

Goya

THE WORLDS FINEST GUITARS

1971 EDITION





goya

THE WORLD'S FINEST GUITARS

For years Goya has been the choice of the world's leading artists and professional musicians. These fine expressions of old world musical genius and dexterity have been designed and created to satisfy the needs and demands of the most modern and discriminating musical taste. The Goya Electrics incorporate the most advanced technology to produce the hard-driving guitars necessary to fulfill the needs of the modern sophisticated performer.

The Goya Guitars have been selected by the world's leading artists, musicians and personalities who endeavor to obtain the finest available. For every need, the quality choice is Goya. These people made that choice:

Eddie Albert
Casey Anderson
Theodore Bikel
Joey Bishop
Oscar Brand
Brown & Dana
Bud & Travis
Johnny Carson
The Coronados
The Crowns
Dion
Hugh Downs
Peter Duchin
Whitey Ford
Greer Garson
John Gary
Gene & Francesca
Steve Gibson & The Redcaps
Cynthia Gooding
Cary Grant
Ty Hardin
Ivy League Trio
Grace Kelly
Peggy Lee
Ed McCurdy
Karl Malden
Melanie

Guy Mitchell
Robert Mitchum
New Folk
One Way Street
Tom Palsley
Jonathan Raskin
Raven Blue
Frankie Ray
Jean Ritchie
Tom Rush
Anita Sheer
Ethel Smith
Eleanor Steber
Connie Stevens
Enzo Stuarti
The Tarriers
Jennie Tourel
John Vicari
The Wayfarers
Dennis Weaver
Martha Wright
The Yeomen
Plus 53 outstanding Broadway shows and 16 Motion Pictures including 20th Century Fox's "The Sound of Music"

We are pleased to present the world's finest line of classic guitars. These beautiful instruments, on which we gained our initial reputation for superb workmanship and superior quality are fashioned by hand in the Goya workshops located in Goteborg, Sweden where the same family of quality guitar makers have continued a tradition of creating the world's finest guitars for 70 years.

world famous...



GG-30



GG-45

The Goya Classics bring you unique beauty and tone in 7 models. Every guitar has an ultra-responsive top of choice, clear, white Alp spruce. All instruments have a mahogany neck with a built-in reinforcing duraluminum T-rod. The inlay and marquetry around the sound hole becomes more elaborate in the higher-priced models. All Classics, except the G-10, have machines with over-sized white rollers and every instrument is polished to the famous Goya glass-like finish.

GG45—The finest Goya Classic made. Back and sides of beautiful Rio-Jakaranda Rosewood. Fingerboard and bridge of ebony. Completely redesigned in traditional Spanish shape

GG30—Back and sides in highly flamed curly mountain maple in natural blonde finish. Ebony fingerboard, dark rosewood headpiece, rosewood bridge with mother-of-pearl plate. Gold-plated machines. Grand concert size

...classic guitars by goya



GG-17



GG-13



GG-10



GG-20

GG17—Pure mahogany back and sides. Rosewood fingerboard and bridge. Nickel-plated machine heads. Grand concert size

GG13—Choice mahogany back and sides in light brown color. Rosewood fingerboard and bridge. Nickel-plated machines. Concert size.

GG10—The most popular Classic guitar in the world. Figured birch back and sides in rich brown color. Rosewood fingerboard and bridge. Nickel-plated machines. Concert size

GG20—Flamed maple back and sides in gray-brown coloring. Rosewood fingerboard and bridge. Nickel-plated machine heads. Grand concert size

SEE BACK PAGE FOR NEW MODEL 140 CLASSIC AND CASES

NEW goya acoustic flat tops

GOYA is proud to present this complete new line of steel string acoustic flat top guitars that were 4 years in preparation. From the original concept of making the finest possible steel string instrument to the first deliveries in 1969, the designers and artisans combined years of research and development to bring you these 4 superb new models. The most popular sizes and types from the previous Goya steel string models were selected as the basic 4 styles.

New bracing—new colors—new designs—new headpieces—all are combined to bring you a *new sound*—deep, resonant, powerful—everything that a steel string flat top should be. All models have the *patented* and *exclusive* string height adjusting posts. These separate bridge screw saddles enable you to finely adjust each string independently. Each guitar has an adjustable steel truss rod in the neck. All necks are made of the finest selected mahogany; all tops are of the choicest alp spruce and all are fitted with the Goya custom made deluxe all metal covered machine heads.

Model GG161—Concert Size—Body of choice Swedish birch highly polished in rich brown-red color. Top of Alp spruce with sunburst coloring. White edging around top of body and sound hole. Fingerboard and bridge of selected rosewood.

Model GG163—Goliath Size—Body of curly flamed 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 sound hole. Fancy inlaid design on headpiece.

Model GG172—Grand Concert Size—Back and sides of pure mahogany in rich dark brown coloring. Top of choice Alp spruce in natural white color. White edging on top and bottom of body and fingerboard. Bridge and fingerboard of selected rosewood.

Model GG174—Goliath Size—Back and sides of choicest flamed maple in medium brown color. Top of natural white selected Alp spruce. Mosaic inlay around sound hole. Genuine ebony fingerboard with selected rosewood bridge. Large mother-of-pearl inlaid fret markers. Black and white edging around top and bottom of body and fingerboard. Mother-of-pearl fancy inlaid design and name plate on head piece. The finest steel string flat top made.



GG161



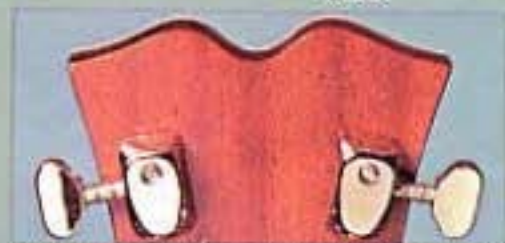
GG163



GG172



GG174



The GOYA custom made deluxe all metal covered machine heads.



The GOYA patented and exclusive separate adjustable bridge screw saddles.

GG12—Concert size, fitted with compound metal (silk and steel) strings. Spruce top, flamed birch body, mahogany neck and bridge, rosewood fingerboard

GG4—Goliath size 12 string guitar, spruce top, sides and back of slightly flamed maple, neck and headpiece of mahogany with rosewood fingerboard and bridge

GG5—Goliath size deluxe 12 string, spruce top, sides and back of flamed maple, mahogany neck with rosewood headpiece, fingerboard and bridge

GG130—New Goya "Standard" Folk Guitar. Spruce top, back and sides of birch, mahogany neck and fingerboard with rosewood bridge.

goya folk guitars

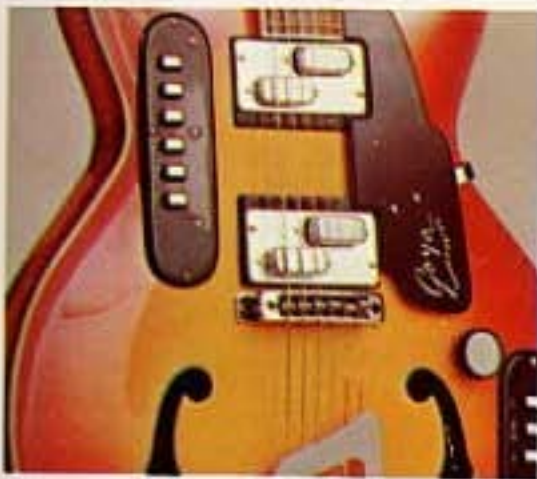


GG12

GG4

GG5

GG130



ELECTRIC GUITARS BY GOYA

We have devised a simple, efficient way to make the fullest use of dual pickup circuitry by splitting the two pickup electric guitar to give four pickup units, each covering a tonal quadrant. By using cross combinations of pickups, we obtain the widest range of sound potential—hence "Rangemaster". Whether using the lightning fast push buttons or the customary toggle switches, the performer now has complete control over his instrument never before possible with any make guitar. All models are made with the finest selected maple or mahogany to produce the ultimate in sensitivity and beauty. All necks are three-piece mahogany with adjustable steel neck rods.

All Goya Electrics may be had with "professional adjustment". This is a very technical and time consuming servicing of the fingerboard which involves the extreme lowering of the frets. The guitar is then fitted with nylon tape strings brought down to a point where the instrument affords the easiest, fastest action possible. Add \$20.00 to the list price of the guitar for this special adjustment.



ACCESSORIES

All Goya Electric Guitars are sold as complete outfits, which include a sturdy, plush-lined molded case, electric cable, nylon shoulder strap, guitar pick, neck adjusting wrench, peg winder, guitar polish and detachable vibrato arm (on models so equipped).

Case No. 620—for 105, 107, 109, 1092 and 1209

Case No. 621—for 1207



109

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.

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 plexi-glass engraved name plate on headpiece; large fast-action volume control knob; black pick guard plate.

109S—Sunburst • 109B—Blonde • 109R—Cherry Red



1092

"RANGEMASTER QUADRANT CONTROL"

NO. 1092—This is the fabulous new Goya Electric that is years ahead of its time. Similar in shape, construction and features to the 109. This incredible guitar has 4 individual volume control knobs allowing the player to adjust volume on each of the 4 quadrants of the dual split pick ups. Combination master volume and off/on switch has been relocated and instead of push buttons toggle switches are used.

1092S Sunburst • 1092B Blonde • 1092R Cherry Red

goya electrics

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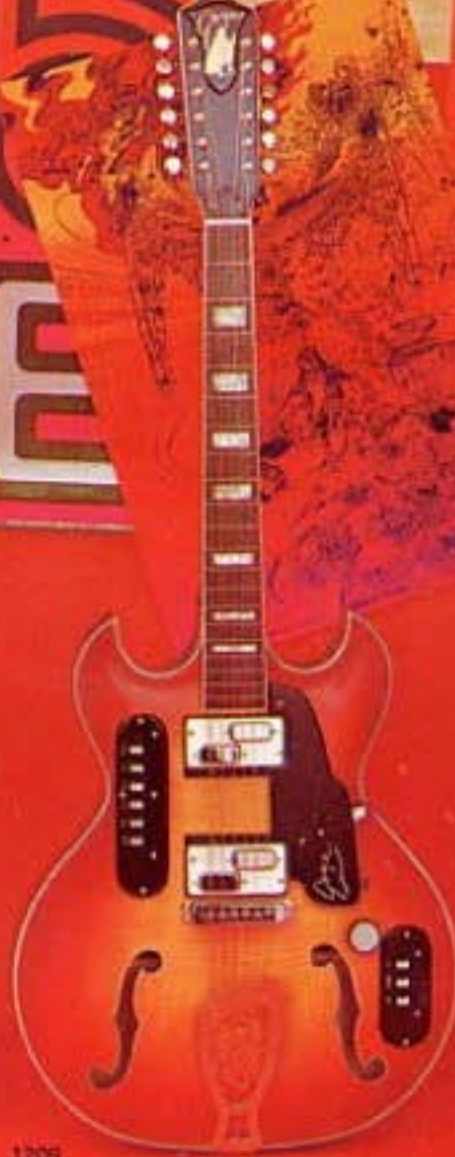
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105



107



1209



1207

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

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 105R—Cherry Red • Model 105S—Sunburst

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 107R—Cherry Red • Model 107S—Sunburst

SEMI-ACOUSTIC RANGEMASTER 12-STRING ELECTRIC GUITAR

MODEL 1209—The newest from Goya—a 12 String deluxe version of the Model 109 Goya electric guitar.

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

Model 1209S—Sunburst Finish

SEMI-ACOUSTIC PANTHER ELECTRIC BASS

MODEL 1207—A professional model semi-acoustic electric bass. 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 3 pushbutton controls for tonal change. The logical companion to the Goya semi-acoustic electric 6 string for modern jazz and combo.

Model 1207R—Cherry Red • Model 1207S—Sunburst • Model 1207B—Blonde



GG140—Goya Classic Guitar. A new smaller version of the GG13 with mahogany back and sides, rosewood fingerboard and bridge. Nickel-plated machine heads with white oversized rollers. Measurements: Overall Length—37"; Body Length—17¼"; Upper Bout—9⅞"; Lower Bout—13"; Body Depth—3½"; Nut to Bridge—24¼". Standard Size.



GG158 — Goya Mandolin. A new model at a popular price. Top of Alp spruce, beautifully grained mahogany back and sides. Mahogany neck, rosewood fingerboard and ebony bridge. White celluloid edging around top of body and sound hole. Nickel-plated machine heads.



GG7—Goya Flamenco Guitar. 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.

CASES:

For Standard Size—Model 130 and GG140
#125ST—Soft Shell

For Concert Size—Models GG10, GG13, GG161, GG12

#132—Deluxe Soft Shell, Plush-Lined
#146—Hard Shell, Flannel Lined

For Grand Concert Size—

Models GG17, GG20, GG30, GG45, GG172 and GG7

#138—Deluxe Soft Shell, Plush-Lined
#155—Hard Shell, Plush-Lined

For Goliath Size—Models GG163, GG174, GG4 and GGS5

#148—Hard Shell, Flannel Lined

For Mandolin—Model GG158

#235—Soft Shell, Plush-Lined



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