

For the guitarist
who has everything
except
the ultimate guitar

The GRETSCHE WHITE FALCON at \$1000.00

Kings and commoners. Big league — little league. Everything has its extremes. And in the field of guitar craftsmanship, the Gretsch White Falcon takes its place as the ultimate of the instrumental world. Its rich gold and milk-white beauty alone tells you that here is indeed something special. The White Falcon's fabulous appearance is the crowning touch of an instrument of unsurpassed workmanship by Gretsch. Never before have so many advanced technical features been combined to create a guitar of such outstanding quality.

- 24-karat gold plated metal parts.
- Slim 17" cutaway gleaming white body, multiple sparkle gold and black binding.
- Ruby jewelled control knobs.
- Four split Filter'Tron heads to get 54 tone-color variations.
- Exclusive Gretsch "T" Zone Tempered-Treble.
- Double Muffler.
- Standby Switch.
- Exclusive Gretsch adjustable Vibrato for that exciting tremolo effect.
- Padded Back.
- Gretsch Deluxe 16 to 1 High Ratio Gears.

These are some of the unique reasons why the White Falcon is for the guitarist who must have only the best. And who else but Gretsch — with almost a century of fine guitar craftsmanship — could bring it to you? See your dealer soon

Gretsch White Falcon guitar also available with all the above features but with standard Gretsch electrification at \$850.00.

THE FRED. GRETSCHE MFG. CO.
60 Broadway, Brooklyn, N. Y. 11211 Dept. 2
Please send me a copy of the full color Gretsch Guitar Catalog

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GRETSCHE

