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**Curtis ('Pick 'em') Peckham is ready to welcome you to Reid Music. Come and see (and hear) their guitar collection.**

## At a Glance

- ✓ *The best musical instruments money can buy*
- ✓ *Over 200 guitars in stock; a very good representation of Yamaha acoustical and digital pianos and a selection of church organs*
- ✓ *Reid Music will match any competitor's advertised prices*
- ✓ *Local, personalized service*
- ✓ *"Ask us" says Junior Reid. "We are here to help. We know our products and we are proud of our service."*

## Making contact

**Reid Music: 835 Topsail Road  
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Email: [shop@reidmusic.com](mailto:shop@reidmusic.com)  
Website: [www.reidmusic.com](http://www.reidmusic.com)**



**The Reids' Newfoundlands are popular (and friendly) 'Public Relations officers' at the music store!**



**View of the front facade of the store and showroom, Topsail Road.**

## Over 17 years, the Reids have built a whole world of music!

Junior Reid leans back in his chair and does a little reminiscing. Reid Music has changed a lot in its 17 years. Looking at it today, it's hard to believe what it was like when it started:

"I remember the first shipment of product I ordered, I put it on a credit card - and the total was \$2,600!"

When you consider that Reid Music - with its instrument sales and service, its lines of some of the best names in the music business, and its program of classes - is virtually an institution in this Province today, it makes you shake your head in disbelief when Junior also says, "my first showroom - if you could call it that - was 230 square feet! Today, we operate with nearly 5,000." And it was a one-man operation when it started. Today, Reid Music employs 14 people.

**ALL OF THIS** goes to show that whatever your wishes in music today, Reid Music is able to help. Their products range from beautiful Yamaha grand pianos, to Rodgers church organs, they include the names Martin, Epiphone, Traynor, Fender and Gibson in their line-up. There are drum sets, acoustic and digital pianos, banjos, amplifiers and traditional instruments.

Sales and service keep the staff jumping. But there is also a lot of activity at the Reid Music instruction division. They operate five one-on-one studios, two Yamaha Education Program studios (drums and keyboard (for kids 4-9); they have eight teachers including trained/certified Yamaha instructors who constantly update their skills.

**BUT THERE'S EVEN MORE** to the Reid Music story. Junior notes that the way they do business has helped build a strong name for the company:

"We don't believe in gimmicks and trade-offs. Very simply, we carry excellent products and we stand behind them. At the same time, we also believe in strong personal service. All of us here in the business

feel a commitment to what we are doing. "Customers appreciate that. "And it sets us apart."



**Junior and Gina Reid (and Vanessa Reid, insert photo) operate a 'hands-on', personalized service. The company has grown tremendously in its 17 years.**



**View of the guitar display. Reid Music carries Fender, Gibson and other renowned names.**



**Jordan Peckham**



**Some of the pianos and electric keyboard instruments on display at Reid Music. They carry some of the best names in the business and it is Reid Music's policy that they will not be undersold - they will match any advertised price of any competitor. In addition to instrument sales and service, Reid Music offers classes - they have five one-on-one studios, two Yamaha Education Program studios and eight instructors. Details on classes in article above.**

**In this space tomorrow: Pippy Park**