Long & McQuade M A G A Z I N E long-mcquade.com

ſ

Long & McQuade

LINDI ORTEGA Gloryville on the Horizon THE NASHVILLE NUMBER SYSTEM

Country Music's Gift to Every Genre

HOW DRY I AM! Keep Your Acoustic Instruments Safe This Winter

where the music begins.

INSIDE

3	What's in a Gift?	
4	Gear: Guitars	
8	How Dry I Am! TIPS ON KEEPING YOUR ACOUSTIC INSTRUMENTS SAFE THIS WINTER	By Douglas J. Rathbun
16	Do I Need to Bring My Amp in for Servicing?	By Len Jeffrey
18	Gear: Pro Audio	
22	Lindi Ortega GLORYVILLE ON THE HORIZON	By Nick Krewen
24	Gear: Recording	
28	The Nashville Number System COUNTRY MUSIC'S GIFT TO EVERY GENRE	By Tom Waugh
30	Gear: Keyboards	
33	Dear Rouge	By Nick Krewen
34	Gear: Drums	
38	Succeeding in University Music Programs Q&A WITH DR. TERENCE DAWSON	By Crystal Greffard

40 Gear: Band



Editor and Publisher: Sheri Katz Design and Layout: Cristine Giampaolo, SGR

Writers: Crystal Greffard, Len Jeffrey, Nick Krewen, Douglas J. Rathbun, Tom Waugh

ESSENTIAL INFORMATION:

The Long & McQuade Magazine is published by Long & McQuade Musical Instruments Limited. CIRCULATION 250,000 copies per issue. All rights reserved. Contents may not be reprinted without the permission of the publisher. Please do not send unsolicited manuscripts, artwork or photos. The Long & McQuade Magazine takes no responsibility for return of any unsolicited materials. **Printed in Canada.** PUBLICATIONS MAIL AGREEMENT #40026865 Circulation inquiries, address changes and updates should be directed to skatz@long-mcquade.com.

CORPORATE HEAD OFFICE:

Long & McQuade Limited, 722 Rosebank Road, Pickering ON L1W 4B2

PUBLISHING OFFICE & ADVERTISER INQUIRIES:

Long & McQuade Limited • Attention: The Long & McQuade Magazine, 722 Rosebank Road, Pickering ON L1W 4B2 Contact Sheri Katz (Editor): skatz@long-mcquade.com. Product inquiries or support questions: info@long-mcquade.com.

What's in a Gift?

No matter what you celebrate at this time of year, it's hard not to get swept up in the excitement of the season. Exchanging presents, spending time with family and friends, making promises to better your life and those of others – those are the things that are embraced during these last months of 2015. And Long & McQuade would like to help you honour those aspirations – no matter how lofty or simple!

A Present or Two for the Musician on Your List

Have a peek inside this issue for guitar packs and full drumkits, both of which come with everything the beginner player requires. Do you know a fledgling DJ who needs decking out, so to speak? We've got DJ controllers and lighting effects galore. Well-priced studio monitors for the home recording enthusiast, sweet sound systems for musicians who play live gigs, beautiful digital pianos to furnish any home, and beginner to pro band instruments for all levels of musicians – we've got it all. And if you're looking to splurge on a Les Paul, or a fully-loaded electronic drumkit, we've got those as well.

Want to give the gift of choice? We've got gift cards in any denomination, that can be used on any product or service that L&M offers.

Don't forget, we have easy in-store financing available too – so you can give that dream instrument for Christmas, and not worry about paying it off until next Halloween. Ask a staff member for details.

Visit long-mcquade.com for locations, details on extended holiday hours and Sunday openings, and for online shopping.

Rent What You Need to Get You Through Your Party or Gig

We've got your holiday rental needs covered. Kick your New Year's party up a notch with DJ lighting from ^{\$4} a day, or a pro CD player from ^{\$15} a day.

Gigging lots this winter? Pick yourself up a backup guitar for as little as ^{\$}7 a week, or a spare drumkit for ^{\$}13 a week.

Like holding sing-alongs by an open fire during the festive season? Rent an 88-key digital piano for \$25 a week and let the good times roll!

If you've got some spare time over the holidays and want to try something new, go ahead and rent that trumpet or banjo or synthesizer – you might discover a hidden talent or find a new passion!

Visit long-mcquade.com/rentals for more information.

Make the World a More Musical Place

Pledge to make music in 2016! Think you're too young, too old or too busy to learn something new? We've got lesson centres across the country, with professional instructors who teach music to all ages of students, at all stages of learning, and in all styles of music. AND we offer convenient lesson times for busy folks, as well as those aforementioned rentals, for people who aren't ready to commit.

Visit long-mcquade.com/lessons for all of the details and contact information.

Long & McQuade is hosting its 9th annual *Music Therapy Fundraising Drive* in November and December. Donate a couple of bucks at the till and receive a \$5 rental coupon that you can spend in 2016 – or that you can stuff in a stocking on December 24th!

Visit **long-mcquade.com/community** for a list of hospitals and programs that we support via our music therapy fundraising drive.





where the music begins.

Denver Guitars



long-mcquade.com

where the music begins.

By Dougl<u>as J. Rathbun</u>

HOW BOY DAY AMERICAN SAFE THIS WINTER

Acoustic instruments, including guitars, mandolins, violins, cellos etc., because they are made with thin pieces of solid wood, are vulnerable to damage from low humidity. In most places in Canada, winter months are potentially damaging to acoustic instruments due to the low relative humidity (RH) in our homes artificially heated against the cold Canadian winters.

Symptoms of a Dry Guitar

If your guitar displays any of these symptoms, it is most likely in need of humidification.

- Sharp fret ends
- 14th fret "hump"
- String fret buzzing (low action)
 Sunken top
- Flat back (no arch)
- Loose bracing
- Cracks or seam separations

Lacquer checking (small cracks in a nitrocellulose finish)

Proper Care of Acoustic Instruments

Acoustic instruments are built in environments where air is kept between 18 and 24 degrees Celsius and 45-55% relative humidity (RH). To avoid damage, you should keep your guitar within these ranges.

Keeping your acoustic guitar in a hard shell case during periods of low relative humidity is the single most effective way to protect your instrument from damage. The humidity inside your home in the middle of the winter in Canada can dip as low as 10% RH!

Humans are affected by low RH as well. Do you get dry skin or itchy eyes, or experience static shocks walking across your carpet? If you have these symptoms, then your acoustic sitting out on its stand in this kind of environment is suffering too.

Using a sound hole humidifier and placing the guitar in the case, away from heat vents, will protect your instrument when it is not in use. During very cold weather, check your sound hole humidifier a few times a week. Sponge-type humidiers must not be allowed to stay in the instrument when they have dried out. The sponge will re-absorb moisture back from the guitar! Using a non-sponge type humidifier like the Oasis OH-1 will not have this effect. Keeping a digital hygrometer inside your case will tell you instantly the RH of the environment around your guitar.

Instead of humidifying the guitar in the case, you can keep your guitar out but humidify the room with a cool or warm mist room humidifier. This only works if you can keep the room between 45-55% RH. If the room has windows or weak insulation, humidity in these ranges in interior heated rooms can cause condensation around colds spots, possibly resulting in the development of mold. Using a case is a much simpler solution.

Don't forget about your guitar's fretboard. Most acoustic guitars have either rosewood or ebony fretboards. These pieces of solid hardwoods can lose humidity just like the thin pieces of the solid wood body. As the fretboard loses moisture, it will shrink. The frets, being metal, will not – and therefore will protrude from the edges of the neck. On a

Products

ΤΤΟΠΠΟΙΟ		
Oasis OH-1 Humidifier	(268060)	\$ 22 75
Oasis OH-5 Plus Humidifier	(280677)	\$ 22 75
Oasis OH-6 Guitar Case Humidifier	(290296)	\$ 22 75
Oasis OH-18 Ukulele Humidifier	(351071)	\$ 22 75
Oasis OH-26 Mandolin Humidifier	(411952)	\$ 22 75
Oasis OH-2 Digital Hygrometer		\$ 32 99
PlanetWaves PW-HPK-01 Humidipak Kit	(267703)	\$ 35 99
PlanetWaves GH Guitar Humidifier	(60476)	\$ 14 95
Dunlop JD6554 Lemon Oil (fretboard conditioner)	(183866)	\$ 6 30

Formerly a professor and Chair of the Department of Theatre, Speech and Music Performance at Calgary's Mount Royal University, Doug has been singing and playing guitar for over 40 years (recording for over 10) and now works at the Calgary South Long & McQuade.

bound neck, this can cause the fret ends to stick right through the binding! Periodically, run your hand up and down the edges of your fretboard and feel for any protruding ends. You can place a case humidifier in the neck area of your case to introduce the moisture back into the fretboard. When performing a string change, take the opportunity of having the strings off the neck to clean and condition the fretboard. Get rid of fingerboard gunk and polish the frets at the same time by rubbing 0000 steel wool the length of the board. After wiping it down, apply some fretboard conditioner to the board and rub it with your fingers. Let it sit for a few moments and then wipe off the excess.

DOs

Do: Keep your guitar in its case when not in use.

Do: Use a sound hole humidifier and check it regularly.

Do: Leave your guitar in the case when bringing it in from the cold until it has come up to room temperature. Taking a cold instrument out of the case into a warm room will cause rapid movement of the wood, leading to crazing, checking and possibly cracks in the wood.

Do: Keep the case closed while you are playing your guitar so as not to lose the stored up humidity.

Do: Use distilled water in humidifiers to increase their longevity.

Do: Condition your fretboard periodically to keep it from drying out.

DON'Ts

Don't: Leave your instrument out on a stand near heat vents.

Don't: Keep papers, sheet music, cardboard or other paper products in the case with the humidified guitar. They will absorb some if not all of the humidity from the guitar.

Don't: Allow a sponge type humidifier to get dry inside the guitar. It will start to pull humidity FROM your guitar, becoming a dehumidifier.

Don't: Get too close to the fireplace during your winter sing-a-longs!

Don't: Allow any water on the surface or inside the guitar. Guitars need moisture VAPOUR, not water. Water will damage the guitar.

The important thing to remember is to use common sense. If the environment is making YOU uncomfortable, then your guitar is uncomfortable. Your skin doesn't react well to dry conditions. You don't like huge changes from hot to cold or cold to hot and your guitar doesn't either. You wouldn't put your pet in the trunk of your car in the winter would you? Treat your guitar like your cherished pet. It won't lick your face but you'll get years of enjoyment from it nonetheless!

Resources:

- www.long-mcquade.com/departments/251/ Guitars/Accessories/Guitar_Care_Products.htm
- www.taylorguitars.com/sites/default/files/ 10_SymptomsofaDryGuitar.pdf

www.youtu.be/tB8tELj43RE
 (YouTube of Bob Taylor re-humidifying a dry guitar)

www.martinguitar.com/news/6-main-site/guitar-care/ 213-temperaturehumidity.html









The ultimate guitar or bass trainer that makes practicing as easy as plugging in, loading up your favourite tunes and jamming along! (375239) Play on your own or plug in with friends Over 350 audio loops and 50 backing tracks MP3 or WAV file playback via SD card or USB flash media Learning tools like Minus-One, track slowdown, transposition

\$**499**

0...

long-mcquade.com

N

BOSS ME-80 Floor Multi-Effects Processor

An entire library of BOSS effects in one unit! (410754) 8 simultaneous effects categories

each with multiple effects

Massive selection of top-quality effects from classic BOSS stomps to the latest MDP effects

USB audio/MIDI interface built in Free BOSS TONE STUDIO software

\$399

RENT WHAT YOU NEED TO GET YOU THROUGH THE SEASON

Crank up your New Year's party with DJ lighting Sing along by an open from \$4/day and a pro CD player from \$15/day! fire with an 88-key digital piano from \$25/week! Try your hand at something new over the holidays - rent a trumpet from \$19/month!

.ong & McQuade

8

An ultra-lightweight, thin rackmount tuner with the highest

■ 8 simultaneous effects ■ Over 200 amps, effects and speaker cabinets

100 onboard presets, and many more via the AMPLIFi app

Bluetooth streaming audio for playing to music

Get world-class tone and wireless convenience with

this monster tone machine! With over 200 guitar amp

tones and effects, including 50 of Line 6's acclaimed HD

models and 128 presets you can call up instantly. More great tones

AMPLIFI FX10

GIF

■ Regular, strobe and half-strobe displays ■ Buffered output

■ Built-in cable checker ■ Mute function for silent tuning

Korg PB05 Pitchblack Pro

visibility of any "3D" tuning meter! (406501)

\$129 PLUS A \$10 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!

Rackmount Tuner

Line 6 AMPLIFI

Dial up amazing tones with

FX100 FX

Processor

speed and ease - just

connect it to your amp or

speaker system! (418960)

Line 6 Firehawk

HD Multi Effects

Guitar Processor

online to download too (433596)

\$379

\$**5**99

Pump up your gig arsenal with a spare guitar from \$7/week or an extra drumkit from \$13/week!



where the music begins.



By Len Jeffrey

Do I Need to Bring My Amp for Servicing?

Your amp seems to be acting up and you are wondering if you really need to pack it up and take it in. "Maybe I can get it working myself," you are thinking. Here are a few tips that you can try before bringing your amplifier in for servicing:

My Controls are Noisy

If the noise is minor, you can try rotating the noisy pot over and over again. This should get rid of the noise caused by a dusty/dirty pot.

My Amp Doesn't Sound Right

If yours is a tube amp and you get a drastic change in tone or hum, try installing a new preamp tube starting at the one closest to the input jack. With the amp either turned off or in standby mode, gently push and twist any metal cover to remove it. Then remove the old tube by carefully rocking it out of its socket. Notice the keying pins. There are two that are further apart from the rest of the pins. Try a new preamp tube in the first socket. Turn the amp on and listen to your guitar. If there is no improvement, do the same with the next preamp tube until you hear a difference. You may find that more than one or all tubes must be replaced in order to get back that 'new amp' sound.

No Sound?

If your amp has an effects return or power amp in jack, plug your guitar into that jack and strum it lightly. If you now hear your guitar, the switch contacts in the preamp out jack might be corroded. With the amp unplugged, try giving that jack a quick squirt with a good contact spray sold at any Long & McQuade store. If this does not help, try replacing the preamp tubes starting with the one closest to the input jack.

My Amp is Howling and Squealing

The problem may be with a microphonic preamp tube, or if your amp has the mechanical type of reverb pan, it may be a bad connection with the phono plug that is plugged into the reverb pan's output socket.

To quickly check to see if it is caused by the reverb cable, turn the reverb control down to zero. If the noise stops, it's probably in the reverb circuit. The ground connection may not be making proper contact at the reverb pan's output socket. With a pair of pliers, carefully squeeze the outer grounding contacts of the phono plug. Now when you plug it back into the socket, rotate it as you do so, to try to clean the ground connection even further.

To check for microphonic output tubes, turn all controls down to zero and lightly pound the top of your amplifier with your fist. If you hear a low rumbling sound, the fault is probably one or more microphonic output tubes. Replace them. If you are installing new output tubes of the same make, then there is no need to adjust the amp's bias controls. To test for microphonic preamp tubes, remove any input cable. Turn the controls up. If there are squealing or howling noises, gently flick each preamp tube with your finger nail. You should be able to tell which tube is the faulty one.

Don't forget that you must use the proper type of shielded guitar cable with your amplifier. Never use a speaker cable from your guitar to your amplifier's input jack.

Is My Speaker Blown?

If you are not getting any sound at all from your amp, not even a low level hum sound, and you want to test to see if your speaker is at least working, try this. With your amplifier unplugged from its power source, touch a 9 volt battery's terminals across your speaker's two contacts. Even with the amplifier's speaker wires still connected to the speaker, you should hear a 'click or pop' sound. If you hear anything that means that your speaker is at least working.

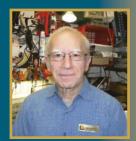
No Sound Whatsoever

If you are not getting any sound out of your amp, make certain that your guitar cable and your guitar are working properly. Try using another guitar cord. You can substitute your guitar signal by unplugging your guitar cord from it and touching the end of the 1/4 inch male connector of your guitar cable. You should hear a loud humming sound that tells you your amp is working.

And finally...

My Amp is Humming

If your amp is a tube amp, take a look at the output tubes. Those are the largest ones in your amplifier. If one or more are glowing red - turn the amp off immediately. Do not touch those tubes! This is one of those times when you must bring your amp into the store for proper servicing.



Len started his venture in electronics at the age of fifteen, dabbling in radio and amplifiers. He has been an electronics technician at Long & McQuade's Oshawa location since 1991. He likes to work on tube amps and old microphones.





long-mcquade.com

Yorkville NX10C The most versatile and compact professional PA cabinet ever! With "through-hole" design that allows multiple cabs to be mounted on a single speaker stand. (420351) ^{\$520} PLUS A \$25 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



TC Voicesolo

and Monitor

reverb unit! (415966)

\$**288**

All-in-one personal PA. vocal

FX150 Personal PA

monitor, instrument amp and vocal

Tannoy 150w amp and custom driver

TC-Helicon FX and 3-channel digital mixer

Preamp/ Interface with

USB Solution Box

performance audio interface between

analog and digital sources. (357989) Reg: \$99

\$130 PLUS A \$10 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!

Apex MP-1 Mic Pack

Everything the aspiring singer needs!

■ Apex 870 vocal mic ■ 20' XLR cable

Tripod boom stand and clip

Special \$59

Apex 381 Vocal Mic

An excellent live performance mic! (161492)

Neodymium magnet dynamic cartridge

High output with low handling noise

Cardioid polar pattern Internal double shockmount

Ideal for transferring a vinyl

Special \$85

Sennheiser

Always a hot holiday seller!

■ E835 vocal mic ■ 20' cable

Boom stand and clip

(177454) Reg: \$7899

Includes:

\$<u>99</u>

E-PACK

(67995)

Includes

laptop. Also a great high

collection to your computer or

Mic stand mounting with one-click easy grip system

ART USBPHONOPLUSPS Phono





Shure SM57-LC

Instrument Microphone



\$389

PLUS A \$10 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!

(361665)

where the music begins.





where the music begins.

\$1000

GLORYVILLE ON THE HORIZON

By Nick Krewen

Somewhere in the intersection between loneliness, heartbreak, melancholy and satire lives *Faded Gloryville*, the fourth album from Toronto-born, Pickering-raised, Nashville-based Lindi Ortega.

It's a place where the highly respected singer songwriter, recently tagged "an Americana revivalist" by the Washington Post and one who "exudes Americana gothic cool" by Rolling Stone, spent some time after being inspired by **Crazy Heart**, a movie that depicts Jeff Bridges as a grizzled down-and-out country singer who's been relegated to headlining at bowling alleys.

Not that she's paranoid, but the film touched enough of a nerve to make Ortega ponder her own future.

"It spurred me to ask myself questions about my own career and my own future in music," Ortega admits down the line from her Nashville apartment. "There was a scene where he's playing in a bowling alley, and he's calling his manager, saying he needs money, he needs gigs and he ends up puking out the back door of the bowling alley.

"It caused me to think back to when I first started making music and I was 16 years old. And I had all of these romantic ideas of what the music industry was and what it could be for me, and that sudden realization that somewhere along the way it didn't turn out like that."

Like her first record deal with Cherrytree / Interscope back in 2008 – loaded with promise and ending with frustration as only a single EP, *The Drifter* – made it out the door before the label decided to go in another direction.

"That was one of the moments things came down like a house of cards," Ortega recalls. "When I lost my first major label record deal and I had to start from scratch."

But Ortega has remained resilient; while not yielding any smashes, her three albums prior to the August-released *Faded Gloryville* – 2011's *Little Red Boots*, 2012's *Cigarettes & Truckstops* and 2013's *Tin Star* – have enabled her to increase her following beyond North American borders, turning heads in the U.K., Europe and Australia, territories she'll be returning to in 2016 during the tour cycle of the new album.

Ortega's modern vintage sound and visual red-boots-andveil style have entrenched her deeply enough in the alternative music landscape that a vast variety of music lovers has warmed to her – from the audiences of Social Distortion and Kevin Costner, to k.d. lang, James Blunt and The Kinks' Ray Davies.

Faded Gloryville, overseen by the steady hand of four highly revered producers – Dave Cobb (Sturgill Simpson, Corb Lund, Jason Isbell), Toronto's Colin Linden (Bruce Cockburn, Colin James, Blackie & The Rodeo Kings) and the tandem of The Civil Wars' John Paul White and Alabama Shakes' Ben Tanner – took three sessions to record.

"Three completely different producers on back to back to back sessions... it was really about having to change gears and align yourself with people's different methods of recording things."

Ortega says she assigned each producer the songs she felt would be the best fit.

"All of the producers are fans of vintage style equipment: vintage mics, vintage tube amps, old guitars – so that sound is definitely something that they all understand very well," she says.

"I got a chance to hook songs up with the producer that I thought would do them the most justice. The ones that could lend themselves to being more ambient and benefit from layered guitar work and the Dobro sound went to Colin Linden, and obviously the more soulful stuff had to go down to Muscle Shoals, and then the barn-burning country type of tunes went to Dave Cobb."

The payoff came in the form of Ortega pushing her boundaries, particularly in a soulfully slow rendition of the Bee Gees classic "To Love Somebody."

"I got to explore a soul sound on some of the songs," Ortega enthuses. "That's definitely new for me. I've always loved soul music and been a fan of singers like Aretha Franklin and Etta James and Sam Cooke and Solomon Burke and Ray Charles."

Ortega says her listening diet always seeps into her songwriting, and eventually, into her recording.

"No matter what I listen to, it seems to come through in what I'm creating," she admits. "Obviously, when you're doing soul music, it's a little different than doing a soft little country tune. It does exercise your vocal cords a bit more for sure."

As for the songs, they veer from the dark breakup humour of "Ashes" to the lighthearted rockabilly romp of "Run Amuck," to the romantic yearning of "Tell It Like It Is," the forlorn "Someday Soon" and the funny "I Ain't The Girl" – all earmarked by Ortega's delectable warble.

Some may call it a modern vintage sound that's both contemporary and a throwback to the '50s and '60s, but Ortega simply says she likes "to make the kind of music that's in line with the sort of stuff that appeals to me as a listener."

"I love the warmth of a vintage sound and I love the fuzz of an old amp, and that really lends itself to the ambience of a recording," she says. "I've always wanted to keep high fidelity as a constant because I feel it's fallen in line with who I am and what I want to portray musically."

And there will always be songs laced with humour, as Ortega says, "It's been a saviour to me my entire life. You have to inject humour; otherwise, the dark gets too dark."

Another constant in the Lindi Ortega concert experience is her red cowboy boots, which she adopted with her first album and is now an irreplaceable element of her stage wear.

"I don't think I'll ever stop wearing the boots," she says. "I never ever anticipated it to be a gimmick. It's just something that makes me feel comfortable.

"I started wearing them because I'm a big fan of Wonder Woman, and there's something about that superhero thing, getting onstage with that extra boost of confidence.

"I tried to put on some black heels once. I got two steps out the door and I felt like it was all wrong. I went back and put on the boots – it just is what it is... it feels right."

Just like Ortega's music.











Operates in zero latency, linear-phase and natural phase modes

- Optional Gain-Q interaction, Auto-Gain and Gain Scale
- Optional piano roll display to quantize EQ frequencies to
- Mid-sides processing to EQ mid and sides signals separately



Great Gift Ideas under \$50!

Battery powered, with dual outputs and 2level boost. (448712) Reg: \$4099 Special \$3499

where the music begins.

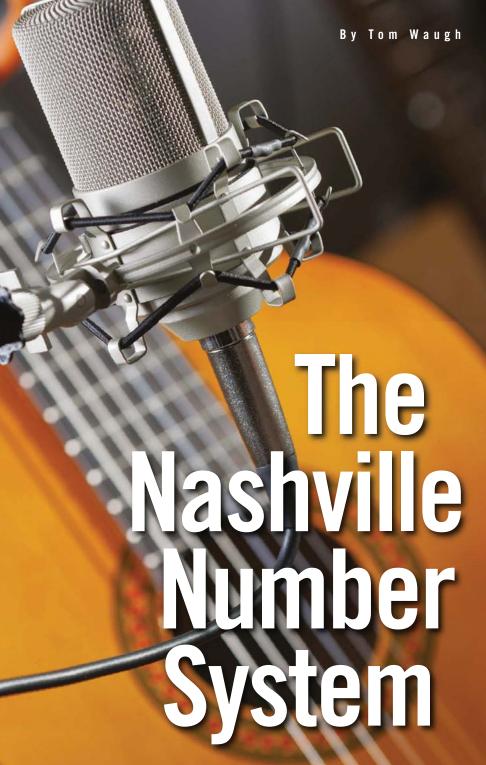
Yorkville MWS-206DLX **6" Deluxe Pop Filter** Deluxe 6" studio mic pop filter with metal grille and c-clamp. (313158) Reg: \$2499

Yorkville SKS-41B Upgraded **Studio Monitor Stand** Sturdy, stable and adjustable. Cable clips included.

Yorkville MC-5S1 5' **Studio One Mic Cable**

Yorkville PC-10STS1 10' Studio One TRS-TRS **Balanced Cable** (323468) Rea: \$4199 Special \$3499





COUNTRY MUSIC'S GIFT TO EVERY GENRE Here's the situation: You're filling in on rhythm guitar for your friend's pop/rock cover band. You were given a song list to learn a few days ago. There was no score provided for you, so you learned the tunes the old-fashioned way – by playing along with the original recordings on YouTube using chord charts you've scrounged up. OK, that's not so old school, but it got the job done quickly and now you feel well prepared for the gig. Here's where you encounter a problem – the singer doesn't like singing a few of the songs in the original key, so the band has learned the song in a different one. To make matters worse, the lead guitarist uses a capo and a bunch of alternate chord fingerings on a lot of the songs, so it's difficult to just watch him and figure out what he's playing on the fly. What do you do?

If this happened in most pop, rock, blues or R&B music settings, you would likely end up using a number of different techniques to get through the gig as painlessly as possible: asking which key the song is being played in and trying your best to figure out the new chords while you're playing it; watching the fingerings of the other players to try and figure out which chord they're playing; asking one of the players to try and yell out the chords over the music; etc. There are many other ways to get yourself through this type of gig, but they all have major drawbacks in that they are very hard to pull off well, without missing important chords, chord changes, licks, etc. This can all quickly lead to you committing the cardinal sin of the working musician – looking uncool on stage. This can cost you gigs, which can cost you money, praise, or whatever else you're playing the show for. This is bad.

Luckily, as modern gigging musicians, we can draw from the rich history of players who have dealt with this issue through the ages, including one frustrated country singer who discovered a simple solution that can help us through it today. In the mid to late 1950s, The Jordanaires were an established vocal quartet that had been hired to record and tour with an upstart young singer named Elvis Presley. This relationship led to a lot of major label studio and live work for the group with a number of other top country artists of the day, including Patsy Cline and Eddy Arnold.

A member of the quartet, Neal Matthews Jr., felt that there had to be a better way to deal with the constant key transposing that was happening in the studio, bogging down projects and costing time and money. He came up with a brilliantly simple idea – if he replaced the letter chords in a musical score with numbers, then only one chart would be needed for the musicians to play the song in any key!

To do this, he replaced all of the letter chords in a given key with a number corresponding to the scale degree on which the chord is built. Sounds like a quote from an advanced music theory book, but it's really quite easy in practice. Here's a brief synopsis:

Numbers are used to represent the notes of the scale. For example, the key of C would be rewritten like this: C=1, D=2, E=3, F=4, G=5, A=6, B=7, C=1.

You will need to know whether the song is in a major or minor key. In a major key, the 2nd, 3rd, 6th and 7th notes of the scale are always minor (unless noted differently), so the key of C major, for example, would be C, Dm, Em, F, G, Am, Bm, C. In a minor key, the 3rd, 6th and 7th notes of the scale are always major, so the C minor scale would be Cm, Dm, E, Fm, Gm, A, B, Cm. A three-chord tune in G major that uses the chord progression G-C-D, for example, would now be written as 1-4-5. The progression G-Am-D would be 1-2-4.

Not too bad, right? Armed with this little formula, you can now change the key of most pop, rock, blues, R&B or funk tunes with little to no fuss on stage or in the studio. You can also use it to easily let the other players on stage know which chord to play next by holding up a finger or two, rather than yelling chords out across a loud stage and hoping that "C!" doesn't sound too much like "E!" to the other guy.

Over the decades since Mr. Matthews devised this process, which he called the Nashville Number System (NNS), many more symbols and number configurations have been added to it by other music pros to cover variables like hybrid chords, accidentals, and rhythmic notation. These more advanced developments can be studied further on the web or in one of many books dedicated to the NNS. What is important here is to introduce the basics of a venerated country music tool to the non-country player.

Why has this system not been fully embraced by the rock/pop world? Maybe it's a social status thing - country

and Nashville are not often considered 'cool' in non-country circles. What is cool, however, is 'cutting the gig' in any genre, and the Nashville Number System is the perfect tool to help all musicians get the job done right!



Tom Waugh has been performing and recording professionally for more than two decades, with his focus on the country music scene for the last 12 years. He's worked at the Burlington location since 2001.





where the music begins.





More Hot Singles (446919) **\$12**95

Popular Guitar Hits: Can't Feel My Face,

Pop Piano Hits:

See You Again,

Flashlight and

HAL LEONARD

Easy Piano



Dear Rouge

We've all heard the story: boy musician meets girl musician

They fall in love, get married, make beautiful music together, win a \$100,000 talent contest....

True, Dean McTaggart met his wife Danielle (nee Heykants) when both were in different musical set-ups: she was a singer and songwriter fronting a Red Deer, Alberta-based band called Gaetz Avenue and he was playing bass in a Vancouver band called McLean.

"I reached out to Drew before we were in a relationship and said, 'I really like your music. Can I send some ideas to you and get your advice?" Danielle recalls.

Eventually, love bloomed, the personal embraced the professional and a new electronic, Vancouver-based synth sound was formed.

Then came the moment of truth: a submission to Vancouver radio station's FM102.7's Peak Performance Project. At stake: \$100,000, and a boost to a desired career.

"When we formed Dear Rouge we said, 'let's really focus and be serious about this," Drew remembers. "It wasn't just 'record music, throw it at the wind and see if it catches.' It was more strategizing. Especially the first contest – the Peak Performance Project: if we do that, and even if we don't win, it sets our band up."

Two independently released EPs later and the contest gatekeepers were obviously impressed.

"They let us in without even performing any shows, and we won," Drew states.

As for the \$100,000? Not exactly cold, hard cash. More cash value than actual ducats.

"They're pretty smart," says Drew. "To win, part of the requirement is that you write a marketing plan. Also, we never see the money - they distribute it and there are certain maximums: you're only allowed to spend 10% on gear; you can only spend this much on this; you're not allowed to pay managers...so it's really thought out.

"Essentially, we took the win and it allowed us to tour and not think about it, so our agent would get us good gigs. Some of the best early gigs you get end up paying you nothing, and so we were just able to say yes to everything and record our album the way we wanted with the budget."

Danielle adds that once they won the contest, the next thing they wanted was a record deal, but it took a while to gain major label interest.

"'I Heard I Had' was the first single and at that point when we released it, in Oct 2013, we had zero management, zero label interest and then the song went up the charts," Drew recalls.

"Then we released 'Best Look Lately' just to buy us some time before we released Black To Gold. We were trying to get something going in the States before we went with Canada."

Fortunately for Dear Rouge, Universal Music Canada came a-callin', and rewarded the duo with a favourable arrangement.

"Universal worked out well for us, because the deal is Canada only." Drew explains. "They gave us the rights to our record to find someone in the States. They have a certain amount of time to hold onto the album just so we don't mess up the release, and then we have the freedom to do as we wish.

"They were the one label that wanted us and we had a really good relationship with their A&R guy, so it made sense."

"I Heard I Had" helped Dear Rouge win another contest: the \$10,000 SOCAN Songwriting Prize (actual cash plus a raft of musical instrument prizes, including a \$500 Long & McQuade gift card.)

In spite of the lucrative start to their musical career, Danielle says that the journey to find the band's sound has been a natural evolution.

"It hasn't been this super thought out thing," she admits. "It just kind of happened. I think people just change, because as you get older, you know yourself more. You're more experienced and not so worried about what other people will like. It's been mostly an organic progression in style and substance."

Drew McTaggart says Black To Gold, the band's debut album - written and recorded between January and August 2013 - began "when my cousin and I recorded a bunch of drum loops on an iPhone and then wrote everything around it in the studio.

"That's our writing process: beats and sounds."

Song topics vary. Drew says "Black To Gold" is inspired by author C.S. Lewis' The Chronicles Of Narnia: The Lion, The Witch and The Wardrobe and is about "being authentic."

"October Second" documents a fight between the couple. "Being a married couple, people just want us to be real and honest," says Drew. "It's not glamorous, not sensationalized. We spend 99% of our time with each other. We have arguments that regular people have and that non-regular people have."

Danielle agrees.

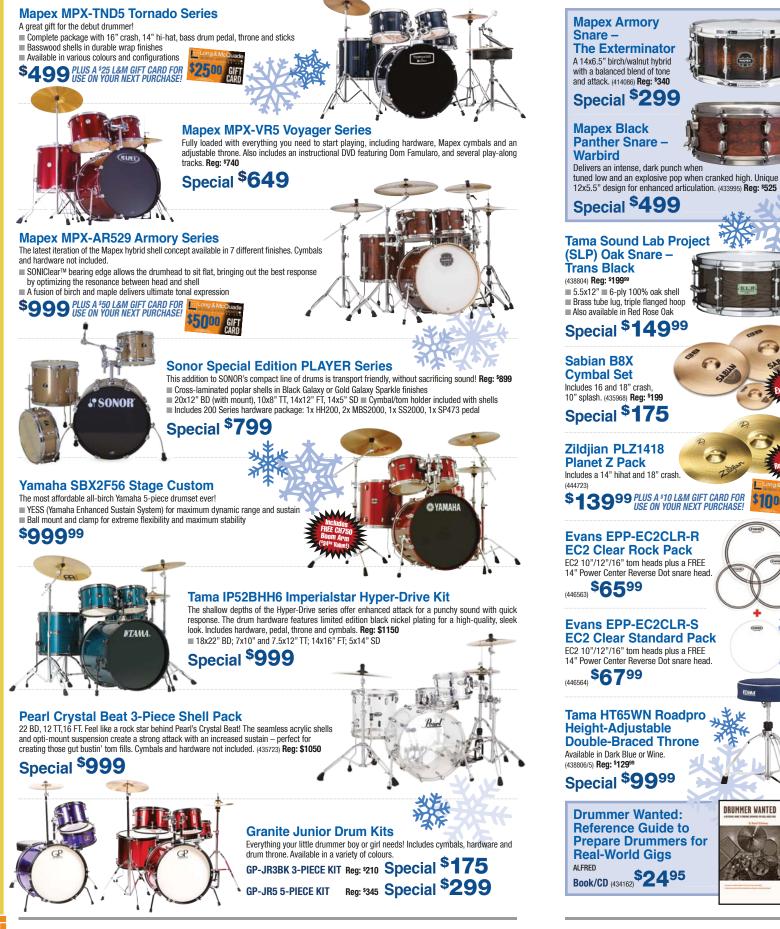
"It's a lot of time to spend together with one person, but if you think about it, the reason some bands don't last is that it's like they're married, but they didn't choose most times to be with that person.

"But Drew and I have so much invested in each other, so when it's harder, we figure it out."

long-mcquade.com

The Christmet FAMILY SONGBOOK

Solos for Christmas



(414071) Rea: \$99 \$1000 GIF (415688) Reg: \$7999 (414163) Reg: \$115 DRUMMER WANTED

Aluminum polished with support board and adjustable toe stop. (269778) Reg: \$8199 Special \$6999 Mapex MPX-P600 Mars Series Single Pedal The double chain, Falcon beater, extended foot board length and retractable floor spikes make this a great pedal for any gigging drummer. (415685) Reg: \$9350 Special \$7999 Mapex MPX-P800TW Armory Double Pedal With a double chain, interchangeable weighted Falcon beaters (10g and 20g) and black plated hardware with a green accent. (414072) ^{\$299} PLUS A \$25 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE! Sonor MBS-LT2000 Mini Boom Stand Lightweight single-braced stand with lots of grip and a pro appearance! (441850) Reg: \$8999 Special **\$79**⁹⁹ Mapex MPX-B800 Armory Boom Stand – Chrome Super-Glide Stepless cymbal tilters allow for fine adjustment of cymbal angle Also available in black plated Special \$89 Mapex MPX-S600 Mars

Sonor SP473 Single

Bass Drum Pedal



Hardcase HNP14S-G

Granite finish. (417958) Reg: \$115 Special \$99



ISE ON YOUR NEXT PUR

Great Gift Ideas under \$50!

Apprentice 7

DADK magnetic drum key. (443752) Reg: \$4595

Pacato Hearing Protection (370384) Reg: \$2925 Special \$2699

where the music begins.

Los Cabos LCDMULTI **Multi Stick** 3A maple drumsticks with felt timpani mallet attached to the butt end! (255293) Reg: \$2199 Special \$1999

Grover FX12 Firestix Light up on impact for a brilliant, dramatic light show effect on stage Available in various colours. Reg: \$2225 Special \$1999

Los Cabos LCDB-CS **Brushes** Non-retractable brushes made of blue nylon for a softer brush tone, with a wooden handle that's great for rim accents. (357410) Reg: \$2499

Special \$2299

Zildjian SDSP23 Stick Bag Gift Pack A T3255 stick bag with your choice of 5A or 5B wood tip sticks (2 pairs!) Reg: \$3975 Special \$2999

Los Cabos Stick Gift Pack 3-pack of white hickory sticks. 5A, 7A or 5B. **\$27**25

Vater VSHM Multiple **Stick Holder** A unique clamp-style fastening system adjusted by an easy to turn knob. (200469) Reg: \$2350 Special \$1999

RTOM MG-4 Moongel Damper Pads (4-Pack) Effective, simple and versatile resonance control (41800) Reg: \$799 Special \$749

Swirly Gig Drink Holder with ¹/₂"Clamp (409251) Reg: \$1650 Special \$1499

GrooveTech CT-GTDMT1 Drum Multi-Tool (405973) Reg: \$2495 Drum key, standard array of screwdrivers Both imperial and metric hex wrench sizes Special \$1999

Zildjian ZSIGN1 Vintage Sign Just like the one that hung at the Zildjian factory from 1929 to 1973! (438474) Reg: \$2999 Special \$2499



AVEDIS

CYMBALS

SINCE - 1623

Taking on a post-secondary program to make a career out of music can be both exciting and daunting. Aspiring students need to pass an audition process which tests their theory and performance abilities before being accepted into their chosen program. If accepted, they can expect a heavy workload of challenging material in addition to graded recitals throughout the program.

Despite how intimidating it sounds, the challenges are well worth it, with career possibilities in many areas of music: Performing, teaching, historical research, therapy, music production and technology, just to list a few.

I was lucky enough to correspond with Dr. Terence Dawson of the University of British Columbia, for his advice to aspiring music students. Dr. Dawson is the Chair of the UBC Piano Division and he generously took the time to answer my questions on how students can successfully prepare to meet the challenges of a full-time music program:

Crystal: What are the common qualities you see in students who excel in the UBC music programs? Are those qualities different for Performance, from the other majors?

Dr. Dawson: Enthusiasm for learning is apparent in all students who do well in their studies at UBC. These students tend to take full advantage of the School's resources and in doing so, broaden their exposure to all types of music. Students who excel attend the many concerts presented by soloists, and the performing ensembles such as the UBC Symphony Orchestra, Bands, Choirs, Opera, World Music Ensembles... they take their ears to places outside of their comfort zones. They tend to take advantage of the many opportunities to ask questions in all types of instruction. On a more personal level, students will dialogue with their studio teacher at their private lesson and therefore enhance their learning as they continue to participate fully in every aspect of the lesson.

Students bring their own unique set of personal qualities and performance levels to their instrument. Those accepted into the Performance stream show evidence of a certain level of technical competence and musical development, and a strong indication of potential in those areas. However, the basic qualities that one may recognize in a musician that excels in a university music program are present in all students, no matter what their area of concentration may be: performance, education, musicology, music theory etc.

Crystal: What seem to be the biggest challenges for students in their first year?

Dr. Dawson: I would say that time management is a major challenge for students. Students need to budget their time wisely, and take responsibility for their personal timetables. That would include keeping track of assignment due dates, rehearsal and performance obligations, and ensuring personal practice time at their instrument. They also need to make time for themselves, and making sure they are rested for each day. Studying music is exhausting! But, to a musician, there is nothing more exciting than a new day that is certain to be unlike the previous one.

Crystal: Are there any suggestions you would make to aspiring students, who want to ensure they have a successful audition?

Dr. Dawson: While you are practicing, try to remember that the process is important. Practice not just for the sake of repetition, but for the sake of change. This will help to keep your repertoire fresh and new. Practice when your mind is fresh and you are alert in order to stay fully engaged and emotionally involved.

Crystal: If a student was in a position to choose between Advanced Performance, General Studies, and Music Education for a major, what would you suggest they think about in their decision making?

Dr. Dawson: Where does your passion lie relative to the various streams of the music curriculum offered in a post-secondary institution? That is a very important question to ask when applying to study music at UBC. Performance majors need to spend many hours focused on practicing their instrument. The emphasis of this major is to prepare a student for a performing career. The General Studies stream emphasises a broadly based education that will include lessons on their instrument, opportunities to explore areas such as music research, music theory, or performance-related areas such as conducting, broadcasting and arts management. An Education major is focused on teaching music and the broader arts. These students will play a crucial role in ensuring that the next generation of students learns of the necessity of music in our world. This major is one that requires a passion for teaching and for helping others learn.

Pianist Terence Dawson is one of Vancouver's most respected musicians. He has performed solo and chamber recitals across Canada, the USA, England and Asia, and as concerto soloist with the Vancouver Symphony, National Arts Centre Orchestras, and CBC Curio Ensemble. He is heard frequently on CBC Radio and has recorded for EMI Virgin Classics, Bravura Discs and Skylark labels. A dedicated teacher, he has adjudicated music festivals across Canada, served as jury member for the Canadian Music Competition and The Canada Council, and has conducted masterclasses for both students and teachers across Canada, in the USA and England. Dr. Dawson is the Chair of the Keyboard Division at UBC and teaches piano and collaborative studies.

Crystal Greffard began playing piano at age 6, and has participated in various festivals since then, to continue developing her level of performance. She has a Royal Conservatory of Music, ARCT Performer's Diploma in Piano, and attends masterclasses with teachers and performers whenever possible. She is a solo and collaborative pianist, creator of MasterclassBC.com, and Lesson Centre Coordinator at Long & McQuade's Music Lesson Centre in Kamloops, BC.





By Crystal Greffard

<section-header><section-header><text>



Combining warm, resonant red brass with a powerful. solid nickel-silver Super VI neck to create a thick sound that has serious punch. (314867) PLUS A \$100 L&M GIFT CARD FOR GIFT **USE ON YOUR NEXT PURCHASE!** Hard rubber mouthpiece with strap style ligature. CCMKR CLARINET (424061) CASMKR ALTO SAX (424060) CTSMKR TENOR SAX (424062) Special **\$79**99 Maui Xaphoon Made of indestructible ABS plasti - just put the cap on and go! Special \$6499 Nuvo Musical Instruments A manufacturer with the mandate to create modern musical instruments which improve the learning process and inspire people from all walks of life to experience the joy of making music! (4455053) Lightweight and easy to handle Easy and quality note production

through cleaning stick and cloth, o-ring grease, introduction leaflet and padded **N100CL CLARINEO STANDARD KIT** N410DB DOOD BEGINNER CLARINET

long-mcquade.com

N420TB TOOT BEGINNER FLUTE Helps your young player transition from recorder to flute! \$3599

Harpsicle Celtic Harp Perfect for beginners or the casual harp player! (276918/9) Req: \$545 ■ Lightweight ■ 33" tall ■ 26 strings Includes tuning wrench and strap buttons

Special \$525

Carlton CVN100 Violin Outfit Handmade in Europe from select tonewoods. (375377) Reg: \$425 Bridges are cut and final setups are done in Canada Includes covered shaped case, tailpiece with 4 integral tuners, brazilwood bow, D'Addario Prelude strings and rosin

Special \$399

Carlton CVN200 Deluxe Violin Outfit

Handmade in Europe from premium tonewoods. (375378) Reg: \$795 Finished in Canada with new bridges and

final adjustments Comes with deluxe oblong case, carbon fibre bow, tailpiece with integral tuners, Thomastik Dominant strings and Pirastro rosin

Special \$749

Stentor ST1500 4/4 OF Violin Outfit A perfect gift for the new student!

(143583) Reg: \$280 Made from solid tonewoods Ebony pegs and fingerboard ■ Tailpiece with 4 adjusters Special

\$249

Yamaha SV130 Silent Violin Practice confidently without disturbing others! Onboard reverb for adjustable ambience MP3/CD input for play-along practice ■ 1/4" output for plugging into a standard instrument amp Available in red, black, brown and blue

\$899 PLUS A \$100 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE

D'Addario J810M Prelude Violin 4/4 **String Set** Featuring a unique blend of warm tone, durability and value. (53161) Reg: \$2399 Special \$2199

1830 J 4/1 Voln Set

LCORE

D'Addario H310 **Helicore Violin 4/4M String Set** Medium tension with stranded steel core. Reg: \$5450 Special \$4999



Pirastro P319020

Violin Chromcor Set Ball End 4/4 Made with premium quality chromium winding and steel core, these strings



Carbon Composite Bow Using a high tech composite of carbon fiber and fiberglass, the Shar Fusion is durable, sounds great and is priced right for the beginning student. Yorkville BSLED24

Rechargeable Orchestral LED Light (420802) Reg: \$7250 One touch switch with three brightness levels Mountable or freestanding Power supply included Special \$6499

AirTurn PED **Bluetooth Foot** Controller From turning pages of digital sheet music to giving slide presentations,



you'll appreciate the hands-free convenience of this dual footswitch foot controller. Works with most Bluetooth Smart Ready or BLE devices. (438836) Reg: \$9450

Special **\$84**99





With 30-252 tempo range, 19 beat patterns. 3 PCM sounds, and Tap Tempo control Korg's cylindrical resonator provides powerful sound and improved tone

Special \$5999

(227162) Reg: \$7999



(448787) \$1695 Clarinet (448793) \$1695 Alto Sax Tenor Sax (448812) \$1695 (448798) \$1695 Trumpet (448797) \$1695 Violin (448794) \$1695 French Horn (448800) \$1695 Viola (448805) \$1695 Trombone (448802) \$1695 Cello

Great Gift Ideas under \$50!

Snark SN-2 Clip-On **Chromatic Tuner** With a full-colour rotating display, transpose feature, extended frequency range for all instruments and more! (351073) Reg: \$2199 Special \$1999

> **Snark SM-1 Touch Screen Metronome** With 6 distinct sounds, 15 rhythms, tap tempo and a loud speaker. (439099) Reg: \$3999 Special \$3499

Apex AT100 Clip-On **Chromatic Tuner** With a large full colour LCD display, and integrated mic for acoustic tuning. (437209) Reg: \$2199



Apex AT9M Clip-On **Chromatic Tuner with Metronome** Features a piezo pickup, integrated mic and metronome with tempos from 30 to 260 BPM. (344681) Reg: \$2699

Special \$1999 Also Available: AT9MV

Clips to violin/viola scroll headstocks. (365421) \$1999

Wittner 836 Metronome Available in Black, Pink, Silver and Ruby. Reg: \$5250 Special \$4999

Korg MA1-BLBK **Digital Metronome** With a broad tempo range and rich variety of beats and rhythm patterns. (362015) Reg: \$1999 Special \$1699

Seiko SQ50-V Quartz **Metronome**

With tempo dial, volume, two selectable click tones, and two tone generators. Includes earphone jack. (255481) Reg: \$3999 Special \$3499

Solutions SKAZ-PIE Plastic Kazoo with Pick-Up With ¼" plug, 15' cable and mic. (304444) **Reg: ^{\$}33**⁷⁵ Special \$2699

Solutions SKAZ-OBO Kazobo Extra Loud/ Large Kazoo (358088) Reg: \$1650 Special \$1499



Use the Wish List tool in the Long & McQuade e-store to choose the gifts you'd like to see under your tree this year. and not-so-subtly email it to family and friends!





Wolf SR23 Forte

Yorkville BS-321 Deluxe Col-

lapsible Music Stand

Special \$3999

Special \$3999

Yorkville BS-106B **Collapsible Music Stand**

Special \$1999

Folding Violin Stand With one touch trigger locking mechanism

and bow holder. (186275) Reg: \$4199

Alto/Tenor Sax Stand

Metal construction with foam sleeves.

K&M Instrument Stands

15232 COLLAPSIBLE 4-LEG FLUTE STAND

Very stable, and extremely portable.

15222 FOI DING CLARINET STAND Fits in bell. (134297) Reg: \$2325 Special \$1999

15213 5-LEG TRUMPET STAND

Special \$3299

Special \$2499

Special \$3499

Yorkville VS-61

Yorkville AS30

with Peg

(10835) Reg: \$2899

(185960) Reg: \$2575

(127551) Reg: \$3599

Special \$2399

Yorkville BS-310 **Orchestral Stand** with Folding Legs

(209351) Reg: \$4699

(041002) Reg: \$5250

(55334) Reg: \$2499

Kun 300C Secondo Violin **Collapsible Violin Shoulder Rest** Shoulder Rest Padded, adjustable, ergonomically curved bar that fits ¾-4/4 size The only contoured shoulder rest that fits four sizes of violin. violins, (62343) Reg: \$3550 (56053) Reg: \$3299 Special \$2999 Special \$2999

Carlton C-101 Plastic 3-Piece Baroque Recorder Baroque or German fingering. (421565) Reg: \$499 Special \$399

Clarke SBCC/DC 'C' or 'D' **Pennywhistle** (61179/80) Reg: \$1875 Special \$1599

Serving Canada since 1956:

St. John's, NL (709) 753-1885 Sydney, NS (902) 539-5030 New Minas, NS (902) 681-1461 Dartmouth, NS (902) 496-6996 Halifax, NS (902) 496-6900 Bedford, NS (902) 496-6960 Charlottetown, PEI (902) 368-3237 Summerside, PEI (902) 436-3237 Moncton, NB (506) 853-0888 Saint John, NB (506) 672-2937 Fredericton, NB (506) 458-5858 Grand Falls, NB (506) 473-1428 Trois-Rivieres, QC ((819) 691-0071 Montreal, QC (514) 388-9259 Laval, QC (450) 973-1313 Ottawa, ON (613) 521-5909 Kanata, ON (613) 595-1035 Peterborough, ON (705) 742-5332 Cobourg, ON (905) 373-1991 Oshawa, ON (905) 434-1612 Pickering, 0N (905) 686-4900 Scarborough, 0N (416) 439-8001 Markham, ON (905) 209-1177 Toronto, ON (416) 588-7886 North York, ON (416) 663-8612 Mississauga, ON (905) 273-3939 Brampton, ON (905) 450-4334 Sudbury, ON (705) 673-7135 Burlington, ON (905) 319-3330 St. Catharines, ON (905) 684-2961 Guelph, ON (519) 763-5300 Cambridge, ON (519) 622-1970 Waterloo, ON (519) 885-4215 Woodstock, ON (519) 539-7371 Stratford, ON (519) 271-9102 London, ON (519) 439-0101 London South, ON (519) 433-2434 Windsor, ON (519) 252-3442 Winnipeg, MB (204) 284-8992 Winnipeg North, MB (204) 783-6045 Regina, SK (306) 569-8501 Saskatoon, SK (306) 664-1966 Saskatoon South, SK (306) 665-9900 Lethbridge, AB (403) 380-2130 Calgary, AB (403) 244-5555 Calgary East, AB (403) 245-3725 Calgary North, AB (587) 794-3195 Edmonton Dwntn, AB (780) 423-4448 Edmonton South, AB (780) 423-4440 Edmonton South, AB (780) 432-0102 Edmonton North, AB (780) 425-1400 Edmonton Whyte, AB (780) 439-0007 Grande Prairie, AB (780) 532-8160 Kamloops, BC (250) 828-2234 Prince George, BC (250) 563-0691 Chilliwack, BC (604) 858-2996 Abbotsford, BC (604) 556-3838 Langley, BC (604) 530-8704 Port Coquitlam, BC (604) 464-1011 Surrey, BC (604) 588-9421 Delta, BC (604) 591-8525 Vancouver, BC (604) 734-4886 North Vancouver, BC (604) 986-0911 Richmond, BC (604) 270-3622 Victoria, BC (250) 384-3622 Nanaimo, BC (250) 716-7261

- Courtenay, BC (250) 334-4885



722 Rosebank Road Pickering, ON 11W 4B2

OPEN EVERY SUNDAY IN DECEMBER!

Open late December 14th-23rd!

Exception is Saturday, December 19th. Stores are closed on December 25th and January 1st. Most stores are open on December 26th. Please contact the store nearest you for exact hours and Boxing Week schedules, or visit long-mcquade.com.



Gift Cards: This Christmas why not give them something they'll love to take back! Purchase a beautiful brushed metal gift tin, with proceeds going toward our 9th Annual Music Therapy Fundraising Drive.

We believe in the healing power of musi

That's why L<u>&M is holding its 9th</u> Annual Fundraising Drive in support of music therapy at various children's hospitals across Canada. With any minimum donation of \$1 to the cause, receive a free \$5 rental coupon! Visit long-mcquade.com for details.

Why Choose Long & McQuade?

HUGE SELECTION: Whether you're looking for a flugelhorn or the latest Special Edition Gibson guitar, you'll find it with us. You can enjoy the convenience of seeing and comparing various options all under one roof, and you can often walk away with your product of choice.

30-DAY PRICE GUARANTEE: L&M will match the verified price of any in-stock product from any retailer in Canada, both at the time of purchase and up to 30 days after purchase.

30-DAY RETURN/EXCHANGE POLICY: Items can be exchanged or returned for a full refund within 30 days of purchase, provided that the item is in new condition and its original packaging

IN-STORE FINANCING: L&M's in-store account services department, and flexible and competitive financing options, ensure that you can walk out the door with the instrument of your choice in hand.

Prices are subject to change without notice. Not all products are available at all locations. Quantities are limited on certain items. We apologize for any information, image, pricing or product availability errors that may have occurred during the creation of this magazine. Not all of the products we carry are included in this publication. For a complete list of brands and models, please visit long-mcquade.com or contact one of our locations

