

# AND BASSES

**Custom-made to your specifications!**

Most guitar companies make basses. Yet, in their design, many simply do one of two things; they either build a really high-end, esoteric, exotic, oil-finished instrument, or they copy an existing, accepted style.

Here at Valley Arts, the Custom Pro Bass is made "your way". We can either provide standard specifications, or follow your direction when it comes to wood type and performance features that fit your needs.

Here are a few examples:



**SKCB**

Natural Finish

1 pc. Mahogany body, solid ebony fretboard, birdseye maple neck, Double "P" pickups, Hip-shot drop "D" tuner, all gold hardware, available in all colors.



**BBT4**

Quilted maple top, 1-piece alder body, EMG pickups, rosewood neck.

**BBT5**

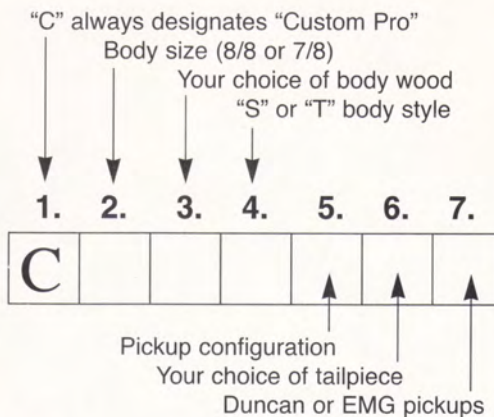
Same as the BBT4 in 5-String



Fire Burst

## How to Order Custom Pros:

The Valley Arts Custom Pro ordering system is really quite simple. Excluding colors and optional ML2<sup>®</sup> and Interlock<sup>®</sup>, the basic model number is made up of 7 positions (or squares) which represent the following categories:



Fill in the squares with the following choices:

**1. This space never changes**  
C...Designates "Custom Pro"

**2. Body Size**  
8...8/8 Size (full size)  
7...7/8 Size

**3. Body Wood**  
Q...Quilted Maple  
F...Flame Maple  
G...Figured Maple  
H...Lightweight Maple  
S...Swamp Ash  
A...Alder  
M...Mahogany  
B...Bent Top Quilt or Flame  
C...Carved Top Alder

**4. Body Style**  
S...Conventional "S" Shape  
T...Conventional "T" Shape

**5. Pickup Configuration**  
0...H/H (2 Humbuckers)  
1...H/S/H (Hum/Single/Hum)  
2...S/S/H (Single/Single/Hum)  
3...S/S/S (3 Single Coil)

**6. Tailpiece Configuration**  
1...Floyd, Rear Route  
2...Floyd, Pickguard  
3...Stop-tail, Rear Route  
4...Stop-tail, Pickguard  
5...Vintage Trem, Rear Route  
6...Vintage Trem, Pickguard

### Color Codes:

NL: Natural  
BK: Black  
WH: White

AB: Antique Burst  
VB: Violet Burst  
VBB: Violet Blue Burst  
GB: Green Burst  
BB: Blue Burst  
FB: Fire Burst  
KB: Black Burst  
GKB: Green Blackbst  
RKF: Red w/Blackbst  
BKB: Blue w/Blackbst  
WB: Watermelon Burst  
AMB: Aquamarine Burst

TB: Trans Blue  
TK: Trans Black  
TR: Trans Red  
TC: Trans Creme  
TP: Trans Purple  
TG: Trans Green

MB: Midnight Blue  
OB: Oriental Blue  
CR: Candy Red  
EG: Emerald Green  
KG: Kelly Green  
SG: Sunset Gold

MG: Marteen Gold  
OT: Orange Teen  
PT: Purple Teen  
GT: Green Teen

# LUTHIER'S CHOICE SERIES

From its inception, this guitar was a classic beauty possessing all the charm and elegance of a masterpiece. The selection of wood is the very heart of its incredible tone. The one-piece, carved Honduras mahogany body and headstock are all hand-trimmed with white binding. The base of the rosewood fingerboard is hand-carved to a fine point. Abalone position markers add to the sleek design of the birds-eye maple neck. We installed a stop-tailpiece with a Nashville Tune-o-matic bridge for that good old tone and "sustain for days" sound. We topped it off by adding 2 Duncan P-90 style pickups that scream with vintage tone.

## SPECIFICATIONS • C7LC

Body: . . . . .1-Piece Carved Mahogany  
 Heel: . . . . .Bolt-on  
 Neck: . . . . .Birds-eye Maple  
 Fingerboard: .Rosewood  
 Markers: . . . . .Abalone dot  
 Frets, Scale: .24, 24 3/4"  
 Pickups . . . . .Duncan P90s  
 Selector: . . . . .3-way Switch  
 Controls: . . . . .1 Volume, 1 Tone  
 Pickguard: . .None  
 Bridge: . . . . .Stop-Tailpiece  
 Tuners: . . . . .Die-cast 6-in-line  
 Hardware: . .Gold  
 Colors: . . . . .Trans Blue



**C7LC2**  
Trans Blue

Same as the C7-LC with EMG SA/SA/85 pickups, 5-way selector and herringbone binding.

**C7LC**

**Antique Burst**



These instruments are so individually unique, we choose to name each one according to its own characteristics. Hence the name "Tono de Unica Personalidad". Each model comes with its own Certificate of Authenticity. These models are extremely limited.

**LCCA**

**Natural Finish**

Features include: AAA solid spruce top; rosewood back and sides; herringbone binding; pearl inlay; ebony bridge; bone nut and saddle.



# THE ROBERT JOHNSON

Features include:  
Solid spruce top; rosewood back and sides; pearl inlay; ebony bridge and fingerboard; jumbo frets; deluxe Kluson tuners; engraved headstock plate.



**RJ1935N**  
Natural Finish

**RJ1935B**  
Black Burst



Inside label which includes the serial number and Robert Johnson's facsimile signature.



John Maher, Jeff Healey and Steve LaVere at the Robert Johnson guitar introduction.

Kevin Moore



Inset: Keb Mo as Robert Johnson in a docu-drama on his life and music

## The Process

The first six prototype models were made with six different internal top bracing patterns, each possessing its own unique volume, balance and tone characteristics. Then, Mr. LaVere and "Keb Mo" met with our Valley Arts Custom Shop luthiers. They spent the entire day analyzing the sound of each instrument under every type of acoustic and "amplified" application.

After choosing the best sounding bracing pattern, four more prototypes were built, this time with different neck and head stock shapes, different fret sizes, and four unique top and soundhole inlay patterns. The vote was unanimous when it came to the fingerboard; solid ebony with mother-of-pearl abalone inlays and, most importantly; big, fat, German silver frets for precise string intonation and easy, easy string bending.

After receiving final approval on all of the above, we then built four more prototypes (that's 14 so far in case you lost count) and sprayed the bodies with contrasting finishes. We outfitted these guitars with different hardware, and were asked to come up with variations on the types of decal applications for the front of the headpiece. The Estate had to approve everything including the studio portrait on the inside label, the 14K gold plated headpiece logo decal and, yes, Robert Johnson's signature which was reproduced from his marriage license found in Hazelhurst, Mississippi.

The end result is the world's best looking, best playing, best sounding acoustic for the Blues musician (which also happens to be on of the most collectable instruments in recent history). The final prototypes were introduced at the 15th Annual KLON Blues Festival with the help of our friend, Jeff Healey, who pulled the winning ticket for a guitar drawing to highlight this historic event.

## The Motivation

Finally (because we know it'll come up), it's important to mention here that, as the agent for the Johnson Estate, Steve LaVere is the "Blues Policeman" (as Keb puts it). Steve makes sure that a portion of the proceeds from the sale of every guitar goes right back to the Robert Johnson Estate. We at Valley Arts want you to know that this whole, long, drawn-out, tedious project is the result of a love and respect for the music and community that make up the Blues. While, of course, we have to make a profit to stay in business, it is not our intention to exploit this rich musical treasure in our American heritage. Our goal is only to earn the right to represent it.

## The Inspiration

- By John Maher, Director of Marketing

It was the 14th Annual KLON Long Beach Blues Festival. Headliners included Little Milton, John Lee Hooker, Charlie Musselwhite and James Cotton, with a special tribute to the music of Robert Johnson featuring Robert Lockwood, John Hammond, Rory Block and Kevin Moore (AKA "Keb Mo").

The stranger next to me was sipping a cool, dark, Negra Modelo. As I looked upon my wimpy "Lites", I decided to strike up a conversation in the hopes of weaseling away one of his prize brewskis.

As it turns out, the stranger was Mr. Steve LaVere, Blues historian and agent for the Estate of Robert Johnson. Steve got to talking about how his dream was to help orchestrate the creation of the ultimate acoustic guitar for the serious Blues musician, and how he wanted to dedicate the instrument to the memory of the "King of the Delta Blues".

At this point, the last thing on my mind was the guy's beer. As he raged on about how he wished he could get someone, *anyone* in the guitar business to listen, I was already picturing the guys in the Custom Shop finishing up on the first prototypes.

To make a long story short, we struck a deal. A deal that gives a portion of the sales proceeds right back to the Robert Johnson Estate, and gives every guitar player access to what has been hailed as the finest Blues acoustic ever made.

But it didn't come easy. In fact, as the agent for the Johnson Estate, Steve LaVere had the weight of the entire Blues community on his shoulders. Not only was his own personal reputation at stake, but the integrity of the Robert Johnson name also hung in the balance. These things had to be *perfect*.

## Philosophy

- By Steve LaVere, Agent for the Estate of Robert Johnson

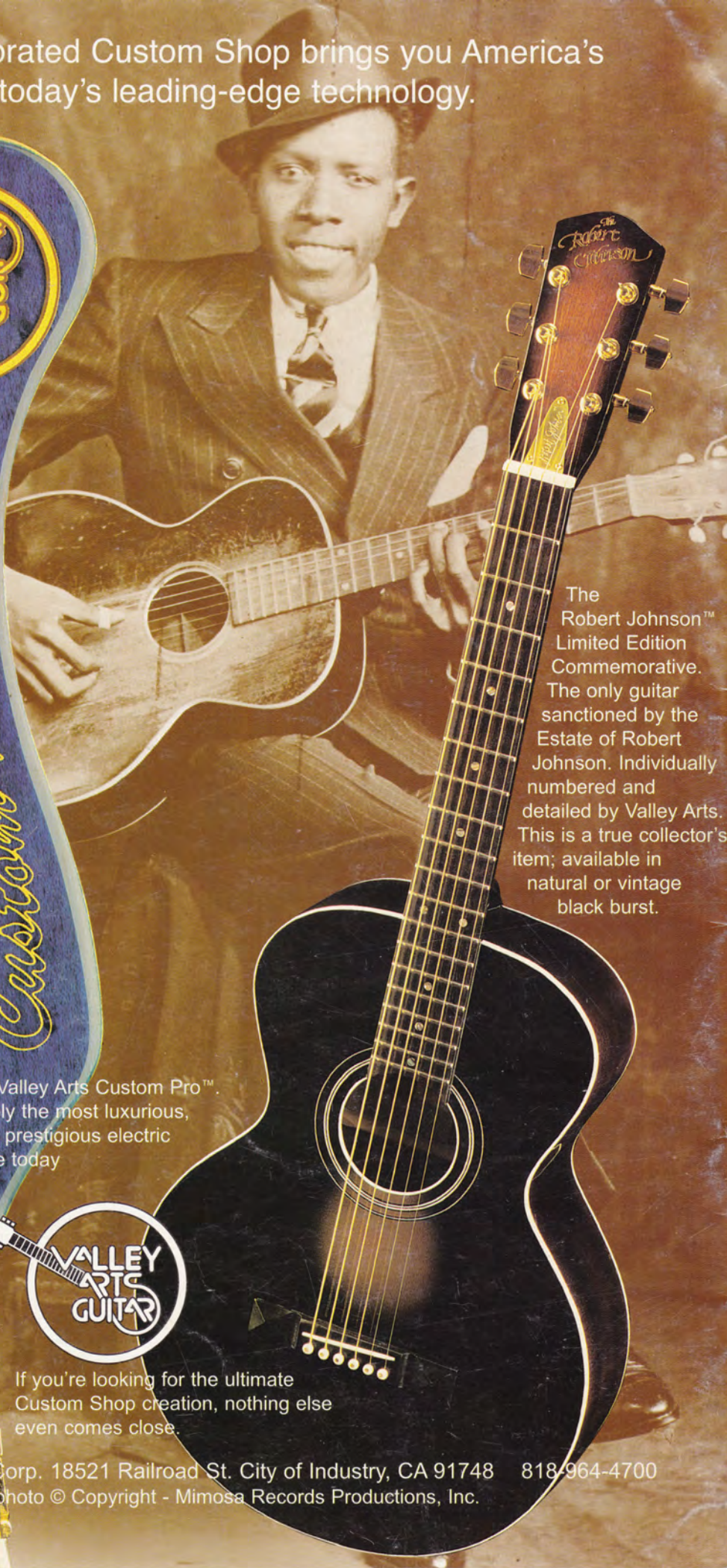
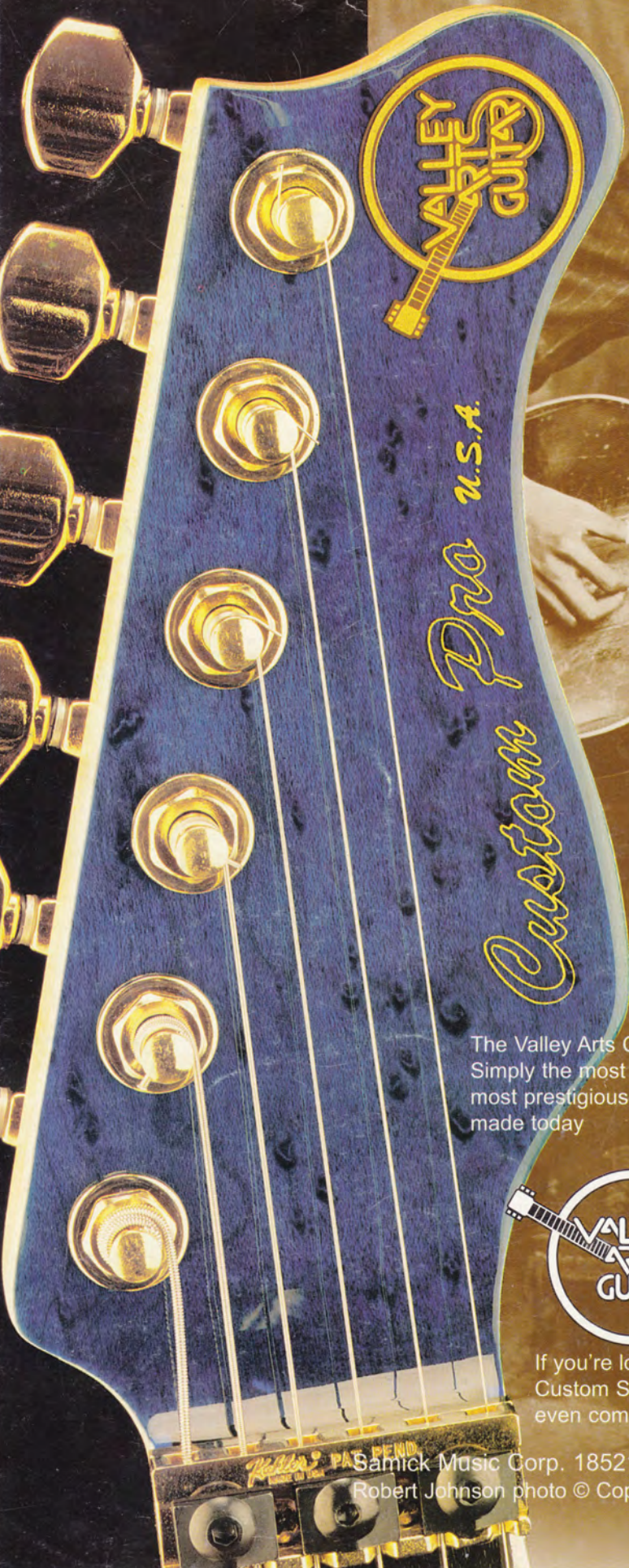
We began by researching old, vintage instruments and "dime store" guitars from the 1930s; anything that remotely resembled the many different brands and styles of guitars Robert Johnson had access to back then. During this research, we found that every one of these old guitars had one characteristic in common; they all sounded like bath tubs. Kinda "nasally". With skinny little frets and weak, rough-cut internal top bracing. None of these old guitars measured up to the tone quality and projection power of today's advanced acoustic guitar designs.

This posed a whole new problem for the Estate because, while preserving the "look" of the 30's, we also wanted musicians to have a great sounding instrument for today's more demanding stage and studio applications. We decided to offer the best of both worlds by preserving the old, vintage "look" while incorporating today's more advanced acoustic guitar designs.



Keb Mo and the Valley Arts guys.

The world's most celebrated Custom Shop brings you America's musical roots . . . with today's leading-edge technology.



The Robert Johnson™ Limited Edition Commemorative. The only guitar sanctioned by the Estate of Robert Johnson. Individually numbered and detailed by Valley Arts. This is a true collector's item; available in natural or vintage black burst.

The Valley Arts Custom Pro™. Simply the most luxurious, most prestigious electric made today



If you're looking for the ultimate Custom Shop creation, nothing else even comes close.

Samick Music Corp. 18521 Railroad St. City of Industry, CA 91748 818-964-4700  
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