



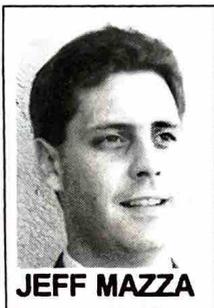
Royal Page

Royal
Music
Center

■ Cedarwood Plaza ○ 226 Route 37 West ○ Toms River, NJ 08755 ○ (732) 240-2332

Did you miss us?

It has been quite a while since our last edition of the Royal Page. However, the delay wasn't for lack of events.



JEFF MAZZA

In fact, publishing a newsletter was high on our list of things to do, but other things were higher and, now, have been done. We moved, then

settled in at our new location at Cedarwood Plaza, 226 Route 37 West. If you haven't visited the new store yet, we hope you'll stop in soon. Consider yourself personally invited. Directions and a map are located on page 5 to help you find your way. If you should get lost, our telephone number is unchanged: 240-2332.

This year looks to be the brightest yet at ROYAL MUSIC CENTER. A host of new and exciting products are making it more fun to make music. There is a new line of instruments, new

See JEFF, Page 4

Join us for our 5th anniversary sale; the best prices ever seen

It was five years ago that ROYAL MUSIC CENTER opened its doors for the first time.

A lot has happened since then. The Royal staff has expanded several times as ROYAL MUSIC CENTER grew into one of the busiest music stores in New Jersey. ROYAL MUSIC's low prices have brought plaud- its from customers and retail honors from manu- facturers. There's also a friendly attitude in the store, where staff members are



always willing and eager to help anyone with any kind of musical questions.

See ANNIVERSARY, Page 4

Fighting cancer with music

Throughout the year, ROYAL MUSIC CENTER offers free concerts to clubs and organizations that promote the proliferation of good music. Now we are asking a little something in return.

There has never been a fee for a Royal concert, but we are suggesting that participating organizations make a contribution to the American Cancer Society. Cancer is an insidious disease that touches just about every American family. ROYAL MUSIC has chosen to join the fight. A club's donation directly to the Cancer Society will support research, education, patient and family services and advocacy programs. For information, call ROYAL MUSIC at 240-2332 or the American Cancer Society directly at 914-1000.

The Royal Dish ... or, you said a moatful

Knight minus armor

Dear Editor:

Thank you, Tom Robinson, for our celebration of ElderMed's Christmas Party. Tom's generosity made our day special.

Katherine Crowley-Foster
Director, Senior Services

He plays them a happy tune

Dear Editor:

Please thank Jeff Mazza so much for his delightful and tuneful ending to a long evening.

His good humor and artistry certainly pleased his old time friends and won many new ones.

Over the years, he has been a good friend to our club and for that we are very appreciative.

Helen deRouville
Leisure Knoll Organ Club



"IT ALL STARTED WHEN I ASKED FOR A HARMONICA!"

Music man

Dear Editor:

The Dover Seniors really enjoyed Jeff Mazza's musical presentation at our meeting. We were impressed with the key-board on which you played so many well-known, toe-tapping tunes.

Norma M. Franks
Secretary, Dover Seniors

Plaudit

Dear Editor:

Monmouth Organ Society wish to thank you for the very special concert Jeff Mazza gave us. The songs he played and his funny presentation kept everyone happy and satisfied.

Lillian Fitzgerald
Monmouth Organ Society

Song in his heart

Dear Editor:

Just wanted you to know that my new Technics K-5000 is everything I expected and more. It has got to be the best keyboard ever made. I have only one word for it -- awesome!

ROYAL MUSIC CENTER's honesty and integrity makes dealing with you very special. Your helpful and knowledgeable staff is always there to answer any and all questions. I wish you continued success in 1998.

Alex Green

Helping others

I would like to take this opportunity to thank **ROYAL MUSIC CENTER** for its generous donation of canned and dry goods to help those who are in need in our area.

It was quite a donation and you are to be commended for your generosity.

Thank you once again for all you do to help others.

John W. Lock
Commanding
Officer
Salvation Army

Keep those cards and letters coming

We at the Royal Music Center appreciate your comments, notes and letters.

You can mail them to us at
Royal Music Center,
Cedarwood Plaza, 226
Route 37 West, Toms River,
N.J. 08755.

Roll over Beethoven

No, it won't do windows and floors, but...

Talk about bells and whistles!

Technics has once again out-done itself. It has put art into State-of-the-Art. The new SX-KN5000 keyboard has a Music Stylist function that puts 1,000 different music styles at your fingertips. It is easy to use and to see on a color graphic display. A three-way speaker system with a special bass port gives rich bass sounds another dimension.

No, you don't need a college degree in computers to understand this user-friendly instrument. Technics designers know how important it is for you to be instantly comfortable with these distinguished features, so the new SX-KN5000 provides that assurance.

Having the sophistication necessary to provide entertainment by big-name artists, the new keyboard is equally at home in your home at a price you can afford.

It is a treat for the senses, featuring 200 rhythms times four variations.

"Party" time is a new category to produce rhythms like country line dance, bird dance and square dance music. Requests will multiply when friends and acquaintances hear you playing along in the new "World"



category to accompany your own version of Irish jigs, the Tarantella, Mariachi, and Russian Dance, among others.

Many ROYAL MUSIC customers are continually looking for virtuosity, to expand their skills but above all, the sound of their favorite music is important. If

See, SX-KN5000, Page 4

Do you deserve the very best?

Are beauty and brains an unlikely combination?

Not any more. Technics is producing an exquisite new spinet in either Golden Oak or Cherry finish. It's the SX-G100.

Technics designed the SX-G100 for music aficionados who prefer a classical-look keyboard and the classical sound of vintage organs.

But that's where similarities end. The new Technics model has power, sound and tonal range, all of which adds up to ... well, you have to hear it to believe it.

Whether you like the sound of the big pipe organ, the old theater

organ, the European organ or the good old American organ, this instrument can make it happen.

It's complete with electric drawbars. The SX-G100 features 140 newly orchestrated rhythm patterns, 420 new music style arrangers, and 96 one-touch organ registrations for the concert organ effect.

The music stand is built for easy visibility and access; its deep cabinet will accommodate a lamp; it comes with a plush bench and a



bass reflex speaker system..

Easily surpassing the competition in features and versatility, the G-100 price tag is far below competitor keyboards.

It is a must-see for the serious hobbyist or the professional.

Perhaps it's finally time to treat yourself. Stop in at ROYAL MUSIC CENTER and let your eyes and ears decide. Financing can be arranged.

Jeff

Something for everyone

From Page One

shapes, and finishes to complement your home decor.

Student census

In January we conducted our first-ever student census.

Participants spent 45 minutes in private lessons with one of the Royal troubadours. The response was overwhelming for teachers and students alike.

Participants felt they made great progress and their ratings will improve some aspects of our group lesson program.

Music lessons

Pat McCaddin, Royal's director of education, took the evaluations to heart and has already announced she will start many new classes to accommodate the growing needs of students.

Free evaluations

People returning to music after a lull should schedule an evaluation with a Royal troubadour to be placed in a class that best suits your skills and musical needs.

Summer classes

New classes will cover diverse topics, from classes that teach you how to set the buttons on your instrument, to classes that help develop your sense of timing.

Like everything else, we need your input. Tell us what you want and we'll try to do it.

Anniversary

Always something going on at Royal

From Page One

There's also a friendly attitude within the store, where staff members are ready, willing and able to help anyone with a musical problem, or just sit and talk music with passers-by.

Troubadours are eager to talk about music, and even more eager to help neophytes get more out of the instruments they already have, no matter where it was purchased.

And, there's always a fresh pot of coffee available.

What is amazing is that there is always something going on, too. Sometimes it's a free demonstration, other times a class; sometimes there's a pot luck dinner where even non-musicians come to meet people, laugh and enjoy themselves.

There are also concerts, advice about organ shows, dinner-cruises aboard a paddle-wheel boat, and a host of social activities.

In the five years since ROYAL MUSIC CENTER was born, social activities have increase five-fold.

XS-KN5000

It's a modern musical miracle

From Page 3

you haven't seen this keyboard yet, you owe it to yourself to hear the SX-KN5000.

If you haven't thought about trading up, it may be because you haven't tried the latest and greatest instruments now available to do so much more of the work for you. Troubadours Jeff, Tom or Sam can help you become the kind of musician you've dreamed of being. And remember, prices are low at ROYAL MUSIC CENTER, where there are no gimmicks.

Meet the Royal staff

Troubadours:

Jeff Mazza Colin Bennett
Don Olson Tom Robinson
 Sam Moschella.

Instructors:

Patricia McCaddin Maria Bruno

Delivery specialist

Joe Ortuso

COUPON

COUPON

COUPON

25% off any music book, including E-Z-Play

Did you know

Royal Music Center has the widest selection of music books, including E-Z-Play, in Central New Jersey?

ROYAL MUSIC CENTER

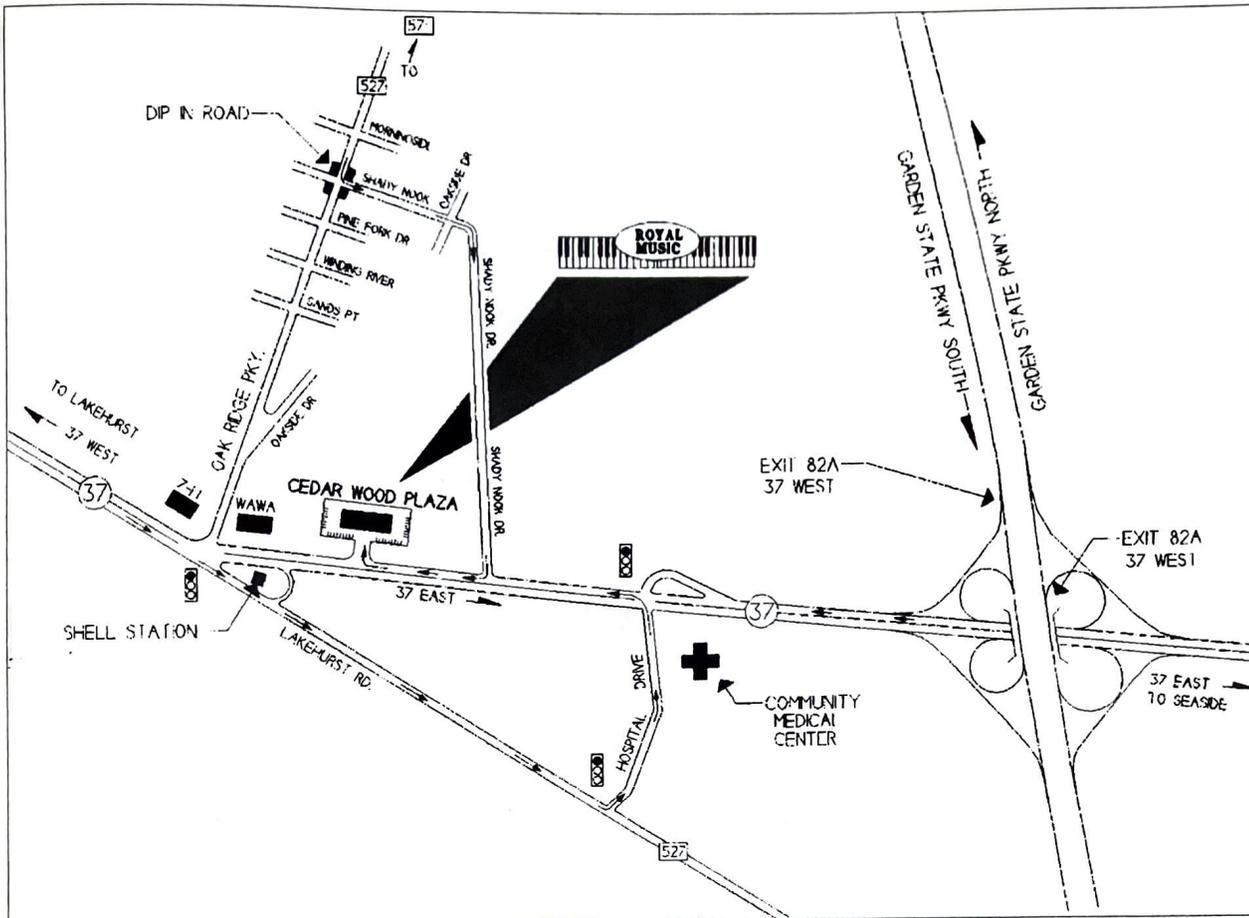
(732) 240-2332

Cedarwood Plaza

226 Route 37 West, Toms River, N.J. 08755

Expires July 31, 1998

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Directions to ROYAL MUSIC CENTER

From the Garden State Parkway northbound or southbound, take Exit 82A onto Route 37 West. **ROYAL MUSIC CENTER** is approximately 9/10th of a mile west of the Garden State Parkway, on the right-hand side, in Cedarwood Plaza. If you reach the Wawa at the traffic light, you passed us.

From County Routes 571 or 527, turn onto Oak Ridge Parkway, following it until Shady Nook Lane. Turn left and take Shady Nook Lane to Route 37. Turn right onto Route 37. **ROYAL MUSIC CENTER** is a short distance on the right.

From Philadelphia, Cherry Hill and other points to

the west, take Route 70 to Route 37 eastbound. Follow Route 37 West to a Shell gas station, bearing right onto Lakehurst Road. Follow Lakehurst Road until the traffic light at Hospital Drive, where you make a left turn. Follow

Hospital Drive to Route 37, where you can turn left onto Route 37 West. **ROYAL MUSIC CENTER** is about 4/10ths of a mile on the right.

From the beach areas and the east, take Route 37 westbound, pass beneath the Garden State Parkway. **ROYAL MUSIC CENTER** is located 9/10ths of a mile from

the overpass on the right side of the road.

For personal directions to **ROYAL MUSIC CENTER**, please feel free to telephone the store at (732) 240-2332

ROYAL MUSIC CENTER	
STORE HOURS	
Monday - Friday 10 am till 8 pm
Saturday 10 am to 6 pm
Sunday noon till 5 pm

**ROYAL MUSIC CENTER
PROUDLY PRESENTS**

**OUR BIGGEST SALE EVER
ROYAL'S 5TH ANNIVERSARY SALE**

One weekend only

Saturday, June 27 from 10 a.m. to 6 p.m.

Sunday, June 28, from noon until 5 p.m.

EVERY ITEM MARKED DOWN

**Pianos Organs Keyboards
Digital Pianos Sheet Music**

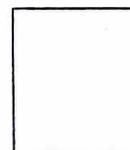
TECHNICS BACHMAN PANASONIC GENERAL MUSIC SUZUKI

PANASONIC

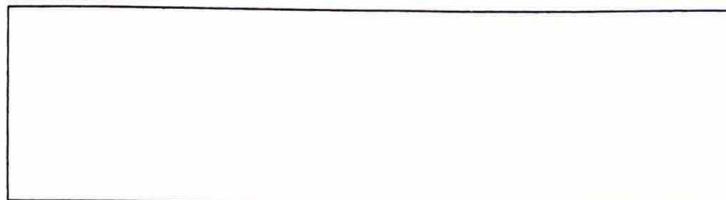
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Cedarwood Plaza
226 Route 37 West
Toms River, N.J. 08755

Telephone: (732) 240-2332



BACHMAN



TECHNICS

**2 AMAZING NEW INSTRUMENTS
SEE PAGE 3 FOR DESCRIPTIONS**

**BACHMAN
PANASONIC
GENERAL MUSIC**

VISCOUNT TECHNICS BACHMAN PANASONIC GENERAL MUSIC