

DEC 24

PRESTO-TIMES

Established 1884—THE AMERICAN MUSIC TRADE JOURNAL—Established 1881

NUMBER 2268

Entered as second class matter Apr. 3, 1932, at Post Office, Chicago, under act of Mar. 3, 1879.

CHICAGO, ILL., NOV.-DEC., 1932

Published bi-monthly by Presto Publishing Co., 417 S. Dearborn St., Chicago, Ill.

48TH YEAR

THE MASTERPIECE PIANO

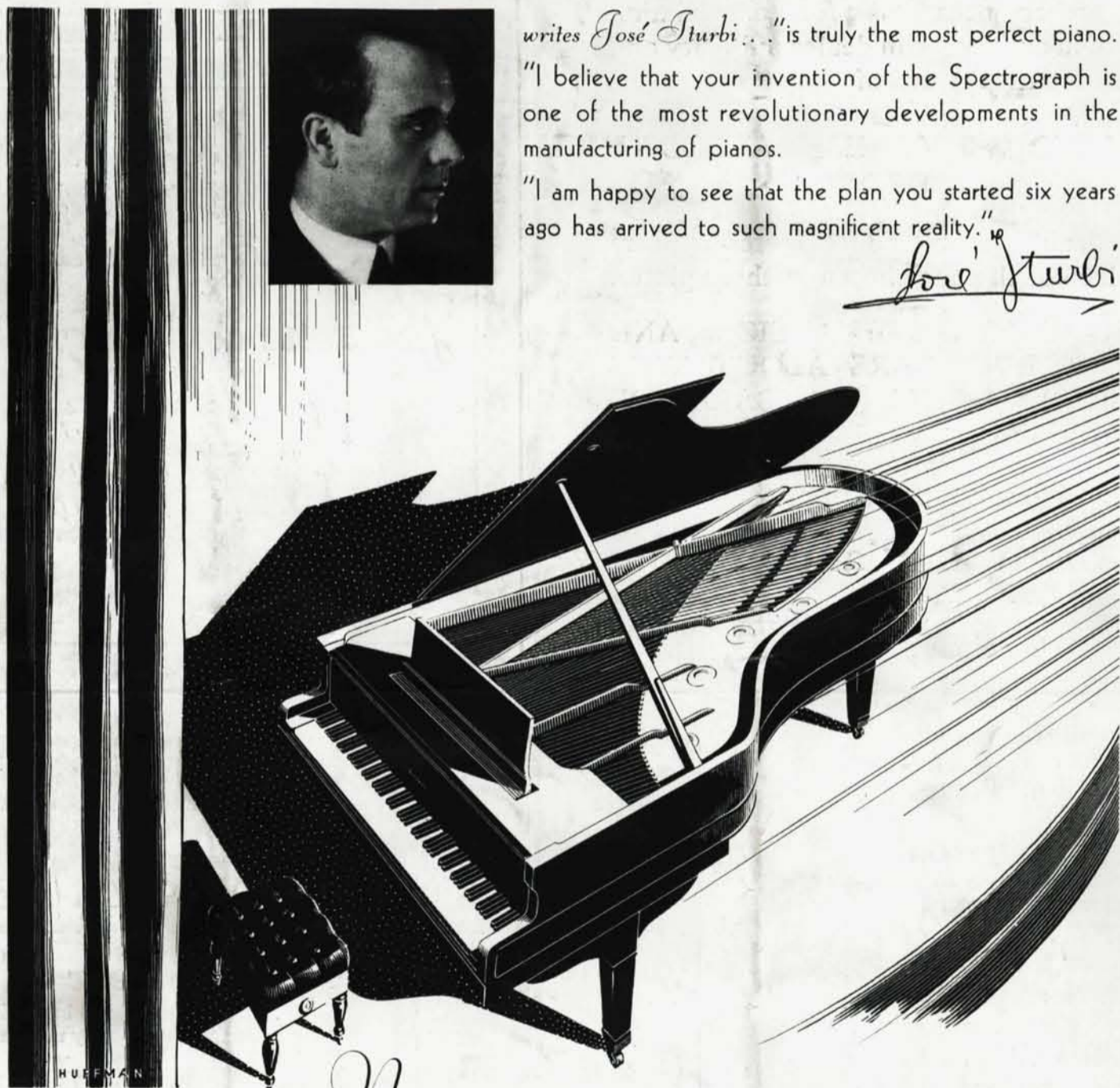
"The New Baldwin" ★ ★



writes José Sturbi... "is truly the most perfect piano. "I believe that your invention of the Spectrograph is one of the most revolutionary developments in the manufacturing of pianos.

"I am happy to see that the plan you started six years ago has arrived to such magnificent reality."

José Sturbi



Nothing in recent Piano history has created such enthusiasm, as the announcement of THE NEW BALDWIN MASTERPIECE MODELS. In the words of the industry and the music world, "They mark a new era for the Piano." . . . Many new advantageous features of construction are embodied in these NEW BALDWINs, but what places them

above all other pianos is the scientifically even scale and the breath-taking beauty of the NEW BALDWIN TONE . . . an entirely new conception of piano tone made possible through the exclusively owned miracle of modern physics, the TONE SPECTROGRAPH. You owe it to your interest in the Piano to know the story of this epoch-marking achievement. . . . May we send it to you?

THE BALDWIN PIANO COMPANY

CINCINNATI
U. S. A.

ACK 8