A full-page advertisement for the Gibson solid body series. The central figure is Carlos Santana, a man with a mustache and dark curly hair, dressed in a crisp white suit. He is captured in a moment of playing a light-colored, solid-body electric guitar, likely a Les Paul model. The guitar is a pale wood finish with a black pickguard and two humbucker pickups. He is wearing a white blazer over a white shirt and a dark tie, paired with white trousers and brown sandals. The background is a plain, light-colored wall. To the right of the guitar, the words "solid body series" are printed in a bold, dark, serif font. In the bottom right corner, the Gibson logo is displayed in its signature script, accompanied by a stylized floral emblem. In the bottom left corner, the name "Carlos Santana" is printed in a simple, black, sans-serif font. A vase of white flowers is visible in the lower right quadrant, adding a touch of elegance to the scene.

**solid
body
series**

Carlos Santana

Gibson 

Solid Body Series

In keeping with Gibson's unique ability to make guitars that often outlive their own era, the Gibson solid body guitars that were popular when rock was wearing blue suede shoes, are still the standard equipment of today's most sophisticated rock artists. Gibson began making its new legendary SG guitar series back in 1952.

Gibson's research has also resulted in numerous other popular designs. In 1972 Gibson introduced the L5-S, which many consider to be the ultimate solid body guitar, both in performance and in appearance. Also in the 70's Gibson introduced the L6-S. It's a new guitar, but already it's extremely popular among rock artists with its extra "hot" pickups, easy 24 fret access and versatile "Q System." In Carlos Santana's own words, "I think of a guitar as a color, but this L6-S is like a rainbow."

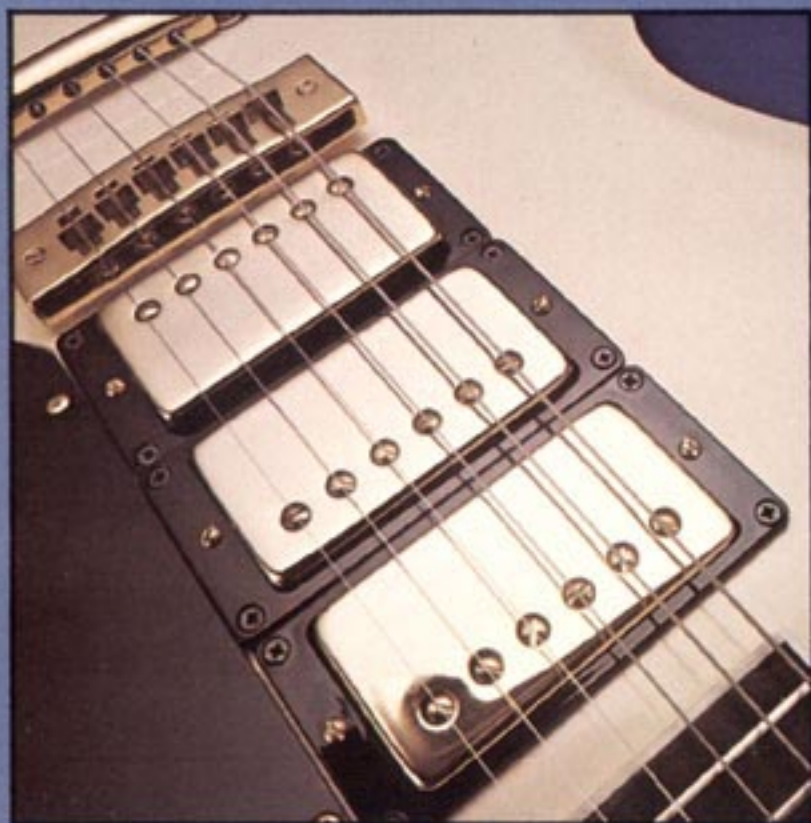
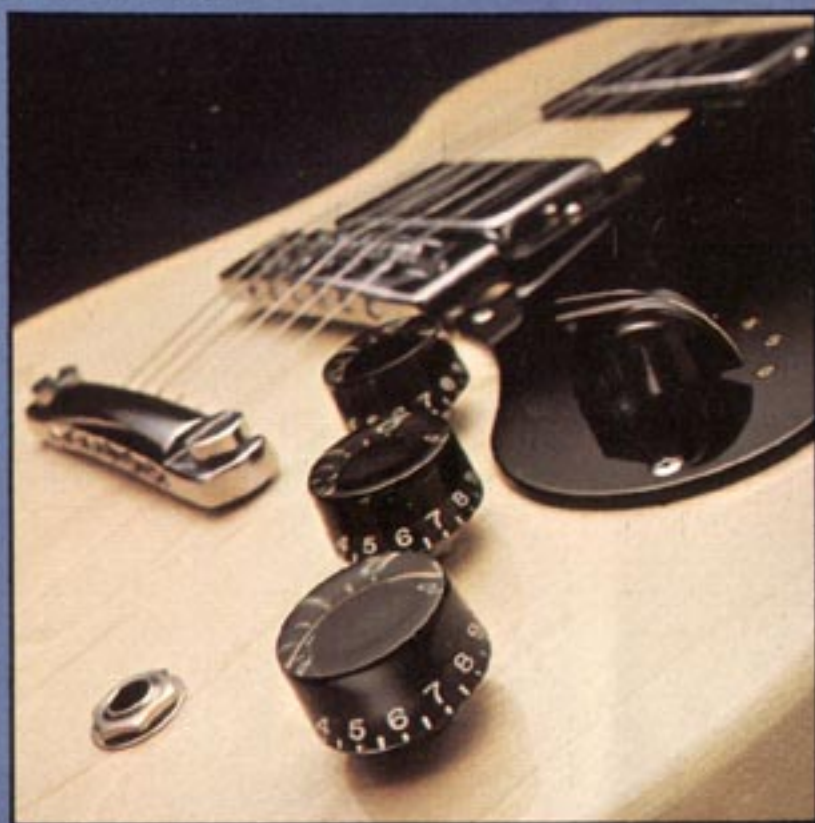
Gibson's latest solid body contribution is the Marauder. Its Humbucking rhythm pickup puts out a popular, powerful sound. And the totally new design lead pickup delivers a biting, treble sound that's a new high in itself. Or, combine the two tones for the best of both worlds.

The more rock you listen to, the more Gibson guitars you hear. It's that simple, because Gibson simply makes the best solid body electric guitars...and the biggest selection to choose from.

FINGERBOARD INLAYS—The fingerboard of the L5-S is inlaid with beautiful, select abalone that gives this instrument an outstanding stage presence of its own.




Q SYSTEM—The L6-S's Q System includes a six-position tone switch plus tone, midrange and volume controls so the performer can tune in a special sound for every song.



THREE HUMBUCKING PICKUPS—Three "hot" Humbucking pickups make the SG Custom super sensitive to the slightest string vibration, and they offer an extra wide range of tonalities from the "lead" pickup to the "rhythm" pickup.



PEGHEAD—The Marauder features a refreshing peg-head design that really captures the crowd's attention. And its precision machine heads let you tune into perfect pitch quickly and easily.

A close-up, low-angle photograph of an electric guitar's fretboard. The frets are made of metal and are set into a dark wood neck. Several pickups are visible, mounted on the fretboard. The background is a solid black color. The text is overlaid on the lower left portion of the image.

No other fretted instrument manufacturer is as widely imitated as Gibson. That's because no other manufacturer has created so many outstanding breakthroughs as Gibson that deserve imitating. Humbucking pickups, adjustable truss rods, thin electric guitar bodies, adjustable tailpieces . . . the list goes on and on. But, even if we're imitated the fact still remains, nobody can *make an instrument like Gibson.*

BODY SPECIFICATIONS

Carved curly maple body ■ Bound in multiple black/white body binding ■ Adjustable, gold plated, wide travel tune-o-matic bridge and tailpiece with contrasting silver plated centerpiece ■ "L5" engraving ■ Two gold plated, Gibson "Super Humbucking" pickups with individual volume and tone controls ■ 3-position toggle switch for pickup selection (individual or both pickups simultaneously) ■ Available in Cherry Sunburst finish ■ Body size: Length 16¼", width 13½", depth 1"

NECK SPECIFICATIONS

Laminated maple construction ■ Width at fingerboard nut 1¹¹/₁₆" ■ Ebony fingerboard with deluxe abalone block inlays ■ Bound peghead and fingerboard with shell fingerboard side dots ■ Abalone inlaid head veneer ■ Deluxe, gold plated, individual machine heads ■ Gibson truss rod with custom truss rod cover ■ 22 frets ■ 24¾" scale length

L5-S Solid Body

Cherry Sunburst finish

666 Faultless

plush lined case



L5-S