

The Steinway record is an open book. In the esteem of those whose esteem means most, it has no equal. The master pianists of the present as well as of the past have openly endorsed and exclusively used this instrument. What is true of pianists has been equally true of conductors, violinists, cellists, singers, and symphony orchestras. The list is endless and conclusive, and this overwhelming approbation from music's Hall of Fame has played its inevitable part in inspiring students, teachers, and average families to aim high, and to buy the best.

Have you ever considered what a large proportion of radio's daily entertainment is musical, or what a large percentage of this musical program requires the use of a piano? Whether the rendition is to be a Chopin nocturne, a Tschai-kowsky concerto, or the latest in boogie-woogie, a radio station must supply a piano which will do justice to all three, and which will likewise prove durable under such constant and varied use. It is therefore no accident that the great stations in New York have some hundred Steinway pianos in almost continuous use, or that virtually every major city in the United States, as well as in Honolulu, England, Australia, Canada, British Columbia, Argentina, Egypt, Lithuania, East Africa, Cuba, Finland and nearly every country in the world, can point with pride to the Steinways which their radio stations possess. And we might mention, too, that all these Steinways were bought by the stations outright. They are not loaned nor contributed.