

Accordion Today

Published in defiance of logic and sentiment

Watkins Electric Music Ltd. "Southview". 3, Biggin Hill, London. SE19 3HT. Tel: 020 8679 5575
e.mail: wem.watkins@btinternet.com Web: www.wemwatkins.co.uk www.accordionexpanders.com

The Watkins "Midi Partner" Accordion Expander

After 20 odd years of Expander design and development, here is the world's first dedicated Accordion Expander from Watkins.

"Why," you may well ask, "What's wrong with all the keyboards and the Expanders which have subsequently derived?"

I'll tell you. Because keyboards (and their players) are a law unto themselves. This is what they've got over us.

1. Their left hands are not imprisoned by a great, leather strap - theirs are free to fidget about amongst the forest of knobs, sliders and incomprehensible switches at will and without keeping their audiences waiting.

2. They're usually somewhat younger than us and are of the computer compliant age. Know their way around as many knobs and gee gaws which expander makers throw at them.

Meanwhile, us of the box have the ultimate ascendancy. We have natural control of our own expression via our bellows. We have our own, inimitable mellow sound, and because our instrument demands the

utmost concentration, we don't take kindly to being pushed into a no-win, hi tech situation which we don't want.

Traditionally, electronic designers have their own *raison d'être* and can't help but INSIST that all the little ambiences of cleverness are accorded to *them* in their product and play little heed to user simplicity of operation.

That's where we come in.

We design and manufacture FOR THE ACCORDION. We make internal microphone systems - for the Accordion. We make amplifiers - for the accordion. We make Midi Interfaces - for the accordion. Now, after years of personal frustration trying to get to grips with the most difficult, heart breaking expander presentations. After spending months and years trying to operate and control inoperable and uncontrollable expanders, we've made one

FOR THE ACCORDION

And it's been sold for two years. Tried, tested and trusted by professional and amateur alike.

With regard to the C.D.

Apart from the 'Traditional' music the pieces are written by myself and the copyright holder is June's "Accordion Aid" So if you want to buy the music we have it here and the proceeds go totally to the "Accordion Aid" fund.

The sound balances favour the performance of the "Partner". I don't normally play like so. But I had to try to demonstrate what the Partner could do. Because I want to sell them, see.

And I wanted you all to know that the "Clever Dick" days of expanders have come to an end. We don't want to get degrees in electronics - don't want to dedicate our futures to a load of switches and knobs. Just want to concentrate on playing our accordions.

You have to notice the ease of handling the unit with the quality of the sampled sounds and the advantage of the manual drums.

If you want to change sounds from Flute to Violin between bars. If you want to layer Strings with Wurlitzer, same again.

And remember, there are another 150 different sounds in a bank inside which are easily accessible.

We've got it now that anybody, with or without experience and qualification, can play this little expander in about ten minutes - there are no hidden, difficult procedures.

The Bass sounds on the Partner are legendary - better than any other expander at any price - especially for Scottish country, Folk etc. 10 different basses plus an earth moving Double Bass linked to Grand Piano bass and a simple 'turnover' switch which will deepen the bass registration even further - you'll hear it on the CD. Left hand chord buttons control a total of 12 different chord sounds from Piano, through Banjo to Choir etc.

24 right hand sounds in two banks of 12 - you can layer them to taste. All clearly labelled - the most advanced thing you are asked to do is to touch the switch and 'Bingo'

YOU'VE GOT THE SOUND

Octave control on all treble sounds.

Independently controllable for volume and reverb. A kick drum, high hat and snare gives you a rhythm you play on your bass and chord buttons - note the slowing and speeding which obeys you rather than you obeying IT!

So simply controlled. And if you think I'm wrong - it's on 7 days approval.

Can't be more confident than that!

PARTNER ACCORDION MIDI

