

DECEMBER EDITION **2004**

newsletter



END OF FASHION

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IT SEEMS THAT THERE IS A RASH OF NEW BANDS EMANATING FROM PERTH AT THE MOMENT and many of them, like End of Fashion, have been coming in to Concept Music since they were jamming in high school! Concept regulars who came in last week to pick up some more strings and a buy new Boss TR-2 tremolo pedal, are End of Fashion.... who are celebrating the release of their new single "Too Careful".

Justin was also continuing his search for his "Holy Grail" of a new acoustic guitar before heading off on the JJJ "Home 'n' Hosed" Tour. Then they're off to the USA in December.

As for gear, the guys generally use SIT or D'Addario electric strings and Elixir for their acoustics. Effects are mostly individual Boss

pedals (including a CS3 Compressor & the Boss TR-2 Tremolo) and as you can see in their video clips, both Rod & Justin's main guitar(s) are Telecasters... the most recent addition being a new '69 Re-Issue Thinline to which we've fitted a Seymour Duncan 59 in the bridge which sounds awesome though their Fender Hot Rod Deluxe. Hugh's Bass Rig consists of an Eden head through an Ampeg 6x10 cab.

Keep up the good work guys & good luck with the tour & your new single... in stores NOW!



STOP PRESS RELEASE: "EL PRESIDENTE!"

WOW! OUR VERY OWN "EL PRESIDENTE" OF CONCEPT MUSIC IS NOW A REAL PRESIDENT!

Last month Graham, the owner of Concept Music, was elected as President of the Australian Music Association (AKA the AMA)!

The AMA is a national body that represents 392 retailers, importers & manufacturers & importers from all around Australia! Apart from working & consulting with various Government bodies & ministers, the AMA also organises industry trade shows & even funds research into the health aspects of music making as well as monitoring

community attitudes towards music & music making... especially in schools.

It's a really big "gig" that will mean quite a few trips East to attend meetings over the next 12 months but don't worry, the rest of the boys will still be here to run the ship if Gra's not around!

Graham is the first ever West Australian to be elected to the executive committee of the Australian Music Association (Go Gra!) and is also the first retailer to serve as President, the position having previously being filled by Wholesalers or Importers.

Good one Gra... they must like you!! Go for it!!

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STRONGER AUSSIE DOLLAR!!

\$ The strength of the Aussie Dollar is finally be reflected in some rather substantial price reductions by Aussie Importers... check out these popular examples:

	Old retail	NOW!
Elixir "Extended Life" Acoustic Guitar Strings	\$44.95	\$39.95!
Hartke H3500 350 Watt Bass Amplifier	\$1399	\$1095!
Fender Hot Rod Deluxe Valve Amp	\$1995	\$1695!
Fender USA American Series Stratocaster*	\$2999	\$2499!
PRS CU22 Moons inlays	\$5395	\$4695!

LOOK INSIDE ★ GRAHAM'S RAVE ★ NEW PRODUCTS
 ★ FENDER 50TH ANNIVERSARY OF STRATI ★ WHAT'S HOT!
 ★ GRETSCH WORKSHOP ★ BEST PRICE POLICY
 ★ DAVID EDEN IN PERTH! ★ MUSOLINKS

IT'S ALL HAPPENING AT CONCEPT MUSIC! BELIEVE IT OR NOT IT'S ALREADY 3 YEARS IN OUR "NEW" LOCATION here in Wembley and now, as you can see, we (finally!) have a new "look" too... new paint, new signs, new logo, new lighting, new counters... the make-over is just about complete and gives us heaps more room... to display heaps more gear! Bewdiful!

So it's not just a new look we've adopted... there is loads of new brands & new gear too (see: "What's New!") including Gretsch, Matchless, SMF and Studio Projects to name a few.

The biggest news in guitar-land this year is that 2004 is the 50th Anniversary of the Fender Stratocaster! Who'd have thought the design would turn out to be such a timeless classic! It is STILL the biggest selling (and most copied!) shape of electric guitar in the world. Fender has decided to celebrate in style with a series of 3 special commemorative models released to mark the occasion. They range in price from \$2999 and up to \$8999 for a Master Built Custom Shop instrument. Concept Music will have a limited number of each over the coming months... a definite investment opportunity if you're a collector... or of course if you just want a really beautiful guitar to play that will definitely increase in value over the years. In fact if you bought one back in 1954 and still had it, in pretty good condition, today it could be worth in excess of \$50,000! Staggering!

That's all for now.

Enjoy... and hope to see you soon.



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What's New?

Matchless Amplifiers

We are thrilled to bring the quality of Matchless to Perth musicians! Hand made in the USA these guitar amplifiers are truly amazing... though they're not for faint hearted! Matchless really are the ultimate amp with point to point wiring and military spec components. Popular models coming soon are the DC-30 at \$6750 and Lightning 112" for \$4195 but be prepared to wait if you miss out... delivery takes up to 6 months!

Ibanez TS808!

Everything old is new again! Why did they change it in the first place I hear you say!? Made in Japan and using the original specs and chips, Ibanez has released their classic (and very collectible) original 808 Tube Screamer... retailing for \$399 it ain't cheap but we can't pick the difference! It really is VERY good.

Boss BR1600CD

How good is the value of these new digital recorders from Boss?! Their new 16 track digital recorder has an incredible 256 virtual tracks and features a 40 gig hard drive so you can get up to 120 hours of recording time! A super powerful drum machine and effects section and USB connectivity PLUS built in CD burner mean you can now get true studio quality results... at home! Priced at just \$2595.00

Giordano Double Bases

These little (!) gems came to our attention earlier this year and have taken the Bass playing community by storm! Made in China and selling for just \$995 and that's including a bag, a bow & a pickup! Available in white, black or natural finish.

Boss ME50B

Bass players haven't been forgotten by Boss with the release of the ME50B. Featuring 6 different effects sections it is very easy to edit and even has a kick drum effect! On special for \$595 it's a bass players dream!

Gretsch

Brian Setzer & White Falcon in stock NOW! These Classic Reproductions have been completely re-specked under the direction of team of Gretsch officianados employed by Fender and boy are they good! Demand is much stronger than supply for them so be prepared to wait if you want a model we don't have in stock.

Brian Setzer \$6999 White Falcon \$6999 Anniversary \$4099 all in stock NOW!

Yamaha 82Z Custom Alto

Yamaha have been the biggest selling Pro saxes in the world for many years, and now the new Custom 82Z is set to consolidate its dominance with the release of the Custom Z Series. Featuring hand annealed French brass they are the talk of Jazz sax players around the world! Alto \$5295 Tenor \$6395

FENDER STRATOCASTER* CELEBRATES 50 YEARS!

- ★ Just like previous Limited Edition models, these are destined to be a true Collectors Items! Featuring ash bodies and Custom Shop pick-ups they are great value for money.
- ★ Fender USA American Series 50th * ...just \$2995 \$24 per wk**
- ★ Fender USA Deluxe 50th * ...just \$3595 \$29 per wk**
- ★ Fender USA Custom Shop 50th * ...just \$8995 \$70 per wk**

At Concept Music You can own a Genuine Brand New 50th Anniversary Fender Stratocaster for as little as \$24 per week!

** GE Credit conditions apply. 20% Deposit required.

* Fender, Strat, Tele, Stratocaster are Registered trademarks of Fender Australia.

DID YOU KNOW?

Most popular brands of household aerosol polish contain silicone that will not only damage the finish of your guitar but make a repair impossible should it ever be required.

Most (new) guitars should not need polish at all but if you do want to keep yours looking its best, Concept have several different water based polishes costing around \$12 to \$15 including Fender, Martin & Dunlop that are excellent.

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Speaker Leads are not the same as guitar leads!?

A guitar cable is a "shielded" whereas speaker leads are "figure 8" cable... which are VERY different from each other. In fact, using a guitar lead to connect your head to your speaker box will not only sound awful but COULD blow up your amp... or speakers... or both! Considering the cost of repairs (not to mention the "down time") for the sake of \$10 it just ain't worth the risk!

"Why would you boil your bass strings?"

A great tip for bringing your bass strings back to life is to... quite literally... boil them! If you want to extend that great "new strings" sound and/or quite cant afford a new set of strings, coil them up & drop them into a pot of boiling water for a few seconds and stand back watch the gunk ooze out! Not quite as good as new strings... but will make a difference! Rinsing in "white spirits" is not as environmental friendly but will achieve the same result.

What's Hot

DJEMBES. Where do they all go!? Great for serious percussionists and also for party animals who want something to bash on so they feel part of the action! There's a great range of sizes & colours available from just \$75.

MATON ACOUSTIC GUITARS. And no wonder! Made in Australia and the guitar of choice for just about every Aussie band doing the "unplugged" thing. They sound sensational and are real solid workhorses! Our best seller is still the old classic M225 at \$895 (including a bonus case!) but lately the top end "Australian" Model at \$2995 has been cleaning up!

SQUIER BULLET SERIES STRATOCASTERS JUST \$199! How on earth do they do it?! We though Squier Strats were good value last year at \$349. They now sell for just \$199 and they're awesome! "Strat Packs" including amp, bag & accessories also available from just \$399.

KORG DIGITAL TUNERS. Tuning your guitar has never been so easier... or cheap! The funky little GA-30 for guitar is on special for \$39 and the chromatic CA-30 is just \$49 and the new DT-10 Stage Tuner is on special for just \$149!

ROLAND CUBE AMPS. Boy have these made a comeback! These were our BEST selling small electric amps last Christmas and it looks like they're set to do it again this year! The sound quality is stunning and the built in effects something else! 100 watt Bass amp coming soon!

Micro Cube	\$199
Cube 15	\$295
Cube 30 with built in effects	\$495
NEW Cube 60 with effects!	\$695
Cube 30 Bass	\$495

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STOP PRESS!

Martin & Co.
EST. 1833



Concept Music have always had a reputation for carrying a fantastic range of acoustic guitars and are now proud to announce the arrival of new Martin guitars. Made in the USA and long recognised as the Rolls Royce of acoustic guitars, prices start at around \$1500 for the new DCX1E with cutaway & pickup... and at the moment, all come with a free case!

David Eden in Perth!



Recognised as Perth's "Bass Place" Concept Music welcomed David

Eden in store recently to meet with the boys and talk bass! A short demonstration of his latest heads & cabs at the Floreat Hotel featured performances by local Eden users including Dane Alderson, Lisa Rogers from Felix and "Boots" from Head Filled Attraction.



David Eden with Concept's bass ace Tony Del Roio

MUSOLINKS

Did you know that Concept Music's new web site features a service called MusoLinks? This popular service lets you place "Wanted" and "Available" Ads for musicians and has helped many people find other Muso's to jam with... and best of all, it's FREE! Simply go to www.conceptmusic.com.au and go to MusoLinks to place your own free Ad.

BEST PRICE POLICY!

Did you know Concept Music has a 'best price' policy? While we are 100% committed to providing the best possible range and have a reputation for providing the very highest standard of service in the industry, we know you still want great prices! So as the old saying goes "we want your business and we're prepared to pay for it!" If you happen to come across a better price please tell us first! I know it can be embarrassing to ask, but seriously, we'd much rather you gave us the chance to meet (or beat!) a competitors price than simply go out and by somewhere else! That way we both win!

CONCEPT MUSIC

"Queer Eye for Concept?!"

It's been said many times that the music industry is really about fashion... and with range of great colours & weird shapes hanging on our walls I guess not too many people would disagree!

So... in our efforts to remain current & cutting edge (not just in our stock!) we've done the "make-over" thing! You may have noticed our new logo... but that's just the start of it! If you haven't been in for a while, you'll see we've also got new counters, new lighting, new displays, new signage, new paint and even a new website coming soon! Not too queer at all really! Hope you like it!

GRETSCH WORKSHOP

The resurgence of Gretsch onto the world market world market has been huge. Recognising the importance of training, Gretsch recently held a one day "dealer training day" in Sydney. This not only included explanations of Gretsch's commitment of returning to the original specifications... including wood thickness, using the original CTC pots & switches and even some new bracing specs, but also included detailed information on set ups, restringing & pickup heights. Graham was the lucky representative from Concept Music to attend!

Gretsch guitars currently on display:

Duo Green Anniversary	\$3995
Country Classic	\$4995
6210 Nashville	\$6595
Brian Setzer SLVO	\$6995
White Falcon	\$6995

Coming soon!

- ★ Matchless - the Ultimate hand-wired Valve amp!
- ★ Hi Watt Amplifiers
- ★ T-Rex guitar effects pedals from Denmark

OUR TOP 25 MUSICAL GIFT SUGGESTIONS!

Gift Ideas Under \$20!

1. Dunlop String Winder. Even Rudolph can afford this!	\$3.95
2. Guitar "Hangers"... cheap & easy to install...	\$8.95
3. Guitar Straps by Fender & Ernie Ball from only	\$12.95
4. Martin Guitar Guitar Polish. Santa will be impressed!	\$13.95
5. Tripod style guitar stand	\$19.95
6. Collapsible Music stand with carry bag!	\$19.95

Gift Ideas Under \$100!

7. Marshall, Fender & PRS baseball caps	from only \$25
8. Padded "Gig" Bags for all sizes of Guitar or Bass	from \$35
9. T Shirts great new designs by Fender & Maton	\$45
10. Korg GA-20 Electronic Guitar Tuner. In tune every time!	\$39
11. Wooden Bongos. A perennial Christmas favourite!	Only \$49
12. Ashton vocal microphone... with lead & case!	\$39
13. Microphone Boom Stands	\$59
14. Fender & Marshall "Book shelf" mini amps... very cute!	\$89
15. "The Stratocaster Chronicles" Fender History Book.	\$99

For serious musician!

16. Boss MT2 Metal Zone distortion pedal. RR\$289	\$229
17. Boss TU-2 Pedal Tuner. Our best selling stage tuner! Now	\$199
18. Digitech RP-80 multiple effects for guitar. RR\$249	\$198
19. Tascam Guitar, Bass & Vocal trainers. Great teaching aid	\$299
20. Cort Earth Series Solid Top Acoustic. Gorgeous tone!	\$399
21. Boss GT6B Bass Guitar multiple effects. RR\$1395	\$949
22. Boss BR-864 Digital recorder. Over 1 hour recording time!	\$995
23. Maton EM325C Acoustic guitar with pickup & free case!	\$1695

And for the man (or woman!) who thought they had everything!!!

24. Fender USA 50th Anniversary Stratocaster	\$2995
25. Martin D28 Acoustic... the stuff dreams are made of!	\$3995