

A FEW FACTS ABOUT SYNTHESIZERS, FROM THE PEOPLE WHO WRITE THE BOOKS.

First, the facts.

When you play music, any kind of music, you recognize the importance of good sound, functional design and road-tested reliability in a musical instrument. And if you play or want to play synthesizers, you probably know about ARP.

Most of today's top artists use ARP—people like Chick Corea, the Jefferson Starship, George Duke—and with good reason.

ARP slide controls outperform hard-to-read rotary knobs. We build ARPs with expensive, industrial-grade circuitry. You won't find any chrome-plated plastic or paper base circuit boards inside an ARP. We build them to take the toughest physical abuse. And we build in an incredible ARP sound that has turned hundreds of records into gold.

HERE ARE A FEW MORE THINGS TO CONSIDER:

FACT 1:
When you play an ARP, you know what you're doing.



The ARP Odyssey.
The greatest synthesizer in music.

Most musicians who buy synthesizers are starting from scratch. They buy ARP because they know we make learning to play both easy and enjoyable with books and charts that help you teach yourself.

Take the ARP Odyssey, an instrument loaded with classic "human engineering" concepts. You get features like a patented two-voice keyboard, a choice of six fixed or dynamic waveforms, phase-synchronized oscillators. And something more: a 213-page text full of lessons and experiments, a patch book of 75 great sounds contributed by some of the world's foremost professionals, even control panel overlays for "instant" playing. You get one of the world's most versatile musical instruments *plus* the material you need to learn how to play. Fast.

FACT 2:
Learn to play one ARP and you can play them all.



If you learn to play ARP's funky Axxe, you're halfway to learning the big 2600. We wrote a book about each.

ARP didn't become the world's leading synthesizer manufacturer by accident. No way. We got to the top by carefully designing a family of synthesizers that let a musician transfer techniques from one ARP to another.

If you learn how to play an ARP Axxe, you can play an Odyssey or ARP 2600 with ease. The terminology is the same. The controls and panel graphics are the same. Only the features and sound possibilities are expanded.

FACT 3:
ARP owners get more sound by adding-on, not trading in.



The String Ensemble and Axxe create "fat" polyphonic sounds and save you money.

Only ARP owners have the advantage of "systems interfacing," a unique concept that allows you to expand your ARP with add-on systems like the ARP Little Brother or the new ARP Sequencer. You never lose money on trade-ins because you can easily add more sound for much less than the cost of a bigger synthesizer. You can interconnect as many ARPs as you want, to create the most unbelievable polyphonic sounds you will ever hear—in this world or the next.

FACT 4: When you want to hear more, ARP is nearby.

ARP has dealers across the United States who can show you the complete line of ARP synthesizers, including the new mind-boggling ARP Sequencer. Your ARP dealer (most are factory-trained) knows the instruments he sells, from the super-realistic, touch sensitive Pro Soloist to the sophisticated ARP 2600. He can get you started with the right ARP, right now.

Remember: if you can play keyboards, you can play an ARP. Order any of the books or manuals listed below and find out just how easy it is. We think that once you know the facts about synthesizers, you'll choose the best.



ARP Instruments, Inc.
320 Needham Street
Newton, Massachusetts 02164

ORDER FORM

Please check item(s) desired.

ODYSSEY

- Learning Music with Synthesizers
213 pages of experiments and electronic music discussion based on the ARP Odyssey \$ 7.50
- Instant Odyssey
Control panel overlays for creating 16 sounds and effects on the Odyssey \$10.00
- Odyssey Patch Book
A collection of 75 great Odyssey sounds .. \$ 9.95
- Odyssey Owner's Manual
Brand new edition of the Odyssey guide .. \$ 3.50

PRO SOLOIST

- Pro Soloist Owner's Manual
How to use the Pro's unique pre-set system and touch sensitive keyboard \$ 3.50

EXPLORER

- Explorer Owner's Manual \$ 3.50
- Instant Explorer
Control panel overlays for 16 sounds on the Explorer \$ 5.00

AXXE

- Lessons in Electronic Music
Brand new programmed set of lessons and experiments on the ARP Axxe. Good for schools and all ARP players \$ 8.95
- Instant Axxe
10 overlays for immediate sounds and effects \$ 6.00
- Instant Axxe Blanks
10 blank overlays for writing your own "instant" patches \$ 3.00
- Axxe Owner's Manual \$ 3.50
- Axxe Patch Book
50 sounds for the Axxe plus 10 interface patches for the Axxe/Little Brother and the Axxe/String Ensemble \$ 9.95

STRING ENSEMBLE

- String Ensemble/Polyphonic System Owner's Manual
Guide to String/Axxe interface combination with patches and experiments \$ 3.50

LITTLE BROTHER

- Little Brother Owner's Manual
How to use the "gutsy" synthesizer expander; features interface instructions for Axxe, Odyssey, and 2600 \$ 3.50

2500

- ARP 2500 Owner's Manual
Complete operational guide to the "granddaddy" of synthesizers, the ARP 2500 \$ 6.00

SEQUENCER

- Sequencer Owner's Manual \$ 3.50
- 2600 Owner's Manual
One of the best books on electronic music. Full of charts, diagrams and good vibes... \$ 6.00
- Model 3620 Keyboard Manual (2600)
Guide to ARP's two-voice, dual memory 2600 keyboard \$ 4.00
- 2600 Patch Book
100 patches on the 2600, from Basic Instruments to Edgar Winter's "Frankenstein" .. \$10.00

ACCESSORIES

- "Double Stack" Rack
Permits stacking of ARP synthesizers and simplifies one hand playing of two keyboards. Lightweight, welded steel. Can be placed on cabinet tops or attached to performance stand (see below) \$39.95
- Performance Stand
Black steel stand puts synthesizers at proper playing height. Assembles without tools. Dismantles easily for flat storage or shipping \$75.00

Dear ARP:

Please send the items indicated to:

Name _____

Address _____

City _____ State _____ Zip _____

\$		Amount of Order
	1 50	Shipping, Packing & Guaranteed Safe Delivery
		Massachusetts residents add 5% sales tax
		Total Amount Enclosed

____ Check ____ Money Order
(No stamps, C.O.D.'s or currency, please)
Allow 2-3 weeks for delivery.