

*The* NEW  
AEOLIAN  
HALL *is Open*



# THE NEW AEOLIAN HALL IS OPEN

## DEDICATION

THIS GREAT BUILDING, WHICH, IN THE SHEER MAGNITUDE OF ITS PROPORTIONS, IN ITS BEAUTY AND ITS COMPLETENESS, SURPASSES ANY STRUCTURE OF ITS KIND IN THE WORLD, WAS MADE POSSIBLE BY THE PATRONAGE AND LOYAL SUPPORT OF THE MUSICAL PUBLIC OF NEW YORK. IT IS, THEREFORE, TO THE MUSIC-LOVERS OF THIS GREAT CITY THAT IT IS FITTINGLY AND RESPECTFULLY DEDICATED.

## Appreciation

**S**UCCESS in New York is hard to win. This city—with its opera and art treasures, its great museums and libraries, its vast buildings and commercial enterprises, its magnificent hotels, and the great ships coming to its doors—sets the standards for the world.

There are no commercial processes whatever by which a business can win large success in New York—can become the leading house in its line—except these: *Its goods must be the best, its methods must reflect honesty and fair dealing, its prices must represent true economy.*

Loyally have the people of New York supported the Aeolian Company in its enterprise. In the growth of this business, from the modest first floor and basement at 13th Street and Broadway, a few years ago, to this present magnificent establishment, is reflected an unprecedented measure of public approval.

As a partial return for this support, as an acknowledgment of the obligation we feel we owe, we have erected this new building. In its every detail, we have attempted to create a structure in harmony with the highest ideals of musical art—an edifice of which New York could be justly proud, and which would reflect this city's cultured taste.

With all its imposing dignity and beauty, it is not, however, what the New Aeolian Hall *is*, but what it *stands for*, that has direct personal interest for the people of New York. Here is an establishment such as this city has always needed and never had. A great music house, centrally located, perfectly appointed and containing all the standard musical instruments demonstrated to be the best the world provides.

Here are modern instruments—the celebrated group of genuine Pianola Player-pianos, which in a few short years have revolutionized the music-industry. Here are famous old instruments—honored for generations—the magnificent Weber and the Steck Pianos, or the later Wheelock, Stuyvesant and the wonderful Stroud. Here is a Victor headquarters, surpassing in every detail any representation hitherto accorded to this widely-known and justly popular instrument.

Here are musical instruments for every need and for every purse. From the superb Steinway Grand Pianola-piano to the modest-priced Stroud, from the elaborate Aeolian Pipe Organ to the lowest-priced Victor Talking Machine, the best of every type and every grade is here.

And here the Aeolian Company pledges itself to perpetuate those principles upon which its vast business has been reared—principles which are the foundation stones of its marvelous success.

One price to all—the *lowest*. One quality throughout—the *best*.

Aeolian prices, represent the truest economy, the greatest value for the money.

Aeolian methods, reflect honesty, liberality and fair dealing.

Aeolian service, stands for promptness, courtesy, and complete satisfaction.

## An Invitation

The new Aeolian Hall is in the nature of a public building. It is dedicated to the public, and, in a sense, belongs to the public.

Its architectural features, its decorations, its color plans, are original and impressive, unlike anything hitherto seen in this country. It is an edifice to attract nation-wide attention.

From the moment its doors open at 8.30 Monday morning, October 14th, it will thenceforth be free to all.

You are cordially invited to visit Aeolian Hall and avail yourself of the special arrangements made to entertain visitors. This invitation is not extended alone to possible or intending purchasers. *Everyone will be made welcome.*



831 BROADWAY  
1880-1889

18 WEST 23rd ST.  
1890-1902

362 FIFTH AVE.  
1902-1912

THE successive stages in the Acolian Company's rapid growth from one of the smallest to the greatest house in the music-industry are here illustrated.



THE new Acolian Hall, West 42d Street, opposite Bryant Park. The largest music house in existence, where the leading Pianos and Player Pianos of the world and the famous Victor Talking Machines are sold under conditions ideal for comfort and convenience.

## Pianola Player Piano Department

OCCUPYING a large proportion of the entire third floor of the building, the arrangement and display of these world-famous instruments are ideal. Located very near the center of the building is an immense salon where are gathered examples of all styles of the upright models in each of the six individual pianos which compose the Pianola Player Piano group. To the right and left of this salon are eight smaller demonstration rooms, sound-proof and having perfect light and ventilation.

The Forty-third Street end of this floor is entirely given over to the Grand Pianola Piano salon with an imposing display of Steinway, Weber and Steck, Grand Pianola Pianos. Thus one may examine the entire group of Pianola Pianos without leaving the one floor.

These are the Pianola Player Pianos—The Steinway, The Steck, The Wheelock, The Stuyvesant, The Stroud, and the magnificent Weber.

*Prices from \$550 upward*

## Technola Player Piano Department

THE TECHNOLA Player Piano is an instrument which we created to meet a wide and growing demand for a player piano of Aeolian-quality construction at a price materially lower than we were able to place on any of the Pianola Pianos. It consists of a thoroughly artistic and absolutely reliable upright piano of our own manufacture into which we build a player action which is also our own in every detail.

The resulting instrument is a player piano which is excelled in artistic effects only by the Pianola Pianos themselves, and which is both musically and constructionally superior to other instruments sold for a great deal more. Only the enormous resources of our Pianola factories make the Technola Piano possible at its price.

The display of Technola Player Pianos is located on the third floor mezzanine.

*Technola Player Pianos, \$450 and \$475*

## Regular Piano Department

THE prominence of the Pianola and its exclusive connection with the Aeolian Company have led many people to overlook the fact that we also control the manufacture and sale of five of the world's famous *pianos*.

It is now eight years since we purchased the factories and business of the Weber, Steck, Wheelock and Stuyvesant pianos; and it is four years since the combined expert staff of these five factories produced our sensational Stroud piano, which sells for \$250, yet is of such quality as to win the endorsement of seven great concert artists.

Nearly all of the fourth floor is devoted to the display of these five celebrated pianos, Grands and Uprights, with one large department reserved for exchanged and rebuilt pianos of other makes.

Thus one may hear on this floor a piano *of almost any known make*.

The Aeolian-built pianos are these: The Weber, The Steck, The Wheelock, The Stuyvesant and The Stroud.

*Uprights from \$250*

*Grands from \$650*

## The Victor Department

ONE floor down from the main Reception Hall, we have arranged an immense department to provide the finest Victor service in the world. Besides the main Salon, there are seventeen private rooms for demonstration of both machines and records. These rooms are glass-sided, sound-proofed, and connected directly with the service passage which is lined with the stock shelves and racks. All the rooms are perfectly lighted, ventilated, and maintained at an even temperature.

At the Forty-second Street end of this floor is the Green Room with a seating capacity of about three hundred, where will be given informal noonday Victor Recitals each day.

You can come here with the assurance of instant, cordial, painstaking service, and a stock, both of Victor Records and Machines, which is second to none in America.

*Victors from \$10*

*Victrolas from \$15*

## Pipe Organ--Orchestrelle Department

**B**Y the development of the perforated music-roll principle this Company has produced both the Aeolian Pipe Organs and the Aeolian Orchestrelles with player mechanisms, so that they may be played even by the novice entirely without musical knowledge or training. The Pipe Organ is too universally known to require description. The Orchestrelle is a smaller instrument similar to an organ, but with its tones so treated as to resemble closely the effects of the instruments in an orchestra. Its effects are superb and appeal to a wide class who prefer the organ quality to that of the piano.

In a series of large rooms resembling those of high class homes, these instruments may all be heard under ideal conditions, on the third floor.

*Pipe Organ prices on application. Orchestrelles from \$950 upward.*

## The Pianola Music Department

**A**VERY large measure of the enjoyment one can get from a player-piano is necessarily dependent upon the music service available. Many owners of player-pianos who purchased without sufficient investigation are discovering to their annoyance that the dealer from whom they purchased is not in a position to supply them with anything like an adequate selection or service.

At the New Aeolian Hall there is the largest stock of player music in the world—both for library use and for sale—and it is renewed daily from our own music-roll factories at Meriden, Connecticut. With a large reception room, seventeen private demonstration rooms and a large corps of carefully trained assistants, this Department offers to our own patrons and to owners of other players as well, a degree of service which will set a new standard in this important division of musical merchandising.