



*By Ronny North - GJD Contributor*

On August 4th, I attended the Los Angeles World Guitar Show at the Santa Monica Civic Auditorium in Santa Monica, California. The show is run by Larry Briggs and his family's 4 Amigos company. This year's event was co-sponsored by Vintage Guitar Magazine.

The Briggs family are just the coolest people and I'm proud to call them my friends. The atmosphere they have at their shows is very family like and mellow. It's definitely something that the promoters of other guitar shows could learn from.

This was the first year that I haven't played the show in long time so it was nice to just hang out and check out all the cool gear. After walking in and immediately running into Larry's son Christian who also works the shows helping his family. He's a great kid and we were chatting about the time we were hanging out at the Jam at the Arlington Guitar show last fall (they also put on that show as well as several others through out the year) I played at that show all weekend and at the jam they had on Saturday night.

After my chat with Christian I then walked into the arena where all the exhibitors were. There were a lot of dealers at the show. The show definitely had more vintage stuff than anything but a good variety of gear.

I saw quite a few friends as well. One of the first booths I stopped at was the Asher Guitars booth ( [www.asherguitars.com](http://www.asherguitars.com) ) My friend Greg who attended the show with me actually knows Bill Asher and stopped to talk with him. I have never heard of his guitars but they looked pretty cool so I decided to play a couple of them while Greg was chatting with Bill Asher and his wife.

Well, these guitars were very cool. I plugged one in and it sounded as great as it looked - great stuff. I asked Bill Asher what their story was and he told me that he has been making custom guitars for many years and his shop was in Culver City California. He also told me that he used to specialize in Lap steels and that the Asher brand is known in that circle and that several big Lap players use his instruments. He also told me that he is now going to really push his new electrics he's making. I was really impressed with them and I told Bill I would like to come by his shop sometime and try out a bunch of his instruments.

After that we walked around the show and saw some really cool vintage guitars including a couple vintage Les Pauls that were several hundred thousand dollars....crazy stuff. There was a good mix of old and new at the show.

On that note, I also stopped by my friend Allison Moody's booth. She's the founder of Moody Guitar Straps ( [www.moodyleather.com](http://www.moodyleather.com) ) . I've known Allison for a while now and we always run into each other at trade shows all over the U.S.. I had a blast chatting with Allison and Jen (her rep) at the booth. Allison even let me try out a few of her straps - something I had never done before even though we're friends. Well her straps are so cool. She had one of her Moody Straps on a very heavy bass they had at the booth and she had me put it on. For some reason the way the strap is made the bass didn't seem very heavy at all when I put it on. The straps are all leather and are very comfortable and soft. I was very impressed and Allison even gave me one to try out (how cool is that!). If you play a heavy guitar like a Les Paul you should really check these straps out. I'm going to put mine on my Les Paul. If the strap can make the weight of the guitar more bearable I'm going to start using it live a bunch more for sure.

After that we ran into my friend Karl from Guitar Center. He manages the GC in Pasadena. Calif. He was at the show buying vintage gear for his store. Well he had a whole cart of stuff he was wheeling out including few cool vintage Marshall heads and a double neck Ovation Acoustic (can anyone say Bon Jovi??)

On our final lap before leaving we stumbled across a booth that was demoing a cool little passive pre amp for electric guitars. The company is called Villex ( [www.villex.com](http://www.villex.com) ) Their unit is installed in the jack assembly and easily replaces your current jack on the guitar. Bill Villex demoed the pre amp on on a Fender Stratocaster he had installed the unit in. It really boosted the output in a clean way and was quiet. Since it's passive no batteries were required. It's definitely a product I'm going to look into.

After that we were ready to call it a day. It was a fun show and everyone in attendance seemed to be having a good time. Isn't that it's all about????

Anyway you spin it I got to spend the day at a guitar show with tons of cool guitars, amps and pedals. And that doesn't suck.....