



AudioGraphic
Music



The Flowered Path For Children

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For Children



ÆOLIAN COMPANY

ÆOLIAN HALL—689 FIFTH AVE.

New York



George H. Gartlan, Director of Music in the New York City
Public School System explaining the story of the
Peer Gynt Suite with his own annotated music.

March 16, 1928.

THE AEOLIAN COMPANY
689 Fifth Avenue
New York City

Gentlemen:

I have made a careful study of AudioGraphic Music and from a full knowledge and complete conviction, I recommend this wonderful means of developing music appreciation to every parent.

Give a child access to a Duo-Art piano and the library of AudioGraphic Music and in a few months he will acquire a greater knowledge of fine music than most people gain in a lifetime.

My own little girl uses and thoroughly enjoys AudioGraphic Music. The rapidity with which she has gained a familiarity with the works of the great composers by this means alone is astonishing.

Yours very truly,

GEORGE H. GARTLAN (*Signed*)

The Flowered Path for Children



HOW often we hear a friend say: "Oh, how I wish I knew more about music—if my parents had only insisted upon my learning it when I was a child!"

The child-life that contains no music—by that we mean *worthwhile* music—is as drab, as colorless as a garden that never blooms.

But modern parents are awake to the fact that a knowledge of good music is one of the vital factors in a child's up-bringing—the only problem is how to give them this knowledge in the happiest, least taxing way, yet thoroughly.

Suppose for a moment you could send your child to a music school that had on its faculty the leading instructors—the most gifted writers on musical subjects in the whole world!—and that these great authorities would devote themselves exclusively to your child and be ready at all times to play and explain the master works of music in a most interesting and attractive way—

That is virtually what AudioGraphic Music and the Duo-Art Piano bring into your home.

AudioGraphic Music is Music beautifully played by the world's greatest artists; apropos and interesting bits from the life of the composer are told; the composition is entertainingly explained—its true meaning storied by the greatest writers on music literature of all times.

Nothing like AudioGraphic Music has even been attempted before. A very great English writer and critic has said: "It is the soundest and most comprehensive scheme for music appreciation yet put forward."

Every piece of music presented AudioGraphically to your child means the planting of a lovely and lasting flower—lending color, fragrance and charm to his or her pathway as long as life lasts.

"Once Upon A Time"



THE magic in those words! Betty scampers over to the piano and snuggles up to Mother as she begins to read—

"Once upon a time, in the country of Popotapitania, there was a village with no children—"

A sad beginning surely—but, oh, what a happy ending when the little lame Peter plays his "liveliest tune" upon his violin and the queer gnomes and goblins all turn into happy children again—and even little Peter stops limping and dances merrily home with the rest!

The story is by the famous English writer, Percy Scholes, who, like all great people, can bend his talent to meet the understanding of a little child.

After the charming story is told, comes the music—Liszt's lilting, tripping "Dance of the Gnomes," played fascinatingly by Guiomar Novaes—How children adore the *combination* of story and music!—Quiet they sit, rosy lips parted, eyes shining, drinking in every note. Music brought to them AudioGraphically endures to enrich their whole lives.

And for Grown-ups a new world of music—so many thrilling new sidelights on old favorites—so much of music lore and music structure too—to be delved into pleasantly of an evening by your own fireside!

IGOR STRAVINSKY,

Pianist, and greatest of living Russian composers, says:

"I am not at all surprised to learn of the rapid spread of interest in the new AudioGraphic music rolls. Their appeal is so simple, so direct, so effortless that their general adoption throughout the civilized world can only be a question of time.

"A great feature of this system of teaching seems to me to be that of its very nature it is sure to find favour with the children. They will enjoy the rolls, they cannot help doing so, and while they enjoy they will also learn and so grow up with a new possession, a love and understanding of good music that will be a great source of joy to them in after life."

Sit By Your Child

and read her the AudioGraphic descriptions and stories. Explain how she may follow the tunes and phrases. Her delight will know no bounds. Gifted naturally with an instinctive love for rhythm and melody, this wonderful new plan, AudioGraphic Music, will lay a firm musical foundation that will stand her in good stead not only in the drawing room, but in every walk of life.

To bring children up on jazz alone, is to undernourish, to starve, to cheapen the very vitals of their mind and imagination.



Every piece of music presented AudioGraphically becomes a priceless possession — a lasting, beautiful experience that will never be forgotten.



"AudioGraphic Music is wonderful in enabling children to understand the universal language of music."

THE AEOLIAN CO.,
Memphis, Tenn.

January 24, 1928.

Gentlemen:

Every once in a while, some great person in the name of an equally great Corporation discovers a new way to add to the sum total of the world's wealth of happiness.

Last Saturday evening I wished all who were instrumental in getting out the new "AudioGraphic" records for the Duo-Art could have peeped into our happy home. We were warned that the "Dance of the Gnomes" was not to be exhibited to "Grown-up people over the age of twelve." With three boys and a girl, my husband and I feel that we just can't grow up yet, so we all gathered about the piano and read the story of Little Lamé Peter. As we got to the part where the Goblins turn again into children Frank, aged seven and Billy, nine, broke into a hilarious "ha! ha! ha!", and we were all transported into the happy land of harmony where children always dwell.

Then, we had the "Erl King." As my husband read, one could have heard a dropping pin and as the last word fell the children in unison heaved a deep sigh. But to break the gloom we started playing the music. As they heard the galloping of the horse and the pleading of the mellow treble notes of the Erl King they felt that though the words told of a tragedy the music had turned their thoughts from death to the immortality of man as well as of music.

The AudioGraphic records are wonderful in enabling children to understand the universal language of music—children from birth to the age of 100 or more!

Formerly we wondered how with four small children we could afford a Duo-Art, now we wonder how we could afford to do without one.

Appreciatively yours,

(Mrs.) BLANCHE Z. JEMISON.



"And there stood a witch in the doorway of a gingerbread house."

Among the charming Children's numbers we find:

"Dream Music" from Hansel and Gretel

Mrs. Agnes Moore Fryberger, author of "Listening Lessons in Music" and Educational Director of the St. Louis Symphony Orchestra tells the story of Hansel & Gretel for AudioGraphic Music. She explains how industrious Hansel & Gretel are—but alas! how poor. They go to pick berries in the woods and become lost. The Sandman comes, they say the beautiful little prayer that every German child knows, lie down and fall asleep. They have a wondrous dream—but you really must hear the music to know all about it.

MRS. FRYBERGER,

Whose magnetic personality and great talent have taken her far in her field, says:

"If I were asked the most important investment a young couple with children could make, I should reply without hesitation, 'A Duo-Art Reproducing Piano with a carefully chosen Library of "AudioGraphic Music."'

"Character building cannot begin too early. We realize today that a child is first of all an emotional being, and are consequently careful to provide influences that will stir the right emotions. If we can instil an appreciation of and desire for good music, most of which expresses tender and beautiful sentiments, we have conferred a blessing that will last through life.

"If it is our desire, as with so many parents, that our children should enjoy the advantage of music as an accomplishment, we can do nothing better than to provide a home musical atmosphere. The hours of practice are naturally more or less irksome. Unless they are lightened by the ambition to produce loved and desired effects, they are only too apt to be perfunctory and unproductive. All this is so obvious that I look to see the time when practically every home, certainly every home with children, is equipped with a Duo-Art."



A little girl rocks her doll to sleep to the rhythm of a swaying cradle

Fauré's "Berceuse"

All the world loves a lullaby, so no one in America could forget this famous lullaby of France. Fauré's "Berceuse" is played for the children by Alfred Cortot and the story told by Marie Wiethan.

"Every little girl has a dolly and of course, when the shadows fall, she will take the dolly in her arms and rock her to sleep. Way across the sea—in a beautiful French garden, a little girl used to rock her dolly to sleep underneath a big tree. And one day an old musician named Fauré, saw her, and he was so pleased that he wrote for her a lovely lullaby which he called 'Dolly.' It is so charming any little girl would love to rock her dolly to sleep to its melody."

ISIDOR PHILIPP,

Composer, and Professor at the Paris Conservatoire, says:

"The AudioGraphic Music is destined to have a very brilliant future and very justly too. It will make music understood and will prove a very sure guide to the amateur and often will be of an even greater help to the artist. Biographies, criticisms, analyses—everything is made interesting, all is useful as much for the professional musician as for the simple listener.

"The small child will also profit by it greatly. Preliminary musical studies will appear less grim and forbidding and will no longer fill him with dread when AudioGraphic Music has given him a glimpse at the treasures of the land of music. I have helped personally with the elaboration of some of these with the firm conviction that I have thus rendered a service to our art. How much beauty is found hidden between the lines revealed and lightened by a few words of explanation!"



"So the animals asked Master Lion's advice"

Mendelssohn's "Hunting Song"

No one would forget either The Hunting Song of Mendelssohn when thinking of children's music. So Mr. Scholes tells us on this AudioGraphic Music Roll:

"It all happens in North Querryland, which is to say, Hilltopoo. And to this day the townsfolk talk about it. Of course, you could hardly blame the animals! They were so tired of being hunted. And one day they called a Council of War. 'Next time the people go hunting, lure them to Topsy-turvytown' said Master Lion. And so they did. And once there, the poor huntsmen were helpless. The animals mounted on their horses and gave them a right merry chase, and just when it looked as though they'd all be killed—well, what do you suppose happened?"

And so we are left to finish the story—when we have listened to the excited happenings in the music itself.

ETHEL SNOWDEN (MRS. PHILIP SNOWDEN)

Author of "Political Pilgrims in Europe," etc., says:

"I wish to make a public confession of my very great interest in AudioGraphic Music, as a new means of increasing the understanding of music.

"AudioGraphic Music Rolls for Children are fascinating, and have never failed in my experience to awaken a delight in music in the young mind of those who hear them. Three in particular occur to me as I write, as having more than ordinary appeal to the instinct of beauty and the sense of rhythm which are in every child—the 'Dance of the Gnomes,' 'Berceuse' and 'Puck'.

"This new method of teaching the value of music—good, interesting, beautiful music—so it can be understood by the simplest as well as the wisest, is by its very attractiveness certain to give the home a higher and deeper value."

ERNEST NEWMAN,

Critic, London Sunday Times, says:

"It is a great pleasure to me to be able to testify to the excellent qualities of the AudioGraphic Rolls in general, and those intended for children in particular. Two of these Rolls, Grieg's 'Puck' and Liszt's 'Dance of the Gnomes', I have had the opportunity of examining in close detail.

"If anything could reconcile me to the idea of being a child again and going once more through the awful rounding pains and penalties and repressions and inhibitions peculiar to childhood, it would be the prospect of being able to learn music by a method such as this.

"The thesis might also be maintained that if any of us still love art and literature after we have grown up, it is not because, but in spite of, our education in these matters. I myself can still remember how cordially I detested Shakespeare at one period of my school days, because Shakespeare, as we were taught him, was not a great imaginative poet but merely a pretext for certain exercises in parsing and analysis, and unusual grammatical constructions, and the lore of obsolete words.

"I have often thought since that Shakespeare must be a pretty good poet to have stood up against the way we were 'taught' him. And Beethoven and Bach and the rest of them must be pretty good composers if we can still like them after the way they were drummed into us, and the forbidding atmosphere of theory in which they were wrapped.

"This new AudioGraphic method of teaching children not only makes the music more easily seizable but more agreeable. The child gets the music itself directly into him without drudgery and without tears. His interest is quickened by the charming verbal description printed on the Roll, which places him in the right receptive attitude without putting into his head any ideas that ought not to be there, and further by the delightful pictorial illustrations; while the technical analyses, which are just enough for him and for the work, will help to lay the foundations of a sense of design in him that will be of service to him in the concert room when he grows up.

"A few years of child education along these pleasant yet sound lines will, in my opinion, do an immense amount towards making a new generation of intelligent music-lovers."



"The favorite of the troupe is borne away."

Gounod's "Funeral March of a Marionette"

"She's fallen and broken!" The marionettes stumble awkwardly over to help—but alas, it is too late. With sawdust pouring from her wounds and damaged beyond repair, the little dancer is borne away. Through his Duo-Art recording, Clarence Adler, plays the funeral march as they move along—their jerky little limbs making progress unsteady. And as Edith M. G. Reed, English Author and Editor of "Music and Youth", describes Gounod's "Funeral March of a Marionette" we learn that the occasion, and consequently the music, is not so serious as we first feared.

WALTER DAMROSCH,

D.Mus., General Music Counsel, National Broadcasting Co., Conductor of the Famous Children's Concerts, New York Symphony Orchestra, says:

"Today, we possess countless opportunities for listening to music but few for understanding that which we hear. Therefore, the new AudioGraphic Music comes as a boon and a blessing.

"I am glad to commend with all my heart, this great world movement so magnificently sponsored by The Aeolian Company."

SIR JAMES C. IRVINE,

C.B.E., Ph.D., D.Sc., LL.D., Glas., F.R.S., Vice-Chancellor and Principal of the University of St. Andrews, says:

"I have nothing but praise to offer regarding the use of the Duo-Art Piano and the AudioGraphic Rolls, in the musical and cultural education of children.

"As a means of leading those who have an inherent undeveloped musical instinct to a real appreciation I know of no better method than that afforded by AudioGraphic Music and the Duo-Art Piano."



"When they almost catch him they stumble and fall"

Grieg's "Puck"

Puck is a mischievous little forest sprite told of in Grieg's lovely music on another AudioGraphic Music Roll.

He's the most roguish elf in the Fairy Forest. For in the dead of night his favorite prank is to pretend to be a Fairy-Lantern, and tired, weary travelers, thinking of finding a quick way out of the forest, follow him. Through bog, through bush, through brake, through brier. But Puck has fairy feet! He can run swiftly. He can go through brier and brush without a scratch. But not so the mortals. They stumble—they fall. And sometimes when they lie on the ground, stunned, Puck casts a magic spell over them. Alas, poor mortals!

CHARLES MARIE WIDOR,

*Composer-Organist, Permanent Secretary of the
"Academie des Beaux-Arts de France," says:*

"AudioGraphic Music is a veritable boon. To love music is good, but to understand it is still better. This ingenious music will explain to the listener the subtle mystery called inspiration and whilst initiating him into the basic idea of a composition will more fully unfold to him its beauties. My thoughts immediately fly towards little children whose young courage often fails never to return when faced by the dullness of the musical studies presented to them. In order to instruct, one must first please, and the heart as well as the intelligence must be conquered.

"The AudioGraphic Music Roll will have the mission of inciting children to musical studies by allowing them to glimpse the promises and enchantments of the realm of music. But be they adopted by families, by schools, by the enlightened amateur, or even by the professional musician, these rolls, which are nothing more nor less than attractive performing lecturers, will greatly and thoroughly diffuse the great music of the world. I have taken personal part in their elaboration and with the most active interest."

EDITH RHETTS,

Educational Director, Detroit Symphony Orchestra, says:

"AudioGraphic Music is fascinating. That so much information, intelligent background and atmosphere can be combined with music itself is amazing.

"While I was enjoying this intriguing marvel, I suddenly thought of an experience that happened to one of our teachers. A bad boy had driven her almost to distraction. She was genuinely fond of the lad and decided to talk it out fairly and frankly one day. Her reasoning was the usual appeal. His answer was, 'Why, Miss Smith, I'll be good if you'll interest me.'

"It seems to me that this boy's simple challenge and great need is the very thing that AudioGraphic Music has come to do for all young people. From ages 9 to 90, let us interest them in the incomparable literature of music, which many hearing, hear not, neither do they understand.

"Music has definite form, displays national and historical perspective, characteristics of individual composers and many other elements which training perceives and which when understood increases immeasurably our capacity for enjoying it. But before one can sense all these things he must first learn to listen.

"Listening is awareness plus interest, plus concentration. It would be impossible to be unaware in AudioGraphic listening. Interest is whipped to eagerness and held by anticipation throughout a composition.

A Joyous Way to Understand Music

"Listening a few times in such a manner and a masterpiece becomes one's very own forever. What a joyous way to awaken a child's musical thought and judgment—wooting, his sustained attention to beautiful music beautifully played!

"The young child turns to the beautiful as a tender plant to sunlight. Children at home will enjoy the AudioGraphic Music that has been written for them in such a way that they may actually participate through listening. The wise mother may thus foster the formation of taste by developing rhythmic, melodic and harmonic conception in this play that shall grow up with the players.

"Among more difficult things for the class room and the serious student are such topics as musical form and theme recognition. In this connection AudioGraphic Music seems like a musical X-Ray illuminating the thematic structure while the living composition pursues its lovely way to the senses.

"Truly it is a royal road to musical enjoyment, a bright sunshine of musical interest in the school, the home and in personal life.

"Music has combined the power of giving intellectual pleasure with spiritual uplift. But appreciation is not a quality of any art nor even of beauty itself. It is an echo sounded inside the individual upon experiencing beauty.

"May AudioGraphic Music be a magic pass key that shall open wide many doors of musical enjoyment!"



"There sat Brer Rabbit combing the tar from his hair with a chip."

Mac Dowell's "Brer Rabbit"

How Brer Fox schemed to catch Brer Rabbit! and this time Brer Fox was sure he had trapped his long-eared foe. For hadn't he made a black baby out of the stickiest tar he could get, and hadn't he put it just where Brer Rabbit would see it?

Hiding behind the bushes, he waited and watched for a long, long time until at last Brer Rabbit came hopping along. Breathlessly, with his eyes gleaming with mischief he saw first one paw, then another, stick fast to the tar baby until poor Brer Rabbit was held fast.

Then, Brer Fox stepping out from the bush . . . but you must read how Brer Rabbit got away again as Percy A. Scholes, B.Mus., A.R.C.M., has told it for AudioGraphic Music.

SIR LANDON RONALD,

*F.R.A.M., F.R.C.M., F.G.S.M., F.Z.S.,
Principal, Guildhall School of Music, London, says:*

"In education—particularly of the very young—to impart knowledge is not so important as to afford an opportunity to acquire it. That is why the Children's AudioGraphic Rolls appeal so strongly to me.

"You know the value I attach to the national growth of understanding and appreciation of good music, and because I believe that these Rolls are a force to this end, I welcome them.

"I have always, figuratively speaking, shouted from the housetops the colossal educational value of all types of mechanical instruments. I believe they help our boys and girls to grow up in the full understanding of an art which is character-forming and a source of great happiness."

SIR RICHARD A. GREGORY,

Eminent Scientist and Editor of "Nature", says:

"Love of music is instinctive in most children, and for the nurture of this feeling the AudioGraphic rolls of the Aeolian Company are an invaluable educational aid. They create interest in musical themes and understanding of musical expression, and they lead children by pleasant paths into a world of wonder and beauty. Such rolls as the dreamy 'Hansel and Gretel', the sprightly 'Puck', and the delightful 'Dance of the Gnomes', with the notes on the stories, the quaint pictures, and the expressive comments tripping from phrase to phrase as the composition unfolds itself, make a permanent impression on the mind through both eye and ear."

L. MORTELMANS,

Director, Royal Conservatoire, Antwerp, says:

"This novel and unexpected form of musical instruction of children by means of AudioGraphic Music is of the happiest. Thanks to it, we have now the practical and attractive method of musical instruction. Henceforth, besides the delightful sensation to the ear, lovers of music will have at their disposal wider opportunities of penetrating deeply into the works heard."

DR. W. G. WHITTAKER,

Reader in Music, Armstrong College, Newcastle-upon-Tyne, says:

"I am convinced that this is a very important step forward in the direction of educating the amateur whose knowledge is limited or even absent altogether. Without doubt a large body of listeners desires a 'lead'. They need some guide to the general character and contents of music in the larger forms. These are very skilfully provided by the AudioGraphic Series, which suggest without over-stating.

"In the case of children they will be of enormous advantage. The children's rolls are exceedingly well done and show a knowledge of the avenues of approach to the young mind which few musical educational systems exhibit."

**[AN ILLUSTRATED BOOK DESCRIBING AUDIOGRAPHIC MUSIC, ITS
PURPOSE, AND ITS SCOPE WILL BE SENT TO YOU UPON REQUEST.]**



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