



Royal Music
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864 Route 37 West
Toms River, NJ 08755

Royal Page

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How to Get an Organ Transplant

Upgrading your current instrument for something a bit fancier can add a lot of spice to your playing. There's no magic involved, better instruments just sound better.

When considering upgrading, keep the following things in mind:

- Age of the instrument
- Placement in line
- Degree of step
- Reputation of dealer
- Trade value

A good rule of the thumb is to always buy an instrument newer than yours. The more modern the instrument is, the better sound quality it will have. If your instrument is 20 years old, then even something 5 years old will sound a lot better.

All electronic instruments are built in lines. Each manufacturer has a different number of instruments in their line. If your instrument is relatively new, (less than 5 years old) when you upgrade make sure you move to a higher placement. If your instrument is over ten years old, anything new is a step up. Our smallest spinet organ has more sounds and backgrounds than any ten year old top of the line model.

Deciding the degree of step is something you must do for yourself. It must balance some very important issues. You should always buy the best instrument that both your conscience and budget will allow.

Some people limit their upgrade to only their budget. These people usually trade with great frequency, sometimes going through many, many instruments. One

(Continued on page 2)

Roland AT-800: Atelier Organ

The Supreme Organ Playing Experience

Features

Luxurious cabinet, finished in natural wood...control panel, softly lit...not only is the form elegantly superb, the advanced sound source is as impressive as it is expressive. From the multidimensional RSS reverb output, which can give your room the ambience of a cathedral, to the luxurious large color LCD touch-panel — the AT-800 Atelier organ provides a supreme organ playing experience.

- The physical Harmonic Bars provide authentic, hands-on control for expressive organ playing
- Perfect Organ, Symphonic and Orchestral sounds includes gorgeous pipe organ voices derived from acclaimed RODGERS digital classic organs
- Acoustic-instrument expression with new Articulation Voices using Roland's unique SuperNATURAL™ technology
- Easy-to-use control panel based on traditional organ playing principles and larger color LCD monitor with touch screen function
- The rhythm function automatically adds ultra-realistic accompaniment, letting you play with a virtual backing band of world-class musicians
- The D BEAM controller offers magical expression by moving your hand over the invisible beam
- Quick registration from the hands of world-class organists and convenient Music Assistant functions
- The USB host port supports USB memory key and FD-01A USB floppy disk drive for easy data storage and transport
- Playing back VIMA TUNES with optional CD Drive, you can enjoy attractive slideshows and lyrics with music



More Info

(Continued on page 3)

Play Music Everyday
 My words are rather simple,
 To the point, I would say.
 Don't give me any bologna,
 Just play music everyday.
 My prescription will do more
 To cure your body's ills,
 Than visits to your doctor,
 Or taking tons of pills.
 Playing music everyday,
 Is simply just the best.
 Where else will you find *bars*,
 And be told to take a *rest*?
 The *staff* is always there to help you,
 Read the *notes* and *chords* of late.
 And where else will you find *scales*,
 That will never give you your weight?
 Exercise for mind and body,
 Keeps one *sharp*, the other *flat*.
 Playing everyday will come *natural*,
 I can guarantee you that.
 You'll see a *tie* on occasion,
 But you're allowed to *slur* and *repeat*.
Accidentals sometimes happen,
 And you can even miss a *beat*.
 No excuses will I accept.
 Well.....just one, I dare say.
 You are excused from playing only,
 If you happen to pass away.
 After many years of playing,
 I must tell you just once more....
 Just play music everyday,
 For I know more than just the *score*.

(Continued from page 1)

customer bought 38 instruments in 11 years.

As a rule, I usually tell someone to buy an instrument to grow into, much like buying clothes for a child. It's better to have some room to grow. Also, you should look for an instrument to last you around three years. The instruments are made to last a lifetime, but after a few years of the same features a new instrument always sparks up your playing a little bit. Puts some of the fun back into everything. If you've had your instrument more than three years you should really consider upgrading it. Plus trading every three years or less provides maximum trade value.

Purchasing from a reputable dealer should go without saying, but it's a good reminder.

My grandfather always said, "If it's too good to be true, it's not true." Recently I met someone who upgraded a thirty year old instrument. They told me they got three times more than they paid when they traded it. If someone offers you an outrageous trade allowance, then their price was too high to start.

The troubadours at Royal Music are schooled in guiding you to the proper instrument for you. When the time comes to upgrade they will find the instrument that best suits your playing ability, your budget and your conscience. That is the Royal Music way.

© 2004 by Linda Fox - The Poem Zone
 "Poetry for Any Occasion"
 (732) 349-2088 PoemZone@aol.com

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Upcoming Specialty Classes:

Saturday April 5th	11:00 am	Roland Organ Workshop
Saturday April 12th	11:00 am	Keyboard Club
Saturday April 19th	11:00 am	Roland Organ Workshop
Saturday April 26th	11:00 am	Play Any Organ (All Brands)
Saturday May 3rd	11:00 am	Roland Organ Workshop
Saturday May 10th	11:00 am	Keyboard Club
Saturday May 17th	11:00 am	Roland Organ Workshop
Saturday May 24th	11:00 am	Play Any Organ (All Brands)
Saturday June 7th	11:00 am	Roland Organ Workshop
Saturday June 14th	11:00 am	Keyboard Club
Saturday June 21st	11:00 am	Roland Organ Workshop
Saturday June 28th	11:00 am	Play Any Organ (All Brands)

Other Special Dates:

May 17th Royal Music is 15 years old!
 Wednesday June 18th RIVERLADY Dinner Cruise



We appreciate your
 comments, notes, letters
 and e-mails.
 Mail 'em to ...

Royal Music
 864 Route 37 West
 Toms River, NJ 08755

Or via the web ...
editor@royalmusic.com

(Continued from page 1)

Organ Sounds and Beyond

From the sound of stately classical and theater organs of the silent-movie era to up-tempo jazz and rock organs, MUSIC ATELIER provides organ sounds from around the world, letting you play any genre convincingly. You can even layer authentic Orchestral Voices with the organ sounds, creating sounds and textures that were never possible with conventional organs.

Harmonic Bar Enables Intuitive, Expressive Playing

The new physical Harmonic Bars provide authentic, hands-on control for expressive organ playing. Under the control of the Bars is a Virtual Tone Wheel voice engine derived from Roland's acclaimed VK combo-organ series. Furthermore, an individual solo bar is provided for the onboard Orchestral Voice, allowing organ sounds to be combined with Orchestral Voices for incredible textures.

Articulation Voices

With new "Articulation Voice" sound set realized by Super-NATURAL™ technology onboard, the AT-series breathes unprecedented life into Violin, Trombone, Cello, and Tenor Sax voices. Experience the most subtle and expressive characteristics of these classic instruments, including lifelike vibrato, pizzicato, portamento and other authentic nuances.

Convenience & Realtime Playability

With its simple panel layout, MUSIC ATELIER has been designed with priority given to the real-time needs of playing. Buttons are color coded according to function. Selection of sounds, voice layering and balance changes — its design enables complete freedom of expression, with all settings quickly changeable in real time.

Rhythm Section

Swing, country, bossa nova — with MUSIC ATELIER you can play along with rhythms from all over the world. The built-in patterns feature the ultra-realistic groove and feel of professional drummers. By playing simple chords on the lower keyboard, the arranger function (Auto Accompaniment) automatically adds accompaniment, letting you play with a virtual backing band of world-class musicians.

Touch-Panel Magic

To make operations easy, all models feature a large color touch-panel LCD with a quick-start guide built in. The newly

expanded screen enables often-used menu icons to be always shown on the monitor.

D BEAM Expression

An incredible feature that must be seen to be believed — MUSIC ATELIER organs let you "touch the air" above the keys to control an invisible infrared D BEAM. Waving your hand over the beam allows you to alter the sound. Amaze your audience!

Instant Storage & Recall

Your favorite voice and rhythm selections, as well as other panel settings, can be instantly recalled from internal memory. In addition, to save and retrieve your precious data externally, simply plug in a USB memory key — the global external-storage standard.

Media Features

Expand your musical universe by incorporating musical content from around the world. If you connect a USB memory key or USB CD drive, for example, you can play along with audio CDs or music stored in other formats. You can even connect devices such as the powerful SA-1000 stage amp, mics, and large screen TVs and displays. Excellent, of course, for playing on your own, but also great for home karaoke and stage performances. Use the supplied remote control to select songs and play, return, and stop, or to adjust the tempo and key. Whatever the situation, MUSIC ATELIER is sure to be at the heart of the fun.

New For 2008 Roland Atelier AT-800

*The next generation of organ technology
is available for you to see, hear, play and experience.
It is a true delight for the eyes, the ears and the fingers.*

Elegant, Expressive, Timeless An Instrument for the Ages Roland Organ — Music Atelier

From generation to generation, families around the world have filled their homes with the joyful sound of the organ. As a centerpiece of social gatherings and events, the organ has become more than just a musical instrument — it is an icon of expression, enjoyment and entertainment.

Embodying Roland's world-leading digital technology, the Music Atelier organ inherits the full, rich sound and elegant design of a traditional organ combined with the most expressive and advanced home-organ features.

For all who love the organ we proudly present the magic of Music Atelier.

Pedaling Your Way To Fame And Fortune

with Bill Ryder

Don't let the title fool you. I'm not suggesting you get a bike and start pedaling. I'm speaking of the pedals on the Roland Atelier.

Some of the best fun any organist can have in a performance comes from playing the pedals. The pedals are how we create the bass sounds and patterns of music. Now, I have spoken with many of you who feel that actually playing the pedals is way too difficult (if not impossible.) There are others who wish they could, but don't know how to begin. Fortunately, the Atelier organs allow you – regardless of your ability or desire – to produce a full, rich sound whether you use the bass pedals or not.

I'm going to suggest two ways to enjoy the bass section of your Atelier. First, if you use Music Assistant or One-Touch Program, the bass pedals will play a preset bass sound with an automatic pattern that adjusts to any rhythm style you choose by simply playing a chord on the lower keyboard. This is what The Arranger feature does.

Many times these bass patterns sound better and are more accurate than anything we could do on our own, especially those complicated Latin rhythms like rhumbas, merengues, or those from the Rock 'n Roll category. We generally use the Arranger bass in these instances because they really make us sound great!

However, some of you maybe intrigued by those "sticks on the floor" and want to try them out. If this sounds like you, there is a way to enjoy playing the bass pedals that's simple and painless.

Try this to get started - using the factory presets, select preset #3. Introduce your left foot to the pedals by depressing a "C" pedal. (The pedal notes have the same alphabet names as the keys on the upper and lower manuals.) Next, try playing a C Major chord with your left hand on the lower keyboard and a C pedal at the same time. Switch to a G Major chord and a G pedal; F Major chord and an F pedal. If you hit the incorrect pedal, don't worry about it. Sneak a peek, make the adjustment and continue. In time, your left leg will be "conditioned" to know automatically where these pedals are without you peeking. Remember, the pedal keys are in the same position as the keyboard keys.

Now, let's try it out with a song. Start by selecting a slow, ballad-type song with which you are comfortable. Hymns like "How Great Thou Art" are great for this exercise because there's no rhythm to worry about. Practice all the chord and pedal changes together slowly, then add the melody. Remember to hold the pedal and

chord until the next chord change in the music.

With a little bit of practice and patience, you will be amazed at your progress! Happy New Year and Happy Pedaling!

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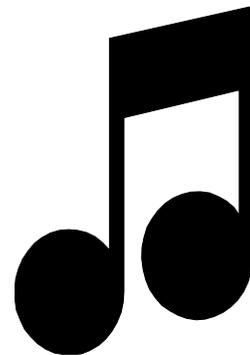
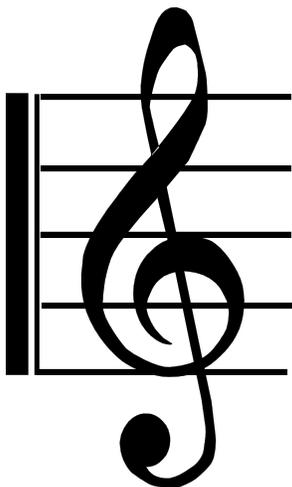
"Some of the best fun any organist can have in a performance comes from playing the pedals." – Bill Ryder

Royal Music's Annual Riverlady Dinner Cruise

Always a wonderful evening. Our annual Riverlady dinner cruise. Enjoy a full sit down dinner complimented by live entertainment and set upon the tranquil waters of the Toms River.

Cruise Date: Wednesday June 18th 6 pm
Tickets on sale: Friday May 2nd @ Royal Music

Cost \$36 per person



**Lowrey Organs
On Sale — Great Prices**

N D E B U T Y S G O K J H Y P
 O D C N A X Z R Q K P N I A S
 I Y Z V V U Z H U J Z N U D P
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CELEBRATION	HOLIDAY
CENTURY	JAMBOREE
DEBUT	JUBILEE
FESTIVAL	MXTWO
GENIUS	SERENADE
HERITAGE	STARDUST

Royal Music prides itself on offering the largest assortment of home organs in the state of New Jersey. With almost 100 organs in stock we have the models you dream about at prices that won't break your budget.

Our reputation is built upon years of serving the local community. Ask any music lover who has lived in Ocean County for a while and they will tout the praises of Royal Music. Nice people, great instruments, no sales pressure and dynamite prices: coupled with the area's most comprehensive lesson program and FREE local delivery. This is the Royal Music Way. Business the Old Fashioned Way where a handshake and a person's word truly count.

Royal Music is the only local music store whose owner is on site, available, and is also an organist. Our hope is that you can enjoy music as much as we do.

Play Music Everyday

LOWREY ORGANS

America's #1 Name in Trade-Ins

ALL MODELS REDUCED TO ROCK BOTTOM PRICES !

**Royal Music's
Twelfth Annual
Lowrey Liquidation**

over 15 Previously Owned Lowrey Organs in Stock

Prices as low as 90% off original list

Don't pay retail, many models far below book value

If you love that Lowrey sound, then Royal Music is your choice for Lowrey Home Organs. With over 15 pre-owned and nearly new Lowreys in stock we've got the models you want for prices you won't believe.

Our staff has many years of experience with the Lowrey brand, so we can offer all the technical support you desire.

This selection of instruments is a great opportunity to save \$\$\$ on the organ you've always wanted. All trades will be considered. Generous cash discounts will be granted. Special financing has been arranged including NO INTEREST !

**All
Royal Music
Lowrey Organs
include:**

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- **Warranty**
- **1 Year FREE Lessons**
- **FREE Bench**
- **Owner's Guide**



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**Next Session of Music Classes
Begins The Week of May 12th**

**Many Classes Available
Different Days / Times Depend
Upon Your Playing Ability**

**If you are not currently enrolled in
one of our music classes please
call to schedule a placement eval-
uation.**

**This will take 20–30 minutes.
To be evaluated you will play
for one of our staff and they
will place you in a class that
suits your playing ability.**

**We welcome musicians from all
music programs.**



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- **10 Week Course**
- **Learn 6–8 Songs**
- **No Instrument Needed**

**\$49.95 includes:
10 Class Lessons,
All Materials & Practice Time**

*If you don't want to take years of
organ lessons but want to have lots of fun,
WE WANT YOU !!!*

Register For Classes Now