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MUSICAL MERCHANDISE REVIEW

Est. 1879

THE *Sax* TALK

Suppliers of Alto Saxophones Discuss the Market

avantis

IT'S A SMALL STEP TO A GIANT LEAP.

ALLEN & HEATH



INSIDE



UpFront Q&A
Sweetwater's
John Hopkins



Dealer Survey
'Tis the Season
Back to School Sales
Post-Pandemic



Small Business Matters
Tenacity
The Secret Ingredient in
the Success Formula