

Before Gibson designed the S-1, Ron Wood had his guitars customized.



The guitars that Ron Wood has played with Jeff Beck, Rod Stewart & Faces and now the Rolling Stones were customized to the point that the names on the pegheads were meaningless. But this isn't the case with Ron's new Gibson S-1 guitar. It's a genuine Gibson right off the production line.

Ron's forte is loud, hard, powerful rock & roll, and the three high frequency pickups put out everything he needs. They're flexible too, under the control of a four position pickup/phase selector switch, plus a bypass switch that shuts off everything but the lead pickup. So, Ron can evoke the mood he needs for a mournful *Maggie Mae*, or make the music burn for *Gimmie Shelter*.

Ron Wood can afford the most expensive customized guitar. But instead he plays the best. A factory made Gibson S-1 — the guitar that's priced for just about anyone. Available in Natural, Sunburst and Black.

Gibson
Another Quality
Product from Norlin

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For the new Gibson catalog, send \$1.75 for postage & handling to: Norlin Music — Advertising, 7373 N. Cicero Ave., Lincolnwood, Illinois 60466