



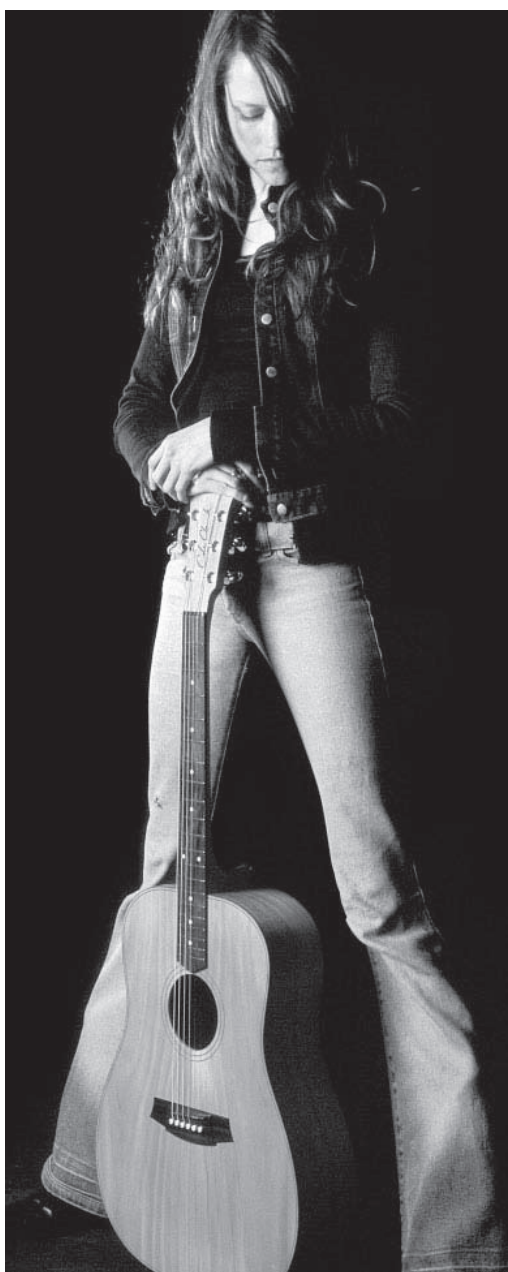
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REVOLUTIONISING THE MODERN GUITAR – THE FAT LADY HAS SUNG!



Roadtested
Hughes & Kettner
WARP FACTOR PEDAL

see page 11



Cole Clarke Fat Lady guitars by name, not by nature

If you play guitar or are thinking of buying one you need to read this. Who would have thought that a couple of Australian guys who used to work for Maton would come up with an idea to revolutionise the construction of the modern guitar? The end result – a superior instrument at an affordable price. Sound like advertorial bullshit? Think again – this is the real deal and so are Cole Clark guitars. Read on and get the facts.

Since the 1850's, when Martin first introduced the modern steel-string, guitars have been constructed by producing the resonant cavity or 'body' first, and then affixing the neck separately later on. This was the American's idea – they saw it as a simpler means of mass manufacturing. But few people know that the original Spanish design involved actually building the neck into the body. While such an 'integral' neck makes a better guitar, the Americans saw it as an inefficient means of construction, and so the modern tradition has stuck with us. Admittedly, while there have been many positive effects from the American tradition, there has been no massive improvement in guitar manufacturing, simply because thin pieces of timber seemed to defy any real efficient means of assembly. While components have obviously been honed over the years, the way guitars have actually been put together has not really changed that much. "Enter a couple of smart-arses like us," says Brad Clark of Cole Clark Guitars. Armed with a thing called a 'computer numeric router', a team of guitar-building experts and a shitload of balls, Clark and his partner Adam Cole are about to shake things up a little. In Clark's words – "There has not been such a movement in guitar manufacturing since the 1850's".

Now, computer numeric routers have been around for a while, but until now their technology has failed to be applied to its true potential. Cole Clark are the first to utilise this

by borrowing the original Spanish design, and using modern computer technology to build the neck into the guitar during construction with high precision – to within a thousandth of a millimetre. Hence, an 'integral' neck means greater sustain and vibrancy. Additionally, the front and back of the Cole Clark instrument is internally carved creating a thinner, lighter body. This means the acoustic efficiency is greatly enhanced. It all adds up to improved resonance and beautiful tone.

Cole Clark's flagship guitar is 'The Fat Lady'. Superbly realised and magnificently finished, this acoustic guitar is a true gem. Also available in electric models which are equally excellent is The Mistress, The Defender and The Offender. While their tongues may be in their cheeks when it comes to naming their models, Cole Clark sight's are firmly on the future.

"The superiority of these guitars is self-evident," says Clark. "Not only have we successfully brought the guitar construction process into the current century, we are making instruments of incredible quality at affordable prices. The word is spreading."

At the moment, something like 60,000 guitars are imported into Australia annually. About 300 are exported. Cole Clark aim to significantly address that imbalance through intelligent, efficient manufacture. Importantly, they also make use of environmentally friendly timbers such as Bunya, Queensland Maple and Blackwood. "If the Americans had access to these timbers they would undoubtedly use them. They are both aesthetically and environmentally superior," Clark adds.

There you have it. As Clark puts it – "The traditional American guitar manufacture has been made redundant by our system. At Cole Clark, we've taken the best of modern technology and combined it with the original Spanish construction. The result speaks for itself."

Needless to say, the big competition is not too happy, and Cole Clark Guitars might just be a little too good at what they do. Their arrival on the market has generated a shit-storm of negative comments from some very worried competitors. Our advice to you is play them, before you believe the press. The saying goes, 'it's not over until the fat lady sings'. Is it just me, or did I just hear an aria trailing off in the background somewhere...

For more information on Cole Clark guitars call

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