

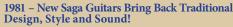


A HISTORY OF QUALITY, VALUE & TONE!



1976 - The Fifth String...Open for Business!

With humble beginnings, Richard Keldsen opened the doors of The Fifth String in San Francisco, California where it quickly became the epicenter for traditional acoustic music on the west coast, and a destination for like-minded music lovers and instrument aficionados from around the world.



Recognizing that US manufacturers were not building the best examples of their own instruments, Richard designed and began to import the Saga "HD" Series Dreadnaught Guitars and sell them through The Fifth String...essentially opening the door for

quality imports and the Blueridge line to come!





1992 – MTV Unplugged Changed the Guitar Business Overnight!

It seemed as though the music biz changed overnight when in January 1992, Eric Clapton took the stage for MTV's episode of *Unplugged*. Suddenly it became really cool to play the acoustic guitar again, and Saga was ready.



Phinkon

1988 - Saga Musical Instruments and Blueridge Set Sail!

Now firmly operating as Saga Musical Instruments, a complete line of guitars was developed under the Blueridge brand, offering student to professional instruments that set a new standard in quality and value in the guitar making industry—each model is the best value for your money.



1994 - Electric Models Added to the Blueridge Line to Meet Growing Demands of Guitarists Worldwide!

In keeping with the growing trend of guitarists looking for acoustic instruments with added versatility and more contemporary styling, Saga adds electronics, cutaways, 12-strings, and black finish options.



every price point. Further meeting the needs of all musicians, Saga reissues several popular models that helped to build the line in the early days including: the BR-0, BR-0S, BR-0MS, and BR-1M.



2000-AfterTwenty Years, Blueridge Guitars Go Back to Basics!

Blueridge earned the reputation of being a great guitar for all the right reasons. In 2000, Saga designers took it a step further by combining all things we learned about making great acoustic guitars into two guitars that would begin to show DNA that would become part of the design to the present day.



its place in history, not only as a traditional form of musical expression, but more importantly found its rightful place in all forms of popular music. While other manufacturers followed trends toward other styles of guitars even back to the electric scene, Saga remained true to acoustic music and continued to offer premium models in the Blueridge line. It was at this time in history that a Dalmatian tortoise pickguard is used and would become a characteristic feature of modern Blueridge line



2003 - Line Expands to Include the Historic and Contemporary Series!

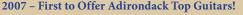
Because of the immediate success of the BR-160, the Blueridge line expanded to include five more models at various price-points, representing the most popular combinations of tonewoods available. At this time the Historic and Contemporary Series began to take



design, Saga trumps the market by introducing the BR-160... the first all-solid spruce and rosewood guitar at a retail price below \$800—immediately making traditional design and tone available to



The ten-year period beginning in 2004, Blueridge guitar line experienced a period of unbelievable growth and achievement. Already long established as a value leader in the market by offering a wide assortment, Blueridge began to offer Commemorative and Artist Specific models to the line. The first being the BR-1060P White Dove Commemorative Blueridge dreadnaught guitar, followed by BR-2060, BR-3060 and BR-4060



Finding sources for historically significant tonewoods is our specialty and that's why Blueridge was the first production guitar to offer guitars with solid Adirondack spruce woods in this price category.



2012 - Blueridge Logo Gets a

Blueridge Guitar Collections

In the Spotlight with Ralph Stanley II

Prewar Series

Historic Series

Blueridge Artists

Contemporary Series

Face Lift!

After well over 30 years developing one of the best selling brands of acoustic guitar on the market, the Blueridge logo was given a facelift, offering a fresh new look in keeping with its original, and traditional design, but hinting of a fruitful and innovative future

Blueridge Introduces the New BR-6060 Guitar with Ralph Stanley II!

peginning in the 1970s, Blueridge Guitars established itself as one of the leading brands in the world by continually

Contemporary offerings specifically developed to meet the performance, style, and budget requirements of today's musicians.

Quality materials, remarkable workmanship, and exceptional tone are what define Blueridge Guitars. So when it comes to

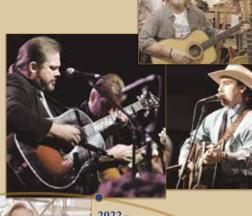
the quality of your acoustic tone...the best players will settle for nothing less than a Blueridge...and neither should you.

Drivaling the tone, quality and playability of some of histories' most legendary designs. With an amazing range of instruments crafted to meet the varied needs of guitarists at every level, Blueridge offers guitars with traditional Prewar

specifications—features that have become legendary in the eyes of collectors and professional musicians—to more

Ralph II and his signature guitar carry on in the Clinch Mountain tradition set forth by his father and uncle in the legendary Stanley Brothers





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Blueridge

Guitars Are Played by Today's Top Players! From Herb Pedersen, Chris Hillman and Ralph Stanley, to Marty Raybon,

John Jorgenson and the legendary Paul McCartney, musicians from every genre and at the highest levels of performance recognize that Blueridge Guitars have the sound, playability and reliability one expects from the finest instrument. Whether live or on a studio recording, Blueridge guitars are firmly rooted in modern music



Always looking for great opportunities to develop unique fretted instruments, Blueridge was the first manufacturer to offer a range of Tenor Guitars as part of the complete line. An immediate Top Seller!









PREWAR SERIES

The flagship series of the Blueridge line represent the pinnacle of design, tone and playability and are the highest quality guitars we've created to date. Inspired by traditional American instruments designed and manufactured almost a century ago; Blueridge Prewar Series guitars utilize the exact same construction techniques and materials from that bygone time—now considered the reason for the *Holy Grail* of tone pickers are looking for.

BR-280 SERIES ADIRONDACK & ROSEWOOD

- Premium solid Adirondack spruce top with forward shifted, scalloped x-bracing
- Premium solid Santos rosewood back and sides
- Select, one-piece mahogany neck with 13/4" nut and adjustable truss rod
- Matching ebony bridge and fingerboard with Diamond & Snowflake position markers
- Abalone body purfling with ivoroid body and neck binding; Dalmatian tortoise pickguard
- Gold-plated, vintage inspired open-back tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone
- Available in Dreadnaught (BR-280) and 14-fret 000 (BR-283) body styles





BR-260 SERIES ADIRONDACK & ROSEWOOD

- Premium solid Adirondack spruce top with forward shifted, scalloped x-bracing
- Premium solid Santos rosewood back and sides
- Slim and comfortable, mahogany neck with 1³/₄" nut and adjustable truss rod
- Matching ebony bridge and fingerboard with Diamond & Snowflake position markers
- Herringbone top purfling with ivoroid body binding; Dalmatian tortoise pickguard
- Nickel-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone
- Available in dreadnaught (BR-260) and 14-fret 000 (BR-263) body styles

BR-240 SERIES ADIRONDACK & MAHOGANY

- Premium solid Adirondack spruce top with forward shifted, scalloped x-bracing
- Premium solid mahogany back and sides for a warm, well balanced tone
- Slim and comfortable, mahogany neck with 13/4" nut and adjustable truss rod
- Matching ebony bridge and fingerboard with m-o-p dot position markers
- Tortoise body binding with whiteblack-white top purfling; Dalmatian tortoise pickguard
- Nickel-plated, vintage inspired openback tuners with 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone
- Available in dreadnaught (BR-240) and 14-fret 000 (BR-243) body styles

PREWAR SERIES

Blueridge



HISTORIC SERIES

The Blueridge Historic Series Guitars combine classic style with design features made famous by guitars produced throughout the 1950s and 1960s where tonewood options were slightly different than those more readily available prior to the 1940s. The result for Blueridge is one of our best-valued lines of instruments with their own classic tone, look and feel. By meticulously selecting each feature, the Blueridge Historic Series offers discerning pickers—at every skill level—more bang... tone and playability for the buck!

BR-180 SERIESSPRUCE & E. INDIAN ROSEWOOD

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Choice, solid East Indian rosewood back and sides
- Select, one-piece mahogany neck with 111/16" nut and adjustable truss rod
- Matching ebony bridge and fingerboard with Diamond & Snowflake position markers
- White body and neck binding with Abalone body purfling on all borders; Dalmatian tortoise pickguard
- Gold-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone
- Available in Dreadnaught (BR-180), 14-fret 000 (BR-183) and 14-fret 000 with cutaway and pickup (BR-183CE)
- BR-183CE is equipped with LR Baggs E.A.S. pickup system







BR-160 SERIES SPRUCE & E. INDIAN ROSEWOOD

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Choice, solid East Indian rosewood back and sides
- Select, mahogany neck with 111/16" nut and adjustable truss rod
- Matching Indian rosewood bridge and fingerboard with Diamond & Snowflake position markers
- White body binding w/ Herringbone top purfling; Dalmatian tortoise pickguard
- Nickel-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone
- Available in dreadnaught (BR-160), 14-fret 000 (BR-163) and 14-fret 000 with cutaway and pickup (BR-163CE)
- BR-163CE is equipped with LR Baggs E.A.S. pickup system

BR-140 SERIES SPRUCE & MAHOGANY

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Choice, solid mahogany back and sides
- Select, mahogany neck with 1¹¹/₁₆" nut and adjustable truss rod
- Matching Indian rosewood bridge and fingerboard with m-o-p dot markers
- Black body binding with white-blackwhite top purfling; Dalmatian tortoise pickguard
- Nickel-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone transmission
- Available in dreadnaught (BR-140), 14-fret 000 (BR-143) and 14-fret 000 with cutaway and pickup (BR-143CE)
- BR-143CE is equipped with LR Baggs E.A.S. pickup system

HISTORIC SERIES



BLUERIDGE ARTISTS



Ralph Stanley II (Ralph Stanley II & The Clinch Mountain Boys) Coeburn, Virginia

Masuo Sasabe Yokohama, Japan

> Sam Kim (Korean Idol) Seoul, South Korea



Summer Brooke & The Mountain Faith Sylva, North Carolina



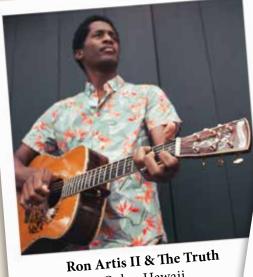
Cody Farrer (Breaking Grass) Marietta, Mississippi



Clancey Ferguson Mountain View, Arkansas



Kurt Wheeler Atlanta, Georgia



Oahu, Hawaii Photo by Carlos Mozo



Danny and Ryan Paisley (Danny Paisley and The Southern Grass) Landenberg, Pennsylvania



Jolina Carl Neuss, Germany



Jared Hampton (Lanco) Nashville, Tennessee



Dawn Landes Brooklyn, New York



Dale Ann Bradley Band Williams Branch, Kentucky



Blueridge in the Crowd Everywhere!

Blueridge

HISTORIC SERIES

PARLOR GUITARS

Celebrate the past through style... and TONE with the exceptional quality Blueridge Parlor Guitars—featuring the classic, small-bodied guitar design originally built around the turn of the 20th century. These guitars have a tone all their own and are more powerful, and inspiring to play than you can imagine. If you already play guitar and are looking to explore a whole new sound, a Blueridge Parlor Guitar is just the ticket to get you there!

BR-371, BR-361 & BR-341 PARLOR GUITARS

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Available with choice, solid East Indian rosewood or solid mahogany back and sides, depending upon model
- Select, mahogany neck with 17/8" nut, slotted peghead and adjustable truss
- Beautifully matching ebony Pyramid bridge and fingerboard with Diamond and Snowflake inlays, or m-o-p dot position markers on select models
- Gotoh nickel-plated, vintage tuners for slotted peghead with black or grained ivoroid buttons (model specific), designed exclusively for smooth and precise tuning
- Grained ivoroid body binding with Abalone or Herringbone purfling, or Dark Tortoise binding with whiteblack-white top purfling specific to individual models
- Hand-shaped bone nut and saddle for superior tone transmission







CONTEMPORARY SERIES

TENOR GUITARS

Originally made popular during the Folk Boom of the 1960s, the tenor guitar was one of the hottest selling instruments because of its ability to play any style, and fit into any band situation with its own unique voice. Today, Blueridge leads the way in the newfound popularity of Tenor guitars as they make their way into the hands of pickers, collections, and even studios around the world. From melodic folk tunes to its ability to accompany other guitars, a Blueridge Tenor will inspire most guitarists in ways they've never even dreamed... pick one and you'll know what it's all about!

BR-70T, BR-60T, BR-40T & BR-40TCE TENOR GUITARS

- Solid Sitka spruce top with traditional, forward shifted and scalloped X-bracing
- Available with Santos rosewood or mahogany back and sides, depending upon model
- Comfortable, 4-string mahogany neck with adjustable truss rod
- Matching Indian rosewood bridge and fingerboard
- BR-70T features white body and neck binding, abalone rosette, top purfling, and outlined hexagonal abalone position markers
- BR-40TCE is equipped with LR Baggs E.A.S. pickup system
- Gold or nickel-plated, vintage-style, precise 14:1 open-back tuners on specific models
- Hand-shaped bone nut and saddle for superior tone transmission

O Photo: Phil Madeira



CONTEMPORARY SERIES

Globally our best selling line of Blueridge Guitars, the Contemporary Series offers musicians' instruments priced easily within the reach of any budget and will exceed every expectation of tone, playability and redefine VALUE! By utilizing proven construction techniques, and purposely selected tonewoods that not only sound amazing and look great, but also limit the barriers to ownership. Marked by comfortable, easy to play necks, and solid spruce tops—the tonewood of choice for any great guitar—Blueridge Contemporary Series instruments never make you sacrifice tone, quality or playability... regardless of price-point!

BR-70 SERIESSPRUCE & SANTOS ROSEWOOD

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Select Santos rosewood back and sides
- Slim, mahogany neck with 111/16" nut and adjustable truss rod
- Matching Indian rosewood bridge and fingerboard with outlined hexagonal abalone position markers
- Gold-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone transmission
- Available in dreadnaught (BR-70), 14-fret 000 (BR-73) and 14-fret 000 with cutaway and pickup (BR-73CE)
- BR-73CE is equipped with LR Baggs E.A.S. pickup system





BR-60 SERIES SPRUCE & SANTOS ROSEWOOD

- Select, solid Sitka spruce top with forward shifted, scalloped X-bracing
- Select Santos rosewood back and sides
- Slim, mahogany neck with 111/16" nut and adjustable truss rod
- Matching Indian rosewood bridge and fingerboard with m-o-p dot markers
- White body binding with white-blackwhite top purfling and black pickguard
- Nickel-plated, vintage inspired openback tuners with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone transmission
- Available in dreadnaught (BR-60), 14-fret 000 (BR-63) and 14-fret 000 with cutaway and pickup (BR-63CE)
- BR-63CE is equipped with LR Baggs E.A.S. pickup system

BR-40 SERIES SPRUCE & MAHOGANY

- Solid spruce top with forward shifted, scalloped X-bracing
- Select mahogany back and sides
- Slim, mahogany neck with 111/16" nut and adjustable truss rod
- Matching Indian rosewood bridge and fingerboard with m-o-p dot markers
- Black body binding with white-blackwhite top purfling and black pickguard
- Nickel-plated, vintage inspired openback tuner s with precise 14:1 gear ratio
- Hand-shaped bone nut and saddle for superior tone transmission
- Available in dreadnaught (BR-40), left-handed dreadnaught (BR-40LH), 14-fret 000 (BR-43), left-handed 14-fret 000 (BR-43LH) and 14-fret 000 with cutaway and pickup (BR-43CE)
- BR-43CE is equipped with LR Baggs E.A.S. pickup system

CONTEMPORARY SERIES

Blueridge

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RALPH STANLEY II

Carrying On... In The Bluegrass Tradition

IN THE SPOTLIGHT WITH

If you were to gather together an average cross-section of people and ask them if they thought it would be an advantage for a performer to be the child of a legend, most would probably conclude that it would be a definite plus.

After all, the doors of opportunity would be quicker to open, and the spotlight of public attention that so many artists spend years trying to cultivate would be yours, because... well... just because. Famous by default so to speak, and doubtless there are tangible advantages.

But then there's the downside - pressure. The learning curve, the whole growth process with all its potential missteps and pitfalls is a public document. Most artists get to take those perilous first steps of their careers in relative anonymity, a nameless face in the crowd.

As one might expect for the son of a renowned banjo player, the first instrument Ralph II ever held was a banjo. At the ripe old age of three, Ralph (or simply "Two" as he is called by his family and friends), had his first lesson from the elder Stanley, learning a simple finger roll. It turned out, however, that he would not be following in his father's footsteps, when it came to choice of instrument. He soon fell under the spell of the undisputed king of boyhood musical desires, the guitar. He spotted one under his sister's bed, and according to Ralph, "I wanted to play it. When I was five years old, I started with the guitar and I've been playing it ever since".

But despite his interest in the guitar, and the fact that he was occasionally traveling with the Clinch Mountain Boys on the road, he had not yet developed

an ambition to play professionally. It took until age twelve and an old 1977 video of the late Keith Whitley during his tenure as lead singer for the Clinch Mountain Boys, to inspire Ralph II to become a professional musician. After seeing Whitley with the elder Stanley, he was hooked and spent hours in the family basement honing his skills, and weathering the comparisons to his late Uncle Carter. His persistence paid off, and he took the stage as lead singer with Ralph Sr. and the Clinch Mountain Boys in June of 1995.





Since then, R2 has earned the respect of Stanley fans everywhere, and has garnered praise as a strong new artist in his own right.

To his credit, he has also earned two Grammy nominations on albums recorded under his own name; culminating in 2002, when earned his first Grammy along with his father, Dr. Ralph Stanley, for their collaboration with Jim Lauderdale on "Lost in the Lonesome Pines."

With 6 solo albums under his belt, along with the highly acclaimed duet album with his father titled "Side by Side," Ralph II has proven to be an accomplished songwriter with inspiration coming in many of the same ways and from the same region as his father and the legendary musicians that he surrounds himself with

On May 26, 2017, Stanley Family Records released the self-titled album by Ralph Stanley & The Clinch Mountain Boys. This is the first recording released since Ralph II honored his father's wishes by taking over the Clinch Mountain Boys name. These big shoes are filled by the talents of the current and longtime CMB, John Rigsby on fiddle and mandolin; Randall Hibbits on the upright bass; Landon Fitzpatrick on banjo and vocals, Caleb Shifflett on guitar and vocals; and Ralph II on lead guitar. The current band configuration brings a lot of talent, energy and humor to the stage as they perform old-time favorites, bluegrass hits and new original material.

With already three #1 singles throughout his career; including, the 2019 hit "Beautiful Hills of Home," R2 is continually in heavy radio rotation all across the country, on Bluegrass Junction, World Wide Bluegrass, iHeart Radio, and Sirius XM.

When not traveling the road, Ralph II enjoys his time at home with his wife Kristi and their children Taylor and Ralph III.

To learn more about Ralph II and his Signature Guitar, visit: Ralph2.com.

ON THE COVER... THE CLINCH MOUNTAIN SPECIAL GUITAR

When the legendary Dr. Ralph Stanley asked his son, Ralph II, to be the new leader of The Clinch Mountain Boys, he knew that the musical tradition he established many years ago with his brother Carter in the Stanley Brothers would be in very capable hands. To commemorate that family tradition of old-time country music shaped in the mountains of Southwest Virginia, Blueridge Guitars and Ralph Stanley II present, The Clinch Mountain Special Dreadnaught Guitar!



When we began to design my first signature Blueridge guitar, I knew it had to be something special. After having played it on the road for some time now, The Clinch Mountain Special never fails to exceed my expectation in every way! From how easy it is to play and how it looks, to the power, punch and tone behind every note...It's truly the best guitar I have ever played!



Bluoridge®

