

Royal Music Centers  
Founded 1993



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Royal Music  
West Hills Plaza  
864 Route 37 West  
Toms River, NJ 08755

# Royal Page

www.royalmusic.com

732-240-2332

## Marvel of the Mature Mind

By Dr. Gene Cohen

"Any activity that optimally uses both the right and left hemispheres is like chocolate to the brain," says Dr. Gene Cohen, director of the Center on Aging, Health, and Humanities at George Washington University. "Creative activities such as painting, music, and writing are all good examples of what the brain finds fulfilling."

Cohen is fast becoming the go-to expert on matters concerning the mature brain and its lifelong capacity for learning and creativity. With articles about him in Newsweek and with the support of the White House and the National Endowment for the Arts, Cohen has gone a long way toward dispelling some of the persistent myths about aging and the brain and presenting a new paradigm on aging.

"In the past scientists and the public have been under the impression that we acquire all our brain cells by age three and never create new ones," Cohen observes. "Not true. We create new brain cells throughout life. It's how we challenge our brains that determines how many new brain cells we acquire."

Early in 2006, Cohen published his latest book on the subject. The *Mature Mind* (Basic Books, 2006) is the follow-up to *The Creative Age* (William Morrow, 2000), which established how prevalent creativity is in the mature years. "My latest book explores the reasons for the capacity a mature mind has for positive change, both in biological and psychological terms," he explains.

*Continued page 2*

## Meet The Lowrey EZ-4 Virtual Orchestra

Simply stated, the all new Lowrey EZ-4 is quite possibly the most feature filled two keyboard entry level instrument ever produced by Lowrey.

It includes a 44 note upper keyboard and a 61 note (5 octave) lower keyboard that is splittable and touch sensitive.

It has song set ups for 100 of your favorite songs, so you



can get the perfect sound you've been longing for. Both split lower manual and song set up were previously only available on the Elite Series Lowrey organs costing much more!

The digital sounds are amazingly true and life like. You'll hear the breath in the saxophone and can feel the touch of the strings on the guitar. The piano sound is beyond comparison.

Drop by for a demonstration or better yet, bring a book and play it yourself.

Spring Music Lessons  
Begin Week  
of May  
12th

OPEN HOUSE PARTY  
Saturday  
May 31st  
Noon - 3pm

Pipe Organ  
Field Trip  
Thurs. June 19th  
Call 732-240-2332  
For details

May 17, 2014  
Royal Music's  
21st Anniversary

Thank you to all our students, customer and reader's of this newsletter for helping us become an overnight success.

**From page 1:**

In terms of psychology, Cohen defines two key phases in a mature person's life. The first is the "mid-life re-evaluation," characterized by an "if not now, when" attitude toward new adventures. This phase, says Cohen, occurs between the ages of 40 and 65.

Overlapping the mid-life re-evaluation, and starting roughly in the mid-50s, is the "liberation phase." This is characterized by a less self-conscious attitude toward trying new activities. "In the liberation phase, a person is no longer discomforted by failure," Cohen notes. "He or she also reaps the added benefits of mature emotions and better judgment in this phase of life."

In terms of biology, Cohen's work picks up on that of Dr. Roberto Cabeza of Duke University. Cabeza made the extraordinary discovery that the mature person, rather than suffering from a shrinking brain, is more likely to use both brain hemispheres for a task a younger person would assign to one or the other.

Essentially, humans have "two brains," continues Cohen. It's a redundant system, similar to a human having two kidneys when only one is needed. When performing a new creative task, a mature brain will use the left hemisphere but also borrow extra gray matter from the area of the right hemisphere that corresponds to that being used in the left.

"It's as if we've switched from two-wheel to all-wheel drive!" laughs Cohen, pointing out that a mature brain appears to work more efficiently and has, if anything, more capacity than a younger brain.

Cohen further postulates that when the left brain recruits the right brain—in order to learn trombone at age 60, say—a musician doesn't just get extra "memory capacity." He or she gets something extra—the unique gifts the right brain has developed. In this case, the right brain will add its capacity for intuition, synthesis, and subjectivity to the trombone-learning experience.

This phenomenon might explain why there is less self-consciousness, more curiosity, greater willingness to fail, and ultimately intense fulfillment and satisfaction in older people who learn new, especially creative, tasks, says Cohen.

"The whole New Horizons Band phenomenon is testament to these findings," says Cohen of the movement that has flung open its doors to Americans learning or relearning music making later in life.

"We're at a conceptual turning point in society's view of aging," Cohen concludes. "The view is changing from one in which aging equals problems, to one in which new potential emerges with age. It's the boomers who will translate this concept into a public policy that reaps social and economical benefits from providing creative opportunities to older Americans."

*This article appeared in **Making Music Magazine** (September/October 2006).*

## **Your opinion matters ... Be Heard Friday May 30<sup>th</sup> 1:30 pm**

Jennifer Brandon (J-Bran) an executive with the Roland / Rodgers Company will be visiting Royal Music on Friday May 30, 2014.

J-Bran has been with Rodgers for eleven years and has a tremendous knowledge about the Church organ business. Now that Rodgers also handles the Roland Atelier Home Organs she is learning dynamics of the home organ market and the best way to learn what customers want is to spend time with customers. And the best customers to meet are Royal Music customers.

Come share your thoughts about music with a factory executive who values your opinion.



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 ...  
[j.mazza@royalmusic.com](mailto:j.mazza@royalmusic.com)

***All the news that fits we print.***

*New Class*

## MUSIC THEORY

Meets Monday's @ 5:30pm

Starts Monday May 12th

Music theory is the study of how music is written and played. Music theory distills and analyzes the fundamental elements of music - rhythm, harmony, melody, structure, form, and texture.

On Thursday - June 19th 2-3pm  
Thom Madura will be playing a Free Concert on the former Rainbow Room Wurlitzer pipe organ - at the Rahway Senior Center in Rahway NJ. Tours of the pipe chambers will be available after the concert. This concert is open to both members of the GSTOS and the general public - and it easily worth twice the price of admission - if not more. Y'all Come!

**TWO DAYS ONLY**  
Wednesday May 14th and Thursday May 15th

## TRADE-APALOOZA

**All Previously Enjoyed Instruments  
Marked Down To Rock Bottom Prices**

**We're pricing 'em low to move 'em out  
And make room for more new models.**

It is common knowledge that the best organ value available is always recent model trade-ins. These instruments have all the newest features, at a fraction of their original cost. Usually, our supply of organs that fit this description is extremely limited.

Our company policy states that any opportunity which results in instruments being sold at special savings must first be offered to our preferred customers and students.

This selection is a once in a lifetime opportunity to save thousands on the organ you've always wanted.

**LOWREY**  
*Bringing People Together with Music*

### Upcoming Lowrey Organ Classes

Saturday	May 10th	11:00 am
Saturday	May 24th	11:00 am
Saturday	June 14th	11:00 am
Saturday	June 28th	11:00 am
Saturday	July 12th	11:00 am
Saturday	July 26th	11:00 am

These Lowrey classes teach you to use the functions of your Lowrey organ. By attending these classes you will understand the functions of your Lowrey. Tuition is **FREE** for anyone who owns a Lowrey.

 **Roland**<sup>®</sup>

[www.rolandatelier.com](http://www.rolandatelier.com)

### Upcoming Roland Atelier Classes

Saturday	May 3rd	11:00 am
Saturday	May 17th	11:00 am
Saturday	June 7th	11:00 am
Saturday	June 21st	11:00 am
Saturday	July 5th	store closed
Saturday	July 19th	11:00 am

These Roland classes teach you to use the functions of your Roland organ. By attending these classes you will understand the functions of your Roland. Tuition is **FREE** for anyone who owns a Roland.

# Rosemary Bailey Returns For VOLARE 2014

## Welcome Back Rosemary Bailey

Rosemary Bailey began playing the piano at the age of five, performing strictly classical music. She soon diversified and incorporated jazz and traditional popular styles in her repertoire. By the time she was nine years old, Rosemary had begun touring throughout the United States. Concurrently, she maintained a weekly radio show, The Rosemary Bailey Show, broadcast from Chicago.

Rosemary has performed with many name artists including Victor Borge and Peter Nero as well as the Duke Ellington Orchestra. She was also featured soloist with the Chicago Symphony under the direction of Dr. Leon Stein. At home on electronic as well as pipe organs, her concert schedule has taken her to such countries as Japan, South Africa, Canada, Italy, Spain, England, Holland, Denmark, Portugal, Germany and Australia.

Rosemary's unique arrangements involve the marriage of her classical and popular music background. Perfect pitch enables her to effortlessly field requests from the audience and adds spontaneity to all her programs. Rosemary has developed a following of musical devotees wherever she performs and her numerous recordings are sought after by young and old alike.

## What Is Volare? And is it right for me?

Don't miss your chance to meet, enjoy and learn from world-renowned artist and entertainer.

Rosemary Bailey

"Volare" Master Class Package:

- two full learning days
- printed course materials
- personal playing critique
- organ performance by Rosemary Bailey
- personal demonstration audio CD

**RESERVE YOUR PLACE NOW FOR THIS UNFORGETTABLE TWO-DAY EXPERIENCE!**



*Master Class Open to Intermediate and Advanced Players Only*

Did you ever wonder how to create an interesting and exciting arrangement? Is your playing style becoming stale? Have you ever wanted to know the secrets to sounding like the pros?

If you answered "yes" to any of these questions, the time is NOW

to focus on learning to enhance and improve your playing. Invest in your musical future as a quality performer by gaining ideas and techniques from incredible artist, educator and arranger ... Rosemary Bailey!

*Enrollment limited to ensure personal attention.  
All materials are provided.*

## Master Class Topics:

*Combining instruments to create comprehensive sounds:*

- Applying registration logic
- Learning orchestration methods
- Make the most of your instrument

*Creating professional musical arrangements:*

- Exploring rhythm variety
- Implementing dynamics
- Your selection game plan

*Exploring the use of various organ voices:*

- Using vintage organ sounds
- The art of Theater organ styles
- "dos and don'ts" for classic organ

*Performing accurately while using rhythmic effects:*

- Choosing the correct accompaniment
- Understanding the rhythm beat pattern
- Manual/pedal/rhythm coordination

**Volare 2014**  
Sponsored by  
Roland & Rodgers  
All Tuition to be paid  
by Roland ~ Rodgers

Seating is limited  
To Register  
call 732-240-2332

**Royal Music would like to thank  
Mr. Dewey Kuhn and all the folks at  
Roland / Rodgers for sponsoring  
this worthwhile event.**

**Without music,  
life would be a mistake.**  
- Friedrich Nietzsche

**More information about Volare**  
You can view Rosemary Bailey's website at  
[www.rosemarybaileymusic.com](http://www.rosemarybaileymusic.com)

**LAST YEAR'S PRICES**

\$235 per person or \$450 per couple.

**THIS YEAR TUITION IS FREE  
SCHOLARSHIP PAID BY ROLAND**

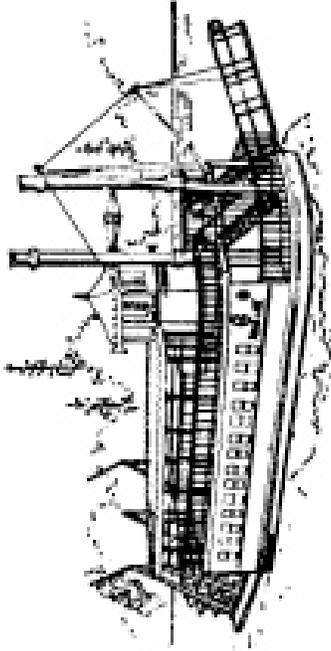
Seating is limited

## All Aboard ... Time for our Annual River Lady Riverboat Cruise

Royal Music has chartered River Lady dinner cruises every year since we opened our doors in 1993. (Actually we started hosting them at the former company we worked at also.)

This year our cruise is on Monday, July 7th. The boat boards at 5:45 pm leaving the dock at 6:00 pm.

The River Lady cruises the Toms River and Barnegat Bay. The riverbanks are surrounded by enchanting hills and beautifully manicured lawns and gardens. The homes along the river are uniquely designed, many dating back to the turn of the



century.

Many shore area residents enjoy cruising aboard the River Lady. A Royal Music cruise is a bit different because we provide live entertainment for the entire three-hour cruise.

Tickets are \$37 per person and include a full sit down dinner. Tickets go on sale Monday, May 19th and are offered on a first come, first served basis.

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www.royalmusic.com  
Hablamos Espanol, Llama nos, y  
pregunte por Jennifer. Gracias

