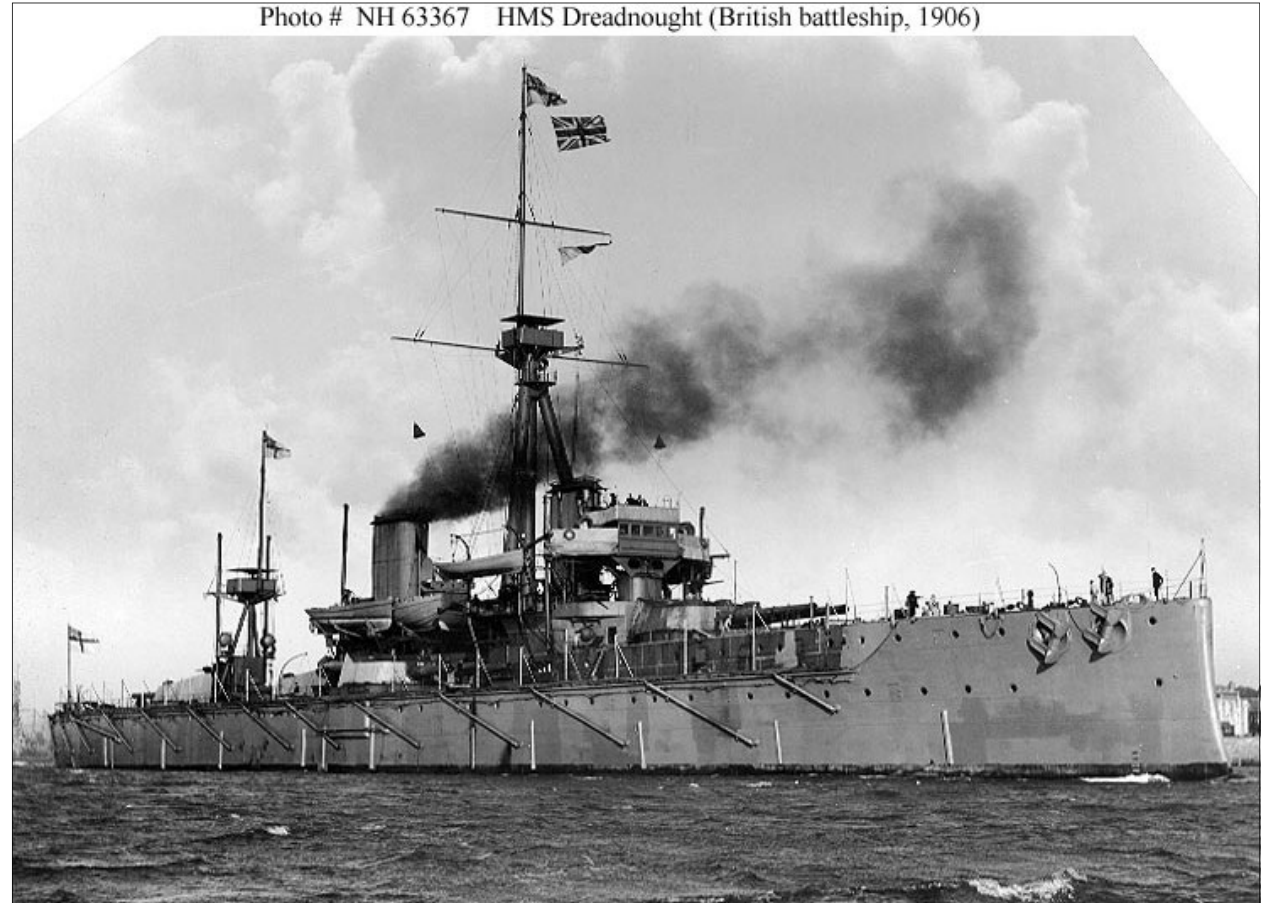


.... *Big, New Royal Navy Battleship that “had fear of nothing”*



The Dreadnought



The HMS Dreadnought

In 1906, the Royal Navy had shocked the world by launching a battleship that was considerably larger than any in service. From the idea that a ship that big would have to fear nothing, it was christened *HMS Dreadnought*. Martin recognized a perfect marketing tie-in when they saw one, and borrowed the name for their new, large guitar. The greater volume and louder bass produced by this expansion in size was intended to make the guitar more useful as an accompaniment instrument for singers working with the limited sound equipment of the day. Initial models were fan-braced, and the instruments were poorly received. In 1931, Martin reintroduced the style with a modified body shape to accommodate a 14-fret neck, and it quickly became their best-selling guitar. The rest of the industry soon followed, and today the "dreadnought" size and shape is considered one of the "standard" acoustic guitar shapes, iconic for its use in a wide variety of musical genres.