

**ELECTRA
GUITAR POWER
APOLLO**



Photos taken at Union Electric Portage de Sioux Plant

Right on! with... **ELECTRA GUITAR POWER**

You'll flip when you play and hear this Electra solid body guitar. It combines the best of all possible worlds. The bridge pick-ups give that razor shrill tone that cuts. The rear pick-up is a double coil humbucking, super sustain unit that's great for gutsy blues or soul music. Rock maple neck with natural maple fingerboard. Deluxe hard shell plush lined case included, all at a price that's hard to believe.

Model No. 2248WC—ELECTRA

Ivory White, hardshell plush lined case included. Chrome hardware.

Model No. 2238WC—ELECTRA

Jet Black, hardshell plush lined case included. Chrome hardware.

Model No. 2253WC—ELECTRA

Natural, a return to the natural wood with slight transparent brown stain. Hardshell plush lined case included.

**Model No. 2270C—
ELECTRA SEMI ACOUSTIC**

... in natural wood chestnut stain; hi-gloss finish. Hardshell plush lined case included.





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ELECTRA GUITAR POWER... *telling it like it is!*

ELECTRA ROCK MODELS

These Electra guitars are where it's at. You'll get that super sustain sound because of the double coil magnets in each of the two hum-bucking pick-ups in these semi solid guitars. The necks are slender thin—makes fingering fast and easy. And yes, everything on these guitars is adjustable; adjustable neck rod, adjustable pick-up pole pieces, professional four-way adjustable bridge. These Electra Rock models make it happen.

Model No. 2242—ELECTRA

Black/Gold, Tuxedo Black Finish with Gold pick-ups and hardware.

Model No. 2252—ELECTRA

Red/Gold, Bright Apple Red with Gold pick-ups and hardware.

Model No. 2254—ELECTRA

Gold/Gold, Inca metallic gold finish with Gold pick-ups and hardware.

Model No. 2244—ELECTRA

Black/Chrome, Tuxedo Black Finish with Chrome pick-ups and hardware.

Model No. 2243—Hardshell case for above, fits all Electra Rock Models. Plush lined. Aluminum Trim.





Turn it all on with... **ELECTRA GUITAR POWER**

ELECTRA SOLID DOUBLE—No. 2259

A sleek double pick-up model which gives you the sound and looks demanded by the professional. Two pick-ups with individual pole adjustments. Heavy, die cast vibrato tailpiece with roller bearings. Electra slim-thin adjustable neck. Black inlaid rosewood fingerboard. Dark wine red cherry finish is polished to a slick finish. **Model No. 2259**

Model No. 2260. Deluxe Hard Shell Case to fit. Plush lined.

ELECTRA SUSTAINER—No. 2263WC

If you don't have the bread for some of our Electra Rock models, try the Sustainer on for size. The same double coil humbucking pick-

ups are used on this model. Has two pick-ups plus vibrato tailpiece. Golden yellow sunburst. Solid body construction. With hard shell plush lined case included. **Model No. 2263WC**

ELECTRA SUPER PROFESSIONAL

We think you'll agree this guitar plays as good as it looks. The Electra Super Professional has two special formula gold pick-ups. Comfortably thin construction. Bound fingerboard and "F" holes. Stradivarius golden brown sunburst finish. Beautiful flamed maple back and sides with genuine spruce top. **Model No. 2229**

Model No. 2230 — Deluxe plush lined hard shell case.





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ELECTRA GUITAR POWER *makes it big and Bigger!*

ELECTRA SLIM ACOUSTICS

Don't be deceived by its thin profile. These are muscular guitars. Two powerful double coil, double pole humbucking pick-ups let you know what it's all about. Vibrato tailpiece that sends you to infinity. Double cutaway. Celluloid bound "F" holes. The fastest neck in town. Gleaming hand polished finishes. Guitar power plus in these instruments.

Model No. 2207, Emerald Green.

Model No. 2221, Cherry.

Model No. 2228, Golden Yellow Sunburst.

Model No. 2227, Heirloom Antique Brown.

Model No. 2226, Plush lined case.

Model No. 2230, Hard shell plush lined case.



Makin' the scene... **ELECTRA GUITAR POWER**

ELECTRA TRI-TONE BASS—No. 2261

Want a bass guitar with guts? Grab this axe. Double pick-ups plus a three position tone selector switch. Adjustable string mute. Brilliant dark wine red finish.

Model No. 2261

Model No. 2262, Hard shell case, plush lined with aluminum trim.

ELECTRA LONG NECKER

Yes, here's the long lanky one. A bass guitar that's great for jazz, pzazz, or rock. Two pick-ups with string mute.

Model No. 2271, Sunburst Electra Long Necker.

Model No. 2273, Solid Black, Electra Long Necker.

Model No. 2272, Hard Shell Plush Case.

ELECTRA ROCK MODEL BASS—No. 2250

This thumping wonder really makes it. Two double coil magnetic pick-ups gives super sustain and make bass tones heard and felt. Gold hardware. Gleaming tuxedo black finish.

Model No. 2250, Electra Rock Model Bass

Model No. 2251, Hard Shell case to fit Plush lined, aluminum trim.





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APOLLO GUITAR POWER *the Gig triggers*

APOLLO BASS GUITAR—No. 2240

The New Apollo Classic. A semi-solid body Bass Guitar designed in the popular classic body style, with full scroll head. Two sensitive pick-ups have individual pole pieces. Adjustable bridge. Handsome wood grained guard plate. Slender neck is adjustable. **Model No. 2240**

Model No. 2241, Hardshell Case.

SOLID BODY BASS—No. 2268

Has two adjustable magnetic pick-ups with extended range. Tone and volume controls and three way selector switch. Extra long rosewood fingerboard with inlaid pearl markers. Adjustable steel rod in reinforced neck. Comes in sunburst finish.

Model No. 2268

DEMON BASS—No. 2220

Vibrant booming bass tones from the Nether World. Magnetic, adjustable pick-ups with individual poles. 4-ply celluloid binding on arched top and bottom edges. Tone selector switch; tone and volume controls for each pick-up. Rosewood adjustable bridge. Celluloid bound rosewood fingerboard with pearl markers. Gleaming devil red finish. **Model No. 2220**

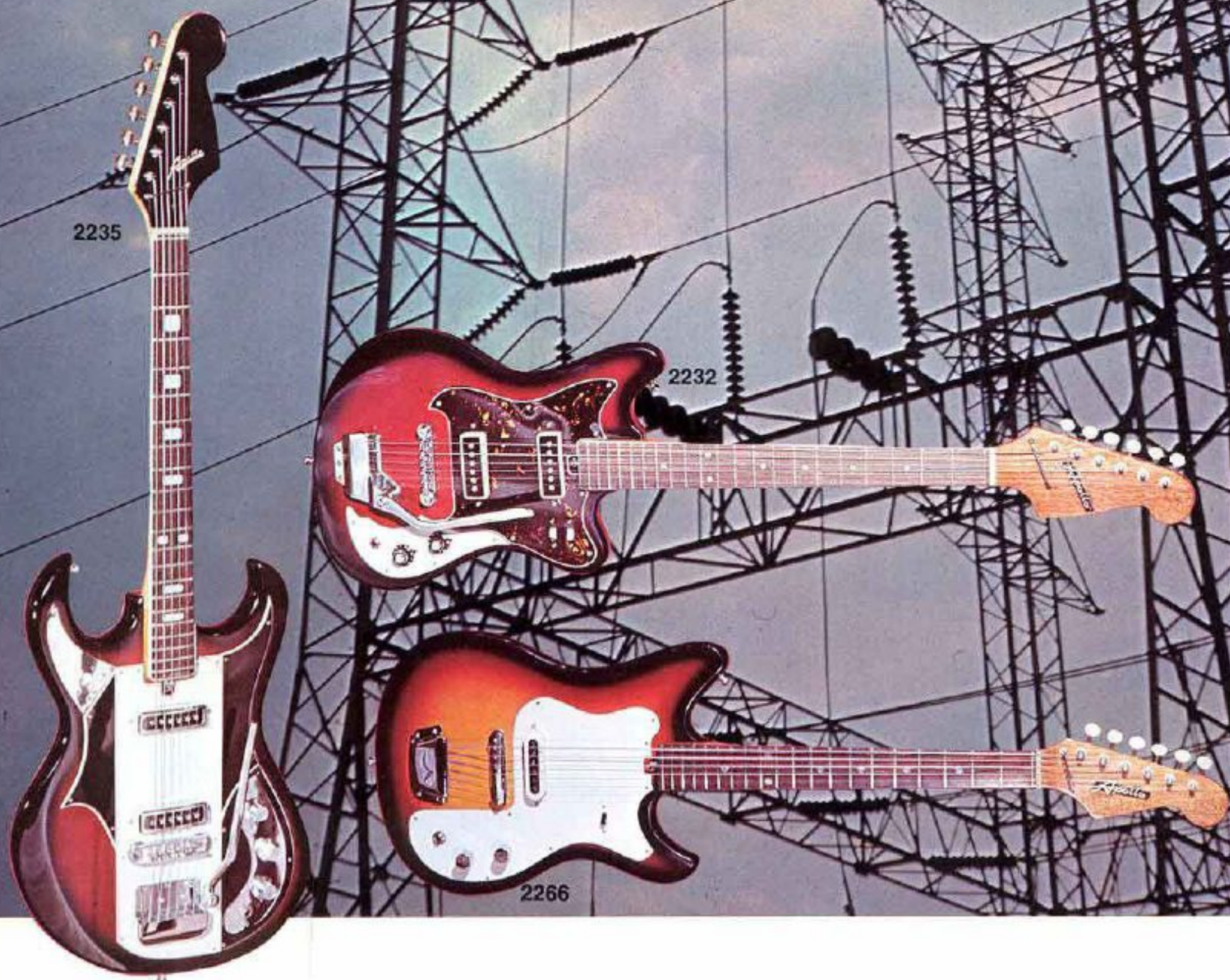
Model No. 2226 Case—Gold plush lined.

DEADLY DOZEN—No. 2222

... 12 strings and all tone balanced. Sensitive extended range pick-ups, turn on a rich volume of modern, exotic sounds. Tone and volume controls and tone selector switch can yield sitar-like tones or popular combo tones. Separate tone and volume controls for each pick-up. Same fine features in styling and craftsmanship as the Sonic X. Cherry Red. **Model No. 2222**

Model No. 2226 Case, Gold plush lined.





The Soul transformers... **APOLLO GUITAR POWER**

APOLLO DELUXE ELECTRIC—No. 2235

Strong, solid mahogany contoured body will take the wild punishment dished out by the combos. Slender, adjustable steel rod reinforced neck. Distinctive guard plate styling of chrome and plastic guard plates. Two tone selector switches and separate tone control. Two adjustable pole magnetic pick-ups. Separate volume controls for each pick-up. Four-way adjustable bridge. Vibrato tailpiece. Rosewood fingerboard is celluloid bound with pearl inlaid markers. Inlaid mother of pearl on headpiece. In sunburst finish. **Model No. 2235**

Model No. 19231—Case.

APOLLO SOLID BODY—No. 2232

A lot of desirable features at a low price. Vibrato tailpiece, two pick-ups, individual tone selectors. Tone and volume controls. Adjustable bridge and two individual pole pick-ups. Slender neck is adjustable—steel rod reinforced. **Model No. 2232**

Model No. 2233—Case.

SINGLE PICKUP—No. 2266

Solid mahogany body with brilliant sunburst finish. Single pick-up with individual adjustment. Slim adjustable mahogany neck. Rosewood fingerboard. Lead and rhythm switch. **Model No. 2266**

Model No. 2265—Case.

