

# The steel string that came back from the grave.

"Dearly beloved. . ." were the first words used to open our last Goya steel string guitar sales meeting. Strangely enough, not a tear was shed when the final words "Rest in peace" were whispered. The steel string died as it had lived. . .without much commotion.

The Goya *Classic* guitar has always made it. Great sound. . .international reputation. . .best seller. Our competitors couldn't touch our classics so they went after our steel strings. They crucified us. Our steel string guitar was good but it wasn't gutsy enough. So after three years of sweat, strife and tears at the drawing board, we finally put it all together. It's the

resurrection and the glory! We made it live again. We brought it back from the grave!

See the rebirth of the new Goya flat tops at your nearest dealer. New designs, new headpieces, the Goya patented bridge with six adjusting studs and. . .now. . .the new hard driving sound. In four models plus, of course, the regular Goya line of guitars and accessories. Send 50 cents for a color catalogue and receive two free lifetime nylon guitar picks.



*Goya*

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