

## Member's Only Discounts! EZ Play Songbooks

**October 2010**

*Big Spender, Witchcraft & Other Cy Coleman Favorites*

Regular Price \$7.95  
Members Receive a 25% Discount



**E-Z Play Today  
Volume 188**

16 standards penned by the incomparable composer Cy Coleman from some of his most popular shows: *The Best Is Yet to Come* • *Big Spender* • *Hey, Look Me Over* • *If My Friends Could See Me Now* • *Pass Me By* • *Real Live Girl* • *Rules of the Road* • more!

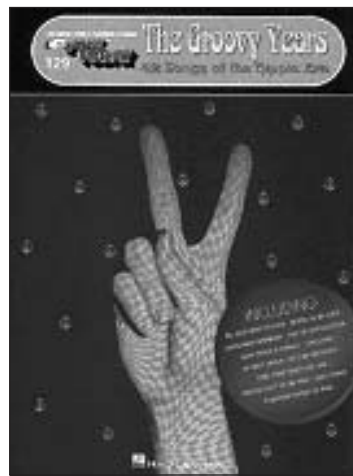
Use L.I.F.E. code: LL10

Hal Leonard songbook code: 100231

**November 2010**

*The Groovy Years*

Regular Price \$12.95  
Members Receive a 25% Discount



**E-Z Play Today  
Volume 129**

Bring out your bell bottoms and get mellow with 42 favorites, including: *All You Need Is Love* • *California Dreamin'* • *Happy Together* • *He Ain't Heavy, He's My Brother* • *Leaving on a Jet Plane* • *Monday, Monday* • and more.!

Use L.I.F.E. code: LL11

Hal Leonard songbook code: 100037

To order: visit [www.musicdispatch.com](http://www.musicdispatch.com), or call 1-800-637-2852 Please note, there is a shipping and handling charge.

chapter info: 866-955-LIFE (5433)  
chapter email: [chapterpres@lowrey.com](mailto:chapterpres@lowrey.com)  
member info: 866-965-LIFE (5433)  
member email: [lifepres@lowrey.com](mailto:lifepres@lowrey.com)  
web: [www.lowrey.com](http://www.lowrey.com)



Lowrey LIFE  
LaGrange Park, IL, 60526



### Original Owner

Buying that brand new Lowrey and being the 'Original Owner' brings with it certain benefits. Stepping into a new Lowrey means you have made a significant commitment to music making. Lowrey and your local Lowrey class provider / authorized Dealer are extremely interested and committed to your success and satisfaction. Going to class, being with friends, and learning to play is a significant part of the experience. After all, learning to make music with your friends is astronomically more fun than trying all by yourself. There is all that support, encouragement and motivation from your Class Leader and classmates for you. Just look at the smiling faces pictured above at a recent Lowrey Magic graduation in Raleigh, North Carolina and we can see the benefits!

Today's Lowrey, the music industry's 'Best in Class' recreational music making provider, traces its roots all the way back to Fredrick Lowrey, who in 1918 produced the very first Lowrey electronic sound source. Being an original owner puts nearly one hundred years of research and development at your fingertips. *Fredrick C. Lowrey 1871-1955*



Original owners enjoy a level of security and support through Lowrey's warranty program. The last page of your Owner's Guide illustrates the warranty. Two years of coverage is extended to original owners.



Visit  
[www.lowrey.com](http://www.lowrey.com) for  
photos and  
information about  
Lowrey's complete  
line of instruments.

# L.I.F.E. Style

*A Year of Creativity*

October 2010

Original owners of Legend, Prestige and Imperial have their names engraved on a name plate that is then placed on their instrument's control panel. The warranty card, found in the front of the Owner's Guide, features a line to indicate how one wishes their name to appear on the name plate.



Some original owners complete and mail the warranty card themselves, some Dealers perform that step for their class members. In either case, Lowrey produces name plates from this information.

The latest in music making innovations and cutting-edge Lowrey technology benefit original owners. Original owners take advantage of the newest enriching, exciting features that make music possible for everyone. For example, the 'A' series features the highest resolution, most authentic sound production ever from Lowrey. The 'live performance' sound quality is described by many as simply spectacular.

So, it is really no surprise that original owners enjoy the 'After Effects' of making music: learning, making friends, mental alertness, more energy and overall simply feeling better, like the class below being 'conducted' by Bob Carbone.





# The Points Corner

## NOVEMBER DOUBLE POINTS:

### Bring A Friend To Class

#### BRING A FRIEND TO CLASS

When you bring a friend to your classes, you're introducing your friend to a great hobby and you should be rewarded for it.

Normal Points are 3,000. Double Points are 6,000.

#### RULES and RESTRICTIONS:

One new friend, per class.

Members cannot claim points for bringing the same friend to class each week, or on different months. Qualifying friends may not have ever been enrolled in

Lowrey classes before and may not have ever been a member of LIFE. To receive points, Members must write in the name of the friend they brought to class on the Activity Award Authorization Form.



## OCTOBER DOUBLE POINTS:

### HELP SESSION

August and September are both double points months for purchasing a Lowrey. So now that you have that glorious instrument at home, get double points in October for a Help Session.

#### RULES and RESTRICTIONS:

Upon completion of a Help Session, Members may claim 1,000 points. Members can only claim Help Session Points twice in a 10 week class session.



## Pay It Forward!

Anthony Cozzolino (pictured below) owner of Maestro Music located in Levittown, New York volunteers to play the ONLY theatre pipe organ on Long Island for community/charity events. Chaminde High School in Mineola, Long Island has a combination of The Queens Village Austin, the RKO Keith of Richmond Hill's Barton and a Wurlitzer Tibia Clausa.



## Chapter Updates

### Graduation At Maus Piano & Organ

September 15th, 2010 was a special day at Maus Piano & Organ in Raleigh, North Carolina. The day began with a breakfast for the up-coming graduates at 9:30 a.m. After enjoying some grits, sausage biscuits, many delicious muffins and breads, fruit, and some well-done bacon; the students enjoyed another treat from Seth Rye. We were quite interested in learning how to record. Seth graciously took us through the steps as we fired question after question. Time flew by when we realized our 11:30 graduation schedule had come and gone. We did receive our diplomas and were thrilled to gather around the Holiday Classic with Seth Rye and Dan Gauldin (our teacher) for a group appreciation photo (front page at the top). Now...on to record!

### Create Your Own Video Reward Activity Runs to the End of 2010

To make the final round special, we've increased the number of songs from which you may choose. Rules and regs remain the same. All the songs are from Hal Leonard EZ Play Today books. Book number and Book title are given, but you may also find these songs in other Hal Leonard books.

#### FALL, THANKSGIVING, WINTER CHOICES

*Home For The Holidays*

*Let It Snow! Let It Snow! Let It Snow!*

Book #59, Christmas Songs.

*Autumn Leaves*

Book #162, The Lounge Music Collection.

*Shine On, Harvest Moon*

Book #199, Jumbo Songbook, 2<sup>nd</sup> Edition.

#### ASSORTED CHOICES

*My Favorite Things*

Book #26, Holly Season.

*Look For The Silver Lining*

Book #199, Jumbo Songbook, 2<sup>nd</sup> Edition.

*You'll Never Walk Alone*

*The Old Lamplighter*

Book #230, Song's of the 40's.

*For Me and My Gal*

Book #138, The Nostalgia Collection.

*All of Me*

Book #83, Swingtime, 2<sup>nd</sup> Edition.

*Christmas Holiday Choices*

*Parade of the Wooden Soldiers*

Book #26, Holly Season.

*Silver Bells*

Book #134, That Christmas Feeling.

*The Christmas Song*

*What Are You Doing New Year's Eve?*

Book # 212, A Romantic Christmas.

# Lowrey Glide

by: Jim Wieda



The Glide is one of Lowrey's most popular features. It enhances the sound of any instrument that has the ability to bend notes. Over the years there have been questions to how to use this great feature. The Glide can be found on most Lowrey models. It is introduced on our current SE-10 Regency model. You'll find a switch on the left side of the volume pedal. When this switch is activated, it bends the melody note that you are playing a half step down. This bend gives individual voices an ability to sound just like a professional Hawaiian guitar, trombone, trumpet, clarinet, or even an oboe player. Lowrey has determined what voices sound best with this feature so you will find that some instruments won't bend. Ex. Piano, Marimba, Vibraphone.

The easiest way to remember how to give your voices that realistic sound is to remember: Footnote.

Move your foot over to the left to activate the glide switch. (Don't release yet)

Play the note while holding the switch to the left.

Release the Glide switch

"Foot - Note - Foot" is the correct order to use the Glide feature. This order will give your Hawaiian personality and make you swoon when hearing a big band trombone.

For those of you with an instrument with a larger center screen SU and A instruments.

Screen Page 5 shows Glide Settings. When you touch Glide settings you will find even more choices.

**1. NORMAL:** Lowers the sound one half step below tune (factory preset).

**2. SUPER:** Lowers the sound twelve half steps (One Octave).

**3. BLUES:** Lowers the sound two half steps (One Whole Step).

**4. TROMBONE:** Lowers the sound five half steps (4th interval).

**5. PEDAL STEEL:** Raises the sound twelve half steps (One Octave).

**6. OFF:** No Glide effect.

**CUSTOM** - Allows you to customize the glide to more note ranges and how fast and slow the glide feature activates.

When you touch Custom in the screen it activates this feature.

**DISTANCE** = How many half steps a note will be bent up or down

**GO TIME** = The amount of time it takes for the note to bend when you activate the Glide switch (The larger the number, the longer time)

**RETURN TIME** = The amount of time it takes for the note to return to where it started before the glide. (The larger the number, the longer the time)

**Try out this custom glide setting for a big finale to a Hawaiian song**

**CUSTOM**

**DISTANCE= - 5**

**GO TIME= 66**

**RETURN TIME = 50**

This time try playing the note. Continue holding the note while you activate the glide switch. (Listen to the note glide) Keep holding the note then release the glide.

It's a fantastic way to finish up a Hawaiian song.

If you have more questions about this feature, take this article to your local Lowrey dealer or ask for a help session.

#### Glide/Sustain

