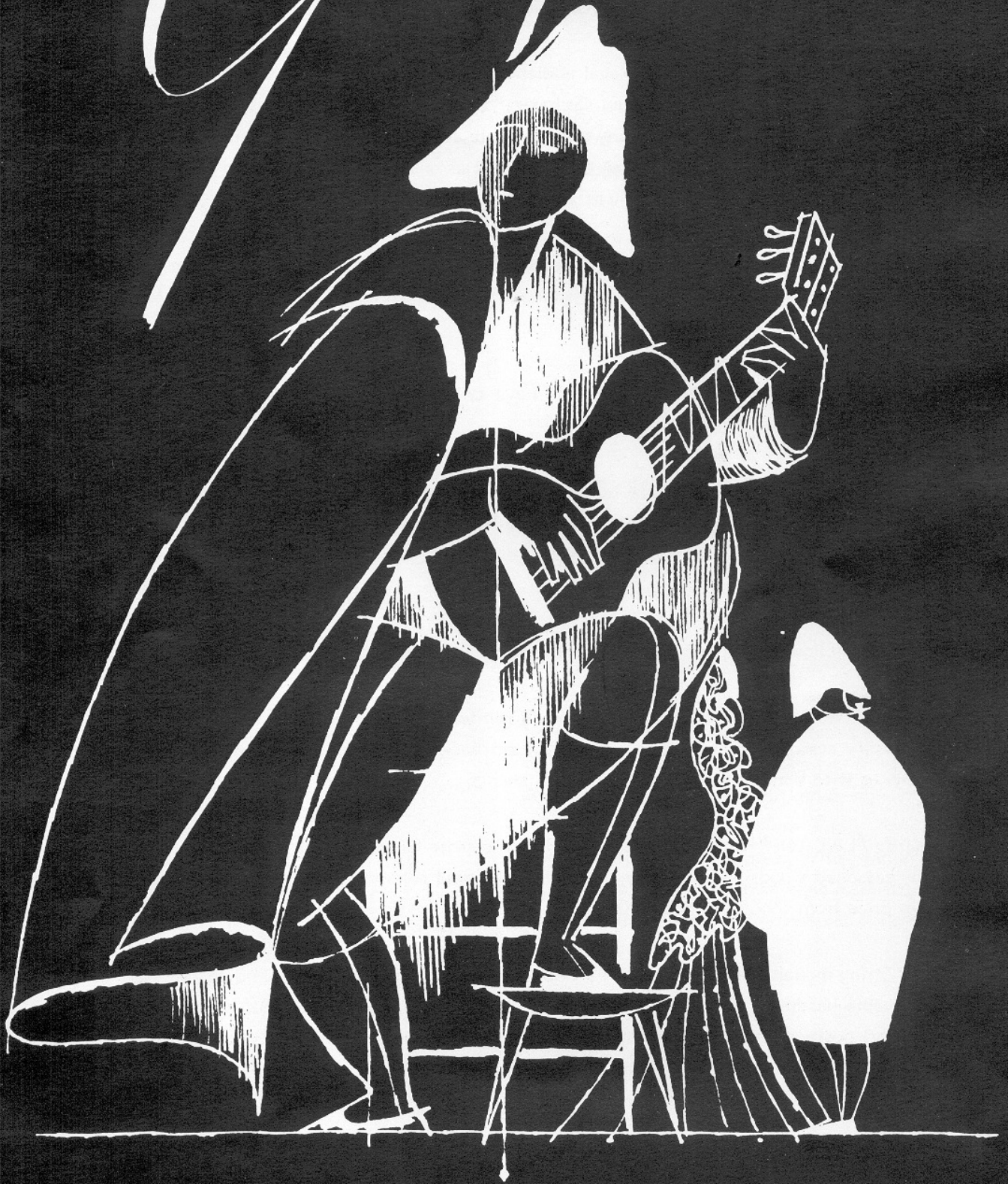


Royce



GUITARS

C. BRUNO & SON, Inc.

460 W. 34th ST. — NEW YORK 1, N. Y.

1100 BROADWAY — SAN ANTONIO, TEX.

GOYA GUITARS

by Levin

From the time of the single stringed instruments of antiquity to the modern artists' models presently available, the guitar in its various forms has been the choice of those whose pleasure is in listening or performing.

The troubadors of the Middle Ages delighted Regal audiences with their playing on the lute, the ancestor of the guitar. The ability of the guitar to simulate a "Miniature Orchestra" made it a means of expression for the great composers. Bach, Handel, Schubert, Von Weber, Paganini, and many others, wrote serious works for the guitar. The poet Shelley played the guitar and wrote poems in its praise—the painter Goya listed it as one of the necessities of life and the greatest monarch of his time—Louis the Fourteenth of France—was an accomplished performer.

Because of its versatility, the guitar today enjoys a widespread popularity. Fine performers in the varied fields of popular and classic music afford pleasure to a multitude of listeners. And the guitar is still one of the most enjoyed instruments in the home.

For over half a century "CLASSIC GUITARS by LEVIN" have enjoyed an international reputation for high standards of quality.

Firmly entrenched throughout Europe, they are now available in the United States in four models. Because of the many years involved in searching for, buying and aging of the excellent woods used in their construction, production will always be limited. The makers do not believe in any mass production methods which might endanger the high standards in the manufacture of "GOYA" Guitars.

All construction closely follows the specifications of the world's leading Guitar Authorities and Classic Guitar Societies.

The Classic Guitar line features a 2" solid Mahogany neck reinforced with a non-adjustable Duraluminum Rod to prevent warping. Finest quality seasoned Spruce tops and Hardwood back and sides, finished to an ultra high gloss. Standard slotted head machines with bone rollers. Best grade nylon strings.

The Goya Standard "FLAT TOP" Guitars, manufactured in the same factory as the famous Goya Classic Guitars, using the same high quality seasoned woods and carefully finished under rigid supervision, offer the Guitarist a choice of 8 superb models ranging in price from \$99.50 to \$500.00.

All Flat-Top, Steel String models are equipped with a Triple Adjusting Duraluminum T-Rod to prevent neck warpage with access under removable headpiece and at two points inside the body. They feature 1 $\frac{5}{8}$ " solid Mahogany necks, deluxe shell pickguard, pearl position dots, white side dots, ultra high gloss finish. Quality graded and seasoned Alp Spruce tops and select Hardwood sides and back.

ALL GOYA GUITARS ARE FULLY GUARANTEED AGAINST DEFECTS IN WORKMANSHIP AND MATERIAL

CLASSIC GUITARS

by Levin



GOYA MODEL G-30

GRAND CONCERT SIZE

The finest GOYA Classic Guitar for the Artist. Brilliant treble and a large and rich bass. Special graduated top of old choice fine-veined, Alp spruce, highly seasoned and selected. Back and sides in highly flamed curly mountain maple in a natural blonde finish. A mahogany neck with ebony fingerboard and dark rosewood headpiece. The entire instrument highly polished. Neck reinforced with Duraluminum T-rod. Exquisite marquetry purfling around sound hole with decorative purfling on both top and back of body. Decorative inlay on the front of the headpiece. Gold plated machine heads with oversized bone rollers and oval buttons of pure mother-of-pearl, Spanish style rosewood bridge with specially designed mother-of-pearl plate.

MODEL G-30 each **\$350.00**



GOYA MODEL G-20

GRAND CONCERT SIZE

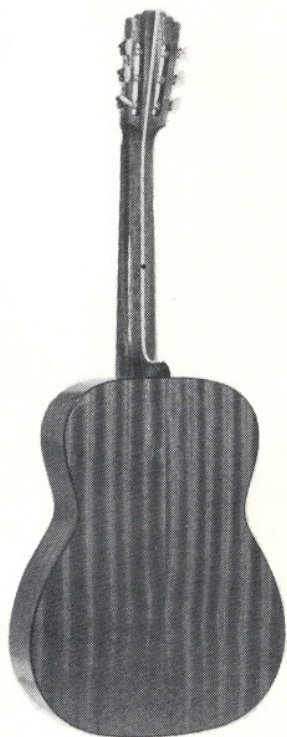
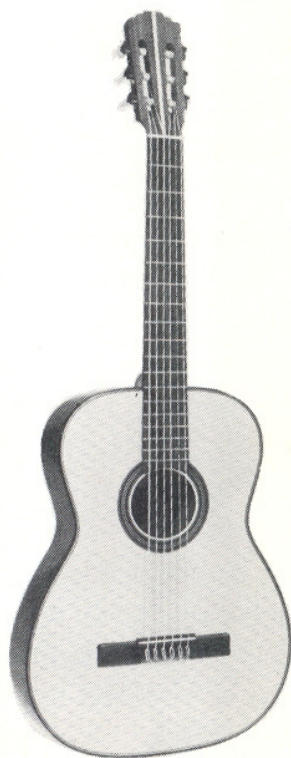
Selected Alp spruce top with flamed maple back and sides finished in a grey-brown coloring. Rosewood fingerboard and head. The entire instrument highly polished. Neck reinforced with Duraluminum T-rod. Attractive inlay and purfling around sound hole. White binding on back and front edges of body. Spanish style rosewood bridge. Nickel-plated machine heads with oversized bone rollers. An Artist Guitar in traditional finish.

MODEL G-20 each **\$200.00**

PRICES INCLUDE THE FEDERAL EXCISE TAX

CLASSIC GUITARS

by Levin

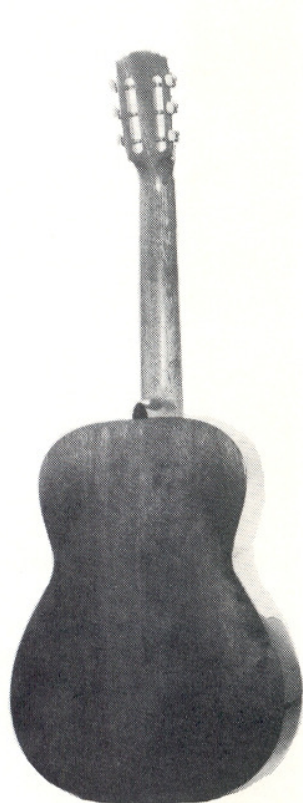


GOYA MODEL G-15

CONCERT SIZE

Selected Alp spruce top with pure mahogany back, sides and neck. Rosewood fingerboard and head. Colored inlay and purfling around sound hole. Black and decorative binding on back and front edges of body. Complete instrument highly polished in natural finish. Spanish style rosewood bridge. Nickel-plated machine head with oversized bone rollers.

MODEL G-15 each \$150.00



GOYA MODEL G-10

CONCERT SIZE

Ultra-responsive top of choice, clear Alp spruce, figured maple back and sides in rich brown color. Rosewood fingerboard and bridge. All wood parts polished by hand to high lustre. Top edge bound in plastic ebony; multi-colored inlay around sound hole. Polished brass tuning machines with ivory plastic buttons. Each Model G-10 supplied with "Learning the Classic Guitar" by ARAI, an excellent instruction book regularly retailing at \$2.50 per copy.

MODEL G-10 each \$ 89.50

PRICES INCLUDE THE FEDERAL EXCISE TAX

FLAT TOP GUITARS

by Levin

GOYA MODEL M-50

GOLIATH SIZE

Back and sides of beautiful natural color flame maple and top of finest selected Alp spruce. Intricate inlaying with mosaic around sound hole. Multiple black and white binding around the top and bottom of the body. Fingerboard of polished ebony with extra large deluxe position marks of genuine mother-of-pearl with side deluxe position markers. Double black and white binding around the fingerboard and headpiece. Ebony bridge with mother-of-pearl inlay. Individual deluxe covered gear machines of highest quality. Entire instrument highly polished. Pearl inlay on headpiece. The finest GOYA Guitar available.

MODEL M-50 each **\$500.00**



GOYA MODEL M-28

GOLIATH SIZE

Back and sides of beautiful choice flame maple and top of selected Alp spruce. Black and white inlays around sound-hole and edges. Three-piece mahogany neck. Fingerboard of rosewood with oversize position markers of genuine mother-of-pearl. Multiple black and white binding around entire top of body and fingerboard. Bridge of rosewood with genuine pearl inlays. Entire instrument highly polished and finished in sunburst with dark shading. Individual nickel-plated machine heads.

MODEL M-28 each **\$225.00**



PRICES INCLUDE THE FEDERAL EXCISE TAX

FLAT TOP GUITARS

by Levin

GOYA MODEL S-18

GOLIATH SIZE

Back and sides of flame maple in dark brown color. Top of natural colored choice Alp spruce. Mosaic inlay around soundhole. Ebony fingerboard and bridge. White binding around top and bottom of body and fingerboard. Nickel-plated machine heads.

MODEL S-18 each \$195.00



GOYA MODEL M-26

GOLIATH SIZE

Body of curly flame maple and top of fine Alp spruce. Entire instrument highly polished and shaded with Sunburst finish. Rosewood fingerboard and bridge. Black and white edging around top and bottom of body, fingerboard and soundhole. Nickel-plated machine heads.

MODEL M-26 each \$175.00



GOYA MODEL S-16

GRAND CONCERT SIZE

Body and sides of pure mahogany, dark brown coloring. Top of choice Alp spruce in natural color. Broad wood inlays around soundhole. White edging on top and bottom of body. White binding on fingerboard. Fingerboard and bridge of select rosewood. Nickel-plated machine heads.

MODEL S-16 each \$150.00

PRICES INCLUDE THE FEDERAL EXCISE TAX

FLAT TOP GUITARS

by Levin

GOYA MODEL M-24

GRAND CONCERT SIZE

Back and sides of fine maple highly polished in dark red-brown color. Top of fine Alp spruce in sunburst finish. Fingerboard and bridge in choice rosewood. White binding on top and bottom of body, fingerboard and around soundhole. Nickel-plated machine heads.

MODEL M-24 each \$135.00

GOYA MODEL S-14

CONCERT SIZE

Body and sides in dark brown, highly polished maple, with top of fine Alp spruce in natural color. Multi-colored inlays around the soundhole and top edges. White edging on top and bottom of body. Fingerboard and bridge of choice rosewood. Nickel-plated machine heads.

MODEL S-14 each \$125.00

GOYA MODEL M-22

CONCERT SIZE

Body of Swedish birch, highly polished in brown-red color. Top of Alp spruce with sunburst coloring. White edging around top of body and soundhole. Fingerboard and bridge of choice rosewood. Nickel-plated machine heads.

MODEL M-22 each \$ 99.50



PRICES INCLUDE THE FEDERAL EXCISE TAX

GOYA GUITAR ACCESSORIES

GOYA CARRYING CASES for GUITAR

Number	Description	Size	Will Fit Model Nos.	List Price
2310	Soft shell, fleece lined	Concert	G-10, G-15, S-14, M-22	\$ 10.00
2311	Soft shell, fleece lined	Grand Concert	G-20, G-30, S-16, M-24	10.00
2312	Deluxe soft shell, plush lined	Concert	G-10, G-15, S-14, M-22	27.50
2313	Deluxe soft shell, plush lined	Grand Concert	G-20, G-30, S-16, M-24	27.50
2314	Deluxe soft shell, plush lined	Goliath	M-26, M-28, M-50, S-18	30.00
2315	Hard shell, plush lined	Concert	S-14, M-22	50.00
2316	Hard shell, plush lined	Grand Concert	S-16, M-24	50.00
2317	Hard shell, plush lined	Goliath	S-18, M-26, M-28, M-50	55.00
2318	Hard shell, plush lined	Classic Concert	G-10, G-15	50.00
2319	Hard shell, plush lined	Classic Grand Concert	G-20, G-30	50.00

GOYA CARRYING BAGS for GUITAR

GOYA Carrying Bags. Custom made and tailored exclusively for the Goya Concert and Grand Concert size Guitars. Made of heavy waterproof covert cloth with thick flannel lining throughout. Zipper closure. Plastic bound and plastic reinforced ends. Cloth handle. Zipper accessory pocket.

No. 2325—For Concert Size Guitars each \$6.75 No. 2326—For Grand Concert Size each \$7.50

CLASSIC GUITAR INSTRUCTION BOOKS

“LEARNING THE CLASSIC GUITAR” by ARAI. This excellent Classic Guitar Instruction Book starts the beginner off on the correct basic principles and carries him on by means of carefully graduated exercises and melodies. 63 pages.

No. 2302—“Learning the Classic Guitar” per copy \$2.50 B

FOR ADDITIONAL INSTRUCTION MATERIAL SEE PAGE 56

CLASSIC GUITAR REFERENCE CHART

“GOYA CLASSIC GUITAR REFERENCE CHART.” Designed by V. Bobri. Includes a message by Andres Segovia. This convenient wall chart shows at a glance the exact position of every note on the fingerboard. Gives information on what to look for when buying a Classic Guitar. Diagrams for correct playing position of hands and body. Valuable data on strings, methods, guitar music, care of nails, etc. Indispensable for teachers and students alike.

No.2301—Classic Guitar Reference Chart each \$3.00

GOYA CLASSIC GUITAR FOOTSTOOL

GOYA CLASSIC GUITAR FOOTSTOOL. A necessity for all solo Classic Guitar Artists. The finest, most advanced footrest on the market today. Heavy metal construction, sturdy and durable. Artistically designed. Folds compactly to fit in the guitar case. Correct playing position for the Classic Guitar requires the use of a foot support . . . the GOYA Classic Guitar Footrest is the answer.

No. 2300—Goya Classic Guitar Footstool each \$7.50

FOR STEEL OR NYLON GUITAR STRINGS SEE PAGES 65 TO 72