

Try Gibson for a change of bass



Sometimes it pays not to follow tradition. We didn't when we designed our new basses. We just followed the advice of every good bass player we could find.

As a result, we've satisfied the best—the Doobie Brothers, Chicago, Jack Bruce, the Electric Light Orchestra, Elton John's band, Greg Lake and so on.

Take the Ripper and G-3—two of many amazing basses. The sounds that come from those heavenly new bodies are clean and clear. And, to use hi-fi language, they have presence and definition. The action is fast, effortless, flawless—legendary Gibson guitar action. You can actually play lead guitar lines with these basses. It's going down that way on records right now.

We didn't just engineer a sound into these basses. We engineered several. The G-3's humbucking and non-humbucking pickups combine to let you choose from a funky fundamental tone, a brilliant lead guitar sound, or a mellow full frequency response. The Ripper's Super Humbuckers respond to four distinctively different sound settings.

We'd love to tell you about the Grabber bass, the Les Paul Triumph, the Signature and a few more. They come highly recommended. Try a few out and see what fits you best.

They haven't been hanging around for fifteen or twenty years. The new Gibson basses aren't your standard bass in any way. But, they're obviously setting the new bass standards today.

Gibson
Another Quality
Product from Nashville

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