

Doing It Behind The Counter

Drum World-San Francisco

For nearly twelve years San Francisco area drummers have had the good fortune to access one of the most encompassing drum shops on the west coast. Drum World owner Don Sfarzo and manager Gene Okamoto have provided the community with accurate product information, extensive selection and impeccable service.

Established in September of 1979, Drum World was designed to fill a void perceived by Sfarzo. After ten years of employment at his brothers store, Angelo's House of Music, Don felt the area was in desperate need of a professional drum shop. Since that time Drum World has flourished to become one of the most prominent professional shops in the country.

What has made Drum World so

successful? When asked, owner Don Sfarzo responded, undeniably "SERVICE"! Manager Gene Okamoto is one of the most knowledgeable and competent drummers anywhere and sees to it that nearly all repairs are handled in-house. This satisfies the customer by eliminating his need to wait for a manufacturer repair or warranty. Drum World is then free to work directly with each drum company to replace parts used in repair. By accommodating the customer in a timely fashion it ensures satisfaction and increases the probability of return



business.

Does Drum World carry only a few lines? No, they carry everything imaginable. Everyone has different taste and they aim to please. All sets in the store are displayed ready to play, in a multitude of configurations, to accommodate varying styles and taste. All sticks and mallets are accessible for the "try-it-you'll-like-it" approach. Everything in the store is there to be played and sold. Besides, who are you accommodating anyway? They also offer VIP cards for preferred customers, entitling them to added discounts and special sales.

Don and Gene are a winning combination. Their dedication and foresight will guarantee Drum World's success for many years to come. Good work Guys!

Pearl Corporation
P.O. Box 11240
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Pearl.

The best reason to play drums.

The Pearl BuzzRoll

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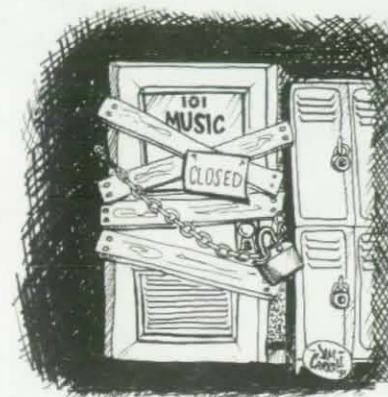
Issue 2

Will The Arts Survive The Classroom?

What steps are being taken to secure the future of America's cultural development? Will the next generation of musicians and artists have the same opportunities as the last generation to nurture their abilities at an early age through quality school programs? On March 6th and 7th the National Symposium on "America's Culture at Risk" was held in Washington D.C. sponsored by the national Commission on Music Education. The Symposium is the culmination of a project initiated last year by a coalition of music educators, retailers, manufacturers, performers and recording artists. These groups have assembled to bring national attention to the importance of music as part of every child's educational experience.

This issue has attracted a number of prominent musicians who recognize the need for direct action to ensure the cultural future of America. Notable members from the music industry include: Steve Allen, Dave Brubeck, Gloria Estefan, Emmylou Harris, Whitney Houston, Billy Joel, Quincy Jones, Henry Mancini, Winton Marsalais, Luciano Pavarotti and Itzhak Perlman. Supporting organizations of the commission are the Music Educators National Conference, the National Academy of Recording Arts and Sciences, and the National Association of Music Merchants.

Beginning in the Fall of 1990 members heard testimony from parents, students, teachers, administrators, business people, legislators and performers in Los Angeles, Chicago, and



Nashville. The findings of the commission were consolidated in the report "Growing up Complete," the imperative for music education. The report was then presented to Congress and the White House during the Symposium.

"Growing up Complete" focuses on the effect that music and the other arts have on the three major challenges facing the education of our youth, children at risk, cultural diversity, and the need for a future work force. This report becomes the perfect rallying

Maple vs. Birch

When selecting a professional drum set the modern day percussionist is faced with a multitude of choices. One of these choices is, which shell material is most suitable for his or her playing needs. Some will debate the virtues of various shell materials deep into the next decade. However, there are inherent tonal characteristics, resonance and projection associated with each type of wood. The two most prominent wood types used in modern professional drums are birch and maple. We will explore the intricacies of these shell materials and help to unravel the mystery of their

point for all of the members of the music community. In the section titled "Making it Happen" there are specific recommendations for everyone in all facets of the music community.

We in the music community face the greatest challenge in our history. Our action or inaction during this time of educational reform will determine the fate of the next several generations of children. Action may lead to the dawning of a new era for music and music education, as an important part of any curriculum for all children to share. Inaction will launch us ever closer to the abyss of a cultural caste system, music and art only for those who can afford it. Find out what is happening with music in your state and local schools. Get involved. Just as "Music Makes the Difference," we must make the difference.

To receive a copy of "Growing up Complete: The Imperative for Music Education, send a check or money order for \$7.00 to:

MENC publication sales
1902 Association Dr.
Deston, VA 22091.

differences. For the purpose of this analysis we will compare Pearl's six ply 100% maple Prestige Custom and the six ply 100% birch Prestige Studio drum sets. As this is a comparative analysis of shell materials, consistency in construction and quality is critical. Both drum shells are manufactured in the same facility under exact specification requirements using Pearl's patented heat compression molding process.

Maple has long been the choice of wood for musical instrument construction. Its strength, density and attractive grain make it an ideal wood for this purpose. When used in the production of drum shells, maple provides optimum resonance and

The LOUD Sounds of Summer DCI World Championships

Buffalo's Rich Stadium played host to last summer's 19th annual DCI World Championships. The product of of hard work, travel, dedication and determination was realized on Saturday, August 18th under threatening skies by an eager crowd of over 33,000. Billed as the Summer Music Games and described by Sports Illustrated as "one of the biggest sporting events of the summer," this World Championship had little problem living up to its reputation. Entering the final competition six corps had a legitimate opportunity to win the coveted trophy.

It is difficult to comprehend the intensity with which these musicians perform their mission. Comprised of

the top percussionists and horn players in the country, each corp demands the utmost from their members. Bobby Knight, Indiana University basketball coach has said: "If a basketball team trained as hard as these kids do, it would be unbelievable." They truly are the best.

This 1990 DCI World Champions are the Cadets of Bergen County. Achieving this level for the fifth time in the nineteen year history of DCI, the Cadets have proven to be one of the most dominant corps in the world. However, the margin of victory is usually quite minimal and can only be described as an intangible force, one that has always existed in the world of

sports, one that true champions inevitably possess. The beauty of DCI is that all of these corps are champions.

Pearl is proud to be a part of DCI and would like to congratulate all of the Corps for a fantastic year. We send a special thanks to all of the Corps representing Pearl in this competition including those placing in the top 30: Cadets of Bergen County, Phantom Regiment, Santa Clara Vanguard, Bluecoats, Velvet Knights, Dutch Boy, Troopers, Ventures, L'Insolite, Academic Musicale, Colts, Mauraunders, Northern Aurora, Florida Wave, and Americanos. Thanks guys, we'll see you in Dallas this summer.

Spotlight...

What's In Store?

The FFX or Free Floating Extreme Tension snare drum represents the most innovative Marching Percussion product to be developed in decades. Utilizing the principles of the free floating system to create unprecedented projection and optimum resonance, the FFX is propelled into its own class of marching percussion. By eliminating the tension casings contact with the six ply maple shell, it is allowed to resonate freely in a manner which was formerly reserved for expensive combo snare drums.

To accommodate the added weight of a free floating system a new aluminum alloy was created which is both lighter and stronger

than normal zinc alloys. Utilizing this incredibly light metal in the construction of the edge ring, strainer and die cast hoops this snare is without equal in performance and strength. The edge ring supports all batter head stress allowing for maximum tensioning as demanded by many of today's top drum corps.

Pearl has equipped the FFX with the Lightning snare throw off which



provides the quietest on/off action and may be positioned anywhere between on and off to create a variety of different timbre. To protect the strainer the FFX is equipped with oversized snare

guards allowing it to safely rest on the ground. For further fine tuning the strainer butt is fitted with 14 individually tunable gut snares. Vertical adjustments are incorporated to allow for precision placement of the snare unit in the snare bed. Acoustically located air vents, 6mm tension bolts, oversized swivel nuts and quick release snare assembly are other features that make the FFX the standard by which all others will be measured.

We Want YOU!

Each month in our Doing it Behind the Counter column we will feature a music store that is utilizing unique marketing, merchandising, advertising or promotional efforts in their sales of percussion instruments. This is provided as a service to our dealers in hopes that new and creative approaches will be unearthed. As well, it gives you the opportunity to be exposed to your peers.

If you would like to be featured in our Doing it Behind the Counter column please submit your request to Dept. BR, 549 Metroplex Dr., Nashville, TN 37211. Please include the store name, your name, store size, location, pictures and all merchandising efforts that have contributed to your success. Our panel of judges will select submission that is the most diverse and creative. We look forward to hearing from you.

Open Up & Say OM...

OM. The mere utterance of the name imbues with harmony and tranquility. OM, the company, adheres to the concept of harmonious purpose in their quest to construct the finest quality chime trees, sound effects, and temple blocks available. These precision rhythm instruments are crafted from Rock maple, Honduras mahogany and precious metal alloys uniting to create a unique aura of sound and vibration. You ask, how might I obtain this ethereal blend of technology and soul? By virtue of your Pearl authorization you are now eligible to order OM products directly from Pearl.

OM's most prominent effects, the chime trees, are available in a myriad of configurations designed to accentuate specific musical genre ranging from classical to rock, but may be intertwined to add tonal colorings in any musical arena. Manufactured from the finest materials, to the most exacting specifications, with the most advanced technology, there is no viable alternative. OM temple blocks, chime ladders, energy chimes and coil chimes provide the percussionist with a completely unique color spectrum with which to view his world, making OM the only choice of today's professional musicians.

Pearl Features New Posters

New for '91 Pearl has created two new full color posters, suitable for framing, featuring recording sensation Omar Hakim and New Jersey drummer extraordinaire Tico Torres. These are the latest addition to our extensive selection of posters including such artists as Gregg Bissonette, Jeff Porcaro, Dennis Chambers, Mark Brzezicki, Mel Gaynor and Steve White.

Posters may be obtained by request from your Pearl District Sales Manager or our in-house Customer Service Dept. The Pearl Poster Pack includes one copy of each poster. This is the perfect decoration for your display room, drum studio or office. Posters are available to consumers as well at \$5.00 each. (Quantities are limited and are available while supplies last).

Maple vs. Birch (continued from Pg. 1)

sustain. Pearl's 100% maple Prestige Custom exemplifies these properties. The shells also exhibit warm, well rounded, evenly balanced tone throughout the tunable frequency spectrum, providing equal amounts of high, mid and low end response making maple the ideal choice for musicians seeking these tonal characteristics.

Birch is relatively new in its use in the construction of musical instruments. However, because of its strength and versatility it has gained in popularity. In fact, because of its availability, birch is slightly less expensive than maple. Birch has been described as being naturally equalized in tone and presence. Pearl's 100% birch Prestige Studio possesses accentuated high end attack, low end depth and slightly reduced midrange presence. These shells provide excellent projection, tone and outstanding attack.

And the winner is.....As you have probably discerned by now, there is no winner. Each type of wood possesses unique properties that allow for individual expression. The winner is the set that best meets your artistic demands. Birch and Maple. Equally viable percussive canvasses.

Who's Who at Pearl?

1973. Richard Nixon was President, bell bottoms were in style and Pearl was distributed in the United States out of Beaverton, Oregon by L.D. Heater Co., a division of Chicago Music Inc.. In September of that year a twenty three year old Vietnam Veteran applied and was hired for a job assembling drums at L.D. Heater. Little did Ron Read know that nearly twenty years later he would be the Purchasing Manager for the worlds largest drum manufacturer.

Soon after accepting his position Ron was transferred to Chicago to set-up operation of a new Pearl distribution center. Six months later he was transferred to Nashville to oversee the opening of Pearl's Nashville based production /distribution center. In 1979 Pearl International was formed following the disbanding of Norlin Industries, which had succeeded CMI in the



distribution of Pearl in the United States. It was at this time that Ron was named purchasing manager of the newly formed corporation.

Ron has been a vital link in the success of Pearl in the U.S.. His expertise is recognized throughout the industry and his customer oriented approach has earned him the respect of dealers across the country. Thanks Ron!