Steinway

Immigration

Family Business

Neighborhood

A New York Story
Acknowledgments

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Steinway workers, 1908; Steinway workers, 1980; Steinway kindergarten children, 1911; William Steinway and family in carriage, 1884;
a family at North Beach Amusement Park, 1915
P. 4: S.S. Helene Sloman; Charles G. Steinway (private collection of Henry Z. Steinway)
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P. 18: Boys in action department, 1908
P. 19: Steinway kindergarten children, 1911
Back cover: Map of Steinway & Sons Property in Long Island City, New York from Abstract of the Title of Steinway & Sons....[c. 1878] [modified]

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This curriculum and a teacher’s guide are available on our website at www.laguardiawagnerarchive.lagcc.cuny.edu
Click on "Fourth Grade Curriculum" for these and other online publications.
INTRODUCTION

Some of you might know the name Steinway. For some, it is the name of a famous piano. For others, it is the name of a street, a subway stop, or a neighborhood. It is all of those things. It is also the name of the family that built the piano company and the neighborhood.

In the lessons that follow you will learn the story of how the Steinway family came to America from Germany in 1850. What caused them to leave? What events were taking place in America as they struggled to learn English and start their own piano business in New York? By working on these lessons, you will learn about their immigrant experience, the growth of their manufacturing business, and their creation of a village for the workers at their new factory in Queens in the 1870’s.

Throughout this booklet, we will ask you to compare life in the 19th century with life today. To do that, you will be working with the same tools that historians use: letters, diaries, government records, photographs, family stories, and artifacts.

Let’s get started! Take a look at the photographs on this page. Those on the left side date from about 100 years ago. Those on the right have been taken more recently. What differences do you see? What changes, if any, have taken place over time?
The Steinway family was part of a "Great Migration" of immigrants who left their homelands and moved to the United States during the mid-19th century. From about 1820 onwards, the growth of shipping companies and cheaper fares made it possible for more and more immigrants to cross the Atlantic Ocean. New York City was the primary entry port for these newly arriving peoples. Their spirit and hard work shaped the growth of New York City and the United States.

During the years 1840 to 1860, more than 3,000,000 immigrants arrived in this City. Over 70% of these men, women and children came from Ireland and Germany. Why would so many people want to leave their homes and travel across the ocean to a new country? In 1845, a disease destroyed the potato crops in Ireland, a main source of food for the Irish. The potato disease also attacked crops in Germany. Agricultural depression, combined with political unrest and economic problems, compelled many Germans to leave their homeland, hoping to find more opportunity and a better life in America.

The Steinways were one such family. They lived in Seesen, a German village. Heinrich E. Steinway, the father of the family, had a small business making pianos and other musical instruments. Facing a weak economy and many regulations on trade, the Steinways found it harder and harder to do business.

In 1849, Charles, one of the Steinway sons, decided to leave for America. Charles had supported the failed Revolution of 1848 and thought it best to leave Germany. He went to New York, already a leading cultural and manufacturing center of the nation, and one of the major centers of piano production. He reported back to his family that chances of finding work were good. The Steinways decided to follow Charles to New York. In June, 1850, they sailed on the ship Helene Sloman from Hamburg, Germany to New York City. The journey took almost five weeks. When they arrived, they got jobs working in various piano factories in the City.

**GLOSSARY**

- **to migrate**: to move from one place to another
- **depression**: a period of economic decline
- **to emigrate**: to leave one's country for another place
- **to immigrate**: to arrive in a country from another place
- **occupation**: a job, a way of earning one's living
- **ship manifest**: a list of passengers that the captain gave to immigration officials when his ship arrived in port
- **census**: an official count of the number of persons in a country. The U.S. government takes a census every 10 years.

**Some Immigration Math**

3,000,000 immigrants landed in New York during the years 1840 to 1860. Only about 1 in 6 immigrants remained in New York - the rest traveled to other cities or Western farmlands.

Let's find out how many immigrants stayed in New York. What is 1/6th of 3,000,000?

Do your math here:
Today, many Americans are interested in tracing the path of their immigrant ancestors. This can be done by looking at documents such as ship manifests and census records. These records often contain detailed information about the members of a family, their ages, and occupations. See what you can learn about the Steinway family from the manifest of the Helene Sloman and answer the questions below.

Ship Manifest of the Helene Sloman

<table>
<thead>
<tr>
<th>Passenger</th>
<th>Age</th>
<th>Sex</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steinway, Heinrich</td>
<td>53</td>
<td>M</td>
<td>Instrument Maker</td>
</tr>
<tr>
<td>Julie</td>
<td>46</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Dorette</td>
<td>22</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Heinrich Jr.</td>
<td>19</td>
<td>M</td>
<td>Instrument Maker</td>
</tr>
<tr>
<td>Minna</td>
<td>17</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>William</td>
<td>15</td>
<td>M</td>
<td>Instrument Maker</td>
</tr>
<tr>
<td>Hermann</td>
<td>13</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td>Albert</td>
<td>10</td>
<td>M</td>
<td>Unknown</td>
</tr>
<tr>
<td>Anna</td>
<td>7</td>
<td>F</td>
<td>Child</td>
</tr>
</tbody>
</table>

1. Who are the mother and the father in the family?

2. What clues led you to your answer?

3. What was the father's occupation?

4. Look at the picture above. Which passenger from the list do you think this person is?

5. How many Steinway children traveled to America?

6. How many were girls? How many were boys?

Records may not tell the whole story. How many children were there in the Steinway family? Remember, Charles was already here. Unless you did more detective work, you might not know that the eldest son, Theodore, stayed behind in Germany to run their piano business. He arrived in the United States in 1865. All together, the Steinways had nine children.

Becoming an American: Name Change

The Steinway family name was originally Steinweg. "Weg" is a German word meaning "way." In this case, the family changed their name after arriving here to make it sound more American. More often, though, immigration inspectors would change an immigrant's name at the arrival port to make it easier to spell on forms. First names can also be tricky to figure out: Heinrich is German for Henry. "Minna" was a nickname for Wilhelmina. Do you know anyone whose name changed when he or she arrived in this country?
KLEINDEUTSCHLAND
"LITTLE GERMANY"

When immigrants arrive in a new land, they tend to settle near relatives who are already there, or in neighborhoods settled by people who share their language and culture. When immigrants follow the earlier path of relatives, neighbors, or other people from their country, that is called "chain migration."

There are many such ethnic neighborhoods throughout the five boroughs today. In these "little" towns, such as "Little Italy", "Little Brazil," or "Chinatown," residents can read newspapers written in their native language, or buy different kinds of food to make familiar meals from their homeland.

"Kleinrueckland" is a German word meaning "Little Germany." It is pronounced "Kline-doych-land." It was the City's first ethnic neighborhood to spring up during the large wave of immigration in the mid-19th century. It was located in lower Manhattan near the manufacturing district.

When the Steinways first arrived in New York, they lived on Hester Street. Can you find it on the map?

Avenue B, with many shops and stores, was considered the "main street" of Little Germany. Germans settled near each other throughout the boroughs. Places like Williamsburg, College Point, Astoria, Morrisania and Mott Haven all had their own versions of Little Germany.

By 1880, German-Americans formed at least one-quarter of the City's population of 1,200,000. In the 1890s, many Kleinrueckland residents began moving northward to a new neighborhood in the East 80's, with newer housing, called Yorkville. As new immigrants from Southern and Eastern Europe moved into their old homes, the old neighborhood lost its German identity, gaining a new one as the "Lower East Side."

Trace the boundaries of Little Germany on the map.

Start at the lower left hand corner. Draw a line North along the Bowery and Third Avenue to 14th Street. At 14th Street draw a line East to the East River. Then draw a line South along the river to Grand Street. Draw a line West along Grand Street to Division Street. Draw a line Southwest along Division Street to the Bowery.
American society reflects the contributions made by immigrants from many countries over time. **In the word puzzle below, circle the German expressions, animals, foods and things that have become part of our language and culture today. The words are written forward, backward, diagonally, and upside down.**

![Word Puzzle](image)

**WORDLIST**
- COOKBOOK
- DACHSHUND
- FRANKFURTER
- GERMAN SHEPHERD
- GESUNDHEIT
- HAMBURGER
- ICEBERG
- KINDERGARTEN
- NOODLE
- POODLE
- PRETZEL
- ROTTWEILER
- SAUERKRAUT
- ZIGZAG

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**Ethnic New York: A Patchwork Quilt**

"A map of the city, colored to designate nationalities, would show more stripes than on the skin of a zebra, and more colors than any rainbow."

-Jacob Riis, "How The Other Half Lives," 1890

**Who was Jacob Riis?**

Jacob Riis was born in Denmark in 1849. As a newspaper reporter and social reformer, he worked hard to make life better for the poor in New York City. He lived in Richmond Hill, Queens.

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**Did you know?**

In 1880, New York City included only the borough of Manhattan and parts of the Bronx. The rest of the Bronx followed in 1895. The City as we know it today began in 1898, when Brooklyn, Queens and Staten Island were incorporated into the City of New York.
Immigrants wrote many letters to relatives and friends back home, sharing family news and their opinions about life in America. Here are parts of two letters Henry and Charles Steinway wrote to their brother Theodore in Germany in 1850 and 1852. Remember, Charles arrived in New York in 1849 and Henry arrived in 1850.

Read the letters to answer the questions below.

October 1850
After telling Theodore that their mother and father are in good health, Charles and Henry describe working and living conditions in the new country.
[Henry writes:] "Father now has a job with a German musical instrument maker by the name of Leucht. He makes sounding boards and earns $6.00 a week. If he did the same work for an American, he could earn at least $7.00, but since he knows not a word of English and will never learn it, he will never be able to work for an American. I now make $7.00 a week. If I wanted to become a piano tuner, I could get a job at $9.00 to $10.00 a week, but I don't feel like tuning all the time. People here work only 10 hours a day, but they work hard. [Charles continues.] We all work in different factories, yet close by each other. Here there are about 200 pianoforte factories and about the same number in Boston. The weather is beautiful now; generally, the autumn is very nice and pleasant in America. Now the mosquitoes and bed bugs are no longer as bad during the hot summer.

1. Why can't their father work for an American company and make more money?

2. Henry says that people in American work only 10 hours a day. What does this say about working hours in Germany?

3. Does Henry think that people work hard in America?

Charles to Theodore, 1852.
Here, Charles gives his opinion on life in Germany and America.
Dear Theodore,
How are you? I hope you are better than I am, since, due to my chest pains, I am unable to work without ruining my health. It has now already been almost three years since I left Germany. I do not advise you to come here, if you are able to make an honest living with diligence and thrift in Germany. And I advise the same to everyone, whoever it may be. Of course America offers a home for those who want to work and had no work in Germany and who generally had to struggle against want and sorrow. But nothing is perfect and so it is with the fortunes of people in America. In Germany we had our problems and here we have different ones. Very few Germans can stand the climate, almost all of them suffer from chest pains. Tell people who do not know a trade to avoid coming here. There is almost no way that a man over 21 and without a trade or money can make his fortune here, since nobody takes the time to teach.

Glossary
trade: a kind of work requiring skill and training, such as a printer or carpenter
climate: the weather over a long period of time
diligence: constant attention to work
thrift: being careful with money; not spending too much
pianoforte: The pianoforte was invented in Italy in 1700 by Bartolomeo Cristofori. The word pianoforte was eventually shortened to piano.
translation: to change the words of one language into the words of another
4. In 1852, Charles is not well. What health problem does he have in common with other German immigrants? 

5. What does he think causes the problem? 

6. Is it possible for a young man to earn a good living in America if he does not have a trade or job skills? 

7. Does Charles think a young German should come to America if he or she can earn a living at home by working hard and being thrifty? ______________ Why or why not? 

By the following year, 1853, the Steinway family had saved enough money to start their own piano factory. Here is a picture of the Steinway family in front of their homes and factory in the year 1862, thirteen years after Charles first arrived in America. Look at the photograph. Do you think they have done well in America or not? What clues do you see in the photo that prove your point? Write them down. 

1865 turned out to be a sad year for the Steinway family. Henry Jr. died of tuberculosis and Charles died of typhoid fever. Their father asked Theodore to come to New York to help run the business. Theodore sold his piano company in Germany and arrived in New York in October, 1865.

Sometimes historians need special language skills to study the history of immigration. Here is part of the actual letter written to Theodore in 1852. It is written in German. You have just read translations of the letters into English.

New York

On a separate sheet of paper, pretend you are writing to a relative who is thinking about coming to America. Describe where you live. Name two things that you like about living here. Name two things you don't like.
The period from 1825 to 1860 in American history has been called "The Age of Improvement" because of all the wonderful advancements in the arts, manufacturing, and science. The Steinway family's role in the development of the modern piano is an example of that era. The Steinways began producing their own pianos in the United States in 1853. Within ten years of their arrival in America, their pianos surpassed those of hundreds of other manufacturers in durability and beauty of sound. What made Steinway pianos so special?

The piano has many parts, made of wood, metal, felt and other materials, that work together to make sound. A good piano is a masterpiece of woodworking, metalworking, acoustics, and design. Invented in Italy in 1700, by the 1830's the piano was experiencing growing pains. There was a need for louder, more powerful instruments that could be heard in new large concert halls. Musicians wanted more volume without losing musical tone.

Steinway Factory on Fourth Avenue

The Steinways, especially Henry and Theodore, continually looked for ways to improve the sound and strength of their pianos. They thought of new ways to improve earlier technology and craftsmanship, and developed new inventions of their own. They protected their ideas by filing and obtaining patents. There are 41 patents in Theodore's name alone! The Steinways also used the best raw materials and controlled production from beginning to end in their own factory. The result was a more powerful instrument, rich in tone, that could stand up to the harsh North American climate without quickly going out of tune. Quality and innovation soon became the hallmarks of the Steinway piano, and customers rushed to buy them.

The Steinways' early factories on Varick and Walker Streets could not produce enough pianos to meet the demand, so in 1860 they constructed a much larger one on Fourth Avenue (now Park Avenue) between 52nd and 53rd Streets. Prior to 1860, the largest piano factory in America was owned by the Chickering Pianoforte Company of Boston, Massachusetts, their biggest competitor. The new Steinway factory employed over 350 people and used new technologies, such as steam power, to increase production. Seven years earlier, Heinrich Steinway, his four sons and a few employees were able to make only one piano a week. In their huge new building, they could now manufacture 30 square pianos and 5 grand pianos a week.

An "age of improvement" is a time when new ideas result in change for the better. What technological improvements have you seen in your lifetime?

GLOSSARY

acoustics: the science of sound
patent: a document giving an inventor the sole right to make, use and sell his invention
to innovate: to introduce new ideas or a new way of doing something
hallmark: a sign of quality or excellence
Below is the approximate number of Steinway pianos produced for each year over a ten-year period between 1860 and 1869.

1860 - 1300
1861 - 800
1862 - 1200
1863 - 1800
1864 - 1500

1865 - 1500
1866 - 2100
1867 - 1900
1868 - 2000
1869 - 2300

Using the numbers above, draw bars representing the number of pianos made each year.

Now answer the questions below based on the graph you made.

1. In what year were the most pianos produced?
2. In what year were the fewest pianos produced?
3. How many more pianos were produced in 1867 than in 1862?
4. Were there more pianos made in 1865 or in 1869?
The United States in 1860

A house divided against itself cannot stand. I believe this government cannot endure permanently half slave and half free.

— Abraham Lincoln, 1860

The Declaration of Independence
July 4, 1776

We hold these truths to be self-evident, that all men are created equal...

Slave States
Free States
Territories
Border States

State Abbreviations

AL - Alabama
AR - Arkansas
CA - California
CT - Connecticut
DE - Delaware
FL - Florida
GA - Georgia
IA - Iowa
IL - Illinois
IN - Indiana
KY - Kentucky
LA - Louisiana
MA - Massachusetts
MD - Maryland
ME - Maine
MI - Michigan
MN - Minnesota
MO - Missouri
MS - Mississippi
NY - New York
OH - Ohio
OR - Oregon
PA - Pennsylvania
RI - Rhode Island
SC - South Carolina
TN - Tennessee
TX - Texas
VA - Virginia
VT - Vermont
WI - Wisconsin
A House Divided

In the pages that follow, you will be learning about a Steinway piano that traveled from New York City to Louisville, Kentucky in the year 1859. As you will see, our country was very different in the 19th century than it is today. Read these paragraphs and look at the map to find out why, then answer the questions below.

Native Americans lived on this continent for thousands of years before Europeans arrived. During the early 1800's, European powers gave up colonial territories, either through the sale of land or as a result of war with the United States. Settlers moved west to farm the less expensive and less populated lands. Native Americans were forced westward or on to reservations. New western lands that did not yet have enough settlers living there to be a state were called territories. When territories had enough population, they applied to the government for statehood. Before and during the Civil War, states were either "free" states or "slave" states. Free states were located in the North. Their economy was increasingly based on business and industry. Immigrants helped provide the growing workforce needed for the new factories. Slave states were located in the South. The economy of the slave states was based on agriculture, particularly cotton and tobacco crops. These crops thrived in the warm, humid climate. The South relied on African-American slaves to work the large plantations where these crops were grown. Northern and European textile mills relied on Southern cotton production to make cloth. Southerners looked westward for more land to grow cotton, so that they could meet the needs of industry. Both Northern and Southern economies used the monetary resources of New York, the nation's financial center, to support the growth of the cotton trade and textile industries.

Should the new territories enter the Union as free or slave states? Political compromises in 1820, 1850 and 1854 tried to keep a balance between these two sections of the country as it expanded westward. This nation was founded on the ideas of freedom, opportunity and democracy. Would it be possible to keep the Union together when these principles were not extended to all people? In 1860, Abraham Lincoln, who spoke against the spread of slavery, was elected president. As a result of his election, the southern states decided to leave the Union in 1861. They called their union of states the Confederacy. Maryland, Delaware, Kentucky and Missouri were the only slave states that remained in the Union. They were called "border states."

1. The Northern economy was based on ____________________________
2. The Southern economy was based on ____________________________
3. Northern states relied on ____________________________ to work in the factories.
4. What type of labor was used on large plantations in the South? ____________________________
5. Where were the textile mills located? ____________________________
6. Slave states that remained in the Union in 1861 were called ____________________________
7. Was New York a free or a slave state? ____________________________
8. What kind of state was Kentucky? ____________________________
9. How many free states are there on the map? ____________________________
10. Are there more free states or slave states shown on the map? ____________________________

GLOSSARY

textile mills: factories that make cloth from cotton or other fibers
compromise: when opposing sides reach an agreement by adjusting their demands
This is the story of how piano 2166 came to the La Guardia and Wagner Archives at LaGuardia Community College.

Steinway & Sons keeps a record of every piano they make. Each piano receives its own serial number, which is written down in a "number book." Here is a section of the number book showing piano 2166.

<table>
<thead>
<tr>
<th>Piano #</th>
<th>Kind of Piano</th>
<th>Buyer</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2162</td>
<td>plain grand</td>
<td>Hutbady</td>
<td>Chicago Ill</td>
</tr>
<tr>
<td>2163</td>
<td>octav</td>
<td>Holbert &amp; Bro</td>
<td>Pittsburgh Pa</td>
</tr>
<tr>
<td>2164</td>
<td>double console</td>
<td>Rich T. Alvey</td>
<td>Richmond Va</td>
</tr>
<tr>
<td>2165</td>
<td>plain</td>
<td>C. Dienst</td>
<td>77 Johnson St, Williamsburg</td>
</tr>
<tr>
<td>2166</td>
<td>plain</td>
<td>D.P. Faulds &amp; Co</td>
<td>Louisville Ky</td>
</tr>
</tbody>
</table>

Handwriting and abbreviations from the past can be hard to read. **See if you can figure out to which city and state these pianos were shipped. Write the city and state next to each piano number below. If you need help, look at the state abbreviations on the 1860 map.**

2162
2163
2164
2165*

**Now find these states on the 1860 map. Next to each state above, write whether it was a free, slave, or border state.**

* Piano 2165 may be hard to figure out. Williamsburgh is in Brooklyn. What island is it on?
  a) Staten Island (S.I.)  b) Rhode Island (R.I.)  c) Long Island (L.I.)

What kind of piano was 2166?

**Now read these paragraphs to answer the questions below.**

On December 4, 1858, Steinway & Sons finished making their 2,166th piano at the Walker Street factory in Manhattan, and sold it to D.P. Faulds & Co. in 1859. The Hudgins family lived in Elizabethtown, Kentucky. They probably bought piano 2166 from D.P. Faulds & Co. The piano stayed in the Hudgins family until 1964, when they gave it to the Jensen family.

In 1993, Jane Jensen decided to give the piano to a museum or school so that many people would have the chance to see and hear this very old and very special instrument. She contacted Steinway & Sons, who told her that the La Guardia and Wagner Archives took care of the company's early records, and they might be interested in the piano. The Archives was thrilled to receive the piano from Jane Jensen. Many school children have visited the Archives to learn about the history of the company and the people who worked there, and to see and hear the piano.

What happened to the piano in each of the following years?

1858
1859
1964

What year did the piano come to the Archives?
Documents and artifacts are not the only way to explore the past. Families pass stories about themselves from generation to generation by word of mouth. These memories can help explain how and why things happened, or share interesting information that no one took the trouble to write down. When these stories are recorded to help people study the past, it is called "oral history." Just remember, oral histories, like human memories, are not always reliable. Historians try to find more than one piece of evidence to see if a story is accurate.

Now read the Hudgins family "oral history" about piano 2166 and answer the questions below.

The Hudgins family lived in Kentucky. Find the state on the 1860 map. During the Civil War, Kentucky was a border state. Some Kentuckians supported the South, others supported the North. Soldiers from both sides passed through Kentucky. Sometimes soldiers would destroy the property of families who were not loyal to their cause, or steal valuable things for themselves. The Hudgins family wanted to protect their home, including their piano. At one point during the War, the family hid the piano in a haystack in a field to protect it from being damaged or taken by soldiers. The piano was safe from the soldiers, but not from the animals living in the field who were looking for snacks! Mice had chewed away at the piano keys, which were made of ivory and wood.

1. What did the family do to save the piano from the soldiers?

2. What happened to the piano keys?

3. Today ivory is not used to make piano keys. Do you know why?

The story about the mice was passed from the Hudgins family to the Jensen family, and from the Jensen family to the Director of the Archives. The Archives staff shares the story with students who come to see the piano. This story is over 140 years old! Do you have any stories about your family history that your relatives told you about?

GLOSSARY

artifact: an object that was made or used by people in the past. Piano 2166 is an artifact.
Steinway Success: Selling Products in the Nineteenth Century

The Steinways were not only great piano makers, they were also great piano sellers. Here we will explore the methods Steinway and other competitors used to sell their products in the 19th century.

**Prizes.** Before the age of radio and television, products were displayed at exhibitions and fairs to give the public the chance to see and learn about all sorts of goods created locally, nationally and internationally. Judges awarded prizes (usually gold medals) to the best product in each category. The first "World's Fair" took place in London in 1851. Steinway & Sons pianos won prizes in New York (1855), London (1862) and Paris (1867). Such prizes were often mentioned in newspaper advertisements.

**Advertisements.** In the 19th century, a company's advertisements often mentioned famous people who praised their products. When people recommend a product to consumers this is called an "endorsement." Piano manufacturers often lent or gave pianos to famous musicians, like Paderewski, hoping they would endorse their product.

*Draw your own newspaper advertisement for a piano you have designed.*

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Steinway Concert Hall and Ware Room.

In 1866, William Steinway brought the beauty of piano music to a larger audience by building a concert hall, and inviting famous musicians to perform there on Steinway pianos. The building was designed so that concert-goers had to pass through the ware room (show room) in order to enter or leave the concert hall. If you had just heard a beautiful concert you might want to buy a piano! Steinway Hall was one of several classical music halls that made New York an important cultural center in the United States.

1. Name some different ways that people listen to music today.

2. What inventions have changed the way people listen to music?

3. Can you think of any famous places where concerts are heard in NYC today?
Steinway could not afford to have salesrooms throughout the country, so they gave particular dealers the exclusive right to sell pianos for them. They mailed product catalogs and "circulars" (newsletters) to agents to tell them about the newest models and changes in price. The price list below is from their 1869 catalog. The dealer sells the piano to a customer at the retail price. The wholesale price of the piano is the cost the dealer must pay to Steinway. The retail price minus the wholesale price equals the profit the dealer receives for selling the piano. To be a good salesperson you must know your product and your math! Give it a try.

AGENTS: KNOW YOUR PIANOS!

Square Piano
("School" model)

What kind of piano would you sell to:
A music teacher
A concert pianist
Do pianos still look like this today? How have they changed, if at all?

Here is the price list for available pianos. Figure your profit for each piano style:

<table>
<thead>
<tr>
<th>Retail</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

STEINWAY & SONS'
Grand, Square, and Upright Pianofortes.

SQUARE PIANOS.

<table>
<thead>
<tr>
<th>Style</th>
<th>&quot;School&quot; Piano</th>
<th>Retail</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>$500</td>
<td>$350</td>
</tr>
<tr>
<td>2</td>
<td>7 Octave front round corners</td>
<td>625</td>
<td>415</td>
</tr>
<tr>
<td>3</td>
<td>7 Octave four round corners</td>
<td>700</td>
<td>455</td>
</tr>
<tr>
<td>4</td>
<td>7½ Octave, four round corners, fancy moulding and beak</td>
<td>800</td>
<td>525</td>
</tr>
<tr>
<td>5</td>
<td>7½ Octave, Square Grand, four round plain</td>
<td>850</td>
<td>550</td>
</tr>
<tr>
<td>6</td>
<td>7½ Octave, Square Grand, four round, fancy case</td>
<td>1000</td>
<td>650</td>
</tr>
</tbody>
</table>

GRAND PIANOS.

<table>
<thead>
<tr>
<th>Style</th>
<th>Parlor Grand</th>
<th>Retail</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>1200</td>
<td>750</td>
</tr>
<tr>
<td>2</td>
<td>Large Concert Grand</td>
<td>1400</td>
<td>875</td>
</tr>
<tr>
<td>3</td>
<td>Large Concert Grand, fancy case</td>
<td>1550</td>
<td>975</td>
</tr>
</tbody>
</table>

UPRIGHT PIANOS.

<table>
<thead>
<tr>
<th>Style</th>
<th>Upright Piano</th>
<th>Retail</th>
<th>Wholesale</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>800</td>
<td>480</td>
</tr>
<tr>
<td>2</td>
<td>Cabinet Grand</td>
<td>900</td>
<td>540</td>
</tr>
</tbody>
</table>

Doreta Steinway
Star Saleswoman

Steinway women also contributed to the success of the family business. In the early days, mother Julianne Steinway handled the company's correspondence. Doreta, her daughter, was a master saleswoman in the showroom. She would clinch a sale by offering piano lessons to customers who hesitated because they didn't know how to play the instrument!
The Steinways employed thousands of workers in their factories throughout the 19th and 20th centuries. These workers greatly contributed to the success of the company through their dedication, skill and craftsmanship. Many of the Steinway workers were immigrants like the Steinway family itself. The photo to your right shows workers in the factory posing for a picture. Steinway & Sons kept a file of their employees to keep track of important information.

Below is an actual "worker card" for a Steinway employee. Review the card and answer the following questions:

1. What was the worker's name?
2. When was his birthday?
3. What was his nationality?
4. What was his occupation?
5. Why are different addresses listed?
6. Who were his dependents?
7. In what year did he make the most money?
8. How old was he when he left Steinway?
9. Why did he leave?

The piano action department. Before child labor laws, it was common for children to work in factories.
After the Civil War, the Steinway business grew steadily. The family needed more space to expand their factory buildings. In 1870, William Steinway bought 400 acres of farmland in northern Astoria, in Queens, for their new factory site.

Why did they look for space in Queens? They needed to be near water to transport heavy raw materials, like lumber and iron ore, that were used to make piano cases and other parts. The finished pieces were shipped to the 53rd Street factory where they were assembled into pianos. Ferry boats were used to ship the parts to Manhattan, and to bring workers living in Manhattan back and forth to the factory. The Astoria factory communicated with the 53rd Street factory by telegraph, until telephones were installed in 1884.

There was another reason to move. Steinway workers held strikes in 1869 and 1872. This was a period of political unrest and economic troubles in the United States. By moving the factory to Queens and building a "company town" where workers could live, away from bad housing conditions and labor unrest, William Steinway could control forces affecting the stability of his business.

Worker housing in the "Steinway Settlement" began with forty-five small brick houses built on Albert Street (now 41st Street) between Winthrop (now 20th) Avenue and Old Bowery (now 20th) Road. **Find Albert Street on the back cover map.**

William Steinway also added buildings he thought a community should have. **If you were designing a village, what would you put in it? After you've made your list, and named some streets, look at the upside-down list to see what the Steinways put in theirs. Would all of these things be necessary today?**

<table>
<thead>
<tr>
<th>Your Village</th>
<th>Steinway Village</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Post Office</td>
</tr>
<tr>
<td></td>
<td>Fire Department</td>
</tr>
<tr>
<td></td>
<td>Amusement Park</td>
</tr>
<tr>
<td></td>
<td>Park</td>
</tr>
<tr>
<td></td>
<td>Public Bath House</td>
</tr>
<tr>
<td></td>
<td>Transportation: Street cars drawn by horses</td>
</tr>
<tr>
<td></td>
<td>Teacher of German and Music to work at public school</td>
</tr>
<tr>
<td></td>
<td>Church</td>
</tr>
<tr>
<td></td>
<td>Kindergarten</td>
</tr>
</tbody>
</table>

**Look at the back cover of this booklet. See what the Steinway neighborhood looked like around 1875, and do the exercises below.**

1. Which two streets do you think were named after Steinway sons? __________

2. What is Albert Street called today? __________

3. Can you find where the Steinway family lived? (Clue: mansion = house). **Circle it on the map.**

4. What was the name of the island near the factory and foundry, opposite the bulkhead? __________

5. Steinway & Sons used an artificial body of water called a ______________________ to ship supplies to and from the factory.