

NEWS FROM

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TODAY'S PIANO TUNER NEEDS TO BE HIGHLY TRAINED TECHNICIAN

Fine pianos are still manufactured very much like those of the past. However, maintaining and tuning today's instruments now requires the skills and knowledge of highly trained technicians.

"It's not that modern pianos are of a lesser quality or in need of more servicing than their ancestors," says LYN ROSS of FRANK & CAMILLE'S KEYBOARD CTRS, "but the ever increasing demands of today's musicians have created a need for expert technicians."

DAVID TABACHNICK as just returned from a week-long seminar that teaches the most advanced piano tuning, regulation and voicing. This professional training seminar is conducted by Yamaha International Corporation at the Company's national head-quarter's in Buena Park, California. DAVID TABACHNICK will now be able to offer customers the most competent, up-to-date service available.

All phases of tuning and regulation of pianos are covered at the special Yamaha school. The program is designed to train a technician capable of complete analysis and regulation of pianos that will satisfy even the most discriminating player. In addition to tuning pianos, the technicians are able to relate to the artistic

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needs of pianist and provide them with greater control, custom touch, and a more dynamic range. The technician literally controls the "sound" of the instrument to please the player.

No longer do piano tuners learn their trade through years of personal instruction at a factory from a master. And, there are only a few schools in the country teaching piano tuning today. Some manufacturers and some colleges offer basic lecture series. In order to provide today's demanding players with these skilled technicians, YAMAHA offers this highly specialized school. Considered among professionals as the first and best of its type, only eight student technicians attend each seminar. The sessions are very intense, offering individual hands-on instruction.

"Unlike most consumer items, a fine piano is expected to last a lifetime," says **DAVID TABACHNICK**, "and the chances of the instrument providing a lifetime of service is excellent if the consumer starts with a quality piano and has it attended to on a regular basis by a professional piano tuner/technician."

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