

THE MARTIN GUITAR WEEKLY SOUND BOARD

Fascinating tidbits you may or may not find on our website!

WEEKLY FEATURE: Who is Ed Sheeran?



As the co-designer of the latest in our Signature Artist Edition guitars. Ed Sheeran needs no introduction to his worldwide legions of fans who rave about his multiplatinum singles such as “The A_Team”, “Thinking Out Loud” and “I See Fire”. The Xs on the guitar stand for the title of his latest album X (Multiply).

A little about Ed Sheeran for those who have possibly enjoyed his music but don't know his background.

Born February 1991 in Halifax, United Kingdom, Sheeran moved to London while still in his early teens to pursue music after developing an internet audience. He quickly found an audience from both the internet and self-released EPs in addition to his live performances. His audience increased with trips to the U.S. where he was befriended by Jamie Foxx who invited him to come on his Sirius Radio show. He signed with Atlantic Records shortly thereafter.



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On a roll now Sheeran started co-writing songs with Taylor Swift and One Direction, boosting his music straight into the big leagues. His song “I See Fire” was featured in the movie *The Hobbit: The Desolation of Smaug* and his latest album *X* debuted at No. 1 in the U.S. and U.K. in 2014. Give his latest song “Photograph” [a listen](#).

Want to be seen in The Martin Guitar Weekly Sound Board and win big? Read on....

You read that right! Just snap a picture of you with your favorite Martin Guitar and email it to us. If we pick your photo not only do you get to be seen by thousands in The Martin Guitar Weekly Sound Board but you also get a free year’s membership to the Martin Guitar Owners Club – a \$45 value. Send those pix right away and be the envy of your guitar playing friends when they see your smiling face in their e-newsletter!

History notes for those who never liked history before!

You would expect a family-owned company that’s been around since 1833 to have a fascinating history and you would not be disappointed. We’ll be featuring particularly interesting bits of Martin lore in this space.

For instance did you know that Martin Guitars were once traded for wine? That’s right...in the 1800’s Martin Guitar founder C.F. Martin, Sr. moved the company from his native Germany to New York because he found the guild system of manufacturing used in Germany was too restrictive for his liking. Once in New York he set up shop



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and, in accordance with the business practices of the day which often used a barter system rather than money, traded his guitars for everything from cases of wine to children's clothing.

Every guitar player is familiar with the Fender headstock that has all the tuning keys on one side but did you know that design was originated by Martin and used until the 1840's when it was retired. Over 100 years later Leo Fender resurrected it for use on his Telecaster guitars in 1948.

Martin's famous premium Dreadnought line of guitars were named for a British class of battleships used in World War I. Manufactured by Martin the Dreadnoughts were sold by the Oliver Ditson company and were sold under the Ditson name, not the Martin name. The Ditson company ended in the late 1920's and Martin started selling Dreadnoughts under the Martin name in 1931.

Q & A Time!

Submit your questions about your guitars, the company or people playing Martins here and we'll do our best to get you timely answers. To start you off, here's a frequently asked question from our website:

What type of polish do we recommend using?

In the Martin factory, we use the Martin Polish and Cleaner. The same polish is available for [purchase in our 1833 Shop](#). It is to be used primarily on gloss finish guitars. We do not recommend using Martin polish on a satin finish instrument, however, it will not harm the guitar. You may notice after time the finish will begin to shine unevenly.



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To clean the guitar, we suggest using a warm, damp cotton cloth to wipe it down and then a dry cotton cloth to finish drying it off. This will remove harmful chemicals.

Contest Corral

We thought it would be fun to find out who among our readers owns the oldest Martin guitar. In addition you'll get to discover how old your Martin is. Using the [serial number chart on our website](#) find the year your Martin was made. Then send us the serial number so if there is more than one guitar for a particular year, we can note which guitar has the earlier serial number. Deadline is July 31. Prize for the oldest guitar will be either a [men's Headstock T-shirt](#) or a women's [Martin Pride T-Shirt](#) – a \$19.99 value.

We want your feedback! Please let us know what you like or dislike about our new e-Newsletter. We want to make this YOUR e-Newsletter!