



MODULUS GRAPHITE

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GRAPHITE GAZETTE

1994

SPECIAL "J" ISSUE!

We didn't plan it that way, but this seems to be developing into an issue revolving around the letter J. Besides the fact that many of Modulus' best salesmen have the initial J in their name (see page 2), there's been a lot of work in the Modulus laboratory on instrument designs in a 'J' theme. I guess every letter gets its time in the spotlight; it seems to be J's turn right now!

THREE WAYS TO ACHIEVE "J-NESS"

In response to a lot of vibrations (low frequency of course) we get from the grapevine, we've been working on a few variations on the 'J' theme.

THE VINTAGE APPROACH

Modulus has been making J replacement necks for well over a decade. Some of the most recent artists to use a Modulus BASSSTAR replacement neck on their instruments include Jeff Ament of Pearl Jam, Hutch Hutchinson of Bonnie Raitt's band, and Sting. Modulus has also brought back the BASSSTAR Special J bass back for an encore. Featuring traditional body, pickups, pickguard, and control plate, along with a genuine Modulus replacement neck, this bass is pure comfort to anyone reared on Jazz Basses. As a matter of fact, anyone with a P or J style bass can transform it with a Modulus replacement neck; just ask any of these artists!

THE M92-J BASS

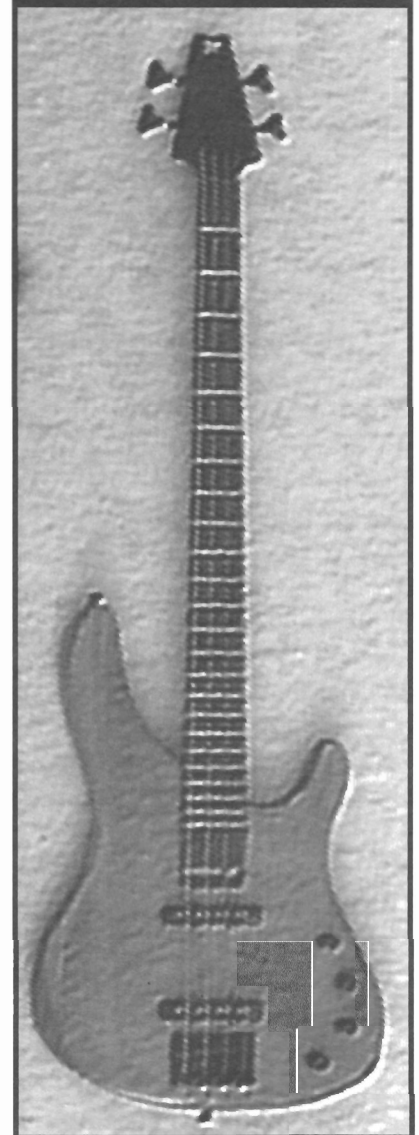
The M92 bass is well suited to the 'J' approach' due to it's stylish retro pickguard assembly. This model combines the classic Modulus look, the M92's stage appeal, and the voicing of a pair of single-coil J pickups.

NEW SPi-J BASS

The goal was to provide 'Maximum J-ness' without sacrificing any of the advances of the SPi design. What we've come up with the SPi-J model.

Basically, what you get with the SPi-J bass is a traditional look, with the full-blown, no-holds-barred features of the SPi. The neck is identical the the SPi-Custom series, including the Integrated Neck Joint™, the ultimate in heelless detachable neck design. What you see in the picture on the right is the first new SPi-J made. It's so new, it even features prototype electronics! Along with EMG's brand new JV pickups (pole piece magnets, advanced preamp design) this prototype has the very first, as yet unnamed, 3-band bass equalizer. Humming along at 18 Volts, this bass is no retro slacker, but very pleasing to the eye at the same time. Wolf in sheep's clothing indeed!

SPI-J BASS



EXCLUSIVE MODU-CAM PREVIEW!

The new SPi-J Bass as seen through the eyes of the ModuCam! Quickly digitized by the Modulus Techno-nerd department to bring you the latest news. (High-resolution scans coming soon.)

SECRET TO MODULUS SALES: GOT A 'J' ?

TOP MODULUS SALESPEOPLE GO BY THEIR INITIALS, ALL HAVE 'J'

Is it a coincidence? JD, JP, and PJ all represent dealerships which are in the Top Five for Modulus sales this past year! How are they so successful in getting Modulus basses on the street and stage and in the studio? Is it their names . . . or is it highlighting the product features so the instruments can do their own talking?

MUSIC CITY SALES

At Corner Music in Nashville, JD is single-handedly responsible for getting Modulus in the hands of the top studio and touring musicians there (see sidebar). "Everybody loves the low-B on the five- and six-string models," says JD. "They're crazy about the extra one inch on the scale length and the comparative value of the instruments. The low-B records marvelously and doesn't get lost in the mix."

He also mentions how easy it is to set up in the studio with EQ and level settings. "With some of my customers doing 3-4 sessions daily, the set-up time really makes a difference." He notes that producers have gotten used to the Modulus basses to the point that they now have Modulus 'settings' they can dial up at the beginning of a session. Also a lot of east and west coast producers are coming around to Modulus for the first time. "In a town where tradition is everything the high-tech, active, big hot-dog Modulus bass doesn't scare 'em."

In Music City the basses are described as 'deadly' and 'awesome.' At Corner Music, the top-grossing Modulus dealership in 1993, we share wall space with such respected nameplates as Pedulla, Tyler, Ernie Ball/Music Man, Kubicki, and Rickenbacker. JD likens the customer selection process to a beauty pageant. "I put the customer in the ring with all the basses, get out of the way, and remain available to answer questions. Whoever is left standing is the winner. Usually the Modulus sells itself. Once a player sees the value of the Modulus bass he makes his budget fit. Since the introduction of the

affordable SweetSpot Series this has made it even easier to own a Modulus. (The M92, Prime, and SPi-SweetSpot make up the SweetSpot Series. All roar with the power of the 18v EMG-DC pickup and active bass and treble circuitry.) "And," he adds, "the Modulus catalog is getting broader all the time."

LONE STAR SALES

Southwest of Tennessee in the Lone Star state, JP is holding down the fort at Speir Music. Located in Garland, TX just outside Dallas, JP and Speir have made Modulus the buzzword in North Central Texas and beyond.

According to JP, there are three reasons why his customers choose Modulus over such respected stablemates as Tobias and Ken Smith. "They like the lifetime warranty on the neck itself along with the fact you don't have to adjust it." Secondly, many of his

customers tune down a half-step and the Modulus neck "won't mess up." More sound options are the third reason why more Texans are selecting Modulus than ever. JP sells a lot of instruments with the Bartolini NTMB option. This gives three discreet tone controls; one each for treble, mid, and bass. Also on the four- and five-string models Modulus offers the custom-wound triple-coil MBDE pickup as an option. It allows you to switch between single-coil w/ hum canceler, series or parallel. "My six-string customers dig the P56C's also." These four-coil pickups offered as an option on six-string basses can be switched from series humbucker to traditional and reversed split-coil 'P' settings.

JP also adds, "Generally speaking, the custom-order time is very responsive for a 'limited-edition' bass." Many of the basses that Speir's has ordered have had exotic tops such as burl, mahogany bodies, multilam center-strips, or horizontal laminate 'pin-stripes,' so his customers can get something one-of-a-kind.

PJ IN DC WITH MGI

In D.C., PJ's customers at Veneman's Music go for Modulus because of many things, but the one that gets mentioned first the most is the SPi neck. "They love the shape and the stability of the neck," says PJ. "People are attracted to the romance of a small, yet high-profile company like Modulus. It is a major-league player in the league of hand crafted

(Continued on next page)

*Session Ace
Bob Wray and
his studio-ready
M92-5*



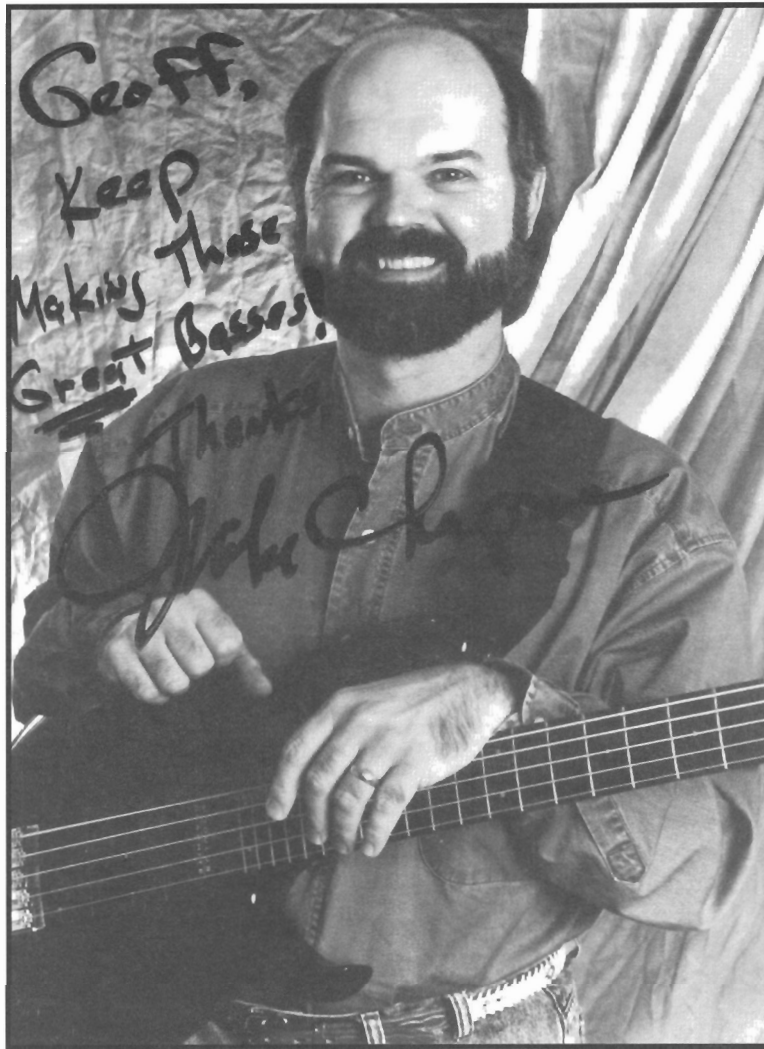
NASHVILLE CATS SWING TO MODULUS TIME

The 'A-team' of players in Music City, USA are enthusiastic Modulus users. Of the five first call players, three are regular Modulus users. And according to Music Row magazine, Nashville's music industry publication, two Modulus users (Mike Chapman and Glenn Worf) were voted nos. 1 & 2 respectively as the Top Two Bass Players for 1993!

Mike Chapman, who used his Modulus SPi5-Custom on Garth Brooks' number one hits, "Shameless" and "Somewhere Other Than the Night," currently holds down the bass recording chair in that band. He has also toured with Levon Helm and the Muscle Shoals All-Stars. Besides Garth Brooks, Mike has recorded with the likes of George Jones, Brooks and Dunn, Dolly Parton, Sammy Kershaw, Kathy Mattea, and Joe Diffie. Glenn Worf plays and records regularly with Alan Jackson, Tracy Lawrence, and Trisha Yearwood.

Another member of the 'A-team' is Bob Wray. He is strictly a session artist and has played on over 100 number-one country records! Besides hearing Bob and his Moduli on recent Tanya Tucker recordings, he is the bass player on the current music-based Taco Bell commercials and on many Coca-Cola spots.

Bob uses a Modulus M92-5 or an SPi5 fretless 90% of the time. "It's a real dream to play because of the tone and playability, the range of notes, and the B & E strings. I love the 35-inch scale." He also works on many soul and R&B projects including Etta James. "I love that 35-inch scale," Bob intones. When Modulus founder Geoff Gould visited Nashville last summer, he was pleasantly surprised to learn from Bob that the M92 was a great recording bass as well, since it was primarily designed as a performance bass. It seems as if the same properties that help it cut through on stage also help it stand out in the studio mix.



Top-ranked bass player Mike Chapman with his Quantum SPi5.

instruments." Other players in the high-end Veneman's league include Spector, Fodera, Music Man, and G & L. What makes Modulus an winner?

"The low-B factor!" remarks PJ. "It has the tightest, most focused B-string in the business." Another criteria for the selection of a Modulus is the very even response from top to bottom. "The tone is also well suited for slapping and popping and finger-style playing also." To sum it up, PJ says, "people are in love with the Modulus and it keeps them coming back to our store as satisfied customers."

NON-J IN AZ

Though Lee Miller does not use his initials, his do succeed 'J' in the alphabet. Lee manages the Bass Place in Arizona and in a recent MMR article named Modulus his up and coming line for 1994. "We search at NAMM every year for quality products and we've yet to find anything better. The workmanship is

great and the tops are exceptional." In Lee's opinion, besides being a fine bass, graphite is the product, the product is sound, sound is the scale length, and scale length is a clean, clear B-string.

The Bass Place also likes the ease of maintenance and the EMG pickups, which are sturdy and clean. Lee also adds, "It is easier to travel with and you don't have to worry if it rained last night when you wake up every morning. The Modulus instruments get better and better all the time."

Well then, is it the inclusion of the letter 'J' and using your initials as your moniker? It doesn't seem so. When a person feels, plays, listens to and knows about Modulus, more often than not she/he will select one.

In addition to the three 'J'-team dealers listed above, Michael Hawkins' First Bass and Daddy's Music round out the Top Five.

SALES BREAKDOWN BY MODEL

WHAT SHOULD A SUCCESSFUL MODULUS DEALER KEEP IN STOCK?

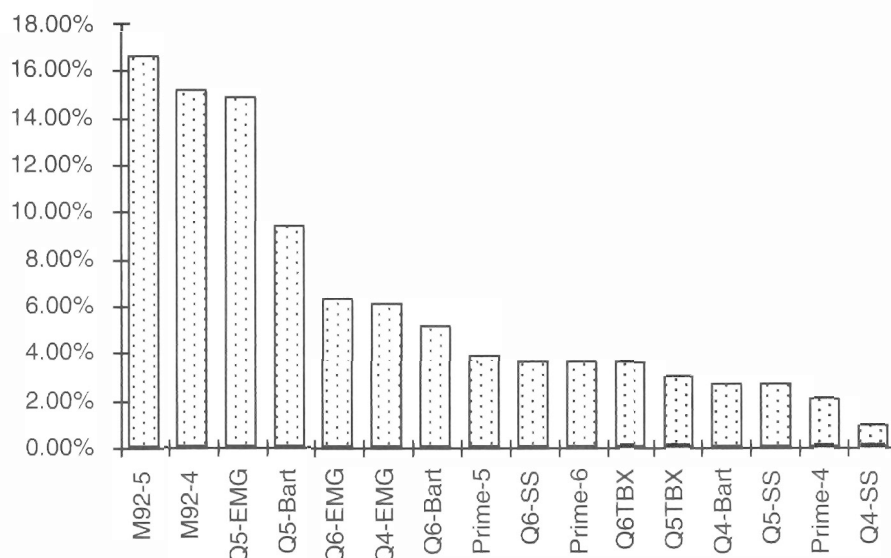
Because Modulus' patented graphite neck works so well in so many applications, we felt it was important to share with our dealers an analysis of the different types of Modulus basses sold in the last year. While some of our dealers focus on specific types of basses (our Knoxville dealer has zeroed in on Quantum SPi-6 basses with Swamp Ash bodies and Bartolini pickups for example!), the most successful dealers keep an assortment of styles around that reflect the basses we build, month-in, month-out.

One of the first things you notice on the chart is how successful 5-strings are. When all styles are combined, 5-strings account for more sales than all others combined, with 6-strings being roughly equal to 4-strings. Some new dealers who are unsure about what to buy will often choose a 4-string first, since it is the more traditional bass, and a lower list price. Geoff cautions against an overly-conservative opening: "Since even our lowest-price bass is high-priced by some standards, the people who are potential customers are already, by definition, ready for something new. The 5-string is clearly the heart of the line. Many dealers have also been surprised at how quickly the 6-strings sell, even in areas of the country described as 'traditional' or 'conservative.' I think the numbers clearly show a place for the 6-string."

It's also interesting how the numbers stack up regarding pickup choice. We've found that most players already characterize themselves as an 'EMG-player' or a 'Bartolini-player.' What we usually advise, for example, is that in 5-strings, dealers should try to keep at least one EMG, and one Bartolini 5-string in stock at all times. There are different players for these two systems.

Modulus is always available to discuss stocking strategies; we've been tracking professional bassists' tastes for a while, and are happy to help.

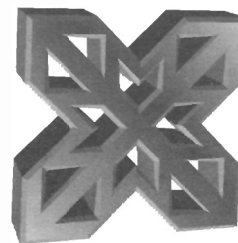
Model	% of total sales		% Bartolini	% EMG
<i>All SweetSpots*</i>		% of total SS sales		
5 String	23%	48%		
4 String	18%	37%		
6 String	7%	15%		
*incl. M92, Prime & SPi-SS				
<i>Q(SP)i-Custom</i>		% of total SPi-C sales		
5 String	25%	54%	40%	60%
6 String	12%	26%	40%	60%
4 String	9%	20%	33%	66%
<i>TBX</i>		% of total TBX sales		
6 String	4%	56%	54%	46%
5 String	3%	44%	33%	66%
4 String	0%	0%	0%	0%
			avg. TBX Barto/EMG is 40/60 also!	
<i>All "SweetSpots"</i>				% of total sales
(M92, Prime, SPi-SS)		47%	All 4 Strings	27%
<i>All SPi-Customs</i>		46%	All 5 Strings	51%
<i>All TBX Thru-body</i>		7%	All 6 Strings	23%



note: Prime series introduced at Summer '93 NAMM and Q(SP)i-SS introduced 11/93.

KEEP THE STRINGS "IN STOCK!"

Since Modulus basses utilize the 35" scale length (one of the main selling points by the way!) Modulus players need to have somewhere to go to restring. Please call Modulus or your Sales Rep for ordering information on these important products.



Special 3-D Modulus logo created by Don Pasewark. Don is the happy owner of a Quantum 6 TBX.