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THE SOUNDBOARD

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Welcome to the first edition of *The Soundboard!*

We hope to make this a quarterly newsletter, and use it as a forum to offer tips to piano owners, answer questions and provide additional service to our customers. Have a question you'd like to see answered? Call, write or email and we'll do our best to find the information you need!

Also, if you know of a piano-owner friend or piano student whom you think would like to receive this newsletter, forward the contact information our way and we'll direct a copy to them.

Many thanks to all receiving this newsletter who took the time to enter our free piano tune promotional draw, either by writing or by visiting us at our booth at the Aug. 27-29 Morden Corn and Apple Festival.

Most of all, congratulations to winners shown at inset whose names were drawn to receive a free piano tune! Thanks also to the staff of Morden Chamber of Commerce for conducting the draw for



To the winners of our free piano tune draw promotion held during the Morden Corn & Apple Festival!

Visitor Draw:

- Agatha Wieler, Morden
- Dora Friesen, Winkler
- Esther Janzen, Morden

Mail-in Draw:

- Nicole Bilodeau, Sperling
- Audrey Gray, Bagot
- Nancy Shelvey, Winkler

us, offering the use of their revolving drum and drawing the names to ensure the winners list was impartial.

Reminder: As advertised, until Oct. 16 **ALL** Corn & Apple Festival visitor entries also qualify for 10%* off their first fall tune-of-the-season. Just book your tune by Oct. 16 to have your piano tuned at the reduced rate—see the fee schedule on page 2. You don't have to have your piano tuned before Oct. 16; just call and make the appointment!

However, all draw winners' free tunes expire on Dec. 15, 2004 as per the rules advertised.

Your address label on the envelope has a Corn & Apple emblem if you entered the festival draw.

***Special offer: 10% off season rates 'til Oct. 16 for all visitor entries made at Corn & Apple days!!!**

FOR SALE...

A free service we want to make available to our customers through this newsletter is to offer want ads and for sale items related to pianos, piano music



and related products, supplies and parts:

The piano shown is owned by George MacDonald of Carman. **SOLD!!! SOLD!!! SOLD!!! SOLD!!!** who is asking \$1,500. It is an Ellington, ser.# 1291071, manufactured by the Baldwin Co. We have contacted Baldwin directly to verify its age, but in the meantime one source suggests it was manufactured in 1982. [Note: the Ellington Piano Co. was established in 1893 and taken over by Baldwin in 1930 (serial #6300), so that lends credibility to the approximate age we think this piano is].

This instrument is an "apartment" sized piano, or "spinet", with drop-action to accommodate its low height, but don't let its small size fool you. This piano was tuned and brought up to standard pitch on Sept. 24, and the sound quality is really impressive for its size. Baldwin made one of the better spinets in the piano industry, and focused on quality in the working and sound-producing parts where it really

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For Sale... (Cont'd from Page 1)

matters. Instead, the exterior was the target for efforts at economy—there isn't even a key cover, and there are no castors (it has "buttons" that would need coasters on some types of floors). But the keyboard and action have the feel of a full-height piano, the bass strings are copper wound, tuning pins are nickel-plated, the treble section tunes up with clean and pure sound, and the bridges and soundboard are of good quality (the soundboard's

Hold That Tune!

Summer 2004 has been unusually humid in Manitoba. Unfortunately, that's not good news for acoustic pianos. Unless your home or the room in which the piano is located has a very effective humidity control system, your instrument will have gained moisture content, and expansion of wood parts, especially the soundboard, will have raised the pitch of your instrument as much as 1/3 semitone.

That's a lot of extra stress considering that total string tension on a piano tuned to standard pitch (A=440) is in the neighborhood of 20 tons! The process reverses in winter and the pitch drops, especially in a building that doesn't have a poly vapor barrier in the walls. Homes built in the 1950s or earlier, and even in the 1960s could become excessively dry in winter for that reason.

Ideal humidity for a piano is 42%, but 45% to 50% is an acceptable range. Consider purchasing a good, digital hygrometer to monitor the relative

wood grain runs the long way, or horizontal in this case, which probably accounts in part for the reason such a small piano has a surprisingly big bass sound).

We realize that most receiving this newsletter already own a piano. However, prospective first-time piano owners are likely to ask a teacher or friend for advice on where to buy a piano, so this could well be an opportunity to direct a potential buyer to Mr. MacDonald.

humidity. An in-piano climate control system manufactured by *Dampp-Chaser* is one of the best solutions. Ask for our full-color brochure to give you more information. In the interim, placing a container of water inside an upright piano when the humidity drops below 50% can help moderate the pitch change and prevent excessive dryness.

Sweet Sound For A Sweet Deal!

Looking to sell your instrument and would like a way to make the deal more attractive? Pianoworx can help! Let your prospective customer know that season tunes and rates follow the instrument for clients of Pianoworx; the piano will receive its next tune of the season at the same fee reduction rate for repeat tunes as would the prior owner! Pianoworx maintains a database of customer pianos and serial numbers to verify service information and fees. See the fee schedule on this page for more details!

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At right is the Pianoworx tune fee schedule offered for single versus multiple pianos per booking. Take advantage of the savings offered for customers who co-ordinate to have more than one piano tuned per service call to their area!

In addition, reduced rate incentives are offered to those customers who like to keep their instrument in optimum tune and value the option of repeat tunes per season. Even greater discounts are available to customers who arrange bookings of multiple repeat tunes in their service area!

Please note: For the purpose of offering repeat-tune discounts, the annual season will be deemed to commence August 1st and end July 31st. This accommodates those who may wish to have their first tune of the season booked for the end August in time for the September long weekend, yet parallels the usual music lesson season. Repairs and other service extra.

Radius distance from Morden:	# pianos per call	1st tune of season	2nd tune of season	3rd tune of season	4th tune of season
0-50 miles	1	\$85	\$65	\$60	\$55
	2	\$80	\$60	\$55	\$50
	3	\$75	\$55	\$50	\$45
50-100 miles	1	\$90	\$70	\$65	\$60
	2	\$85	\$65	\$60	\$55
	3	\$80	\$60	\$55	\$50
	4	\$75	\$55	\$50	\$45

Pianos requiring a multiple-pass tuning in order to raise or lower and stabilize at standard pitch (A=440) are subject to extra charge.