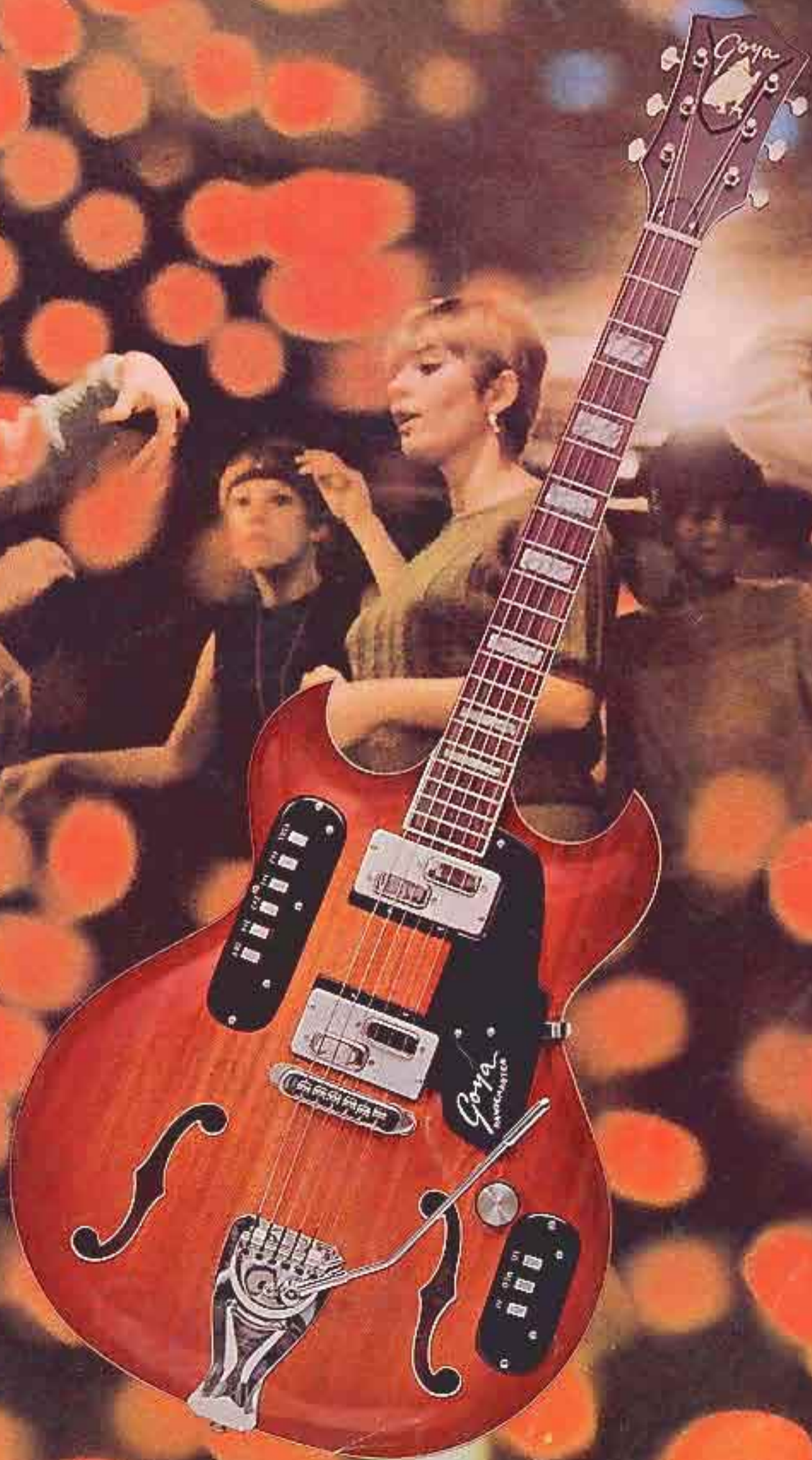
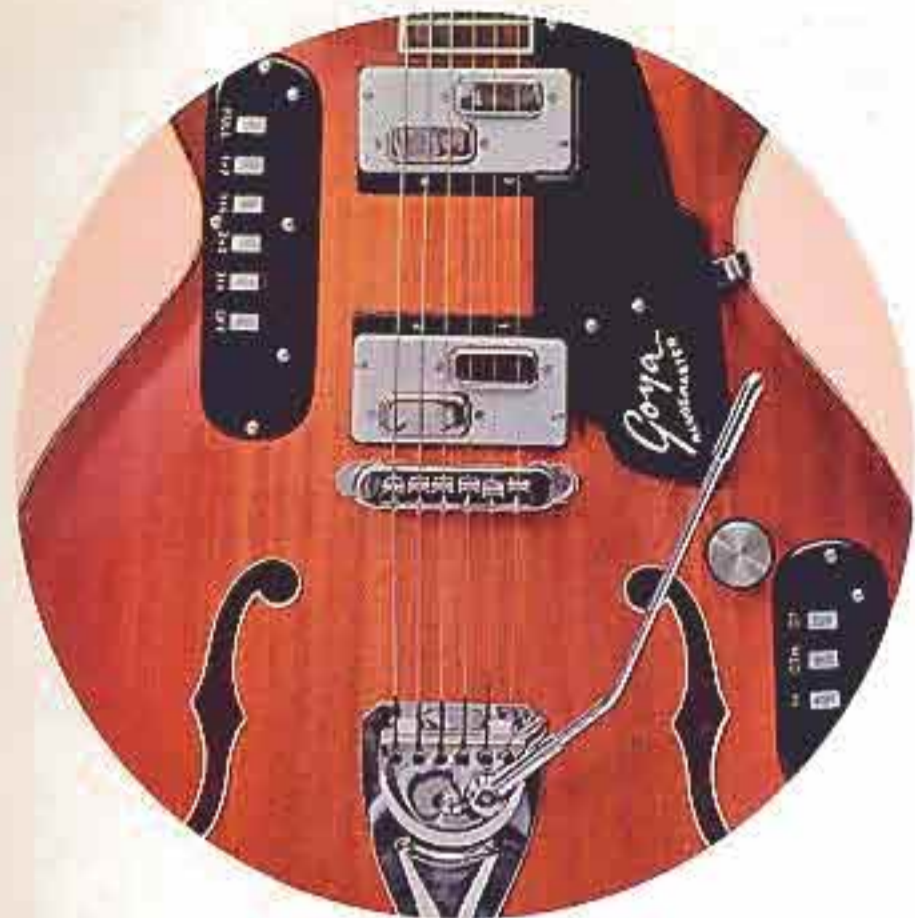


GOYA ELECTRIC GUITARS





DETAIL OF SPLIT PICKUPS



THE FABULOUS NEW GOYA ELECTRICS

"PANTHER II"—BASS ELECTRICS

"RANGEMASTER"—SPLIT PICKUPS

Goya, the world leader in fine acoustic guitars, is proud to present this complete line of electric guitars that will answer the needs of both the discriminating professional artist and the most ambitious beginner. Known for producing the "World's Finest Guitars", Goya technicians and craftsmen had to meet a high standard of quality and excellence when designing and producing these unique "Rangemaster" and "Panther" electric guitars.

We have devised a simple, yet most efficient, way to make the fullest use of dual pickup circuitry that puts the Goya electric far ahead of any other electric guitar made anywhere. Basically our engineers have split the two pickup electric guitar to give 4 pickup units, each covering a tonal quadrant. Split pickups have been used in stereo setups, but the simplest use of cross combinations of pickups for obtaining wide range sound potential has never been developed or utilized until now.

Splitting the pickups enables the use of $\frac{1}{2}$ the sharp (lower) pickup on the sharp strings and $\frac{1}{2}$ the deep (upper) pickup on the deep strings to give the widest possible range of sound from the highest treble to the deepest bass on one chord—hence the name "Rangemaster", the trade mark given to the Goya split-pickup electric guitars.

The 6 fast action push button controls not only enables the various uses of the pickups as on other ordinary electric 2 pickup model guitars, but gives the added combinations by "crossing-over" from one pickup to the other. The three button tone controls, instead of the ordinary knob, allows lightning quick changes of overall tone quality, pre-selected to the 3 most preferable tonal modes. This unique arrangement allows for 15 distinct tonal effects.

The Goya electric Bass Guitars, in matching colors to the companion 6 string regular electrics, are the ultimate in functional design and improved electronic circuitry. The trademark "Panther II" on the Goya Bass Electrics aptly fits these sleek, fast action guitars so vital to today's jazz and dance combos.

All Goya electric guitars, whether the basic but unique beginner models or the more advanced and deluxe "Rangemasters" or "Panther II's", are guaranteed to the original purchaser, without time limit, against any defects in manufacture. Every instrument, before it is turned over to our authorized dealers, is carefully adjusted, serviced, tested and approved by personally appointed guitar specialists.

GOYA ELECTRIC GUITARS ARE ALL SOLD AS COMPLETE OUTFITS

CASES:

All Guitar Models are furnished with a unique, sturdy plush lined moulded case--another Goya first.
Guitar Models 101 and 103 only, are furnished with a modern deluxe plush lined soft shell custom designed and fitted case.



ACCESSORIES:

All Goya electric guitars are equipped with a 10 foot Electric Guitar Cable, Deluxe Foam Padded Nylon Shoulder Strap, Flexylon Guitar Pick, Neck Adjusting Wrench, Peg Winder, Guitar Polish, and Detachable Vibrato Arm (on models so equipped).





RANGEMASTER by GOYA

The new Goya semi-acoustic hollow body electric guitars with the fabulous new split-pickup arrangement producing 15 distinct tonal effects.

Completely adjustable in every respect, these fine instruments now make available the Goya standards of quality in professional electric guitars.

MODEL 109—The ultimate in hollow body electric guitars. A double cut-away guitar featuring the Goya split pickups. Full 24½" scale with 22 perfectly aligned frets. Extra thin (1¾") body measures 16" across and is 20" long.

All mahogany front, back and sides with ultra high gloss finish. 3 piece mahogany neck with steel adjusting rod. Special Features: All metal covered machine heads; white deluxe binding around fingerboard and the headpiece plate; 3 way adjustable all-metal bridge assembly; binding around "F" Holes; 8 piece binding around top body edges and triple bindings on the back; deluxe plexiglass engraved name plate on headpiece; large fast-action volume control knob; black pick guard plate.

Model 107V GOYA Vibrato shown in photograph is not included in the outfit but may be attached at any time. Price includes Goya flat wound strings, all accessories and custom moulded case.

MODEL 109S — SUNBURST FINISH **MODEL 109B** — BLONDE FINISH
(ALL MAPLE)

MODEL 107—Very similar to the Model 109 but in the popular single cut-away version. Fitted with a specially designed heavy duty vibrato assembly with removable vibrato arm. 20 frets

All dimensions, specifications and other features are the same as on Model 109. Complete with Goya flat wound strings, all accessories and custom moulded case.

MODEL 107 R — CHERRY RED **MODEL 107 S** — SUNBURST FINISH

MODEL 105—The lowest priced Goya semi-acoustic Rangemaster. Dimensions are the same as the Models 107 and 109. 20 frets

All mahogany front, back and sides with 3 piece mahogany neck containing an adjustable steel neck rod. Special Features: deluxe Rosewood staggered and height-adjustable bridge; deluxe modern Goya tailpiece plate; all-metal machine heads; mother-of-pearl inlaid headpiece design; large fast-action volume control knob; black pick guard plate; white binding around entire rosewood fingerboard; triple white binding on front of body, black binding on side.

Fitted with Goya flat wound strings, all accessories and custom moulded case.

MODEL 105 R — CHERRY RED **MODEL 105 S** — SUNBURST FINISH



MODEL 109 B

109S ON COVER



MODEL 107 S



MODEL 105 R



SINGLE pickup ELECTRIC GUITARS by GOYA

Here are two of the finest beginner instruments available. Lower in price but same high standards of excellence built into every Goya instrument.

MODEL 103—Complete and deluxe version of a semi-acoustic single pickup electric guitar. A beginner model with all of the Goya quality and workmanship of the higher priced models. Full 24½" scale with 20 perfectly aligned frets. Extra thin (1¼") body measures 16" across and is 20" long.

New single extra sensitive pickup designed exclusively for these models with separate tone and volume control knobs. Adjustable rosewood bridge; black flexylon pick guard plate; all metal geared machine heads. Fitted with the Model 103V Goya Vibrato assembly and removable vibrato arm.

All mahogany front, back and sides with high gloss finish. 3 piece mahogany neck with adjustable steel neck rod. White binding on the front of the body and black bindings on the side. Fitted with Goya flat wound strings, all accessories and a plush lined deluxe soft shell case.

MODEL 103 R — CHERRY RED

MODEL 103 S — SUNBURST FINISH

MODEL 101—The ideal beginner model for those desiring fine quality in a moderately priced guitar. Same dimensions and general specifications as the Model 103.

This model does not include the Model 103V Goya Vibrato assembly but is designed so that the Vibrato may be added at any time. Black binding on the front and sides of the all mahogany body.

Fitted with Goya flat wound guitar strings, all accessories and a plush lined deluxe soft shell case.

MODEL 101 R — CHERRY RED

MODEL 101 S — SUNBURST FINISH



MODEL 103 R



MODEL 101 S

SEMI-ACOUSTIC PANTHER II

ELECTRIC BASS GUITAR

MODEL 1207—(Not illustrated)—A professional model semi-acoustic electric bass guitar. Same dimensions and specifications as the Model 107 Goya electric guitar except is a regular double pickup instrument, not split.

Single cutaway design with 4 pushbutton controls for pickup choice and 2 pushbutton controls for tonal change. The logical companion to the Goya semi-acoustic electric 6 string guitar for modern jazz and combo.

MODEL 1207 R — CHERRY RED MODEL 1207 S — SUNBURST FINISH

SEMI-ACOUSTIC RANGEMASTER

12-STRING ELECTRIC GUITAR

MODEL 1209—(Not illustrated)—The newest from Goya—a 12 String deluxe version of the Model 109 Goya electric guitar.

This guitar with the Rangemaster split pickup features makes this the most fantastic sounding 12-String guitar ever produced.

MODEL 1209S — SUNBURST FINISH



RANGEMASTER solid body ELECTRIC GUITARS

Here are the field tested and proven leaders of the solid body market. The finest instruments of this type ever offered. Superbly constructed—accurately adjusted—different from all other makes.

MODEL 116 — One superior model made in 4 different color choices. 6 Push-button controls and 3 instantaneous tone control buttons give 15 distinct tonal changes. Large easy turn volume knob, 3 way adjustable all-metal bridge, adjustable neck, detachable vibrato, adjustable pickups, double cutaway contour body, all metal machine heads. Complete in fitted moulded case.

MODEL 116 S — CHERRY SUNBURST
MODEL 116 R — FIRE ENGINE RED

MODEL 116 JB — JET BLACK
MODEL 116 B — CARIBBEAN BLUE



MODEL 116 S



MODEL 116 R



MODEL 116 JB



MODEL 116 B



PANTHER II by GOYA

ELECTRIC BASS GUITAR

MODEL 118 — The ideal companion instrument to the Model 116 Solid Body Electric Guitars. This is a 2 pickup model with a 31" scale and 21 frets. 4 Push-button controls allow instantaneous pickup choice and 3 tone control push-buttons produce the three most desirable tonal modes. Special Features: Large easy-turn volume knob; 3-way adjustable covered all metal bridge assembly; adjustable neck; adjustable pickups; double cutaway contour body; heavy duty extra large all metal bass machine heads. Complete with all accessories and custom moulded case.

MODEL 118 S — CHERRY SUNBURST
MODEL 118 R — FIRE ENGINE RED

MODEL 118 JB — JET BLACK
MODEL 118 B — CARIBBEAN BLUE



MODEL 118 R

GOYA ACCESSORIES

POLISHED MAGNETIC
FLAT WIRE

G or 3rd
1927 - 2027

GUITAR
STRINGS

Goya



No. 1503

\$1.00

"THE
WORLD'S
FINEST"

Handcrafted Scales
by master luthiers

FLAT WIRE

POLISHED MAGNETIC

Wound on Swedish Steel

No. 7501 (E or 1st)	
Swedish Steel	\$.35
No. 7502 (B or 2nd)	
Swedish Steel	.40
No. 7503 (G or 3rd)	
Wound on Steel	1.00
No. 7504 (D or 4th)	
Wound on Steel	1.10
No. 7505 (A or 5th)	
Wound on Steel	1.20
No. 7506 (E or 6th)	
Wound on Steel	1.30

No. 7510 Complete Set \$5.35



ANDREAS MORELLI Flat Wire Wound Chrome-Steel GUITAR STRINGS

The professional flat wound string used and endorsed by leading artists. Sets are packaged in a unique plastic carrying pouch. Made in two gauges.

Light Gauge	Heavy Gauge	Description	Dozen	Each
1501	1601	E or 1st, Plain	\$ 4.40	\$.40
1502	1602	B or 2nd, Plain	4.65	.48
1504	1604	G or 3rd, Wound	9.90	.95
1506	1606	D or 4th, Wound	12.50	1.05
1508	1608	A or 5th, Wound	15.00	1.20
1507	1607	E or 6th, Wound	15.50	1.20
1510	1610	Complete Set	63.00	5.50

Gold Plated Strings available in sets only:
1510 G 1610 G Complete Set 72.00 6.00

GOYA FOAM PADDED GUITAR STRAPS

Made of unbreakable "Seat Belt" webbed nylon with protected heavy duty metal adjusting lever.



Top attachment for flat top acoustic Guitars.
No. 430 \$4.50 each



Bottom attachment for solid body electric Guitars.
No. 435 \$4.50 each

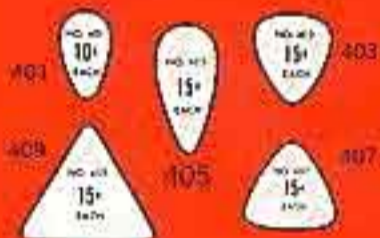
VIBRATO 103V

All chrome
standard
adjustable
Vibrato unit
\$22.50



VIBRATO 107V

All chrome
deluxe
adjustable
Vibrato unit
\$29.50



HERCO

FLEXYLON PICKS

The new durable material that will not break, chip or peel. Available in the five most popular designs. Made in standard professional gauge.

No. 401 Small oval	10c each
No. 403 Lucas style	15c each
No. 405 Long oval	15c each
No. 407 Popular triangle	15c each
No. 409 Large triangle	15c each



Goya
GUITAR
STANDS

The newest and best all around stand ever made. Collapses to fit inside guitar case under headpiece. Sturdy all metal stand for storage or display. Made in 2 basic sizes but adjustable to hold all types of guitars. Assembles quickly. Made in U.S.A. Comes with draw-string flap net bag.

No. 907 For Acoustic Guitar	\$7.95 list
No. 908 For solid body electric Guitar	\$7.95 list
(No. 908 also takes Mandolin or Violin)	



HERCO

HAND
POWDER

For guitarists
and All String
Instrumentalists

A highly effective agent to prevent the discomfort and annoyance of perspiration on the hands. HERCO Anti-Perspirant Powder keeps hands dry under the most extreme conditions of heat and humidity, or through extended periods of playing or practice.

No. 208 \$1.00 each



ACTUAL
SIZE

HERCO

NYLON PICKS

The new Herco nylon pick has been designed and gauged by a group of leading professional guitarists. Made of finest unbreakable nylon, these picks are exactly uniform in thickness due to a modern thermo-molding process.

No. 210 Light gauge	25c each
No. 211 Heavy gauge	25c each

Goya
PEG
WINDER



A must for everyone who handles a guitar. Cuts the time for string changing to seconds. Works on all makes of guitars. Made in U.S.A. of indestructible propylene.

No. 475 \$1.75 each

THE WORLD'S FINEST GUITARS AND ELECTRONIC EQUIPMENT ARE MADE BY GOYA

GOYA DISTRIBUTORS:

GOYA MUSIC CORPORATION
53 West 23rd Street, New York, N. Y. 10010

J. M. GREENE MUSIC COMPANY (Canada Only)
47 Densley Ave., Toronto 15, Ontario, Canada

A/B HERMAN CARLSON LEVIN (Scandinavia)
Kvillgatan 9D, Goteborg H, Sweden

AUTHORIZED DEALER



Ask for the separate catalogue on Goya acoustic guitars for Classic, Folk, Flamenco, Tenor, 12 String, Flat Tops, Country and Western and Mandolins. Coming Soon: The world's most advanced guitar amplifiers by Goya.