

Get the Willis Music Advantage

Low Price "SuperStore" Guarantee!

That's right! Our prices are so low, we guarantee them! Our volume buying helps us to offer our customers hundreds of special deals that you won't find anywhere else! We shop the competition on a regular basis to make sure you'll get the best price. However, if you should see a lower advertised price from any other authorized dealer, before you buy, or even 30 days after you buy, just let us know and we'll gladly refund the difference. Never again should you be afraid that you may have paid too much! (see store for more details)

Huge Selection!

Willis Music is truly "The Musician's Choice". **Our stores are jam-packed** with thousands of items from the leading musical instrument manufacturers throughout the world. We stock hundreds of products you won't see anywhere else. Our huge multi-million dollar product selection allows you to compare name brand products side-by-side. **We make it easy for you to buy right the first time.**

Factory Trained "Super" Staff

Our staff has been trained by factory product specialists from all over the country. We're here to answer your questions before and after you make your purchase. By the way, our product specialists know that "Making you #1 is what makes us #1." We're large enough to get you the best price on the best gear, but small enough to give you the down home service you deserve.

"Super" Service Dept. when you need it!

We're here for you during those difficult times when you need qualified, prompt, honest service. We provide both warranty and non-warranty service. If you need service after the sale, you'll be dealing with the same knowledgeable, friendly people that helped you make your purchase. We'll do what's necessary to get you the prompt, "fixed right the first time" service you need.

Thanks for Making Willis Music #1

Willis Music's sales volume ranks us among the top 1% of all music stores in America! Thanks for your support over all the years. We're working harder than ever and constantly adding more value to continue to earn your business!

NILLIS NUSIC Locations

KENTUCKY

Florence Super Store (859) 525-6050 7567 Mall Rd., Florence, KY 41042

 Lexington Green
 (859) 273-4063

 161 Lexington Green Cr., Lexington, KY 40503

 Jefferson Mall
 (502)
 966-2424

 4801
 Outerloop Rd., Louisville, KY
 40219

Hunnington Place (502) 426-1818 1850 S. Hurstbourne Pkwy., Louisville, KY 40220

OHIO

 Eastgate Mall
 (513) 752-6341

 4601 Eastgate Blvd., Cincinnati, OH 45245

 Tri-County Mall
 (513) 671-3288

 11700 Princeton Pike, Cincinnati, OH 45246

 McEwen Sauare
 (937) 853-5000

990 Miamisburg-Centerville Rd, Centerville, OH 45459

www.willismusic.com



Does the Retailer offer	National Chain	Internet	Willis Store	
FREE extended warranty?	No	No	YES	
Staff experience measured in years instead of days	No	?	YES	
FREE lessons when needed?	No	No	YES	
FREE credit given to schools?	No	No	YES	
Total warranty assistance?	No	No	YES	
FREE delivery & set-up on larger items?	No	No	YES	
Matches the lowest advertised price	YES	YES	YES	

Why pay the same elsewhere and get so much less?? Willis continues to give you more and more value all the time!!

Part of the Willis NUSic Difference ...



Robert Falcón studied music and music education at Texas University-San Marcos. His principal instrument was trumpet, which he has played since

he was in elementary school, and he has been plaving guitar for as long as he can remember. In 1981. Robert joined The Willis Music Company, primarily in instrument sales. During the summer of 1985, he was promoted to manager of the Fayette Mall store in Lexington, Robert has since managed the Florence, Kentucky store and is currently the manager of the Eastgate Mall store in Cincinnati. He teaches privately and maintains his own studio teaching guitar (all styles), bass guitar, and trumpet. On Sunday mornings, you can find him singing tenor or plaving guitar with his church choir. Robert and his wife. Kathy, have shared their love for music with their three children and grandchild who all sing and play instruments. His goal is to help others fulfill their dreams through and in music.



Jim Peppers has played piano since he was 5 years old, and began playing the organ at 13. He has had formal training in Voice, Piano.

Organ, and Conducting. He has been in the music business for over 12 years and been playing for 48 years! He has taught Bands & Choirs as well. Jim is manager of the Tri-County Willis Music store.



Brad Hulett: I have been playing music since age 7, and taken private lessons for 11 years.Current instruments played 3

include piano and keyboards, acoustic, electric and bass guitars, mandolin, and harmonica. I joined my first band right out of high school, and I've had the pleasure to be the opening act for such national rock acts as Bachman Turner Overdrive, Rare Earth, Three Dog Night, The Romantics, Edgar Winter Group, Leon Russel, the Romantics and others. I have been in retail for over 30 vears - 26 of those have been with Willis Music, where I've been manager of the Lexington store for 23 years. I truly enjoy helping others getting started with their musical careers and have loved to watch many families with multiple musicians grow through the years.



Mike McAfee is manager at Hurstbourne Willis Music: I have been an obsessed musician since 17. I started on violin and clarinet before leaping

onto the rock & roll train with drums and guitar. I currently play locally with Eight Inch Elvis, Leo Magazine reader's poll winner for Best Rock Band and Best Cover Band. I've had the pleasure of selling musical instruments for more than 24 years and am beyond grateful to have a job that brings so much happiness to people.

... Comes FREE with every visit!





WILLIS NOSIC N







Make any guitar on our wall a complete, ready-to-play package with this accessory pack including a 15w amp, gig bag, tuner, strap, headphones & picks! LIST \$129

Low Price Guarantee! We match competitors' verified prices

580

#17GA09

Ibanez

jumpstart

18 WATT AND











Willis proudly offers Peavey's VYPYR Series modeling guitar amplifiers, the most technologically advanced and affordable guitar modeling amplifiers available. With double the processing power, models and effects, the VYPYR Series dramatically redefines the power and scope of modern guitar amplification





Guitar Amp Simply plug this palm-sized headphone guitar amp directly into your guitar and enjoy serious guitar tone anywhere, anytime. Available in 3 different sound styles - Vox AC30. classic rock & metal. #VXAP....

VO)

#FE233010 LIST \$200 OW ONL

1950's two-tone cosmetics Features a high-agin preamp circuit with a choice of high or low gain inputs. An external speaker output jack allows you to use a larger speaker cabinet. You could pay 3 to 4 times as much for a boutique all-tube amp, but why when the original is so affordable?

SAA99



Low Price Guarantee! We match competitors' verified prices

Guitar Amps



New to Willis Music

in our Hurstbourne store only. Been dreaming of the ultimate tone but having no luck getting it? The tone gurus at MESA BOOGE understand & their only goal in life is to resolve this problem for you! The engineers that hand build every MESA amp strive for perfection in sound and performance, and anyone who's ever played on one can tell you "perfection" is the only word to describe the result. Stop feeling unsatisfied with your gear & start crafting YOUR TONE. Come by and take a MESA/BOOGIE amp for a test drive today and be ready to be knocked out by the sound!

ENGINEER







Effects Pedals





"The Boss ME-25 has powerful COSM amp models to help you create your own sound. The super stack feature adds low end punch. You will have free access to a downloadable library of software and it includes Sonar 8.5LE recording software." — Joe Yoakum. Thi-County.

Iban<mark>ez</mark> Tube Screamer

- A reissue that's just like the original!
- The same components, housing, and crankin' overdrive that made the original one of the all-time classic pedals
- Guitar Player called it "the best"



tc electronic Polytune

- Poly-Chromatic Tuner Pedal
- An entirely new way to tune your instrument
- Extremely accurate as well as a true bypass circuit



Vocalist Live 3

• 3-Part harmonies & real time pitch correction for guitarists

#SGVL3

- Wraps your vocals in warm, natural-sounding harmonies for a full, professional sounding vocal
- Automatically follows chord progressions from your guitar
- Pitch correction and other effects like warmth, compression, EQ, reverb, delay, built in

The same		
	Last and	-
27		

tune

:::DigiTech RP90

- 59 Custom and standard effects, wah pedals, amps, pre-amps, acoustic guitars & cabinet types
- Built in drum machine features 50 patterns
- 100 presets



OW ONLY





MXR M169 Carbon Copy Analog Delay



- A completely analog audio path for the ultimate in rich, warm delay
 An amazing 600ms of delay time with optional modulation
- Two internal trim pots that offer user-adjustable width & rate control of the modulation
 True hard-wire bypass

LIST \$255

Crybaby 535Q

The Swiss Army knife of wah pedals. It provides control over the most important wah parameters, making it easy for you to create your ultimate wah tone. Select the frequency center of the effect, then dial in the frequency range to be swept by the pedal. From norrow and sharp to broad and subile, this powerful wah will deliver it. Once you've got your sound, make sure it gets heard

with the adjustable, switchable boost that can create endless sustain on any note. LIST \$255

2999



GATOR G-Bone Pedalboard with Carry Bag

- USA-made rigid poly-ethylene pedal board
- · Can accommodate up to 5 stomp boxes
- 9v daisy chain power supply
- Hook and loop angled surface for pedal mounting
- Convenient carry bag with accessory pocket









Unlike many other companies who buy guitars from factories and have their name put on, Yamaha crafts their guitars themselves. Here are just a few exceptional quality facts which I thought were significant:

• There are no automated machinery steps; each of the 281 guitar making steps is carried out by hand with hand tools (powered where necessary).

• More than 8 hours of work goes into each instrument, no matter the price.

• The wood acclimates naturally for up to 2 years for stabilization.

 A huge percentage of wood is returned because it's not up to Yamaha's standards and every ingredient is inspected, one by one, to make sure it's of high enough quality to make a guitar.

• The finish is applied and sanded 16 times, not just a quick 1-time run through.

I saw all these things for myself and therefore proudly endorse these fine Yamaha acoustic guitars as a Buyers Choice!

List \$320 Sale \$199.99



15



Low Price Guarantee! We match competitors' verified prices



Solid Sitka spruce top, Mahogany back and sides, Die-cast chrome tuners, Natural finish #YMFG720S

List \$460 Sale \$299.99

APX 500 Acoustic Features a thinner body for comfort, system 55T piezo/preamp and multiple color choices #YMAPX500...















Guitar Accessories





#SGPW2

ei ingebas



High quality string winder and pro string clippers all in one. A "Swiss Army knife" for guitarists

#\$66302



\$15.99

Finger Ease Fingerboard Dressing

Spray on fingerboard dressing enables faster fingering and reduces finger soreness



V-Pick

V Picks are hand finished picks that have to be tried and heard to be believed. Once you try one, you'll be amazed. The sound is bigger and fatter, both electric and acoustic. The pick movement is less from string to string, increasing speed. The unusual thickness of the V Pick strinks the amount of string to string movement and actually increases overall speed. The material never slides around, but, instead sticks to your finger.

#564422



Precisely tunes guitars, bases and other stringed instruments wing the instruments' vibrations rather than sound - no direct

sond ar electronic signal is required. Using an optimal lay positioned, highly sensitive pieza transducer and backlit LO display, you can tune quickly and accurately in noisy or almy-lit environments. Compact, lightweight design doesn't add cumbersome mass to your instrument and delivers clear riverier force many reade.





Dual Action

Capo



- Not the ordinary trigger-type capo
- Compound action reduces the force necessary to open and close the capo
- Eliminates side-pulling the strings out of tune, which is prevalent on trigger-type capos



Schaller Guitar Strap Locks and Buttons (Pair)

5564458 #564456

Kyse<mark>r Lifeguard</mark> 6 or 12 String Acoustic Guitar Humidifier

Goes right in your dreadnought acoustic guitar soundhole to provide free convection and uniform humidity distribution for your guitar. Proper humidity protects guitar wood from damage due to excessively dry dimate

conditions. Fits both 6- and 12-string guitars. LIST \$19.95 NOW ONLY

14.99

#SGKIHA



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Percussion



We match competitors' verified prices

Willis Music



New for 2010!

Rather than a single page here, we've devoted 16 pages featuring over 100 in-stock instruments at the nations best prices

You can browse it by coming into any Willis store, calling 888-594-5547 to have us mail you a copy, or check out www.willismusic.com/band to flip through an e-version.

Band and Orchestra **INSTRUMENT GUIDE**



Willis Music





Low Price Guarantee! We match competitors' verified prices





Instrument Cases

- Heavy-duty nylon exterior & polyfoam construction is strong
- Features may include backpacks, ergonomic plastic handles,



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Microphones



PROformance **Wireless**

- Advanced dipole antenna for extended range and reduced dropouts!
- Choose from one of three selectable frequencies
- Each System comes with a rugged road ready carry case!

Handheld Vocal System Now only \$129.99 **Guitar Wireless System** Now only \$129.99 Lavalier System Now only \$159.99



Recognizable by name and reputation, Shure PG, SM, Beta, and KSM microphones feature rock-solid electronics tailored for smooth, clean sound.

Built-in adjustable stand mount



• Four custom engineered cardioid dynamic mics • UHF frequency agile

- 90 selectable frequencies Road-ready metal construction
- 8 different systems available
- Includes carrying case





Beta58A*

performance

\$15900

Beta87C**

vocal, premier performance \$24900

vocal, premier

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Low Price Guarantee! We match competitors' verified prices



