

## Goya GUITAR STRINGS

THE WORLD'S FINEST GOYA GUITAR STRINGS HAVE BEEN PERFECTED AFTER YEARS OF EXPERIMENTATION. THESE EXCELLENT STRINGS ARE PROFESSIONALLY GAUGED AND ARE THE LOGICAL COMPANIONS TO ALL FINE GUITARS

### NYLON-For Classic Or Folk Guitars

A SUPERIOR GRADE STRING OF ACCURATE GAUGE FOR THE ULTIMATE IN TONE AND INTONATION . . . POPULARLY PRICED.  
No. 2510 - COMPLETE SET ..... \$2.75

### STEEL STRING-Bronze Alloy For All Acoustic Steel String Guitars

SCIENTIFICALLY GAUGED SPECIAL BRONZE ALLOY WOUND ON FINEST SWEDISH STEEL CORE FOR MAXIMUM BRIGHTNESS. LONG LASTING.  
No. 3510 - COMPLETE SET ..... \$2.60

### BALL-END NYLON-For Classic Or Folk Guitars (Patent Pending)

THE VERSATILE STRING THAT CAN BE USED ON CLASSIC OR PIN TYPE BRIDGES. ELIMINATES INTRICATE TYING AT BRIDGE ON CLASSICS.  
No. 4510 - COMPLETE SET ..... \$3.75

### COMPOUND-Bronze Alloy For Folk Guitars

DESIGNED FOR THE FOLK SINGER PLAYING FINGER STYLE. THIRD TO SIXTH STRINGS BRONZE WOUND ON SILK AND STEEL.  
No. 5510 - COMPLETE SET ..... \$3.75

### SON D'OR NYLON-For Classic Or Folk Guitars

THE FINEST NYLON GUITAR STRING IN THE WORLD. MADE IN FRANCE. IMPORTED EXCLUSIVELY BY GOYA GUITAR COMPANY  
No. 6510 - COMPLETE SET ..... \$3.95

### FLAT WIRE-Magnetic Wound Electric

CHROME STEEL FLAT WIRE WOUND ON FINEST GRADE MAGNETIC SWEDISH STEEL. SILKY SMOOTH POLISHED STRING.  
No. 7510 - COMPLETE SET ..... \$4.50

## ACCESSORIES

- No. 85 Goya Guitar and Violin Polish \$1.00
- No. 150 Goya Classic Guitar Strap ..... 3.00
- No. 420 Woven Multi-Colored Guitar Strap ..... 3.50
- No. 310 Goya Contact Pickup ..... 5.00
- No. 250 Goya Classic Guitar Footstool 6.00
- No. 335 Goya Classic Guitar Capo ..... 3.75
- No. 202 Self-Adhering Guitar Top Guards-White ..... Set 2.50
- No. 203 Self-Adhering Guitar Top Guards-Transparent ..... Set 2.50
- No. 210 Herco Nylon Pick-Light Gauge .25
- No. 211 Herco Nylon Pick-Heavy Gauge .25
- No. 208 Herco Guitar Hand Powder ..... 1.00
- No. 355 Goya Guitar Humidifier ..... 1.00

### GUITAR METHODS

- "METHOD FOR THE CLASSIC GUITAR"  
Sophieles Pappas (Columbia Music Co.)  
84 Pages List \$3.00 (D)
- "HOW TO PLAY FOLK SONGS"  
Oscar Brand (Alfred Music)  
48 Pages List \$1.50 (B)
- "METHOD FOR GUITAR" Book 1 or 2  
Joe Fava (CRS Publ. Co.)  
40 Pages List \$1.50 (B)
- "FOLKSINGERS GUITAR GUIDE"  
Jerry Silverman (Oak Publ.)  
80 Pages List \$2.95 (B)

### AUTHORIZED DEALER



# Goya



THE WORLDS  
FINEST GUITARS

1964 PRICE LIST

# THE WORLD-FAMOUS Goya CLASSIC GUITAR

During recent years interest in the classic and folk guitar has reached a popularity as never before with a corresponding increase in the demand for instruments of the highest quality. We are proud to present in this catalogue the complete line of GOYA Guitars, all models built in accordance with the latest acoustical findings. Each instrument undoubtedly represents, in each price classification, the finest Guitar ever produced with this tone, workmanship and artistic beauty of design.

Only the very finest selected woods such as the flamed maple, beautifully figured birch, straight grained rosewood and rich mahogany are used. In order to get the delicate and rich tones necessary these specially aged and seasoned woods are

used exclusively. Each style Guitar neck is made of mahogany and reinforced with a T-rod made of strongest duraluminum. Upon examination of the GOYA Guitar one will marvel at the beautiful glass-like hand rubbed finish, a tribute to the talent and creative ability of generations of craftsmen.

These fine expressions-of-old-world musical genius and dexterity are all fashioned by hand in the GOYA workshop in Gothenburg, Sweden. Each and every instrument before it is delivered to our authorized distributors, is carefully adjusted, serviced, tested and approved by personally appointed Guitar specialists.

## Goya MODEL G-10

CLASSIC CONCERT size. Ultra-responsive top of choice, clear spruce, figured birch back, and sides in 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. **\$119.50**

## Goya MODEL G-10 3/4

The ideal Classic Guitar for the youngster. Same description as G10 above with following dimensions: Overall length—36 1/4", Body length—17 3/4", Upper bout—9 3/8", Lower bout—12 1/2", Depth—3 3/4". **\$114.50**

## Goya MODEL G-13

CLASSIC CONCERT size. Choice responsive top of selected alp spruce. Mahogany back and sides in rich brown color. Mahogany neck with rosewood fingerboard and Spanish style rosewood bridge. Multi-colored inlays around the sound hole, black and white around top. White edging on top and bottom of body. The entire instrument highly polished. Nickel-plated machine heads with oversized white plastic rollers. **\$169.50**

## Goya MODEL G-17

Selected alpspruce top with pure mahogany back, sides and neck. Rosewood fingerboard. Neck reinforced with a duraluminum T-rod. 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. Fitted with best quality nylon strings. Grand concert size body. **\$192.50**

## Goya MODEL G-20

Selected alpspruce top with flamed maple back and sides finished in a grey-brown coloring. Mahogany neck and rosewood fingerboard. The entire instrument highly polished. Neck reinforced with a 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. Fitted with best quality nylon strings. Grand concert size body. **\$247.50**

## Goya MODEL G-30

A fine GOYA Classic Guitar for the Artist. Brilliant treble and a large and rich bass. Special graduated top of old choice flamed, veined, alpspruce, highly selected and seasoned. 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 a duraluminum T-rod. Exclusive 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 imitation mother-of-pearl. Spanish style rosewood bridge with specially designed mother-of-pearl plate. Fitted with finest quality nylon strings. Grand concert size body. **\$399.50**

## Goya MODEL G-40

A professional model Goya Classic guitar designed for the artist. A combination of brilliant tone and delicate response with a perfectly balanced treble and bass has produced a beautiful concert guitar ideally suited for every artist and professional. Top of the finest choice fine veined alpspruce, choice selected and thoroughly seasoned back and sides of straight-grained rosewood. Mahogany neck with ebony fingerboard and rosewood headpiece. The entire instrument highly polished to the famous Goya standards. Neck reinforced with duraluminum T-rod. Exclusive marquetry and purfling around the sound hole with detailed purfling on top, sides and back of body as well as back of neck and headpiece. Gold plated individual machine heads with oversized bone rollers and oval buttons of simulated mother-of-pearl. Spanish style ebony bridge with specially designed mother-of-pearl plate. Fitted with the finest quality nylon strings. Grand concert size body. **\$600.00**



## Goya FOLK GUITAR

The newest from Goya, a specially conceived and designed line of guitars specifically for the folk singer. Many months of research and development under the supervision of folk authority Oscar Brand resulted in a guitar uniquely suitable for self-accompaniment in folk singing. Basically classic in shape and construction the Goya folk guitars incorporate all the features requested by the professional folk singer. Available in three sizes, to satisfy every requirement, the Goya folk guitars are a superb addition to the world famous Goya line.

### Goya MODEL F-11

The ideal folk guitar for the student. Concert size. Ultra-responsive top of choice, clear spruce, figured birch back and sides in brown color. Rosewood fingerboard and bridge. All wood parts polished by hand to high lustre. Top edge bound. Multi-colored inlay around sound hole. Decorative fret marks, plastic end pin, pin bridge. Polished nickel plated machines with ivory plastic buttons. Equipped with two top guards.

\$129.50

### Goya MODEL F-19

A grand concert size folk guitar. Body and sides of pure mahogany, dark brown coloring. Top of choice alpspruce in natural color. Broad wood inlays around sound hole. White edging on top and bottom of body. White binding on fingerboard. Fingerboard and bridge of select rosewood. Nickel plated machine heads. Decorative fret marks, plastic end pin, pin bridge. Equipped with two top guards.

\$199.50

### Goya MODEL F-27

The finest folk guitar for the artist and professional. The world's first Goliath sized instrument in a classic design with fan bracing and interior construction to produce the brilliant yet sensitive response necessary for the baladeer and folk singer. Back and sides of flame maple in grey-brown color top of natural colored alpspruce. Mosaic inlay around sound hole. Rosewood fingerboard and bridge. White binding around top and bottom of body and fingerboard. Nickel plated machine heads. Decorative fret marks, plastic end pin, pin bridge. Equipped with two top guards.

\$240.00

## Goya 12 STRING GUITARS MODEL TS-4

GOLIATH SIZE. Sides and back of slightly flamed maple in a natural blonde finish. natural color alp spruce. Multi-colored inlay around sound hole. Black celluloid edging around top and back. Neck and headpiece of mahogany with rosewood fingerboard and bridge. Adjusting rod in neck. Nickel plated machine heads. Fitted with Capo.

\$199.50

### Goya MODEL TS-5

GOLIATH SIZE. Sides and back of choice flamed maple in a natural blonde finish. Top of fine alp spruce with black and white Mosaic inlay around sound hole. Top extra reinforced with strong bracing construction. Black-white-black inlay around top. White celluloid edging around top and back. Neck of mahogany with fingerboard and headpiece of rosewood. Adjusting rod. White celluloid edging around fingerboard. The whole instrument hand-finished and polished in natural color. Extra strong pin-bridge of rosewood, nickel-plated machine heads with metal rollers. Fitted with finest steel strings available and Capo.

\$285.00

## Goya FLAT TOP SPANISH GUITARS

### 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 sound hole. Fingerboard and bridge of choice rosewood. Nickel-plated machine heads.

\$109.50

### 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 sound hole and top edges. White edging on top and bottom of body. Fingerboard and bridge of choice rosewood. Nickel-plated machine heads.

\$119.50

### 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 sound hole. Nickel-plated machine heads.

\$129.50

### 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 sound hole. White edging on top and bottom of body. White binding on fingerboard. Fingerboard and bridge of select rosewood. Nickel-plated machine heads.

\$139.50

### 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 sound hole. Ebony fingerboard and bridge. White binding around top and bottom of body and fingerboard. Nickel-plated machine heads.

\$179.50

## Goya FLAMENCO GUITAR MODEL FL-7

A specially made guitar for the Flamenco player. A very thin top of choice alp spruce with the traditional broad sound hole inlay. The back and sides are made of very thin flamed maple. There are nine hand finished fan braces with small thin reinforcement braces underneath the bridge. The body is finished with edges of rosewood and with a slender inlay around the top. Mahogany neck with reinforced Duraluminum T-rod. 19 fret fingerboard made of choice rosewood. Rosewood headpiece and bridge. Nickel plated machine head with wide white rollers. Because of the delicate thin choice woods used to create this responsive instrument, every Goya Flamenco guitar is hand finished and then hand polished in natural color.

\$295.00

## Goya TENOR GUITAR MODEL TG-15

Body and sides in dark brown, highly polished maple, with top of fine alp spruce in natural color. Multi-colored inlays around the sound hole and top edges. White edging on top and bottom of body. Fingerboard and bridge of choice rosewood. Four strings tuned A D G C. Neck of mahogany with duraluminum T-rod. Neck fitted at the 14th fret. Nickel-plated machine heads.

\$117.50

## Goya MANDOLINS MODEL MA-6

Top of alp spruce. Figured birch back and sides in brown color. Mahogany neck, rosewood fingerboard and ebony bridge. Black celluloid edging around top of body and sound hole. Extra thin frets. Nickel plated machine heads.

\$89.50

### Goya MODEL MA-8

Top of fine alp spruce. Mahogany back and sides in rich brown color. Mahogany neck divided with a black veneer. Ebony fingerboard with white celluloid edge. Adjustable ebony bridge. White celluloid edge around top, back and sound hole. Extra thin frets. Nickel plated machine heads.

\$119.50

### Goya MODEL MA-9

Hand carved top of choicest alp spruce. Back and sides of extra fine flamed maple in natural blonde finish. Back hand carved. White edging around top, back and sound hole. Elaborate celluloid black and white inlays around top, sound hole and guard plate. Mahogany neck divided with a black veneer. Fingerboard of ebony with white celluloid edging Mother of pearl inlay on headpiece and position markers. Adjustable ebony bridge. Ebony veneer headpiece with white celluloid edging. Nickel plated machine heads. Extra fine thin frets.

\$350.00

## Goya CARRYING CASES

NO.	DESCRIPTION	SIZE	WILL FIT MODEL NOS.	LIST PRICE
125 3/4	Soft shell, fleece lined	Three Quarter	G-10 3/4	\$10.00
125	Soft shell, fleece lined	Concert	G-10, G-13, F-11, M-22, S-14, TG-15	10.00
130	Soft shell, fleece lined	Grand Concert	G-17, G-20, G-30, G-40, F-19, M-24, S-16, FL-7	10.00
135	Deluxe soft shell, plush lined	Concert	G-10, G-13, F-11, M-22, S-14, TG-15	22.50
140	Deluxe soft shell, plush lined	Grand Concert	G-17, G-20, G-30, G-40, F-19, M-24, S-16, FL-7	22.50
145	Deluxe soft shell, plush lined	Goliath	F-27, TS-4, TS-5, S-18	25.00
150	Hard shell, plush lined	Concert	G-10, G-13, F-11, M-22, S-14, TG-15	55.00
155	Hard shell, plush lined	Grand Concert	G-17, G-20, G-30, G-40, F-19, M-24, S-16, FL-7	55.00
160	Hard shell, plush lined	Goliath	F-27, TS-4, TS-5, S-18	60.00
235	Deluxe soft shell, plush lined	Standard	MA-6, MA-8	15.00
236	Deluxe soft shell, plush lined	Professional	MA-9	18.00
250	Hard shell, plush lined	Standard	MA-6, MA-8	34.00
242	Padded waterproof bag	Professional	MA-9	25.00
255	Hard shell, plush lined	Professional	MA-9	38.00