

B.B.'s got a new shade of blues.

Nobody's ever put the blue into blues like the legendary B.B. King. Or his Lucille.

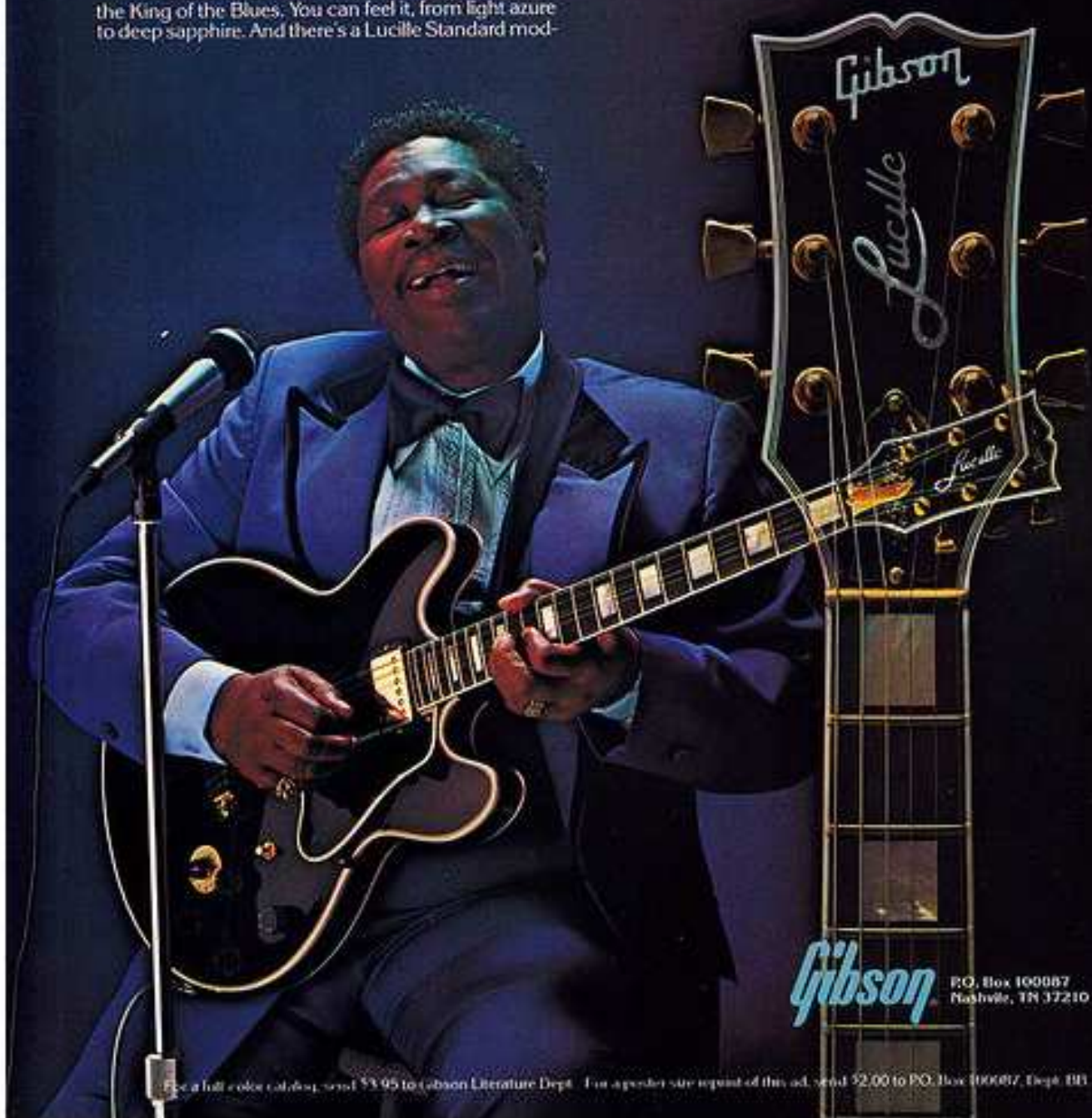
But now there's a new lady in B.B.'s arms. The Gibson Lucille Custom. This lady sings blues in a different shade, with sleek new looks and slick new accessories. Like Gibson's Crank Machine Heads, with flip-out-and-wind-up levers that take the blues out of restringing. And the TP-6 Fine Tuning Tailpiece to keep every wailing note in tune.

The Lucille Custom was built to play tribute to the King of the Blues. You can feel it, from light azure to deep sapphire. And there's a Lucille Standard mod-

el that will give you a whole new tone spectrum no matter what color your sound.

Both the Custom and Standard are dressed in style, with beautifully arched tops, the finest woods and that unmistakable Gibson craftsmanship. The same craftsmanship that's kept B.B. King true-blue to Gibson for more than thirty years.

The Gibson Lucille. Hold her in your arms. And find out what makes B.B. King a lady's man.



Gibson

P.O. Box 100087
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For a full color catalog, send \$3.95 to Gibson Literature Dept. For a poster size reprint of this ad, send \$2.00 to P.O. Box 100087, Dept. BB.