



Martin & Co.
EST. 1833

**The 00-42SC John Mayer
Stagecoach Edition**

The 00-42SC The John Mayer Stagecoach Edition

A Traditional But Exquisite 12-fret Grand Concert In Beautiful Cocobolo

John Mayer has been busy since he introduced the Martin 00-45SC John Mayer Stagecoach Edition – his imagined “stagecoach cowboy guitar,” bedecked with gorgeous blue Paua pearl inlay throughout – at the NAMM Show in January 2012. The seven-time Grammy Award-winner put the finishing touches on *Born and Raised*, his fifth album. Released in May, *Born and Raised* became Mayer’s third album to reach No. 1 on the Billboard “Top 200” list, a position it held for two weeks. The album also garnered rave reviews and produced two singles: “Shadow Days” and “Queen of California.”

Plans for a North American concert tour were derailed by a recurrence of vocal problems that silenced Mayer early in the decade, but while receiving treatment and resting his voice, he played guitar for vocalist Frank Ocean on “Saturday Night Live,” at the “Love for Levon” concert honoring the late Levon Helm and on tracks for legendary pianist Chuck Leavell’s next album.

As for the Martin 00-45SC John Mayer Stagecoach Edition, the very limited edition of 25 guitars sold out almost instantly. Both fans of John Mayer and fans of pearl-inlaid 12-fret 00 Martins – among the company’s rarest instruments - were disappointed.

Fortunately, after nearly a decade of collaboration on various guitars, John Mayer and C. F. Martin & Co. were happy to join forces again to create a second “stagecoach guitar,” one slightly less ornate, and while still premium, more affordable and able to be produced in numbers sufficient to meet demand (more on John Mayer’s earlier collaborations with Martin and his remarkable career can be found in *The Sounding Board*, Volumes 15 and 20, archived online at www.martinguitars.com).

The new Martin 00-42SC John Mayer Custom Signature Edition is that guitar and – in both looks and sound – it’s spectacular.



Like its older sibling, the 00-42SC John Mayer Custom Signature Edition features the unique, extraordinary Style 45+ blue Paua pearl top inlay, including inlays along the fingerboard extension that extend seamlessly into mitered joins at the rosette, which in turn completes a full 360° arch across the fingerboard below the 18th fret. Blue Paua pearl also is showcased on the “CF Martin” block letter headplate inlay and on the Golden Era Style 42 custom snowflake fingerboard inlay.

The solid tonewoods are equally sumptuous. Like the original Stagecoach Edition, the back and sides of the 00-42SC John Mayer Custom Signature Edition are beautiful, dense cocobolo, renowned for its complex bass, generous mid-range, clear trebles, and uncommon power and sustain. The scalloped-braced premium grade Sitka spruce top – the “best of the best” from Martin’s tonewood stockpile – provides warm, direct tone and quick response. The combination gives this guitar a big, articulate voice ideal for fingerstyle playing and nearly as impressive flatpicked. The 1 7/8-inch (at the nut) Modified V neck with square slotted headstock and diamond volute is carved from genuine mahogany and accented by a cocobolo headplate. Both the fingerboard and traditional pyramid bridge are black ebony.

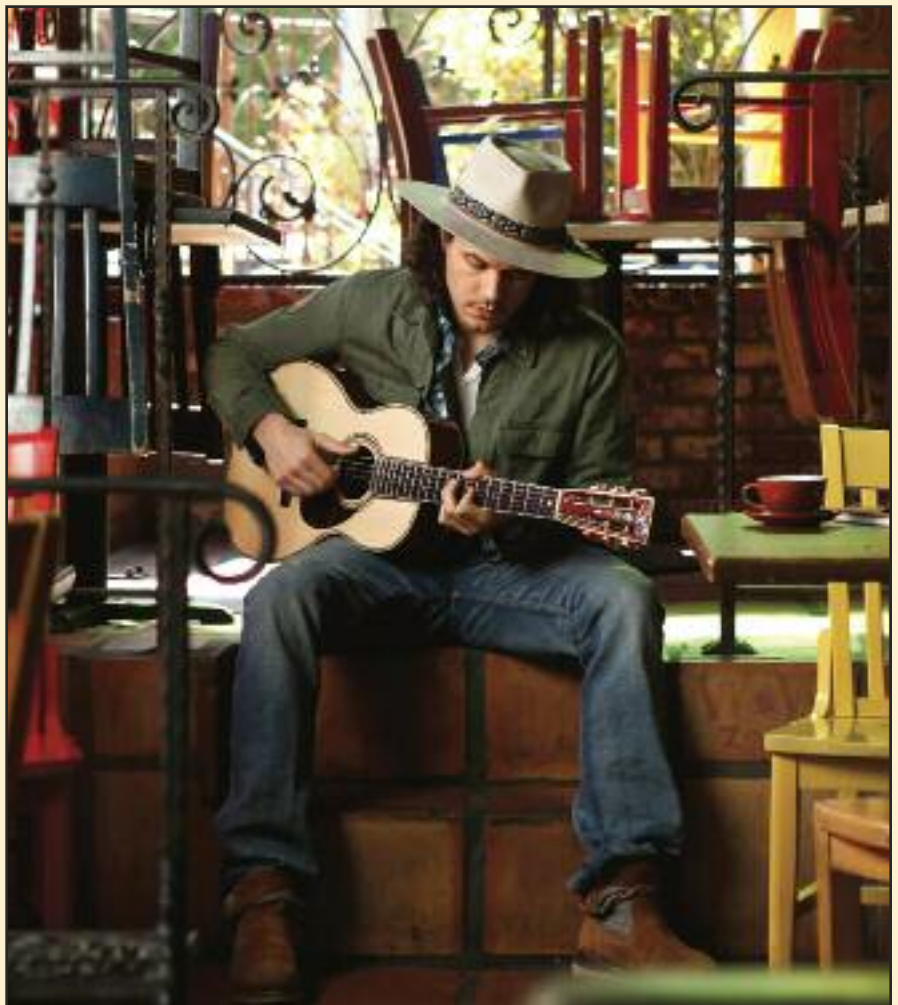
Other appointments are classic and elegant. Fine black/maple/black wood fiber purfling accent the back, sides, endpiece and heel cap. Grained ivoroid body, neck and headstock binding define a motif continued in the grained ivoroid endpiece and heelcap. The back is bisected by colorful Style 45 purfling highlighted with thick black fiber borders. Blue paua dot inlays accent the bridge pins and end pin, and serve as neck binding position markers. A bone nut, compensated drop-in bone saddle, engraved Waverly® brass tuners with ivoroid knobs and a teardrop faux-tortoise Delmar pickguard enhance the vintage-inspired tone and style. Polished gloss lacquer finish protects the guitar and lets its beauty shine.

Each 00-42SC John Mayer Custom Signature Edition bears an internal label that is personally signed by John Mayer. The guitar is delivered in an embroidered Custom Shop 00 12-Fret hardshell case with silver hardware and satin embroidered top overlay. A left-handed version of this guitar may be ordered at no additional charge and factory-installed electronics are an extra-cost option.

Authorized C. F. Martin dealers are now accepting orders for the 00-42SC John Mayer Custom Signature Edition. Additional information can be found online at the Martin website: www.martinguitar.com.



Like its predecessor, the most distinctive element of the 00-42SC is the unique inlay at the end of the fingerboard – in effect completing the circular rosette. Conceived by John Mayer, the stagecoach models are the first Martin guitars to incorporate such a challenging and beautiful completed rosette inlay. John is shown below with the original 00-45SC Stagecoach Edition in Laurel Canyon, California.



00-42SC JOHN MAYER STAGECOACH EDITION – SPECIFICATIONS

MODEL: 00-42SC John Mayer Stagecoach Edition
CONSTRUCTION: Dovetail Full Gloss
BODY SIZE: Grand Concert 00 12-fret
TOP: Sitka Spruce, Premium Grade
ROSETTE: Blue Paua, Three Ring – Style 45
Contiguous Three Ring Inlay in Blue Paua on Fingerboard Surface
Blue Paua Inlay Along Side Edge of Fingerboard Is
Mitered Directly Into The Rosette Ring (See Photograph)
TOP BRACES: Sitka Spruce, Scalloped, ¼" Width
BACK: Cocobolo (Rosewood) - 2 Piece, Sanded to .095"
BACK PURFLING: Style 45 Golden Era with D18 Inlay on Each Side
CAUTION STAMP: None, "C. F. Martin & Co., Nazareth, PA"
Laser Etched Between 1st and 2nd Back Braces
BLOCK TO READ: (Laser Etched Martin Logo)
(Custom Shop Lasered Logo)
Serial Number
(John Mayer Lasered Signature)
SIDES: Cocobolo (Rosewood), Sanded to .065"
RIBBON: Spanish Cedar
END PIECE: Grained Ivoroid with Style 45 Blue Paua Inlay, Mitered
BINDING: Grained Ivoroid With Style 42 Blue Paua Inlay
Black/Maple/Black Wood Fiber Inlay
SIDE INLAY: Style 42 with .042 Black/Maple/Black Fiber
BACK INLAY: Style 42 with .042 Black/Maple/Black Fiber
NECK: Solid Genuine Mahogany
NECK SHAPE: Modified V Shape With Diamond Volute
TRUSS ROD: Two Way Adjustable
HEADSTOCK: Slotted Square Tapered With Square Slots
HEADPLATE: Solid Cocobolo
with Style 45 "C. F. Martin" Block Letters in Blue Paua
HEADSTOCK BINDING: Grained Ivoroid
HEELCAP: Grained Ivoroid with .042 Black/Maple/Black Fiber
NUT: Genuine Bone (On The Flat)
FINGERBOARD: Genuine Black Ebony
SCALE LENGTH: 24.9"
OF FRETS CLEAR: 12
OF FRETS TOTAL: 19
FINGERBOARD WIDTH AT NUT: 1 7/8"
FINGERBOARD WIDTH AT 12th FRET: 2 5/16"
SIDE POSITION DOTS: White, 3rd, 5th, 7th, 9th, double at 12th, 15th, 17th
FINGERBOARD BINDING: Grained Ivoroid, Mitered
FINGERBOARD INLAYS: Golden Era® Style 42 Snowflakes in Blue Paua
FINISH BODY: Polished Gloss Nitrocellulose Lacquer, Dark Filler
FINISH TOP: Polished Gloss Nitrocellulose Lacquer
FINISH NECK: Polished Gloss Nitrocellulose Lacquer Complete
Maple Stain with Dark Filler
BRIDGE: Genuine Ebony Straight Pyramid Bridge
BRIDGE SPACING: 2 5/16"
SADDLE: Genuine Bone, Drop In Saddle, Compensated, 16" Radius
TUNING MACHINES: Waverly Sloane Brass Engraved Side Mount
with Small Ivoroid Buttons
STRINGS: MSP-7100 Light Gauge Phosphor Bronze SP Lifespan
BRIDGE & END PINS: White with Paua Pearl Dots
PICKGUARD: Delmar® Nitrate Tortoise, OM Teardrop, Polished & Beveled
CASE: Embroidered Custom Shop 00 12-Fret Hardshell Case
with Silver Hardware and Satin Embroidered Top Overlay
INTERIOR LABEL(S): Personally Signed By John Mayer
No Numbering On Label
NO CHARGE OPTIONS: Lefthanded At No Additional Charge
CHARGED OPTIONS: Various Sunburst Top Finish Options, Onboard Electronics



"I am absolutely stunned by my Stagecoach guitar every time I play it. It has the charisma that very few guitars have. I connect with it sonically and feelwise... but that third thing is very rare. It honest to God stimulates my imagination on some other level. I know it sounds like hyperbole, but it's quite an accomplishment."

John Mayer



SUGGESTED RETAIL PRICE

\$9,999.00

This model may be ordered
through your local
Authorized Martin Dealership.