

N. W. **Ayer** & SON, INC. RADIO PROGRAM

PROGRAM:

CLIENT: STEINWAY & SONS

PRODUCT:

TIME: 8:00 - 9:00 P.M.
Tuesday,
DATE: October 7, 1941

NETWORK: WQXR

(CHIMES)

(THEME FULL THEN DOWN TO B.G.)

ANNOUNCER

Tuesday evening at Symphony Hall ... the evening when one of your favorite programs comes to you with the good wishes of Steinway and Sons
(PAUSE. THEME CONTINUES)

To you who love fine music, Steinway dedicates this hour. We hope that many of you who are parents will ask your children to listen and thus enrich their lives. We hope too that many of these children will someday know the joy of personal music. Tonight, as usual, Mr. Theodore E. Steinway will present another of his interesting Personal Program Notes.

(THEME UP AND OUT)

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ANNOUNCER

Symphony Hall opens this evening with records of Haydn's delightful "Toy Symphony" in which the composer employed the sounds of various childish toys as well as the regular instruments of the orchestra. Felix Weingartner conducts the orchestra in this performance.

1. TOY SYMPHONY - C7242 A & B

7:09

ANNOUNCER

The shrill of toy trumpets and the clatter of toy drums reminds us that little boys outgrow their drums and little girls forsake toy pianos. But if the feeling for rhythm and melody is in your child's mind and fingers, he will surely thank you for leading him on to the greatest musical experience of all - the joy of personal music.

(ARPEGGIO CAREFULLY FELT OUT) (REPEAT IN B.G.)

Limber, erratic fingers will grope for chords at first. But soon - as practice makes playing easier - your child will know the growing excitement that comes with creating music. He will revel in his Steinway piano - however simple the melody may be.

(SEGUE INTO "LA CINQUETAINE" OR SOMETHING EASY) (HOLD FOR FEW BARS THEN TO B.G. AND OUT)

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ANNOUNCER

You see, a Steinway is a challenge to young fingers. With such a wealth of tone at his command, a child instinctively tries to master it, to play better, more surely more skillfully. Lessons become fun, practise an adventure. Each day the Steinway develops a surer appreciation of tone values. And the amazingly responsive accelerated action - an exclusive Steinway feature - makes playing easier - develops a fine sense of touch.

(BRIDGE IN VERY B.G.)

These are just some of the reasons more and more wise parents are investing in Steinway pianos for their children. There is a Steinway for every home and every taste. So come to Steinway Hall, 109 West 57th Street in New York City, and see the many exquisite instruments on display there.

(BRIDGE UP AND DOWN TO B.G.)

ANNOUNCER

Symphony Hall continues with a section of the Suite "Nights in the Gardens of Spain" by Manuel de Falla. The first movement of this suite is descriptive of the gardens of the castle at Granada, and is titled "In the Gardens of the Generalife." It is recorded by the Betica Chamber Orchestra of Seville and is conducted by Ernesto Halffter.

2. IN THE GARDENS - CM 136-rec. 1,2,& 3 to L#1

10:55

ANNOUNCER

You have just heard Manuel de Falla's descriptive composition "In The Gardens of the Generalife" from the suite "Nights in the Gardens of Spain."

(SHORT PAUSE)

And now, we are pleased to present Mr. Theordore E. Steinway who has prepared another transcribed feature for us. Mr. Steinway ...

ARTUR RUBINSTEIN

3:15

MR. STEINWAY

The pianist of whom I wish to speak tonight is one to whom I owe a debt of gratitude. Not only for many years of superb playing of the piano and magnificent artistry - but also for having contributed very materially to my musical education. Some twenty or more years ago Artur Rubinstein visited these shores and very quickly I noted in his art something that was fresh and stimulating. Let me say that now that same quality is in his playing and ever will be. He plays tonight the Piano Concerto of Mozart in A Major. This is a classic - but it is not because of the classics that I am beholden to him.

In my family love and reverence for the classics were instilled into us from earliest childhood. At that recital which I remember, some twenty years ago, Artur Rubinstein played some pieces by his compatriot Karol Szymanowski. Although born in the Ukraine, Szymanowski soon went to Warsaw to study and is regarded as a leader of the Polish renaissance

MR. STEINWAY (CONT'D)

in music. I believe Artur Rubinstein was the first artist to play Szymanowski here in New York. I do not remember how the public and the press took to that then ultra modern music, but I thought it was terrible and I told him so. Then began that part of my education which I owe to him. I was told that new music should be listened to with careful attention and respect. If serious artists gave themselves to the study and projection of the works of new comers, serious listeners should not make snap judgments, but sober ones after careful listenings! If no new music were ever played, presently no new music would be composed. It was a good lesson and I never forgot it. Whenever now I hear new and unfamiliar music, I remember Artur's lesson, and reserve judgment and give respectful ears to the New Offering.

The zest and understanding with which he now plays the works of the modern Spanish musicians - Granados, De Falla, and the rest, is but a continuation of his desire that his art shall remain always up-to-date, and that no new composer who has something to offer the world shall ever lack a hearing because of him.

All through his career he has given deep and thoughtful attention to the works of new composers, so who am I, or any of us, to say this is good and that is bad at first hearing!

Deeply thankful to him for my lesson; which I now pass on to you; I have ever been a staunch and sincere admirer of my friend and teacher Artur Rubinstein.

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ANNOUNCER

Thank you, Mr. Steinway.

Tonight, we hear Artur Rubinstein at the Steinway piano as soloist in the Piano Concerto #23 in A Major, Koechel listing 486 - by Mozart. Mr. Rubinstein is assisted by the London Symphony Orchestra under the direction of John Barbirolli.

3. A MAJOR CONCERTO - VAM 147

23:17

ANNOUNCER

You know, Rubinstein would be the first to admit that his Steinway Piano is a great help in giving a finished concert performance such as the one to which you have just listened. So would many another fine pianist. But let us, for a moment, dismiss the concert stage from our thoughts. Let's consider the Steinway in relation to your home ... for in spite of its concert fame, the Steinway is still built primarily for home use.

Steinway Pianos are built to serve you long and well. They are made of the choicest of materials by Master craftsmen. Such exclusive features as the diaphragmatic soundboard and the famous accelerated action add to the value of these pianos - both as a musical instrument and as a cash investment. You see, because of the Steinway name and the way these pianos are built resale values are always high - upkeep is always low.

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ANNOUNCER (CONT'D)

And you may reasonably expect any Steinway to serve you 20, 30, even 50 years - filling your home with melody. When you purchase a Steinway for your home, you are buying for the future - you are buying a piano that your grandchildren will treasure - visit the only place in New York City where you can buy a new Steinway piano - it is Steinway Hall, 109 West 57th Street. See for yourself the many beautiful pianos on display there.

(SHORT PAUSE)

The closing work on this evening's program at Symphony Hall is the Prelude to Act 1 of Lohengrin by Richard Wagner. Arturo Toscanini conducts the New York Philharmonic Orchestra in these records.

4. PRELUDE, ACT I, LOHENGRIN - V-14006 A & B

8:33

ANNOUNCER

You have just heard the prelude to Act I of Lohengrin. Richard Wagner, composer of this work, once said that his Steinway grand "was a noble work of art", and added that he knew of nothing that approached the perfection reached by the Steinways in piano building.

Today a Steinway piano is even closer to perfection. We urge you to see and hear these marvelous instruments at Steinway Hall, 109 West 57th Street. There, you will find Steinway verticals priced as low as \$525 and Steinway Grands as low as \$1045. A ten percent down payment will place any Steinway in your home at once and you may have as
(SNEAK THEME IN TO B.G.)

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ANNOUNCER (CONT'D)

long as eighteen months to pay the balance. Incidentally, your old piano will be accepted in partial payment. Visit Steinway Hall soon, won't you?

Until next Tuesday evening at eight o'clock, we wish you all a very good night.

(THEME UP TO END)

ANNOUNCER

More and more smart record buyers are coming to Steinway & Sons Record Shop in Steinway Hall. They have learned that here they are sure to find the records they want. They enjoy the privacy of our fine audition rooms and the services of the trained Steinway personnel. What's more, with all these advantages, they pay no more for records. Visit Steinway and Sons Record Shop soon - see the latest model Capehart and Magnavox Radio Phonographs on display there - for sale on reasonable terms.

(STATION IDENTIFICATION)

ANNOUNCER (CONT'D)

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Good night.

THOUGHT THIS MIGHT

INTEREST YOU. GREETINGS

Paul H. Schmitt

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SANTA MONICA