

OVATION
WINNERS' CIRCLE
NEWS

ISSUE NO. 3
1979

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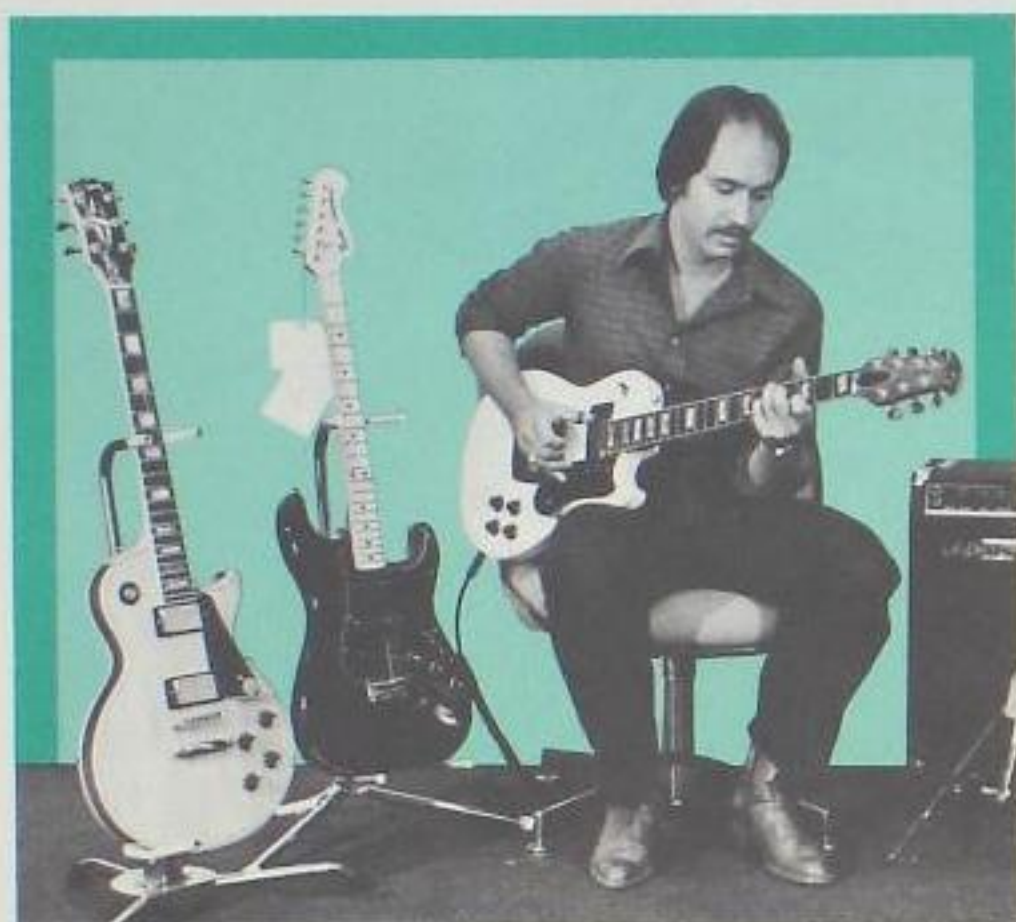


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1. DEMONSTRATE, IT WORKS



TOMMY AND THE UK 2

Tommy Mec doesn't perform as much as he'd like to any more, but as far as we're concerned, he's a superstar. Besides playing guitar, Tommy works for Brian Guitars in New Haven, Connecticut. And Tommy, we are happy to say, has come up with a way to demonstrate our new UK 2 so that customers can fully appreciate its sound.

New Haven is no slouch when it comes to music. Not only is it home base for many New York City guitarists, it's also a stopping off point on the Boston-Washington D.C. concert tour route, and a thriving music center in its own right. So customers who shop for instruments at Brian Guitars are knowledgeable and sophisticated... a very picky class of people.

COMPARE, HEAR THE DIFFERENCE

Together with store owner Brian Cohen, Tommy Mec has set up a demonstration area

that includes the Ovation UK 2 and two other guitars which they feel are our closest competition. All three are side by side, ready to be plugged into the same amplifier. In his demo, Tommy compares all three for output, sound and sustain. He plays a few chords, and goes through several rock and jazz riffs.

Musicians appreciate the tough, lightweight Urelite™ body of the UK 2, balanced and shaped for comfort and control. And they are enthusiastic about how the new integral design forms a rigid unit from the bridge to nut, for maximum sustain. But most of all, they like the sound channeled through advanced double-coil bar style pickups wired for both series and parallel configurations for ultimate sound control.

TOMMY GETS RESULTS

Judging from Tommy's sales record with the UK 2, the demo works. Tommy says the UK 2's superior sound and all around musical versatility lets the instrument speak for itself. And Tommy should know. Since June of 1979 when we first introduced the UK 2 to the market, he's accumulated 115,000 award points. And that's a lot of UK 2's.



2. THE STARS HELP SALES

WHAT ENDORSEMENTS MEAN TO YOU

When John McFee of the Doobie Brothers steps on stage to play his new Ovation UK 2 solid body, other musicians sit up and listen. John likes his Ovation so much he's become another Ovation endorsee. Does the fact that John McFee endorses Ovation, actually mean increased sales? You bet it does. Any time a top name group or solo artist endorses Ovation, guitarists pay serious attention. They want to play what the stars play.

PICK A STYLE, ANY STYLE

It's no accident that talented musicians in rock, folk, folk-rock, bluegrass,

country, classical, jazz, pop, and a few styles we've probably forgotten to mention endorse Ovation. Research shows that ambitious amateurs are heavily influenced by the tastes of musicians who've already made it. We've



used this research to develop our Ovation Endorsement Program by using big name stars in a variety of musical idioms to endorse our guitars. We've made sure each of our potential customers can relate to a favorite musician who plays and endorses Ovation products.



IN PRINT OR IN THE FLESH, ENDORSE- MENTS WORK



In 1979 we planned a national advertising campaign to highlight selected endorsees through consumer magazine advertisements and display posters. The ads ran in national magazines sure to attract the attention of up-and-coming musicians. For example, one such ad, featuring jazz great Larry Coryell playing the Adamas, appeared in *Rolling Stone*, *Guitar Player* and *International Musician*, to name just a few. We gave the same thorough treatment to our posters. The series consisted of eleven posters featuring Coryell, Tony Rice, Glenn Campbell, Roy Clark, Nancy Wilson, Marcel Dadi, Al Di Meola, Kenny Loggins, Joan Armatrading, Dave Mason and Jeff Lynne, all performing on Ovations. Our national advertising, offering these posters for a nominal fee, generated tremendous consumer response. As a result, many of your customers now have Ovation posters hanging on their walls.

In the concert hall, the atmosphere is thick with excitement. Up in the lights, there's Dr. Hook with a stage full of Ovation guitars. Jance Garfat cuts loose with his Magnum bass, and the audience roars. A



memorable performance, and instruments the prospective customer remembers. When played on tour, large audiences not only see Ovations, but also hear the sound they deliver. Live performances backed by reminders in print keep our Ovation endorsees out in front.

POINT TO THE STARS

Whether your customers see top musicians playing Ovation guitars in magazine advertisements and posters or on stage, TV or album covers, the message is the same. The Stars are making it big with the big Ovation sound. Use our en-



dorsement program to help make your next sale. Point to that poster of Kenny Loggins playing the Electric Custom Legend. Say Loggins chose Ovation because Ovation delivers the sound he wants. Frankly, it's a good way to sell more guitars. Our endorsees use Ovation because they choose Ovation. And your customers will too.

3. A WORD ABOUT POSTERS

Reputedly, a picture is worth a thousand words. If you keep track of all the customers who stop to look at the Ovation posters hanging in your store, you'll find those pictures do a lot of talking.

We've developed our poster program to build customer awareness of the many kinds of music played on Ovations, and of the stars who make the music. In addition to distributing our posters to authorized Ovation dealers, we also offer them through our magazine ads directly to the customer.

All Ovation posters are graphically appealing and feature performers most people recognize on sight. Here are a few ideas on how you can use your posters

Attract Attention, Use Posters



to best advantage:

- If you're carrying a particular model Ovation for the first time, use a poster to introduce that new product
- Consider hanging a single poster in a clear space on the wall for maximum visual impact
- Or, consider hanging a lot of posters vertically for a more festive "collage" effect
- Consider using your posters as a backdrop for displaying a single Ovation acoustic on a guitar stand
- Want to attract more walk-in customers? Get some posters in your windows. Hang at eye level to attract window shoppers' attention.

4. QUALITY CONTROL

Ovation acoustic and acoustic-electric guitars can be played right out of the shipping carton. In most instances, few, if any adjustments are necessary. This high standard of quality is a direct result of our unique quality control program at the Ovation plant in New Hartford, Connecticut. Because we do it right from the start, Ovation guitars look and play right from the start.

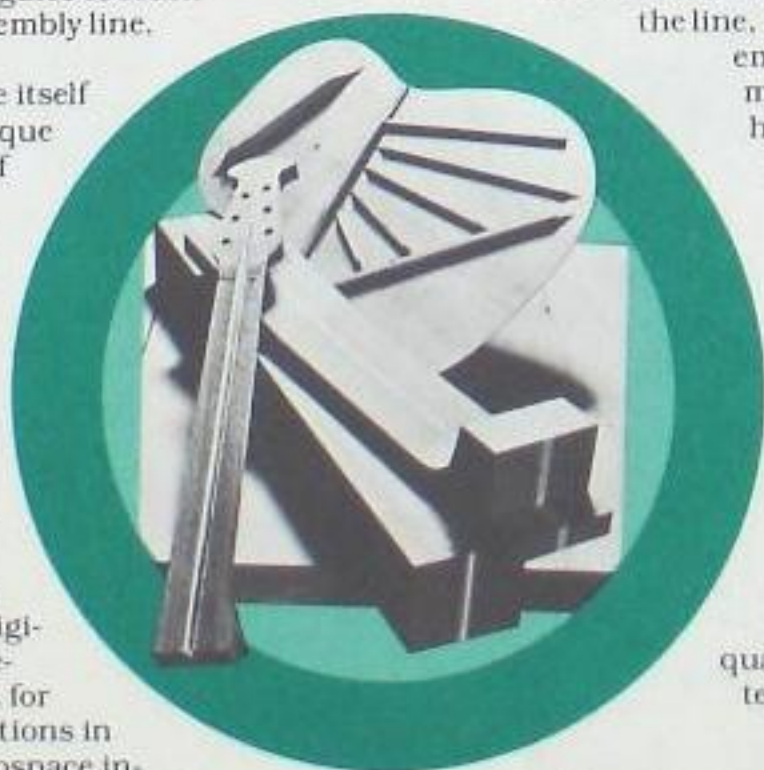
Ovation quality control begins with the selection of raw materials. Quality control experts Dave Repp and Jim Rickard travel to mills that cut most of our woods, and hand-select the finest sitka spruce (tops), ebony (fingerboards), mahogany and rock maple (necks). Pieces with knots, streaks or blemishes are rejected before they even have a

chance to pass through our factory gates to reach the assembly line.

The line itself is a unique blend of automated and hand

operations. Special jigs, originally developed for applications in the aerospace industry, ensure that all surfaces are machined and

fitted to extremely precise tolerances. Throughout the line, Ovation employees maintain high production standards to ensure



that only the highest quality materials are used.

The line is divided into three major assembly areas.

Each area includes a quality control station where guitars are thoroughly checked by trained inspectors for appearance and construction. Continuous monitoring and quality analysis guarantees that any problem guitar is rejected before it reaches the end of the line.

THE DETAIL SHOP

Construction begins with the major components, the bowls, tops, and necks. In the detail shop, the neck is laminated, drilled for machine heads and rough shaped on a vertical copy lathe. Fret slots are sawn into our ebony fingerboards on a

special 21 blade saw to guarantee proper fret spacing and alignment within $\pm .005$ inches. The fingerboards are radiused to precise tolerances for playing ease, fitted with inlays and bonded to necks. The bowl consists of Lyrachord[®] precision formed under controlled heat and pressure in matched steel molds. After formation it is set aside to cure. The top is sawn from hand selected sitka spruce, fitted with a bracing pattern and bonded to the finished bowl. Before leaving the detail shop, each part is carefully inspected for quality and appearance. No neck, bowl, or top moves on through the line unless it meets rigorous Ovation quality criteria. Rejected pieces go to the scrap heap.

SUB-ASSEMBLY SHOP

In the sub-assembly shop the rough necks and bowls begin to take on the appearance of fine guitar components.

Frets are bonded into place and honed to precise tolerances. Each completed neck is final shaped by hand for maximum playing comfort. The neck is then carefully hand fitted to the bowl. The finish is applied, allowed to dry, and the instrument is hand buffed and polished. Then the bridge is bonded to the top and the rosette is installed around the sound hole.

Sub-assembly is a critical inspection point, for it is here that raw materials begin to come together as a fine guitar. The standards for inspection at this control station have been estab-

lished through knowledge and experience. Each guitar is thoroughly checked for quality of assembly and finish.

FINAL ASSEMBLY SHOP



Lyrachord[®] bowls are made one at a time on custom-built molds.

Once the guitar passes sub-assembly inspection, it is ready for the final assembly shop. Here the machine heads, nut, saddle and electronics (on acoustic-electric models) are added. The strings are installed and tuned to pitch. The neck and fingerboard are checked and adjusted for alignment and the saddle is shimmed to ensure proper action. All guitars are checked for playability and if necessary fine adjustments are made.

Then all steel string guitars are put away on a rack to cure. We've discovered that tuning the guitar to concert pitch and allowing it to cure at full tension, will reveal any inherent flaws in construction. Guitars which pass the tension test are sent to final set up and inspection. In final inspection, the guitar is play tested by musicians who understand guitars from the performer's point-of-view.

OVATION QUALITY. YOU HAVE COME TO EXPECT IT



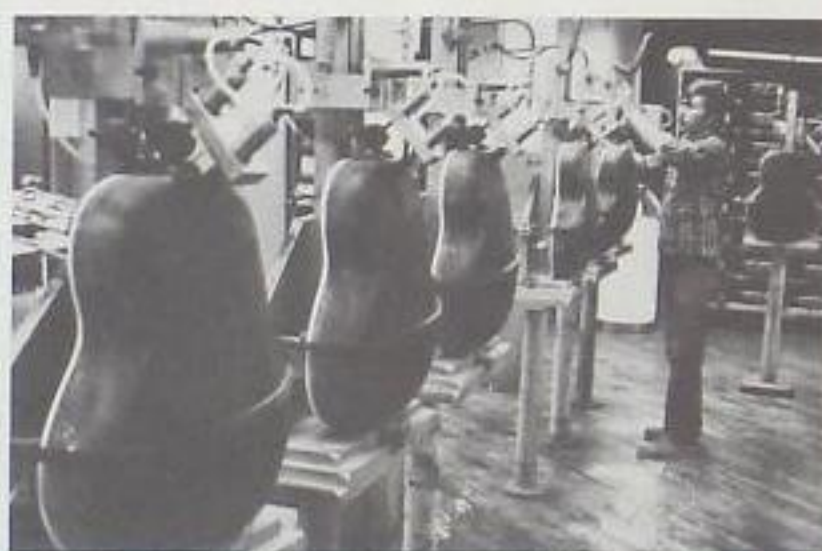
Neck widths are carefully checked.



Tops and bowls are bonded under exacting conditions.



Tops are inspected before they are hand fitted to neck.



Neck assembly is bonded to bowl on equipment which guarantees perfect alignment.



After honing, fret alignment is checked.



All guitars are play tested before they are shipped.

By the time an Ovation reaches your store, it has been inspected thoroughly and all parts that make up the guitar have been carefully examined before they even make it to the assembly line. Because of Ovation's quality conscious craftsmen, custom-built standards are maintained in every guitar we ship.

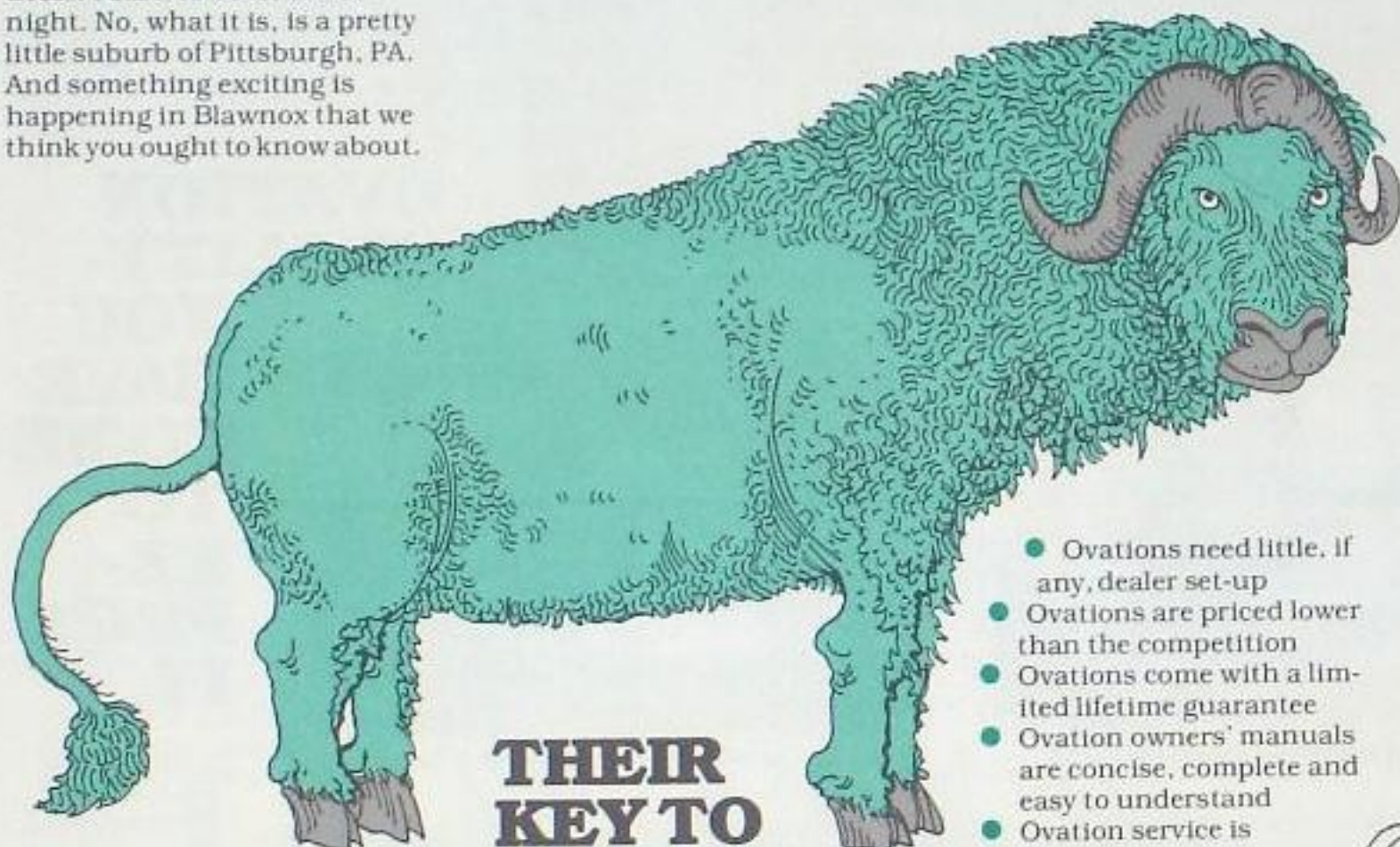
5. WHAT'S A BLAWNNOX?

THREE GUESSES

You're wrong. A Blawnnox is nothing to eat, drink, smoke, or carry around in your pocket. You can't take pictures of the Eiffel Tower with it, and it doesn't bark to be let out at night. No, what it is, is a pretty little suburb of Pittsburgh, PA. And something exciting is happening in Blawnnox that we think you ought to know about.

So what's all the excitement about? Planos n' Stuff is one of our top award point winners. Between the two of them, Robert and Ralph have accumulated a whopping 206,435 points. When translated into Ovation sales, that's a mountain of guitars.

Over the sound of electric guitar demonstrations going on in the background, Ralph Antimary ticked off the basics for us:



THEIR KEY TO SUCCESS

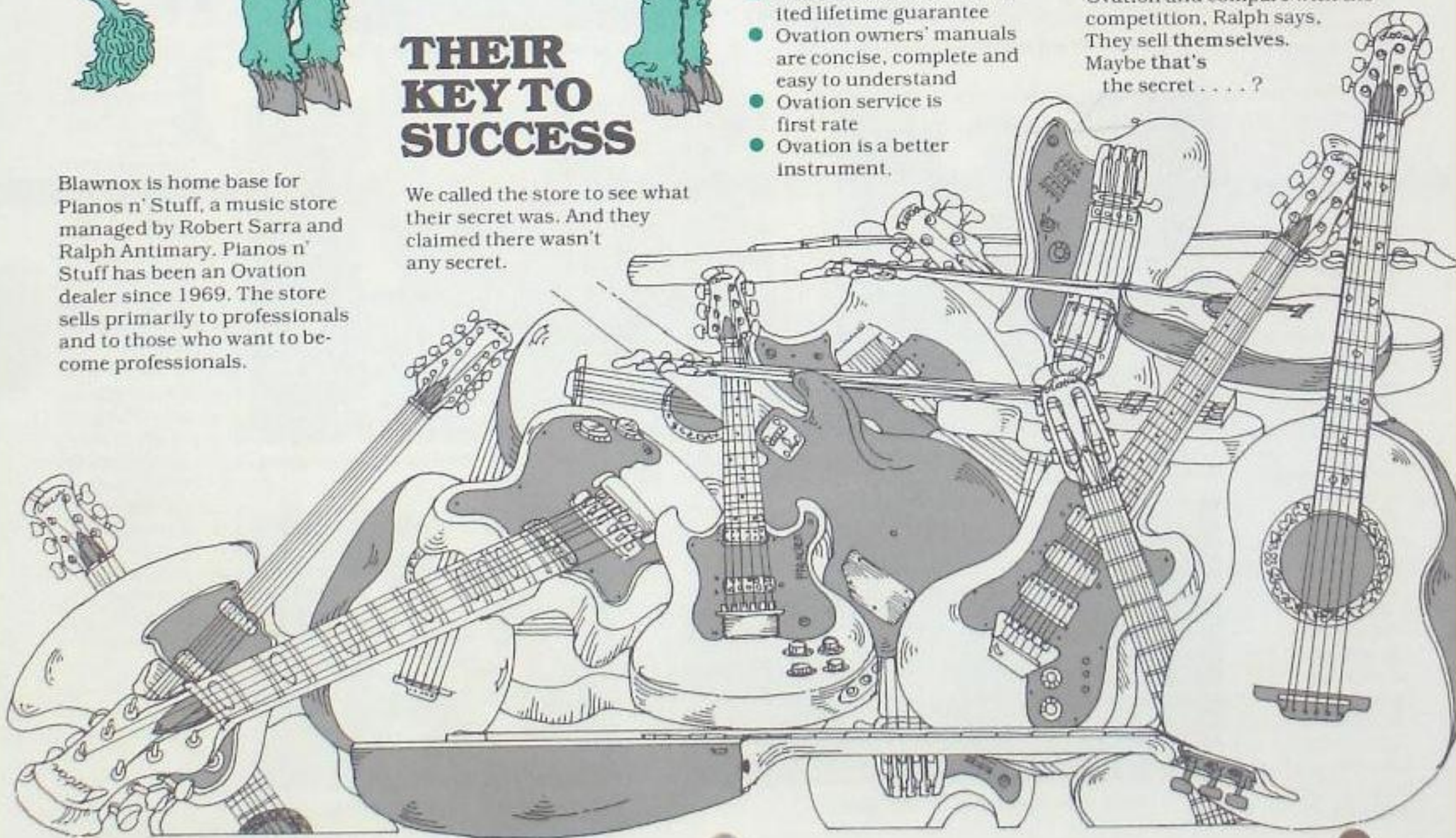
Blawnnox is home base for Planos n' Stuff, a music store managed by Robert Sarra and Ralph Antimary. Planos n' Stuff has been an Ovation dealer since 1969. The store sells primarily to professionals and to those who want to become professionals.

We called the store to see what their secret was. And they claimed there wasn't any secret.

- Oventions need little, if any, dealer set-up
- Oventions are priced lower than the competition
- Oventions come with a limited lifetime guarantee
- Ovation owners' manuals are concise, complete and easy to understand
- Ovation service is first rate
- Ovation is a better instrument.

AT PLANOS n' STUFF IT'S OBVIOUS

We asked Ralph if he did anything special to demonstrate Oventions. He told us that many customers have already been turned on to Ovation by word-of-mouth before they even enter the store. Once they play Ovation and compare with the competition, Ralph says, They sell themselves. Maybe that's the secret . . . ?



6. INTRODUCING MAGNUM 2



BEFORE THERE WAS LIGHT

Back in the dark ages, each electric bass had one sound and one sound only. If the bass was built to sound funky, you played funky. If it was built to sound mellow, you played mellow. To change sounds, you changed basses. Or you found a new band. Now the average musician knows it isn't practical to support a truck load of basses, (let alone find time to keep them all in tune). The system had some obvious disadvantages.

THEN THERE WAS LIGHT

After watching bass players struggle to keep their wits as bands changed sounds faster than they could swap instruments, Ovation combined some basic principles of bass guitar design with the latest in electronics technology and sprinkled in a large measure of common sense. Enter, the Magnum 2.

WHO TURNED ON THE LIGHT?

The Magnum 2, with 3 band graphic equalizer, puts the one bass, one sound idea to rest.

From a deep natural piano bass sound to a tight raunchy rock sound, the Magnum 2 offers total control over output. One look at the position of the graphic equalizer slide controls, and the musician sees a graphic representation of the Magnum 2's entire response curve, for precise control over the entire output range. For example, with the control slides set at maximum bass (+12dB), minimum mid-range (-12dB) and maximum treble (+12dB) the Magnum 2 sounds like an acoustic bass. The response curve is basically

flat with a notch in the mid-range. With maximum mid-range and treble (+12dB) and minimum bass (-12dB), the Magnum 2 pumps out a penetrating rock bass sound. The response curve is essentially flat from 400 Hz into the highest treble ranges, but drops off sharply under 400 Hz. Sound complicated? It's really not. Think of the settings on the equalizer control board as a "picture" of how the bass sounds. It's that simple.

Magnum 2's "active" preamplifier is driven by 8 low noise low current op amps and features built-in volume compensation. Volume compensation permits tone adjustments through a ± 12 dB range in all three bands without loss or gain of signal strength. This



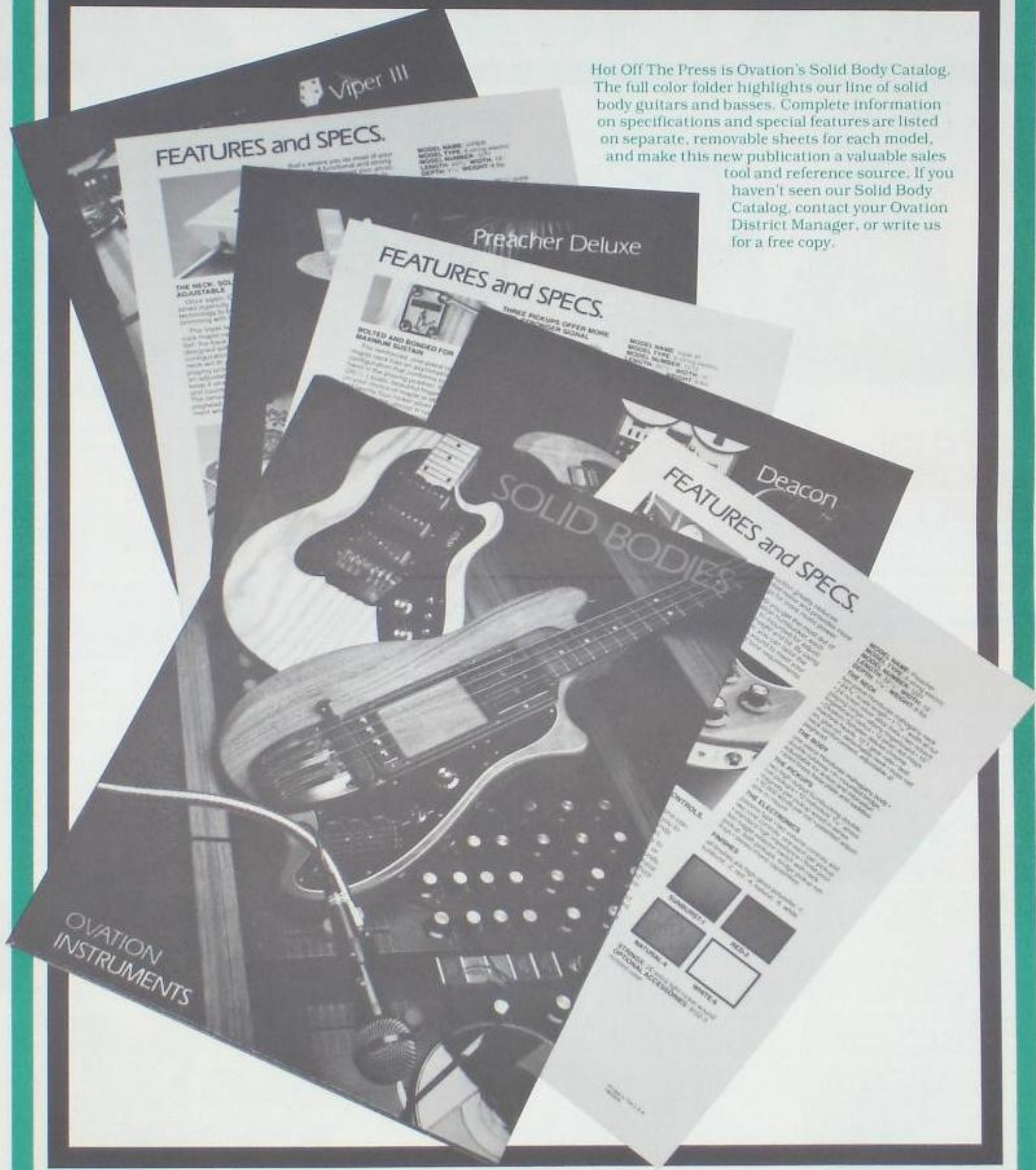
means that whatever the Magnum 2's equalizer settings, its volume is always in balance with other instruments in the group. Our active electronics give a wider tonal range, more control, and cleaner, more even response.

THE LIGHT SHINES ON

We've applied the same kind of advanced design ideas to other parts of the Magnum 2 as well. The adjustable humbucking bridge pickup features a U-shaped pole piece with 2 coils to catch high overtones and deliver strong output. The humbucking neck pickup features 4 coils, staggered to permit more windings. Combined with individual volume controls, you get incredible power and response. As with all Ovation electrics, the Magnum 2 features its own fully adjustable neck and tailpiece design for precise action and intonation.

When your customers stagger in out of the dark ages looking for salvation in the bass department, give them a ray of light in an otherwise bleak world. Show them the Magnum 2. You just might start another great crusade.





Hot Off The Press is Ovation's Solid Body Catalog. The full color folder highlights our line of solid body guitars and basses. Complete information on specifications and special features are listed on separate, removable sheets for each model, and make this new publication a valuable sales tool and reference source. If you haven't seen our Solid Body Catalog, contact your Ovation District Manager, or write us for a free copy.

FEATURES and SPECS.

MODEL NAME: Viper III
MODEL TYPE: 3-String Electric
MODEL NUMBER: 1013
LENGTH: 40" WIDTH: 12" DEPTH: 1 1/2" WEIGHT: 6 lbs

Preacher Deluxe

FEATURES and SPECS.

BOLTED AND BONDED FOR MAXIMUM SUSTAIN

The reinforced, bolted neck is bonded to the body for maximum sustain and resonance. This unique construction eliminates the need for a separate neck plate, and provides a more solid, unified sound.

THREE PICKUPS OFFER MORE BRIGHTER SIGNAL

MODEL NAME: Preacher Deluxe
MODEL TYPE: 3-String Electric
MODEL NUMBER: 1014
LENGTH: 40" WIDTH: 12" DEPTH: 1 1/2" WEIGHT: 6 lbs

Deacon

FEATURES and SPECS.

MODEL NAME: Deacon
MODEL TYPE: 4-String Electric
MODEL NUMBER: 1015
LENGTH: 40" WIDTH: 12" DEPTH: 1 1/2" WEIGHT: 6 lbs

THE BODY

The Deacon features a solid body construction with a bolted neck for maximum sustain and resonance. The body is finished with a high-gloss, scratch-resistant finish.

THE PICKUPS

The Deacon features three pickups for a bright, clear sound. The pickups are hand-wound and provide a rich, full tone.

THE ELECTRONICS

The Deacon features a control panel with two volume knobs and a tone knob. The controls are easy to use and provide a wide range of sound options.

FINISHES

The Deacon is available in a variety of finishes, including Natural, Sunburst, and Red. The finishes are durable and provide a beautiful look.

<input type="checkbox"/> NATURAL	<input type="checkbox"/> SUNBURST	<input type="checkbox"/> RED
<input type="checkbox"/> WHITE	<input type="checkbox"/> OTHER	

STANDARD 25-amp power supply
OPTIONAL ACCESSORIES: 1016

OVATION
INSTRUMENTS