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STEINWAY

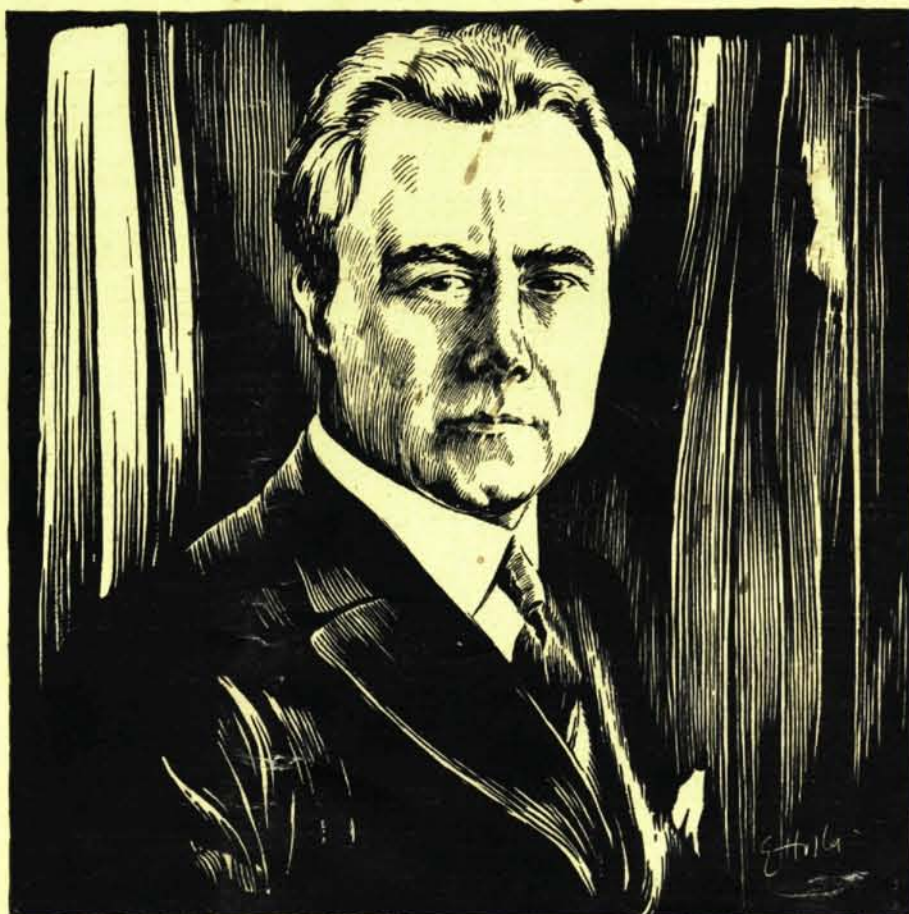
THE INSTRUMENT OF THE IMMORTALS

Why Steinway Is Chosen

MOST of the great pianists who choose the Steinway, buy it for its present and easily apparent qualities—its exquisite singing tone, and its quick, accurate response to the player's moods and feelings.

They form a group of people who care little about price—who require the finest instrument that the world can give them—who judge a piano, not primarily from the standpoint of service, or cost, but from its tone, its response to the hand and spirit, its ability to interpret every subtle mood of the musician.

These also are among the many reasons why the Steinway is bought in ever-increasing numbers by people who most carefully con-



Josef Hofmann uses the Steinway exclusively

sider the family budget. To buy the best is to practice real economy. Every Steinway makes a generous return to its owner. For the Steinway is built, literally, for a lifetime of pleasure and delight. Its durability alone places it definitely among the least expensive of all pianos. There are many pianos whose initial cost is less, but there are few that cost so little in the end. Upon this basis of true economy, the great majority of Steinway pianos are sold—to students, to amateurs, to men and women of modest means.

STEINWAY & SONS, STEINWAY HALL
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