

WINNERS' CIRCLE
NEWS

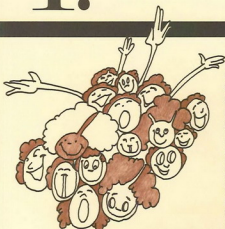


ISSUE NO. 1
1979

POINTS
POINTS
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POINTS

AWARDS

1.



1979

BIGGER THAN EVER.

Due to the very enthusiastic level of response from thousands of retail sales people all over the country, the Ovation Winner's Circle program has been extended. We will be issuing award checks on instruments sold through December 31, 1979, and these checks will be valid until March 31, 1980. (If you already have award checks stamped "Valid until March 31, 1979," these checks may be redeemed

Effective immediately, members enrolled from participating stores will now receive award points for the sale of any Ovation guitar with the exception of Matrix. The point schedule has been revised to simplify the record keeping process for members. 800 points will be issued for acoustic guitars, 1000 points for acoustic electrics, solid bodies, and bass guitars; and 3000 points for Adamas guitars.

An exciting new awards book containing more than four times the number of items as the 1978 book was mailed to all Winner's Circle members who have participated in the program by sending in warranty cards.



As a reminder, in order to receive award points, you must fill out the warranty card for your customer and print your name and membership number on the bottom of the card. This is the only trigger we have to the award process. By taking just a few short moments of your time at the

dealers and their salespeople will participate in the Winner's Circle program and help us promote excellence and value to the consumer. ■

HOORAY MIKE!

We would like to congratulate Mike Marr who works at the Cintioli Music Center in Philadelphia on his successful selling efforts. When we reopened January 2nd after a short holiday shutdown, we found literally hundreds of Winner's Circle warranty cards waiting for us. During that 10-day period, Mike had run up more sales than any other Winner's Circle member in the country. One of our first tasks of 1979 was to issue Mike an awards check for 20,260 points. Congratulations Mike and our sincere thanks for a job very well done.

We would also like to thank Bob Sarra and Ralph Antimary both of Pianos N Stuff in Blawnox, Pennsylvania. Bob earned almost 14,000 points and Ralph an additional 12,000.

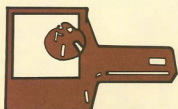


TUNER TIP.

Everyone knows that beginners have to spend a lot of time tuning. It takes a long time to train your ear to get those intervals right. With The Tuner, the owner of a new Ovation can tune up and get down to business right away. And whatsmore, having a visual aid to match up with what the ear hears, will speed up ear training. No "first guitar" should leave your store without one.

But don't be fooled into thinking The Tuner's only for beginners. Any pro who's had to tune up in a bar—or

Excellent Christmas sales were also posted by Steve Judge of Griggs Music in Davenport, Iowa; Tom Maccariello of Brian's Guitar in New Haven, Connecticut; Myrtle Ackerman of Ackerman's Music, Midland Park, New Jersey; Bill Acton, Leo's Music in Oakland, California; Ron Oberhue, Penguin Music, Toledo, Ohio; Debbie Pederson, Schmitt Music, Duluth, Minnesota; and Royal Lavallee, Floyd's of Hawaii in Honolulu. Together, these fine salespeople earned in excess of 100,000 award points in a 10-day period. ■



backstage when another band is booming over the monitors—knows there are times when you just can't hear well enough to do the job right. With The Tuner, perfection is possible under any conditions.

The Tuner—a must for beginners, a plus for pros. ■

Registration Card

Please complete and mail within ten (10) days.

Purchaser's Name: JOHN DOE
 Purchaser's Address: MAIN STREET
 City: ANYWHERE State: TEXAS Zip: 08000
 Dealer: KEYTOWN MUSIC
 Address: ZEPHYR DRIVE
DALLAS TEXAS
 Date of purchase: NOV. 14, 1978
 Age of purchaser: 21 Sex: M
 Occupation: MUSICIAN ☐ I've played guitar B
 Do you play: ☐ Professionally ☐ As a hobby
☐ Solo ☐ With a group
 What most influenced you to purchase an Ovation?
☐ A friend ☐ A teacher ☐ A professional
☐ A store or projection ☐ Ease of playing
 Where did you see Ovation first?
☐ Friend ☐ Newspaper Ad ☐ Magazine Ad
☐ Concert ☐ Dealer store ☐ Television
 What type of music do you play?
☐ Folk ☐ Rock ☐ Folk-rock ☐ Country
☐ Jazz ☐ Rock & roll ☐ Rhythm & Blues
☐ Classical ☐ Other
 What music magazines do you read? ROLLING STONE, GUITAR PLAYER
 Reason for buying an Ovation: SOUND, DURABLE, GREAT SOUND & PROTECTION
 Ovation Instruments Inc.
 Old Windsor Rd.
 Bloomfield, CT 06002
 A Kaman Company
 Bill Smyth
 #0010
 Printed in USA

Form No. LAO-620 312790

LIVING AWARDS

CERTIFIED MARCH 31, 1980

POINT CHECK 3,000

OVATION INSTRUMENTS, INC. EXPIRATION DATE

Pay to the order of:

JOHN JONES
576 NODOW AVE.
ARKANSAS, 77017

LIVING AWARDS HEADQUARTERS / 3603 S. KEMPER RD. / CHINCINNATI, OHIO 45236

or held for conversion any time up until March 31, 1980.)

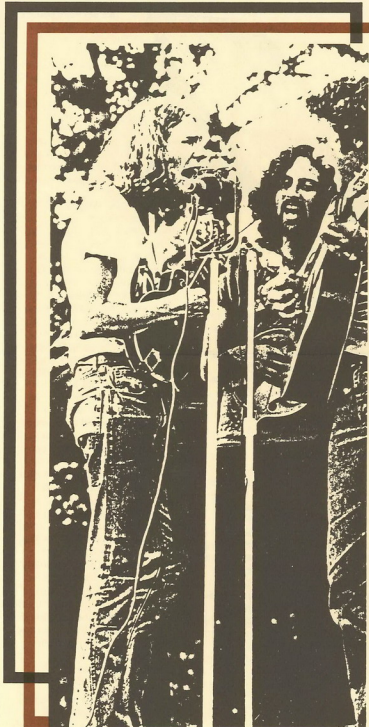
In order to make the program even more exciting in the coming year, there are some very important changes that all Winner's Circle members should be aware of.

point of sale to fill in this information, you will avoid delay and any possible problems in receiving the award points due you.

1979 will be another record year for Ovation. It is our sincere wish that all qualified

BLUEGRASS

3.



THE BLUEGRASS MARKET: What do they want in an instrument?

Bluegrass festivals all over the country have grown tremendously during the last few years. Audiences have mushroomed, and the number of pickers into Bluegrass have followed right along. Chances are you'll see more and more of them over the next few years.

When it comes to instruments Bluegrassers are a special breed and they make

special demands. They're hard to please, but if you understand what they're looking for and win them over as customers, you'll find them loyal. ■

What makes the Bluegrass Sound?

Bluegrass is first and foremost an acoustic sound. The band generally consists of four or five instruments—banjo (mandatory), mandolin and/or fiddle, bass, guitar, and sometimes dobro. Since the guitar is inherently the least projecting of all these instruments, your Bluegrass picker is going to be interested in having a LOUD guitar.

Some bands have two guitar players—one who sings lead and plays backup, and one who plays lead. But often one guitar player does double duty as both a backup and a lead instrumentalist. You'll save time if you can find out early on which of these categories your prospect fits into. The backup style requires a loud booming bass sound (the rhythm guitarist will probably pick up a flat pick and make the first and crucial test with a thunderous G run). The lead guitarist will want a lot of bass too and will also use a flat pick. But to play super-fast melody lines. He (or she) will appreciate the way the Ovation projects in the mid and upper ranges without muddying. Be sure and ask these pickers how they like the Ovation neck. ■

Take the A-Brace.

In Volume 1, Issue 4 of *Winner's Circle* we talked about Ovation's revolutionary A bracing—how it strengthens the spruce top while allowing maximum flexibility, and how that makes for a bigger bass sound and more mid range. Three guitars—The Anniversary, The LTD Legend, and The Custom Legend—now have that bracing, and any one of them is a good candidate for a bluegrass band.

Since this customer is as instrument-conscious as any



you'll meet—don't be afraid to tell the *whole* story. Your technical knowledge won't be wasted on this market. ■

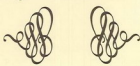
Who plays Ovation?

It wouldn't be fair if we didn't remind you that Bluegrass has long bought into the Martin mystique. Still, Ovation is making inroads every day. Tony Rice, one of the fastest flat-pickers in history, now sets aside his famous 1934 D28 when he wants a special sound, and picks up his Cus-



tom Legend. Watch out for the Tony Rice & Ovation ads in *Pickin'*, *Bluegrass Unlimited*, and *Guitar Player* magazine. Randy Scruggs, and traditional Bluegrassers Fred Pike and Bill Harrell have also gone over to Ovation. In November, J. D. Crowe and the New South visited the Ovation factory and put in their orders. That will be sure to turn a lot of heads.

So think Bluegrass and the A brace—the right Ovation for the right market. ■



WOOD



2.

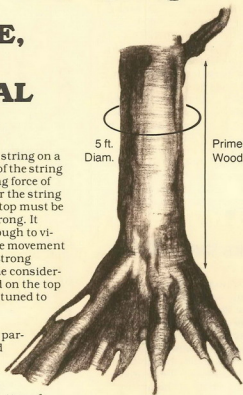


SPRUCE, THE MUSICAL WOOD.

When you pick a string on a guitar, the weight of the string becomes the driving force of the top. In order for the string to be effective, the top must be lightweight and strong. It should be light enough to vibrate freely with the movement of the string; and strong enough to resist the considerable tension placed on the top when the guitar is tuned to concert pitch.

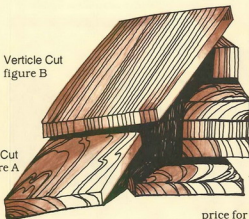
Evergreen trees, particularly Cedar and Spruce, have characteristics which produce the maximum combination of strength and lightness. No man-made material, with the exception of carbon graphite, comes even close. Cedar is primarily used in classical guitars, for although it produces superior sound charac-

teristics, it generally does not have the strength to stand up to the high tension on steel string guitars. At Ovation, we use only solid Sitka Spruce because it is light, tough, and



Verticle Cut
figure B

Flat Cut
figure A



extremely resistant to splitting and cracking.

The Spruce trees of Alaska and Canada can grow to be 200 feet tall and 5 feet in diameter. However, although the tree is large, there is approximately only 1 percent of the wood that is usable for Ovation guitar tops. This comes between the flair at the bottom of the tree and the first limb. The higher up the tree you go, the more numerous the limbs. And these show up as knot patterns in the wood.

The mill will take the usable section of Spruce and cut several large timbers or cants which may be up to 30 feet long. Another mill cuts the cants into boards 2 3/8 inches thick. This two-step process is necessary because our guitar tops require vertically cut grain (see figure B) which produces a series of parallel straight lines as opposed to the flat cut grain (figure A) which is the normal method of cutting commercial (lumberyard) wood and produces random patterns much like a contour map.

Once the wood is dried, an Ovation inspector is sent out to mark it. He traces a guitar-shaped template with a pencil and then stamps the tracing to indicate he has approved the quality of that wood. A good board can yield as many as 20 tracings or as little as one. For even though the board may be 30 feet long, we will cut it anywhere to produce even just one set. A single tracing is then resliced to produce four or five bookmatched guitar tops.

We set very tough specifications for the wood we purchase. It must be free of knots, pitch pockets, mineral streaks, bear claws, stains, and be uniform in color. In short, in order for Ovation to accept the wood, it must be flawless in appearance.

We pay a high price for this unmatched quality. A board 20 feet long that can yield guitar tops along its entire length costs us \$300. A lower quality wood that the mill might sell for use in aircraft would cost about \$100 for the same length. Construction quality wood that you might buy at the lumberyard would cost approximately \$8 for the same size piece. Once the wood arrives at Ovation, it is stacked with small sticks placed between the pieces to allow uniform drying. We then regrade the wood and assign its use on a particular model guitar. We then joint it on edge and bond the bookmatched set together to make the guitar top. Next, we taper sand it to produce a top which is thicker at the fingerboard end and thinner at the bridge end. All tops are then deflection tested. This is done both manually and mechanically to ensure that the stiffness corresponds to the requirements of specific guitar models (variations can be as high as 400% between different tops). Finally, the wood is again graded according to its physical appearance.

We believe it is our obligation to do everything possible to acquire the very highest quality Spruce that is available anywhere. Ovation guitars are the best. And even the least expensive model in our line is a major expense for most consumers. And, they have a right to get what they paid for. In short, we're in business to provide you, and ultimately your customer, with the finest guitars on the market today. When your customer buys an Ovation, welcome him to the Winner's Circle. ■

ROY & SUCCESS

4.



Roy Clark



35 MILLION PEOPLE AND 3 OVATION GUITARS.

Roy Clark, says *Guitar Player* magazine (cover story, Nov. '78), "is the most visible guitar player in America today." Some 35 million people see him on Hee Haw each week—as co-host, singer, multi-instrumentalist, and comic. He's equally at home playing banjo, fiddle, or mandolin, but hardly a week goes by without showing Roy on at least one of his three Ovation guitars. Hee Haw is the most successful syndicated televi-

sion program of all time and is still going strong in its 10th year, thanks in no small part to Roy's input both on and off camera.

Besides his regular appearances on Hee Haw, Roy sometimes hosts the Tonight Show, and makes guest appearances on talk shows and specials, reaching an even wider audience. Recently he's even turned up in a commercial, Adams in hand, extolling

the virtues of Pringles' Potato Chips. He's made nearly 40 LP's, including instrumental albums and a down-home recording with family and friends which made No. 1 on the Country Charts.

Roy has succeeded as an entertainer while keeping his reputation as a virtuoso guitar player. Perhaps more than any other Country artist, he's made a successful crossover, appealing to audiences with widely divergent tastes without sacrificing his down home feeling. Roy Clark is grass roots and, to many people, the personification of American music.



In March, 1978, *Pickin'*, a magazine about Bluegrass and Old Time Music, did a cover story on Roy, in which he

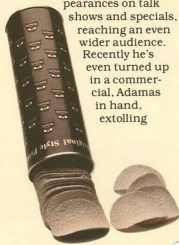
talked about his early exposure to traditional acoustic music and his dedication to keeping it alive:

"I think of all music as different branches of a tree. Country music is the trunk . . . it's people playing and singing for their own entertainment . . . If that trunk ever dies, it's all going to go—the branches, the leaves, and everything else."

In 1974 Roy Clark was voted Entertainer of the Year by both the Country Music Association and the Academy of Country Music (joining Glen Campbell, another Ovation picker in the latter distinction). He's also won numerous guitar playing polls and awards.

Roy was born in Southwest Virginia, an area with a rich musical tradition. His first guitar was a \$14.95 Sears Silvertone. By his own estimation he spent 8 to 9 hours a day practicing. Within a few weeks he was able to play square dances with his father.

Since that time he's worked his way through a veritable who's who of acoustic and electric guitars, always looking for more flexibility and the right sound. He has all the products of the guitar maker's art at his disposal, so we're naturally proud that he currently plays both the 6 and 12 string Adams, and the 12 string Electric Deacon. The Adams, with its unique appearance and booming sound has been very much in evidence on recent Hee Haw shows as well as the Pringles' commercials. When a guitarist of Roy Clark's ability and stature picks Ovation we consider it the strongest endorsement possible. ■





Rock Country Bluegrass



Jazz & Ovation

People who make their living from music make it with Ovation. Artists like Nancy Wilson, Roy Clark, Tony Rice and Larry Coryell. On tour, the roundback is tough and consistently playable. And it sounds great (if it didn't, they wouldn't play it).

Choose from nylon, 6 and 12-string models. With or without Ovation's famous acoustic-electric pickup. Whatever your music, make it with Ovation.

Ovation Instruments Inc., Blue Hills Ave. Ext., Bloomfield, CT 06002
A Kaman Company
Send \$6v each for any of the full color posters below. A complete set of 10, \$5.00. Add sales tax where applicable.

- | | |
|---|---|
| <input type="checkbox"/> Joan Armatrading | <input type="checkbox"/> Kenny Loggins |
| <input type="checkbox"/> Glen Campbell | <input type="checkbox"/> Jeff Lynn (E.L.O.) |
| <input type="checkbox"/> Roy Clark | <input type="checkbox"/> Dave Mason |
| <input type="checkbox"/> Larry Coryell | <input type="checkbox"/> Tony Rice |
| <input type="checkbox"/> Al DiMeola | <input type="checkbox"/> Nancy Wilson (Heart) |

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