

tion is still the aim and the result, skilled craftsmanship is still the means—loyalty and pride have simply been spilled over from family worker to factory worker. Where mass production logically stresses speed, economy, and replaceable parts, the Steinways still stress beauty, quality, and durability.



The Steinway piano is a work of art. The workers still operate as devoted artisans. With few exceptions, all parts of the product are still made in the Steinway factories in New York. Fifty-two percent of the manufacturing cost goes into the craftsmanship required to perfect every tiny part and mechanism of a Steinway. Forty-two percent of material cost goes into wood, the greatest single factor contributing to the piano's tone and long life.

The story of this wood is fascinating in itself. The Stein-