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46TH YEAR



The Ebonized Baby Grand, \$1375, in an interior designed by the artist, Eduard Buk Ulrich. There are Steinway models inspired by all the notable periods of decoration

STEINWAY

THE INSTRUMENT OF THE IMMORTALS



MISCHA LEVITZKI, the colorful young master of the piano, says: "Each Steinway is a masterpiece of art and an inspiration to me in my work."

AN OBJECT of beauty in fine woods and ivory, the Steinway points and confirms the unmistakable air of distinction prevailing in the cultured home. It is an incomparable decoration of graceful line and glowing finish for the important room dedicated to guests and pleasure. Like a storied jewel or an aristocratic person, the Steinway lends to its surroundings the romance of its magnificent tradition. Wagner, Liszt, Caruso, Hofmann, Paderewski, Rachmaninoff . . . in the daily lives of all of these, each a genius who marks the progress of musical history, the Steinway has played its intimate, unfailing part. And in the theaters, concert halls and great homes of Europe and America, its pure, rich music, like a thread of brilliant song, has woven its way through courtships, entertainments and art that have become part of the very foundations of our cultural past.

A Steinway will provide two or three generations with the means of entertainment as well as instruction for the children. As an instrument for such instruction, the Steinway ranks as a virtual necessity; for children who are introduced to music through the Steinway form no second-rate conceptions of tone and performance out of which they later will have to struggle. Yet this veritable Instrument of the Immortals . . . built to ever-rising standards by the same family for more than half a century . . . is purchasable on terms that even the most careful budget can provide for. And it will stand up through years of rigorous use that actually would see the end of two or three inferior pianos.

A new Steinway Upright piano can be bought for a total as low as

\$875

A new Steinway Baby Grand can be bought for

\$1375

As the Steinway is made in New York City, these prices, naturally, must be "plus transportation" beyond New York and its suburbs. Used pianos of all makes will be accepted in partial exchange for any style of Steinway.

10%

DOWN balance in three years