

*Tradition*

*Guitars*

2002 Product Information



# *Tradition Guitars*

In the golden era of guitars (you know – those years that created the great “vintage” instruments that bring high dollars today) manufacturers would follow a basic formula for developing a guitar and bringing it to market. It went something like this. First, they would have a design and functional idea. They would then build prototypes, which would be shown to top players in order to get product feedback. Needed changes would then be made, factory cost of producing the product would be calculated and an anticipated profit margin would be added. A dealer cost and resulting suggested selling price would then be determined. This sounds basic and simple doesn't it? Today most companies unfortunately are only concerned with price point to sole proprietary dealers and balance or average this price to what they need to do to sell it to the national chains and department stores.

**IN MANY CASES KEY PRODUCT DECISIONS ARE MADE BY PEOPLE WEARING SUITS WHO DON'T EVEN PLAY GUITARS!!**

The people who make up the Tradition Guitar Company have lived through all of this. They are representatives, telemarketing specialists, ex-music retailers, and all are guitar and bass players. They would not and could not accept the trend our industry was taking so they took up a collection (so to speak) and tried their best to do something that would be good for the industry, good for the dealers and most importantly, good for the guitar players. All of them agreed the world did not need “just another guitar line”. When a guitarist tries a Tradition, the response is always “This guitar sounds and plays great!” Believe it or not this didn't happen by accident. It is and has always been Tradition's goal to give the player the best value per dollar spent while helping to keep our dealers in business. Tradition dealers are the key to this industry and to the guitarist. Good dealers provide the consumer with product evaluation, product knowledge, and service.

We sometimes get feedback about our low prices. Some players start to look for something “wrong” or a trick of sorts because the value is so high for the prices we charge. In case you are wondering there is no trick at all! Tradition owns its own distribution warehouse (we don't pay rent) that is climate controlled. Tradition does not have an army or bureaucrats (marketing managers, advertising managers, account directors, a credit department, and all the assistants and sub-assistants that goes with this mess). We do have a very “lean” staff of dedicated people who all work too hard and work too many hours. We don't spend a lot of money on national ad campaigns because we feel that the only way for anyone to choose a guitar is to play and compare it to others. Advertising expense is built into the cost of every other line out there and the consumer is the one who pays for it as an end result. By keeping this expense to a minimum, we are able to save the players a substantial amount of money.

Tradition is going back to the “old way” of presenting and developing a guitar line. We listen for ideas, we prototype a product, we present it to the best players we can find and then we build the product. We work on a very low profit percentage so our dealers can keep the lights on and the guitarist can afford to own the best value per dollar instrument in the world.

*Play a Tradition*





T10



T12M



CAB10



T20



T22

MODEL	T10	T12	T20	T22	CAB10
BODY	Solid Alder	Solid Alder	Solid Alder	Solid Alder	Solid Alder
NECK	Hard Maple	Hard Maple	Hard Maple	Hard Maple	Hard Maple
SCALE	25 1/2"	25 1/2"	25 1/2"	25 1/2"	25 1/2"
PICKUP	S/S/S	H/S/S	S/S/S	H/S/S	S/S
HARDWARE	Chrome	Chrome	Chrome	Chrome	Chrome

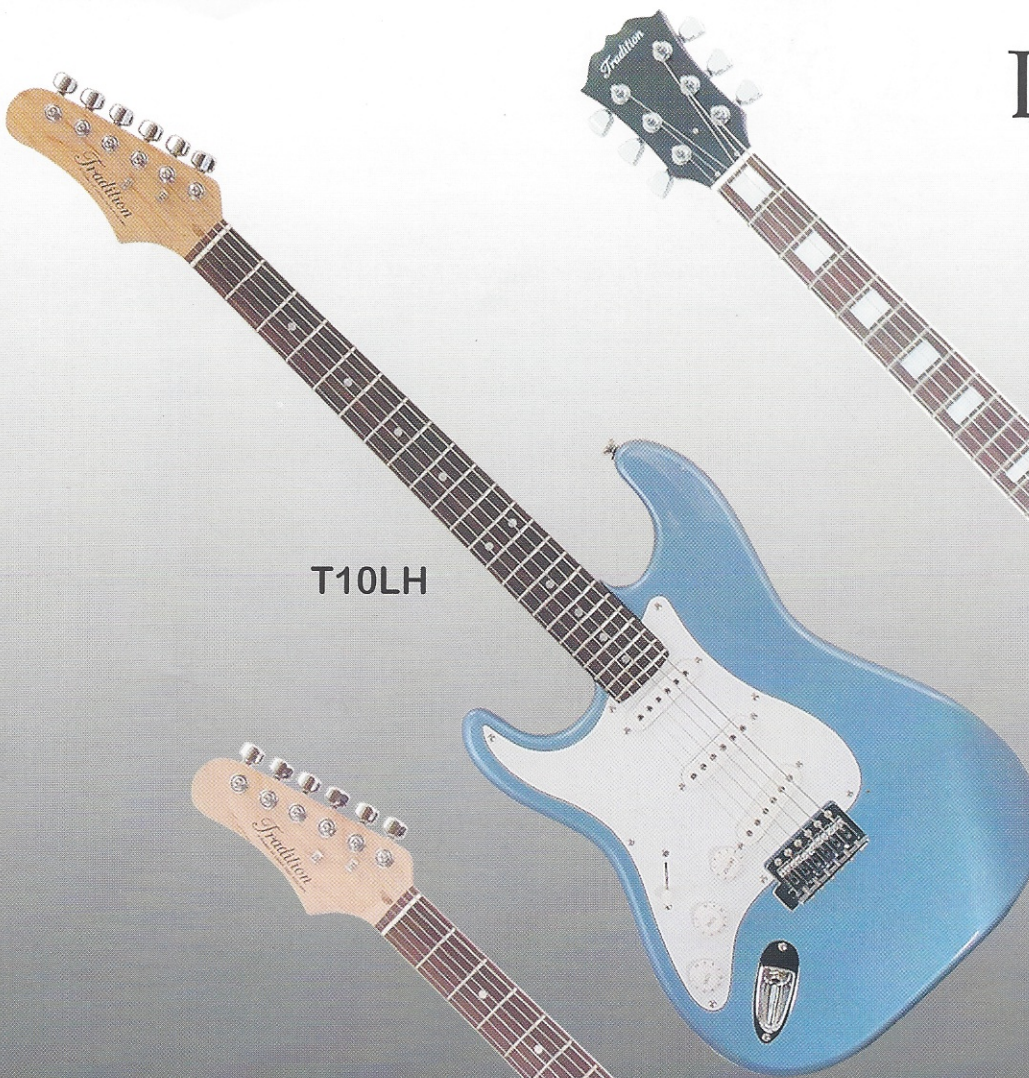




MODEL	S10Q	S20	S20M	S20F
BODY	Solid Alder	Solid Alder	Solid Alder	Solid Alder
NECK	Hard Maple /Bolt	Hard Maple /Set	Hard Maple /Set	Hard Maple /Set
SCALE	24 3/4"	24 3/4"	24 3/4"	24 3/4"
PICKUP	2 H	2 H	2 H	2 H
HARDWARE	Chrome	Chrome	Chrome	Chrome



# Left Hand Models



T10LH

S10QLH



CAB10LH

MODEL	T10LH	S10QLH	CAB10LH
BODY	Solid Alder	Solid Alder	Solid Alder
NECK	Hard maple/Bolt	Hard maple/Bolt	Hard maple/Bolt
SCALE	25 1/2"	24 3/4"	25 1/2"
PICKUP	S/S/S	2 H	S/S
HARDWARE	Chrome	Chrome	Chrome





B45Q

B30Q

B30

MODEL	B45Q	B30Q	B30
BODY	Solid Alder/Quilt Photo Film	Solid Alder/Quilt Photo Film	Solid Alder
NECK	Maple/Rosewood	Maple/Rosewood	Maple/Rosewood
SCALE	34"	34"	34"
PICKUP	2 Soapbar	Split/Single	Split/Single
HARDWARE	Chrome	Chrome	Chrome





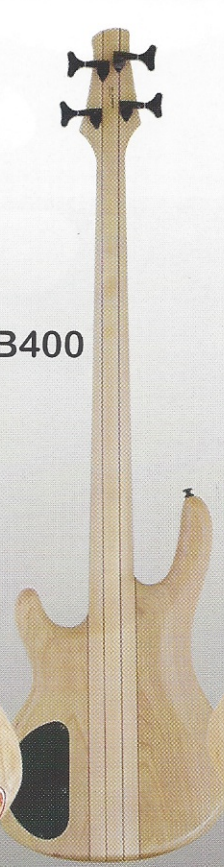
MTB4



MTB200



MTB230



MTB250



MTB400

MTB500



MTB200



MTB230



MTB250

MODEL	MTB4	MTB200	MTB230	MTB250	MTB400	MTB500
BODY	Basswood	Basswood	Basswood	Basswood	Ash/Maple	Ash/Maple
NECK	Maple/Bolt	Maple/Bolt	Maple/Bolt	Maple/Bolt	Neckthru Maple	Neckthru Maple
SCALE	34"	34"	34"	34"	34"	34"
PICKUP	2 Soapbar	Split/Single	2 Soapbar	2 Soapbar	Active Soapbar	Active Soapbar
HARDWARE	Gold	Black	Silver	Gold	Black	Black



# Michael Angelo Millennium Series

I have used Tradition Guitars in the studio as well as live and they perform fantastically. The intonation of the instruments are great and the tone of the pick-ups are unsurpassed. Tradition makes great guitars. period. - Michael Angelo

Tradition Guitars are the best sounding and playing guitars I have ever used-regardless of price. - Michael Angelo



I have performed over two dozen outdoor concerts this past year in many different states and climates, including a rainstorm in the beginning of June (2001) at an outdoor event right on the shores of Lake Michigan. My Tradition guitars not only stayed perfectly in tune but sounded great. I haven't even broken a string on stage in the past year! -Michael Angelo

MODEL	MA1 (TL)	MA2 (TL)	MA3 (TL)
BODY	Basswood	Basswood	Mahogany
NECK	Maple/Bolt	Maple/Bolt	Maple/Set
SCALE	25 1/2"	25 1/2"	24 3/4"
PICKUP	2 H	2 H	2 H
HARDWARE	Gold	Gold	Gold



# Millennium Tradition Series



MTA500H



MTA400H



MTL650H



MTL600H



MTP450HTL



MTP450H

MODEL	MTA500H	MTA400H	MTL600H	MTL650H	MTP450H
BODY	Flame Maple	Maple	Maple (3")	Maple (4")	Mahogany/Flame Maple
NECK	Maple/Set	Maple/Set	Maple/Set	Maple/Set	Maple/Set
SCALE	24 3/4"	24 3/4"	24 3/4"	24 3/4"	24 3/4"
PICKUP	2 H	2 H	2 H	2 H	2 H
HARDWARE	Silver	Silver	Gold	Gold	Gold



# Millennium Tradition Series



MTM2F



MTP350TL

MTP350

MTQ

MTQTL

MODEL	MTM2F	MTP350	MTQ
BODY	Basswood /Flame Maple	Mahogany /Quilt Maple	Mahogany /Flame Maple
NECK	Hard Maple /Bolt	Mahogany /Set	Mahogany /Set
SCALE	25 1/2"	24 3/4"	24 3/4"
PICKUP	2 H	2 H	2 H
HARDWARE	Black	Chrome	Gold



# New Models For 2002

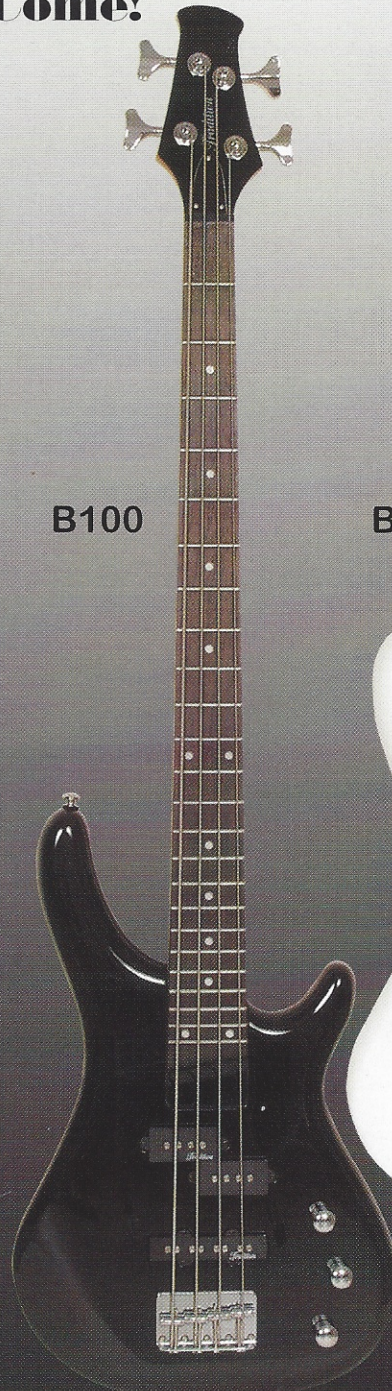
More To Come!



G12



G12



B100



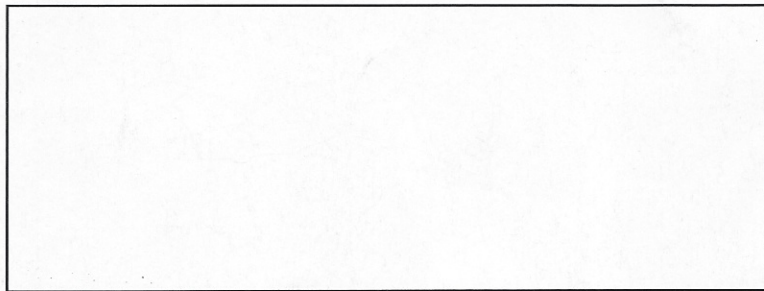
B100M

MODEL	G12	B100	B100M
BODY	Solid Agathis	Solid Agathis	Solid Agathis
NECK	Hard Maple	Hard Maple	Hard Maple
SCALE	25 1/2"	25 1/2"	25 1/2"
PICKUP	H/S/S	Split/Single	Split/Single
HARDWARE	Chrome	Chrome	Chrome



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***A Product of United Sales Associates***

**Sales & Customer Service**

127 West Lincoln Street  
Tullahoma, Tennessee 37388  
Phone - (800) 455-6873  
Fax - (931) 455-7434

**Shipping & Receiving**

2301 North 175 West  
Greencastle, Indiana 46135  
Phone - (800) 433-3411  
Fax - (765) 653-3713

**International Inquiries**

DT International  
3124 Sandage Ave.  
Fort Worth, Texas 76109  
Phone - (817) 926-9444  
Fax - (817) 926-3370