.50

No. 6025 Zipper Case Cover for Hard Shell Cases, \$30.00



SLIM JIM T-100D

■ The jazz guitarist's favorite in this price range! Light in weight and easy to handle . . . an electric guitar built for the player who prefers the advantages of a slim instrument with a noteworthy range of performance. Extra-thin ivoroid-bound body is 16 $\frac{3}{8}$ " wide, 20 $\frac{1}{4}$ " long, 2" deep. This instrument spells "showmanship" in every feature.

Has a slender, fast-action Honduras mahogany neck, reinforced by Guild's adjustable steel neck rod. Rosewood fingerboard is inlaid with pearl position markers.

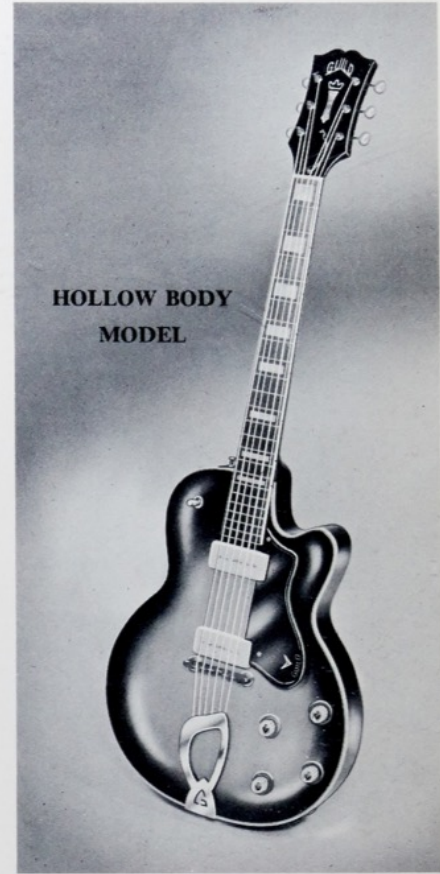
Equipped with 2 built-in Guild "Frequency-Tested" pick-ups, with 2 tone controls and 2 volume controls, toggle switch for pick-up selection, and individual string adjustment screws. Has the Guild deluxe tailpiece . . . and, for a final touch of quality, a set of factory-fitted Guild Strings.

No. 738 Sunburst Finish \$250.00
No. 739 Blonde Finish 265.00

No. 3893 Hard Shell Case, 3 ply veneer, plush lined, \$49.50

No. 3828 Arched Top Case, flannel lined, \$19.50

No. 6025 Zipper Case Cover for Hard Shell Cases, \$30.00



ARISTOCRAT M-75

■ This small model guitar has a gracefully sculptured hollow body created specifically to produce the resonance of a larger instrument. A real lightweight, it weighs only 6 lbs. and measures only 13 $\frac{1}{2}$ " wide by 17 $\frac{1}{4}$ " long by 2" deep.

Back and sides are of Honduras mahogany. Top is close grain selected spruce. Fast-action 3-piece mahogany neck has adjustable steel neck rod. Ivoroid-bound rosewood fingerboard has 22 frets and 8 position markers. Professional 24 $\frac{3}{4}$ " scale.

Two built-in Guild "Frequency Tested" pick-ups have separate tone and volume controls. Toggle switch permits instantaneous selection of either or both pick-ups. Individual string adjustment screws assure tonal balance. Equipped with deluxe gold-plated non-slip pegs and accessories, plus finest Guild Strings.

No. 719 Sunburst Finish \$280.00
No. 737 Natural Blonde Top 295.00
No. 763 Cherry-Red 295.00

No. 3890 Hard Shell Case, 3 ply veneer, plush lined, \$45.00

No. 3824 Arched Top Case, flannel lined, \$15.75

No. 6027 Zipper Case Cover for Hard Shell Cases, \$22.50

Guild

SINGLE PICK-UP ELECTRICS

CAPRI CE-100

■ Rich, professional tone quality and excellence of workmanship at a moderate price. This Old World style cut-away guitar has an ivoroid-bound maple body in medium-full size: 16 $\frac{3}{8}$ " wide by 20 $\frac{1}{4}$ " long by 2 $\frac{7}{8}$ " deep. Its gracefully designed body makes this instrument easy to hold and to play.

Has fast-action 3-ply mahogany neck with adjustable steel neck rod. Imported rosewood fingerboard is inlaid with pearloid position blocks and bound in ivoroid.

Single Guild built-in "Frequency Tested" pick-up has separate tone and volume controls, plus individual string adjustment screws. This guitar is equipped with nickel-plated non-slip pegs, luxurious tailpiece, and the finest quality Guild Strings.

No. 702 Sunburst Finish \$240.00

No. 701 Blonde Finish 255.00

No. 3893 Hard Shell Case, 3 ply veneer, plush lined, **\$49.50**

No. 3828 Arched Hard Top Case, flannel lined, **\$19.50**

No. 6025 Zipper Case Cover for Hard Shell Cases, **\$30.00**



SAVOY X-150

■ The tone quality and design of this guitar will bring real satisfaction of ownership to the most critical player. The Savoy is a pleasure to play and a pleasure to hear . . . a truly outstanding single pick-up electric.

Has Guild's fast-action neck of 3-piece Honduras mahogany with adjustable steel neck rod. Eight large pearloid position markers are inlaid in its fine rosewood fingerboard. Ivoroid-bound body, with select fine grain spruce top, is 17" wide by 21" long by 3 $\frac{1}{8}$ " deep. Back and sides are of choice maple.

Single Guild built-in "Frequency Tested" pick-up has separate tone and volume controls. Individual string adjustment screws allow perfect tonal balance. Equipped with nickel-plated non-slip pegs and accessories. Factory-fitted with finest Guild Strings.

No. 717 Sunburst Finish \$265.00

No. 718 Blonde Finish 280.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, **\$52.50**

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, **\$42.50**

No. 3827 Arched Top Case, flannel lined, **\$18.75**

No. 6026 Zipper Case Cover for Hard Shell Cases, **\$32.50**



SLIM JIM T-100

■ Light in weight and easy to handle . . . a guitar built for the player who prefers the advantages of a slim instrument with a noteworthy range of performance. Extra-thin ivoroid-bound body is 16 $\frac{3}{8}$ " wide, 20 $\frac{1}{4}$ " long, 2" deep. An unusual combination of styling, response and sound!

Has a slender, fast-action Honduras mahogany neck, reinforced by Guild's adjustable steel neck rod. Rosewood fingerboard is inlaid with pearl position markers.

Equipped with single built-in Guild "Frequency Tested" pick-up, with separate tone and volume controls, plus individual string adjustment screws. The final touch of quality is, of course, a set of factory-fitted Guild Strings.

No. 733 Sunburst Finish \$199.50

No. 734 Blonde Finish 214.50

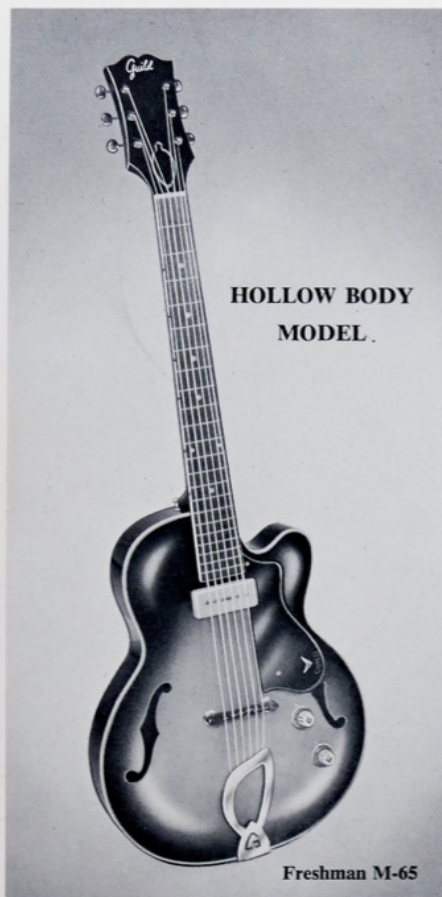
No. 3893 Hard Shell Case, 3 ply veneer, plush lined, **\$49.50**

No. 3828 Arched Top Case, flannel lined, **\$19.50**

No. 6025 Zipper Case Cover for Hard Shell Cases, **\$30.00**

Guild

SINGLE PICK-UP ELECTRICS



**HOLLOW BODY
MODEL**

Freshman M-65

FRESHMAN M-65

■ This Freshman model has the professional 24 $\frac{3}{4}$ " scale, with the hollow body construction that makes possible exceptional resonance in a guitar of its small size and light weight. Body size is only 13 $\frac{1}{2}$ " wide by 17 $\frac{1}{4}$ " long by 2" deep. The instrument weighs only 5 lbs.

Fast-action mahogany neck has adjustable neck rod, ivoroid-bound rosewood fingerboard and pearl position markers. Back and sides are of imported mahogany. Maple top is bound with white ivoroid. Has built-in Guild "Frequency Tested" pick-up with separate tone and volume controls. Individual string adjustment screws assure tonal balance throughout. Luxurious nickel-plated tailpiece and accessories. Equipped with Guild Strings.

No. 740 Sunburst Finish \$205.00
No. 745 Natural Blonde Top 205.00
No. 764 Cherry-Red 205.00

No. 3890 Hard Shell Case, 3 ply veneer, plush lined, \$45.00

No. 3824 Arched Top Case, flannel lined, \$15.75

No. 6027 Zipper Case Cover for Hard Shell Cases, \$22.50

FRESHMAN M-65- $\frac{3}{4}$

■ A hollow body student model with a special, short 22 $\frac{3}{4}$ " scale having 19 frets . . . the fastest guitar neck of all! Weighs only 4 $\frac{3}{4}$ lbs. Body size is a compact 13 $\frac{1}{2}$ " wide by 17 $\frac{1}{4}$ " long by 2" deep. Easy to hold . . . a pleasure to play! The hollow body contributes great resonance.

Fast-action mahogany neck with adjustable steel neck rod, rosewood fingerboard and pearl position markers. Back and sides of selected Honduras mahogany. Maple top bound with white ivoroid.

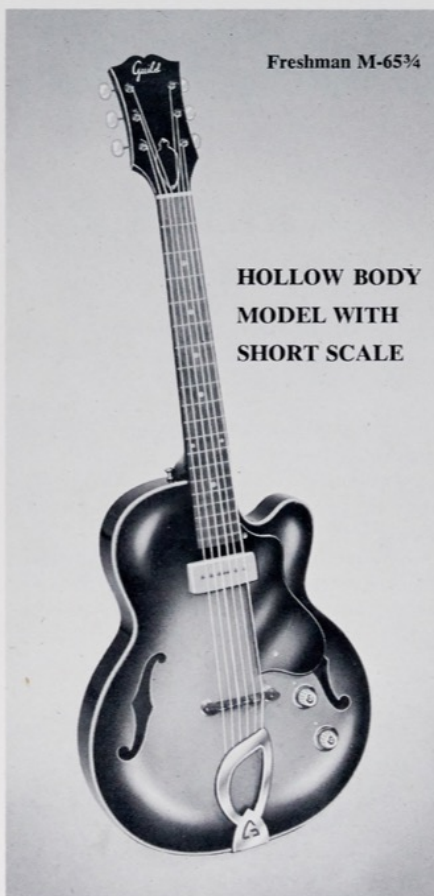
New built-in Guild Super-Sensitive pick-up has individual tone and volume controls. Luxurious nickel-plated tailpiece and accessories. Strung with finest Guild Strings.

No. 741 Sunburst Finish \$189.50
No. 744 Natural Blonde Top 189.50
No. 765 Cherry-Red 189.50

No. 3890 Hard Shell Case, 3 ply veneer, plush lined, \$45.00

No. 3824 Arched Top Case, flannel lined, \$15.75

No. 6027 Zipper Case Cover for Hard Shell Cases, \$22.50



Freshman M-65 $\frac{3}{4}$

**HOLLOW BODY
MODEL WITH
SHORT SCALE**



Cordoba X-50

CORDOBA X-50 CORDOBA T-50 "SLIM"

■ Two models engineered to the needs of advanced students. Body size of Model X-50 is 16 $\frac{3}{8}$ " wide, 20 $\frac{1}{4}$ " long, 2 $\frac{7}{8}$ " deep. Body of Model T-50 "Slim" is only 2" deep.

Both models have special Guild fast-action Honduras mahogany neck and adjustable steel neck rod, rosewood fingerboard with pearl position markers, short-action professional scale. Single built-in Guild "Frequency-Tested" pick-up has individual adjustment screws and separate tone and volume controls. Both models have nickel-plated non-slip pegs and accessories, plus Guild Strings.

CORDOBA X-50
No. 715 Sunburst Finish \$159.50
No. 732 Blonde Finish 169.50

CORDOBA T-50 "SLIM"
No. 751 Sunburst Finish \$159.50
No. 752 Blonde Finish 169.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 3827 Arched Top Case, flannel lined, \$18.75

No. 3820 Economy Chipboard Case, \$13.00

No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

Guild

**ACOUSTIC
GUITARS**



ARTIST AWARD MODEL

■ Acoustic versatility in a class all its own! Besides its exquisite styling, the major feature of this unique guitar is its Guild-developed single control pick-up assembly. This gives the instrument complete electric as well as acoustic versatility—as preferred by many jazz guitarists.

Has a hand carved, solid select spruce top and a hand carved beautifully flamed curly maple back. Size of the cut-away body is 17" wide by 21" long by 3 1/8" deep. It is luxuriously bound at the top and back with 8-ply ivoroid. Fast-action neck is 5-piece hard maple and walnut, with adjustable steel neck rod. Imported ebony fingerboard is inlaid with 8 two-tone deluxe mother-of-pearl position markers. Headplate is elegantly inlaid with mother-of-pearl and Mexican abalone, in the form of a distinctive Artist Award Model plaque. Both headplate and fingerboard are bound with black and white ivoroid. Has hand engraved gold-plated tailpiece, luxurious gold-plated non-slip pegs, and finest Guild Strings.

No. 728 Sunburst Finish \$650.00
No. 729 Blonde Finish 675.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50
No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50



STUART A-500

■ The perfect solo and rhythm instrument! The Stuart is unbelievably rich in tone, depth and resonance—the result of combining choice materials with superb Guild craftsmanship.

Made with hand carved select spruce top. Back and sides are highly flamed curly maple. Body size is 17" wide by 21" long by 3 1/8" deep. Top and back are bound with 8-ply ivoroid, as are headplate, neck and f-holes.

Fast-action 5-piece selected maple and walnut neck has adjustable steel neck rod. Ebony fingerboard is inlaid with two-tone genuine mother-of-pearl position markers and is bound with ivoroid.

Magnificently adorned with gold-plated, hand engraved tailpiece and accessories. Deluxe gold-plated, pearl grip non-slip tuning pegs. Strung with finest quality Guild Strings.

No. 704 Sunburst Finish \$495.00
No. 703 Blonde Finish 520.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50



STRATFORD A-350

■ Day in and day out, the professional can depend upon this guitar for inspiring performance under the most exacting musical directors and arrangers.

The Stratford's vitality is impressive, its full-bodied sound blending in the flawless manner that pleases the critical ear.

Has a hand carved Sitka spruce top. Sides and back are curly maple. Body size is 17" wide by 21" long by 3 1/8" deep. Body, f-holes and neck are luxuriously bound in ivoroid.

Three-piece maple neck has adjustable steel neck rod. Imported ebony fingerboard is inlaid with mother-of-pearl position markers. Has gold-plated tailpiece, non-slip pegs and accessories. Supplied with finest quality Guild Strings.

No. 706 Sunburst Finish \$375.00
No. 705 Blonde Finish 395.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

CUSTOM ELECTRIFICATION OF ACOUSTIC GUITARS: —

Guild

ACOUSTIC GUITARS



SAVOY A-150

■ A wonderfully free-playing orchestra guitar, especially suited to the musician who seeks the perfect blend with strings and instruments of the rhythm section. Beautifully constructed by Guild's master artisans of the finest materials available, with special attention to choicest woods. A superb acoustic!

Body size 17" wide by 21" long by 3 1/8" deep. Two-tone ivoroid binding. Fast-action 3-piece Honduras mahogany neck with adjustable steel rod. Imported rosewood fingerboard with 8 pearloid position markers and ivoroid binding. Hand carved Sitka spruce top. Hard maple sides and back. Nickel-plated non-slip pegs and accessories. Factory-fitted with finest Guild Strings.

No. 748 Sunburst Finish \$260.00
No. 749 Blonde Finish 280.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 3827 Arched Top Case, flannel lined, \$18.75

No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50



CAPRI CA-100

■ At any tempo, in any musical mood, the CA-100 produces the easy, relaxed, natural sound for which every guitarist strives. The pure guitar tone of this Old World acoustic cut-away, plus its handsome appearance, makes it the ideal choice of the modern orchestra guitarist.

Has beautifully hand carved Sitka spruce top and maple back and sides. Bound in black and white ivoroid. Body size 16 3/8" wide by 20 1/4" long by 2 7/8" deep. Three-piece mahogany neck with adjustable steel rod. Imported rosewood fingerboard inlaid with pearloid position markers and bound in ivoroid. Nickel-plated non-slip pegs and accessories. Expertly factory-fitted Guild Strings.

No. 727 Sunburst Finish \$215.00
No. 716 Blonde Finish 230.00

No. 3892 Hard Shell Case, 3 ply veneer, plush lined, \$49.50

No. 3871 Hard Shell Case, 3 ply veneer, flannel lined, \$39.50

No. 3826 Arched Top Case, flannel lined, \$18.00

No. 6025 Zipper Case Cover for Hard Shell Cases, \$30.00



CORDOBA A-50

■ A low-priced acoustic Guild, designed for the advanced student or for the professional who requires an extra instrument for practice or doubling. Has the "feel" of the more expensive Guild models because it's perfectly proportioned to give the player more enjoyment with less effort. Outstanding value in a genuine Guild . . . a guitar that will give its owner many years of faithful service.

Has a gracefully arched maple top and back. Ivoroid bound body is 16 3/8" wide by 20 1/4" long by 2 7/8" deep. Fast-action Honduras mahogany neck with adjustable steel rod. Choice rosewood fingerboard with pearl position markers. Nickel-plated non-slip pegs and accessories. Factory-fitted with fine quality Guild Strings.

No. 708 Sunburst Finish \$139.50
No. 746 Blonde Finish 149.50

No. 3871 Hard Shell Case, 3 ply veneer, flannel lined, \$39.50

No. 3826 Arched Top Case, flannel lined, \$18.00

No. 3819 Economy Chipboard Case, \$12.00

No. 6025 Zipper Case Cover for Hard Shell Case, \$30.00

Any Guild acoustic guitar may be ordered with the Guild-developed single pick-up assembly, with components similar to that on the Guild Artist Award Model Guitar. This permits playing of the instrument both as an acoustic and electric guitar. Additional, \$45.00.

Guild

FLAT-TOP GUITARS

VALENCIA F-40

■ Exceptional beauty! A magnificently impressive instrument for the soloist or accompanist. Body size 16" wide by 20" long by 4 1/4" deep. Back and sides of choice maple. Finest spruce top. Back and top bound with ivoroid.

Fast-action 3-piece mahogany neck, with adjustable steel rod. Imported ivoroid-bound rosewood fingerboard, inlaid with 8 pearloid position markers. Beautifully inlaid headpiece. Nickel-plated non-slip pegs and Guild Strings.

No. 711 Sunburst Finish \$195.00

No. 712 Blonde Finish 210.00

No. 3892 Hard Shell Case, 3 ply veneer, plush lined, \$49.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 3826 Arched Top Case, flannel lined, \$18.00

No. 6025 Zipper Cover for Hard Shell Cases, \$30.00



Valencia F-40



Aragon F-30

ARAGON F-30

■ A quality leader among guitars. Handsome ivoroid-bound body, 15 1/8" wide by 19 1/2" long by 4 1/8" deep, has black and white inlay around sound hole.

Close grain spruce top with Honduras mahogany sides and back, fast-action mahogany neck with adjustable steel rod, imported rosewood fingerboard with pearl position markers. Richly inlaid headplate, nickel-plated non-slip pegs, Guild Strings.

No. 710 Sunburst Finish \$149.50

No. 709 Natural Blonde Top 159.50

No. 3871 Hard Shell Case, 3 ply veneer, flannel lined, \$39.50

No. 3830 Economy Case, deluxe covering, crushed plush lined, \$18.75

No. 3813 Economy Chipboard Case, \$11.25

NAVARRE F-50

■ An example of traditional guitar craftsmanship in its finest form . . . a revelation in pure, rich guitar tone. Jumbo size body, 17" wide by 21" long by 4 1/2" deep, has fine grain spruce top, with sides and back of choice curly maple.

Exquisite ivoroid binding around body, double ivoroid circles around sound hole, black and white ivoroid along fingerboard. Fast-action hard maple and walnut neck with adjustable steel rod. Imported ebony fingerboard inlaid with 2-tone genuine mother-of-pearl position markers. Gold-plated non-slip tuning pegs. Finest quality Guild Strings.

No. 713 Sunburst Finish \$335.00

No. 714 Blonde Finish 360.00

No. 3894 DeLuxe Hard Shell Case, 3 ply veneer, plush lined, \$52.50

No. 3872 Hard Shell Case, 3 ply veneer, flannel lined, \$42.50

No. 6026 Zipper Case Cover for Hard Shell Cases, \$32.50

■ When you play your first Guild, your ears and musical sense will tell you that you have come to the end of your search for the finest in guitars and amplifiers. Response, resonance, flexibility and workmanship place Guild in a quality class of its own.

Guild

FLAT-TOP GUITARS



Troubadour F-20

TROUBADOR F-20

■ The Troubadour is a favorite for solo playing and ballad accompaniment. Concert size body is 13 $\frac{3}{4}$ " wide by 18" long by 4 $\frac{1}{8}$ " deep, with select spruce top, ivoroid binding, and 2-tone inlay around sound hole.

Has fast-action Honduras mahogany neck with adjustable steel rod, select rosewood fingerboard with pearl position markers, imported rosewood bridge. Non-slip tuning pegs and Guild Strings. (Illustrated with Natural Blonde Top.)

No. 750 Sunburst Finish \$115.00
No. 707 Natural Blonde Top 125.00

No. 3873 Hard Shell Case, 3 ply veneer, flannel lined, \$37.50

No. 3829 Economy Case, deluxe covering, crushed plush lined, \$21.50

No. 3821 Economy Chipboard Case, \$9.75

DEL RIO M-30

■ Most recent addition to the Guild line of flat-top guitars . . . a luxurious grand concert size instrument for the solo guitarist.

Deluxe workmanship throughout, with careful attention to the detailing that adds up to a guitar of beautiful appearance and exceptional tone. Has the Guild fast-action mahogany neck with adjustable steel neck rod, finest rosewood fingerboard and pearl position markers. Honduras mahogany body is 15 $\frac{1}{8}$ " wide by 19 $\frac{1}{2}$ " long by 4 $\frac{1}{8}$ " deep. Tortoise color pick guard, rosewood bridge, nickel-silver frets. Equipped with non-slip tuning pegs and Guild Strings.

No. 720 Mahogany Finish \$115.00

No. 3830 Economy Case, deluxe covering, crushed plush lined, \$18.75

No. 3818 Economy Chipboard Case, \$9.90



Del Rio M-30



Economy M-20

ECONOMY M-20

■ A fine quality concert size guitar at an attractive budget price, made possible only by the most modern production facilities in Guild's enlarged plant. This lowest-price Guild offers most unusual value.

Has the fine construction and features for which Guild is famous, including Guild's fast-action mahogany neck with adjustable steel neck rod, finest rosewood fingerboard and pearl position markers. Honduras mahogany body is 13 $\frac{3}{4}$ " wide by 18" long by 4 $\frac{1}{8}$ " deep. Tortoise color pick guard, rosewood bridge, nickel-silver frets. Equipped with non-slip tuning pegs and Guild Strings.

No. 735 Mahogany Finish \$89.50

No. 3829 Economy Case, deluxe covering, crushed plush lined, \$21.50

No. 3821 Economy Chipboard Case, \$9.75

■ Guild's fast-action neck is recognized by professionals as the finest ever built. Its shape, size, proportions, smoothness and balance contribute notably to the musical output of the creative guitarist. Here is craftsmanship in the true Guild tradition!



Classic Mark I

CLASSIC MARK I

■ A fine quality guitar that conforms to all classic specifications while designed especially for the serious student and for folk singing accompaniment. A surprising instrument in tone, durability and low price.

Quality construction features include fan bracing, 3-piece mahogany neck for extra strength, and full width fingerboard of choice rosewood. Headplate is overlaid with rosewood; bridge is hand-crafted of rosewood; soundhole is inlaid with red, white and black mosaic of Mexican motif.

Honduras mahogany body is 14½" wide by 19½" long by 3½" deep. The neck joins the body at the 12th fret. Scale is 25½" long.

Large size non-slip nickel plated aluminum rollers are strung with Guild Nylon strings.

No. 775 Mahogany Finish \$99.50

No. 3812 Economy Case, black grained covering, flannel lined, **\$11.00**

No. 3834 DeLuxe Soft Shell Case, plush lined, **\$25.00**

No. 3884 DeLuxe Hard Shell Case, plush lined, **\$45.00**

A NOTE ABOUT CLASSIC GUITARS

The true Classic Guitar conforms to specifications developed during the course of several centuries and passed along from generation to generation of guitar makers and players. The Guild Classic Guitars shown on these pages conform proudly to the Classic tradition in every detail.

Guild

CLASSIC MARK II

■ A favorite with the advanced soloist because of its performance as well as its appearance. Features lightweight construction, easy playing action, and a handsome satin finish.

Fan bracing of special design supports a select spruce top. Body is choice close-grained Honduras mahogany; neck is constructed of 3-piece mahogany; fingerboard is classic width rosewood, inlaid with nickel-silver frets. Bridge and headplate are rosewood. Mosaic inlay around soundhole is red, black and white Mexican motif.

Body is 14½" wide by 19½" long by 3½" deep and is bound with 3-ply shell. The neck joins the body at the 12th fret. Scale is 25½" long.

Non-slip nickel plated machines with aluminum rollers are strung with Guild Nylon Strings.

No. 776 Spruce Top with Mahogany Back and Sides \$139.50

No. 3812 Economy Case, black grained covering, flannel lined, **\$11.00**

No. 3834 DeLuxe Soft Shell Case, plush lined, **\$25.00**

No. 3884 DeLuxe Hard Shell Case, plush lined, **\$45.00**

Classic Mark II



CLASSIC GUITARS



Classic Mark III

CLASSIC MARK III

■ For the guitarist whose technique demands a fine concert instrument for an inspiring performance. An unusual example of expert craftsmanship and quality woods in the medium price range. Exceptionally resonant!

Selected, close-grained Sitka spruce top is fan-braced for clear, bright tone. Sides and back are close-grained Peruvian mahogany. Has 3-piece mahogany neck overlaid with Brazilian rosewood fingerboard; nickel-silver frets; hand-crafted rosewood bridge and rosewood headplate. Mosaic inlay around soundhole is Mexican floral motif in four bright colors.

Highly polished body is 14½" wide by 19½" long by 3½" deep and is bound with 3-ply shell. The neck joins the body at the 12th fret. Scale is 25½" long.

Gold-plated machines with large replaceable bone rollers are strung with high performance Guild Nylon Strings.

No. 777 Spruce Top with Mahogany Back and Sides \$175.00

No. 3812 Economy Case, black grained covering, flannel lined, **\$11.00**

No. 3834 DeLuxe Soft Shell Case, plush lined, **\$25.00**

No. 3884 DeLuxe Hard Shell Case, plush lined, **\$45.00**

Guild

CLASSIC GUITARS

**TRADITIONAL CRAFTSMANSHIP
IN ITS FINEST FORM...
TO INSPIRE THE PLAYER,
COMMAND THE AUDIENCE!**

CLASSIC MARK IV

■ Excitingly different! In the Mark IV, traditional craftsmanship is combined with the finest selected materials available. The result: a most beautiful and graceful guitar to delight the appreciative eye. Its tone is superb.

With a choice of maple or flamed pearwood 2-piece back and sides, this instrument offers the guitarist a true custom touch.

Fan-braced aged Sitka spruce top is chosen for characteristics of resonance as well as for close grain. Has a 3-piece Peruvian mahogany neck overlaid with an ebony fingerboard and headplate. Has nickel-silver frets and a hand-crafted ebony bridge. Soundhole decoration is mosaic inlay of multi-color geometric design.

Body is 14½" wide by 19½" long by 3½" deep and is bound completely with 4-ply shell. The neck joins the body at the 12th fret. Scale is 25½" long. Gold-plated machines have large, replaceable bone rollers strung with high performance Guild Nylon Strings for brilliant response and unusual clarity.

No. 778 Spruce Top with Maple Back and Sides \$250.00
No. 779 Spruce Top with Flamed Pearwood Back and Sides 250.00

No. 3812 Economy Case, black grained covering, flannel lined, \$11.00
No. 3834 DeLuxe Soft Shell Case, plush lined, \$25.00
No. 3884 DeLuxe Hard Shell Case, plush lined, \$45.00



Classic Mark IV

Photographic settings courtesy of
Spanish National Tourist Office.



Classic Mark V

CLASSIC MARK V

■ A glorious achievement of tone and beauty! With the creation of this majestic classic, Guild has made an important contribution to the fine art of guitar-making.

The hand-crafted Mark V may be ordered with a choice of Brazilian rosewood or imported flamed maple 2-piece back and sides—both in natural finish. Whichever the choice, all woods are of the most carefully selected aged and seasoned stock.

Aged Sitka spruce top is fan-braced with a special pattern. Hand-carved neck is of 3-piece construction. Ebony fingerboard is set with nickel-silver frets. Ebony bridge is made by hand. Soundhole has an extra-large Spanish mosaic inlay.

Body is 14½" wide by 19½" long and 3½" deep, is completely bound with ebony, finished in its natural color, and painstakingly polished by hand. The neck joins the body at the 12th fret. Scale is 25½" long.

Gold-plated engraved machines have large-size replaceable bone rollers and are strung with high performance Guild Nylon Strings.

No. 780 Spruce Top with
Rosewood Back and Sides \$395.00
No. 781 Spruce Top with
Flamed Maple Back and Sides 395.00

No. 3812 Economy Case, black grained covering,
flannel lined, \$11.00

No. 3834 DeLuxe Soft Shell Case, plush lined, \$25.00

No. 3884 DeLuxe Hard Shell Case, plush lined, \$45.00

CLASSIC MARK VI (Not Illustrated).—A genuine custom classic in every detail. Guitar craftsmanship of the highest order! World's finest rosewood; Sitka spruce top; hand carved neck; hand made ebony bridge with abalone mother-of-pearl inlay framed in hand-pieced marquetry. This is an instrument with custom features so numerous, it must be seen and played before one can even begin to appreciate its elegance and tone quality.

No. 782 \$500.00



TREMOLO FOOT SWITCH

■ For use with all amplifiers. A foot control designed to enable the player to switch from tremolo to standard. Sturdily built for heavy duty use.
No. 8341 \$9.00

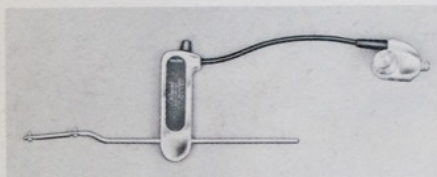


"JUNIOR" TREMOLO FOOT SWITCH

■ For use with all amplifiers. Unbreakable.
No. 8339 \$4.50

AMPLIFIER COVERS

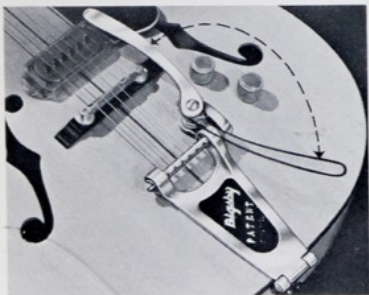
■ Brown rubberized waterproof mackintosh. Slip-on style, flannel lined.
No. 8337 For 66-J Amplifier \$ 7.50
No. 8343 For 99-J Amplifier 10.00
No. 8331 For 100-J Amplifier 10.00
No. 8345 For 200-S Stereo Amp 11.00



ARTIST AWARD PICK-UP

■ Same pick-up as supplied with the Guild Artist Award Model Guitar. Has volume control for pick-guard; detachable cord for amplifier connection.
No. 8332 \$45.00

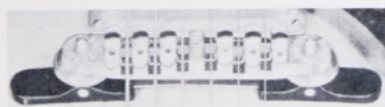
BIGSBY TRUE VIBRATO



Tailpiece and bridge assembly for manually creating true vibrato. For all Guild electrics and acoustics, all sizes.

Regular Plating
No. 3793 \$55.00
Gold Plated
No. 3794 \$90.00

MELITA SYNCHRO-SONIC BRIDGE



Chrome Plated
No. 3616 \$16.50
Gold Plated
No. 3617 22.50

Guild

GUITAR AMPLIFIERS



Model 200-S Stereo

MODEL 200-S STEREO AMPLIFIER

■ This all-new professional amplifier was engineered and perfected for distortion-free power when used either stereophonically or monaurally. 9 tubes (4 dual purpose); twin super-power concert grand speakers; 25 watts undistorted output in each amplifier, giving 50 watts total output; 2 inputs in each amplifier; volume, bass and treble controls for each channel; extra speaker jack and stereo jack; ultra-sensitive tremolo with individual speed and strength controls; outside fuse holder. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. Size 20½ inches high, 10 inches deep, 26¾ inches wide. Weight 55 lbs.
No. 8344 \$350.00

GUILD ADJUSTO-MATIC

6-WAY BRIDGE



Specially engineered by Guild to assure correct string spacing and perfect intonation.

No. 3604 Chrome Plated \$13.50
No. 3630 Gold Plated 18.50

Guild

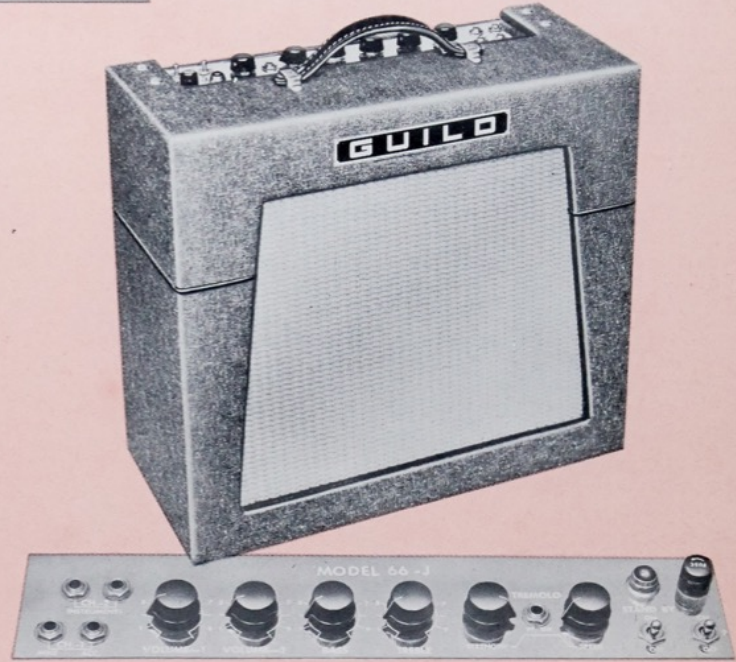
GUITAR AMPLIFIERS



Model 66-J



Model 99-J



MODEL 99-J AMPLIFIER

■ Meets the highest standards of tone quality while offering exceptional convenience of operation. 6 tubes (3 dual purpose) give 9 tube performance; heavy duty 12 inch super-power concert speaker; 30 watt output; 4 inputs; separate volume controls for Inputs High and Low and Inputs 2 High and Low; 2 separate channels; ultra-sensitive tremolo with individual speed and strength controls; tremolo foot switch jack; extra speaker jack; outside fuse holder. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. Size 21 inches high, 10 inches deep, 22 inches wide. Weight 38 lbs.

No. 8342 \$225.00

MODEL 100-J AMPLIFIER

■ Engineered for exceptional tone, volume and flexibility, as required by the perfection-minded professional. 7 tubes (4 dual purpose) give 11 tube performance; Jensen 15 inch concert grand speaker with giant magnet; 35 watt output; 4 inputs, 2 separate channels; extra speaker jack; ultra-sensitive tremolo; outside fuse holder. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. Size 21 inches high, 10 inches deep, 22 inches wide. Weight 40 lbs. Dolly not included.

No. 8330½ \$275.00

MODEL 66-J AMPLIFIER

■ Moderately priced amplifier with professional approval. 6 tubes (3 dual purpose) give 9 tube power; heavy duty 12 inch Jensen speaker; 20 watt output; 4 inputs; separate volume controls for Inputs High and Low and Inputs 2 High and Low; super-sensitive tremolo with separate controls for tremolo speed and strength; tremolo jack; remote speaker jack; outside fuse holder. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. Size 17¼ inches high, 8½ inches deep, 19 inches wide. Weight only 23½ lbs.

No. 8335 \$165.00

Model 100-J



"FLOATING RIDE" DOLLY

Protects amp from jars and jolts. 1/16" aluminum, with 3" rubber swivel casters, heavy aircraft type rubber shock mounts. Attaches easily. Size 5½" high, 9" wide, 15" long. Amplifier not included.

No. 8338 \$37.50

Guild "STARFIRE"

FOR THE YOUNG ARTIST WITH
A FLAIR FOR SHOWMANSHIP!

■ A striking beauty in high-gloss Cherry-Red, Emerald Green, Honey Amber, or Ebony Grain! The "Starfire" is equipped with unusual features of extra advantage to the rock 'n roll guitarist who seeks a combination of flashy appearance and unique tonal possibilities.

Guild's "Starfire" is made both in single pick-up and double pick-up models, with a Guild Adjusto-Matic 6-Way Bridge and special deluxe individual magnet pick-ups for each string. Its extra-thin ivoroid bound body is 16 $\frac{3}{8}$ " wide, 20 $\frac{1}{4}$ " long, 2" deep. The "Starfire" has a slender, fast-action Honduras mahogany neck, reinforced by Guild's adjustable steel neck rod. Its rosewood fingerboard is inlaid with pearl position markers.

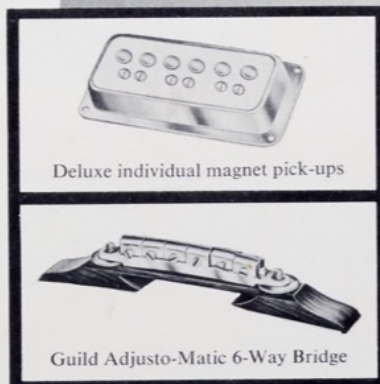
The single pick-up model has separate tone and volume controls. The double pick-up model has 2 tone controls and 2 volume controls, with a toggle switch for pick-up selection.

For the ultimate in versatility, the double pick-up model is also available with the special Guild True Vibrato, as illustrated. This tailpiece and bridge assembly gives the player unlimited possibilities in manually creating an exciting, pulsating true vibrato.

All "Starfire" models are expertly factory-fitted with finest Guild Strings...the final touch in a most unusual instrument!

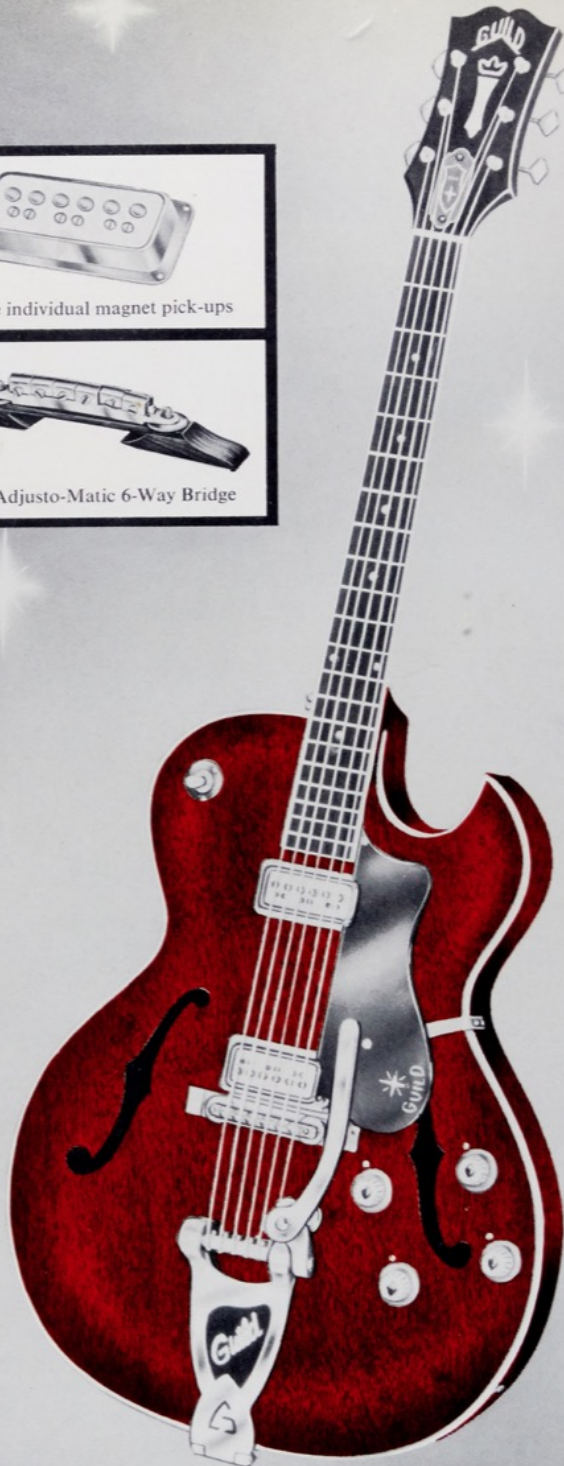
CHERRY-RED "STARFIRE"		
No. 730—SF-I	—Single Pick-Up Electric	\$250.00
No. 731—SF-II	—Double Pick-Up Electric	310.00
No. 736—SF-III	—Double Pick-Up Electric, True Vibrato	360.00
EMERALD GREEN "STARFIRE"		
No. 755—ES-I	—Single Pick-Up Electric	\$250.00
No. 758—ES-II	—Double Pick-Up Electric	310.00
No. 761—ES-III	—Double Pick-Up Electric, True Vibrato	360.00
HONEY AMBER "STARFIRE"		
No. 753—AS-I	—Single Pick-Up Electric	\$250.00
No. 756—AS-II	—Double Pick-Up Electric	310.00
No. 759—AS-III	—Double Pick-Up Electric, True Vibrato	360.00
EBONY GRAIN "STARFIRE"		
No. 754—B-I	—Single Pick-Up Electric	\$250.00
No. 757—B-II	—Double Pick-Up Electric	310.00
No. 760—B-III	—Double Pick-Up Electric, True Vibrato	360.00

No. 3893 Hard Shell Case, 3-ply veneer, plush lined, \$49.50
No. 3828 Arched Top Case, flannel lined, \$19.50
No. 6025 Zipper Case Cover for Hard Shell Cases, \$30.00



Deluxe individual magnet pick-ups

Guild Adjusto-Matic 6-Way Bridge



Illustrated: "Starfire" SF-III



GUILD "STRATFORD STARFIRE"

■ A triple pick-up electric having the same basic features as the Stratford X-350 described in detail elsewhere, but with Guild Adjusto-Matic 6-Way Bridge and special deluxe individual magnet pick-ups for each string. Push-button sequence is the same as on the Stratford X-350. Body size is also the same: 17" wide by 21" long by 3 $\frac{1}{8}$ " deep. An exciting instrument!

CHERRY-RED "STRATFORD STARFIRE"
No. 762—SF-350—Triple Pick-Up Electric \$575.00

GUILD "RITE-SLANT" GUITAR STRINGS



The greatest guitar string innovation making all "wrong angle" strings outdated.



Guild "Rite-Slant" strings give amazing tonal dimension 8 depth. They preserve "Fresh String brilliance twice as long as ordinary-type strings. Frets last longer because string friction is minimized with Guild "Rite-Slant" strings. The strings are softer to the touch and easier to play.

Each complete set is individually packed in a wallet type plastic case. A dozen sets are packaged in a transparent clearview container so that the GUILD "wallet" package is visible.

ELECTRIC SPANISH GUITAR, ANGLE WOUND, SEMI-POLISHED, Ball Ends

No.		Doz.
101.	E or 1st, silvered steel, spec. temp.....	\$ 2.10
102.	B or 2nd, silvered steel, spec. temp.....	2.10
103.	G or 3rd, Angle Wound on steel, spec. temp...	4.85
104.	D or 4th, Angle Wound on steel, spec. temp...	5.40
105.	A or 5th, Angle Wound on steel, spec. temp...	6.40
106.	E or 6th, Angle Wound on steel, spec. temp...	7.50
	Per Set	Doz. Sets
110.	Set of Guitar, 6 strings.....	\$2.50 \$27.00

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

No.		Doz.
201.	E or 1st, silvered steel, spec. temp.....	\$ 2.10
202.	B or 2nd, silvered steel, spec. temp.....	2.10
203.	G or 3rd, Angle Wound on steel, spec. temp...	7.50
204.	D or 4th, Angle Wound on steel, spec. temp...	8.10
205.	A or 5th, Angle Wound on steel, spec. temp...	10.25
206.	E or 6th, Angle Wound on steel, spec. temp...	12.00
	Per Set	Doz. Sets
210.	Set of Guitar, 6 strings.....	\$3.60 \$39.60

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

No.		Doz.
501.	E or 1st, silvered steel, spec. temp.....	\$2.10
502.	B or 2nd, silvered steel, spec. temp.....	2.10
503.	G or 3rd, Angle Wound on steel, spec. temp...	4.85
504.	D or 4th, Angle Wound on steel, spec. temp...	5.40

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

No.		Doz.
301.	E or 1st, silvered steel, spec. temp.....	\$2.10
302.	B or 2nd, silvered steel, spec. temp.....	2.10
303.	G or 3rd, Angle Wound on steel, spec. temp...	4.85
304.	D or 4th, Angle Wound on steel, spec. temp...	5.40
305.	A or 5th, Angle Wound on steel, spec. temp...	6.40
306.	E or 6th, Angle Wound on steel, spec. temp...	7.50
	Per Set	Doz. Sets
310.	Set of Guitar, 6 strings.....	\$2.50 \$27.00

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

No.		Doz.
401.	E or 1st, silvered steel, spec. temp.....	\$2.10
402.	B or 2nd, silvered steel, spec. temp.....	2.10
403.	G or 3rd, Angle Wound on steel, spec. temp...	4.85
404.	D or 4th, Angle Wound on steel, spec. temp...	5.40
405.	A or 5th, Angle Wound on steel, spec. temp...	6.40
406.	E or 6th, Angle Wound on steel, spec. temp...	7.50
	Per Set	Doz. Sets
410.	Set of Guitar, 6 strings.....	\$2.50 \$27.00

505.	A or 5th, Angle Wound on steel, spec. temp...	\$6.40
506.	E or 6th, Angle Wound on steel, spec. temp...	7.50
	Per Set	Doz. Sets
510.	Set of Guitar, 6 strings.....	\$2.50 \$27.00

"NYLON" CLASSICAL GUITAR STRINGS

No. 701.	E or 1st Nylon.....	Doz. \$ 4.00
No. 702.	B or 2nd Nylon.....	Doz. 4.00
No. 703.	G or 3rd Nylon.....	Doz. 4.50
No. 704.	D or 4th Silver pltd. copper wd....	Doz. 5.25
No. 705.	A or 5th Silver pltd. copper wd....	Doz. 5.75
No. 706.	E or 6th Silver pltd. copper wd....	Doz. 7.00
No. 710.	Sets	Set \$2.65 Doz. Sets 30.00

FLAT WIRE WOUND, CHROME STEEL

No. 601.	E or 1st.....	Doz. \$ 2.20
No. 602.	B or 2nd.....	Doz. 2.20
No. 603.	G or 3rd, wound.....	Doz. 9.60
No. 604.	D or 4th, wound.....	Doz. 12.00
No. 605.	A or 5th, wound.....	Doz. 15.00
No. 606.	E or 6th, wound.....	Doz. 18.00
No. 610.	Set of 6.....	Set \$4.75 Doz. Sets 57.00

SERVICE BEYOND THE SALE SINCE 1920

