

Aloof—but never alone. The Goya people have been aware for a long time that they are in a field that has been subjected to the torments of fads and fancies. Through it all, Goya has remained constant in its image and constant in the integrity of its product, the world-famous Goya Guitar. Goya uses only the finest materials available (and if they aren't available, we find them) to create for you an instrument that will be

among your most precious possessions for years to come.

The selective buyer will insist on a Goya; their children and their children's children will demand one. So stop into your nearest Goya dealer and ask for the guitar that stands above the crowd. World's Finest Acoustic & Electric Guitars. Write for complete catalog.



THE WORLD'S FINEST GUITAR

**GOYA GUITARS INC.** 53 West 23rd Street, New York, N.Y. 10010

A DIVISION OF GOYA MUSIC CORPORATION