

Guild Guitars / Amplifiers

1964
CATALOG



For the Guild-equipped guitarist, doors open magically... musical ideas come alive... the journey of success is an exciting one! Your Guild is built in America's most modern Guitar factory, where quality is the watchword in the true tradition of Guild craftsmanship. Its unique design and engineering facilities, its close liaison with New York's recording professionals, its clear understanding of teachers' aims and students' problems... place Guild in a special position of leadership among manufacturers of quality musical instruments. Now, in the Golden Age of the Guitar... be good to yourself with a

Guild

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 3/8" 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.

**Sunburst Finish
Blonde Finish**

No. 5217 De Luxe Hard Shell Case,
3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Cases
Padded Professional Gig Bag



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 3/8" 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.

**Sunburst Finish
Blonde Finish**

No. 5217 De Luxe Hard Shell Case,
3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Cases
Padded Professional Gig Bag



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 3/8" 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.

**Sunburst Finish
Blonde Finish**

No. 5217 De Luxe Hard Shell Case,
3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Cases
Padded Professional Gig Bag

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 $\frac{1}{8}$ " 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.

**Sunburst Finish
Blonde Finish**

No. 5217 DeLuxe Hard Shell Case, 3 ply veneer, plush lined

No. 19 Arched Hard Top Case, flannel lined



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 $\frac{3}{8}$ " wide by 20 $\frac{1}{4}$ " long by 2 $\frac{7}{8}$ " 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.

**Sunburst Finish
Blonde Finish**

No. 4516 Hard Shell Case, 3 ply veneer, plush lined

No. 18 Arched Hard Top Case, flannel lined



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 $\frac{3}{8}$ " wide by 20 $\frac{1}{4}$ " long by 2 $\frac{7}{8}$ " 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.

**Sunburst Finish
Blonde Finish**

No. 3716 Hard Shell Case, 3 ply veneer, flannel lined

No. 18 Arched Hard Top Case, flannel lined

No. K-11 Economy Kivarboard Case

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.

Now with Guild
Anti-Hum Pick-Ups!



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. Guild EA-610 Strings.

Sunburst Finish
Blonde Finish

No. 5217 DeLuxe Hard Shell Case,
3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Case
Padded Professional Gig Bag

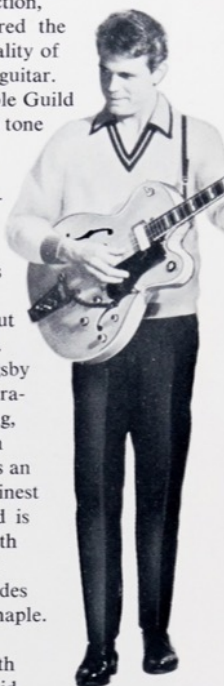
DUANE EDDY ROCK 'N ROLL GUITARS

DUANE EDDY DE-500 DELUXE

■ As designed and perfected by Guild for "twang" stylist Duane Eddy and used on the brilliantly exciting records that have made him famous. Since its introduction, jazzmen too have discovered the flexibility and live tonal quality of this ultra-responsive Guild guitar.

Equipped with 2 adjustable Guild Anti-Hum Pick-Ups, plus 2 tone and 2 volume controls, master volume control and toggle switch for pick-up selection. Engineered on the humbucking principle, Guild's Anti-Hum Pick-Ups are hypersensitive to every string vibration, yet filter out hum and other interference.

Has the Guild Model Bigsby Vibrato Tailpiece on an extra-thin body 17" wide, 21" long, 2" deep. Slender, fast-action 3-piece hard maple neck has an adjustable steel neck rod. Finest imported ebony fingerboard is ivoroid bound and inlaid with 8 two-tone genuine mother-of-pearl position blocks. Sides and back are choice curly maple. Top is select grain spruce. Top and back are bound with 5-ply black and white ivoroid. Guild EA-610 Strings.



Duane Eddy DE-500
All metal parts
heavily gold plated.



Sunburst Finish
Blonde Finish

No. 5217-T DeLuxe Hard Shell Case,
3 ply veneer, plush lined
Zipper-Case Cover for Hard Shell Case
Padded Professional Gig Bag

Duane Eddy DE-400
Chrome and nickel-
plated metal parts.



DUANE EDDY DE-400 STANDARD

■ A more moderately priced Duane Eddy guitar — approved for Duane's authentic "twang", other rock 'n roll effects — and all-around jazz use.

Equipped with 2 adjustable Guild Anti-Hum Pick-Ups, plus 2 tone and 2 volume controls, master volume control and toggle switch for pick-up selection. Engineered on the humbucking principle, Guild's Anti-Hum Pick-Ups are hypersensitive to every string vibration, yet filter out all hum and other interference.

Like the Duane Eddy DeLuxe, the Standard has the Guild Model Bigsby Vibrato Tailpiece. Sides and back of this guitar are of select maple. Top is of finest spruce. Ivoroid-bound body is 17" wide by 21" long by 2" deep. Has a fast-action neck of 3-piece Honduras mahogany with an adjustable neck rod. Imported rosewood ivoroid-bound fingerboard has 8 large position markers. Heavily nickel plated individual non-slip pegs and accessories. Factory-fitted with Guild EA-610 Strings.

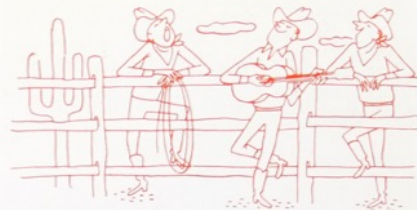
Sunburst Finish
Blonde Finish

No. 5217-T DeLuxe Hard Shell Case,
3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Case
Padded Professional Gig Bag

Guild

DOUBLE PICK-UP ELECTRICS



Now with Guild
Anti-Hum Pick-Ups!



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 EA-610 Strings.

Sunburst Finish
Blonde Finish

SAVOY X-150 (SINGLE PICK-UP)

Similar to above, but with single pick-up.

Sunburst Finish
Blonde Finish

No. 5217 DeLuxe Hard Shell Case, 3 ply veneer, plush lined

No. 19 Arched Hard Top Case, flannel lined

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 3/8" wide by 20 1/4" long by 2 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 EA-610 Strings.

Sunburst Finish
Blonde Finish

No. 4516 Hard Shell Case, 3 ply veneer, plush lined

No. 18 Arched Hard Top Case, flannel lined

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 3/8" wide, 20 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 EA-610 Strings.

Sunburst Finish
Blonde Finish

No. 4516 Hard Shell Case, 3 ply veneer, plush lined

No. 18-T Arched Hard Top Case, flannel lined

Guild

**SOLID
BODY
ELECTRICS**

POLARA S-100

■ For the modern technician, a luxurious solid body guitar that contributes color and sparkle to every performance, while blending easily with other instruments.

Hand sculptured for comfort, this graceful Guild is 13 $\frac{1}{4}$ " wide, 17 $\frac{3}{4}$ " long, and only 1 $\frac{1}{16}$ " deep. Has the famous Guild fast-action neck, 24 $\frac{3}{4}$ " scale, and 22 frets.

Equipped with 2 Guild "Frequency-Tested" pickups with 2 tone and 2 volume controls, plus toggle switch for pick-up selection.

At no extra cost, offers the convenience of the Guild Built-In Guitar Stand, which holds the instrument securely in ready-to-use position.

Has Guild Adjusto-Matic 6-Way Bridge, specially engineered vibrato tailpiece, and input jack. Factory-fitted with Guild EA-610 Strings.

Cherry-Red "Starfire" Sunburst Finish

No. 4519 Hard Shell Case, 3 ply veneer, plush lined

No. 15-S Economy Case, deluxe covering, crushed plush lined

Padded Professional Gig Bag



Jet-Star S-50

JET-STAR S-50

■ Guild quality from top to bottom . . . in an impressive solid body that identifies its owner as a musician who has equipped himself with an instrument of prestige.

Pleasingly contoured body is designed for comfort and ease of handling, is 13 $\frac{1}{4}$ " wide, 17 $\frac{3}{4}$ " long, only 1 $\frac{1}{16}$ " deep. Has the famous Guild fast-action neck with 24 $\frac{3}{4}$ " scale and 22 frets.

This instrument has a single built-in Guild "Frequency-Tested" pick-up with individual adjustment screws and separate tone and volume controls. Distinctive new Guild integral tailpiece-bridge combination, with swing-off cover, is adjustable for height, tension and intonation.

This easy-action solid body guitar is highly recommended by teachers for student and other amateur use. Factory-fitted with Guild Strings.

Cherry Red "Starfire"

No. 15-S Economy Case, deluxe covering, crushed plush lined

Padded Professional Gig Bag



Polara S-100

THUNDERBIRD S-200

■ Powerfully exciting! An instrument for the hard-driving guitarist who searches continually for new horizons of sound.

This beautifully balanced, comfortably contoured solid body electric is 13 $\frac{1}{4}$ " wide, 19 $\frac{1}{4}$ " long, and only 1 $\frac{1}{16}$ " deep. Has Guild's lightning-action neck with deluxe bound fingerboard having 8 inlaid position blocks. Scale is 24 $\frac{3}{4}$ ", with 22 frets.

Equipped with 2 adjustable Guild Anti-Hum Pick-Ups with 2 tone and 2 volume controls, plus solo/rhythm selector switch, solo tone modifying switch and 2 off-on pick-up switches. Engineered on the humbucking principle, Guild's Anti-Hum Pick-Ups are hypersensitive to every string vibration, yet filter out all hum and other interference.

At no extra cost, offers the convenience of the Guild Built-In Guitar Stand, which holds the instrument securely in ready-to-use-position.

Has Guild Adjusto-Matic 6-Way Bridge, specially engineered vibrato tailpiece, and input jack. Factory-fitted with Guild EA-610 Strings.

Cherry-Red "Starfire" Sunburst Finish

No. 4519 Hard Shell Case, 3 ply veneer, plush lined

No. 15-S Economy Case, deluxe covering, crushed plush lined

Padded Professional Gig Bag



Thunderbird S-200

Built-In
Guitar Stand

PATENT PENDING

Guild

GEORGE BARNES MODELS



GEORGE BARNES GUITAR IN "F" PATENT PENDING

■ An all-new concept in tuning and pick-up placement, as conceived by George Barnes for use in his 10-man guitar section when recording his exciting albums. The Guitar in "F" is strung from "A" to "A", four notes higher than a standard guitar, and tuned A-E-C-G-D-A. Mr. Barnes uses the Guitar in "F" in ensemble as he would an alto saxophone—usually two or more to the section.

To permit unhampered vibration, the instrument is built with a carved top like that of the traditional acoustic guitar, but without f-holes. Its pick-ups, "floating" above the carved top, are secured to a precision-fitted internal brace-bar which runs longitudinally through the guitar. These innovations completely eliminate undesirable harmonics or feed-back.

The instrument is fitted with 2 adjustable Guild Anti-Hum Pick-Ups with 2 tone and 2 volume controls, plus toggle switch for pick-up selection. Engineered on the humbucking principle, Guild's Anti-Hum Pick-Ups are hypersensitive to every string vibration, yet filter out all hum and other interference.

This guitar has the short 22 $\frac{3}{4}$ " scale with 20 frets. Its mahogany neck, with adjustable steel neck rod, rosewood fingerboard and pearl position markers, is the fastest ever built. Body size is a compact 13 $\frac{1}{2}$ " wide by 17 $\frac{1}{4}$ " long by 2 $\frac{7}{8}$ " deep. Back and sides are of selected Honduras mahogany. Carved spruce top is bound with 3-ply white ivoroid, as is the back. Factory-fitted with Guild Strings.

Sunburst Finish
Cherry-Red Sunburst Finish

No. 42-GB Hard Shell Case, 3 ply veneer, plush lined

Padded Professional Gig Bag



George Barnes Guitar in "F"



George Barnes Acousti-Lectric Model

George Barnes

GEORGE BARNES ACOUSTI-LECTRIC MODEL PATENT PENDING

■ A completely revolutionary idea! A fine electric guitar and an artist quality rhythm guitar all in one instrument—with a freely vibrating acoustic top that eliminates feed-back! Designed by George Barnes for himself and other recording players desirous of carrying only one guitar without sacrificing musical quality.

Strung as a standard guitar, the George Barnes Acousti-Lectric® has the full size 17" by 21" body and is 3 $\frac{1}{8}$ " deep for more powerful rhythm projection, but construction is otherwise similar to the George Barnes Guitar in "F"

To permit unhampered vibration, the instrument is built with a carved spruce top like that of the traditional acoustic guitar, but without f-holes. Its pick-ups, "floating" above the carved top, are secured to a precision-fitted internal brace-bar which runs longitudinally through the guitar. These innovations completely eliminate undesirable harmonics or feed-back.

The instrument is fitted with 2 adjustable Guild Anti-Hum Pick-Ups with 2 tone and 2 volume controls, plus toggle switch for pick-up selection. Engineered on the humbucking principle, Guild's Anti-Hum Pick-Ups are hypersensitive to every string vibration, yet filter out all hum and other interference.

This guitar has Guild's 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. Back and sides are of highly figured curly maple, bound with 5-ply black and white ivoroid. Top is finest selected carved spruce. Factory-fitted with Guild EA-610 Strings.

Sunburst Finish
Blonde Finish

No. 5217 De Luxe Hard Shell Case, 3 ply veneer, plush lined

Zipper Case Cover for Hard Shell Cases
Padded Professional Gig Bag

Guild

SOUND REPRODUCTION EQUIPMENT



MODEL 99-U ULTRA "PIGGY-BACK" AMPLIFIER

■ Because speaker cabinet can be separated from amplifier unit and moved about for most effective sound projection, this "piggy-back" model overcomes many of the professional's acoustical problems. Separation also eliminates tube noises arising from speaker vibrations. It removes tubes as source of heat and thus minimizes drying out of speaker cone. Speaker is totally enclosed in specially designed high fidelity sound box of 3/4 inch plywood having back panel insulated with acoustic material so that full tone range is directed out front. Highest standards of tone quality are combined with exceptional convenience of operation.

Has 6 tubes (3 dual purpose) for 9-tube performance; heavy duty 12-inch super-power concert speaker; 30-watt output; 4 inputs; separate volume controls for each channel input of High and Low; special Brilliant input jack; ultra-sensitive tremolo with individual speed and strength controls; tremolo foot switch jack; 8-ohm speaker jack, external speaker jack, both in rear with polarity line switch; fuse holder on control panel; combination stand by and on-off power switch. Washable, scuff-proof Blue-Grey vinyl on lock joint plywood cabinet.

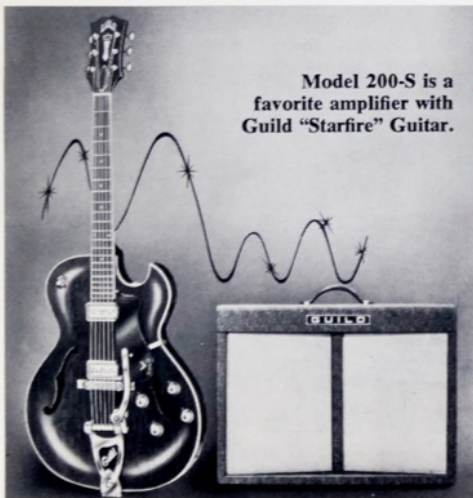


Amplifier case (not sold separately) is available with choice of 12-inch or 15-inch heavy duty speaker. With 12-inch speaker, complete unit is 22½ inches high, 10 inches deep, 21 inches wide and weighs 43 lbs. With 15-inch speaker, complete unit is 25½ inches high, 10 inches deep, 21 inches wide and weighs 48 lbs.

With 12-inch speaker
With 15-inch speaker

MODEL 200-S STEREO AMPLIFIER

■ This popular 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.



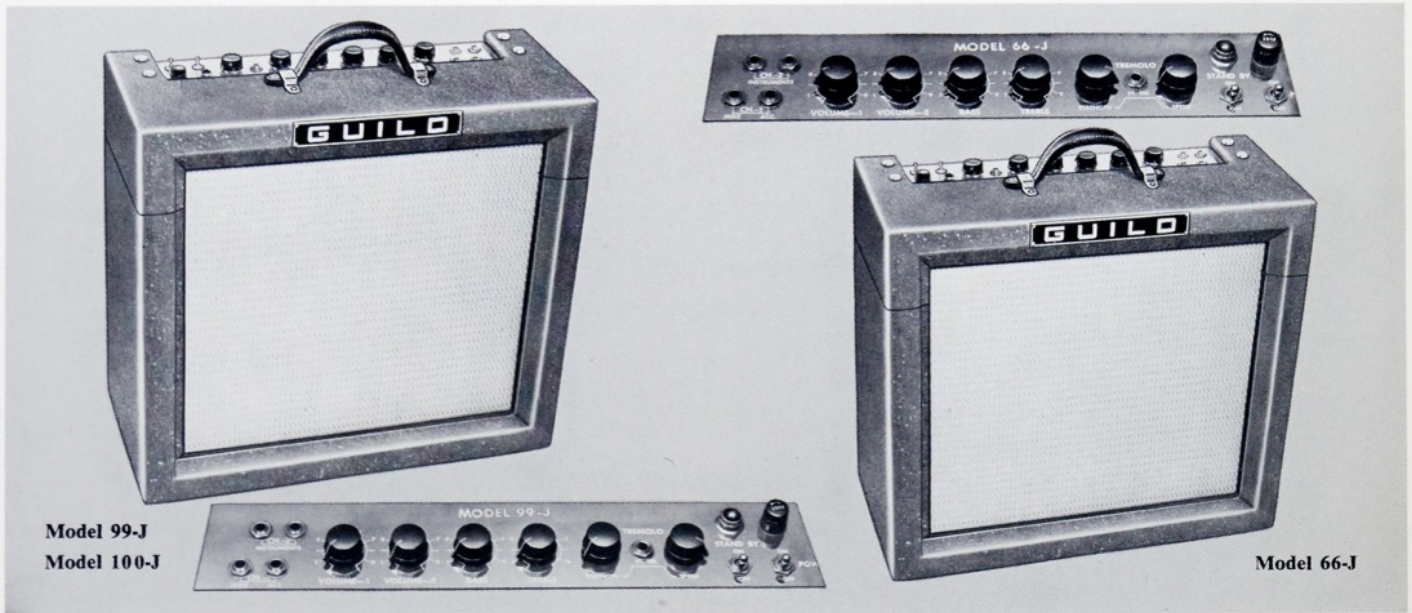
Model 200-S is a favorite amplifier with Guild "Starfire" Guitar.



Model 200-S

Guild

SOUND REPRODUCTION EQUIPMENT



MODEL 99-J AMPLIFIER

■ Meets the highest standards of tone quality while offering exceptional convenience of operation and the advantages of 2 separate channels. 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; 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.

MODEL 100-J AMPLIFIER

■ Engineered for exceptional tone, volume and flexibility, as required by the perfection-minded professional. 2 separate channels, 7 tubes (4 dual purpose) give 11-tube performance. Jensen 15-inch concert grand speaker with giant magnet; 35-watt output; 4 inputs; 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.

WATERPROOF AMPLIFIER COVERS

- Brown rubberized waterproof mackintosh. Slip-on style, flannel lined.
 - For 99-U Amplifier, 12" speaker
 - For 200-S Amp
 - For 100-J Amp
 - For RC-20 Reverb Converter
 - For 99-U Amplifier, 15" speaker
 - For 99-J Amp
 - For 66-J Amp
 - For 98-RT Reverb Amp (12" or 15" spkr)

MODEL 25 "FLOATING RIDE" AMPLIFIER DOLLY

■ Protects amplifier from jars and jolts. 1/16 aluminum, with 3-inch rubber swivel casters, heavy aircraft type rubber shock mounts. Size 5½ inches high, 9 inches wide, 15 inches long.

MODEL 66-J AMPLIFIER

■ Moderately priced amplifier with professional approval. Provides 2 separate channels. 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 18 inches high, 8¾-inches deep, 19 inches wide. Weight 23½ lbs.



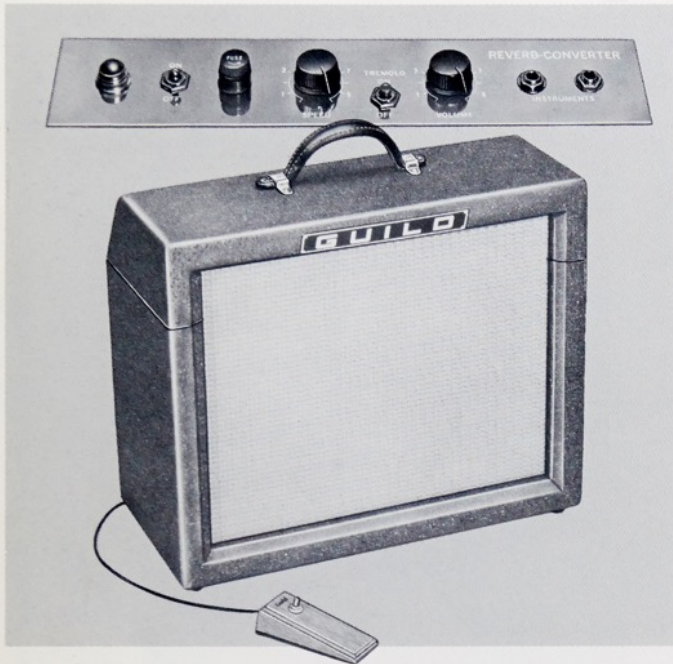
FOR ECHO,
MULTI-REPEAT
AND REVERB

MODEL E-3 GUILD COPICAT BY WATKINS

■ A high-efficiency echo unit priced within the reach of the average instrumentalist and vocal student. Tape loop repeats individual notes or several in series for multi-instrument effects, with optional swell and reverb. Has 4 recording heads; separate swell and reverb controls; 2 input jacks, each with own volume control; separate "halo", "echo" and "repeat" push buttons. Off-on motor switch, pilot light and fuse. Handsome turquoise/silver fabric-covered cabinet with handle. Size 14¾ inches x 7½ inches x 6 inches. AC operation. Complete with remote control foot switch and plastic cover.

Guild

SOUND REPRODUCTION EQUIPMENT



MODEL RC-20 REVERB CONVERTER

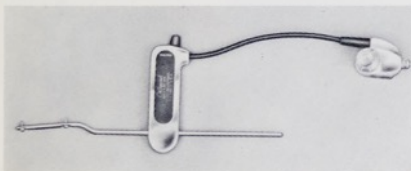
■ Produces "big auditorium" reverberation when connected to your amp. Reverb tones emanate from converter speaker, true tones from amplifier speaker. Balance control inside cabinet matches impedance to any speaker; built-in tremolo has speed control. Converter unit is 8-watt amplifier with 10-inch speaker, 2 dual purpose tubes, 2 silicon rectifiers, 2 inputs, volume control, tremolo speed control, tremolo switch, on-off power switch built-in foot switch for reverb, and pilot light. Attaches with only 2 wires to amplifier speaker. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. Size 15½ inches high, 8 inches deep, 18 inches wide. Weight 19½ lbs.



MODEL 98-RT REVERB AMPLIFIER

■ Without the use of a converter, this amplifier produces "big auditorium" reverberation of exciting power and penetration. Ideal for the showman and inventive musician, a professional amplifier engineered to give the utmost in reverb sound. Has built-in foot switch for reverb and tremolo; 7 tubes (4 dual purpose) for 11-tube performance; Jensen concert speaker; 30-watt output; 3 inputs; volume and tone controls; reverb control; 2 tremolo controls for strength and speed; pilot light; panel fuse holder; combination stand by and on-off power switch. Washable, scuff-proof Blue-Grey vinyl covering on lock joint plywood cabinet. 20 inches high, 9½ inches deep, 22 inches wide. 56 lbs.

With 12-inch speaker
With 15-inch speaker



GUILD ARTIST AWARD MODEL PICK-UP

■ Same pick-up as standard on Guild Artist Award Model Guitar. With volume control for pick-guard, detachable cord for amp connection.

Chrome Plated

Gold Plated



GUILD ADJUSTO-MATIC 6-WAY BRIDGE

■ Specially engineered by Guild to assure correct string spacing and perfect intonation. Standard equipment on numerous Guild models.

Chrome Plated
Gold Plated



GUILD MODEL BIGSBY VIBRATO TAILPIECE

Also Available
in Original
Bigsby Model.

■ Tailpiece and bridge assembly for manually creating true vibrato. This vibrato tailpiece is standard equipment on several Guild guitars.

Regular, Chrome
Short, Chrome

Regular, Gold
Short, Gold

MELITA SYNCHRO-SONIC BRIDGE



■ Proper intonation by use of movable string rests.

Chrome



TREMOLO FOOT SWITCHES

- Model 20—For all amps. Made of wood.
- Model 21 "Junior"—Smaller size. Wood.

Carolyn Hester,
Columbia Records
Folk Artist, with
Guild Bluegrass F-47.

Guild

FLAT-TOP GUITARS



BLUEGRASS F-47

(LEFT)

■ For the bluegrass folk singer, a guitar of haunting tonal beauty, with the lusty resonance that characterizes the musical vigor of this specialized art form.

Beautifully proportioned body is 16" wide by 20" long by 4 $\frac{7}{8}$ " deep. Back and sides are of choice Honduras mahogany. Top is of natural blonde fine grain spruce. Back and top are bound with ivoroid.

3-piece mahogany neck with adjustable steel rod. Ivoroid-bound rosewood fingerboard, inlaid with 8 pearloid position markers. Inlaid headpiece. Deluxe nickelplated pearl grip non-slip pegs. Finest quality Guild Strings.

Natural Spruce Top

No. 4516-D Hard Shell Case, 3 ply veneer, plush lined

No. 18-D Arched Hard Top Case, flannel lined



Navarre F-50

BLUEGRASS JUBILEE D-40

■ Guild's improved version of the popular "dreadnaught" guitar — with a pure, robust tone to add dimension to every performance. This is a 41 $\frac{1}{2}$ " guitar with a 25 $\frac{1}{2}$ " scale. Body is 15 $\frac{3}{4}$ " wide, 20" long and 5" deep. Fingerboard is 1 $\frac{3}{4}$ " at the nut and 2 $\frac{1}{4}$ " where it joins the body.

Has Guild's fast-action 3-piece mahogany neck with adjustable steel rod, rosewood fingerboard and 8 pearloid position markers. Artistically inlaid headpiece. Deluxe nickel-plated non-slip pegs. Finest Guild Strings.

Natural Spruce Top with Mahogany Back and Sides

■

BLUEGRASS SPECIAL D-50

■ The perfect guitar for the bluegrass instrumentalist, because it combines outstanding clarity of tone with great depth and balance. Its impressive beauty equals its distinctive performance.

Similar to Model D-40 illustrated at the left and described above, but with rosewood back and sides, ebony fingerboard, and deluxe chromed Grover Rotomatic tuning machines.

Natural Spruce Top with Rosewood Back and Sides

No. 4520 Hard Shell Case, 3 ply veneer, plush lined

No. K-14 Economy Kivarboard Case



Bluegrass Jubilee D-40

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 $\frac{1}{2}$ " 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 Guild Strings.

Sunburst Finish Blonde Finish

No. 5217 DeLuxe Hard Shell Case, 3 ply veneer, plush lined

For more Guild Flat-tops,
please turn the page.

Guild

FLAT-TOP GUITARS



12-STRING F-212

■ 12-string tuning is popular with folk singers and accompanists because of the full sound it achieves. The 1st, 2nd and 3rd double strings are tuned in unison; the 4th, 5th and 6th double strings are tuned in octaves.

Body size of this model is 16" wide by 20" long by 4 $\frac{7}{8}$ " deep. Back and sides are of choice mahogany. Finest spruce top. Back and top are bound with ivoroid.

Has Guild's fast-action 3-piece mahogany neck with adjustable steel rod. Fingerboard of this fine guitar is made of imported rosewood, inlaid with 8 pearl position markers. Beautifully inlaid headpiece. Nickel-plated non-slip pegs and Guild Strings.

Spruce Top, Mahogany Back and Sides

No. 4516-D Hard Shell Case, 3 ply veneer, plush lined
No. 18-D Arched Hard Top Case, flannel lined

ARAGON F-30

■ A quality leader among guitars. Handsome ivoroid-bound body, 15 $\frac{1}{8}$ " wide by 19 $\frac{1}{2}$ " long by 4 $\frac{1}{8}$ " 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, fingerboard of imported rosewood. Pearl position markers. Richly inlaid headplate, nickel-plated non-slip pegs, Guild Strings.

Sunburst Finish Natural Blonde Top

No. 3715 Hard Shell Case, 3 ply veneer, flannel lined

No. K-10 Econ. Kivarboard Case

TROUBADOR F-20

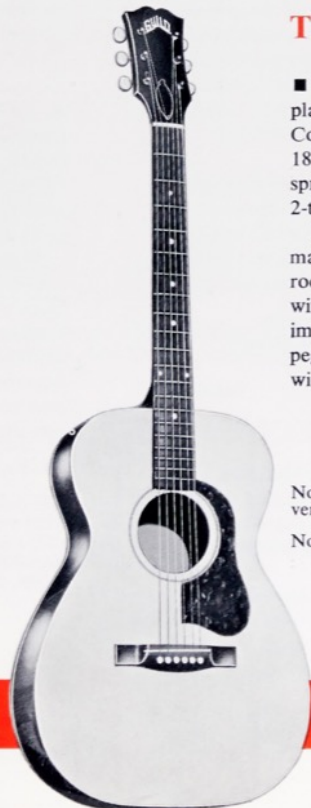
■ The Troubador is a favorite for solo playing and ballad accompaniment. Concert size body is 13 $\frac{3}{4}$ " wide by 18" long by 4 $\frac{1}{8}$ " deep, with select spruce top, ivoroid binding, and 2-tone inlay around sound hole.

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

Sunburst Finish Natural Blonde Top

No. 3714 Hard Shell Case, 3 ply veneer, flannel lined

No. K-9 Econ. Kivarboard Case



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.

Mahogany Finish

No. K-9 Econ. Kivarboard Case

For more Guild Flat-tops, please turn to the preceding page.

Guild

CLASSIC GUITARS

GUILD CLASSIC GUITAR SPECIFICATIONS

■ Conforming to tradition, the body size of all Guild Classic Guitars is 14½" wide, 19⅛" long and 3½" deep. The neck joins the body at the 12th fret. The scale is 25½" long.



CLASSIC MARK III



CHARLIE BYRD PLAYS
GUILD CLASSIC MARK VI



CLASSIC MARK IV

CLASSIC MARK I

■ Fan bracing. 3-piece mahogany neck, full width rosewood fingerboard. Headplate overlaid with rosewood. Rosewood bridge. Soundhole inlaid with red, white and black mosaic of Mexican motif. Honduras mahogany body. Non-slip nickel plated machines with aluminum rollers. Guild Nylon Strings.

All Mahogany

CLASSIC MARK II

■ Fan-braced spruce top, Honduras mahogany body. 3-piece mahogany neck, classic width rosewood fingerboard. Rosewood headplate and bridge. Soundhole has mosaic inlay in red, white and black Mexican motif. Body bound with 3-ply shell. Non-slip nickel plated machines with aluminum rollers. Guild Nylon Strings.

Spruce Top, Mahogany Back/Sides

CLASSIC MARK III

■ Fan-braced Sitka spruce top, Peruvian mahogany sides and back. 3-piece mahogany neck overlaid with Brazilian rosewood fingerboard. Rosewood headplate and bridge. Soundhole has mosaic inlay in Mexican floral motif in four bright colors. Body bound with 3-ply shell. Non-slip nickel plated machines with aluminum rollers. Guild Nylon Strings.

Spruce Top, Mahogany Back/Sides



■ The Guild Classic Guitars Brochure illustrates and fully describes all six instruments on this page. Your copy on request.

CASES FOR ALL CLASSIC MODELS

No. C-15 DeLuxe Hard Shell Case, plush lined

No. C-12 DeLuxe Soft Shell Case, plush lined

No. K-9 Economy Kivarboard Case

CLASSIC MARK IV

■ Fan-braced aged Sitka spruce top, flamed pearwood 2-piece back and sides. 3-piece Peruvian mahogany neck overlaid with ebony fingerboard and headplate. Ebony bridge. Soundhole decorated with mosaic inlay of multi-color geometric design. Body bound with 4-ply shell. Gold-etched machines with large bone rollers. Guild Nylon Strings.

Spruce Top, Flamed Pearwood Back/Sides

CLASSIC MARK V

■ Aged Sitka spruce top is fan-braced in special pattern. Choice of Brazilian rosewood or imported flamed maple 2-piece back and sides, both in natural finish. Hand-carved 3-piece neck with ebony fingerboard. Handmade ebony bridge. Soundhole has extra-large Spanish mosaic inlay. Body is bound completely with ebony. Gold-etched machines with large bone rollers. Guild Nylon Strings.

Spruce Top, Rosewood Back/Sides
Spruce Top, Flamed Maple Back/Sides

CLASSIC MARK VI

■ A custom instrument. Hand-carved 3-piece neck. Ebony fingerboard and bridge. Body bound completely with natural wood. Gold-etched machines with large bone rollers. Guild Nylon Strings.

On Special Order Only
Spruce Top, Rosewood Back/Sides

Guild "STARFIRE"

FOR THE YOUNG ARTIST WITH
A FLAIR FOR SHOWMANSHIP!

■ A striking beauty in high-gloss Cherry-Red, the "Starfire" offers many features of extra advantage to the rock 'n roll guitarist who seeks a combination of flashy appearance and unique tonal possibilities.

The adjustable Guild Anti-Hum Pick-Up is now standard equipment on single as well as double pick-up "Starfires". Engineered on the humbucking principle, this pick-up is hypersensitive to every string vibration, yet filters out all hum and other interference.

Guild's "Starfire" guitar has an extra-thin ivoroid-bound body which is 16 $\frac{3}{8}$ " wide, 20 $\frac{1}{4}$ " long and 2" deep. It has a slender, fast-action Honduras mahogany neck, reinforced by Guild's adjustable steel neck rod. The 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. Both models have the Guild Adjusto-Matic 6-Way Bridge.

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

All "Starfire" models are expertly factory-fitted with Guild EA-610 Strings — the final touch in a most unusual instrument!

CHERRY-RED "STARFIRE"

- SF-I —Single Pick-Up Electric
- SF-II —Double Pick-Up Electric
- SF-III —Double Pick-Up Electric, True Vibrato

No. 4516 Hard Shell Case, 3 ply veneer, plush lined
No. 18-T Arched Hard Top Case, flannel lined



Illustrated: "Starfire" SF-III

Emerald Green, Honey Amber and Ebony Grain
"Starfires" on Special Order

Guild B-11 BARITONE UKULELE

■ A musical instrument of true Guild quality throughout! Body of Honduras mahogany, neck of Peruvian mahogany, fast-action fingerboard of rosewood. Body size 10 $\frac{3}{8}$ " wide, 14 $\frac{1}{8}$ " long, 3" deep. Overall length 31", length of scale 20 $\frac{1}{4}$ ".

All Mahogany

No. B-12 Economy Kivarboard Case



All specifications and prices
subject to change without notice.

Litho in U.S.A.

Manufactured by Guild Musical Instrument Corp., Hoboken, New Jersey

300 Brewer Highway