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CHARLES A. ROSS, PRESIDENT KUSTOM ELECTRONICS, INC.

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NAOTA News Letter

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The Goya Goliath

—It's Great!

By Sid Kleiner
PTM Guitar Editor

WE'VE JUST SPENT thirty minutes with some pretty nice company — a Goya GG174 Goliath Guitar! It's really a goliath in many respects. The sound is positively overwhelming . . . neat and nifty for the husky-voiced Country singer. It may be a bit too boomy for the chick who chirps the folk ballads.

The body dimensions are nothing short of gargantuan, which undoubtedly assists in creating that spectacular, penetrating sound.

Big on Features

The Goya Goliath is big on features, too! We liked the patented and quite exclusive string height adjustment posts.

Very few folk-style guitars afford the player the opportunity to adjust the height of each string on an individual basis! In the final analysis this means a comfortable, close, customized playing action that is virtually buzz free.

The Goliath's top is constructed of natural white selected Alp spruce. The grain was somewhat wider than what we prefer but it was still a remarkably pretty piece of wood. We rested our right palm on the guitar top and looked inside the sound box.

Interestingly enough we could see the outline of our hand resting near the bridge. We've always felt that an ultra-thin, properly braced top offers the best tonal possibilities. The Goya Goliath tends to prove our assumption (of course there's always the risk of a heat and humidity reaction to these delicate woods, but that's another story).

The back and sides of the Goliath are constructed of choicest flamed maple . . . pretty to look at and an interesting study in contrast when set against the extremely light top. We

found the neck quite comfortable and on the narrow, slim side.

Some players might find the first three positions to be too compressed but we've learned that a guitarist can become acclimated to any neck with a mixture of practice and patience.

The strings furnished with our review sample were of the monel type, medium gauge. If we were performing on this instrument, we'd probably switch to a brighter sounding bronze

string which would give the guitar a greater degree of brilliancy.

Practically every guitarist will appreciate the handy little black position dots that are neatly inlaid along the white neck binding. Unique too are the fingerboard position markers, placed along the edge where they can be observed at a quick glance!

The Goliath's head is a radical departure from the Goya of yesteryear. Gentle, sloping lines and artistic pearl inlays provide the correct crown to a well-designed body. The tuning machines are also of a special design, and are metal covered.

Although our review sample was brand-new, it remained in tune throughout our one-man jam session; a credit to these tuning machines!

The final, finishing embellishments are noteworthy, too. Among these are the exquisite Mosaic inlay around the oversize soundhole and the fine deep-black ebony fingerboard. Very nice body binding, too.

All in all we enjoyed groovin' with the Goya Goliath. Your customers who appreciate a fine guitar should find the \$300 list price to be reasonable. Big, boomy, bold and beautiful, the GG174 Goya Goliath has certainly earned a respectable position in the acoustic guitar market! ■

The Goya GG174 Goliath



• **Editor's Note: Catalogs, price lists and further information about the entire exciting line of Goya Guitars may be obtained by writing Mr. Chuck McKinney, Kustom Inc., 1010 West Chestnut, Chanute, Kansas 66720. People who hate to write letters may phone Mr. McKinney at 316-431-4380. Please tell him that you got on to Goya by reading Guitar Notes in PTM.**

★ Kustom Electronics ★ Gears For Growth...

GUITARS ARE WHAT'S HAPPENING to bring a new look in diversification to young, fashionable and aggressive Kustom Electronics, Inc. It's the world's leading producer of music amplification systems, now headed for greater fame.

Sept. 1, last year, Kustom purchased for cash all the inventories, patents and trademarks for Goya and Greco guitars, and a complete line of guitar accessories. Purchase of the guitar lines was made from Avnet, Inc., New York.

Goya is a Swedish made line of exquisite instruments ranging in price from \$99.50 to \$650.00 suggested retail.

"These instruments are among the only hand-made guitars produced on an economical production-type basis," says Charles A. (Bud) Ross, president of Kustom Electronics, Inc. "The manufacturer has been making guitars for more than 70 years and employs craftsmen with 25 to 40 years experience in the precise selection of pure Alpine woods so critical to the production of fine guitars."

Greco is a more popularly-priced guitar line and retails for prices ranging from \$64.50 to \$109.50. Both lines offer customers a variety of classic, acoustical and folk instruments.

Guitars Enhance Service

Mr. Ross feels that the addition of guitars to Kustom's lines of quality music equipment will bring a new high to the company's ability to serve the fast-growing music market.

"Many factors support this attitude," says Mr. Ross. "First, the guitar is at home with virtually all types of music. It is a natural to sell with our Kustom and Kasino amplifier and public address systems.

"And the nine million guitarists in the U. S. today tend to continually trade up and improve the quality of the instruments they play as their skills improve. These trends look excellent for the future of Kustom," Mr. Ross added.

Industry figures show that last year more than 1.8 million guitars were sold at the wholesale level. Statistics indicate that the guitar is the second most popular instrument in the U.S., ranking behind only the piano.

"Of the nearly 40 million musicians in the U.S., about 25 percent play the guitar, and more are joining these ranks annually," Mr. Ross said.

Kustom will bring the Goya and Greco guitars and accessories to music makers everywhere, primarily through the franchised Kustom amplifier dealers. Also reaching abroad, Kustom now has ten distributors in ten countries around the world.

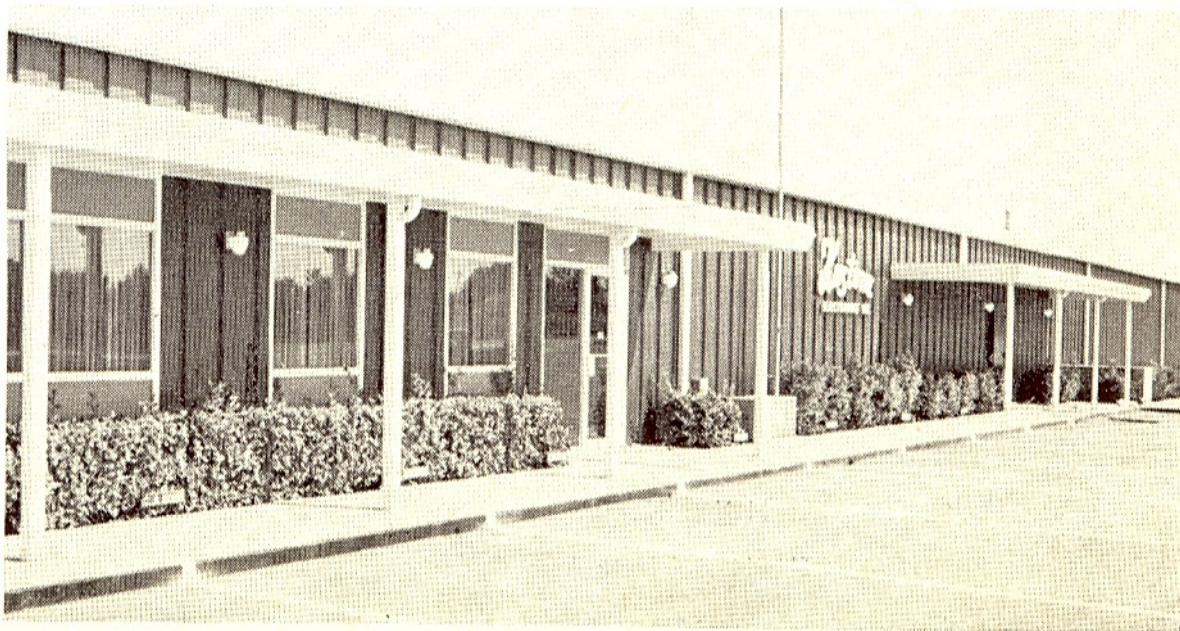
New Products Introduced

Guitars are not the only new products pouring forth from Kustom and aimed at striking a successful chord in the music market.

Early last year the company introduced a new series of Kustom SC (self contained) amplifiers. They are produced in seven different models, ranging in power from 50 to 150 watts. These convenient, compact amplifiers are specifically designed for musicians who need powerful performance from a small package.

Next, there is the revolutionary new series of Kasino amplifiers which offer new electronics and more power ranging from 100 to 800 watts.

Main entrance to the ultra modern Kustom Electronics, Inc. plant.



... in Music and Other Markets

Also in the Kustom line is a new series of public address systems. The ultra modern features of these PA's include master and individual channel controls and anti-feedback capabilities.

These units provide sound studio quality in a portable package.

Additional products include combo organs, amplified lecterns and a unique special sound effects instrument called The Bag. And Kustom will soon introduce a dual manual organ that combines three instruments into one unit: the organ, harpsichord and the electric piano.



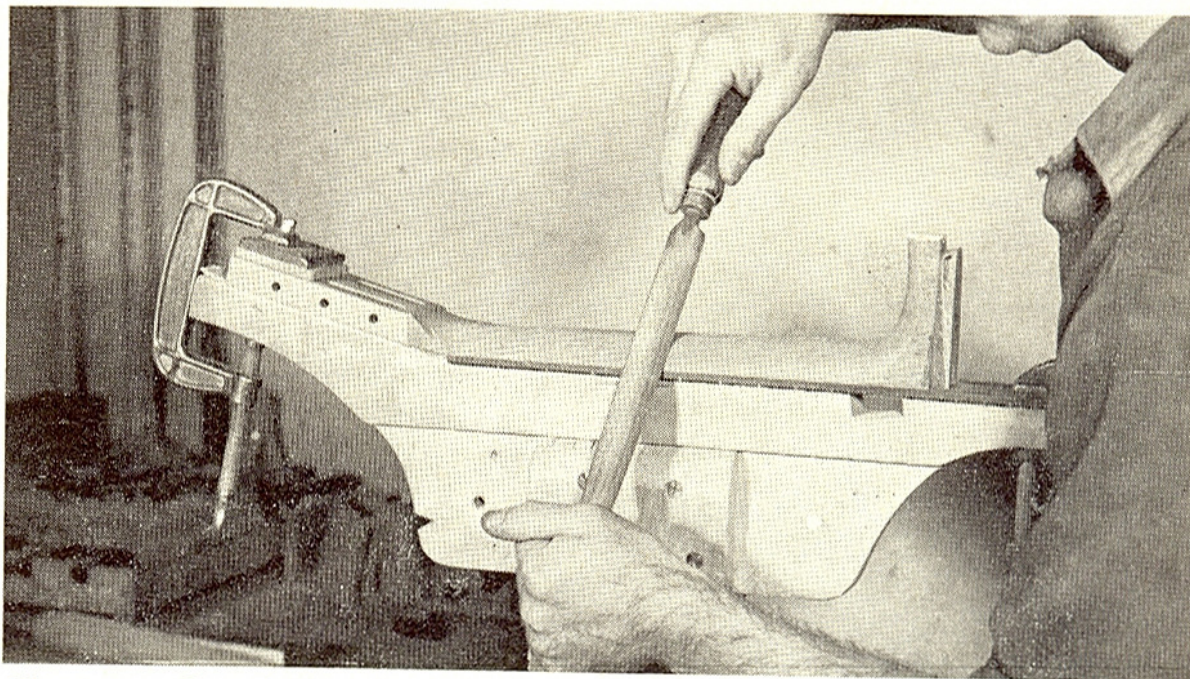
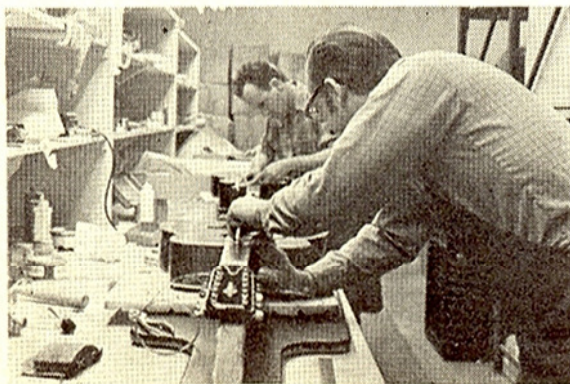
Julie Andrews, star of "The Sound of Music," used a Goya guitar in the famous film.

The company sells mainly through 700 franchised dealers across the country and has been a rocketing success in the music field. Bud Ross attributes this success to quality products, aggressive merchandising, a loyal dealer organization and continued attention to the ever changing needs of music makers.

Sales Records Set

According to the company's latest annual report, just issued, Kustom set new sales records for the fiscal year ended Sept. 30. Ross also said the fourth quarter of fiscal 1970 was the best fourth quarter in the company's

Guitar checks are more than just a quick once-over as Kustom works to maintain high quality control.



Close-up of neck forming shows additional detail used in handcrafting the fine Goya guitar line.

history and continued a significant upturn that began in the middle of the year and is expected to carry on into 1971. The need for more production space supports this trend.



Kustom inspectors in the U.S. thoroughly check every Goya and Greco guitar as it arrives before further distribution.

Kustom recently added 8,000 square feet of additional plant production space to its main facility in Chanute, Kans., bringing the total to 54,000 square feet. The company also took over 23,000 square feet of space previously leased to another corporation in a building adjacent to its main facility in Chanute. The building is owned by Kustom and contains a total of 46,000 square feet.

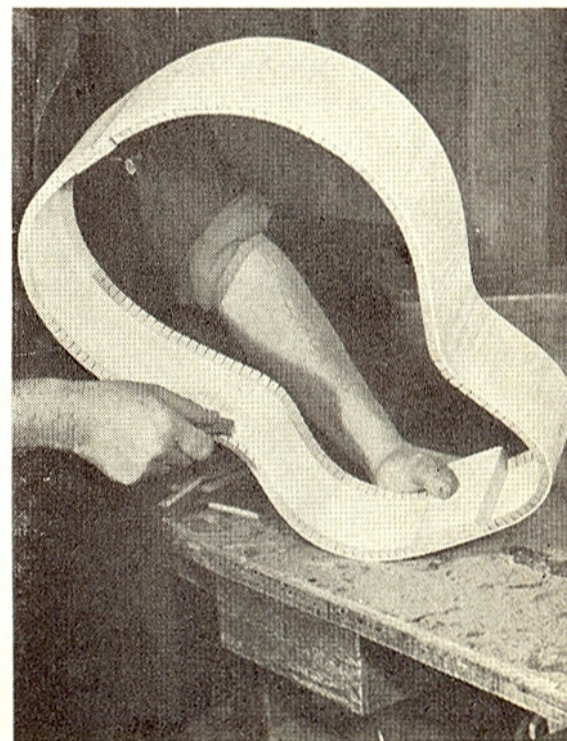
Kustom now owns more than 100,000 square feet of plant, warehouse and office space, has sales of nearly \$7 million, employs 237 people, is publicly owned by nearly 1300

stockholders, carries on international operations and is the leading producer of musical amplification systems, with more to come.

This is a stark contrast to the weary figure of Bud Ross using a keyhole saw blade with no handle to cut a soundhole in an early speaker cabinet at night in the basement of his parent's home in Overland Park, Kansas. And that was a short six years ago.

Mr. Ross, now 30 years old and chief stockholder in Kustom, still works late hours. He averages about 60 hours a week for his company and about 20 hours a week on other personal business interests.

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Selecting and shaping the finest Alpine woods is one secret to producing a fine instrument.

When Bud Ross was 12 years old he moved with his family to Kansas from West Virginia where his father was a coal miner. With early experience in lawn mowing, door-to-door selling and other sales experience, Ross began playing guitar in a combo as a diversion. Today, that same group, after undergoing several personnel changes, is known as The Mac Truque.

The interest Mr. Ross had in improving the sound and appearances of the combo's amplifiers eventually led him to make sound amplification systems for friends. He later increased production through capital loans from the Small Business Admin. and the Bank of Commerce at Chanute, Kansas.

Mr. Ross moved his wife, Carolyn Ann, and their children above an abandoned grocery store in Chanute where Kustom production began. All products featured the Kustom roll-and-pleat design, still popular today.

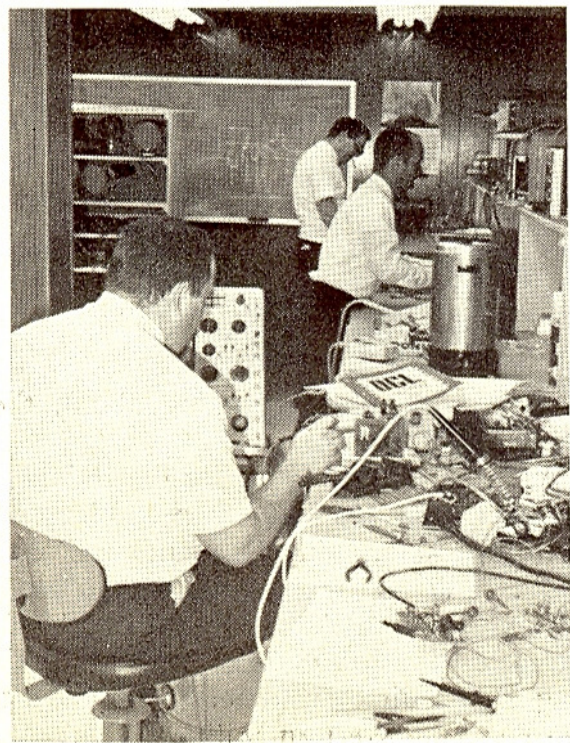
The first year of business, 1965, the company lost more than \$6,000. But results are phenomenal since then.

Kustom Goes Public

Kustom went public in 1969. The company's stock is traded over the counter, and Kustom is one of only 2500 companies whose stock has been selected for reporting over the new NASDAQ electronic system that will begin nationwide reporting of over-the-counter stocks later this year.

Now, using the expertise in electronics gained by constantly building improved electronic music amplification systems, Kustom Electronics is

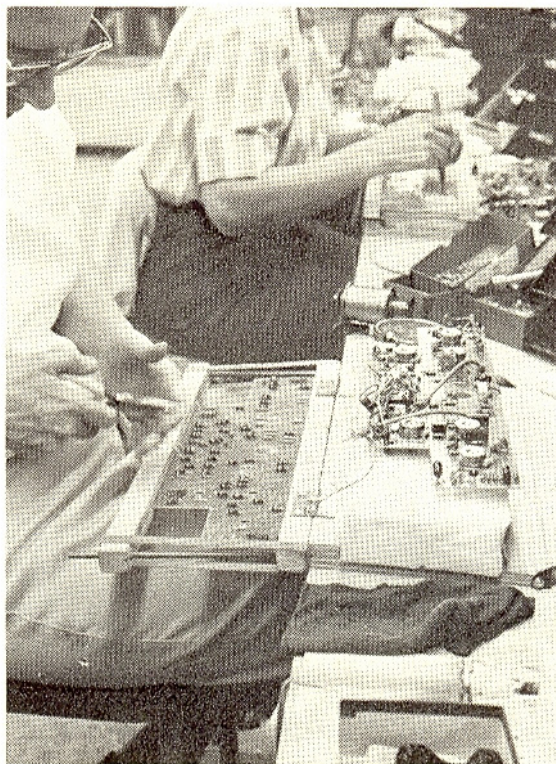
Kustom Research engineers continually apply the company's electronic expertise to new fields such as police radar and avionics.



driving hard into electronic radar systems for law enforcement organizations and soaring into specialized equipment to test aviation instruments.

In only eight months, Kustom produced a new doppler-type radar called the Prefect TR-6 and became the unquestioned leader in the growing law enforcement radar market. So far, the company has sold its system in 35 states at all enforcement levels.

Using its special creative flair for marketing value, Kustom offers a complete traffic safety program with its radar units. The company continues to penetrate this meticulous market that



Hand wiring of circuits helps maintain high performance and quality level of Kustom products.

demands quality and consistency from its suppliers.

Kustom is also off the ground with prototypes and headed toward new heights in avionics. Company electronic specialists are completing the engineering and development of a packaged unit to test Distance Measuring Equipment (DME) and Transponders for aviation.

Called the Squawk/NAUT I, the new test package pools the potential of three major industries: aviation, electronics and data processing.

The single-package unit is computer compatible and offers easier, faster and more accurate testing of DME/Transponders that the current method — assembling several pieces of equipment that must itself be debugged before testing begins.

Kustom plans a continuing series of computer-compatible avionics test equipment which could include test units for VOR (Omni) automatic direction finding gear, glideslope test-



Test, test, test is the byword at Kustom Electronics, both for discovery of new and improved products and to maintain quality of product lines.

ers, checking equipment for communications transceivers, area navigational test sets and others.

Music Market Promising

"While we feel it is important for us to develop new skills and diversify into markets requiring electronic capabilities, our first and most important consideration is serving the music industry," Mr. Ross said. "This was our first market and is still our biggest and most important."

He emphasized that the company is continuing to put major effort behind the research and production of new music industry products, improving current lines of amplifiers, PA systems and organs and evaluating and testing new ideas.

"For example, we are now readying a new line of Kustom amplifiers for the market that features sound and sound control systems that will have no equal."

He added that the total picture for the company looks very promising for 1971 and beyond and that new sales and earnings records are possible if the economy continues to turn upward. "There is no doubt, we expect this growth will result largely from our continued service to the music industry, while we apply our electronics expertise in allied areas of opportunity."

The relentless determination and resourcefulness that Bud Ross used to bring Kustom Electronics to life six years ago is still evident today as he and his staff continue to score with maximum input, maximum volume and maximum quality in everything they undertake. ■