The image features two Gretsch acoustic guitars, one on the left and one on the right, both with a sunburst finish and white binding. They are positioned in front of their open, dark brown leather cases. The background is a vibrant, stylized illustration of a city street at night, with purple and blue buildings, a yellow street sign, and a green traffic light. The overall aesthetic is retro and artistic.

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P.O. Box 2468
Savannah, GA 31402 U.S.A.

PRINTED IN U.S.A.

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Gretsch
Acoustic Guitars

Gretsch's History

THE CONFIDENTIAL TRADE PRICE LIST

Number Eleven, 1926

A BUYING GUIDE for MUSIC MERCHANTS

PUBLISHED BY
The FRED. GRETSCH MFG. CO.

*Musical Instrument Makers
SINCE 1853*

40 BROADWAY - BROOKLYN, N. Y.



TWO COMPLETE WHOLESALE BRANCHES

THE GRETSCH GUARANTEE

The roots of the Gretsch musical dynasty reach back to 1883 when Friedrich Gretsch, an immigrant from Mannheim, Germany, founded a small musical instrument shop in Brooklyn, New York. It was a humble beginning for one of the most respected and recognized names in guitar design and manufacturing.

Since then, the Gretsch legacy has been upheld by four generations of the family. Their dedication and commitment to the excellence of Gretsch guitars has produced instruments of unmatched beauty and distinctive sound - that Great Gretsch Sound.

Over the years, Gretsch guitars have established a tradition of excellence...

The Synchromatic, a masterpiece of guitar design, shaped the sounds played and heard in the '30's and '40's. And the Rancher, with its trademark French sound hole and ornate western design, challenged new frontiers and helped define the sound of country music.

Gretsch has always answered the demands of the most discriminating musicians, and in the '50's and '60's, Gretsch electric guitars joined hands with rock and roll and took the world by storm.

In 1967, the Gretsch Manufacturing Company was sold to Baldwin, and a 21-year old Fred Gretsch vowed to return the company to the family. 18 years later, the great-grandson of Friedrich Gretsch made good on that promise and a new generation of Gretsch guitars was born.

Today's Gretsch guitars are better than new... they offer the classic Gretsch designs and sounds refined by today's advanced technologies.

GRETSCH

A SPECIAL

11 3/4" BOWTIE

17 1/8" BOWTIE

11 3/4" METAL

17 1/8" METAL

\$20.00

\$32.50

Gretsch Acoustic Guitars

An Eight Star Sensation
THE GRETSCH Synchronomatic Guitar

Gretsch Acoustic Guitars have always been for the player who wants exceptional tone in a hand-crafted guitar. More than just superb musical instruments, these classic Gretsch guitars are works of art.

Since 1883, Gretsch's unique designs and technical innovations have been responsible for over three dozen patents. The result? Instruments that defy description and comparison... guitars that have been owned, played and cherished by some of the most renowned musicians of the 20th century.

Today, the legend continues. These new Gretsch Acoustic Guitars not only recall days gone by, they also benefit from Gretsch's musical relationships of over a half-century. The look and sound are the same, while technical improvements make them perfect guitars for the playing styles of yesterday, today and tomorrow.

Each of these guitars features a sound that is full and brilliant. It's that Great Gretsch Sound, and it comes from a masterful blend of unique designs, precise workmanship and quality materials.

Spruce, rosewood, rock maple and ebony enhance the rich tone and provide for stable construction. And Gretsch's 10-stage finishing process seals, burnishes and polishes each guitar for a durable, lustrous finish. Add to that pearl inlays, gold-plated hardware and multiple-bound bodies, fingerboards and headstocks, and you've got a one-of-a-kind guitar... a Gretsch.

Gretsch Acoustic Guitars... featuring the uncompromising craftsmanship and distinctive sound that are cornerstones of the Gretsch legacy.



Gretsch's association with Bigsby began nearly 40 years ago. Since then, various Bigsby vibrato tailpiece designs have appeared on Gretsch electric guitars. Today, we are proud to introduce a Gretsch first and an industry exclusive - Bigsby vibrato tailpieces on Gretsch Acoustic Guitars.

The gold-plated Bigsby vibrato tailpiece assembly includes the Adjustamatic roller bridge, which prevents the strings from binding and provides improved intonation control. Gretsch Acoustic Guitars with the Bigsby vibrato also receive structural modifications to support the tailpiece. But the original sound character is never compromised - it's enhanced.

The Bigsby vibrato has played a key role in crafting the sound of modern guitar, and now the increased versatility and signature Bigsby sound can be added to the Gretsch Acoustic Guitar vocabulary.

Electric Acoustic Guitars

Many of today's guitar players have unique demands. Musical styles are more diverse than ever, and that often requires an instrument which offers increased flexibility. For those players, Gretsch Electric Acoustic guitars deliver. And they do that with the same quality workmanship and distinctive sound found in all Gretsch guitars.

The Crimson Flyer and Night Bird feature the quality materials and elements of style that have helped build the Gretsch legend, while modern electronics give them the increased versatility required for the musical styles of today and tomorrow.

Both the Crimson Flyer and Night Bird are available with the gold-plated Bigsby vibrato tailpiece assembly and Adjustamatic roller bridge — further increasing their wide range of sounds.

And for unsurpassed tone and character in a bass guitar, there are the Gretsch Electric Acoustic bass guitars. Available in fretted and fretless models, the Electric Acoustic bass guitar features the elements of design found in other Gretsch acoustics — the trademark French soundhole, the Gretsch single cutaway design and multiple binding.

Gretsch Electric Acoustic guitars and bass guitars are cut from the same cloth as all other Gretsch guitars. They're the newest Gretsch classics. And thanks to modern technology, they open new doors of sound and style.

Of course, what makes this technology all the more impressive is the fact that it's in a Gretsch guitar.



CRIMSON FLYER G6020

Each Gretsch Electric Acoustic guitar and bass guitar features a built-in ceramic pickup. Controls for volume and the 3-band active equalizer are conveniently positioned on the top side of the guitar, so players can shape their sound quickly and easily. Electric Acoustic guitars equipped with the Bigsby vibrato tailpiece feature a built-in single-coil pickup with volume and tone controls.

The unique angled elbow rest design represents yet another Gretsch innovation brought about by changing playing styles. This elbow rest is featured on the top of the Night Bird model and on both Electric Acoustic bass guitars. The softened angle of the top is in-line with the player's arm, providing easier, more comfortable playing.



ELECTRIC ACOUSTIC FRETLESS BASS G6176

Synchromatic

Few instruments have impacted the guitar world like the Gretsch Synchromatic. Introduced in 1938, the Gretsch Synchromatic 400 quickly became the guitar of choice for the most demanding musical artists.

The Synchromatic's 17"-wide, super-auditorium size gave guitarists the projection they needed to cut-through in big band and jazz group situations. And it provided that incredible reserve of sound without sacrificing a full, rich guitar tone.

Early artists were also attracted to the Synchromatic 400 because of its ease of playing. The oval-rounded, rosewood fingerboard features extra-broad nickel silver frets and enables players to "stop" strings with a light touch and slide from one position to another without effort.

As two famous '40's radio musicians claimed: "They play easier." "They sound better."

Today's Synchromatic 400 holds true to the legend. This is a big, beautiful instrument that proudly displays all the trademark Synchromatic features, like the expressive teardrop soundholes, the synchronized bridge, the chromatic tailpiece, a streamlined pickguard and humped-back pearl inlays.

The Synchromatic 400 features a striking, straight-grained seasoned spruce top that has been masterfully formed to an arched shape. The sides and back are select fiddle-back rock maple and the hand-polished finish is a sunburst of rich brown shaded to warm amber.

The Synchromatic 400 is available in a variety of models. The single cutaway model allows for easier access to the high frets; a frequent demand of today's playing styles.

And for increased sound versatility, the radiant blonde maple Synchromatic features the single cutaway configuration, a built-in Filtertron™ humbucking pickup and a Gretsch exclusive — the flat-handled Gretsch Bigsby vibrato tailpiece with the Adjustamatic roller bridge... all gold-plated.

The Synchromatic 400 is the guitar for musicians who are looking for full, brilliant tone in a hand-crafted, arch-top guitar. And since they're as unique as the people who play them, each Gretsch Synchromatic 400 has a colorful history of its own.



SYNCHROMATIC G400



OMATIC"
ENTS

Factor



SYNCHROMATIC CUTAWAY WITH FILTERTRON™ & BIGSBY G400MCV

The Synchronomatic's Synchronized Bridge is graduated in an innovative design, providing progressively broader contact between the strings and the top of the guitar. This brings the fast vibrating treble strings and the slower vibrating bass strings into balance for a full, brilliant tone.

The Chromatic Tailpiece is another Gretsch exclusive, and one of the many Gretsch acoustic guitar features to have been awarded a special U.S. patent. The Synchronomatic's tailpiece gradually reduces individual string tension, compensating for the different string gauges. The result is uniform finger action and increased ease of playing.



Eldorado Synchronomatic Jazz Model

For serious guitar aficionados, the carved-top jazz guitar is the Holy Grail. It is the ultimate expression of design and craftsmanship. The Gretsch Synchronomatic Jazz Model is that kind of extraordinary instrument.

This incredible guitar is the offspring of the Gretsch Eldorado, which has not been available since the early '50's. But, due to popular demand, Gretsch is proud to re-introduce its flagship guitar. The new Eldorado represents a new chapter in the Synchronomatic legend.

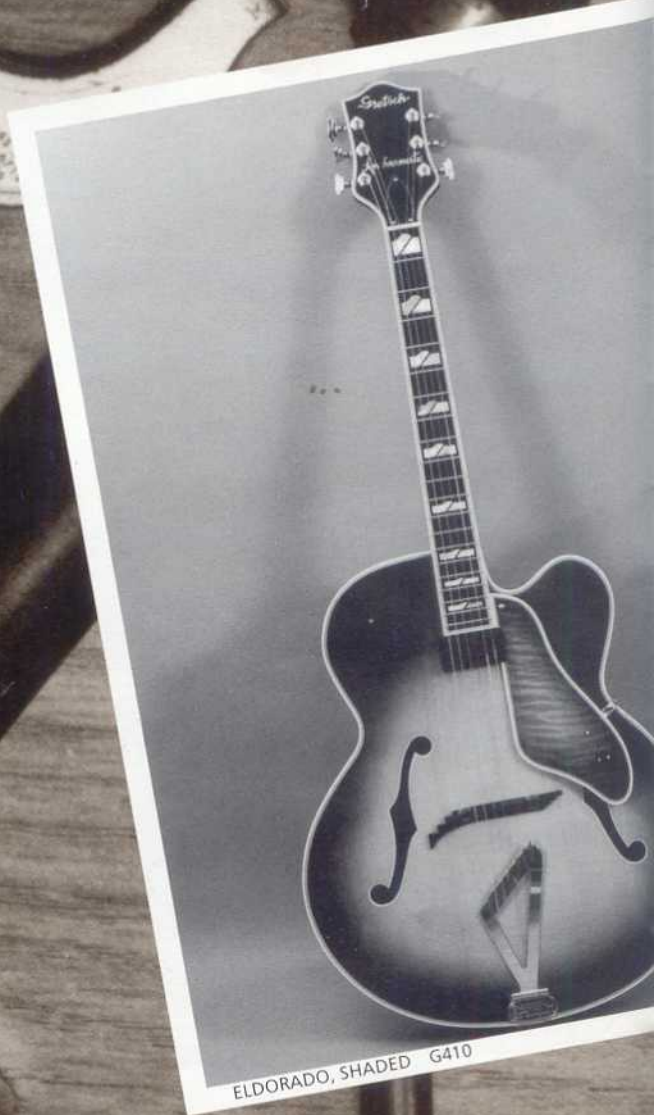
Each Eldorado jazz guitar is built entirely by hand in the U.S. — no other guitar can make that claim. The care and expertise behind the making of each guitar is reflected in the luthiers' hand-written signatures, which appear on the serial number label.

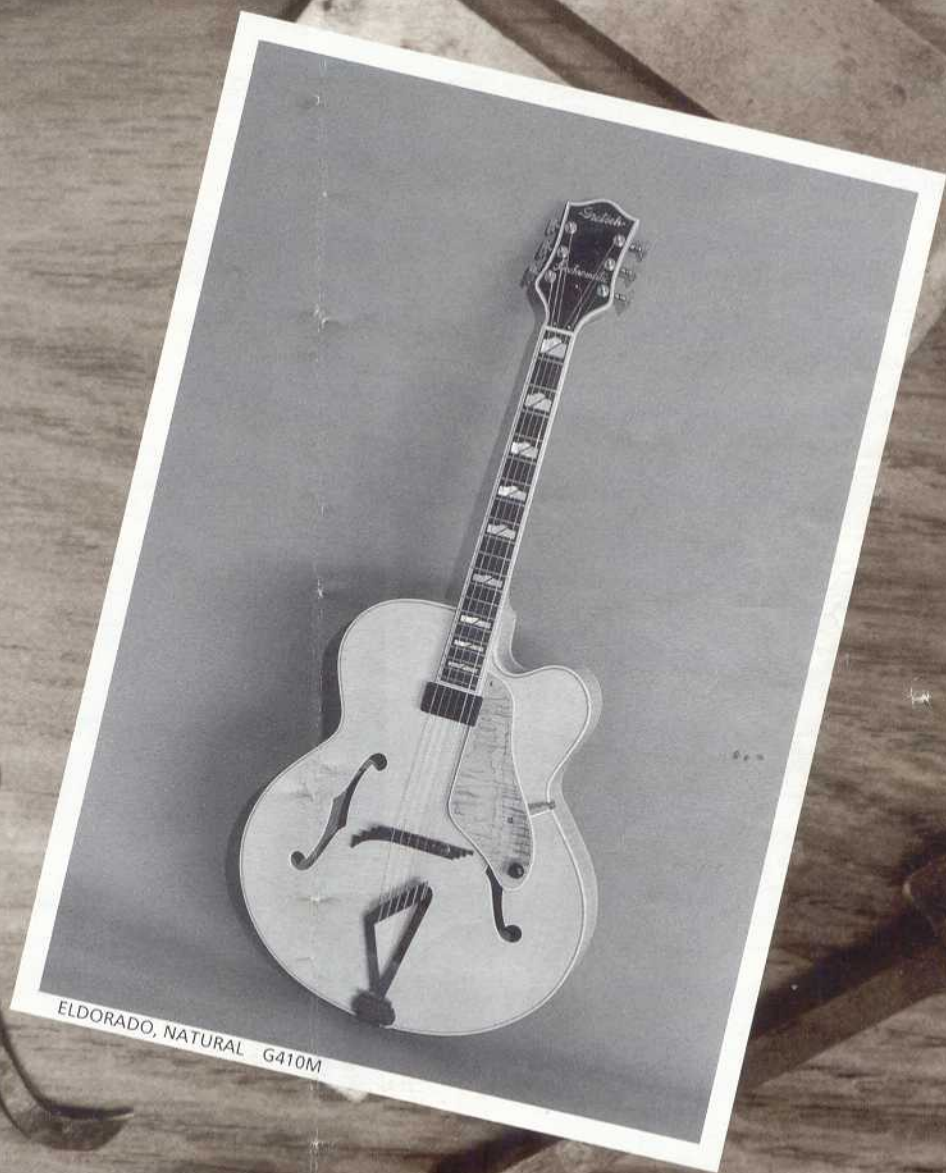
Benefactor to over 100 years of Gretsch guitar design and manufacturing, the new Eldorado features the absolute best materials available today. The 18" body features a naturally finished top carved from a single, solid piece of seasoned spruce and the back and sides are a lustrous, extremely figured curly maple. The 3-piece neck also features curly maple and mahogany and an ebony fingerboard with pearl humped-back inlays.

The beauty of the Eldorado is reflected in every detail. The body is multiple-bound on the top, back and sides. The streamlined, highly polished curly maple pick-guard accents the white-bound f-holes. And the gold-plated Imperial tuners feature a distinctive stair-step design.

And the Eldorado's Beauty is far from skin-deep. With a floating jazz pickup, you can plug into its various full-bodied, luxurious tones through the tailpin jack.

The Eldorado Synchronomatic Jazz Model is for the guitar connoisseur. Its striking beauty and elegant style are matched only by its incredible, resonant tone.





ELDORADO, NATURAL G410M

Rancher

The Rancher has been a cornerstone of the Gretsch acoustic guitar legend since it was introduced in 1937. Along the way, it helped tame the sounds of early country music - back when it was called Country and Western.

Our catalog from 1955 may have best described the Rancher: "A spectacular model in real, he-man outdoor western finish with powerful appeal for Hill-Billy and Cowboy bands."

At 17"-wide, with a depth of 3-1/2" to 4-1/4", the Rancher is a large guitar that boasts a deep and powerful tone. And it does that in real Western style. The Rancher plays every bit the part, and its Western motif is carried through in great detail: The "G" brand on the Western maple stain finish; the steerhead inlaid on the headstock and etched on the pickguard; and the fingerboard pearl inlays engraved with cactus, bows and arrows, guns and steerhead.

The Rancher features a solid, close-grained spruce top with a bound French soundhole, rock maple back and sides and a bound rosewood fingerboard. Before you even hear the Rancher's full and beautiful tone, you can tell that this is a one-of-a-kind guitar.

The Rancher is available in several optional models, including the once-rare single cutaway. For a full, expressive sound, the Rancher is also offered as a 12-string — with or without the cutaway.

The cutaway 6-string Rancher features a ceramic pickup and a built-in equalizer. And for the guitarist looking for new frontiers, there's a cutaway Rancher 6-string which features the exclusive Bigsby vibrato tailpiece, a single-coil pickup and separate volume and tone controls.

The Rancher has always been known for its great character, and these models are sure to build on that tradition.



RANCHER CUTAWAY WITH PICKUP & BIGSBY G6022CV



RANCHER G6022



RANCHER 12-STRING CUTAWAY G6022/C12

Sun Valley

Since the early 1900's, the dreadnought has been one of the most influential and popular acoustic guitar designs; favored by folk, country, bluegrass and rock musicians. Today, Gretsch is proud to offer the Sun Valley, a unique instrument that combines the flexibility of a dreadnought guitar with Gretsch character.

At first glance, the French design soundhole tells you that the Sun Valley is no ordinary acoustic guitar. And with closer inspection, its detailed design, quality materials and hand-craftsmanship make it unmistakably Gretsch.

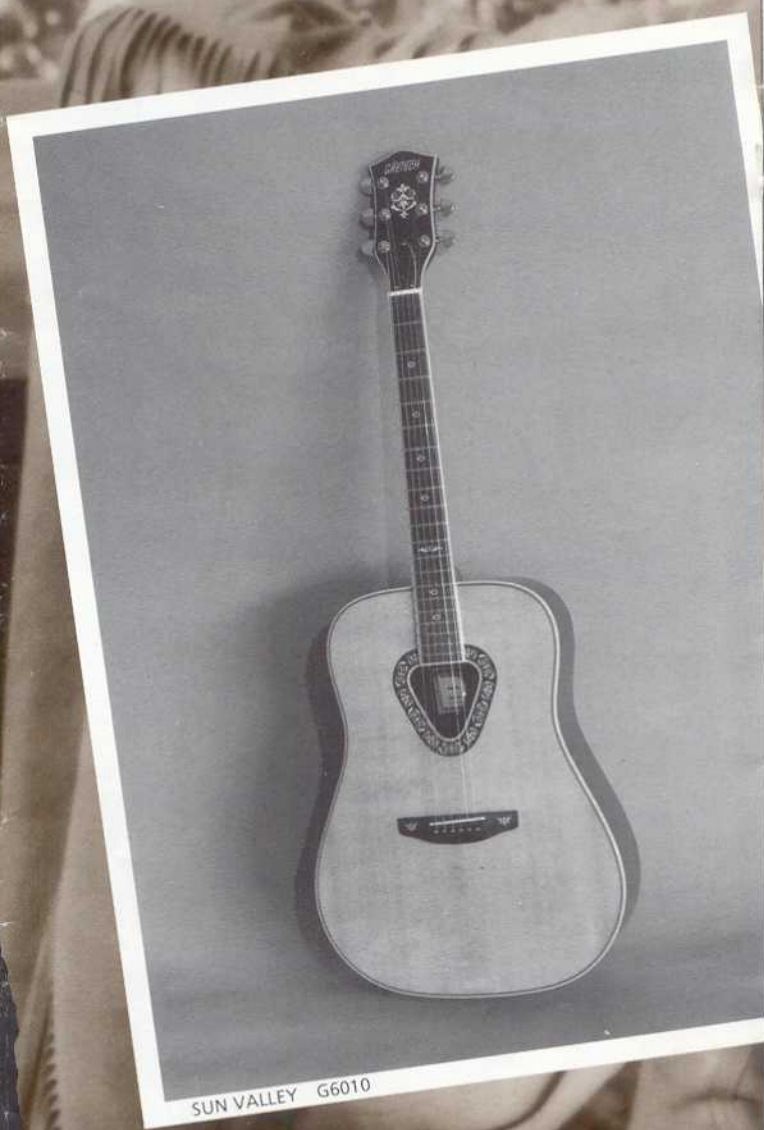
The Sun Valley's multiple-bound body features a solid spruce top and rosewood back and sides. The bound rosewood fingerboard is ebony-stained and accented with diamond and scroll pearl inlays.

Every bit of the Sun Valley's design adds to its personality... from the scroll inlays on the headpiece, soundhole and bridge, to the 24-K gold-plated hardware. It's all topped-off with a hand-polished finish; clear on the top and natural on the back and sides.

While the Sun Valley's appearance sets it apart from the crowd, its sound puts it in a class of its own. The tone is warm and full, with the ringing brilliance found in all Gretsch guitars.

Just as the arch-top design of the Gretsch Synchromatic is taken from the violin, the flat-top design of the "dreadnought" Sun Valley is a variation of European classical guitar-making techniques. But it takes those techniques a step further, making it a very expressive guitar.

The Sun Valley provides players the versatility of the most popular acoustic guitar design. But it does that in a way no other guitar can... in true Gretsch style.



GRETSCH GUITAR WARRANTY

To the original retail purchaser, we **WARRANTY THIS GRETSCH GUITAR** to be a perfect instrument, structurally and musically. If at any time within 1 year after date of purchase it should develop any defect traceable to faulty workmanship or defective material, we agree to make good the defect without cost to the registered purchaser, provided that the instrument is shipped to our factory carrying charges prepaid. This warranty does **NOT** cover normal wear of frets, gold plating, damage resulting from misuse or accidents, impairment of tone due to use of improper strings nor does it cover natural cracking of wood due to changes in temperature or humidity.



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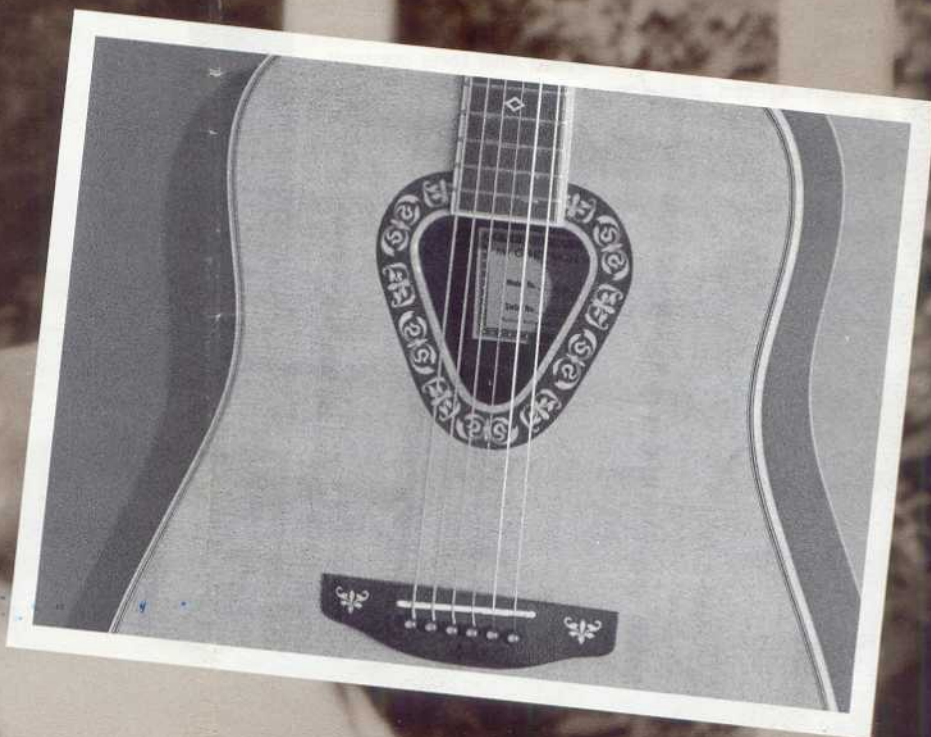
"THAT GREAT GRETSCH SOUND"

MODEL NO. _____

SERIAL NO. _____

**IMPORTANT: PLEASE RETURN THE GRETSCH GUITAR REGISTRATION CARD,
FILLED OUT AND SIGNED BY THE ORIGINAL PURCHASER.**

Printed in U.S.A.



Crimson Flyer

The Crimson Flyer is a bold step forward for Gretsch guitars. Its ground-breaking style is reflected in the unique single cutaway design, the trademark French design sound hole and the beautifully shaded brown-to-cherry finish on the body and headstock.

The Crimson Flyer's multiple-bound body features a solid spruce top with abalone-like trim. The back and sides are chestnut, and the two-piece mahogany neck is topped with an ebony-stained, bound rosewood fingerboard with pearl position markers and decorative inlay. The Crimson Flyer also offers the modern convenience and flexibility of a built-in, ceramic pickup and equalizer.

The available Bigsby vibrato tailpiece adds to the Crimson Flyer's striking appearance and increases its versatility. This optional model also features a built-in single-coil pickup with volume and tone controls, giving players the ability to customize the Crimson Flyer's many tones.

All this makes the Crimson Flyer more than a beautiful instrument... this is a guitar that answers the demands of today's ever-changing playing styles.



CRIMSON FLYER G6020



NIGHT BIRD G6030

Night Bird

The angled elbow rest and hand-polished ebony finish are your first clues that this is not an everyday guitar. The Night Bird is an exceptional blend of old and new.

The two-piece mahogany neck features an ebony-stained, bound rosewood fingerboard with pearl position markers and inlay. The body features a multiple-bound spruce top, maple back and sides and a rounded single cutaway design that reflects guitars of yesterday.

But the Night Bird is able to create more than a sense of nostalgia. Modern electronics give players fingertip control of the Night Bird's full-bodied tones, thanks to the built-in ceramic pickup with equalizer.

Of course, the available Bigsby vibrato tailpiece adds new dimension to the acoustic sound. And to make the most of the Night Bird's versatility, models equipped with the Bigsby vibrato also feature a built-in single-coil pickup with volume and tone controls.

The Night Bird shakes hands with the past and the future... it's an electric acoustic guitar that's comfortable in any setting.

Electric Acoustic Bass Guitars

Gretsch believes that today's return to a more natural, acoustic sound should not be limited to instruments with six strings. Gretsch Electric Acoustic bass guitars give bass players the full, rich tone of an acoustic guitar with the flexibility of modern electronics. And they do that in great Gretsch fashion.

The Electric Acoustic bass guitar features a Gretsch-style single cutaway body with a 5-ply spruce top and arched maple back. For added comfort and playing ease, the top is softened with the angled elbow rest. And to increase the depth of possible tones, Gretsch Electric Acoustic bass guitars are available in fretted and fretless models.

The fretted model's neck is a laminated rock maple topped with a bound rosewood fingerboard with pearl position markers and decorative inlay. And to set it apart, the fretted Electric Acoustic bass features Gretsch's trademark hand-polished Western maple finish.

For a unique and expressive sound, there's the Gretsch Electric Acoustic fretless bass guitar, which features an ebony-stained rosewood fingerboard and a rich, hand-polished walnut-stain finish.

Each bass guitar model incorporates a ceramic pickup with built-in volume and tone controls. This gives bass players full control of the guitar's sound, which, of course, is 100% Gretsch.



ELECTRIC ACOUSTIC BASS G6175



ELECTRIC ACOUSTIC FRETLESS BASS G6176

We dedicate this catalog to the countless people who helped inspire us with their music, with their time and with their encouragement.

C.W. (Duke) Kramer, Randy Bachman, Dean Turner, Craig Swancy, Pete Alexov, Jay Scott, Ed Seelig, George Gruhn, K.C. Kramer, Bill Hagner, Jerry Perito, Fritzie Kramer, Gene Haugh, Jimmy Webster, Sal Salvador, George Harrison, George Van Eps, Bob Dylan, Al Caiola, Neil Young, David Crosby, Harry Volpe, George Michael, The Monkees, Ron Wood, Charlie Daniels, Billy Murphy, Fred Sr., Fred Jr., Fritz, Greg, Dan, Lena, Anne, Heather, Barbara, Jessica, Jeanette, Dick Gretsches, Ted Clauss, Gene Prior, Henry Burke, Jimmy, Mack, Matsuo & Casey, Adam & Ellie, Sara & Jim, Bobby Iler, Tom Petty, Jeff Lynn, Roy Orbison, Bo Diddley, Eddie Cochran, Poison Ivy, Brian Setzer, Django Reinhardt, Mike Campbell, G.E. Smith, Chris Isaak, The Edge, Bono, James Hetfield, Jason Newsted, Chris Cornell, Joe Perry, Randy Wood, Billy Duffy, Raul Malo, Kevin Welch, Bryan Adams, Keith Scott, Lance Stadnyk, Rick Salazar, Rick Modica, Vincent DiDomenico, Al Garafolo, Dan Duffy, Phil Nash, Emerson Strong, Mary Lempicki, Sid Lakin, Jed Clauss, Johnny DiRosa, Margaret McCarthy, Frank Nap, Bernie Benson, Phil Grant, Carl Diaz, Jim Capozzi, Lenny Randall, Harold Wood, Jim Foldvary, Matt Umanov, Tex Rubinowitz, Jeanie Beach, John Howard, C.C. Richelieu, Ed Mills, Bill Walker, Richard Marx, Barbara, Brook, Molly & Rick, Ron Middlebrook, and the Traveling Wilburys.

