

NO BULLETIN



534 St. Peter Street St. Paul, MN 55102 651-225-8888
 www.capitolguitars.com

Special Points of Interest:

- If you DON'T WANT TO CONTINUE TO RECEIVE our monthly newsletter, just e-mail us (news@capitolguitars.com) and write "Stop" in the subject line.
- If you know SOMEONE ELSE who would enjoy this newsletter, just e-mail us (news@capitolguitars.com), write "Add" in the subject line and give us their e-mail address(es).

Is Your Guitar Worth \$1,000,000?

Okay, so maybe it's not. A better question is "How can I MAKE my guitar worth a million? Here's a simple, easy 5-step way to do it.

#1: Buy a guitar from Capitol Guitars. (If you don't have a guitar at all, you can't have one worth anything.)

#2: Start a rock band. (If you're already in a band, you're on the right track.)

#3: Get enormously famous. (No one said getting the million was going to be easy.)

#4: Don't destroy your guitar. (Smash it or burn it onstage and you end up with a stack of sticks and wires or a pile of ashes worth squat.)

#5: Sell it on eBay and retire.

Don't believe it? Take a look at what *Guitar World Magazine* called The World's Most Valuable Guitars in its May 2005 issue. Every one followed the 5-step plan (Except for the part about buying from Capitol Guitars. And the one about selling on eBay. And the part about retiring.)

Eric Clapton's "Blackie." Eric bought it in Nashville in 1970, used it on tour from 1974-1985 and on mega hits like "Cocaine" and "Wonderful Tonight." It sold at auction for **\$959,500**. (Probably could have got more on eBay.)

Jimmy Page's #1 1958 Les Paul. You can hear this axe on classic recordings from the 70s, including "Black Dog" and "Rock and Roll." *Guitar World* values it at a handsome **\$1,900,000** (Visa and MasterCard probably accepted.)

Jimmy Page's ES-1275 Doubleneck. Can't afford \$1.9 mill? This one can be your starter guitar, valued at a mere **\$1,500,000**, as Page continues to show how to turn Led into gold.

David Gilmour's #0001 Strat. Combine the 0001 number with Gilmour's rep and this elderly (over 50 years old), pre-owned model can be yours for just **\$1,000,000** (plus shipping and handling, no doubt).

(continued on Page 3)

From the Owners

We can only be successful if we can run our store like you guys and gals — our customers — want it to be run. So e-mail any suggestions or questions you have, like a "wish list" of what you're looking for or your frustrations with other music stores or events we can help sponsor. We'll continue to try to meet your needs.

We're also actively trying to become a leading distributor for the local music scene. This area has lots of great bands and we want to feature your CDs and DVDs. Stop in and drop off a few copies. You might also want to buy a CD from **The Come-Ons**, **Invasion Earth**, or **Vertigo Joe** from our current local band collection.

Thanks again for your business!

Eric Berg
 Billy Bergeron

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"Dude! This St. Paul guitar store rocks!"

Minneapolis Star Tribune article about Capitol Guitars, March 19, 2007

ATTENTION LOCAL BANDS!!!

Bring Us Your CDs or DVDs!!!

If your band has recorded a CD or DVD, we'll help you sell it. Just bring in a few copies to Capitol Guitars. We'll take it on consignment, display it and pay you for any copies we sell.

THE INSIDE STORY **MICHAEL KELLY GUITARS & BASSES** Info courtesy of Todd Rockfield

Just what we need — another guitar company. That might have been the reaction from some when Michael Kelly Guitars began production a mere eight years ago. But Michael Kelly Guitars was founded with a simple yet sensible mission: to provide better value, dollar for dollar, than any comparable brand. Not cheap or inexpensive — just more VALUE!

They started out designing and building acoustic basses and man-

dolins, but soon expanded to grab more than their fair share of the electric and acoustic guitar market. Especially intriguing are the company's hybrid acoustic/electric guitars (switch from one to the other or play both at once!), and their great five-string bass selection.

Has their value-based mission succeeded? Here's what *Guitar Player* magazine says: "The Valor Custom is a 'burst-flavored work-

horse that comfortably rivals many instruments costing a fair chunk more."

Insider Info! Don't tell anyone, but there *is* no Michael Kelly (the name's a combo of the originator's son's and daughter's names).

Todd Rockfield is Product Manager for Michael Kelly Guitars.

CAPITOL GUITARS is an Authorized Dealer for Michael Kelly Guitars. Stop in to check out a variety of models, styles and price ranges on Michael Kelly guitars and acoustic basses.

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CAPITOL GUITARS |||
 Custom tailored
 to meet **YOUR**
 needs and interests!
WEEKLY LESSONS
\$17 PER 1/2 HOUR
Call for info
and availability!
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CAPITOL GUITARS
USED GEAR JUST IN!
 BC Rich Mockingbird NJ Classic Guitar. Neck-through body; Natural finish; Includes BC Rich Coffin Case. Yours for only \$379!
 Washburn DD70 Maya Guitar. Made in the USA; Autographed by Dan Donegan of Disturbed; Gun Metal Gray finish. Just \$599 (with gig bag)!
 1968 AMPEG BT-140 Bass Amp. 100 watt head with matching 2 X 15" speaker cab; Loaded with original JBL D140F speakers. Vintage and rare! Only \$499 for the whole package!
Our used gear selection changes all the time. Check us out often!

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CAPITOL GUITARS |||
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 • Tube Testing/Replacement
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CAPITOL GUITARS
features these fine brand names:
GUITARS: Jackson, Schecter, Washburn, ESP, Michael Kelly, OLP
BASSES: Traben, Jackson, Schecter, Washburn, ESP, Michael Kelly, OLP
AMPS: Marshall, Randall, Ampeg, Orange, SWR
PICKUPS: Seymour Duncan, DiMarzio, EMG, B-Band



Worth a Million

(continued from Page 1)

Paul McCartney's Hofner Bass. So we cheat a little and include a bass. If you're normal, this ain't for you — it's a left-handed model. But if you're a southpaw with a little spare ka-ching, pick this one up for only **\$3,500,000.**

Jimmy Hendrix's "Woodstock" 1968 Strat. If you saved the money you made flippin' burgers at McDonald's, you can try to buy the Most Famous Strat In Rock History from Microsoft billionaire Paul Allen. (He's from Seattle — call Directory Assistance). Ask nice and offer over **\$5,000,000.**

For those of you who are more the Wal-Mart shopper type and want to buy instead of going the 5-step route, these price tags are probably out of your price range. The good news is there are

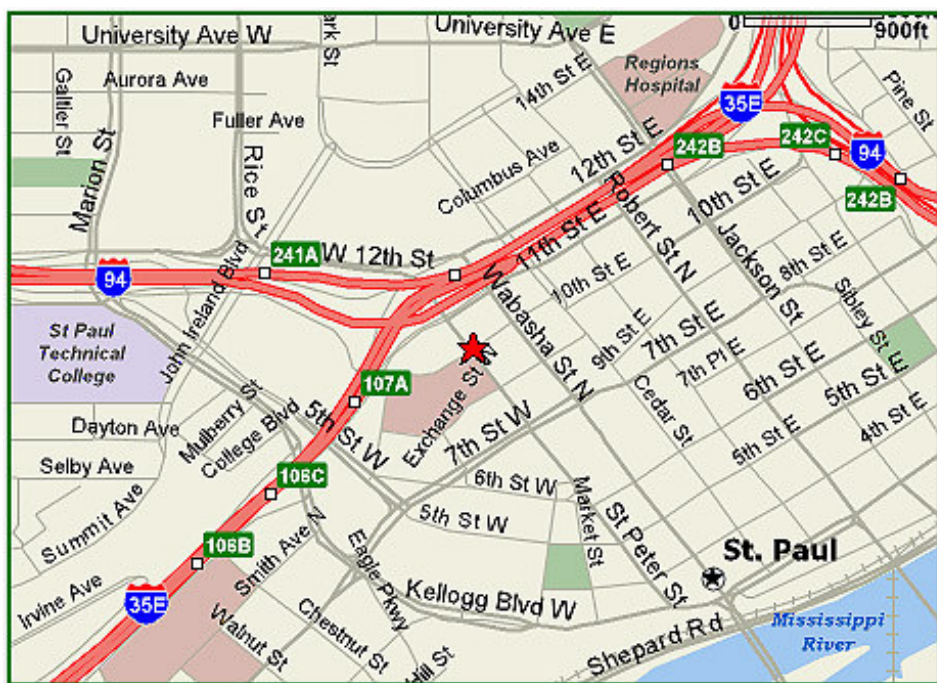
several Blue Light Specials on the Most Valuable list.

For example, you can probably pick up **Brian May's "Red Special"** for about \$500,000 or **Stevie Ray Vaughan's No. 1 Strat** for \$600K. Still too much? All right, you cheap bastard, try **Kurt Cobain's Fender Jag-Stang** (part Fender Jaguar, part Mustang) for a paltry \$190,000.

So there's the proof — it's been done before and will be done again, hopefully by you if you just follow our 5-step plan.

Just remember — #1 is the first and most important step of all. Stop in and see us at **Capitol Guitars** — and don't forget about us when you hit the million dollar mark.

HOW TO FIND US — OR CALL 651-225-8888 AND WE'LL GIVE YOU DIRECTIONS!



On-Your-Way-to-a-Million \$ Opportunity!?!

You've got to start somewhere, and CAPITOL GUITARS has a great way to jump start your collectible collection. Check it out!

1987 Gibson Custom Shop Les Paul Guitar

3 Pickups; Kahler tremolo; White finish; Original case.

You can become the proud owner of this remarkable instrument for only

\$1,999!

(reduced from \$2,001)

Act fast — This is a one-of-a-kind custom axe (not a production model). Once it's gone, so is your opportunity!





534 ST. PETER STREET ST. PAUL,
MN 55102 651-225-8888
WWW.CAPITOLGUITARS.COM

OPEN LATE 7 DAYS A WEEK
Mon-Fri 11:00 am-10:00 pm
Saturday 11:00 am-9:00 pm
Sunday 11:00 am-7:00 pm

CAPITOL GUITARS is the premier store catering to the metal and rock musician. We talk your language and understand what you're looking for. Stop in, look around and talk to us — or visit us on the web at www.capitolguitars.com — or check out our eBay Store!

THIS MONTH'S SPECIAL
Michael Kelly
VALOR CUSTOM GUITAR

New and "Built on Sound," the Michael Kelly Valor is a force to be reckoned with! Built with a "no compromises" approach, this double cutaway packs features and tone more associated with axes costing two to three times more! It's time to try something new and break the mold! See and hear for yourself why your next axe should be a Valor Custom!

Specifications: Set-neck construction; Mahogany body; Solid maple cap with flame maple; Mahogany neck; Ebony fretboard; 22 medium jumbo frets; Valor "V" inlay in abalone and pearl! TonePros fully adjustable wraparound bridge; Grover tuners; Rockfield SWC direct mounted pickups.

In Stock Now at Capitol Guitars for ONLY \$499!!



Andre's Treehouse: What Do I Need a Trademark For?

A regular monthly column from Andre Fischer, McNally Smith College of Music



This issue has recently caused me a lot of time, money and stress, and I would suggest that you visit the government website for trademark and copyright at www.uspto.gov.

First of all, a trademark is a word, symbol or a combination of both, which serves to identify and indicate that your band and/or company is the source of your product or goods. Trademarks are valuable assets of your company or group and should be protected. In the USA, the ongoing use of a mark is required to maintain trademark rights. When you use it in the ordinary course of trade (playing a gig, selling your band's CDs at a performance, advertising your group's activities, etc.), it is required to obtain a federal registration. Similar use is required to maintain the registration, and continuous use for at least five years is required before a registration can become uncontestable. Please be aware that all rights in a trademark may be lost or cancelled if there is no commercial use of the mark for a long period of time (three

years or more) and if usage of the mark is discontinued with no intention of use or resume use.

Trademark bullet points to remember:

1. Prior Internet trademark searching and clearance avoids future problems.
2. Trademarks should be distinguished from other words in printed materials; trademarks should be capitalized and notice given of their status.
3. Register and maintain your trademarks; consider filing intent-to-use (ITU) applications to reserve rights in your proposed marks.
4. Ongoing use of each mark is crucial.
5. Consider trademark registration in foreign countries and as Internet domain names.
6. Have a responsible person in your organization supervise your trademarks.
7. Have an attorney or law firm with personnel versed in trademark and copyright issues.

Don't forget to always exude a professional attitude and approach business encounters with tact and respect. The more you know, the more you are in control, and the less you're at the mercy of others. Need to know more? You can contact me by e-mail: afischer@mcnallysmith.edu. As I always say, "Don't get me started!" Stay tuned and we'll talk again.

— Andre

Andre Fischer is Dean of Music Industries at McNally Smith College of Music in St. Paul.

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