



The Acoustic Guitar Newsletter from The Ultimate Acoustic Guitar Shop
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October 2006

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Pat Kirtley Concert

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**Saturday, October 7, 2006** - a cool fall evening - especially in the hall at New Hope Community Church. That is, until the air conditioning kicked off and Pat Kirtley hit the stage.

While the crowd was small, they quickly warmed to Pat's championship fingerstyle playing. With a repertoire that ranged from compositions of his own to some of his favorites, done as only he can do them, he regaled us with stories and kept our hearts thumping.

Particular favorites were from his latest recording, Brazilian Guitar. Showing us the differences inherit in bossa nova and samba, his playing seemed to fill the hall with rhythm instruments that were only in our minds.



If you get the chance, do see Pat Kirtley - and DO take a date. It'll do both your hearts good.

## Special Store Hours



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I'm proud to announce that Gilroy Guitar Gallery is one of the top Breedlove Guitar dealers in the country!

Consequently, yours truly, has won an all-expense paid trip to Breedlove Headquarters in Bend, Oregon. This came about thanks to you wonderful customers that heeded my presentations regarding our beloved Breedlove guitars.

This exciting trip starts out on Monday, October 23 and ends Thursday, October 26. During the 3 days that I will be gone the temporary store hours will be 2 p.m. until 7 p.m.

So, once again, on Tuesday, Wednesday, and Thursday, October 24, 25, and 26, Gilroy Guitar Gallery will be open 2 p.m. until 7 p.m.

Regular store hours will commence as of Friday, October 27, 2006. (Tuesday through Friday 12 n. until 7 p.m., and Saturday, 10 a.m. until 4 p.m.)

Larrivee Guitars



Jean Larrivé became interested in the guitar trying to play Duane Eddy licks on an \$18 guitar. At twenty, with no musical training in his background, he decided to take up a serious study of classic guitar. Four years into this study, he was introduced to German classical guitar builder Edgar Mönch. Jean expressed interest in learning how to build, Mönch invited him to visit his shop, and so began an apprenticeship.

Jean built his first two guitars under Mönch's tutelage before setting up a workshop in his home. The energy which had fueled nightly five hour practice sessions was now directed toward learning to construct instruments. He had found his life's work.

From 1968 to 1970, Jean continued building classic guitars in his home shop before moving into his first commercial space, the second floor of a theater. His work brought him into contact with many people involved with Toronto's thriving folk music community. At their urging, Jean built his first steel string guitar in 1971.

Following the tradition of European classic guitar builders, Jean designed his own shape, bracing patterns, and structural specifications. His first steel strings were small dreadnoughts, braced in the Martin style, with an elongated X (the "railway crossing sign" design) and tone bars running at about a 45 degree angle. Sensing from his work with classic guitars that a symmetrical bracing pattern might result in better tonal balance, Jean tried a bracing pattern consisting of a true 90 degree angle X brace and tone bars running parallel to the bridge. The guitar had a strong, well-balanced sound. Twenty- five years later, a much-refined version of this bracing pattern is still the heart of all Larrivé steel- string guitars. The sound it produces is distinctive. The bass is solid and tight, with great projection. Mid- range is strong, and highs are crystal clear. Overall balance is excellent, with the body size and shape determining the "tilt" of the balance.

Continued after December 2nd announcement.

Larrivee Guitar Coupon



The coupon is enclosed in a dashed blue border. On the left side, there is a logo for "Gilroy Guitar Gallery" featuring a white acoustic guitar. Below the logo, the address "64 Fifth Street, Gilroy, CA 95020" and phone number "408-847-6350" are listed. The main body of the coupon has a light blue background. At the top, the word "Larrivé" is written in a white, cursive script. Below that, the text "Take \$50 off any Larrivee Guitar" is printed in a white, sans-serif font. Underneath this text is a row of four small, square images of acoustic guitars. At the bottom of the coupon, the text "Coupon Valid 10/20/2006 - 11/09/2006" and "Must be presented at time of purchase" is printed in a white, sans-serif font.

December 2, 2006



MARK THIS DATE !!!

Gilroy Guitar Gallery's next show - and it's gonna be a fun night!

Who is it?

Some hints:

Just one of the comments regarding this performer, "A nice surprise about three minutes into the tune is an acoustic guitar solo by _____ that sounds like John Fahey sitting in with the David Grisman Quintet."

He's played *The Improv* and *The Comedy Store* in L.A.



Just a few of the performers he's shared the stage with: *Elvis Costello, Earl Scruggs, Hot Tuna Acoustic, Ricky Skaggs & Kentucky Thunder, Robert Earl Keen, The Del McCoury Band, Ramblin' Jack Elliott, Iris DeMent, Billy Bragg, Dale Ann Bradley & Coon Creek, Emmylou Harris, Steve Earle & the Bluegrass Dukes, Drive-By Truckers, Laurie Lewis & The Right Hands, Tim O'Brien's Cornbread Nation The Devil Makes Three, Alejandro Escovedo, Jerry Douglas & Best Kept Secret, Gillian Welch, Guy Clark & Verlon Thompson, Doyle Lawson & Quicksilver, Allison Moorer, The Austin Lounge Lizards, Alison Brown Quartet, Nashville Bluegrass Band, Richard Thompson, The Lee Boys, Todd Snider, T Bone Burnett.*

RESERVE YOUR SEATS NOW! Tickets go on sale October 31. All seats \$12 Showtime is 7:30 p.m. at New Hope Community Church.

The opening act alone will be worth the price of admission.

Larrivee continued -

From 1971 to 1977, Larrivee Guitars grew steadily, moving four times to ever larger spaces. By 1976 eight people were producing twenty-five to thirty instruments a month. In 1977, Jean and his wife, Wendy, pulled up stakes and moved the company to Victoria, British Columbia.



In Victoria, Jean began to concentrate on the problems of manufacturing instruments in larger quantities. Setting up shop for the first time in space that was purchased rather than rented made it practical to install a climate controlled construction room and an industrial paint booth. Jean designed and built specialized machines and tooling which made it possible to build more guitars, and to achieve a higher level of precision at the same time. Within a year of the move, fourteen people were producing four guitars a day.

In 1982, a decision was made to relocate to the mainland. It was the era of electronic keyboards and day-glow electric guitars, and a tough time for nearly all acoustic guitar builders. Rather than cut back on production and lay off employees, in 1983, he began to build solid body electrics.

By 1989, the market for acoustic guitars had begun to improve. Jean once again turned his full attention to his first love. The knowledge gained from electric guitars proved invaluable as Jean reinvented his acoustic guitar production techniques. New tooling was built. Computer-controlled milling machines were brought into the process. New models were added.

In 1991, when the acoustic market had made a full come back, Larrivée moved to a bigger building. At the time only 25 guitars a day were being made by 35 people. It soon became apparent that that 11000 square feet wasn't enough.

In early March 1998, Larrivée Guitars moved to a new 33,000 square foot facility in the heart of Vancouver, where 100 highly skilled people in the guitar industry made 60-72 guitars a day. On September 1st 2001 Larrivee expanded again, and opened the door on its new factory in southern California. Ten days later the events of 9/11 occurred. The following two years were quite turbulent for the guitar industry as a whole. People where not spending money on acoustic guitars. Almost every major manufacturer was having layoffs - including Larrivee. Production dropped to 35 guitars a day. Over the next two years, Larrivee would go through of number of production changes including: a refocus towards high-end guitar, a redesign of the -03 Series, and the development of the Traditional Series.

Today Jean, his wife Wendy, his son Matthew and daughter Christine all work in the California plant producing the gloss finish guitars. Jean's other son, John Jr., runs the Canadian plant which produces Larrivee's satin models.

From the entry level Larrivee guitar models like the L- 03, D-03 and OM-03; to the top-of-the-line D-10, LV-10 and Limited Edition Brazilian Rosewood guitars; Larrivee acoustic guitars offer the highest level of woods, workmanship and value.

Larrivee builds instruments that are unsurpassed in tone and quality. They are more affordable than most of their competition, and offer better appointments, fit and finish. If you already own a Larrivee guitar you know the incredible value they are. If you are still looking for your first Larrivee, you won't find a better instrument, or a better place to buy it.

Contact Information

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