

Our endorsing artist ads were placed in musician magazines such as *Guitar World* and *Guitar Player*.

This ad featured a live shot of Dave Matthews from his Nashville performance at Riverfront. Matthew's best known song featured the question, "*What would you say?*" The Gibson tag line, found on all ads and literature was "Only a Gibson is Good Enough." So, I decided to tie them together as a question & answer pairing.

Dave Matthews



The
Chet Atkins SST

"What Would You Say?"



Only a Gibson is Good Enough



At the time, Joe Diffie (a former Gibson factory employee) had a country hit titled "Pickup Man", praising the virtues and attractiveness of a men who drive pickup trucks. Coincidentally, the encased magnet & coil mounted in the center of an electric guitar body beneath the strings is also called a "pickup". Guitar players familiarize themselves with the different sound benefits of various pickup designs and their best placement on the guitar, and form opinions about their favorites.

Joe Diffie

A Gibson Pickup Man



Joe Diffie

The Chet Atkins SST

Call 1-800-4-GIBSON for a free brochure



Only a Gibson is Good Enough



Longtime Gibson player Peter Frampton was one of the first artists to play Gibson's newest entry-level guitar model, the Nighthawk. In this shot, Frampton plays the Nighthawk during DVD filming of his attempted comeback performance "Frampton Comes Alive 2" (named for his 1976 concert recording that set a record for best-selling live album of all time...16 million worldwide.)

Frampton Comes Alive — With Gibson

Peter Frampton

The NightHawk

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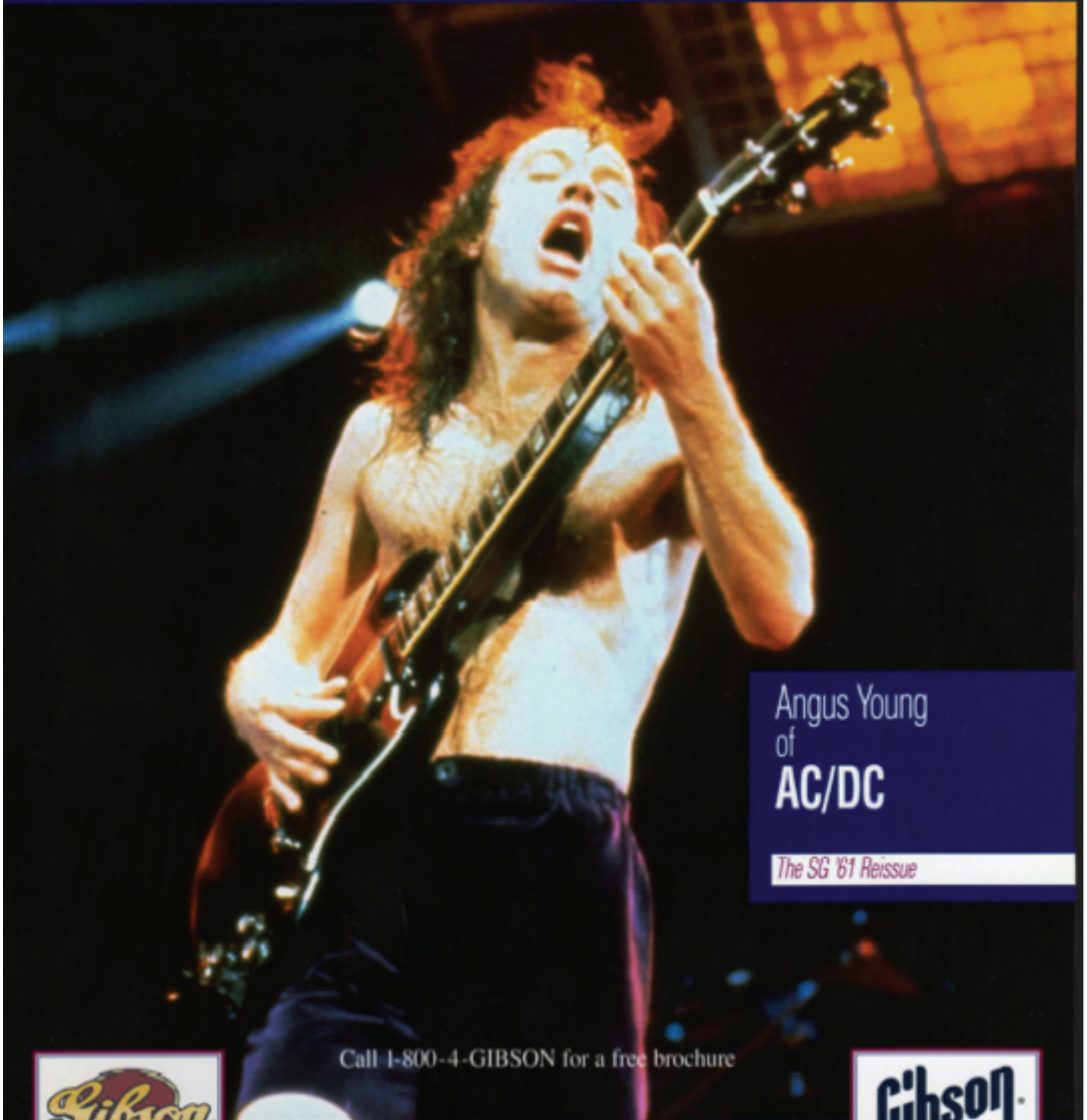


Only a Gibson is Good Enough



If your electric guitar endorsing artist is Angus Young of AC/DC...a headline like this is unavoidable.

Gibson Electricity!



Angus Young
of
AC/DC

The SG '61 Reissue

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Only a Gibson is Good Enough

