

A Short History of Gary E. Levinson's World of Acoustic Guitars

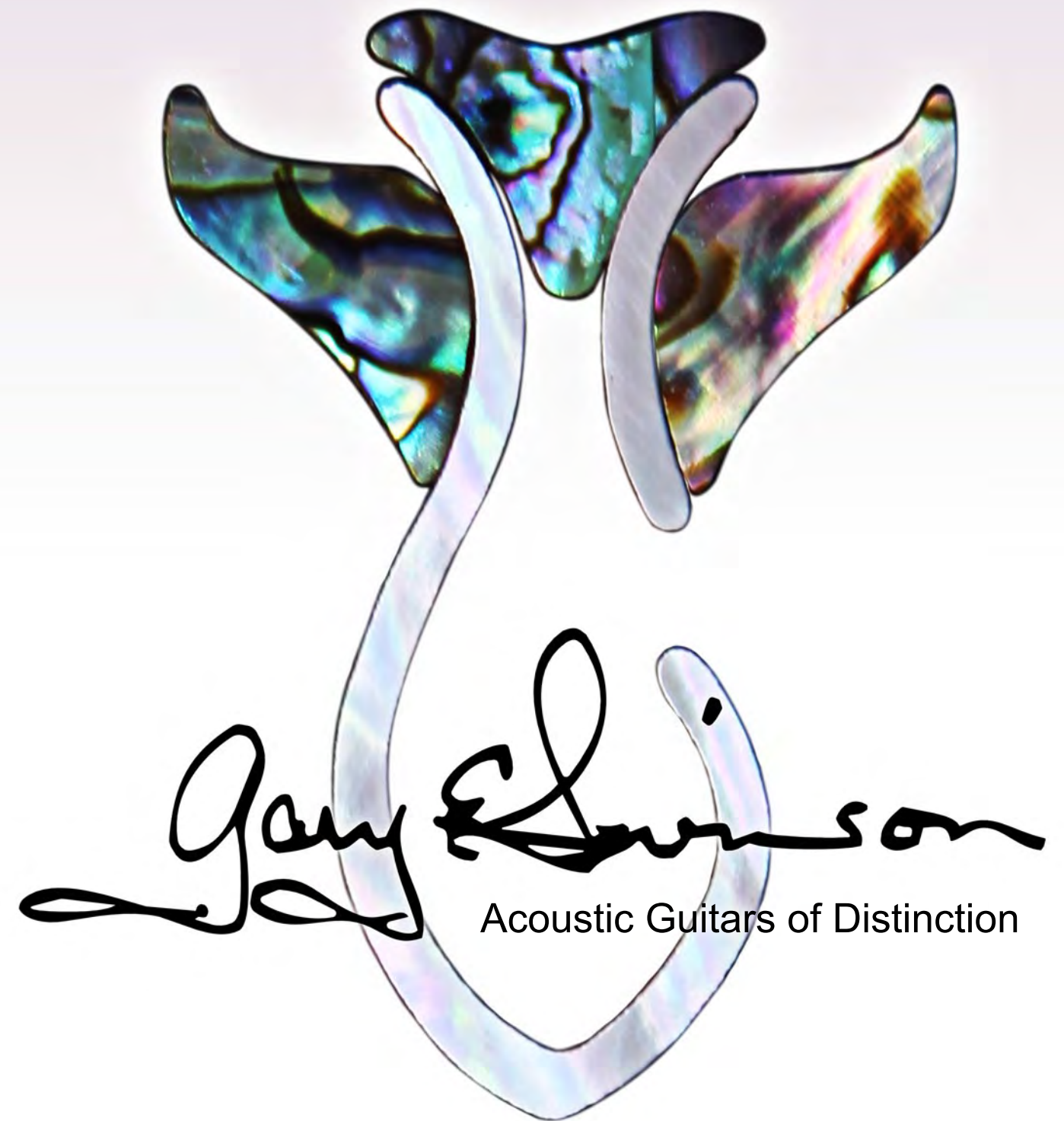
I started playing steel-string acoustics in 1960 and it was love at first strum. By 1964 I was restoring old instruments – painstakingly taking them apart, repairing components and putting them back together again. One of my first projects was restoring a destroyed Gibson Southern Jumbo that had been crushed. It was like building a guitar from toothpicks. I loved it. When it came time to refinish it I couldn't find the right red mahogany color so I made a stain of red ink and instant coffee.

That was a long time ago. But my love affair with steel-strings never ended. During the late 60's I was part of a small but exclusive repair shop in Champaign, Illinois. We met many of the icons of the 60's and 70's when they came to play at the University of Illinois, where I was also studying applied sciences. Many of the world's finest instruments came across our benches during this period. Infatuated with beauty and tone, I started building my own acoustics around 1970.

During my graduate studies at the University of Basel I continued guitar work and founded Guitars by Levinson in Basel, Switzerland in 1977. This is history and has been a part of the Blade Guitars story over the years. Less known is that I started in Switzerland with acoustics. I have had the pleasure of watching my guitars age and mature for over 30 years. I have been privileged to watch the wood develop a beautiful yellow-aged color under the nitro-cellulose lacquer. It is a joy to hear how wood opens itself, tone matures.

I am returning to my deepest roots. I welcome you to the world of Gary E. Levinson Acoustic Guitars.

Gary E. Levinson acoustic guitars are the result of over 40 years of meticulous work with steel-stringed acoustic guitars. A combination of traditional and new designs, excellent craftsmanship, beautiful appointments and the finest materials available define these exceptional instruments. The well proportioned headstock is adorned with the Flying Fish pearl and abalone inlay, which I designed and have used since 1977. It is a symbol of unfettered freedom. The Waverly style machine-heads mirror the lines of the headstock, melding it into a harmonic element. Among of the most important tone creation features are table voicing and scalloped bracing. **Table Voicing** is accomplished by carefully varying the thickness of the top in specified areas that allow it to vibrate more freely, creating a fuller, richer tone and a quicker reaction to the players touch. **Scalloped bracing** enhances the response further and allows the use of lighter gauge strings, improving playability without losing volume.





Gary E. Levinson Guitars

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The Sangamon Series – LS

The Sangamon River flows through central Illinois near the place where Gary had his first workshop. Both visually and acoustically appealing, these instruments project a powerful voice with great balance and tonal complexity. The exceptionally deep sides increase the instrument's physical volume and change the timbre to give a full, well rounded tone with excellent sustain while maintaining the fine articulation that defines each note.

The Levinson Sangamon models are available in the following versions:

- LS-23 : Mahogany back & sides / Voiced Engelmann spruce top
- LS-33 : Ovankol back & sides / Voiced Engelmann spruce top
- LS-43 : Rosewood back & sides / Voiced Engelmann spruce top
- LS-58 : English Walnut back & sides / Voiced Engelmann spruce top

All models are available with the L. R. Baggs Active Element System on request

For more information and specifications, please visit:

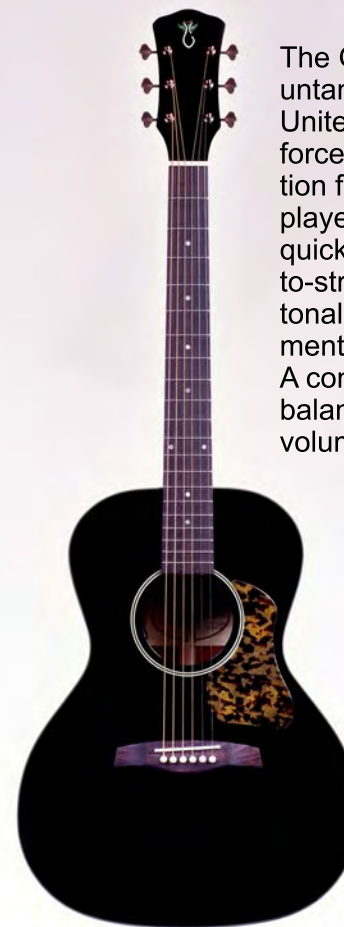
www.levinsonguitars.com



Model Shown: LS-23



The Greenbriar Series – LG



Model shown: LG-24B

The Greenbriar River is the longest untamed river left in the Eastern United States. Wild and free - not forced into any molds – the inspiration for these guitars. Fingerstyle players will be delighted by the quick response, exceptional string-to-string balance and extraordinary tonal intricacies of these instruments even when played delicately. A concert size acoustic with superb balance and clarity even in high volume stage environments.

The Levinson Greenbriar models are made with **solid Sitka spruce tops** and **solid Sapele mahogany** back & sides:

- LG-24 B (Black)
- LG-24 VS (Sunburst)
- LG-24 N (Natural)

All models are available with the L. R. Baggs Active Element System on request.

The Medina Series – LJ



Model shown: LJ-24VS

The Medina River runs near San Antonio, Texas in the heart of the Texas Hill Country. Its shores are known for lush vegetation and abundant wildlife. The Levinson Medina brings you lush warm tones and abundant volume with a percussive sound and controlled bass response resulting from the 24.75 inch (628 mm) scale length and the round-shoulder body design. A perfect pleasure to play – straight from the heart.

The Levinson Medina models are made of **voiced Sitka or Engelmann spruce tops** and **solid Sapele or solid Indian rosewood** back & sides:

- LJ-24 N Natural Sitka
- LJ-24 VS Sunburst Sitka
- LJ-24B Black Sitka
- LJ-43 N Engelmann

All models are available with the L. R. Baggs Active Element System.

The Missouri Series – LD



Model shown: LD-47

Traveling from Montana to where it joins the Mississippi near St. Louis, the Missouri is the longest river in the US. The Missouri defined the American frontier in the 19th century and its name now defines my new line of dreadnought guitars. Big, bold, beautiful instruments that redefine the powerful sound of this genre of guitars with amazing tonal balance and rapid response to all playing styles unlike anything you've played before.

The Levinson Missouri models are **all solid wood** instruments with voiced tops:

- LD-25 Sitka spruce top / Sapele B & S
- LD-35 Sitka spruce top / Ovankol B & S
- LD-45 Sitka spruce top / Rosewood B & S
- LD-47 Sitka spruce top / Rosewood B & S

All models are available with the L. R. Baggs Active Element System

The Missouri Cutaway Series – LDC



Model shown: LDC-45

The Missouri Cutaway delivers bold dreadnought tone with total access to the upper playing registers with an elegant Venetian cutaway. The slightly reduced body volume from the cutaway tightens the treble response for great overall balance whether played acoustically or amplified. The Fishman Presys Plus pickup system supplies excellent overall tonal response with absolute dependability and ease of use.

The Levinson Missouri Cutaway models are made of **voiced solid Sitka spruce tops** and **solid Sapele or solid Indian rosewood** back & sides:

- LDC-25 Sitka spruce top / Sapele B & S
- LDC-45 Sitka spruce top / Rosewood B & S