

Long & McQuade
MAGAZINE

GIFT ISSUE

2019



where the music begins.



long-mcquade.com

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Spread Joy, Give Music.

One of my most prized possessions is a 1978 Rogue bass, which is a copy of a Fender Precision bass, back when that was allowed. As a young bass player and singer, out on the road with my band, I sometimes had problems with broken strings. As many of you will appreciate, a string never breaks at the best of times and now and then, you just need to be able to play through until the end of the set. So, I decided that I needed a backup, just for those emergencies, until I had a chance to replace the string on my main instrument, a Musicman bass.

I remember getting the Rogue and thinking, this is an okay looking bass for a reasonable price. It plays okay. And it will definitely do when I need a quick substitute to finish out the set. And then I started using it. And it was way better than I thought. And it quickly became my favourite bass. So much so, that 41 years later, it's still one of the basses that I play regularly.

That's one of the best things about musical instruments as gifts. They keep on giving for a long time. When you give an instrument, you open up the door to a whole new world - whether it's just a new version of your current instrument or something you've never tried before, the gift of music endures and excites both the newest, and the most experienced, musician.

There's also a wide range of options that you can gift: Lessons for that certain someone to try something new and exciting; a rental instrument if they're not ready to take the plunge but want to dip a toe into new waters; something new and extraordinary that they might not even know they want until they get it.

And then there are accessories - those things that make great stocking stuffers or gifts for the musician who has (almost) everything: sheet music, a new strap for the guitar, reeds for wind instruments. A new percussion instrument like sleigh bells is a lot of fun over the holidays. Headphones, music stands, speakers, a gig bag or tool; the list goes on and on.

If you don't know what to get, just drop into your local Long & McQuade or visit us online at long-mcquade.com. One of our expert staff will be happy to help you find something that suits your needs and makes that special someone in your world happy. And with gift cards, as well as great financing and rental rates, we can help make sure it fits your budget too.

As we like to ask at Long & McQuade, how many guitars does a guitar player need? One more than they have. That's as true about all things musical as it is about guitars. And as true over the holidays as it is the rest of the year. So spread music, and spread joy, this festive time of year.

From all of us at Long & McQuade - have a happy and music-filled holiday season.

Steve Long





Denver Full-Size Classical
In blue, natural, pink or red.
DC44N

Also Available: Left-Handed - Natural
DC44NL-NAT | 395876
\$159.99

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



Denver Full-Size Acoustic
In black, natural, red, sunburst or white.
DD44S

Also Available: Left-Handed - Natural
DD44SL-NAT | 395884
\$159.99

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



**Almansa Classical Guitar -
Matte Finish**

Solid red cedar top, and mahogany neck, back and sides.
A-400 | 434386

Reg: \$375 **Special \$299**



Denver 3/4 Size Acoustic
In black, blue, natural, red or sunburst.
DD34S

Also Available: Left-Handed - Natural
DD34SL-NAT | 395883
\$139.99

+ A \$10 L&M GIFT CARD
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Denver Folk-Style Acoustic
In black, natural, pink or white.

\$169.99

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



**Epiphone Pro-1 Classic
Nylon String Acoustic - Natural**

Cedar top, and mahogany back, sides and neck. With an EZ-Profile neck and JumboPRO frets.

EAPCANCH | 424866

Reg: \$179 **Special \$159**

**EFFORTLESS
TO
PLAY!**



Yamaha Acoustic/Electric Guitar
With solid sitka spruce top.
FX800C | 479165 **\$399**

+ A \$50 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!



**Simon & Patrick Woodland
Concert Dreadnought GIT
with Bag**

SP48380 | 714466

Reg: \$649 **Special \$599**

**L&M
EXCLUSIVE**



**Epiphone Century De Luxe Classic
Archtop Acoustic/Electric -
Natural or Vintage Sunburst**

Solid spruce top with laminated flame maple body. With Sonic HD preamp and NanoFlex HD pickup.

ETDCNANH/VSNH | 484563/4 **\$899**

+ A \$100 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!



**Epiphone AJ-210CE Ltd
Acoustic/Electric - Vintage Sunburst**
Spruce top, mahogany neck and body, and rosewood fingerboard. Features 3-band EQ with chromatic tuner. Includes hardshell case.

AJ210CEVSCH | 488836

Reg: \$399 **Special \$349**

**LIMITED
EDITION**



**Gibson 2019 L-00
Sustainable Ltd**

North American walnut back and sides, and a select sitka spruce top.

ACL019SUNH | 698078 **\$2599**

+ A \$100 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!



**Gibson 2018 J-35 -
Antique Natural**

Handcrafted exclusively from solid tonewoods - sitka spruce top, and mahogany back and sides.

AC3518ANNH | 511818

Reg: \$2599 **Special \$2199**

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AND ENTER THE CODE
IN THE SEARCH FIELD
TO FIND MORE
PICTURES, DETAILS,
AND DEMOS!**



Martin Dreadnought Acoustic

Solid mahogany back and sides, and sitka spruce top. Includes hardshell case.

D-16GT | 59277

Reg: \$2029 **Special \$1799**



**Taylor Grand Pacific
Acoustic/Electric - Natural**

With V-class bracing, onboard ES2 electronics and deluxe hardshell case.

317E | 704694 **\$2549**

COMPLETE THE GIFT!



Ernie Ball Pickholder Strap
4039EB | 705787

Reg: \$11.25 **Special \$9.99**

Gibson 2019 J-45 Studio – Walnut Burst
Walnut back and fingerboard, sitka spruce top,
and mahogany neck.
AC4S19WBNH | 698023
Reg: \$2299 **Special \$1999**



COMPLETE THE GIFT!

Gibson Hummingbird Premium Guitar Strap
GG-HB/BRN | 695354
Reg: \$99 **Special \$89**



Gibson Collectible Care Kit in a Bucket
Includes polishing cloths, metal cream,
fretboard conditioner, pump polish,
and nylon guitar strap.
G-CAREKIT | 341963
Reg: \$56.99 **Special \$39.99**



L.R. Baggs Align Series Acoustic Pedals
CHORUS | 704297 **\$239** EQUALIZER | 525598 **\$239**
DELAY | 704301 **\$239** REVERB | 525600 **\$239**
ACTIVE DI | 525596 **\$219** SESSION | 525602 **\$239**

+ A \$25 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE! **\$25.00 GIFT CARD**

Fender Acoustasonic 15w Acoustic Guitar Amp
231-3700-000 | 385740 **\$139.99**



Traynor 65w Acoustic Guitar Amp with Effects
AMMINI | 456749 **\$489**



+ A \$25 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE! **\$25.00 GIFT CARD**



Denver Duke Soprano Ukulele
Available in black, blue, brown, green,
orange, pink, purple, red, sunburst,
yellow and white.
Reg: \$46.99 **Special \$39.99**



Denver Sparkle-Finish Soprano Ukulele
Available in sparkle blue, green,
purple and red.
Reg: \$42.99 **Special \$39.99**



Leho Mahogany Series Arch Back Soprano Ukulele
LHUS-MM | 502172
Reg: \$99 **Special \$75**

GREAT GIFTS UNDER \$50!



Ernie Ball Everlast Guitar Picks – 12-Pack
In various gauges and colours.
.44 – .88MM **\$6.49** 1 – 2MM **\$7.19**



Suzuki Blues Master – In C or G
SU-MR250C/G | 256765/72
Reg: \$37.50 **Special \$32.50**



Suzuki 32-Key Alto Melodion – Black or Blue
SU-STUDY32-BLK/BLUE | 298422/3
Reg: \$58.99 **Special \$39.99**



Rotosound Phosphor Bronze Acoustic Strings
In various gauges.
JKX
Reg: \$9.00 **Special \$6.99**



Ernie Ball Aluminum Bronze Acoustic Strings
In various gauges.
422626/5/7
Reg: \$11.50 **Special \$9.99**



Planet Waves NS Reflex Capo – Black
PW-CP-17 | 501893
Reg: \$24.99 **Special \$21.99**



D'Addario Phosphor Bronze Acoustic Strings – 3-Pack
In various gauges.
EJ1X-3D | 52822
Reg: \$23.75 **Special \$17.99**



Martin Authentic Acoustic 92/8 Phosphor Bronze Strings, Light – 3-Pack
2 sets of MA540 Acoustic SP strings and 1 set of MA540T Acoustic Lifespan 2.0 strings.
MA540/540T 3PK | 709687 **\$26.99**



Planet Waves Guitar Humidifier Pro
GHP | 448986
Reg: \$17.99 **Special \$13.99**



Epiphone Les Paul Special II Player Pack - Vintage Sunburst or Black

Includes an Epiphone Studio 10W amp with 6.5" Electra Labs speaker; rugged gig bag; on-line instructions via eMedia; pitch pipe; plus a strap, cable, and picks.

ELPJVSCHPP/ELPJEBCHP | 153243/155344

Reg: \$359.99 **Special \$299**



Gibson Les Paul Special Tribute Double Cutaway
In Blue Stain, Worn Brown, Worn Ebony or Worn Cherry.

LPSDT00XXCH | 709406/7/9/8 **\$1299**

+ A \$100 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



Gibson Brite Wires NPS Electric Strings - 5 Pack
Various gauges.

G-700XX/5 | 375470/1

Reg: \$34.25 **Special \$26.99**



Epiphone SG Standard Pro - Pelham Blue

EGPPBNH | 719116 **\$589**

SPECIAL RUN!



Gibson Les Paul Tribute - Satin Honeyburst

LPTR00SHNH | 709416 **\$1599**

+ A \$100 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



+ SOFT SHELL CASE



Epiphone ES335 Pro - Blue Burst

ET35PROBBNH | 719117 **\$649**

SPECIAL RUN!



Gibson SG Standard

Available in Heritage Cherry or Ebony.

SGS00XXCH | 709428/7 **\$1999**

+ A \$100 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



+ SOFT SHELL CASE



Epiphone 2018 Les Paul Standard Plustop Pro

Available in Blood Orange, Green Burst, Honey Burst, Cherry Sunburst, Blueberry Burst, Mojave Fade, or Translucent Blue.

ELPROXXNH **\$799**

+ A \$50 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



Gibson SG Standard - Left-Handed Model

Available in Heritage Cherry or Ebony.

SGS00XXCHLH | 713123/5 **\$1999**

+ A \$100 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



Epiphone 2018 Les Paul Standard Plustop Pro - Left-Handed Model

In Cherry Sunburst.

ELPROHSNLH | 370267 **\$849**

+ A \$50 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!



Jackson JS Series RR Minion JS1X

Available in Neon Yellow or Green, or Satin Black.

291-3334-504/518/568 | 692703/4/7 **\$219.99**

COMPLETE THE GIFT WITH MUSIC LESSONS

Visit long-mcquade.com/lessons for details on how to get started.



Ibanez Artcore Vibrante Semi-Hollow Guitar

Available in Coral Pink or Seafoam Green.

AS63-CRP/SFG | 700023/2 **\$529.99**

+ A \$50 L&M GIFT CARD FOR USE ON YOUR NEXT PURCHASE!





Squier Strat Pack – Black or Brown Sunburst

Includes the Squier Frontman 10G amp, as well as a padded gig bag, strap, cable and picks.

037-1823-006/032 | 698936/7 **\$299.99**



SPECIAL RUN!

Gretsch G5230T Electromatic Jet FT Single Cut – Broadway Jade

With Black Top Filter'Tron pickups, Bigsby tailpiece, chrome hardware, black walnut fingerboard.

250-7210-549 | 711152 **\$719.99**



SPECIAL RUN!

Gretsch G5230TG Electromatic Jet FT Single Cut – Cadillac Green

With Black Top Filter'Tron pickups, Bigsby tailpiece, gold hardware, laurel fingerboard.

250-7310-546 | 700781 **\$779.99**



L&M EXCLUSIVE

Fender FSR Deluxe Telecaster – Butterscotch Blonde

With ash body and maple neck.

014-0112-550 | 443631 **\$879.99**



SPECIAL RUN!

Fender FSR 2019 Channel Exclusive American Performer Telecaster – Butterscotch Blonde

Alder body, with maple neck and fingerboard, and Yosemite single-coil tele pickups.

017-4701-750 | 718024 **\$1429.99**

COMPLETE THE GIFT!

Vox Vintage 9M Coiled Cable – Black
VCC90-BK | 451890

Reg: \$49.99 **Special \$39.99**



SPECIAL RUN!

Gretsch G5420TG Electromatic Hollow Single-Cut FSR Ltd '50S – Orange Stain

With Black Top Filter'Tron pickups, Bigsby tailpiece, gold hardware, maple body and neck, and rosewood fingerboard.

250-6911-512 | 711150 **\$1299.99**

COMPLETE THE GIFT!

Fender Original Butterscotch 18.6' Cable
099-0520-050 | 714724 **\$32.99**

L&M EXCLUSIVE



PERFECT GIFTS FOR THE LITTLE SHREDDER ON YOUR LIST!



Epiphone Les Paul SL

With a slim lightweight poplar body. Available in Ebony, Cherry Burst, Sunset Yellow, Turquoise, or Vintage Sunburst.

ELPSLXXCH

Reg: \$169 **Special \$149**



Squier Mini Strat V2

Available in Black, Torino Red, or Pink.

037-0121-5XX | 693736/7/8 **\$179.99**



Jackson JS Series Dinky Minion JS1X

Available in Black, Neon Green, or Pavo Purple.

291-2223-503/518/552 | 692698/9/701 **\$199.99**



L&M EXCLUSIVE

Fender Limited Mahogany Blacktop Stratocaster HHH - Olympic White

With gold hardware.

014-7902-505 | 710913 **\$1169.99**



SPECIAL RUN!

Fender FSR American Performer Stratocaster – Olympic White

With alder body and maple neck.

Includes deluxe gig bag.

017-4702-705 | 718025 **\$1429.99**

COMPLETE THE GIFT!

Fender 351 Shape Celluloid Picks, Mixed 24-Pack

198-0351-924/5 | 698882/3 **\$7.99**

L&M EXCLUSIVE



THE GLORIOUS SONS WAGING WAR ON EVERYTHING

By Steve Das





The buzz is strong in a small, crowded back room at a Toronto east-end nightclub. With only around 200 people in the venue, consisting of contest winners and industry folk, The Glorious Sons are about to take the stage.

It was only three months ago that TGS were playing to over 70,000 people as direct support for The Rolling Stones (and not their first time either.) But even though the show tonight has less than one percent of people compared to the Stones show, it was a special night. Today was the day that they released their highly anticipated new album, *A War On Everything*.

Coming in hot over the past few years, The Glorious Sons have made quite the name for themselves in the rock world. Their 2014 release *The Union* contained a handful of top charting songs, including "The Contender," a hit which landed a number one spot.

In 2017, their follow-up album, *Young Beauties and Fools*, continued that same momentum with more singles ranking high on the charts, including their arena rock anthem "S.O.S (Sawed Off Shotgun)," a track which charted #1 in Canada and the US. This led to TGS winning a Juno Award for Rock Album of the Year.

Lead singer Brett Emmons, who also played the role of the birthday boy for the night, commanded the crowd with his gritty, powerful voice. Older brother Jay Emmons was right beside him, strumming away on a gorgeous, faded lightburst Gibson ES-335. The low end was crushing from bassist Chris Huot, who was using his Canadian-made Traynor Small Block amp. Rounded out by the rest of the band - guitarist Chris Koster, drummer Adam Paquette, and keyboardist Josh Hewson - these soldiers from Kingston, Ontario were ready for battle.

Steve Das: A lot has changed from five years ago to today. From gigging locally to sharing international stages with rock legends, does it feel the years have gone by quickly or does it feel like one long grind that's still ongoing? How do you approach the shows differently than you did 5 years ago?

Jay Emmons: The years have flown by and the grind is non-stop. It's all about survival, longevity and getting through one tour at a time and on to the next. Everyone has a different routine to get in the right mind set for each show. We approach the shows the same - we do our best to take the audience for a ride that lets them forget about everything else in the world for a minute.

SD: You hail from the same city as The Tragically Hip. You also won a popular Rock Search radio contest that bands like The Trews, Finger Eleven, and Monster Truck have won - an award which helped jump start their careers. How do you plan to create your own path and make your own mark in the Canadian rock music scene?

JE: I feel like we already have made a mark on Canadian music and will continue to do our best to make the best music we possibly can for our fans and ourselves.

SD: Can you explain your writing process for *A War on Everything*? Was it different this time around than the previous albums?

JE: YBAF and AWOE were both written in a very communal setting, where the best ideas win. Always starting with a voice note from Brett and developing from there. We jam songs until we get them in the right place.

SD: You've had a string of Top 5 hits in Canada and the US, including the leadoff single "Panic Attack" from your new album. What do you think it is about your music that resonates at home and also south of border?

JE: We try to make real music that resonates with everyday people. Brett has a great way of writing deeply emotional and powerful lyrics that people understand and feel in a very personal way. It doesn't really matter what country someone is from - they seem to connect with the songs.

SD: You're playing sold-out shows every night, you're number one on the charts; is it safe to say that rock music is alive and well?

JE: Rock music is alive and well, it's just on us to discover it. Social media and technology have shifted the power and handed it back to fans and those passionate about the genre. There are tons of great rock bands out there these days making great music, and there seems to be an appetite for it. It's the fans that ultimately decide on the fate of the genre, so as long as there are rock bands making music that resonates with people, then rock and roll will be relevant.

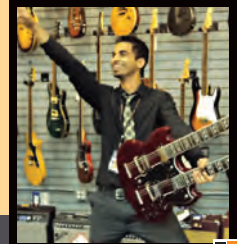
SD: Lastly, what are you looking forward to the most in 2020?

JE: Making new music and a vacation of some sorts!

Steve Das worked at the Brampton Long & McQuade location over ten years ago. After working as a Guitar Purchaser at Head Office, Steve is now a Product Specialist and handles Artist Relations for Yorkville Sound.



THE GLORIOUS SONS
A WAR ON EVERYTHING





Traynor Guitar Mate
15w All-Tube
Guitar Combo Amp
YGL1 | 350557 **\$769**

+ A \$25 L&M GIFT CARD
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Vox 15w 1x12 Tube Combo
AC15C1 | 317747 **\$899.99**

+ A \$50 L&M GIFT CARD
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Marshall 1w Micro Amp
Half Stack
MS-2 | 16479

Reg: \$64.99 **Special \$49.99**



L&M
EXCLUSIVE

Marshall DSL 2-Channel 40w 1x12
Combo Amp with Vintage Grille Cloth
DSL40CRD1-C | 697920

Reg: \$979.99 **Special \$849.99**



Fender Mustang I (V2)
20w 1x8"
Guitar Combo Amp

230-0100-000 | 384797 **\$169.99**



L&M
EXCLUSIVE

Fender Blues JR IV 15w Tube Amp
Features a 2-tone vinyl/lacquered tweed
covering with tan/brown grille cloth and an
upgraded Celestion Greenback speaker.

223-1500-102 | 704476 **\$899.99**



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Fender FSR 65
Princeton Rev Tweed

With 12" Cannabis Rex speaker.
217-2000-013 | 479862 **\$1299.99**



ALL ITEMS
+ FREE GIOT
TRANSMITTER
(\$139 VALUE)

Line 6 Spider V MKII Series

240w HEAD

SPIDER5HDM2-240 | 714619

\$679

60w 1x10" COMBO AMP

SPIDER5MK2-60 | 714628

\$429

120w 1x12" COMBO AMP

SPIDER5MK2-120 | 714620

\$579

240w 2x12" COMBO AMP

SPIDER5MK2-240 | 714621

\$739

NEW
PRODUCT!



Line 6 Spider V MKII Series
20w 1x8" Combo Amp

SPIDER520MK2 | 719123 **\$179**



Hughes & Kettner
Grandmeister Deluxe 40
40w 4-Channel Head
GM40DH 489764

Reg: \$1459 **Special \$1259**



Hughes & Kettner
FSM432 MKIII Footswitch

FSM432MKIII | 404767

Reg: \$279 **Special \$199**



Line 6 Powercab 112 Plus
Active Speaker System

POWERCAB112PLUS | 688838 **\$1099.99**

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Dunlop Original Cry Baby
The Original Wah!
GCB95N | 12189
Reg: \$115.99 **Special \$99**



Vox The Original
Chrome Plated Wah
V847A | 271176
Reg: \$139.99 **Special \$119.99**



Fulltone Limited Edition OCD V2
Overdrive - Candy Apple Red
CS-CAR-OCD | 697198
Reg: \$199.99 **Special \$179.99**



MXR Micro Amp
M133 | 52018
Reg: \$115.99 **Special \$99**



Ibanez Ntube Tubescreamer
NTS | 512154
Reg: \$299.99 **Special \$199**



Fender Santa Ana Overdrive
023-4533-000 | 524541
Reg: \$259.99 **Special \$199.99**



Boss Distortion Pedal
DS-1 | 4219 **\$69.99**



Boss Chromatic Tuner
TU-3 | 316235 **\$119.99**



Boss Powered Pedal Board
Pedals not included.
BCB-60 | 185583
Reg: \$229.99 **Special \$189.99**



Boss Reverb
RV-500 | 505706
Reg: \$499.99 **Special \$449.99**



Boss Pedal Carry Case
BCB-30 | 305207
Reg: \$69.99 **Special \$49**



ART True Bypass Loop Switcher
LOOPSWITCH | 701874
Reg: \$59.99 **Special \$39.99**



Line 6 Guitar Multi-Effects
Processor
POD-HD500X | 399812 **\$739**



ART Latching Switch
for Effects or Amps
LSWITCH | 701872
Reg: \$59.99 **Special \$39.99**

ART Compact Pedalboard
Patch Bay/Insert Point
PATCHIN | 701873
Reg: \$59.99 **Special \$39.99**



Line 6 HX Stomp Multi-Effects
Processor - Blue or Grey
Limited edition colours!
HX-STOMP/BLUE/GRAY | 719119/20
\$829



Seymour Duncan JB
Humbucker - Black
SH-4 BK | 184008
Reg: \$124.99 **Special \$99**



Line 6 G10 Relay
Rechargeable Wireless
Guitar System
L6G10 | 479907
Reg: \$269 **Special \$229**



Line 6 G10S Stompbox
Plug-and-Play Wireless
Guitar System
L6G10S | 705302
Reg: \$339 **Special \$299**



Seymour Duncan '59 Neck
Humbucker - Black
SH-1 N | 184019
Reg: \$124.99 **Special \$99**



Jackson JS Series Concert Bass Minion JS1X

In Neon Green, Pavo Purple, or Satin Silver or Black.
291-5556-518/21/52/68 | 692708/9/10/11 **\$239.99**



Squier Affinity PJ Bass Pack - Black or Brown Sunburst

Includes the Fender Rumble 15 bass amp, as well as a padded gig bag, strap, and 10' cable.
037-1982-006/032 | 698941/2 **\$399.99**



Jackson JS Series Concert Bass Minion JS1XM - Snow White

291-5557-576 | 711539 **\$249.99**



Fender Special Edition Ash Deluxe Jazz Bass - Natural

With pau ferro fingerboard.
013-0153-521 | 512591 **\$999.99**



Toby Deluxe IV 4-String Bass

In Translucent Black, Amber or Red, or Walnut.
TBD4XXBH | 357715/6/7 **\$439.99**

**+ A \$25 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!**



Fender FSR Deluxe Precision Bass - 3-Tone Sunburst

Precision Bass alder body and '70s Jazz Bass maple neck, and a combination of Precision and Jazz Bass pickups.
014-0054-500 | 443634 **\$1199.99**



Epiphone Viola Bass - Vintage Sunburst

EBVIVSCH | 50953
Reg: \$599 **Special \$499**



Fender RA-ST Pure Brown Hemp 18.6' Cable

099-0918-022 | 714723
\$49.99



Traynor Small Block Bass Combo Amps

SB110 | 120w 1x10" | 385153
\$539

**+ A \$25 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!**



SB112 | 200w 1x12" | 385154
\$589

**+ A \$25 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!**



SB115 | 200w 1x15" | 385158
\$619

**+ A \$25 L&M GIFT CARD
FOR USE ON YOUR NEXT PURCHASE!**



Fender Rumble 15 (V3) 15w Bass Amp

237-0100-000 | 410236
\$119.99



Gallien-Krueger Microbass 200w Head

MB200 | 317728 **\$519**

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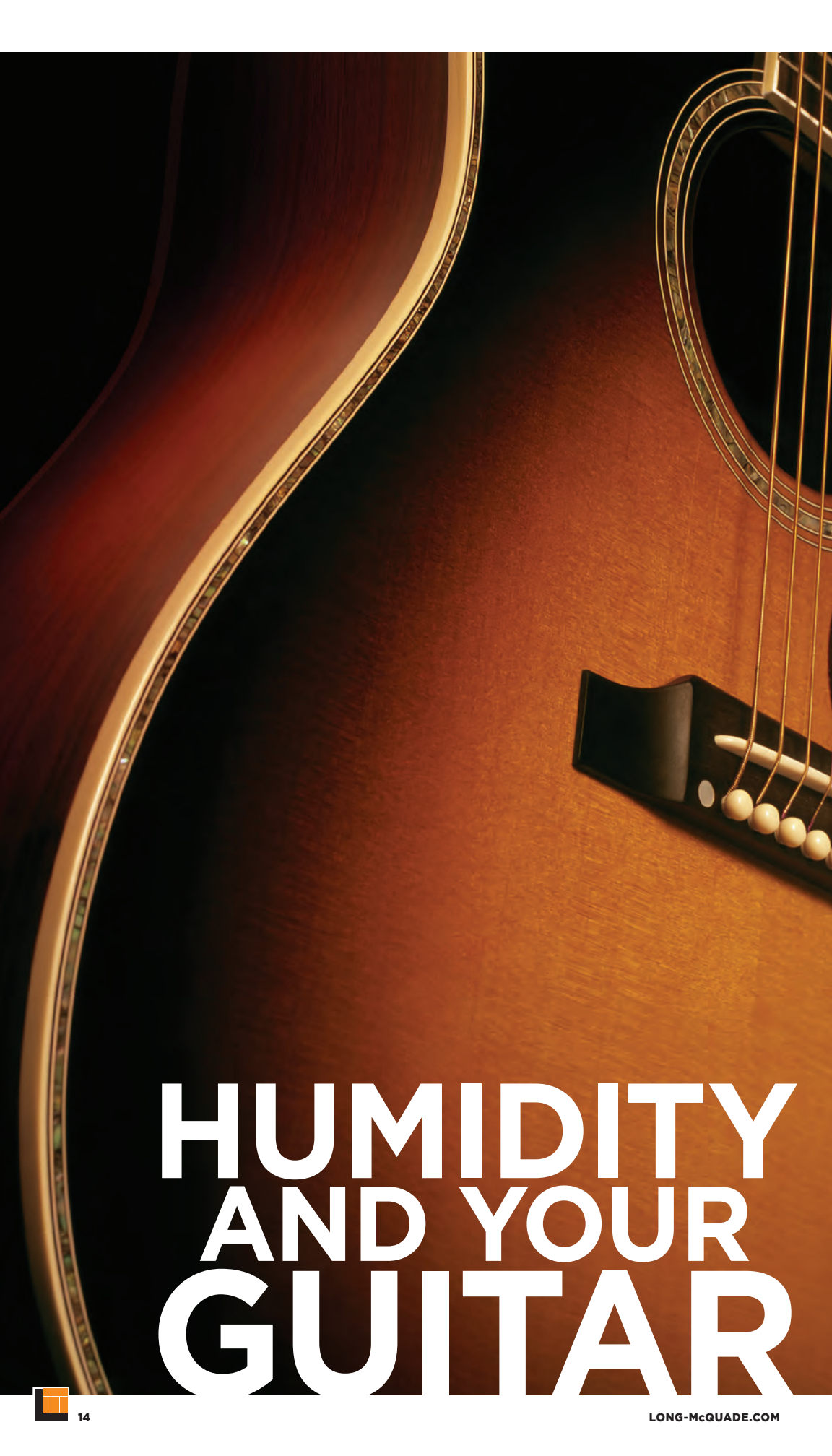
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HUMIDITY AND YOUR GUITAR





Just like humans, guitars have a preferred climate where they are most comfortable. They are sensitive to the temperature and humidity of the air around them. If they get too far out of their preferred comfort zone, they will start to react negatively, with consequences for both their performance and the long-term health of the instrument. Just as we take steps to keep ourselves comfortable when facing a harsh climate, we must also take steps to keep our guitars comfortable.

Humidity and Your Guitar

Wood is hygroscopic, which means it will release or absorb moisture from the air around it, causing it to shrink or swell. Before construction, the wood in your guitar is seasoned in a controlled environment for months or years to achieve the ideal moisture content for strength and stability. After construction, the wood in the guitar will continue to release or absorb moisture depending on the humidity in its environment.

If the guitar is exposed to a dry environment, it will release moisture, causing the wood to shrink and crack. A humid environment will cause the wood to absorb moisture and swell, weakening glue joints and leading to a variety of structural problems. Both situations can result in playability issues, twisted necks, warping of the body and damage to the finish. Maintaining a consistent environment for your guitar will help prevent any negative outcomes.

The ideal conditions for your guitar (or your violin, cello or piano that matter) are between 18°C and 24°C, and between 45% and 55% Relative Humidity (RH). These conditions are the same as those in the factory where the guitar was built. Keeping the guitar within this range will ensure that the wood will not release or absorb moisture and will remain stable. Playability, tuning and tone will all be more consistent day to day, and adjustments may be needed less often when humidity is properly controlled.

Monitoring Humidity

It is critical that you monitor humidity daily to ensure a safe environment for your guitar. A digital hygrometer that fits inside your guitar case is the perfect way to get an objective measurement of exactly what your guitar is experiencing. There are even models that connect wirelessly to your smartphone and alert you when conditions become unfavourable. It's especially important to monitor humidity during seasonal change, as the humidity in your home can change drastically with the use of central heating and air conditioning. The chart on the next page shows some of the effects of high and low humidity environments. Your guitar will only start showing physical symptoms after it has been exposed to a problematic environment for some time. Monitoring humidity with a hygrometer allows you to address a humidity problem before it affects your guitar.

Managing a Low-Humidity Environment

Canada's cold climate means that extra humidification during the winter is required in almost all cases. Even well-insulated homes often require additional steps to ensure a proper environment. A typical room humidifier can be used daily to maintain proper climate, and generally works best in a small room where the door remains shut. This is a good approach if you have many guitars in a small room and you can run the humidifier constantly. Keep in mind that it will need to be refilled frequently to achieve the desired effect. In-case instrument humidifiers are the most popular choice. They require the use of a heavy gigbag or a hardshell case to be effective. They work by creating a stable micro-climate inside the case that keeps the guitar at the proper humidity level, even when the outside air is dry. Most in-case humidifiers require you to add water regularly. Some models need to be filled daily, while others can last several weeks without refilling. The popular Planet Waves Humidipak 2-Way Humidity System regulates the guitar's humidity without the need to add water but may need to be replaced occasionally.

Managing a High-Humidity Environment

Problems related to high humidity are less common in Canada but do still occur, such as when you continue to use a humidifier into the spring and summer when it is no longer needed. This highlights the importance of monitoring the humidity level with a digital hygrometer. If you are experiencing high humidity, you can try to dehumidify the room with a typical room dehumidifier or air conditioner. Excess moisture inside the guitar case can be absorbed by adding silica gel packs or bamboo charcoal bags, sold at hardware or housewares stores as a deodorizer and moisture absorber. The Planet Waves 2-Way Humidity System will absorb moisture and regulate the humidity level to ensure it stays in the right range.



Extremely Humid

This environment is too humid even for limited exposure. Damage can occur in a matter of hours.

The high humidity swells the wood and causes your guitar's geometry to change drastically. Many affected guitars cannot be set up to play properly and may be nearly impossible to get in tune. Some finishes will develop a hazy appearance, lacquer finishes may bubble or peel, fingerboards may twist or warp, and frets may lift. Glue starts to release, causing seams to open and acoustic bridges to lift or release entirely. Mould may begin to appear inside your guitar or case.

Too Humid

This environment is fine for a few hours but it's too humid to store your guitar for longer.

As the wood swells, you may notice changes in your guitar's playability (typically high action and fret-buzz in the first few frets). Your guitar may be difficult to get in tune and sound muted or tubby. Bubbles in the finish may appear around hardware such as tuners and output jacks, and noticeable seams may appear around binding and glue joints. Your guitar's top will swell and show a more pronounced arch than normal.

Perfect

This environment is perfect for your guitar.

The wood is stabilized at the ideal moisture content where it can age and improve over time. Your guitar should play and sound great every time you pick it up, with consistent tone and playability day-to-day. Regular restringing and occasional setups are all that are required to keep your guitar working perfectly.

Too Dry

This environment is fine for a few hours but it's too dry to store your guitar for longer.

As the wood shrinks, hardware like tuners and output jacks will start to come loose. You may notice changes in the guitar's playability, with typically low action and fret-buzz higher up the neck. The sharp ends of the frets will begin to stick out as the fingerboard shrinks around them. Your guitar's top will sink and begins to look flat or concave.

Extremely Dry

This environment is too cold and dry even for limited exposure. Damage can occur in a matter of hours.

The wood is rapidly releasing moisture into the air and shrinking quickly. Further playability issues arise as the guitar's geometry changes. Many affected guitars can't be set up. The fingerboard may twist or warp and frets may become loose as their slots widen. Cracks will form in the top and back as wood can't shrink any further. Glue starts to release, seams open and acoustic bridges may crack, lift or release entirely.

75%

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55%

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OH-1 | 268060 **\$25.99**



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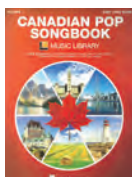
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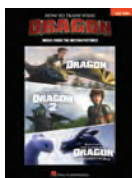
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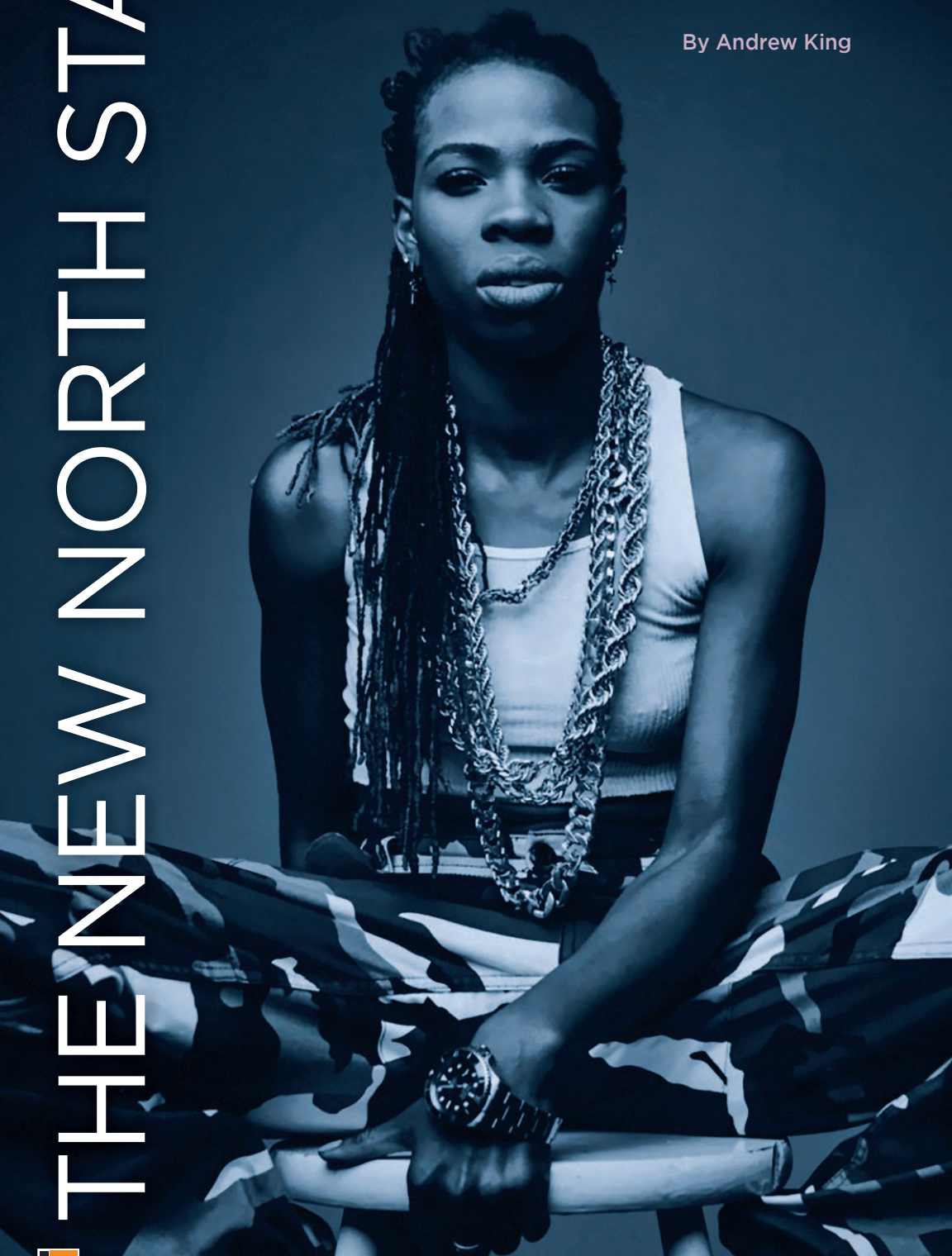
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HAVIAH MIGHTY

By Andrew King

THE NEW NORTH STAR



You could be forgiven for thinking Haviah Mighty came out of nowhere to take the 2019 Polaris Music Prize – awarded to the best Canadian album each year based solely on artistic merit – for her collection, **13th Floor**. As she acknowledged in her humble and heartfelt acceptance speech, the gifted Toronto-based MC, singer, and producer has “put out a lot of music with very few accolades and very little reward” over the years. Fortunately for her – and even more so for music fans – that’s no longer the case.

Leading up to her Polaris win in September, the artist enjoyed a heap of attention surrounding her JUNO Week performances in April, dropped **13th Floor** in May to stellar reviews from esteemed media outlets, and played some prestigious summer festivals across the country. That’s on top of the acclaim she’s earned as one-third of heralded hip-hop outfit The Sorority.

And to be totally clear, she’s just getting started.

“My goal is to have my message reach as many people as possible,” she asserts, “so I want to reach as much of Canada as I possibly can. But I 100% want to expand beyond that, so I’ve focused on strategies that will get my music outside the scope of what we know and where we are.”

There’s no question that her output is slick and substantial enough for a worldwide mainstream audience, as showcased throughout **13th Floor**’s 13 tracks. Building atop the foundation of her previous work – particularly her breakout 2017 LP, **Flower City** – Mighty says her latest album offers a more refined take on her signature sound: gritty, rapid-fire rap and graceful vocal melodies atop genre-bending, ultra-modern productions.

Songs like “Blame” and “Smoke,” the latter featuring a verse from fellow Canadian MC Clairmont the Second, showcase her explosive pen and unmistakable flow, whereas the R&B-rooted “You Don’t Love Me” and dancehall banger “Wishy Washy,” featuring vocal help from sister Omega Mighty, find her flexing her singing prowess, developed over years of voice lessons during her youth.

Her output is arguably most potent when combined with some impassioned social commentary, touching on topics from slavery and its harrowing aftermath, to empathy, empowerment, and beyond. Such is the case on the hard-hitting “Thirteen,” featuring some impactful bars over a sparse but sobering beat, and “In Women Colour,” which might offer the album’s best overall sampling of Mighty’s many strengths as a performer.

“I really think that the climate is more tailored to the way I’ve always been, because I’ve always been pretty outspoken,” says the artist about how today’s social and political environment affects and frames her work. “I like the fact that these conversations are happening even more. I hold my tongue sometimes in life, but music is one place I speak my truth” – and that makes her lyricism all the more compelling.

Despite only having three front-facing guests – Clairmont, Omega, and Sean Leon – lending their vocal talents, the collection was still a relatively communal effort. Co-executive produced by Tim “Zoolman” Hill of A Tribe Called Red, who Mighty credits as being a mentor through the creative process, the album boasts some stylistically diverse productions courtesy of her real-life brother, Mighty Prynce, frequent collaborator Young Dreadz, and the ever-innovative OBUXUM.

“I love that process of several people bringing a song together,” she says – even though she’s very much the mastermind with the ultimate creative vision. “[The album has] a message we all want to be spreading, and that’s why there’s this conviction to the way we’re doing it.”

Her circle – proudly branded as the Mighty Gang – gets even wider when you include her professional team. Despite being an independent artist, Mighty has compiled a talented group of industry pros to support her work and help inject her message into the public consciousness.

“It’s a bunch of really knowledgeable people working on this thing that I’m doing – that understand the different parts of what this is – and collaborating on those ideas,” she says.

It’s impressive enough that Mighty has thrust herself to the upper echelons of Canada’s talent-stacked but under-supported hip-hop scene, but as mentioned, she and her team have no shortage of ambition. Their sights are currently set on a strong push into the U.S. and then there are aspirations of eventually breaking into Europe and Africa.

While the triumphant **13th Floor** represents the pinnacle of her creative output to date, that won’t be the case for long. Less than a decade after writing her first song, Haviah Mighty has proven herself as a poster girl for artistic progress, and is hungry to continue on her current tangent of success. She’s already the first black woman and the first hip-hop artist to win Polaris in its 14-year history, though there are plenty more “firsts” yet to come – and that’s where she and her team are focused for the foreseeable future.

The name might have been new to you when it was shouted aloud at the 2019 Polaris Prize gala, but now, expect to see – and hear – Haviah Mighty all over the place.



Andrew King is the Editor-in-Chief at NWC, publisher of Canadian Musician magazine and others. www.canadianmusician.com

Editor’s note: Fun fact – Haviah Mighty worked at the Long & McQuade location in Brampton for almost four years.





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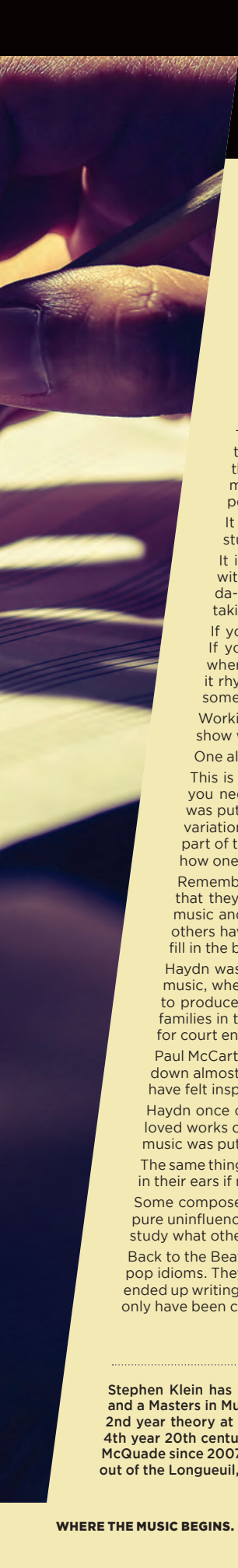
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By Stephen Klein

THE MIDDLE EIGHT





Paul McCartney said, in his *Many Years from Now* biography:
“We used to call everything a middle eight, even if it had 16 bars. George Martin used to point out,

“Paul, hasn’t this got 16 bars?”
“Yes George, it has.”
“But you’re calling it a middle eight?”
“Yes George, we are.”
“I see. Super.”

“We called them middle eights. We had heard musicians say “that’s a nice middle eight” and we didn’t get the significance of the eight. We just learned the word for it and that was what we called it: there were verses, choruses and middle eights.”

The “middle eight” is a contrasting section in the centre of a pop song. That they did not know the correct technical term doesn’t affect the greatness of the Beatles music one bit, nor does it mean that they weren’t great natural musicians. They recognised the use and function of the term and wrote perfectly calculated contrasting sections.

It does point out, however, one of the real reasons that musicians in general study theory – to be able to talk to other musicians about music.

It is actually very difficult to communicate about a particular part of a piece without playing it. You could say “the place where it goes dah-dah-da da-da-da-dah” but it is not very effective, and you still don’t know whether you are talking about the place it occurred after the first verse or second or....

If you know the structure (that is theory!), then you can refer to places in it. If you know the harmony (that is theory!), then you can refer to that place where we modulated to IV or the subdominant (or other keys). You could say it rhythmically (that is theory!) – where we go from eighth notes to triplets (or some other rhythm.)

Working in a band can be really easy if you don’t have to sing or whistle or play to show where you are.

One also needs the terms and ideas to be able to analyze what others have done.

This is the other side of theory. Once you get past the basics of having the terms you need to talk about music, you can then start discussing its structure, how it was put together, how you could put together something like it or what interesting variations there were compared to a song they did the year before. This is the fun part of theory: Understanding and talking about how something was composed and how one might compose something else.

Remember that most composers start off with just one good idea – say, 4 measures that they really like. Then they have to figure out a way to take that 10 seconds of music and turn it into a coherent piece that’s 180 seconds long. Understanding how others have done it, and the structure that one might use, gives a composer a way to fill in the blanks.

Haydn was quite similar to the Beatles in one way. He sat down every day and wrote music, whether inspired or not. Of course, he had less choice than the Beatles. He had to produce music on command each week for the Esterhazys – one of the wealthiest families in the Austro-Hungarian empire. He created music for his patron to play, music for court entertainments, operas, and symphonies and music for dinner.

Paul McCartney and John Lennon were determined to be great songwriters and would sit down almost every day together (in the first years) to write a song. They may or may not have felt inspired but they would force themselves to complete a song.

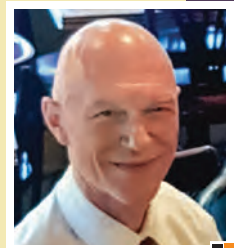
Haydn once called himself a craftsman who had to work at his music. Some of his most loved works came from days that he did not feel inspired, but used his knowledge of how music was put together to make something that worked.

The same thing happened to John and Paul. The daily work with a form that they understood in their ears if not with their minds let them create masterpieces even on their “off” days.

Some composers do not want to study others’ music because they want to preserve their pure uninfluenced creativity. Understandable on one level – but, to be able to talk about and study what others have done is a gateway to a wonderful musical universe.

Back to the Beatles one last time. They took their influences from a great range of American pop idioms. They started out writing songs in imitation of Chuck Berry and Elvis Presley and ended up writing some of the most creative and beautiful music of the 20th century that could only have been created by themselves – theory or no theory.

Stephen Klein has a Licentiate in Performance on the oboe, and a Bachelor’s and a Masters in Music in Composition from McGill University. He taught 1st and 2nd year theory at Western University and 3rd year 19th century analysis and 4th year 20th century analysis at McGill. Stephen has been working for Long & McQuade since 2007, where he is the Director of Education. He is currently based out of the Longueuil, QC Long & McQuade location.



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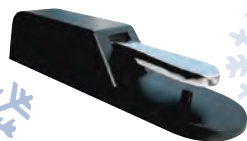
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Nickel Jingles**
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Curved Cymbal Boom Arm
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CHC-200 | 706843
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MPX-H600 | 414163
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RTOM Moongel Damper Pads, 6 Pieces - Clear
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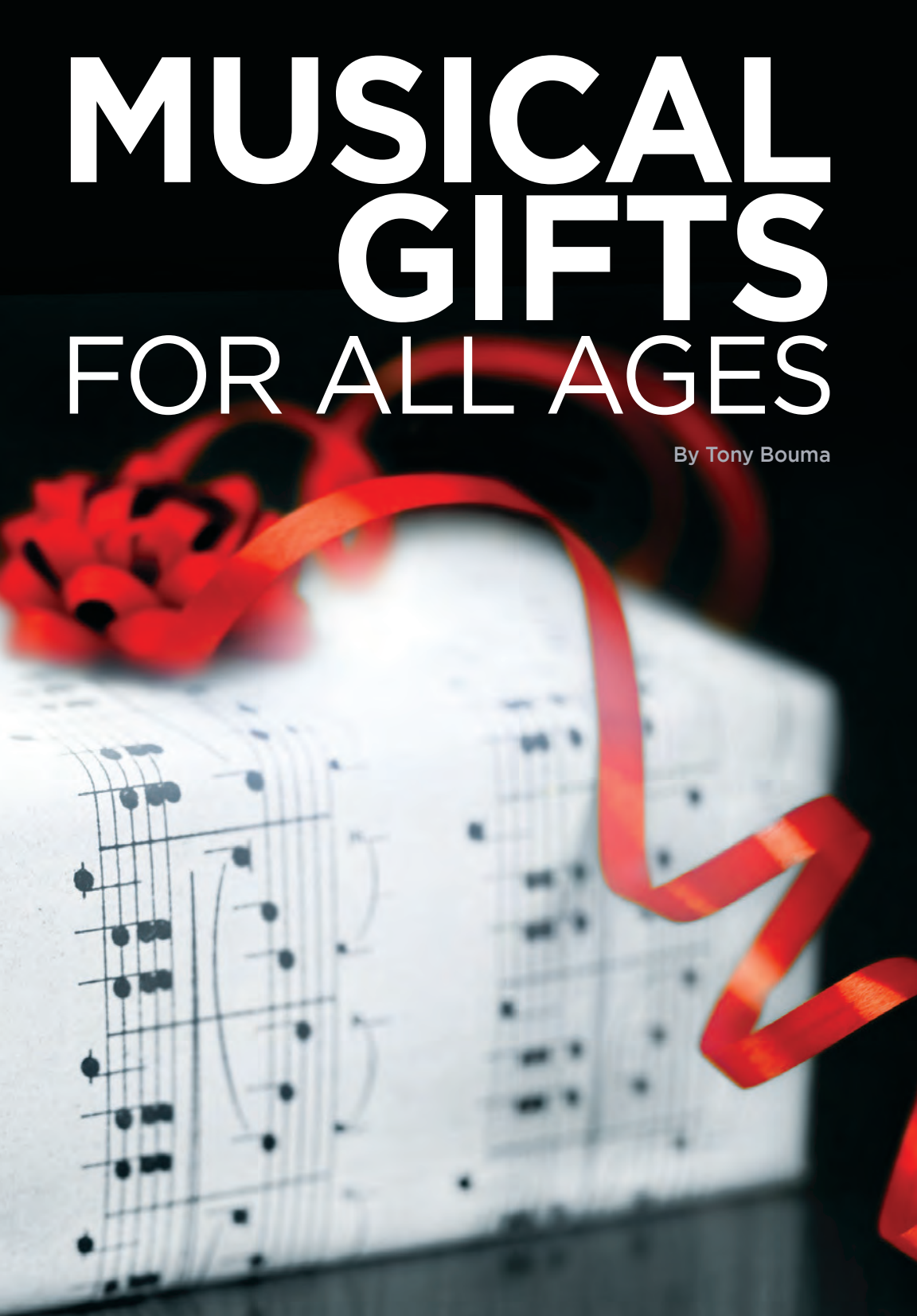
Promark 10-Pair Everyday Stick Bag
PEDSB | 481200
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MUSICAL GIFTS FOR ALL AGES

By Tony Bouma



If you have been playing an instrument for a long time, you may have forgotten what a life-changing gift music can be. The transformative power of art is well-documented, and the deep connection people feel to “their” music is undeniable.

A musical gift could be an instrument, certainly. But it could also be an experience or an opportunity that the person wouldn't have otherwise had.

As we enter into the holiday season, consider sharing your love of music with the non-musicians on your list. Below are some ideas for instruments and experiences sorted by age category.





Younger Children

There are countless articles linking music in early childhood to positive outcomes in every aspect of human development – including numeracy, physical coordination, and social skills.

INSTRUMENTS

Although you may not find a lot of child-friendly “real” instruments, there are plenty of toy facsimiles of drums, guitars and pianos on the market. This is a great time to see if a particular instrument excites them.

As for actual instruments, there are quite a few percussion options that can be safe for toddlers, such as large egg shakers and hand drums. Choose items that are brightly coloured and easy to grip. “Boom Whacker” tubes are perfect, as they can provide an introduction to both pitch and rhythm.

EXPERIENCES

If your youngster watches television programs that incorporate music, watch with them and enthusiastically sing along and/or clap your hands with the music. Encourage them to do the same. Demonstrate to them that music is not just “a thing that happens” but something that people create.

Allow some time for your preschooler to safely explore any instruments you have in the home or that your friends may be willing to share. Show them how they work, and let them try for themselves, if possible.

School-Aged Kids

Music appreciation for young people starts with family, and is eventually influenced by their friends at school.

INSTRUMENTS

If your child is involved in the school band program, they may not have been lucky enough to get their first choice of instrument. If they play trumpet, but wanted to try alto sax, consider renting one for them.

Kids not enrolled in school band may be more interested in the instruments used to make the music they listen to with their friends. If they have expressed an interest in guitar, vocals or drums, your local Long & McQuade has plenty of financing and rental options available, making those instruments more accessible than you might imagine.

EXPERIENCES

The young person on your shopping list may or may not have musical style preferences at this point. If you don’t already know what music they find compelling, spend time exploring music together. Occasionally select a random genre of music to listen to while travelling in a car or doing chores, and discuss what each of you likes – or doesn’t – about that particular style.

Sign your youngster up for lessons on any instrument they express an interest in. (There is no need to purchase an instrument before they take lessons.) Young people often want to do EVERYTHING they see others doing... guitar, piano, drums, baseball, hockey, karate... but eventually they will find their passion.

Teenagers

Music is incredibly important to high school students. Often the music a teen chooses to listen to can be a part of their self-identity and a way to fit into a peer group.

Art of any kind is vital for teens, as their need to express themselves becomes overwhelming. Finding an appropriate outlet for their emotions can make a huge impact at this point in their lives.

INSTRUMENTS

If the teen on your gift list likes “traditional” rock, country, pop or metal bands, simply ask what instrument they would want to play. There are plenty of packages available at reasonable prices that will include everything they need to get started.

If they listen to modern production music, such as EDM, hip hop or rap, you can still support their creative dreams at Long & McQuade. There are plenty of MIDI controllers (which are keyboard or drum pad devices) that come bundled with software, and will have them building beats and creating music in no time. Microphones and computer interfaces are also great gifts, as they can be used for non-musical self-expression as well, such as podcasting and vlogging.

EXPERIENCES

Support your teen’s interest in seeing live music, even if it is music you personally dislike. Teens often choose music on the fringe for the “shock value” it provides, but having a love for any genre of music can be emotionally positive.

Express your own musical taste as often as possible as well. (Odds are good that you are nostalgic about the music your parents listened to in your home... your kids will feel the same way in a few years!)

Invite your teen to shows that you may both find appealing... even if one of you is only enjoying it “ironically.”

If your teen plays an instrument, encourage them to play with others and (if possible) provide a “jam space” in your home. You will get to be the “cool” parent, AND you will always know where your child is when he or she is making music!

Adults

The every-day responsibilities of being an adult can often push artistic interests aside. However, self-expression can be just as necessary and therapeutic to an adult as it is to a teenager.

Playing an instrument can provide both valuable “me time” in a busy schedule, and an opportunity for social bonding with like-minded people.

INSTRUMENTS

If the adult you are buying for played an instrument in their youth, try to rekindle that passion by getting them started again. If you cannot afford to replace the instrument itself, buy them a few accessories and a gift certificate for music lessons.

An adult who has never played before may be inspired by a relatively inexpensive instrument and an instructional book. Ukuleles and cajons are immensely popular “starter” instruments that can either be an end to themselves or a gateway to other musical explorations down the road.

EXPERIENCES

As adults, we instinctively place far greater value on experiences than possessions. Encourage your non-musical friends to join you when you make music...watching you at a performance or a rehearsal may be the inspiration that sets them on their own path.

Also invite them out to take in live music of all kinds. From local blues bars to major stadium rock tours, they will remember the time you shared.

Sometimes the greatest gift for a busy adult is to work with their family or spouse to arrange time for “guilt free” music appreciation or creation.

Seniors

Music is proving to be as beneficial to aging humans as it is to the very young. Making music is being lauded as one of the best activities to protect an aging brain. Just listening to music can help stave off cognitive decline.

Some seniors may feel that it is “too late” for them to become a musician. However, a little encouragement (and a reminder that not every clarinetist needs to play like Benny Goodman) can go a long way.

Retirement may provide them with the time to finally learn an instrument they’ve always wanted to try.

INSTRUMENTS

Try to keep the individual’s living situation in mind. If they live in a senior’s residence or apartment building, space and volume will be factors to consider when purchasing an instrument. Also be mindful of their physical condition. Arthritis, shortness of breath, or muscular degeneration may be issues to consider when selecting an instrument for an older person.

Keyboards and electronic pianos with multiple instrument sounds are great for seniors, as are acoustic guitars. Ukuleles have recently become popular with older adults as well.

EXPERIENCES

Once they have acquired some basic skill on their instrument, go out of your way to make music with them. Bring your instrument when you visit, or sing along with them. Time together is often the greatest gift you can give.

Take them to a park when there is music scheduled. If you live somewhere where there is musical theatre, invite them to join you for a show.

Ask about the music of their youth, and try to find audio or video to share with them. Ask questions and listen to their stories. Incorporate their memories into your own music.

If your older loved one lives in a seniors’ residence, consider talking to the staff about organizing musical activities as a volunteer. Drum circles, sing-alongs and karaoke parties are things you can provide with just a few rental items from Long & McQuade. Volunteering will be as much a gift to you as it is to them.

Finally

At the end of the day, no one is truly “born” a musician (or maybe we all are?). People need to be given the opportunity to play and discover their potential.

This holiday season, consider sharing the gift that you have already been given. You never know...you could be the person who gives the next great musician their start. At the very least, you will have shared some of the joy that you felt when you first discovered music.

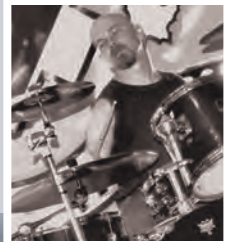
A Note On Rentals and Used Instruments As Gifts

Some people are hesitant to rent an instrument as a gift. However, renting an instrument may provide an opportunity for someone to experience playing an instrument that would be otherwise out of reach. It also gives the recipient a chance to prove their dedication and aspire to someday owning their own musical gear. It is a safe and inexpensive way to give someone the gift of music. Similarly, higher quality hand-me-downs and used instruments are often better choices than lower quality new instruments.

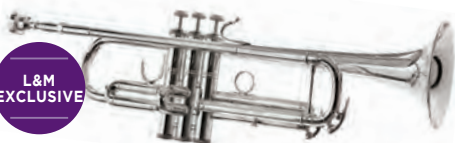
Used instruments often come with inspirational stories. Saying, “this was your uncle’s first guitar,” could motivate a young person to be worthy of a slightly battered acoustic.

The idea that an instrument may have had a colourful existence before it reached your hands can be inspiration for a new song, at the very least.

.....
Tony Bouma (“Tony B.”) is a drummer, martial artist and painter now living in Nova Scotia. In his 25-plus years behind the kit, he has backed numerous rock, blues and country acts on local and regional levels. Tony works at Long & McQuade in Dartmouth.



L&M
EXCLUSIVE



Bach Custom Bb Silver-Plated Trumpet

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VBS1S37LM2 | 691859 **\$1995**

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Bach Silver Plated Bb Trumpet

From the Stradivarius Series, with medium/large bore. Includes mouthpiece and wood case.

1805-37 | 4977

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Denis Wick Fiber Trumpet Mutes

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Carlton Bb Lacquered Trumpet Outfit

With mouthpiece and case.

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In sparkly gold-coloured finish. A collector's item in the making!

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+ MOUTHPIECE
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Carlton Padded Sax Strap with Metal Hook

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With artisan body, J1 headjoint, offset G, and C foot. Includes hardshell case.

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Carlton Intermediate Open Hole Flute

With solid silver headjoint, B foot, and offset G. Includes French-style case.

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Amadeus Open Hole Flute

With sterling silver headjoint, silver-plated body, footjoint and keys, offset G, and B foot. Includes case.

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Jupiter Student Bb Clarinet with ABS Matte Finish
With adjustable thumb rest. Includes mouthpiece and case.

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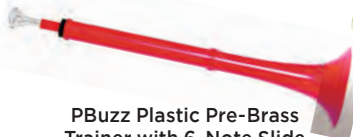


Wittner Taktell Piccolo Metronome - Ruby or Black
834/836 | 30121/1345
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SKAZ-P1-LM | 304443
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The simplicity of a recorder combined with the rich sound of a saxophone!
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In assorted colours.
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H310 4/4M | 160276

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WITH MUSIC LESSONS

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