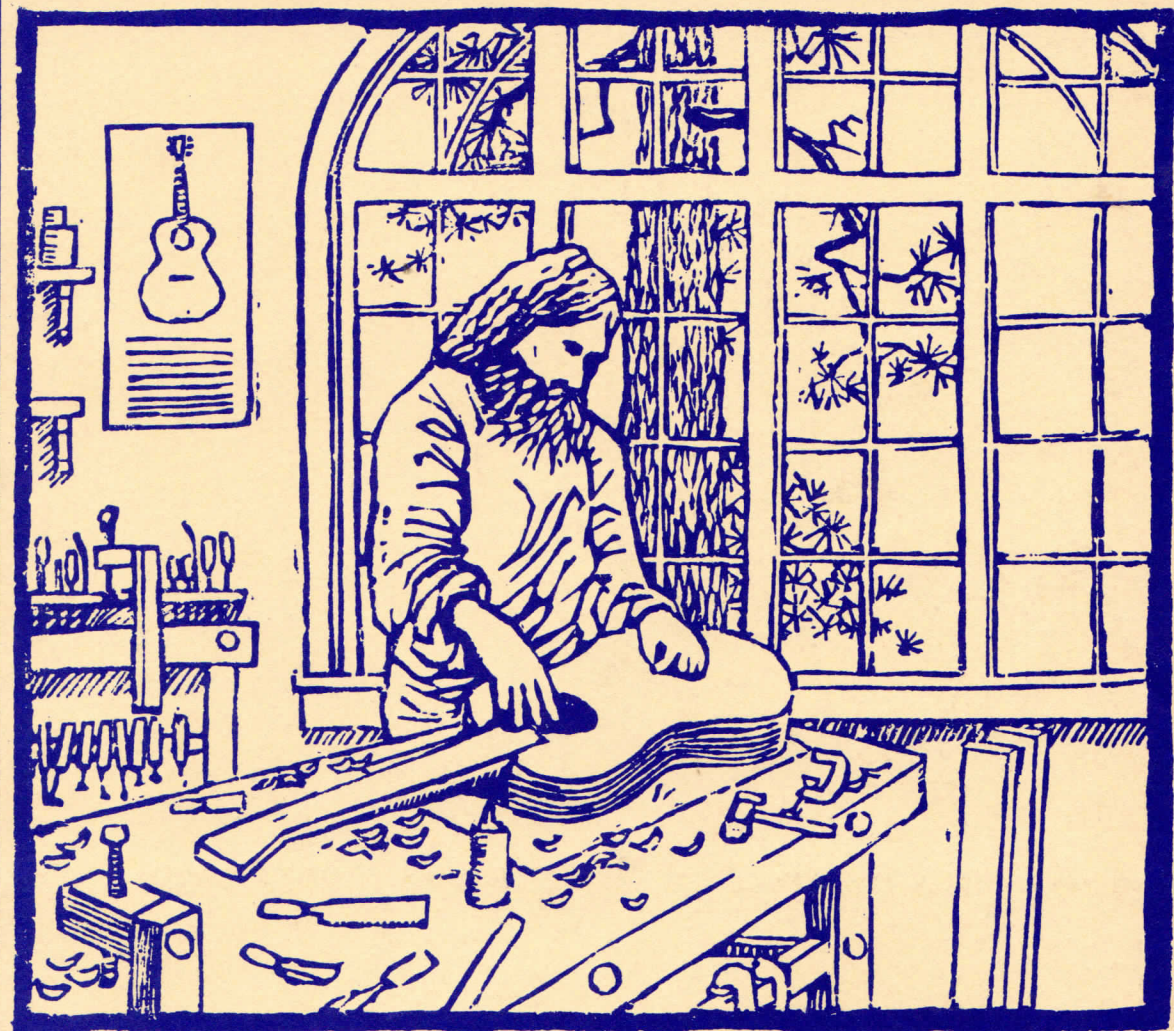




HANDCRAFTED INSTRUMENTS



AVAILABLE FROM GUITAR'S FRIENDS



Ever reach for a guitar and feel, even before any picking is done, that here is an instrument which has music to sing. These instruments just have an aura about them and once played, you know it is one which offers itself in a very special way.

Usually those guitars were old ones, usually made before 1940. It seems that two things make vintage guitars as good as they are. One is age, the fact that a guitar improves with age, and at forty seems to have reached full maturity. The other thing is that they were made in a way different than most of today's guitars, the method of yesteryear: HANDMADE. Less of those were made and more time and feeling

went into each one. They were built each one seperate and matured as individuals into the most sought after instruments around.

The guitars popularity has ever been gaining since the 30's and is growing now at the fastest rate ever. The traditional manufacturers have all had to increase and automate production to meet demand and the economics of a growing market. Primo raw materials and high quality control have become ever more a problem. We all have to bow in homage to the C.F. Martin Co. They have made more great guitars than any other maker in history, a feat that will probably never be surpassed. But they have been
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forced to raise their prices so often that their guitars are no longer worth the present high retail price. And something must be lost as production increases.

The surge of pickers during the past ten years has also produced a rise in the number of individual luthiers and the quality of handmade instruments. A new era is starting.

We at Guitars Friend feel that there are now instruments available which have a life and presence about them from the start. These are instruments which will get better and mature with age, but even now are a match for any vintage instrument, which will rise in value faster than

any other guitar on the market cause they are that good, and when compared with the prices of new or old vintage ones are a deal.

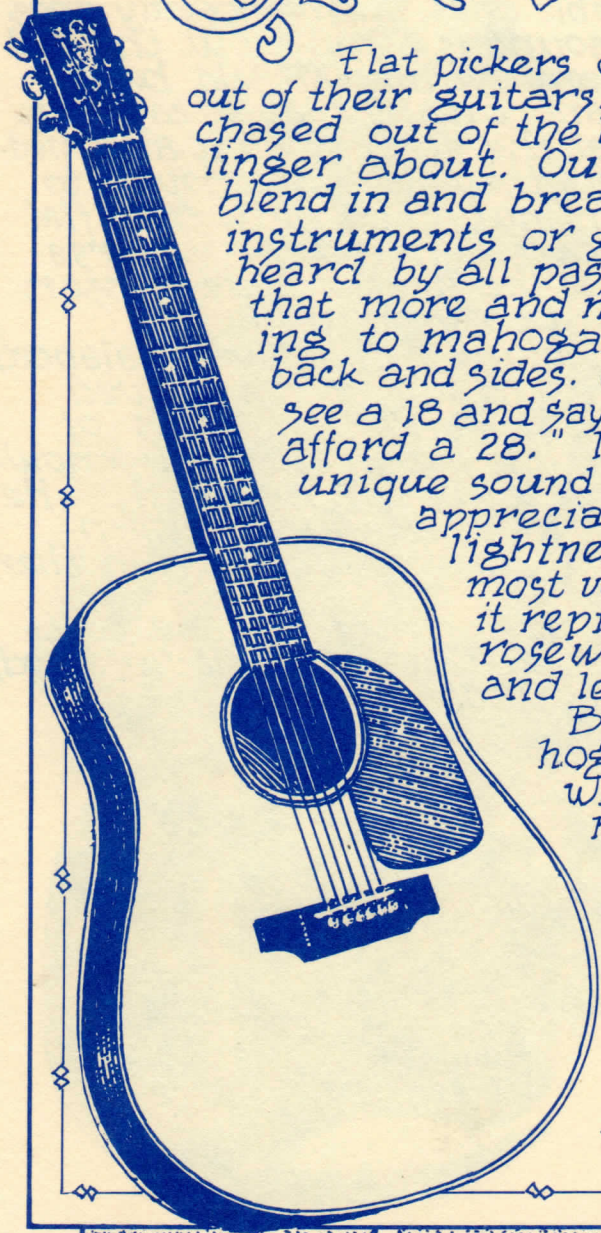
Each spec sheet will speak for itself. What we have tried to do is get together some of the finest handmade guitars presently being produced. All are individually crafted by folks who are into what they are doing and who take pride in their work. We will continue to get new makers as the demand increases. Rather than expect our luthiers to increase their output, we will seek a wider number of builders.



Guitars Friend

Route 1, Box 541, Sandpoint,
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GIVENS 18



Flat pickers demand an immediacy out of their guitars. The sound needs to be chased out of the box, given no time to linger about. Out and away to meet with, blend in and break through the other instruments or go out and carry to be heard by all passing by. And it seems that more and more pickers are turning to mahogany as the wood for the back and sides. Used to be folks would see a 18 and say, "Oh, too bad he couldn't afford a 28." Not anymore. It's own unique sound is being increasingly appreciated. In live playing its lightness goes so well with most voices and in recording it reproduces better than rosewood with cleaner notes and less overtones.

Bob Givens builds a mahogany box dreadnaught which makes you take note. He is probably one of the best known Bluegrass instrument builders around. His mandolins are known and respected as the best and when he takes his knowledge and feel for instruments to guitars he comes



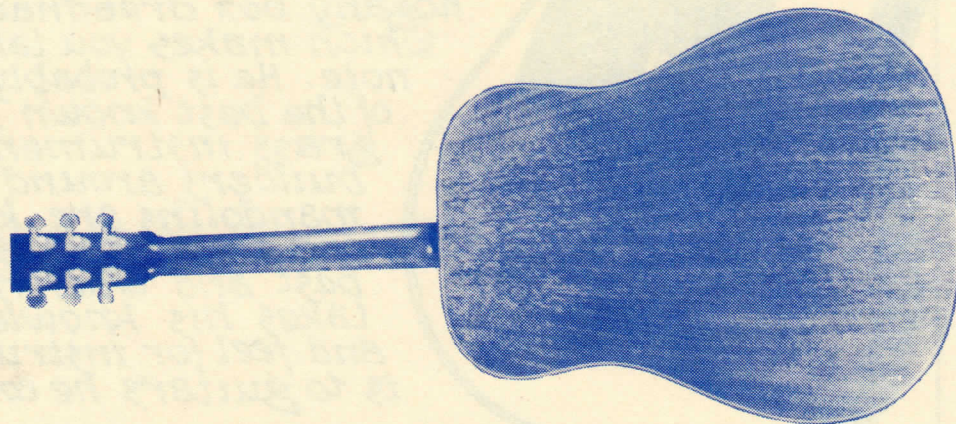


up with some incredible ones. His mahogany ones just ring out. The sound is strong but the feel is light, as mahogany guitars should be.

Action is important. Givens play so easy it is hard to believe that the strings on it are medium. And with lights they play easy enough to satisfy any action nut. The neck feels flat and has lots of speed. The guitar is versatile enough to suit the likes of Bluegrass, fingerpicker or just easy strummer.

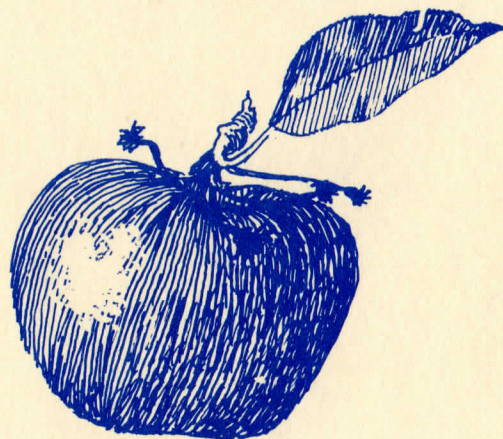
What Givens is looking for is "well balanced tone." and with his 18's he has achieved that. His many years and hundreds of instruments built has given him the knowledge to make predictable instruments. He knows how they are going to sound as he builds them and they are all good ones. Not a few great ones and then a few okay, but all excellent.

His 18's give you a guitar a match for most vintage instruments, a guitar with style. A guitar which looks good, feels good and most important sounds great.





SPECS: sides and back mahogany, fingerboard and bridge rosewood, top Sitka spruce, neck mahogany. Total length 40½", body width 20", width of upper bout 11½", width of lower bout 15½", depth of upper bout 4⅛", depth of lower bout 4¾", fretboard width at nut 1⅞", width at 12th fret 2⅞", width at 14th fret 2⅞", scale length 25.4. Grover machine heads. Adjustable neck. limited lifetime warranty to original owner.

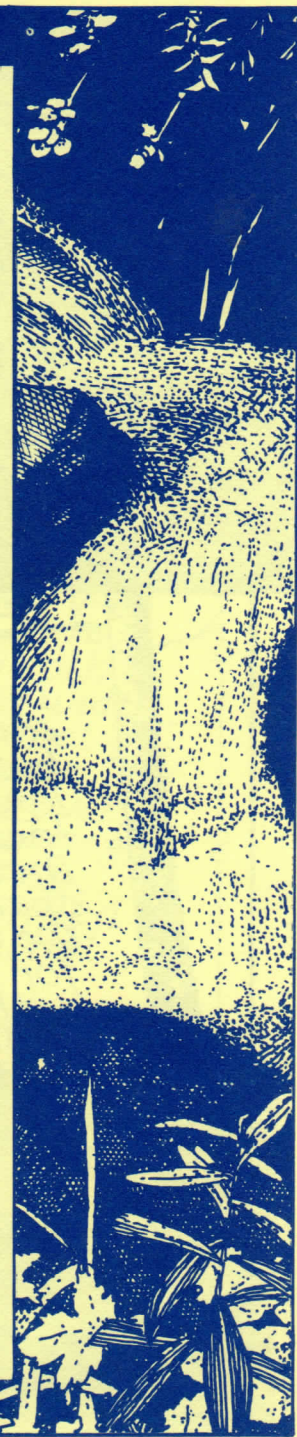
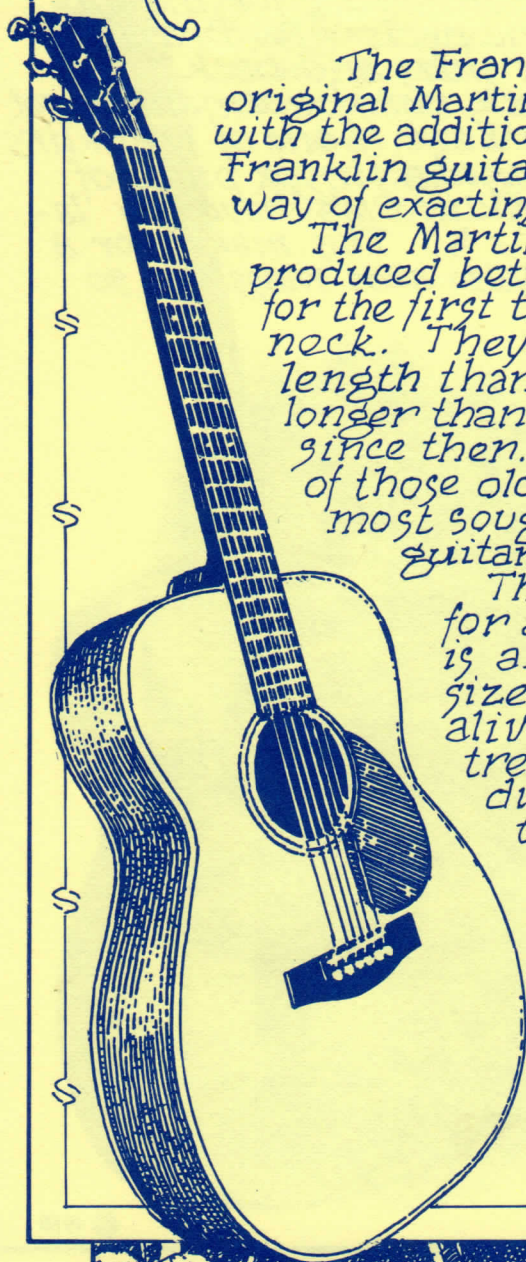


FRANKLIN OM

The Franklin OM is a blending of an original Martin design and material choice with the addition of a few innovations by Franklin guitars and built in the ageless way of exacting craftsmanship.

The Martin OM was a 000 size guitar produced between 1929 and 1932 using for the first time on a guitar a 14 fret neck. They also used a longer scale length than was being used then, and longer than the length used on 000's since then. The sound and playability of those old ones make them the most sought after fingerpicking guitar around.

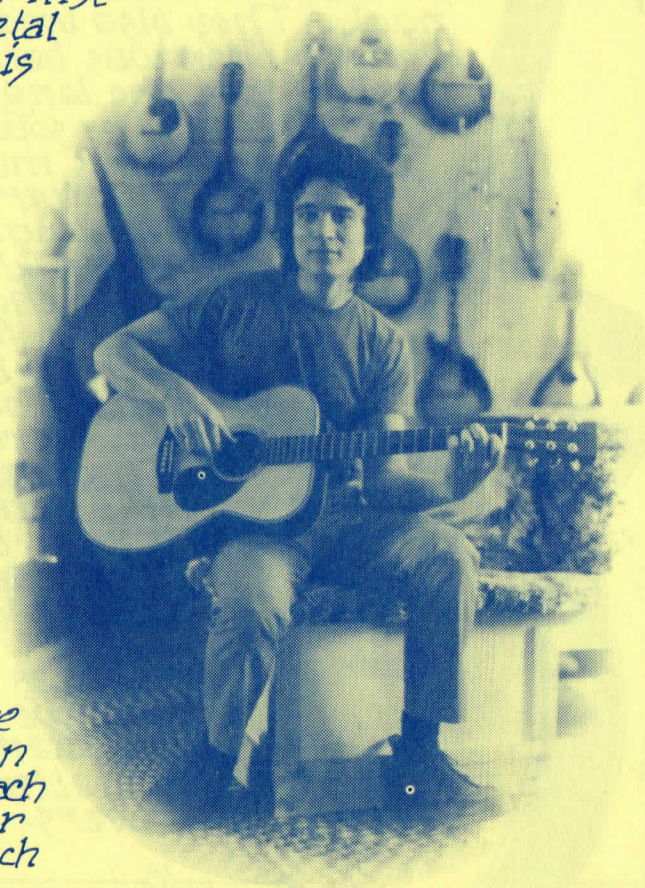
The Franklin OM is a match for any of them. The volume is amazing for a guitar it's size with a booming, very alive bass balanced by a clean treble. A treble as clear and distinct at the lower register as the upper. The box is alive as it picks up and holds each note played. And played with the ease that makes a person feel as though things can be played on this guitar which would be unattainable on most others.





Like the old OM's, all stress wood is quarter sawn hand select, German spruce for the top and Spanish cedar for the neck. Also Brazilian rosewood is used for the sides and back. And like the old ones the neck reinforcement is not a metal rod but ebony. Here is one of Franklin's improvements. Martin used a single piece of ebony $\frac{1}{2}'' \times \frac{1}{4}''$, the Franklin OM's have a 3 laminate core of ebony $\frac{1}{2}'' \times \frac{3}{4}''$. This makes for a strong stable neck and also adds mass and so sustain to the instrument. A metal adjustable rod is available.

Another innovation of Franklin is the manner of attaching the neck to the bodies. Similar to the lag bolt used to attach banjo necks to their rims, this mechanical device plus the usual glue makes for an extremely tight and strong bond and also a joint which allows any further work to be done much easier. But it is the care which Franklin puts into each guitar which

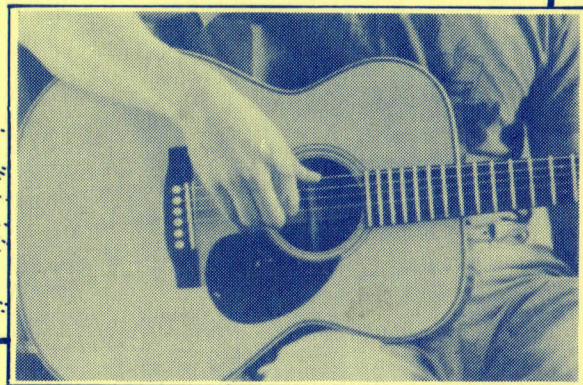
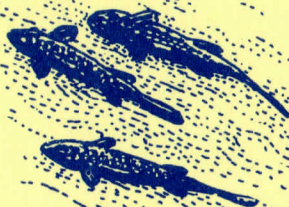




really makes them something special. From the hand bent sides to sanding the insides of each guitar down to 600 grit and then finishing it off with a thinned down sealer. So many details are taken into account to produce a unique and nearly perfect instrument.

We feel that if you're looking for a guitar to be personal with, one to learn and develop alongside, then the Franklin OM is the way to go.

SPECS: sides and back Brazilian rosewood, fingerboard and bridge ebony, top German spruce, neck cedar. Total length $39\frac{3}{4}$ ", body length $19\frac{3}{8}$ ", width of upper bout $11\frac{3}{4}$ ", width of lower bout $15\frac{3}{8}$ ", depth of upper bout $3\frac{1}{2}$ ", depth of lower bout $4\frac{1}{8}$ ", fretboard width at nut $1\frac{1}{16}$ ", width at 12th fret $2\frac{1}{4}$ ", width at 14th fret $2\frac{3}{16}$ ". Scale length 25.4 available with Grover, Schaller or Eagle planetary pegs. Adjustable neck available \$85. Left handed available. Limited Lifetime warranty to original owner.



PRICE PAGE

We think that the instruments listed within are the finest ones available. We stand behind each one. Of course, we do not expect you to keep one that you are not pleased with. Just let us know and we'll straighten it out with either a refund or getting you the instrument you want. Guitars Friend has specialized in getting instruments out to be played, usually over long distances, for the past five years. We know the difficulties of buying an instrument sight and sound unseen. Please feel welcome to come up and visit. Our customers do that often. And we are as close as your phone or mail. Really. Write or call, ask us and we will try to help you out the best as possible. We pride ourselves on the close distance we actually keep with our customers. We are at your service.

Please make all checks or money orders to Guitars Friend, not to the individual guitar. All prices include hardshell case and shipping charges. (if you are within the continental U.S. - if you live outside, get in touch for specific detail. We do ship all around the world.) Get in touch if we can be of any more help. And what is there left to say, except we hope that you get a chance to pick on one of these instruments. Thanks.

GUITARS:

Givens 18.....\$650.
Givens 27.....\$775.
Givens 31.....\$1100.
Franklin om....\$800.

MANDOLINS

Givens a model....\$550.
Givens f model....\$1100.

Jan. 1978

**GUITARS
FRIEND**

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