



FOR IMMEDIATE RELEASE

Magnetone's Legacy of Sound and Style Celebrated in *Sophisticated Living St. Louis*

ST. LOUIS, MO – September 23, 2025 – ([GUITARpr](#)) – Magnetone LLC is proud to announce that the company, its history, and its future were recently featured in *Sophisticated Living St. Louis* magazine. The in-depth article, written by publisher Craig Kaminer with photography by John Lore, chronicles nearly nine decades of Magnetone's legacy and highlights the vision of Ted Kornblum, who resurrected the brand into the modern era.

Being profiled in *Sophisticated Living* is a notable recognition for Magnetone, underscoring the brand's influence not only in music but also in culture and design.

The feature, titled *Strings Attached: A Family Legacy and the Reinvention of Magnetone*, explores the company's unique heritage dating back to 1937, its patented stereo vibrato, and the artistry of its hand-built amplifiers. It also details Kornblum's deep musical lineage, his collection of vintage Magnetone gear, and the team of engineers carrying the brand forward.

"Magnetone is about making things the right way, with integrity. It's not about being the biggest. It's about lasting value — heirloom value," Kornblum says in the article.

Along with the print feature, *Sophisticated Living* produced a companion video profile that brings the Magnetone story to life on screen.

- **Read/Download the full article:**
<https://magnetoneusa.com/sl-magnetone-story>
- **Watch the companion video:**
<https://youtu.be/LgAgitf9nsk>

As Magnetone approaches its 90th anniversary in 2027, this recognition underscores the brand's ongoing commitment to craftsmanship, authenticity, and timeless sound.

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About Magnatone

The Magnatone brand was established in 1937 in Los Angeles and revived in 2007 by Ted Kornblum. Magnatone is recognized and respected for inventing and patenting true stereo pitch-shifting vibrato. Magnatone has been played by hundreds of legendary artists, including Billy Gibbons, Brandi Carlile, Buddy Holly, Jason Isbell, Lonnie Mack, Lukas Nelson, Neil Young, Robert Ward, and Slash. All Magnatone amps are proudly made in the U.S.A.

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