

To inherit a good or noble name might seem to be an advantage, but history disproves this theory, for the temptation to bask in the glory of a predecessor's credit is too strong for most great men's sons. No benevolent despot can guarantee a succession of benevolent despots; no artist or musician can insure his progeny's inheritance of talent. In the world of business, founders of empires are often grandfathers of paupers. Man can inherit neither goodness nor greatness. He may be exposed to their beneficent influence, but he must achieve them for himself.

When five generations successively honor and distinguish their common name, this is not only the family of a great man—this is a great family! A name thus honored and distinguished is *Steinway*, symbol and trademark of the world's most esteemed piano. The secret of this rare and proud achievement is simply that the Steinway name has been accepted by each generation, not as an honor or an advantage, but as a solemn trust and threefold responsibility, to the family, to the product which bears its name, and to the public it serves.