

MMR

MUSICAL MERCHANDISE REVIEW



marketprofile

New York City

Chasing Dreams in the City that Never Sleeps

INSIDE



Survey:
Sales of Drums and Percussion Cases



Then & Now: *MMR* and Partners Look Back on a Half Century



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Survey

Customer Service Required: Savvy Salespeople Drive Purchases of Drums & Percussion Cases 10

It stands to reason that products related to live performance – such as protective cases and bags – have taken a hit in the past many months, but as venues reopen, dealers are optimistic for a return to form in this market segment. Moreover, we are reminded that certain types of gear require assertive and creative sales tactics.

Market Profile

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We touch base with a number of suppliers and retailers based in the New York City area to learn of the upsides and challenges inherent in operating in the Big Apple.

Then & Now

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A handful of MMR advertisers take a lighthearted look back half a century and briefly comment on their own companies' evolution, as well as their longstanding partnership with this publication.

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MMR Musical Merchandise Review® (ISSN 0027-4615), Volume 180, Number 7, July 2021, founded in 1879, is published monthly by Timeless Communications Corp., 6000 South Eastern Ave., Suite 14J, Las Vegas, NV 89119, (702) 479-1879, publisher of School Band and Orchestra, Choral Director and JAZZed. Periodicals Postage Paid at Las Vegas, NV and additional mailing offices. MMR is distributed free to qualified individuals and is directed to music dealers and retailers, wholesalers and distributors, importers and exporters and manufacturers of all types of musical instruments and their accessories, related electronic sound equipment, general musical accessories, musical publications and teaching aides. **POSTMASTER:** Send all UAA to CFS. **NON-POSTAL AND MILITARY FACILITIES:** send address corrections to Musical Merchandise Review, PO Box 16655 North Hollywood, CA 91615-6655. The publishers of this magazine do not accept responsibility for statements made by their advertisers in business competition. No portion of this issue may be reproduced without the written permission of the publisher. Copyright ©2021 by Timeless Communications Corp., all rights reserved. Printed in USA.



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C.F. Martin & Co. Appoints Ripsam as New CEO

C.F. Martin & Co. has announced that Thomas Ripsam has been appointed the company's new chief executive officer. Effective June 14, 2021, Ripsam succeeds longtime chairman and CEO, Christian Frederick Martin IV, who assumes the role of executive chairman.



An experienced growth strategist and leader, Ripsam has a deep passion for companies with a strong heritage and legacy. He is a trusted advisor and business partner, having guided numerous boards of directors and leadership teams to shape strategies and deliver results. His expertise in strategy development, digital/technology deployment, and continuous improvement will ensure the continued growth of the 188-year-old company.

After 35 years as C.F. Martin & Co. CEO, Chris Martin is stepping into his new leadership role of executive chairman. During his time as CEO, Martin has guided the company through booms and crises, leaving a legacy of growth and manufacturing excellence. This transition comes as the company is experiencing unprecedented demand for its products.

"First, I want to thank everyone in the music products business for their support during my 35-year career as CEO of my family's business. What a ride!" said Martin. "I complete my term as NAMM chairman this July at the show in Nashville, and I have been thinking about retiring for several years, so this felt like the right time. I look forward to transitioning to the role of executive chairman of Martin Guitar where I will continue to be a cheerleader for the Martin brand. I am excited to work with Thomas as he gets to know all of us and shares the love we all have for the guitar."

Chris Martin hands the reins to Ripsam, who, over the course of his 25+ year career, first at Booz Allen & Hamilton, and most recently as a partner at PricewaterhouseCoopers, took on leadership responsibilities for growing the business, developing service offerings and managing teams. He has worked with consumer goods companies, specialty retailers, technology solutions providers, *Fortune* 50 companies, and family-owned businesses, helping to drive profitable growth, enhancing digital capabilities, improving customer experience and engagement, and generating hundreds of millions in incremental value for his clients.

An avid guitar player, Ripsam collects fretted instruments and even took a sabbatical in 2019 to work with a luthier to learn about the process of building acoustic guitars – in the style of Martin. He holds an MBA in Strategy & Finance from Columbia Business School and a BA in Business Administration and Management from Reutlingen University in Germany and Middlesex University in London.

"I have admired Martin guitars since I was a teenager," said Ripsam. "My first real acoustic was a Martin guitar and it has been a close companion to me since. Martin has always been an iconic fretted instrument builder and I have a deep appreciation for the company's continued focus on quality, craftsmanship, and innovation, as well as its unique culture and history. I am honored and humbled to join the Martin family and to carry on the legacy of Chris Martin and his predecessors."

PRS Guitars Announces Virtual 'Experience PRS 2021'

PRS Guitars will again be hosting their Experience PRS event virtually for 2021. The Experience event, heralded as the Ultimate Guitar Festival for Guitarists and Music Lovers, will stream live on PRS Guitars YouTube channel Thursday, July 8th, 2021 at 7:00 PM EST.



For the 2021 event, PRS is planning several familiar elements, including artist clinics, inside looks from the factory floor, messages from Paul Reed Smith and PRS employees, and the YouTube will be live and staffed with PRS representatives answering questions and joining in the fun.

"Our Experience PRS events are a way to open our doors, throw a great party, and say a big thank you to everyone for their support in believing in our products and craftsmanship," said Paul Reed Smith. "While we'll miss seeing everyone in person, this will be a great event."

While the event will premier live on PRS Guitars YouTube channel on Thursday, July 8th, it will be available in perpetuity, so fans can watch them anytime.



UA Announces Asset Purchase Agreement with Townsend Labs

Universal Audio (UA) has announced an asset purchase agreement with Townsend Labs Inc., the company behind the TEC award-winning Sphere L22 Microphone System.



Sphere L22 microphone

As part of the agreement, the Sphere L22 microphone will join UA's industry-leading line of audio recording products, including Apollo interfaces and UAD Powered Plugins.

Powered by proprietary microphone modeling technology, the Sphere L22 mic system provides a wide range of highly sought-after studio mic sounds with amazing accuracy, allowing for auditioning and selection of various mic types and polar patterns, even after audio has been recorded.

UA has partnered with Townsend Labs since 2017, most notably on the Ocean Way and Bill Putnam Microphone Model Collections for Sphere L22 on the award-winning UAD and Apollo platforms. UA will continue to support all of the Sphere L22 system's current audio platforms, including UAD, AAX DSP, AAX Native, VST, and AU.

With this agreement, Townsend Labs founders Chris Townsend and Erik Papp will join the UA team, working to develop future microphone products under the UA brand.

I Believe in Collaboration...

And the people who bring music to the world.



As President of NASMD, the Board and I are really looking forward to hosting our NASMD 2021 Convention in conjunction with Summer NAMM in Nashville.

While so much has changed in the past year, the desire to gather as an industry, sharing best ideas and practices, has not. Budgets are tight, but connecting with NAMM, NASMD members will get a double bang for their buck. We'll still have the wonderful opening gala and a full day of sessions with special guest speakers.

Plus, attendees will then have the opportunity to explore Nashville and experience Summer NAMM!

Whitney Brown Grisaffi

President

Ted Brown Music



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Webinar – New Lacey Act Requirements to Impact Wind Instruments, Drums, More



At the time of this writing, the U.S. Fish and Wildlife services has advised that on July 1, 2021, a wide range of imported musical instruments, including drums, clarinets, flutes and piccolos, and others will be required to file a Lacey Act import declaration. While the industry awaits additional information and the final effective date from Animal and Plant Inspection Service (APHIS) of the U.S. Department of Agriculture (USDA), NAMM Members are encouraged to review the latest impact

and requirements to commercial importers.

Watch the webinar here: www.namm.org/issues-and-advocacy/public-policy/namm-compliance-update-expanded-lacey-import

Participants include Jim Goldberg, Goldberg & Associates, PLLC, Joe O'Donnell, International Wood Products Association and Mary Luehrsen, NAMM.

The addition of these instruments follows the 2008 expansion of the Lacey Act, which was expanded to include all plants and plant products (including wood), and later, the 2010 import declaration requirement was made applicable to pianos (including player pianos, harpsichords, and other stringed keyboard instruments) defined in Harmonized Tariff Schedule 9201 and "other stringed instruments" (including acoustic guitars, violins, and harps) in HTS 9202.

Now, the import declaration requirement will be applicable to imported products falling within the following HTS codes:

- 9205.90.20.00 — wind musical instruments, bagpipes
- 9205.90.40.20 — clarinets
- 9205.90.40.60 — flutes and piccolos
- 9205.90.40.80 — other woodwind instruments
- 9206.00.20.00 — drums
- 9207.90.00.40 — fretted stringed instruments, the sound of which is produced or must be amplified electrically.
- 9209.92 — parts and accessories for musical instruments (e.g., instrument stands, tuning pins, bows)
- 9209.92.80.80 — parts and accessories for musical instruments, other
- 9209.99.20.00 — parts and accessories for bagpipes
- 9209.99.40.40 — parts and accessories for other woodwind instruments
- 9209.99.80.00 — parts and accessories for musical instruments, other

Further information on HTS code descriptions can be found at <https://hts.usitc.gov/current>. Musical Instruments are found in Chapter 92.

The import declaration form must be filed electronically or in paper format by the importer, although as a practical matter, the information required by the form must be obtained from the product manufacturer or exporter.

More detailed information on Lacey Act requirements can be found at www.aphis.usda.gov/plant_health/lacey_act

“

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CORRECTION

Dean Guitars Honors Leslie West with 50 Signature Model Guitars

Dean Guitars' Leslie West Signature Model was represented with an incorrect image in our June 2021 issue. The correct entry, including image, is below:

Dean Guitars is proud to honor friend and legend, Leslie West, by handcrafting 50 Dean USA Leslie West Tattered N Torn Thoroughbred TBZ limited edition signature guitars. Each guitar is masterfully distressed by legendary master builder John Cruz.

Dean worked directly with West throughout the project before his passing on Dec. 23, 2020. Fifteen guitars were hand-signed by West on the back of the headstock; the remaining 35 guitars have the "LW" insignia on the back of the headstock. West said of his new signature model, "If I can get excited about a guitar when I'm 75 years old, that's sayin' something!"

The Dean USA Leslie West Tattered N Torn Thoroughbred TBZ limited edition signature guitar features a two-piece mahogany body with a flame maple arched top, an aged Trans Brazilia nitrocellulose lacquer finish with aged brown mahog-

any back and sides, and a classic black headstock. The "C"- shape three-piece mahogany neck has an ebony fretboard with a 12" radius, 22 jumbo frets, a bone nut, pearl block fret markers and Grover 18:1 ratio tuning machines. The body and neck have single-ply cream binding. In addition, the signature model features a USA DMT Leslie West Signature Mountain of Tone Distressed Humbucker bridge pickup, a USA DMT Nostalgia Distressed neck pickup, master volume and tone controls with gold speed knobs, a three-way toggle switch, Tune-o-Matic bridge and hardtail tailpiece.

"I remember the first time he saw it," said West's widow, Jenni West. "I opened the box and pulled it out, (and) laid it on the island of the kitchen. He lit up like a fat kid at a chocolate factory. He laughed out loud in that big booming voice, 'That's fucking perfect! Looks torn and tattered like me!' He plugged it into his practice amp, cranked up the volume and played a few bars of 'Blood of the Sun'. That guitar made him smile! He said it made his balls rattle. That's how

he judged a guitar; if the bottom end didn't boom, it just didn't make the cut. He was so proud of this model. I am too!"

"We are honored and humbled to have called Leslie 'friend'" said Dean Guitars vice president of Products, Eric Stewart. "While 'labor of love' is overused, I can't think of a better phrase to describe how everyone at Dean feels about this project."

Hand-signed Dean USA Leslie West Tattered N Torn Thoroughbred TBZ guitars include a custom stenciled "Leslie West" hard shell case and Certificate of Authenticity (C.O.A.), and are available for \$9,999.00; non hand-signed models also include the hard-shell case and C.O.A., and are available for \$5,460.00 at authorized Dean Guitars dealers.

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DPA Microphones has announced the appointment of **Søren Høgsberg** as executive vice president of sales and marketing, effective immediately.



As a former executive with many of Denmark's leading corporations, Høgsberg will call on his global experiences to lead DPA in strengthening the coordination of its sales and marketing initiatives.

A graduate and post-graduate of the Aarhus School of Business, Høgsberg most recently served as Vice President of International Sales at Demant A/S, a leading international health care company focused on hearing aids, audiological equipment and personal communication. Høgsberg also previously held senior positions at Vestas Wind System A/S and GN Store Nord A/S, which is among the top 20 traded companies in Denmark. With DPA's background also rooted in the hearing aid industry, Høgsberg's knowledge of miniature audio devices will prove useful in managing DPA's sales and marketing teams in supporting the brand's valued customers.

Høgsberg officially joined DPA Microphones on June 1, 2021.

Hal Leonard has promoted **Asa Doyle** to chief technology officer. He will oversee the company's wide range of technology products and teams.



These products cover e-commerce, music technology, media delivery, internal systems, and integrations for existing and future initiatives.

In 2018, Hal Leonard acquired Doyle's company Groove3 which produces a popular website that includes online tutorials for music technology products. In addition to overseeing the general operations of Groove3, Doyle started leading several new development initiatives for Hal Leonard such as Essential Elements Music Class and the expansion of the digital books technology that was built by Groove3 and powers Hal Leonard Digital Books.

Before the Hal Leonard acquisition, Doyle had experience as an entrepreneur being a co-founder and CEO of Groove3, with almost 20 years of leveraging technology to solve problems and deliver valuable technology-driven solutions supporting musicians. Groove3 began delivering online tutorials for musicians,

producers, and audio engineers as a subscription service years before Netflix had an online streaming service. Based out of Austin, TX, Doyle also creates sonically responsive and performance-driven visuals for electronic music artists and DJs and writes electronic music.

.....
Yamaha has announced that it has promoted **John Shalhoup** to the role of vice president of sales enablement.



A 23 year veteran of Yamaha, Shalhoup was previously senior director of sales enablement, where he played a key role in creating the sales enablement department as well as developing training, refining inbound sales services and improving content effectiveness. Additional roles Shalhoup has held during his tenure at Yamaha include chief marketing director, director of national accounts and director of national sales, among others.

In his new role, Shalhoup will develop innovative business practices that demonstrate the Yamaha commitment to its customers and channel partners.



Customer Service Required

Savvy Salespeople Drive Purchases of Drums & Percussion Cases

By Christian Wissmuller

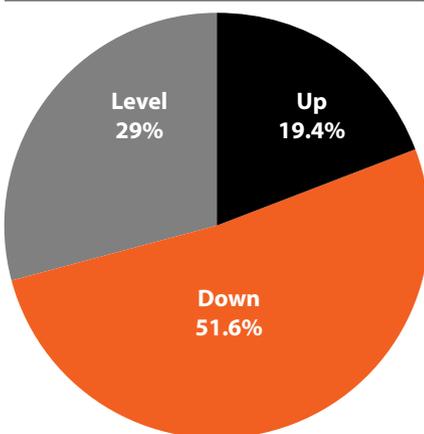
It stands to reason that products geared towards the gigging musician – such as protective cases and bags – took a hit during the pandemic. While a slim majority of retailers participating in this month’s survey (51.6%) reported a downwards trend in sales of drums & percussion cases during the past year, many also noted that as stores, venues, and the overall economy open up, there are hopeful signs of a rebound on the horizon.

Putting aside lockdown-related issues, though, many argue – and have argued in the past – that cases & bags are exactly the type of category that require some actual, skilled work to make the sale. “Con-

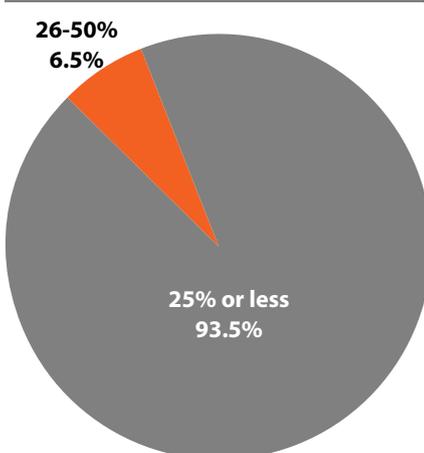
sumers are willing to protect the drum and percussion instruments they purchase if the salespeople in the store are willing to talk to the buyer about the importance of protecting their gear – especially cymbal cases and bags,” asserts John Nasshan of Parowan, Utah’s Vesely Music Co. “It is more important than ever that we stress customer service.”

Of course, for every individual who believes that creativity and persuasion are keys to success, there are those, such as one participant in this month’s poll who opted to respond anonymously, who simply say, “This is such a weak category that I’m not aware of current issues.”

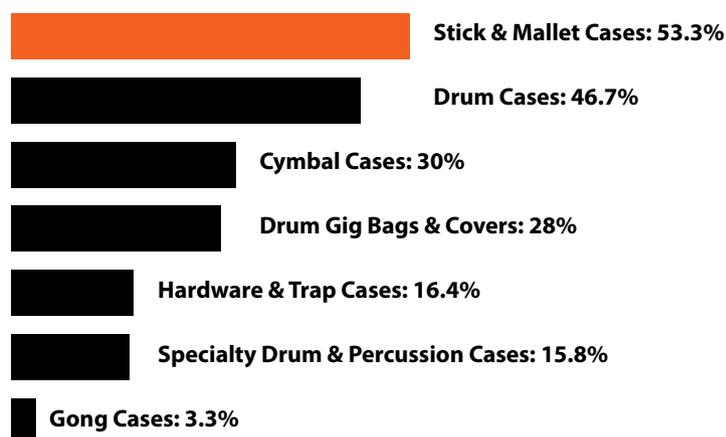
Compared to this time last year, sales of drums & percussion cases for your store are...?



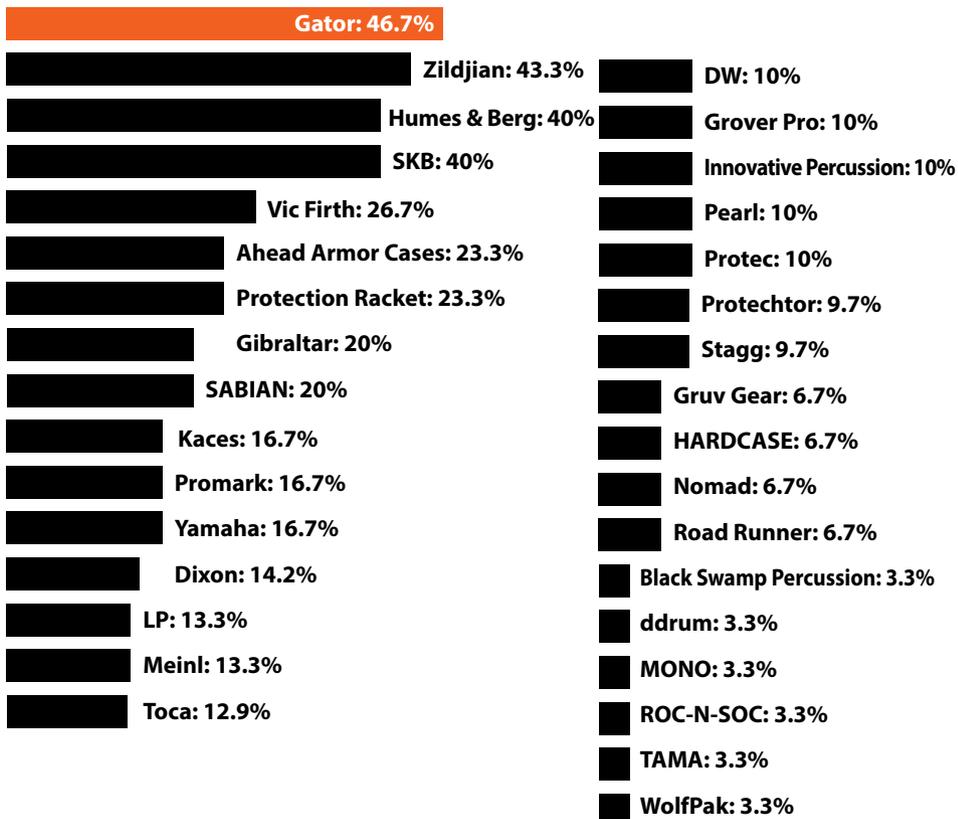
Drums & percussion cases and bags account for what percentage of overall sales for your business?



For your operation, the bulk of sales for these types of products are...?



What brands of drums & percussion cases, bags, and covers are generating the most profit for your store?





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Have you been noticing any significant trends when it comes to cases for drums & percussion – either on the supplier or consumer side?

"It's hard to see trends at this time, because most brick and mortar stores are just starting to get open again. It is more important than ever that we stress customer service. Competing with the big mail order guys is a concern, because they stayed open through the pandemic. If your salespeople stress the importance of protecting their investment with proper cases, and the deals are good, I believe sales will grow. It's been an interesting time to be a retail store. If you stress protecting their investment with a good set of cases at a good deal, you will sell more cases. Drums and cymbals are a large investment. We stress getting a case for the customer's new \$1,000 or more guitar, why not protect that new \$3,000 or higher set of drums and cymbals? Take care of your customer like you care about their gear and they will probably want protective cases."

John Nasshan
Vesely Music Co.
Parowan, Utah

"Not really. Hard case sales are almost non-existent for us these days."

Ed Magruder
Musician's Warehouse
Athens, Georgia

"Decline of live venues in area, thus less demand for travel cases."

Joel Kezar
Kezar Music Co.
Thief River Falls, Minnesota

"Many of our case sales are to schools and those institutional sales are down significantly, year over year."

Jonathon Breen
The Music Shoppe, Inc.
Normal, Illinois

"Since the economy started to open up a little more, post COVID-19, business is picking up. As bands are starting to gig again, musicians are now buying the basics, like drum bags and covers, strings, cases, et cetera to get back to gigging."

David St. John
Music & Arts
Glendora, California



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Chasing Dreams in the City that Never Sleeps

MI Suppliers and Retailers on the State of MI in Metro NYC

By Christian Wissmuller

New York City – its legacy is undeniable, allure hypnotic, and it remains an unmatched force in popular culture on a global scale. The setting for some of the most storied clubs, shows, conservatories, and musical performances in history, “The City” used to also lay claim to the most legendary names in MI retail. One block on 48th street, in particular, was one famous for stores catering to musicians of all varieties – “Music Row.”

The same pattern of closure due to increased rents and gentrification that doomed Music Row has played out throughout the metro NYC area at an alarming rate lately. However, with nearly 19 million residents in the region, including and outside of the five boroughs – many of whom are musicians and other creative types looking to make their mark – *somebody* local has to figure out how make and sell instruments and gear without migrating too terribly far away.

We spoke with a handful of metro NYC MI suppliers and retailers to get the scoop on what it takes to make it in 2021.



Brenden Cohen
D’Angelico Guitars of America
Manhattan, NYC

What are the upsides to running an MI supplier operation out of NYC?

Well first, New York is the greatest city in the world. But in particular for our industry, it’s a central location for live music, a guaranteed tour/press stop for the world’s greatest musicians, and the city offers endless creative inspiration. D’Angelico product design has been heavily influenced by iconic NYC architecture, history, art and culture. And Supro, though originally a Chicago-based brand, also makes use of the Art Deco aesthetic found across NYC. We’re also lucky to be neighbors with incredibly talented session musicians who endorse our products and help us make educational content, and we’re able to host customers from around the world in our Manhattan showroom. In New York, we feel like we’re plugged into the center of it all – our finger always on the pulse. We don’t take that position for granted.

Downsides?

There are no downsides. There are always logistical challenges in New York due to its congestion and cost. But we’re very lucky to have taken shape as a modern company, where our staff and operations locations can be spread across the country (and the world), which has allowed us to significantly offset the burden of having our headquarters in NYC.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

NYC is bursting with energy – always has been. Even when the world shifted to an unprecedented focus on online presence, it still felt like there was a tangible reason to be physically present in New

York. There are fewer guitar shops here than there were decades ago, but music culture is as strong as ever. And with the pandemic, a lot of people had the audacity to say New York was dead. But what can’t be described unless you’re here to see it is the level of enthusiasm with which people want to participate in this place. As New York has started re-opening, people have been storming the doors to get involved again. Shows are sold out, artists are making tons of new material, and people are relieved just to be able to collaborate again. In the coming years, the city will ebb and flow as it always does, but I believe it will always be a cultural center and an incredible place to make, see, and be involved in music.



Howie Statland
Rivington Guitars
Manhattan, NYC

What are the upsides to running an MI retail operation out of NYC?

NYC is the greatest city in the world. It is full of interesting, smart, eccentric people and you never know who you are gonna meet or what is gonna happen. Also people come here from all over the world so that is great for business! The excitement of the city is contagious.

Downsides?

Downsides are mainly the expense of rent and all the other expenses that go along with running a business in NYC. Also I’d like to see more birds and bees and trees sometimes.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

NYC has changed greatly. Rents have increased. The neighborhoods have gentrified. The same area where we opened up in 1998, where there were drug dealers and I got held up at gunpoint back in the 1990s is now some of the hottest in real estate in the city. It’s like what happened to SOHO in the 1980s. Up until COVID happened, it was gentrification overdrive. I think COVID slowed that down now.



John D’Addario III
D’Addario & Co.
Long Island, N.Y.

(Satellite office in Brooklyn, NYC)

What are the upsides to running an MI supplier operation out of NYC?

First, I should point out that the majority of our manufacturing, distribution and offices are East of NYC, on Long Island. That being said, there are a number of advantages in terms of our proximity to NYC. Considering the fact that the NYC region is considered a melting pot of different cultures, it enables us to staff a highly diverse workforce with incredibly different backgrounds and perspectives. This is particularly important for the global business we maintain. Additionally, our proximity to NYC and all the ad agencies in Manhattan



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and Brooklyn, enables us to recruit highly creative, marketing talent. Finally, running an operation near NYC also provides us with amazing opportunities to engage highly influential artists that either live in the area or regularly travel through NY.

Downsides?

One of the more significant downsides to our location, just outside of NYC, is that there are very few manufacturing businesses in the area, making for a very shallow technical talent pool for positions such as mechanical, electrical, chemical, industrial and acoustical engineers. Additionally, with the NYC region being one of the most expensive in the country, we face a very daunting challenge to remain a globally competitive manufacturer. So much so, we have a team of dozens of Lean/Continuous Improvement employees that relentlessly pursue quality, process and cost improvements, coupled with our commitment to reinvest between \$5-10M in our factories annually.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

Among the many changes in the NYC region we have experienced has been the migration of NY residents to less costly areas of the country, considering the mounting taxes and cost of living in general. That being said, since the onset of the pandemic, we have and continue to see a noticeable migration of individuals and families outside of NYC and to Long Island, increasing the talent pool we can pull from. And finally, putting aside the Pandemic related disruptions, we have seen an incredible transformation of Brooklyn, with many young professionals and ad agencies setting themselves up there. So much so, we now maintain a creative office in Brooklyn which houses the majority of our Marketing team.



Streetside storage of construction materials currently blocking the Sam Ash storefront in Manhattan

Sammy Ash
Sam Ash Music
Manhattan, NYC (other Metro NYC locations)

What are the upsides to running an MI retail operation out of NYC?

The upsides? The traffic and tourism, it's a bit off, but coming back. Sales of high-end instruments have returned with a vengeance. Its New York – everyone shops here at least once in their life. GC closing its 44th St. location has had a positive impact as well.

Downsides?

Staff has to come from outside the City since the average apartment is now well over \$1,000,000. There's no parking on the streets and paid parking is an average of \$45 a day. Every language is spoken, but not necessarily by my staff. They do a great job, but certain languages [present challenges].

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

Since we did a similar interview last, we were still on 48th Street – six stores on one block, on two different sides of the street: a manager's (and the head of security's) nightmare. Our new Flagship on 33rd Street has it all, including having Macy's and the Empire State Building only a block or two away. Right now we have been fighting with the city to remove the storage of materials that are in front of the store. Because of that, we are now invisible to drive-by traffic in both directions. That has been the biggest business killer and started pre-COVID.



Matt Umanov
Matt Umanov Guitars
Manhattan, NYC

What are the upsides to running an MI retail operation out of NYC?

If you're in Manhattan, which my store was for 48 years, you've got many residents who can afford leisure-time products such as musical instruments, plus you've got the 60 million "visitors" annually to NYC (official estimate from the Mayor's office), and they're all out there shopping. This also holds true for certain areas of the outer boroughs that have become destinations for tourists. All of this, of course, has been greatly affected by the pandemic, but we are very noticeably well on our way back.

Downsides?

You never have a free minute, no matter how good and how big your staff is. Unless, of course, you force yourself to have a little downtime every so often – highly recommended.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

NYC has never stopped growing and evolving in its scope for the 412 years since the Dutch first settled here. No idea how things might change in upcoming years; If I did, I'd have played the stock market instead of running a guitar store, which for me was a heck of a lot more fun and far less nerve-wracking.



Phil Unger
Flute Center of New York
Manhattan, NY

What are the upsides to running an MI retail operation out of NYC?

We love to say that you never know who you are going to run into at the Flute Center, and it's true! Flutists from all over the world visit NYC, whether to perform or just for fun. Our steady stream of international visitors allows us to host recitals, masterclasses, and an interview series featuring the most esteemed flutists of our time. Not to mention the local flutists of NYC! We are lucky to have a team of resident flutists who are talented performers and teachers in their own regard – I don't think we could assemble this team anywhere else in the world.

Downsides?

Rent and labor expenses are always a concern for businesses based in NYC, and we are no exception. The costs are enormous. We started with about 100 square feet and have gradually increased our office space until now; our current office in Chelsea is 2,600 square feet, and we could easily grow into larger quarters. Even with limited space, we are proud to have one of the largest flute collections in North America.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

NYC has steadily become busier and busier over the course of our time here, excepting, of course, when everything came to a sudden halt in 2020. Since reopening for in-person appointments in May, we have seen a steady influx of clients in the shop. While our strong online and remote sales helped us continue to grow throughout the pandemic, it feels great to have flutists in the shop again! We have seen steady growth every year, and are expecting to continue that trend.



Daniel Shatzkes
Gig Gear LLC
Brooklyn, NYC

What are the upsides to running an MI supplier operation out of NYC?

It's no secret that New York City is home to an innumerable amount of musicians, DJs, audio pros and other production professionals. Gig Gear manufactures accessories specifically geared towards this demographic, so being in NYC gives us direct access to a very large amount of customers. We can get our products into the hands of people and get direct feedback from real-world use incredibly quickly.

The fast-paced business environment of New York and the people that work here also creates a sense of urgency and people are very much used to wanting to get things done ASAP. It makes for a business environment that can be exhilarating, competitive and fun to be a part of.

Downsides?

Without addressing COVID yet, New York is also known to be quite a high tax state and NYC is most definitely a high tax and expensive city to live and be located in. We definitely have to deal with the higher expenses of doing business in New York. By the same token, my personal opinion is that New York is also not always the most business friendly state or city, although this can fluctuate with the turnover of elected officials, both in the city and at the state level.

Additionally, when sourcing products from overseas in Asia, having to transport product to the East Coast most definitely costs more and takes longer than importing and being able to situate product

on the West Coast. There are obviously solutions that can be incorporated by warehousing on the West Coast, but that, too, just becomes an added expense.

How has the NYC region changed during your time based in the city, and how do you expect things to evolve in the coming years?

The live entertainment industry was always one of the big advantages of being located in NYC. When the pandemic shut everything down (not only in NYC, obviously, but everywhere), our customers' need for our products dropped precipitously. Broadway went dark and venues and stages all around the city have been empty for over a year. It's put a real chill on our ability to sell to and interact with our customers that are here, especially when quarantining also limited people's ability to interact on any physical level. It was pretty crazy to see how empty the streets in Manhattan were for so long.

At this point, I have faith that the New York entertainment scene will come back, although it's unclear how long it will take. Even when Broadway opens back up, there's no indication yet of how all of the smaller venues – which were part of the fabric of New York City (not just in Manhattan but in all of the boroughs and surrounding areas like Long Island) – fared and if they were able to stay afloat and survive the pandemic lockdowns. Who knows how many are no longer in business and will remain closed indefinitely?

That being said, New York has had to weather many different crises throughout her history. New York has always come back before and I don't doubt that there is a comeback already underway. Just how long that will take though, still remains to be seen. Either way, Gig Gear will be here for the ups and downs, better or worse.

FAT 55

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marketprofile



Andrew Barta
Tech 21 USA, Inc.
Clifton, New Jersey

What are the upsides to running an MI supplier operation out of the Metro NYC area?

I purposely chose to have Tech 21 in midtown to be close to the major retailers on 48th Street, like Manny's, Sam Ash, and Rudy's. It was great to be able to just pop over there to deliver product and meet with the sales people. There were also several recording studios, so many major artists would be in the neighborhood and it was easy for them to stop by our office. Building relationships has always been very important to us, so being right in the hub of the retail music scene made sense at the time. In the '80s and '90s, people used to just hang out along on 48th Street hoping to meet or catch a glimpse of their idols.

Downsides?

Space limitations due to high rent, as well as having to unload 18-wheelers on Broadway! We eventually had to move to Jersey (just 13 miles away), because we really needed a loading dock. We were able to get three times the space for one-third the rent.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

Aside from COVID, there's been a steady decline of individual retailers, an influx of big box stores, and growth of the internet. There's been a big change in the landscape. Sadly, 48th Street doesn't have a single music store left. We've all shifted gears accordingly and business carries on. The biggest loss, to me, is that there's so little personal interaction. While the internet was already steadily impacting retail stores, COVID really turned the tables. Location, across the board, is now less important than ever. People have become way more comfortable with online shopping and Zooming, which is good and bad. There will be a gradual rebirth, but unlikely it will ever be like it was.



Jeff Williams
The Guitar Center Company
Manhattan, NYC (other Metro NYC locations)

What are the upsides to running an MI retail operation out of NYC?

I think one of the upsides of running a business in New York City is that you're in one of the world's artistic hubs, so you have this community of all these different diverse, musicians that you get to service. And you're obviously a hotspot for travel, outside of COVID of course, to where people travel from all over the world that want to visit here. And so many of them want to come here to buy instruments because we have such a great selection. We get to help service those people and get them what they're looking for.

Downsides?

There can be some feasibility issues. For instance, much of the U.S. is built around the use of cars, and that includes retail operations. But NYC is more of a pedestrian place. You don't have parking lots, and you need to kind of plan your visit. If you're planning on buying an instrument, what are you going to do once you pick up your item, and how do you get it back to either your apartment or your hotel room or get it back to your home base? We try to pick up some of that slack on our end, using a courier service or UPS or other solutions, just so we can get the right piece delivered correctly. We try to go the extra mile when necessary to serve our customers, but sometimes that takes some creative logistics.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

COVID-19 was the biggest change and challenge we've faced, and I think it impacted life in NYC, in particular. We had to really pivot and rely on new technologies in order to help service our customers. For example, we had to migrate our students from our in-person lessons program over to online lessons and teach them remotely. And we also relied on our curbside pickup service, where customers could stay socially distanced and pick up their purchase without coming in the store. These were issues dealt with everywhere, but the logistics of social distancing in a place as densely populated as NYC – and as reliant on foot traffic – required some very particular problem solving. As we come out of COVID and the restrictions start lifting and opening up, we are starting to see more traffic in the stores, including international travelers and so on. But our use of technology evolved in a big way last year, and I can see a hybrid of that and the older approach moving forward.



Paul Chu
Hunter Music
Long Island City, New York

What are the upsides to running an MI supplier operation out of the Metro NYC area?

In 1996 we formed Hunter Musical and opened a warehouse in Long Island City. Being outside of Manhattan has allowed us to grow from a small facility 25 years ago to a 9,500 square-foot warehouse, including a 500 square-foot repair facility to ensure that each of our instruments arrives at the dealer in perfect working order.

Downsides?

The rental space is very expensive. Most of our employees come to work using public transportation.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

Things have changed a lot, with fewer MI retailers in the city and many moving further away. We really hope that the city will offer policies and capital to help small businesses in the near future.



David Caldwell
The Caldwell Connection
Queens, NYC

What are the upsides to running an MI retail operation out of NYC?

Where I am, I'm now one of the last independent music stores left in Queens. I'm in Whitestone, so it's Flushing, basically, and it is probably the most diverse community or population in the world, which brings with it a lot of upsides. I get a lot of interesting people. I'm really good with people and I try to treat each person as an individual.

Downsides?

Well, you know, New York is in a decline. A lot of stores have gone out of business because, even though a lot of people are leaving New York, real estate costs have remained high. Luckily, I had a good landlord 30 years ago. He took a shine to me, so he guaranteed me that I could buy the building – which I did. Unless you own your building, in Queens especially, it's problematic. Then, on top of the high costs of doing business, you have crime.

How has the NYC region changed during your time based in the city and how do you expect things to evolve in the coming years?

As I was saying, there are fewer independent storefronts these days, due to high real estate costs and taxes. But I still get musicians and students from all walks of life.

Then and Now

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By
**Christian
Wissmuller**

down the “then” rabbit-hole. When I first came on board at *MMR* in early January of 2002, I was almost immediately drawn to the leather-bound volumes of issues dating back to 1879 that used to be housed in the then-office’s conference room. The articles and ads within were visually compelling and offered a unique and fascinating glimpse into what had been – often leading to the realization that, while much had changed between the past and the present, quite a few truths remained consistent (see my Editorial, “Evergreen,” from our June 2021 issue).

Very early on, it struck me that it might be a cool project to contrast some of these vintage ad spots with current promotional materials from companies that had continued to advertise with *MMR*. Ok, in the interest of full disclosure, during an early 2000s episode of “That ‘70s Show” the program had run 1970s ads opposite current iterations during commercial breaks (I recall an early ‘70s VW Beetle ad preceding one for a “New Beetle,” in particular), so... it’s not an entirely original thought, but – hey, we all borrow from the best. What’s the famous Elvis Costello line? “Every pop musician is a thief and a magpie.” Well, let’s just apply that maxim to trade publication journalists, also, shall we? Regardless, it may have taken nearly two decades to bring this fun little idea to fruition, but I’m glad it finally happened and I hope readers enjoy taking a trip down memory lane as they flip through this issue.

Earlier this spring, Intel released its 10th Gen. Comet Lake-S processors (over 4,000x the speed of their 1971 predecessors), Manson died in 2017 of natural causes, Disney World has expanded from its 1971 size of 30,500 acres to 43 square miles, NPR has grown exponentially, and the top track in the U.S. (so far) has been Olivia Rodrigo’s “Driver’s License.”

The voting age in America hasn’t changed since 1971, though, and nor has *MMR*’s strong relationship with the companies and brands represented throughout this special “Then and Now” presentation in this issue. Thanks to these companies and here’s to many, many more years of strong collaboration with our partners within the industry.

Christian Wissmuller
cwissmuller@timelesscom.com

In 1971, Intel released the world’s first microprocessor (the 4004), Charles Manson and three of his “family” received the death penalty, Disney World opened in Florida, the voting age in the U.S. was lowered to 18, NPR broadcast for the very first time, and the most popular song in the country by year’s end (per *Billboard* magazine) had been Three Dog Night’s “Joy to the World.”

You may well wonder where I’m going with this.

In this issue of *MMR* we celebrate some of the relationships we’ve had with prominent MI suppliers for at least the past 50 years with a handful of “then and now” advertising spreads. In truth, we could have gone even further

“In this issue of *MMR* we celebrate some of the relationships we’ve had with prominent MI suppliers for at least the past 50 years.”



Two Centuries of History, and We're Just Getting Started

A Martin isn't just a guitar. It's playable history; part of a long line of legendary instruments stretching back to the company's beginnings in 1833. Our guitars were strummed by Civil War soldiers around campfires, helped shape the sound of modern music at the turn of the 20th century, and were played by music's first superstars like Jimmie Rodgers and Gene Autry. Decades later, Martins floored the crowd at Woodstock, then took center stage on MTV Unplugged, and can be heard on countless classic and contemporary songs across all genres of music. Artists like Hank Williams, Elvis Presley, Bob Dylan, John Lennon, Neil Young, Ed Sheeran, John Mayer, Seth Avett, and many oth-

Martin & Co.
EST. 1833

ers all played Martins, creating much of the soundtrack of the last century. And who knows? With one of our instruments in your hand, you could help write the soundtrack for the next century.

What's going on in '71?



January 12

■ January 3

George Harrison's "My Sweet Lord" tops the charts.

■ January 12

"All in the Family" debuts on CBS Television.

■ January 19

The Beatles' "Helter Skelter" single is played during the Charles Manson trial. Manson had been obsessed with the song, believing it to be a political message.

■ February 10

Carole King releases *Tapestry*.

■ February 14

At the direction of President Richard Nixon, a secret taping system is installed in the White House.

Meet Mike

This is Mike Longworth, he works for us and he works for you.

You may have already met Mike at the many folk festivals and concerts that he has attended all over America.

Mike won't try to sell you a guitar or a banjo or anything, but he will lend you his ear and any advice you may need concerning the care of your guitar, and if you want to just talk music that's fine too.

Look Mike up, he's another way we can continue to let you know we care.

Martin Guitars

Makers of fine guitars since 1833



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Courtney has been using her hands to expertly craft and assemble our guitars for over 5 years, because we believe it's the only way to create the perfect tone. And it's that legendary tone that has inspired music icons and passionate guitar players for generations.

Hear Courtney's story and find your handcrafted 000-28 at www.martinguitar.com/handmade.





Richard Berger, president, Grover Musical Products, Inc.

There were many changes at our company through the years. We closed our wholesale division, Grossman Music, and concentrated on manufacturing and distributing proprietary items under the Grover, Trophy, Duplex, and 1st Note brands. Sales expanded to several countries, as did the product line. Grover's use as original equipment on several domestic guitar brands expanded and Grover became used as original equipment by guitar manufacturers throughout the world.

GROVER[®]

MUSICAL PRODUCTS, INC.

As our company grew, so did our advertising and relationship with MMR. Aside from Grover and Trophy, we did extensive advertising of Rogers drums through the years before selling to CBS in the mid-'60s. MMR has always been great to work with and the staff is very knowledgeable. Advertising in MMR has been extremely beneficial to the growth of our company.

What's going on in '71?

■ May 30

The first satellite to orbit Mars, the US Mariner 9, is launched.

■ August 26

Bobby Orr signs the first million dollar contract in history with the Boston Bruins.

■ September 18

The first "Cup Noodle" in waterproof polystyrene containers is marketed by Momofuku Ando.

■ September 24

90 Russian diplomats are expelled from Britain for spying.

■ October 1

Walt Disney World opens in Orlando, Florida.

■ October 25

The UN agrees to admit the People's Republic of China. The following day, the vote is cast to replace Taiwan with China.

■ November 24

A man going by the name "Dan Cooper" on his flight ticket hijacks a Boeing 707 between Portland and Seattle. He successfully receives, and parachutes off of the plane with, a \$200,000 ransom.

■ December 19

"A Clockwork Orange" has its premiere



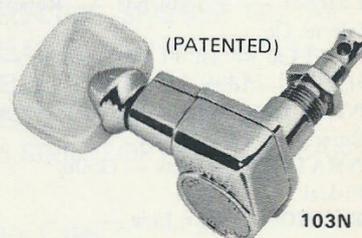
September 18



December 19

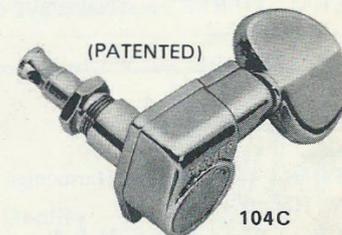
THE NEW GROVER ROTOMATIC FUTURA

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\$17.50

Set of 6, nickel-plated with Pearlloid buttons



\$21.50

Set of 6, chrome-plated with metal buttons

That's really all you need to know. Because it guarantees you Grover quality at a remarkable price.

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For more information circle No. 110 on card

Past meets present

THE ORIGINAL GROVER[®] ROTOMATICS[®]

LIFETIME GUARANTEE



Chrome-plated with
Pearloid Buttons. Set of 6



Nickel-plated with
Metal Buttons. Set of 6

Still a cut above, these guitar machines are a triumph in engineering and styling. The housing provides a maximum bearing for worm, gear and string post. Worm and gear are precision-cut for perfect meshing, eliminating backlash and slippage. Countersunk tension screw permits player to regulate turning tension to any degree. Gear box has a special lubricant for lifetime, trouble-free service.

GROVER[®]
MUSICAL PRODUCTS, INC.

www.grotro.com



HAL•LEONARD®

Larry Morton, CEO

It's fascinating how our core strategy has stayed the same: to help people learn to play music by giving them useful tools to do so. In 1971, Hal Leonard was creating a whole new market with the concept of offering physical audio and video tracks bundled with physical music books. These were the industry's first commercial play-along book-audio titles for music instruction. Fast forward to today and Hal Leonard continues to pioneer new ways to bundle physical music books with digital content on our Hal Leonard website, MyLibrary. The goal is the same as in 1971, but the technology and the tools have greatly expanded. Of course, the other really big change from 1971 is that we are now able to offer thousands of titles covering every possible way to learn and play music, using today's online content technologies and social media to reach the target audience for each product.

MMR is far more than an industry trade magazine. It's truly an invaluable resource of insights, data, and analysis that help all music products companies understand what's happening in the market. As a supplier and advertiser, we view MMR as a trusted and respected partner in helping us communicate Hal Leonard's vision for the music products industry. The MMR staff is made up of professional journalists who ask the right questions, but they always give you a fair opportunity to present your story. We are grateful for MMR's service to our industry and for their support of Hal Leonard!

we've put it all together ...

Add up our three divisions and you've got music to make money by. Just the persuasive plus you need to increase sales. See us at the Chicago NAMM Show. Exhibit 742. We're lookin' good with a complete line of diversified and innovative music publications and sales tools.

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- End rental returns on band instruments. See the new Learning Unlimited Cassette Band Series.
- Build guitar sales. Learn about our new Cassette Guitar Courses.
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And for all instruments . . . the biggest block buster of the year — our Instant Orchestra Play Along Series.

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What's going on in '71?

■ June 1

Ed Sullivan hosts his final television show on CBS.

■ June 17

Richard Nixon declares "The War on Drugs."

■ June 26-29

The NAMM Convention/Music Expo takes place in Chicago.

■ June 30

The 26th Amendment gives 18 year-olds the right to vote.



June 17



Celebrating The People Who Make Music Happen



And the 50-year Mission of *MMR*

When *MMR* first approached us about contributing to their commemorative 50-year, "Then & Now" issue, we knew we wanted to participate in this important milestone. In fact, Hoshino USA's 50th Anniversary is just next year, so the timing couldn't have been better. Looking back at our own half-century in the industry, we reflected on what it takes for any venture to last fifty years, and we believe the answer is twofold. You need great ideas carried out by great people. This idea visited us a little while back while clearing out some storage space in our building. We ended up uncovering a trove of old photography, print ads, and rolls of film, YES, FILM, the impact of which was rather cathartic. Looking at the many artists and employees who helped build the Hoshino brands and the media upon which we were seeing them, offered a clear and striking contrast between the industry then, to the fast-paced, continually-evolving environment we see today.

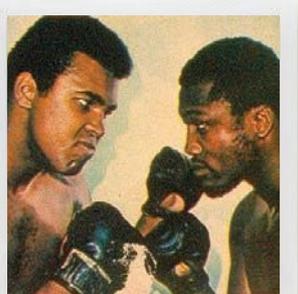
Relating this concept of "great ideas and great people" to our long partnership with *MMR*, it's easy to recognize why the magazine and the team behind it has enjoyed such a long run of success. It's easy, often expected in fact, for a trade publication to focus on the latest gear, shifting purchasing trends, and dollar figures; it's straightforward and easily digestible, but scan the pages of *MMR* and you'll see something more, you'll see people. Whether it's an interview with a small, family-owned shop, or a full-length editorial on one of the biggest manufacturers in the industry, you'll always notice a clear focus and interest on people. They are the people who breathe life into the brands, products, and companies that make our industry thrive. It's an editorial approach we greatly admire and hope remains at the core of *MMR*'s editorial philosophy over their next 50 years.

What's going on in '71?

■ **March 6-7**
NAMM's "Western Market" convention is held in Los Angeles.

■ **March 8**
"The Fight of the Century" in NYC finds Joe Frazier ending Muhammad Ali's 31-fight winning streak.

■ **March 25**
"She's a Lady" by Tom Jones goes gold.



March 8

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← THINKING BACK AS WE LOOK FORWARD →

Historically, very few ventures achieve the rarified air of a 50 year run. It is a momentous accomplishment and one that Hoshino (U.S.A.) Inc. will also be celebrating next year, so we have a special appreciation for the gravity of this occasion. Therefore, it is with great enthusiasm and from a very unique perspective, we offer our sincere congratulations to MMR, who over the past 50 years has served as an indispensable partner in our ever-continuing mission in music.

Ibanez  TAMA®



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1726 Winchester Road, Bensalem, PA 19020 • www.hoshinousa.com



Gilbert Reyes, Hohner Brand Manager

Hohner has connected cultures & celebrated diversity around the world for over 160 years. It has been at the forefront of providing musical instruments that have had



HOHNER

ENJOY MUSIC

ever-present in popular music styles brought to the U.S. by European immigrants for decades. For so many Americans, the

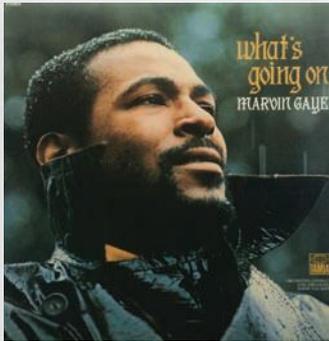
a huge impact on the lives of people around the world. Introducing accordions that would be cherished for generations starting in 1903, Hohner was

thought of accordion music calls to mind festive celebrations of a lifetime's most significant milestones.

Today, the accordion is as important as ever to sharing culture, celebrating community, and integrating music into the fabric of life. The sound and visual elegance that only Hohner accordions can supply is requisite to vastly popular Latino music styles and is also beginning to re-emerge in Americana and country music.

With consistent attention to quality, persistent innovation, and investment in our factories and craftsmanship, the Hohner accordion lineup continues to evolve and expand. What has never changed is the regard for the brand. Musicians know that they can count on Hohner instruments to perform. *MMR* has long been a part of sharing that story.

What's going on in '71?



May 21

February 14

At the direction of President Richard Nixon, a secret taping system is installed in the White House.

May 21

What's Going On by Marvin Gaye is released.

October 8

Imagine by John Lennon is released.

December 4

The Montreux Casino burns to the ground during a Frank Zappa concert – memorialized in Deep Purple's "Smoke on the Water."

December 25

The longest game in NFL history – 82 minutes and 40 seconds – takes place between the Miami Dolphins and the Kansas City Chiefs, with the Chiefs losing 27-24.

Can you find the accordion in this picture?



If you spotted the button bass, you're on the right track.

Because that's what makes the new Contessa Electronic 96 so unique. It's an electronic organ with a 96 button bass (traditional accordion configuration) for your left hand, 44 standard keys for your right.

It's a whole new concept that puts the accordion player in the spotlight of today's musical sound and scene.

Not only does the Contessa 96 give you freedom of movement, it gives you freedom of expression. With sustain, vibrato and tone decay controls. Volume control pedal. And a wide range of stops for unlimited voicing and coloration. All in a clean, contemporary, portable package.

The Contessa 96 is so new you may have trouble finding one. But we can help. Just send us the coupon and we'll tell you where the nearest one is. Plus a technical data sheet.

You've got nothing to lose. Except that weight on your chest.

Best known for his talent on Sonor drums, Columbia artist Jack DeJohnette of COMPOST unleashes his keyboard skills with the Contessa Electronic 96.

M. HOHNER, INC., ANDREWS ROAD, HICKSVILLE, N.Y. 11802

I want to get a load off my chest. Tell me where I can try the Contessa 96.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____



*play the
Original!*



HOHNER

ENJOY MUSIC



HOHNER

ENJOY MUSIC

Drew Lewis, Brand Manager
Hohner Harmonicas and Melodicas

While much has changed over the previous five decades, people's love of music remains steady. Over time, music genres change and evolve while remaining cyclical. What is old is new again. Hohner has been creating instruments for professionals, enthusiasts, and students since 1857. 2021 celebrates the 125th birthday of our most iconic instrument, one that may be the longest running serial production instruments in history, the Marine Band 1896 Harmonica. The name of this harmonica is derived from the endorsement of John Philip Souza, who at the time was the band leader of the renowned United States Marine Band. This timeless instrument has stood the test of time and remains today as one of the most popular with professional harmonica players.

For the past 50 years, MMR has been an important partner for Hohner. Their efforts to promote our new products, programs and display options to our retail partners is essential to our continued success.



Introducing the 24-hour salesman.

The new Hohner HH-1500 Music Center.

Show. Sell. Store. Do it all with Hohner's new Illuminated Music Center. It's attractive, easy to maintain, easy to stock and ready to give you high turnover and fast profit.

Let's face facts. You know there's no percentage in hiding your harmonicas and Melodicas® under the counter, or in a drawer or in some corner where they can't be seen. Show your customers what Hohner has and watch what happens. You'll get more sales per square foot with less upkeep than you ever thought possible.

Check these features:

- Compact, attractive, sturdy and protected
- Illuminated by fluorescent light
- 31" wide, 22½" deep, 41" high
- Requires only 4½ square feet of floor space
- ¾" plywood construction
- Plexiglass top and front with aluminum edging
- Displays 31 harmonicas, 7 Melodicas
- Vacuum-formed trays with bright red flocking
- Double locks to keep your stock safe

Get your Hohner Music Center now. And watch your sales light up. Just contact your nearest Hohner wholesaler for all the details.
M. Hohner, Inc., Hicksville, N.Y. 11802 or Palo Alto, Calif. 94303



For more information circle No. 11 on card

What's going on in '71?

July 31

Astronauts on Apollo 15 enjoy a 6.5-hour electric car ride on the surface of the moon.

August 1

40,000 attend The Concert for Bangladesh, a pair of performances organized by George Harrison and Ravi Shankar.

September 3

John Lennon leaves the UK for NYC. He will never again return.

September 11

Soviet premier Nikita Khrushchev dies at the age of 77 from a heart attack.

October 17

The Pittsburgh Pirates defeat the Baltimore Orioles 4 games to 3, winning the 68th World Series.

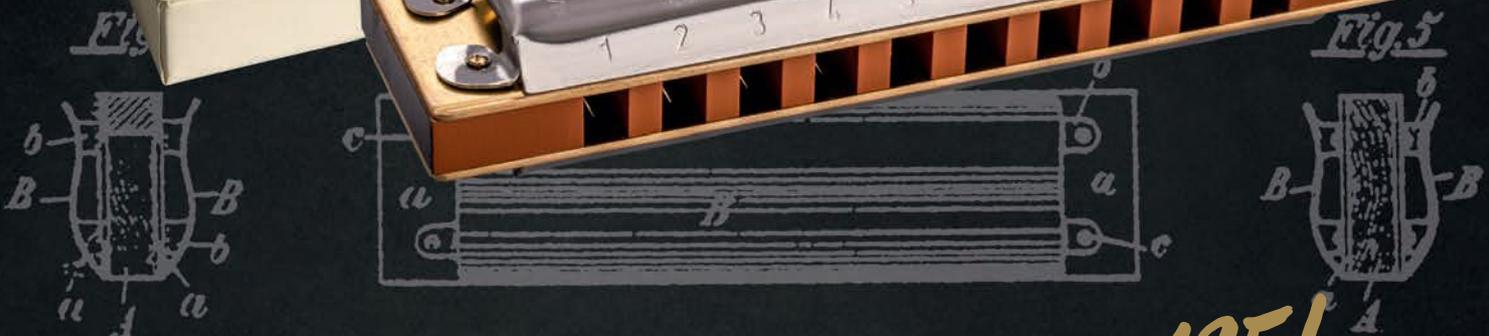
December 2

The United Arab Emirates announce full independence from the UK



July 31

125 YEARS
MARINE BAND
1896 - 2021



The legend turns 125!



HOHNER

ENJOY MUSIC



Jeff Mulvihill, Sonor brand Manager USA

It is amazing how much has changed in the world in 50 years with technology and culture speeding the pace on how people live life at a more rapidly than ever before in history. Yet some fundamentals never leave the picture. 1971 was a year

SONOR® in the middle of a 10-year period of growth for SONOR as factory and production expansion plans beginning in 1965 culminated with a completely new look in celebration of the 100th anniversary of the brand in 1975. Stepping into the present, the fundamentals of sound and response, functional setup and beautiful looking drums mentioned by the featured artists in

1971 remain at the center of the Sonor legacy. Sonor is a sound that is more than the sum of our knowledge, commitment, and expertise; every SONOR instrument is a masterpiece made to express what no other voice can say.

SONOR produces instruments for musicians following dreams, many of which started with seeing or hearing something in a music store. Reaching players through music retail is essential to keeping our community connected. MMR and SONOR have been working together to keep this connection strong for more than 50 years, regardless of what else has changed or stayed the same in the lives of people living in a rapidly changing world.

What's going on in '71?



February 28

February 5

Apollo 14 lands on the moon, the third crewed mission to do so.

February 28

Evel Knievel jumps 19 cars in Ontario, Canada, setting a new world record..

April 24

Roughly 500,000 march on Washington D.C. to protest America's involvement in the Vietnam War – the largest demonstration against a U.S. war in history.

May 30

The first satellite to orbit Mars, the US Mariner 9, is launched.

December 20

Gloria Steinham's *M*s magazine has its first preview issue published.

The reason Sonny Payne plays Sonor Drums is not the reason Don Lamond plays Sonor Drums, which is not the reason Gary Peterson plays Sonor Drums.



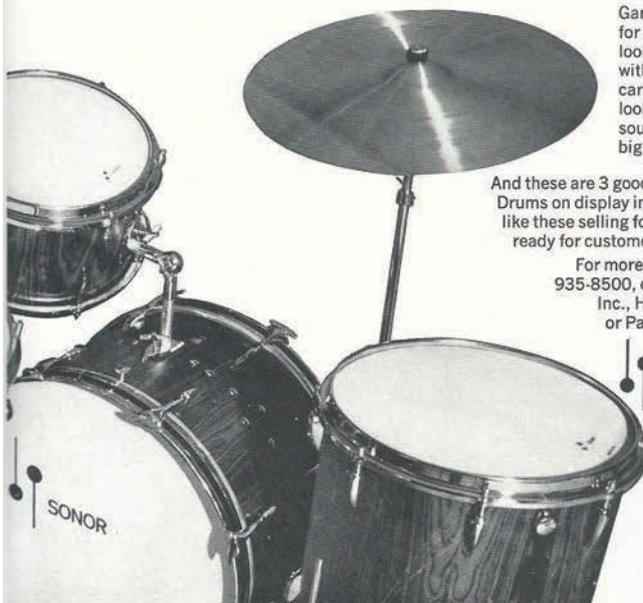
Sonny Payne goes with Sonor because of the superb response he gets. Whether it's the bass, tom-tom, snare or hi hat, Sonor gives him the kind of action he wants. The kind of action that keeps him on top.

Don Lamond, versatile, internationally known drummer and clinician, has different requirements. On the commercial scene, time is money. Don likes the way Sonors set up fast, stay put and sound great. Session after session.

Gary Peterson swears by Sonor for still another reason: good looks. When Gary's on the road with his group, Guess Who, he cares about the way the group looks, as well as how it sounds. Sonor gives him the big sound and the big looks.

And these are 3 good reasons to have Sonor Drums on display in your store. With names like these selling for you, you'd better be ready for customers. And profits.

For more information, call us at (516) 935-8500, collect. Or write, M. Hohner, Inc., Hicksville, N.Y. 11802 or Palo Alto, Calif. 94303.



10
01

ANALOG SOUND IN A DIGITAL WORLD



Lionor

NIR Z PLAYS THE VINTAGE SERIES IN CALIFORNIA BLUE.



SCAN FOR MORE



Mike Matthews, founder & CEO

“I founded Electro-Harmonix in 1968 so in '71 we were barely out of our infancy with just a handful of analog effects like the LPB-1 Linear Power Booster and the Big Muff Pi. It's incredible that 50 years later, with a product line packed with over 150 pedals, that those two are still as hot as ever with consistently strong sales!

“When I reflect on the past 50 years it's obvious that competition has become much more intense. Both the range of different effect types and the number of companies creating them has exploded. Technology has advanced at an unprecedented rate and running our company has also become more complex because, in addition to effects pedals, we are now the largest manufacturer and supplier of vacuum tubes in the world!

“From faithful recreations of iconic pedals like the Ram's Head Big Muff all the way to products no one has been able to duplicate like our original 9 Series which includes the B9 Organ Machine, SYNTH9 Synthesizer Machine, MEL9 Tape Replay Machine and more, our goal in 2021 hasn't changed. We still work hard to deliver game-changing products at the most compelling prices!”

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Manufacturers of
**The FUNKIEST ELECTRONIC ACCESSORIES
 FOR MUSICIANS**

• **HOTTEST NEW PRODUCT —**
 The **MIKE MATTHEWS FREEDOM AMPLIFIER**
 A 300-Watt Peak Portable Amplifier
 That Runs on Standard Flashlight Batteries

ELECTRO-HARMONIX

15 WEST 26th STREET • NEW YORK, N.Y. 10010
 Telephone: (212) 683-5667

What's going on in '71?

■ July 1

Jim Morrison dies at the age of 27 in Paris, France.

■ July 6

Louis Armstrong suffers a heart attack and passes away at age 69.

■ July 10

The Address to the Women of America is made by Gloria Steinem.

■ July 21

Master of Reality is released by Black Sabbath.



July 1

REASONS TO REDO YOUR PEDALBOARD. AGAIN.



Ripped Speaker

From the low-fi fuzz sounds of yesteryear to modern, searing, fully-saturated fuzz tone, the multi-talented Ripped Speaker does it all. Includes a bias control, true bypass and an active tone control. Modern fuzz with old school roots, and the best of both!



Eddy

No one does bucket-brigade effects with an all-analog signal path like Electro-Harmonix. With the Eddy you get our unmistakably lush, signature vibrato and chorus in a compact pedal packed with unique control options. Classic sounds. Modern control.

Mainframe

Features bit reduction from 48kHz to 110Hz, bit crushing from 24-bit to 1-bit, a selectable High/Low/Band-pass filter, a Sample Rate Tuning Mode and expression pedal control. Warp and mangle your guitar to the lo-fi sounds of the early computer age.



Nano Metal Muff

A combination of weaponized distortion, an extremely powerful EQ section and a built-in noise gate provide the flexibility, control and tone-shaping needed to dial in an array of ultra-heavy sounds. Hard hitting, aggressive, intense.



electro-harmonix

Demos and more www.ehx.com

ACCESSORIES

Grover Professional Model Mandolin Machine Heads (409 Series)

Adding to the company's line of quality Mandolin accessories, Grover Musical Products has announced Grover professional model mandolin machine heads (409 Series).

The newest addition to the Grover family, these new, professional model mandolin machine heads, are the latest in technology. A specially designed, adjustable worm gear along with the die cast base maintains the center lines of the gear and worm to insure correct alignment for the finest tuning possible. Now featuring a "rounded washer head" button screw for a more vintage look. The worm to gear ratio is 18:1. Available in "A", "F", and "F Vintage" styles with either pearloid, black or white buttons. Screws and bushing provided. Available Finishes: nickel, gold.



Summer NAMM

www.grotro.com

Ukulele VT Virtual Tone Series from Black Diamond

Black Diamond's V-Fluorocarbon strings have a brighter tone than their counterpart Nylon. Longer life which will result in staying in tune. Materials of the highest quality imported from Argentina,

N54 Black Diamond Soprano Ukulele

21 inches. 12 to 14 frets on the fingerboard. GCEA

N58 Black Diamond Concert Ukulele

23 inches. Tuning is GCEA. 14 to 17 frets

N56 Black Diamond Tenor Ukulele

26 inches. This tuning is also GCEA but some tuned to GCEA that the 4th string is 'low G'. 17 to 19 frets.

N52 Black Diamond Baritone Ukulele

30 inches. 19 to 21 frets. The baritone tuning is DGBE. Tunes the same as top four strings of standard guitar DGBE tuning.

www.blackdiamondstrings.com



String Change Kit from GrooveTech

GrooveTech Tools has announced its new String Change Kit for guitar and other stringed instruments.

Changing strings isn't a guitar player's favorite thing to do, despite being a necessary and recurring task. GrooveTech's new String Change Kit combines the two most important string changing tools – string cutters and winder – while taking little space in the gig bag.

GrooveTech's string cutters are compact and capable, with blades benefiting from a special heat treatment process for quick and easy string cuts. A protective cap keeps cutting blades out of harm's way during transit and storage. The traditional-style string winder is easy to use and offers precise winding action, with a pin puller for acoustic guitars.

The GrooveTech String Change Kit has a street price of \$14.95, and is available now. Part number is GTCKIT1.

www.groovetechtools.com • Booth #: 33



Summer NAMM

GluBoost's Fill n' Finish

GluBoost Fill n' Finish is a perfect option for pore filling. With far less odor than any of those messy brown pore fillers, Fill n'

Finish is easy to use and can be applied simply with just a squeegee. No more 24 hour wait period to spray. Your piece can go to the booth and be sprayed within 30 minutes of application.

Fill n' finish stays flexible and breathes with the wood. Fill n' finish, like all GluBoost products are designed for professionals and will save you time and always provide superior lasting results.

www.gluboost.com



Summer NAMM

Floyd Rose Releases New CNC Saddles for their Original Tremolo System

Floyd Rose is pleased to unveil newly-designed saddles for the German-made Original Tremolo System, the first major design change of the Floyd Rose Original in its 40-year history. The modern CNC (Computer Numbering Control) machining method replaces the former saddle design allowing for more consistent production tolerances, precise functionality, and a cleaner overall appearance.

Some small changes due to this technique will be visually noticeable and should be noted for easy identification:

A slightly rounded inner saddle area (due to the CNC production) will require a new modified beveled-edge insert block. The new inserts will also work with older saddle sets and will replace the existing squared-edge aftermarket insert blocks.

The bottom floor of the saddles will be solid. The saddles will no longer have a pressed-in brass floor like the previous version as this has been prone to falling out and unnecessary for operation.

All Original Tremolo Systems manufactured beginning in May 2021 will feature the new saddle design, while all replacement parts purchases will begin using these entirely once the current production inventory is out of stock. Please note that the new beveled string lock insert blocks must be used with all new saddle sets to ensure proper locking of the strings.

www.floydrose.com



PRO AUDIO

The JackTrip Virtual Studio

The JackTrip Virtual Studio is the perfect solution for musicians who want to make collaborate remotely. This cutting-edge technology is leveraging the latest developments in cloud computing to connect musicians via their home internet, supporting groups from two to 200 in real time! Visit www.jacktrip.org to learn more.

www.jacktrip.org • Booth # 1645



Summer NAMM

ddrum Releases Studio Class Isolation Headphones

ddrum has released its Studio Class Isolation Headphones. Engineered specifically for drummers, the closed-back design has superior Db attenuation and studio quality fidelity, all in a comfortable design.

While other isolation headphones provide protection from harmful sound levels and the ability for audio playback, ddrum Studio Class Isolation Headphones



take performance to a new level. These professional headphones (available in Black or White) utilize comfortable ear cushions that house 40mm drivers, producing high precision audio. They also provide an incredible 36.7 dB of passive attenuation.

Specifications:

- Dynamic headphone with closed back speakers
- 36.7 Db of Passive Attenuation
- 20-20,000 Hz Frequency Response
- High Precision Audio (HPA)
- 40 mm, closed back Drivers
- 32 ohm Impedance
- Premium detachable 8' Cable
- Weighs 11.5 oz.
- Foldable design
- Made in the U.S.
- One Year Warranty

"After playing drums for more than 35 years, I have always focused on making sure I used hearing protection while in loud environments," said ddrum brand director, Gary Ingrassia. "These headphones provide as much isolation as foam earplugs while providing an amazing audio experience. These are also great for mixing."

ddrum Studio Class Isolation Headphones include a soft carrying case and adapter with holder (3.5 mm, 6.3 mm), and sell for \$129 at authorized ddrum dealers.

www.ddrum.com

FRETTED

Breedlove Guitars' 30th Anniversary Phoenix

Following in the footsteps of the 30th Anniversary Northwest Classic – released in January – Breedlove now announces the release of the 30th Anniversary Phoenix.

The Phoenix has always been a symbolic instrument, but it means more now than ever before. The original model, first introduced back in 2004, featured a large and detailed fretboard inlay of a Phoenix rising from the ashes. Revisiting this instrument in 2021, the symbolism of the rising Phoenix has taken on a renewed meaning. The 30th Anniversary Phoenix represents our way of looking toward the future with hope and optimism.

The 30th Anniversary Phoenix's nuanced sinker redwood top and figured



zircote back and sides continue the rich and gorgeous look of the classic Phoenix model's tonewood selection. Updates such as Breedlove's Wave headstock design and Delta bridge bring the company's modern visual aesthetic to this instrument. Zircote offcuts from the guitar's back have been fittingly chosen to create a simple rosette that not only makes a strong visual statement, but represents Breedlove's ongoing commitment to the environment and sustainability.

A shallow concert body style is comfortable to hold and play, offering ringing sustain and volume that will reward even the lightest fingerstyle playing. Featuring Breedlove's signature Sound Optimization, this is the best sounding Phoenix yet.

A dazzling display of American guitar artistry, the Made in Bend 30th Anniversary Phoenix comes equipped with LR Baggs Anthem electronics and comes in a custom Ameritage case.

\$7,999.00 MSRP | \$5,999.00 MAP

www.breedlovemusic.com

Dhani Harrison Signature Ukulele from Fender

Fender Musical Instruments Corporation (FMIC)



has released the Dhani Harrison Ukulele, marking the artist's first collaboration with the iconic musical instrument brand. Designed for live performance, the Dhani Harrison Ukulele is built with eye-catching aesthetics from custom inlay work and unique stained finishes, to Fender electronics with a tone knob allowing players to EQ their sound.

Harrison grew up playing the ukulele, which quickly became an integral tool in his songwriting. A firm believer that being a great player is about how raw the right hand is and its gusto and rhythm, Harrison was influenced musically by the likes of Gabby Pahinui, Bennie Nawahi, and George Formby.

The Dhani Harrison Ukulele is available in two different finishes, each with its own unique fretboard inlays and engraved designs on the back of the instrument. Designed for live performance, the tenor-sized ukulele features a solid ovangkol wood top, with ovangkol back and sides, providing a warm sound – as well as a ¾ depth, upgraded Fender electronics, distinctive build and eye-catching aesthetics. With a choice of daytime and nighttime

finishes, the stains were developed to maintain the visual grain of the wood. Extremely lightweight yet durable, the Dhani Harrison Ukulele is built to stand the test of time.

www.fender.com

Godin Guitars' Summit Classic HT Havana Brown/Trans White

Godin Guitars is proud to announce the launch of the Summit Classic HT as



part of its high-quality electric lineup.

The guitar has a chambered Canadian Laurentian Basswood body that is not only vibrant and responsive, but extremely lightweight as well. In addition, the body has a Carved Maple top for added bite to your tone and joined by a comfortable Silver Leaf Maple set-neck with Rosewood fretboard.

Get ready for some scorching tones with the paired direct-mounted Godin Custom Humbuckers and push the limits even further with the included Godin High Definition Revoicer system (H.D.R.). Control your sound with ease via the pre-

STOP BLUSHING! WITH THE #1 GLUDRY



GluBoost Loves Wood
www.gluboost.com

The Non Blushing GluDry

Totally unique! No bubbling, no pitting, no hazing, or yellowing ever!
Consistently clear and fast cure every time with far less dust and sanding!

See the difference



GluDry



the Others



newproducts

cisely recessed volume and tone knobs and 3-way toggle switch.

The guitar is available in a rich Havana Brown or Trans White semi-gloss finish. The Summit Classic HT.

Godin's long-standing reputation of quality and vision is put on display with this new model – built entirely in Canada.

Godin Summit Classic HT Havana Brown or Trans White (\$1,095 USD MAP price)

www.godinguitars.com

DRUMS & PERCUSSION

Luna Percussion adds Cajon to Popular Henna Dragon Series

Luna Percussion, the percussion arm of Luna Guitars, has announced the latest addition to its popular Henna Dragon series, the Luna Henna Dragon Cajon featuring birch construction, a built-in snare and Luna's own signature laser-etchings – showcasing a spectacular Henna Dragon design on its sides.

Historically, the symbol of the dragon is deeply rooted in cultures throughout the world for its spiritual meaning of offering courage to those who need it most. Much like Luna's Henna Dragon acoustic/electric guitar and ukuleles, the Henna Dragon cajon is a powerful ally to percussionists of all skill levels.

The cajon's birch construction provides a wide tonal range with exceptional projection. The delicately laser-etched dragon design is on full display all around the 12 x 12 x 19 (inch) body. Its built-in snares can be engaged with a quick switch of a steel knob allowing percussionists to provide the backbeat to go along with the deep rich percussive tones of the instrument.

"The Henna Series has been a staple in the Luna line since the brand's inception and the Henna Dragon Cajon is a testament to the series' continued success," said Adam Gomes, Brand Director & Artist Relations at Luna Guitars.

The Luna Henna Dragon Cajon includes a branded gig bag and sells for \$149 at authorized Luna Percussion dealers. Soft pad included for comfort after long hours of playing.

www.lunaguitars.com/cajon

SD9 24" Handpan Drum from Amahi

With the overwhelming success of the steel tongue drum line, Amahi introduces a new handpan drum to their percussion line. The SD9 24" handpan drum is constructed of high quality nitrogen steel material and tuned in D minor with 9 notes. With a highly unique and meditative sound, the handpan drum can be played with the hands and fingers to produce soft and warm tones. Backpack style carrying bag is included. MAP: \$999.

www.amahisonline.com

BOOTH # 1400



Summer NAMM

PRINT & DIGITAL

Alfred Music Announces the Highly Anticipated Release of Suzuki Trumpet

The International Suzuki Association's Brass Committee and Alfred Music have announced a new Suzuki instrument series. The first volume of *Suzuki Trumpet* is now available for purchase. The recordings are available for teaching and practice purposes on SmartMusic. They are also available for download

on media.alfred.com and will soon be available via iTunes and Amazon. Hudson, from the Canadian Brass, is the recording artist for this first volume, and he is accompanied by Michael Schneider. The International Suzuki Association's brass committee has worked diligently over the last several years, and we are incredibly grateful for their hard work.

Trumpet Volume 1 features engravings in a 9" x 12" format • Introduction and general information regarding the trumpet • Preparatory Exercises • Tonalizations • Pieces • Musical Terms and Signs • Music Notation Guide • Fingering Chart • First exercises on the Trumpet • Pieces and tonalizations • Glossary of terms and signs • Musical notation guide • Fingering chart • Photos • CD with recordings by Caleb Hudson accompanied by Michael Schneider, as well as piano accompaniments recorded without the trumpet part.

Trumpet Volume 1 Titles: Let's Begin (Traditional) • French Tune (Traditional) • Stroll Along (Traditional) • Come and Play (Traditional) • Mary Had a Little Lamb (Traditional) • Twinkle, Twinkle, Little Star (Folk Song/Suzuki) • Lightly Row (Folk Song) • Old MacDonald (Traditional) • Go Tell Aunt Rhody (Folk Song) • Are You Sleeping, Brother John? (Traditional) • Long, Long, Ago (Bayly) • May Song (Folk Song) • French Folk Song (Folk Song) • Ode to Joy (Beethoven) • Amazing Grace (Traditional) • Allegretto (Diabelli) • It Jingles So Softly (Mozart) • Minuet (Roman) • O Come, Little Children (Folk Song) • Perpetual Motion (Suzuki) • Prelude (Charpentier) • Clog Dance (Traditional) • Song of the Wind (Folk Song) • Allegro (Suzuki).

Suzuki Trumpet Volume 1 is available in multiple formats and prices at music retail stores, online retailers, and alfred.com/suzukitrumpet. Book & CD (00-47778) \$19.99 | Book (00-47779) \$8.99 | Accompaniment Book (00-47783) \$8.99 | Performance/Accompaniment CD (00-47780) \$15.99.

www.alfred.com



Summer NAMM

CASES & STANDS

Hosa Introduces New Desktop Microphone Stands

Hosa Technology, Inc. has introduced two new microphone stands, ideal for the streamer, creator, and podcaster. Both offer familiar designs to complement any space requirement or setup, whether stationary or on the move.

The Hosa Desktop Microphone Stand features a light, foldable die-cast steel tripod base for quick setup and teardown wherever needed. The stand is height-adjustable from 4 to 6.75 inches (110-168 mm) and can hold up to 0.75 lbs (0.34 kilos). The non-slip rubber feet add increased stability, ensuring the stand won't slip on even the most slick surfaces.

The Hosa Desktop Microphone Boom Arm features an easy C-clamp and scissor-style design for maximum adjustment on any table or desk. With an adjustable angle from 0 to 160 degrees, any position is possible to maximize even the most compact spaces. The all-metal construction creates a solid base, holding up to 4 lbs (1 kg) for stationary, multi-purpose setups.

The New Hosa Desktop Microphone Stand is available at an MSRP of \$14.95, and the Hosa Desktop Microphone Boom Arm is available at an MSRP of \$71.95.

www.hosatech.com



Summer NAMM

Ferree's Tools Inc

Battle Creek Michigan

Did you know your organization can buy direct from Ferree's and save hundreds of dollars on the cost of instrument maintenance? We sell only the best and we sell to **EVERYONE!**

We have been in business for 75 years supplying organizations like yours with quality repair tools, accessories and instrument repair parts.

\$25 min order qty, free shipping worldwide and no Napbirt membership required to order.

Tool Instructions available and technical assistance when you need it.

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Fax your order 269 965 7719

OR

Shop the Webstore 24/7 www.FerreesToolsInc.com

Thank you for choosing
Ferree's

1946  **2021**

TIME

QUALITY

Orchestrating Your Own Disney Ending



By
Jaimie
Blackman

My wife enjoys watching movies with fast action scenes where people inevitably get hurt. As the decibel level in the movie's soundtrack increases, so does my heart rate.

I, on the other hand, enjoy tuning to the Disney channel for one simple reason: I know how Disney movies end. While I may cry in the middle, as I did when I first watched "The Sound of Music," I knew Disney wouldn't disappoint me. I knew there would always be a discovery of purpose with a happy resolution.

Here's my universal equation to maximize happiness and harmony in our life: H= Quality of Time

You'll notice that money is missing from this equation. Of course, money is important and touches every part of our lives. Still, money only matters when the things you do are worthy of your time. In fact, the value of every transaction includes a measurement of time.

"Time is what we want most, but what we use worst." – William Penn.

Einstein was quoted as saying that the distinction between past, present, and future is merely an illusion. How often do we say, "Where did the time go?" Time is fleeting. Like a current in a river, you can never dip your foot into the same exact location twice. Time can be your friend or hold you hostage. When you are in the state of flow, time feels like life is timeless. When you love what you are doing, in that moment, time is your friend. On the other hand, if you are stressed and surrounded by more takers than givers, the quality of your life suffers.

Musicians and music lovers are no strangers to this concept of the impact of time. After all, music is organized sound connected in time. And since art mirrors life, why not orchestrate your life where the theme is happiness? Cut out all the noise by focusing on the quality of your time.

And, just like the music orchestrator gets to decide when the score is performed pianissimo and when it's scored forte, you, too, can decide how you want your life timeline to be performed.

It's not unusual for a composer to have a clear idea of the instrumental sounds before the actual notes are written. So no need to get into a state of paralysis through over-analysis. Simply think about how you want your life's soundtrack to sound. What

is it that you value?

Whatever the answer is, value inexorably lives in the present moment of time. Not in the past. Not in the future. The moment of time that's happening right now.

If you believe the quality of your time could use a tune-up, start exploring the quality of your relationships. For example, are there some people in your life that leave you with a feeling of heaviness, resistance, or a reluctance to continue the conversation? Is it your repair guy? Is it one of your music teachers? Are there some people in your life that fully drain your peace and harmony? How do you know? The time quality is agonizing. Maybe it's time to make the necessary changes.

Shortly before my dad died, I asked him if he had any regrets. He thought for a moment and then looked me straight in the eyes as if my question hit him at his core. He said, "Jaimie, my one regret was that I didn't spend more time with my children. I could have made changes, but I didn't, and for that I'm sorry." I believe my dad did pass away with a bit of regret. It's almost like he had an unwritten commitment and agreement he made which he wasn't able to keep. That's why it's so important not to get wrapped up in a picture of what others expect of you. Perhaps my dad felt undue financial pressure to keep up with others. Perhaps it was his disappointment that he couldn't finish college and pursue a career in journalism that he often spoke about. Everyone has a unique soundtrack to follow. We know from our own core when our life is aligned with our higher self.

Dr. Jacob Needleman, the author of *Money and the Meaning of Life* writes:

The great sociologist Max Weber used the phrase "worldly asceticism" to characterize the devotedness and self-denial with which modern people, especially Americans, perused the making of money. To what extent have we made worldly success the justification for our lives, and is belief in this equation beginning to crumble in our culture, even as the role of money increases in its power and influence over our lives?

You get to decide when to increase your score to high dB to amplify the action scenes and when to decrease dB to support the peace and harmony scenes. Now start orchestrating your life for the Disney ending. 

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Vision & Purpose!

Jimi Asked the Right Question: 'Are You Experienced?'



By
**Menzie
Pittman**

Before we delve into Jimi Hendrix, let's start with our own question. As business entrepreneurs, has there ever been a better time than now to ask ourselves, "What is the vision and purpose of our business?" Over the years, your original vision has most likely morphed and matured. Undoubtedly, you have enjoyed many successes and faced multiple setbacks. So, as owners and stewards, we are always making changes and tweaks to our business

models because the business landscape is always changing. Most of our retail business models are entrenched in some form of retail, and some of our businesses may be focused on services such as education, instrument repair, rentals, performance, et cetera. It is safe to say that they are likely a blend of all the above. No matter the model, we need to stay fresh and relevant, and we must continually review our vision and remember our purpose.

So, when was the last time you truly reviewed your vision and purpose?

In many cases, business owners open their shops, play it safe, and stay with their original vision. They follow the old mentality of, "If it ain't broke, don't fix it." However, the pace of technology and the fast-paced creativity of today's youth aren't kind to that philosophy. That approach will come back to haunt you.

Successful leaders know that vision must mature though the years or you run the risk of becoming a dinosaur. Just like your cell phone, your "business vision" needs regular updates. Vision is the idea of the "what and how" in a business model. We are well-served to stop and think, "Maybe there is room to introduce some fresh thinking."

Purpose, on the other hand, is akin to a mission statement. Your purpose is based in core principles. It's not a spreadsheet; it's a values system. Purpose is the "why," both in business and life. That is something we shouldn't take for granted. After all, reviewing our original purpose takes courage. If, for any reason, we find ourselves adrift, we either correct course or suffer the loss of integrity. That's a heavy price to pay. Many times, purpose gets hijacked by quotas and sales reports, or (worse yet) by an inflexible corporate culture. When that happens, you can say goodbye to creative ideas. Why, you ask? because "original" and "creative ideas" have no data to support them. You are projecting success of an idea based on an intuition. You are driven by purpose, not data. Big business says that's too risky, and if you base success solely on numbers, that may be right. However, if you base success on purpose, that model may compete with your principles. Personally, I can't think of any business model post-2020 that wouldn't benefit from a refreshed sense of purpose.

This is where Jimi comes in with his important question, "Are you experienced?"

Throughout 2020 I heard statements reflecting the idea that the world of traditional education will never be the same. "Virtual" has changed everything, and to some degree that's true. Perhaps that's a good thing. I am very thankful that clients could embrace a video-based approach to studying music. That one detail probably saved large portions of the music industry. But if you believe for a second there is no hangover effect from the "virtual lesson model," you will overlook the next important opportunity we have in front of us: the rekindling of appreciation for a musical experience!

“No matter the model, we need to stay fresh and relevant, and we must continually review our vision and remember our purpose.”

Yes, it's true – metaphorically, it's 1967 all over again.

The number-one question I am asked when people inquire about music lessons is, "Are the lessons in-person?" This doesn't occur just some of the time; it is every time! Think about the schools and what the music students just went through, or should I say, what they didn't go through. Students want an experience now more than ever because they were robbed of that experience last year. Musicians want to interact in-person with other musicians. Musicians want to hear the other musicians when they play, and with no time lag, or frozen screens. They want to feel the vibrations of all the instruments, and they want conversations. People want to laugh together without canceling out the other person. People want to enjoy the subtleties of an in-person conversation.

We all know some form of virtual music interactions will remain. Who can argue that YouTube is king? Zoom and Google Duo are here to stay, and there will be scads of others; we should be very excited about that. Let's not forget that vinyl has a new respect as well, and restaurants and home cooking remain more exciting than Hello Fresh. Hendrix was on to something when he asked, "Are You Experienced?"

How does this tie into Vision and Purpose?

Vision is the guide to where we can go. Purpose is the reason we should go. The music business has been stuck in a quasi-rut for a long time; we have gotten a touch lazy. We have been lulled into a false sense of security that the bottom line is automatic – the old "click and ship" mentality. In front of us is a new chance to refresh our purpose, a chance to tweak our vision. If you do this, you will be able to answer, "Yes!" the next time Jimi asks you, "Are You Experienced?"

Menzie Pittman is the owner and director of education at Contemporary Music Center in Virginia (CMC). Following a performance and teaching career spanning more than 32 years, he founded CMC in 1989 and continues to perform, teach, and oversee daily operations. He has 50 years of musical experience as a drummer and drum instructor. Menzie is a frequent speaker at NAMM's Idea Center, and a freelance writer for MMR's "Small Business Matters."

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