



645 Massman Drive

Nashville, Tennessee 37210 USA

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www.epiphone.com

Epiphone Custom Historic USA 1962 Wilshire Reissue Product Information R4.0

In 1957 in an effort to bolster their stand up bass business Gibson purchased their arch rival the Epiphone Guitar Company and moved production to Kalamazoo, Michigan. Along with the sought after bass tooling Gibson acquired access to many storied models and a brand name with a history of quality and prestige. With plans to expand retail distribution by differentiating Epiphone dealers from Gibson dealers, Gibson began production of a new line of "Kalamazoo-made and designed" Epiphones in 1959.

For over a decade from 1959 through early 1970 Epiphone solid body guitars and basses were produced in limited numbers right along side some of the greatest Gibson's of all time. These Epiphone guitars represented some of the highest quality and best sounding instruments of their generation. They provided unique shapes, pickup arrangements, and tonal signatures not seen on comparable Gibson models of the day. Under appreciated at the time of their release numerous artists through the years have recognized the unique appeal of these guitars. Jimi Hendrix, Johnny Winter, Paul Gilbert and Steve Marriot are but a few of the artist that have embraced the tone and build quality of these Kalamazoo built Epiphone solid body instruments.

One such Epiphone instrument was the Wilshire. First released in 1960 the Wilshire featured two P90 pickups, a 3 on a side headstock and a solid mahogany body and one piece neck. It was designed to compete with the popular Fender Stratocaster™ in terms of upper fret access, light-weight and playability. It is little surprise given its Kalamazoo origins that this guitar would share many features with its Gibson cousin the Les Paul Jr. However unlike the Les Paul Jr. the 62 Epiphone Wilshire provided two P90 pickups and an intonatable bridge. This arrangement offered an extremely functional and versatile alternative.



With an original MSRP of \$210, production of the 1962 Wilshire SB-432 was limited to only 180 guitars. Today, owners of original 1962 Wilshires are not only blessed with an outstanding instrument, but also a wise investment and a very collectible guitar. Original Wilshires now sell regularly for \$5,000 to \$12,000 or more depending upon their year and condition.

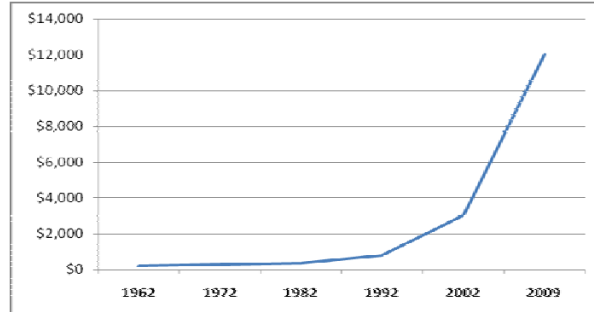
Epiphone®

performance is our passion



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Estimated historical value of original 1962 Wilshire (1962-2009).
Actual value may vary depending upon condition.

To commemorate the Wilshire as well as other "Kalamazoo-made" models, Epiphone is proud to introduce the "Epiphone Historic Custom USA" collection. The first in the series of reissues is the 1962 Wilshire in Cherry. Made in Nashville, Tennessee in cooperation with the Gibson Custom Shop and limited to only 100 instruments worldwide, it combines impeccable attention to detail and historic accuracy. Available in March-2009, this historic reissue includes:

- Original Style Hard Case
- Numbered Certificate of Authenticity in leatherette binder
- Vintage-style Coiled Guitar Cord
- Commemorative Picks
- Commemorative T-Shirt
- 1962-style Thin Leather Strap

The new Epiphone Custom Historic USA Wilshire will be available at select retail locations beginning in February-2009. The U.S. Suggested Retail Price of the 1962 Wilshire Reissue is \$4,832.

Specifications

Made In:	Nashville, TN USA
U.S. MAP:	\$2899
SKU:	HB083C
UPC:	711106199894
Body Wood:	1-pc; Peruvian Mahogany
Neck Wood:	1-pc; Peruvian Mahogany
Headstock:	17 degree; 3-on-a-side tuner configuration
Neck Joint:	Set; Glued-in
Fingerboard:	Madagascar Rosewood
Scale Length:	24-3/4"
Nut Width:	1-11/16"
Fingerboard Radius:	12"
Frets:	22; medium/jumbo
Neck Profile:	Original 1960's Rounded Neck Profile
Fingerboard Inlay:	Pearloid Dots
Machine Heads:	Vintage Kluson with plastic buttons
Hardware:	Nickel
Pickups:	Two "soapbar" P-90's with adjustable pole pieces Authentic unit base with 1960's construction



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Controls: 2-Volume; 2-Tone; 1 Three-way Selector Switch
CTS potentiometers
Switchcraft Toggle switch and output jack

Bridge: ABR-1

Tailpiece: Aluminum Tune-o-matic

Pickguard: Imitation Tortoise with foil "E" logo

Color: Vintage Cherry

Strings: Gibson Vintage Reissue (10's)

Includes: Hard Case
Numbered Certificate of Authenticity
Reissue Owners Manual
Commemorative T-Shirt
Commemorative Picks
Vintage Coiled Cord
Vintage Thin Leather Strap

Epiphone®