

Royal Music Centers
Founded 1993



December 2018
Volume 26 Number 3

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

Royal Page

www.royalmusic.com

732-240-2332

Season's Greetings and Thank You

I would personally like to thank each and every person who has contributed to the continued success of Royal Music. Whether you bought a single piece of sheet music or an expensive instrument your business is appreciated.

I am especially thankful to those people who have showed their faith in us by referring a friend or family member.

The Royal Family has grown a lot over the last twenty five years and we have lost a few people along the way. We remember them fondly.

I have watched as many people have grown musically over the years. I am proud to be able to assist in their progress.

I pledge that Royal Music will continue to operate with the same guiding principles that have carried us through these years.



- Fine Instruments at Great Prices.
- Old Fashioned Customer Service
- Top Rated Music Lessons
- Respect For Our Students, Our Staff and Our Suppliers

Thank you for allowing us to share music with you.
Play Music Everyday.

Jeff Mazza
Founder -- Royal Music

**Winter
Classes
start Jan-
uary 14th**

**Register
Now**

Winter Music Sale

We are curing the winter blues by sharing music.
Everything in our massive musical inventory prices slashed.

**Organs Keyboards Pianos
Sheet Music Song Books Fake Books
Software Benches All Accessories
Something For Everyone**



**Pot Luck
Open House
Holiday Par-
ty
Thursday
December
20th
12 - 3 pm
Bring A
Friend**



A note from Jenn:

Music

a cleaver way
humans cry.
- Solomon Ochwo-Oburn

Come join Jenn for
some laughter and
tears as a we
enjoy a musical
journey together.



On the next page you will see the letter we received from Kawai regarding the closing of Lowrey. We at Royal Music were blindsided by this news and terribly disappointed. Lowrey has been a major player in home organs for a long time and played a big part in our lives.

ROYAL MUSIC

Founded 1993

Browser's Welcome

Play Music Everyday

NICE USED PIANOS IN STOCK

Royal Music is known for being the best home organ store in the tri state area. Over the last few months we have gotten some nice pianos traded in. We have used acoustic baby grand, upright and spinet pianos and digital pianos too.

In an effort to make more room for more organs we are pricing the pianos low to sell them quickly.

Hurry in for the best selection!

Showroom Hours:

Weekdays 10 am - 7 pm

Saturday 10 am - 5 pm

Sunday Closed

Holiday Closings

**Closed Christmas Eve & Day
Closed New Year's Eve & Day**

Royal Music has been through similar transitions when Technics ceased operations in 2004 and when Roland exited the organ business in 2016. We will continue to support our customers who have been so loyal to us over the years. To us you have always been part of the Royal Music Family first and customers of Technics or Roland or Lowrey or whoever second.

Feel free to reach out to us with questions or concerns. Should you want to speak with Kawai directly their contact information is below.

KAWAI AMERICA CORPORATION
2055 E. University Drive
Rancho Dominguez, CA 90220
310-631-1771
E-mail: info@kawaius.com



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

All the news that fits we print.

The End of an Era



October 5th, 2018

Dear Valued Lowrey Dealers:

It is with sadness that I announce our decision to cease production of Lowrey Organs in January of 2019. We expect that our planned production from October 2018 through January 2019 will provide enough inventory to supply selected Lowrey models through April of 2019 (based on past sales history). Kawai America's Technical Service Division will support all warranties and continue to provide service as long as parts are available.

We fully understand the significance of this announcement. Lowrey is the last remaining major supplier of home organs in the USA. Although retail home organ businesses and lesson programs will undoubtedly continue to prosper for many years to come, we know our decision to cease production marks the historic end of "new home organ products" specially designed to help propel this venerable industry segment that has brought musical joy and fulfillment to generations of customers for nearly three-quarters of a century. Please know that, after our merger with Kawai America, we strived mightily to find another manufacturer to carry on the Lowrey brand. But none were willing or able to take on the considerable R&D, manufacturing and sales support required for success in the home organ business.

We are deeply grateful to all our dealers who have faithfully supported Lowrey products since our entry into the home organ business in 1988. Jim Wieda, Bob Ashworth, Frank West and I will continue to support you in the coming months and beyond. Even after Lowrey inventory is depleted next spring, the four of us will migrate into roles with Kawai America and be available to address any issues related to Lowrey products.

New development may be ending, but **the joy of playing Lowrey Organs is forever.** Thank you for your role in shaping and advancing this reality over these many years.

Sincerely,

LOWREY Division of Kawai America Corporation

Seijiro Imamura
Vice President

KAWAI AMERICA CORPORATION

Kawai America Corporation • 2055 E. University Drive • Rancho Dominguez, CA 90220 • www.kawaius.com

LOWREY

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



December Special All Lowrey Organs Prices Reduced

LOWREY ORGANS

ROCK BOTTOM PRICES !

**Royal Music's Annual
Lowrey Liquidation
over 20 Pre Owned—Nearly
New 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 20
pre-owned and nearly new Lowrey's
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 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:*

**FREE Local Delivery
Warranty
FREE Bench
Owner's Guide**