



## The Martin Guitar. Right from the beginning.

You are looking at the beginning of a hand-made Martin Guitar. These giant logs of African Mahogany, Indian Rosewood, and Sitka Spruce are selected individually by Martin representatives who travel the Ivory Coast, the State of Kerala in Southern India, and the Pacific Coast as far as Alaska to find the world's most suitable woods.

The logs are then shipped, often half way around the world, to

our own saw mill in Nazareth, Pennsylvania. Not somebody else's saw mill, but CF Martin's. When you care very much about your product, and your customer's satisfaction, it makes sense to control every step of production. We're one of the few guitar makers in the world who prefer to buy their own wood and cut the logs right where they make their instruments.

But this kind of interest in the product—and your pleasure—is what makes the Martin right,

right from the beginning. Extra work perhaps but the Martins, father and son, don't want it any other way. Their ancestor founded the company in 1833. They want the Martin name on an instrument to mean what it has meant for the past 143 years. That it's *right* from the beginning.

**THE CF MARTIN  
ORGANISATION**

Nazareth, Pennsylvania 18064