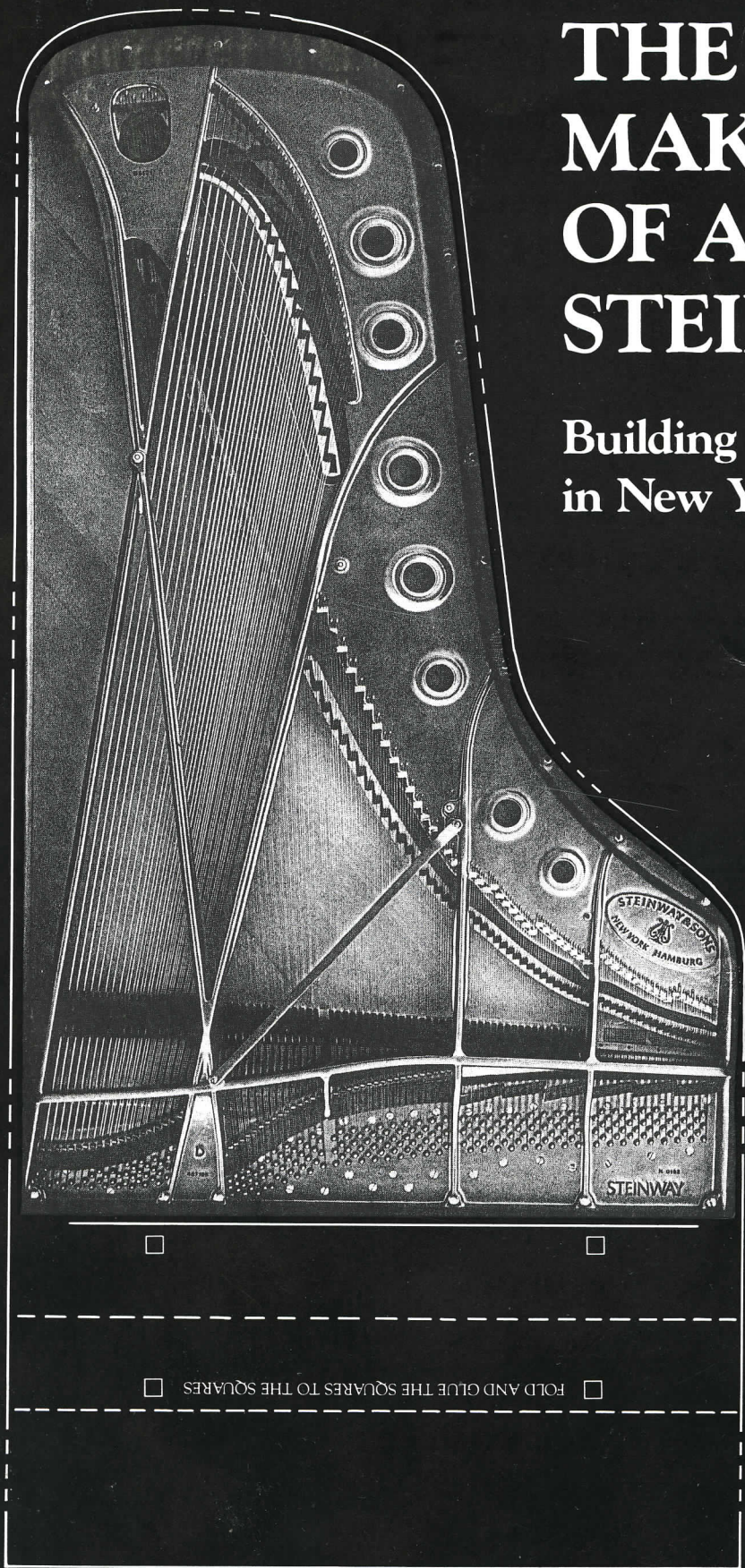


THE MAKING OF A STEINWAY

Building Pianos
in New York City

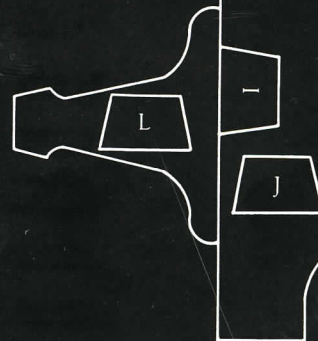


□ FOLD AND GLUE THE SQUARES TO THE SQUARES □

G

PIECE 3
INSIDE

H



How to Build Your Own Piano

Remove this cover and use it to build your own piano.

Step 1. Cut out the four pieces on the cover. Be sure to cut from the inside of the cover. This way you will not accidentally slice the tabs off.

Step 2. Note that the dotted lines indicate folds. Fold all of the dotted lines.

Step 3. Take piece #1. Fold the squares to the squares, underneath the piano keys. Then glue the squares to the squares. The piano keys will now be on the same level as the sounding board.

Step 4. Pick up piece #1 and piece #2. You are now ready to fasten these two pieces together. Glue tab A to A, tab B to B, tab C to C, tab D to D, and tab E to E.

Step 5. Fold the leg of the piano on piece #2 up and inward. Glue tab F to F.

Step 6. Pick up piece #3. You are now ready to fasten piece #3 to pieces #1 and #2. Glue tab G to G, tab H to H, tab I to I, and tab J to J.

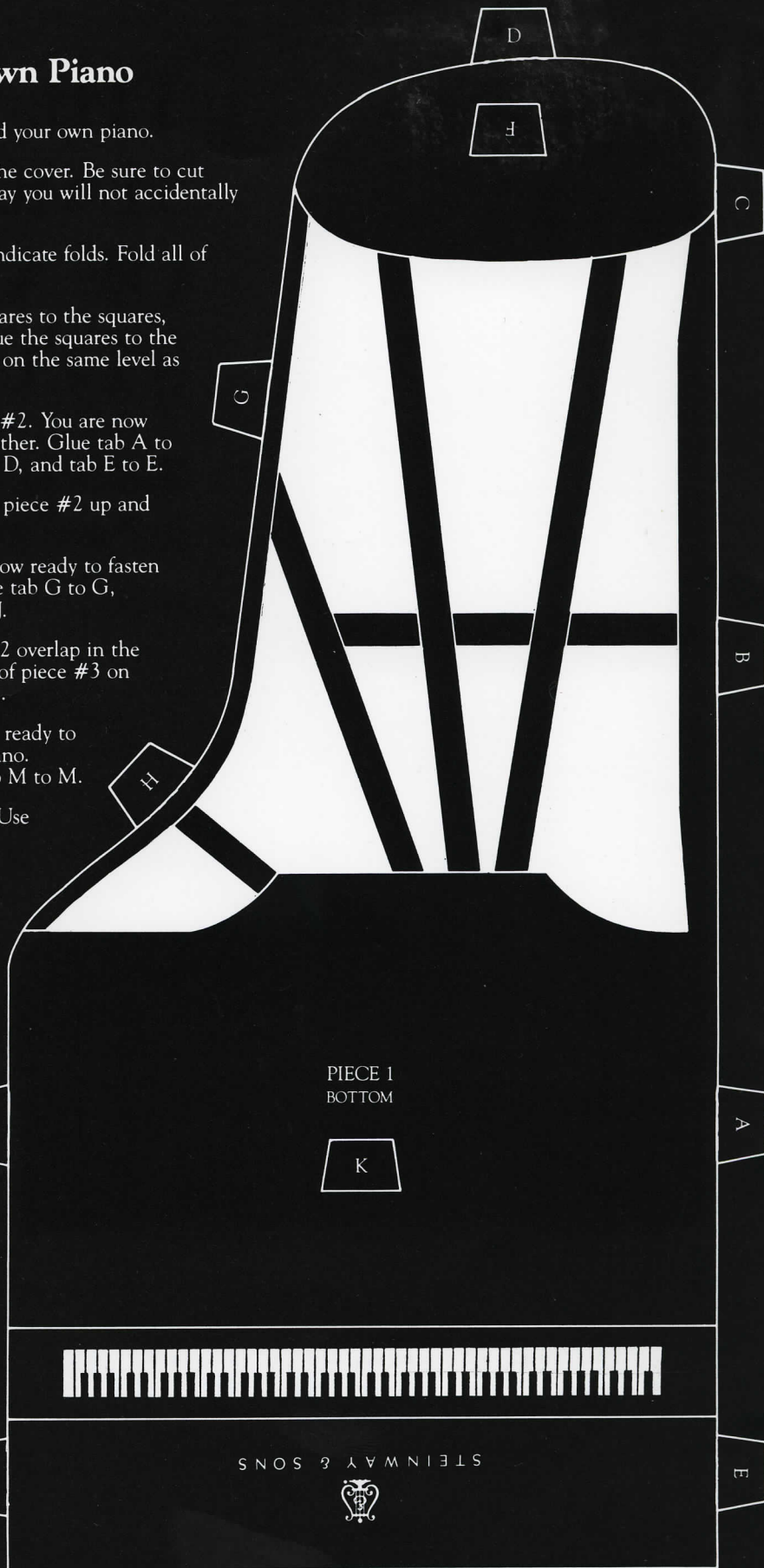
Step 7. Notice that piece #3 and #2 overlap in the back of the piano. Glue the overlap of piece #3 on the inside of the overlap of piece #2.

Step 8. Take piece #4. You are now ready to fasten piece #4 to the rest of the piano. Glue tab K to K, tab L to L, and tab M to M.

Step 9. Take a black magic marker. Use it to cover the numbers, the letters, the directions, and the edges.

Congratulations!
You have now built your own piano!

OVERLAP
ONTO PIECE 2





THE MAKING
OF A
STEINWAY

Chronology

Eighteenth Century (1700s—1701 to 1800)

February 15, 1797: Henry E. Steinway, who later founded Steinway & Sons, was born in Wolfshagen, Germany. At birth, his name was Heinrich Englehard Steinweg.

Nineteenth Century (1800s—1801 to 1900)

June 9, 1850: The Steinway family arrived in New York aboard the steamer "Helene Sloman," from Bremen, Germany.

March 5, 1853: Steinway & Sons partnership formed, with its first factory at 85 Varick Street, in lower Manhattan.

September 16, 1853: Steinway & Sons sold its first American-made piano, to Griswold of Brooklyn.

August 30, 1860: Steinway & Sons opened a new factory, at 53rd Street and Fourth (now Park) Avenue, in Manhattan. The factory cost \$150,000 to build.

January 28, 1863: Henry E. Steinway, Sr. became a U.S. citizen.

July 20, 1867: Steinway & Sons awarded First Grand Gold Medal of Honor at the Exposition Universelle, Paris, France.

July 8, 1872: William Steinway, a son of Henry E. Steinway, purchased a large parcel of land in Queens, buying the thirty-five acre Luyster farm.

May 28, 1872: Workers at Steinway & Sons join a general strike for an eight-hour day and higher wages. At the time, the average U.S. work day was eleven hours. The strikers won a 10% wage increase but continued to work an eleven-hour day.

July 19, 1872: William Steinway contracted to build a sawmill and foundry in Astoria, Queens in order to shield his workers from Manhattan's labor strife.

May 17, 1876: Steinway & Sons incorporated.

February 13, 1880: A group of varnishers led a company-wide strike against Steinway & Sons. During the recent depression, the company had reduced the workers' wages, and the strikers were demanding higher wages.

Twentieth Century (1900s—1901 to 2000)

May 24, 1909: Steinway & Sons sold its 53rd Street factory for \$650,000. All factory operations now took place in Queens.

June 5, 1916: Steinway & Sons purchased property for a new Steinway Hall, on 57th Street. The new building opened in 1925.

April 28, 1972: Steinway & Sons sold to CBS.

September 13, 1985: CBS announced the sale of Steinway & Sons to Steinway Musical Properties, Inc., of Boston.

Learning About Steinway

There is something special about a piano—its shiny black case, its glistening white keys, its gorgeous musical sounds. The piano is magical.

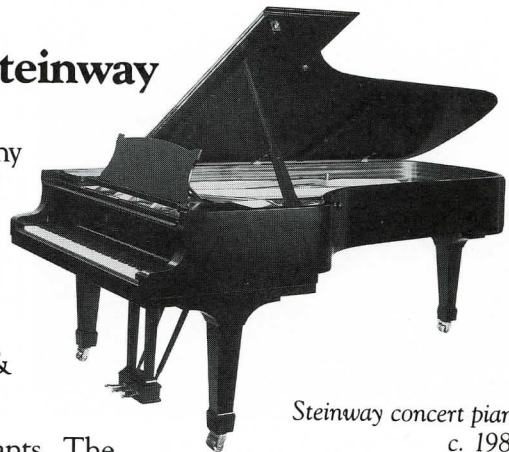
In this pamphlet, you will learn about the history of the famous Steinway piano. This fine musical instrument is made in New York City by the Steinway & Sons piano company.

The founders of Steinway & Sons were immigrants. The Steinway family (originally called Steinweg) had been piano makers in their native Germany, but they came to America because they thought there would be more opportunity. They arrived in New York City in 1850. In 1853, the Steinways formed a piano company and opened their first shop in a small building, at 75 Varick Street, in downtown Manhattan. Seven years later, in 1860, Steinway & Sons opened a huge new factory, at Fourth Avenue (now Park) and 53rd Street. Hundreds of workers—many of them immigrants from Germany and Ireland—made pianos at the New York City factory.

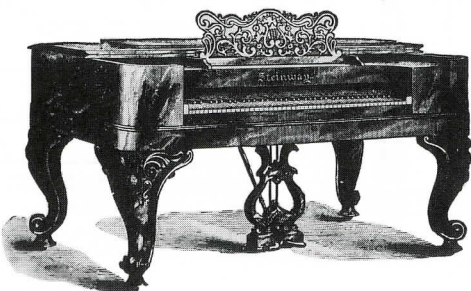
The company prospered. Its pianos became known for their high quality. In 1867, a Steinway piano received a gold medal at a Paris musical exhibition. Winning a gold medal in Europe was important for an American-made piano like the Steinway. Thanks to Steinway's growing reputation, more and more people wanted to buy these instruments. In the 1880s, the family built another factory, in Queens, to meet the increasing demand; Germans, Irish, Hungarians, Italians and people of other countries worked there.

Steinway & Sons continued to prosper in the twentieth century. In the 1920s, the company sold more pianos than in any other decade of its history. With its profits, Steinway built a magnificent new hall on West 57th Street in Manhattan, down the street from Carnegie Hall. Opened in 1925, Steinway Hall gave the company a fabulous place to display and sell its instruments. The Steinway family ran the company until 1972. Today, Steinway's century-old Queens factory is still operating. Thousands of workers—including new groups of African-Americans and Hispanics—continue to produce those magical Steinway pianos in Queens.

In this brochure, you will explore the history of Steinway & Sons in two different time periods, the nineteenth century and the twentieth century. In each time period, you will examine the same three questions: where were the pianos made?, who made the pianos?, and how were the pianos sold?



*Steinway concert piano,
c. 1985.*

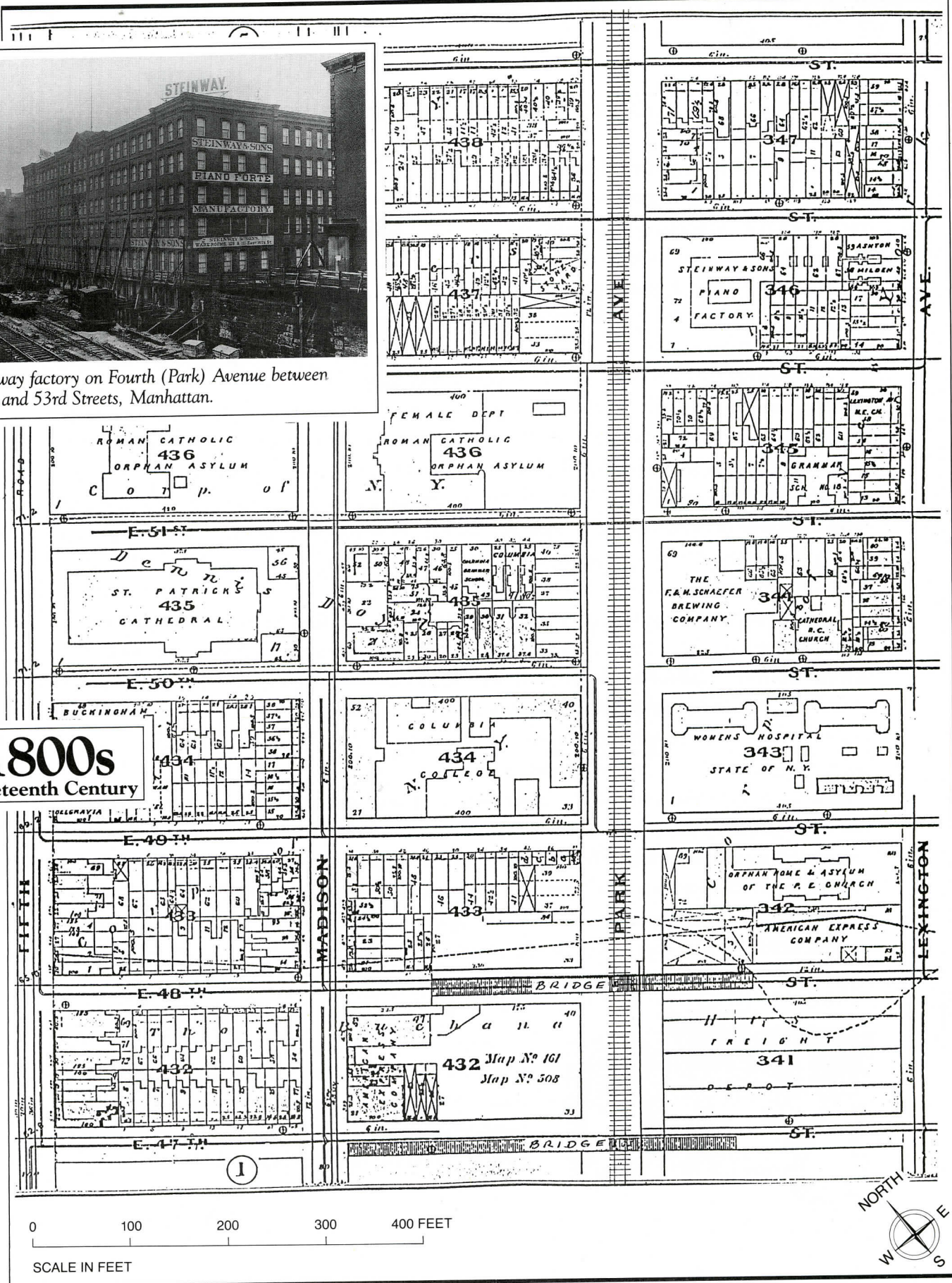


Steinway square piano, c. 1870.



Steinway factory on Fourth (Park) Avenue between 52nd and 53rd Streets, Manhattan.

1800s
Nineteenth Century



Excerpt from E. Robinson, Atlas of City of New York, v. 1, Embracing the 19th and 22nd Wards, 3rd ed. (New York, 1890): plate 3.

Where Were The Pianos Made?

In 1860, Steinway & Sons constructed a large factory on Fourth (now Park) Avenue between 52nd and 53rd Streets. The Steinways also bought land on the same block and built their own homes there.

Here is a map of the area around the Steinway factory. This map was made in 1890.

1. How many factories can you find on this map? _____
2. The map shows that two bridges went across Park Avenue. Why do you think these bridges were needed? _____
3. Why do you think the Steinway factory was built alongside railroad tracks? _____

4. How many churches can you locate on this map? _____
5. An asylum was an institution or home where poor people, orphans, and widows lived during the nineteenth century. Can you find any asylums on the map? _____
6. How far is it from the railroad freight depot, on Park Avenue between 47th and 48th Streets, to the Steinway factory? _____
7. What direction is the Cathedral Roman Catholic Church from St. Patrick's Cathedral?

8. Is the Women's Hospital north or south of the Steinway factory? _____
9. What do you think the F. & M. Schaefer Brewing Company produced? _____
10. Can you give this map a name? _____
11. Have you ever been to this neighborhood? If you have, can you tell us how it looks today? _____



Steinway family brownstones, East 52nd Street, looking from Lexington Avenue to Fourth (Park) Avenue, 1862.

1800s
Nineteenth Century

NAME.	DEPARTMENT.	RESIDENCE.
Gadden Frank	Yard Foreman	211 E 56 St - at flight Nov 18 #156713 Nov 4 9
Carlson G. A.	Bellyman	49 Church St Brooklyn
Glancy John	Varnisher	343 W 36 Street.
Clark J. A.	Bellyman	587 Livingston Ave.
Clark P.	Varnisher	378 East 56 Street.
Conroy M.	Varnisher	330 East 56 Street.
Cowan David	Driver	837 - 31 st Ave.
Christmann Albert	Sandpaperer	1214 E 51 st Street.
Cornell James A.	Boy in Engine Room.	105 E 53 rd Street.
Cassidy James J.	Polisher	345 East 43 Street.
Cornelius Fred	Polisher	415 West 36 Street.
Cognoul Nic	Sandpaperer.	Strawicks House - 65 St Paul
Carlson Chas.	Rubber.	2105 East 50 Street

Who Made the Pianos?

In the nineteenth century, Steinway pianos were built by hundreds of immigrant workers. They came from countries like Germany, Ireland, England, and Sweden. Some of these workers were highly skilled craftsmen.

Here is a page from a document called a hiring book. This document is more than one hundred years old. This hiring book tells about workers who were employed at the Park Avenue factory in the 1880s and afterwards. This hiring book has six columns. These columns tell you what the workers' names were, what their departments (or jobs) were, where they lived, when they began working for Steinway, when they left Steinway, and why they left the company.

- List three different kinds of jobs. _____
- Why do you think so many workers lived near the factory? _____

- Do you think that P. Clark and Al Convey were friends? _____

EMPLOYED.		REMARKS.
FROM	TO	
May 3 rd 1880	March - 1894	Died. April 4 th 1894
Re employed later Nov 17 th 1882	Nov 9 th 1911 1900	on acct of sickness
	February 3 rd 1890	Own accord
Oct 13 th 1887	January 14 th 1891	went to Steinway Hall
Sept 9 th 1886	Mar. 7. 1903	went to Putnam Ave
Oct 26 th 1887	Nov 29 th 1890	Own acc. On acct of Strike
Oct 15 th 1887	Dec 1 st 1892	" " " " " "
May 11 th 1885	Aug 22 nd 1892	Unkindly discharged by M.
June 19 th 1888	July 7 th 1888	Sleeping during working
May 23 rd 1889	June 14 th 1889	Deficient, careless
Oct 14 th 1889	Oct 20 th 1890	went to Steinway Hall
Re employed Feb 4 th 1890	March 25 th 1890	Own accord.
July 24 th 1890	July 25 th 1890	" " "
Sept 3 rd 1890	Oct 30 th 1890	on acct of Strike

4. Why do you think that Frank Cadden and Al Convey's addresses were crossed out on this list?

5. Find the name of the worker who remained at the factory for the longest time. _____
6. Find the name of the worker who was employed at Steinway for the shortest time. _____
7. How long did most of these workers remain at the factory? _____
8. Why was Albert Christmann discharged? _____
9. Were any workers fired for taking part in a strike? _____
10. Do you see any women's names on this list? _____

How Were the Pianos Sold?

This is an advertisement for Steinway pianos. It appeared in March 1868, in a magazine called the *Atlantic Monthly*. Let's play treasure hunt.

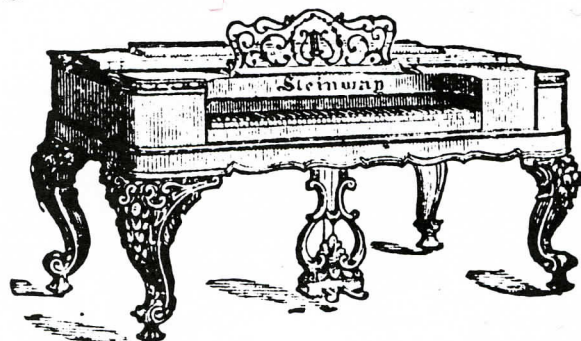
1. Can you find a date on this ad? What is it? _____
2. Can you tell where Steinway Hall is located? _____
3. What is different about the piano you see in the ad from a piano you see today? _____

4. What does the ad tell you about Steinway pianos? _____
5. Why do you think that the Steinway company wanted the public to know that its pianos had won the First Grand Gold Medal? _____
6. Would customers care that Steinway had won a gold medal? _____
Why? _____
7. Can you tell how much a piano cost by looking at this ad? _____
Why do you think Steinway did it this way? _____
8. How is this ad different from ads today? _____
9. This ad was printed in a magazine. Where do ads appear today? _____
10. When somebody tells you that a product is good, that is called an endorsement. Can you think of any ads today that are endorsements, ones where somebody says that these are good sneakers, or good cereals? Which ads do this today? _____

1800s
Nineteenth Century

OFFICIAL PROOF FROM PARIS.

Steinway & Sons Triumphant.



STEINWAY & SONS

are enabled positively to announce that they have been awarded

THE FIRST GRAND GOLD MEDAL FOR AMERICAN PIANOS.

This medal being distinctly classified first, over all other American Exhibitors. In proof of which the following
OFFICIAL CERTIFICATE

of the President and members of the International Jury on Musical Instruments is annexed : —

PARIS, July 20, 1867.

I certify that the First Gold Medal for American Pianos has been unanimously awarded to Messrs. Steinway & Sons by the Jury of the International Exposition.

First on the list in Class X.

MELINET, *President of International Jury.*

GEORGES KASTNER, AMBROISE THOMAS, ED. HANSLICK, F. A. GEVAERT, J. SCHIEDMAYER,
Members of the International Jury.

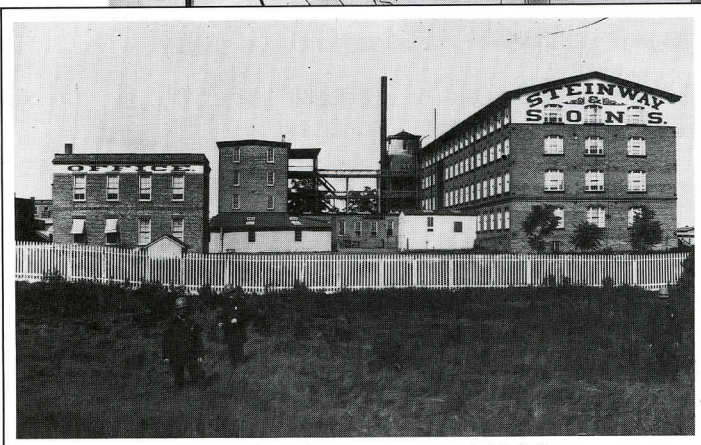
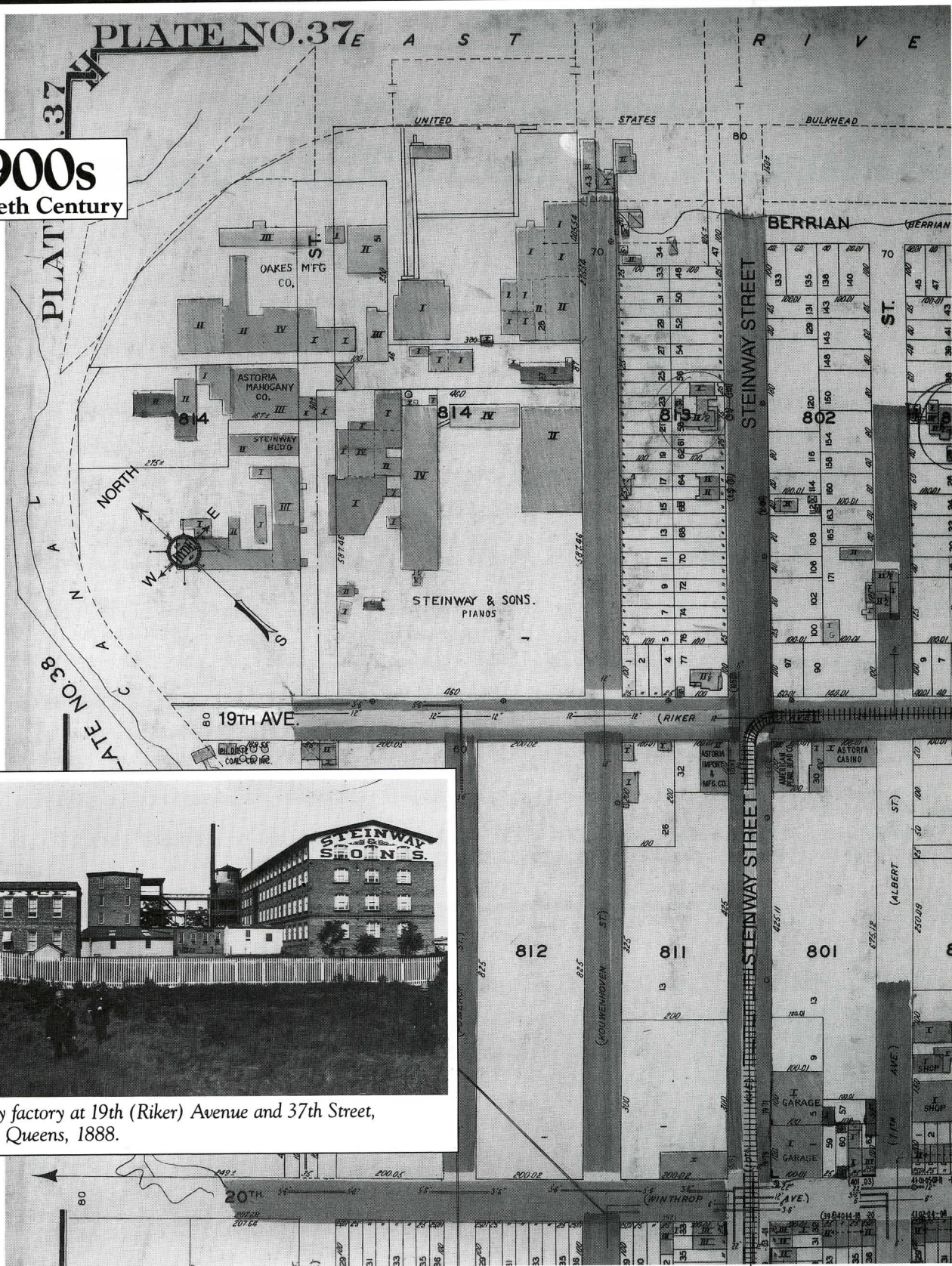
The original certificate, together with "the official catalogue of awards," in which the name of STEINWAY & SONS is recorded *first* on the list, can be seen at our

**WAREROOMS, FIRST FLOOR OF STEINWAY HALL, new numbers 109 & 111 EAST 14th ST.,
NEW YORK.**

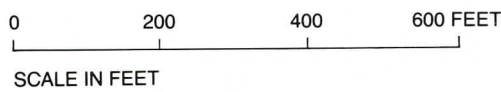


Steinway Hall, 109 East 14th Street, Manhattan, 1895.

1900s
Twentieth Century



Steinway factory at 19th (Riker) Avenue and 37th Street, Astoria, Queens, 1888.



Excerpt from E. Belcher Hyde, Atlas of the Borough of Queens, City of New York, v. 1, Long Island City, Ward 1 (New York, 1928): plate 3.

Where Were the Pianos Made?

In the 1880s, Steinway & Sons built a new factory in Queens. The company moved from Manhattan to protect its workers from labor unrest and for more space. During the nineteenth century, Queens had more empty land and fewer residents than Manhattan did.

Here is a map of Steinway's Queens factory. This map was made in 1928. It tells us about the factory site in the early twentieth century.

1. Some workers traveled by trolley and got off at the corner of Steinway Street and 19th Avenue. How far did they have to go from their trolley stop to the Steinway building? _____

2. What direction did they travel from their trolley stop to the factory? _____

3. Is the Oakes Manufacturing Company north or south of the Steinway factory? _____

4. Name three companies that appear on this map. _____

5. Why does Steinway Street come to an end between blocks 813 and 802? _____

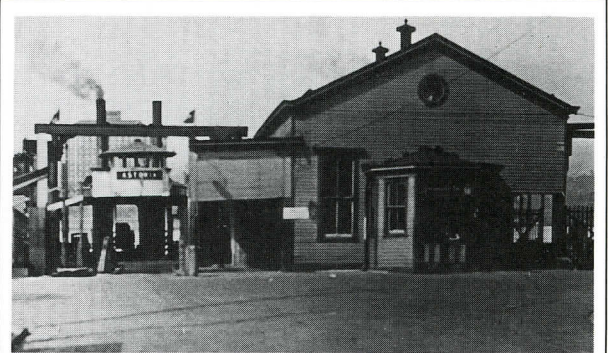
6. Why do you think Steinway & Sons built its factory near the East River? _____

7. Do you see any buildings that are located in the middle of the street? _____

8. The Steinway factory was called the Riker Avenue factory. Why do you think it had this name? _____

9. The land in block 813 has been divided into smaller building lots. How many buildings do you see on this block? _____

10. Compare this map of the Queens factory with the map of the Manhattan factory that appears on page 4. How is Queens different from Manhattan? _____



92nd Street ferry, Astoria, Queens, 1923.

Form 31 1500-12-35 R.R.Co.		PERSONAL RECORD		Clock No. 27072 247 18-9		086-07-2683		U. S. No.		N. Y. S. No.	
Name Cerofeci, James				Change of Address				097093			
Address 418 E 70th St., N. Y. C.				615 E 136th St. Bronx, N.Y.				SELECTIVE SERVICE 6/9/41 3A			
Nationality Italian				Married—Widowed—Single				X			
Date of Birth 1-06-06				Dependents Jane—wife				Citizenship Dec-3-1928			
Signature:				Remarks: To RIVER 9/13/42 Enpl. 6-9-25				EMPLOYMENT RECORD			
SEX		AGE		HEIGHT		WEIGHT		HAIR		EYES	
MALE		36		5'8"		140		BROWN		BROWN	
Date		Dept.		Occupation		Left or Discharged Date		Remarks			
6-9-25		Lacquer		Filler Oil Rubber & Sandpaper		6 8 AM		LEAVE OF ABSENCE GRANTED 12/1/42			

Front side of James Cerofeci's personal record.

1900s
Twentieth Century

Who Made the Pianos?

This is the personal record of a worker—James Cerofeci—who was employed at Steinway in the twentieth century. It tells you about James Cerofeci. The front of Mr. Cerofeci's personal record appears on this page; the back is on the next page.

1. What can you find out about James Cerofeci from this personal record? _____
2. How old would James Cerofeci be today? _____
3. Why do you think James Cerofeci moved from Manhattan to Long Island City? _____

4. Was James Cerofeci a U.S. citizen? _____
5. What kind of job did James Cerofeci have at Steinway? _____

Name Cerofeci, James					Clock No. 247		086-07-2683		U. S. No.		N.Y. S. No.		
Earning Record					Earning Record								
Year	Days	Hours	Deducted for U. S. Old Age Security		Total Earned		Year	Days	Hours	Deducted for U. S. Old Age Security		Total Earned	
1936					1718	06							
1937			15	22	1522	04							
1938					1104	10							
1939					1452	24							
1940					1419	72							
1941					1781	67							
1942					577	18							

Back side of James Cerofeci's personal record.



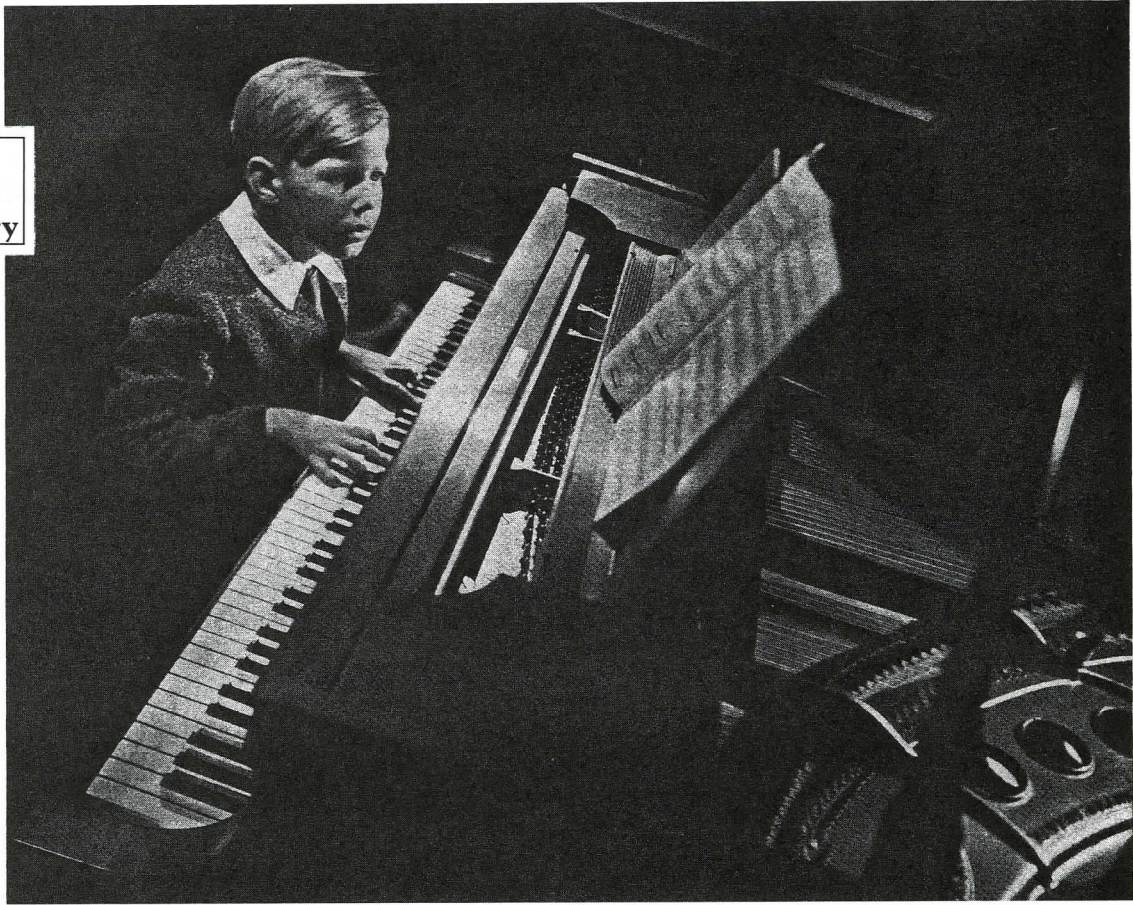
Workers in the tone regulating department at the Steinway factory on Ditmars Boulevard, Astoria, Queens, 1943. James Cerofeci is circled.

6. Can you find anyone on the 1887 record who had the same occupation as James Cerofeci?

7. Why did James Cerofeci earn different amounts of money in different years? _____

8. In what year did James Cerofeci make the most money? _____
9. How much less money did James Cerofeci earn in 1937 than in 1936? _____
10. Why was \$15.22 deducted from Mr. Cerofeci's income in 1937? _____
11. How is this record different from the workers' records from 1887 that appears on pages 6 and 7? _____

1900s
Twentieth Century



Study of Child at the Piano by Anton Bruehl

ABOUT OUR CHILDREN

ABOUT our children we rear our gayest dreams, clothe them in our most poignant hopes, and probe their futures with a bright fear that is as old as the world. They will be strong and brave . . . they *must* be healthy . . . and to their prosperous door-steps the pleasant people of the world will beat a pathway.

So run our dreams and our hopes. . . . But everything we have and all that we can do must be brought to bear on the effort to make these things come true. In the budding characters we can strive to encourage such few virtues as we, ourselves, had to pass on . . . the small, lithe bodies we can guard and develop . . . but how shall we imprint

upon their dawning little personalities that rare glamour that makes the whole world come smiling?

The popular people we see about us are accomplished people . . . accomplished in the manners and arts that generations of culture have tested and found attractive. It is a share in these accomplishments that we must give to our children . . . a share in sport, in dancing, in art, literature and music.

They need not excel in any of these; but their performance in all must be authentic. And this particularly must be the case with their music. That is one reason the Steinway is treasured in important homes where children are being reared in the cultured tradition.

The Steinway brings an authentic inspiration to the child's instruction. It is, in itself, a graceful work of art that develops a sense of artistic values and an appreciation of the utmost in musical expression. . . . And the Steinway, choice of the masters from Wagner to Rachmaninoff, leaves the impressionable young talent unhandicapped, from the all-

important first moment, by the distortive influences of practice on less perfect instruments.

Because this finest of all musical instruments, the Steinway, ranks so high in the world of excellent things, it long has been looked upon as the exclusive possession of musical artists or families of wealth. But the fact is, that every family may acquire the Instrument of the Immortals on terms that will not overburden even the modest income.

*A new Steinway Upright piano
can be bought for a total as low as* **\$875**

(As the Steinway is made in New York City, this price, naturally, must be "plus transportation" beyond New York and its suburbs.)

10% down *balance in
three years*

Used pianos accepted in partial exchange. If there is no Steinway dealer near you, write for information to

STEINWAY & SONS, STEINWAY HALL
109 West 57th Street, New York

THE INSTRUMENT OF THE IMMORTALS

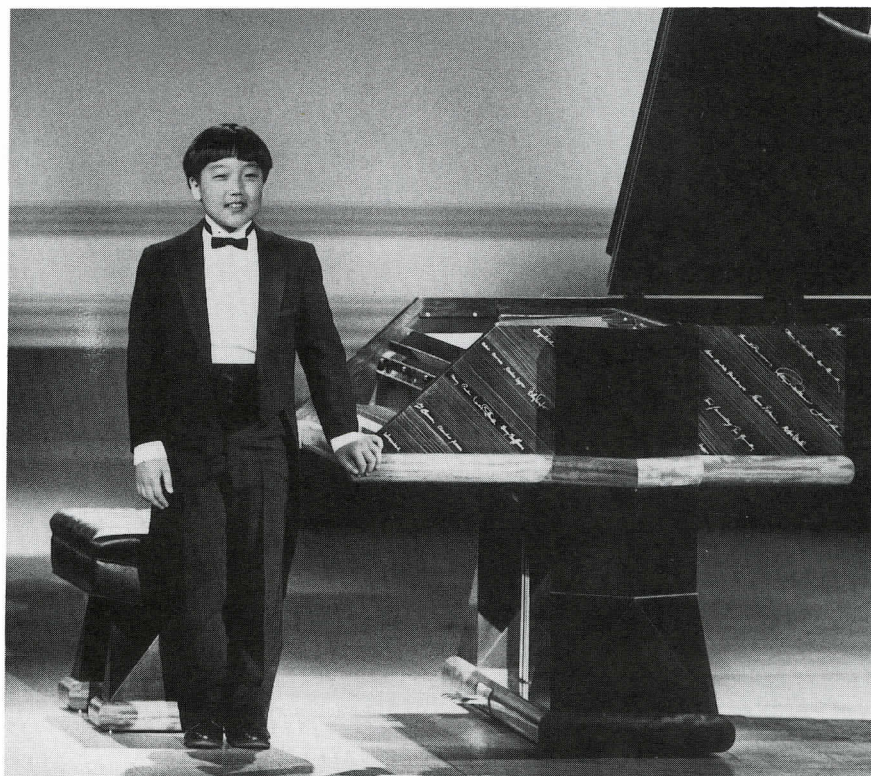
STEINWAY

How Were the Pianos Sold?

Here is a twentieth-century ad for Steinway. It ran in the *Etude Music Magazine* in October 1930.

1. What is the main idea of this ad? _____
2. Take a look at the nineteenth-century Steinway ad, on page 9. What is the main idea of that ad? _____
3. How are the two ads different? _____
4. This Steinway ad does not provide much information about the piano itself. Why would the ad make people want to buy a piano? _____
5. The child in this ad is important. Why do you think Steinway & Sons tried to sell its pianos by showing a child? _____
6. Many children practice the piano, the guitar, the drums, or other instruments. Do they look like this? Why or why not? _____
7. Ads that appeal to a customer's hopes and dreams are called "lifestyle" ads. Can you think of any examples of lifestyle ads? _____
8. This advertisement appeared in 1930, during the great depression. Times were terrible during this depression; many people lost their jobs and there was not enough money. Can you find anything in this ad that tells you that people did not have much money to spend?

9. In 1930, James Cerofeci earned \$1,474.94 sanding and rubbing pianos. Do you think that he could have bought a Steinway? _____
10. Design an ad for Steinway & Sons.



Ten-year old
Albert Kim
inaugurating
the 500,000th
Steinway piano
in a concert at
Carnegie Hall,
June 2, 1988.

Acknowledgements

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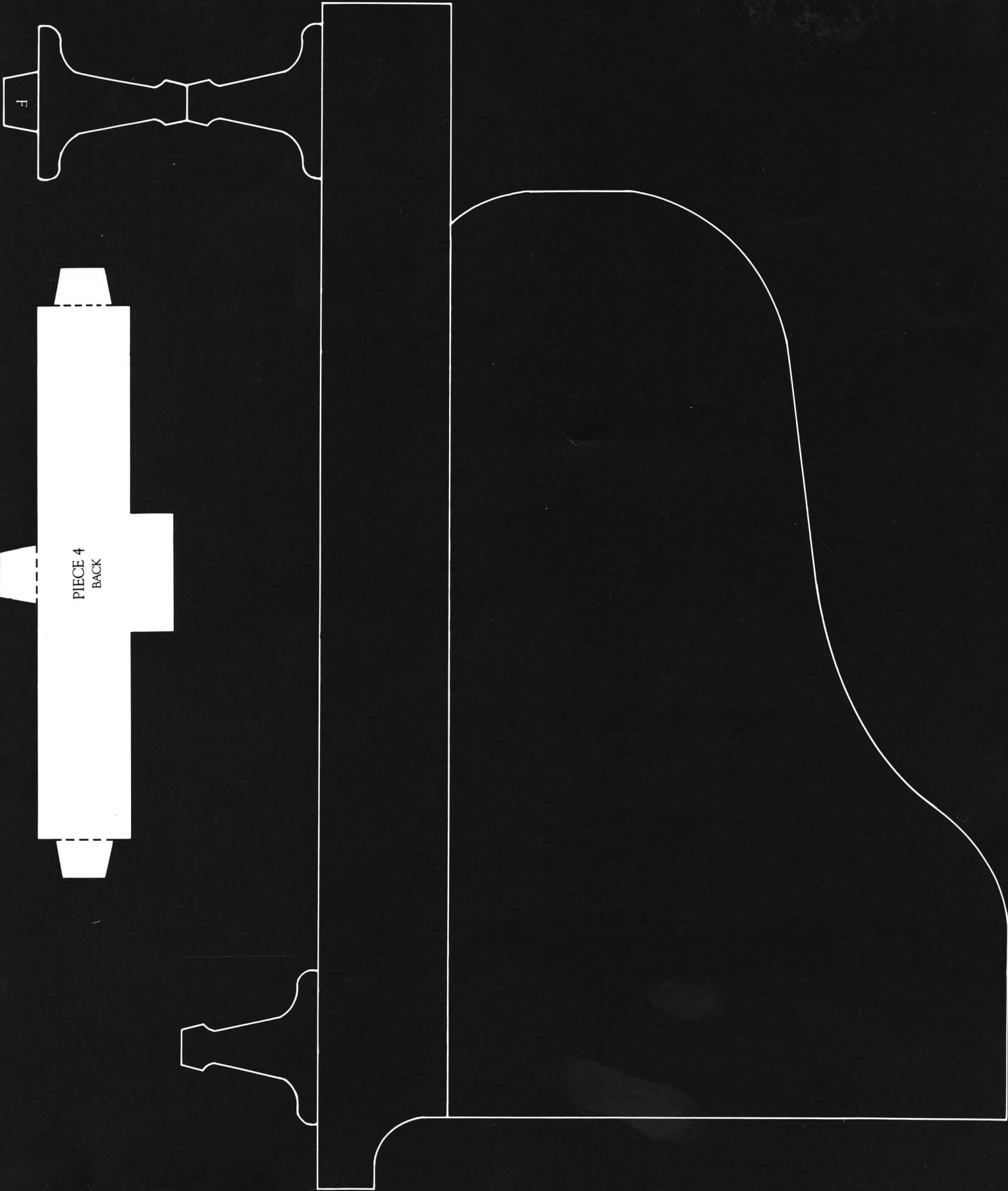
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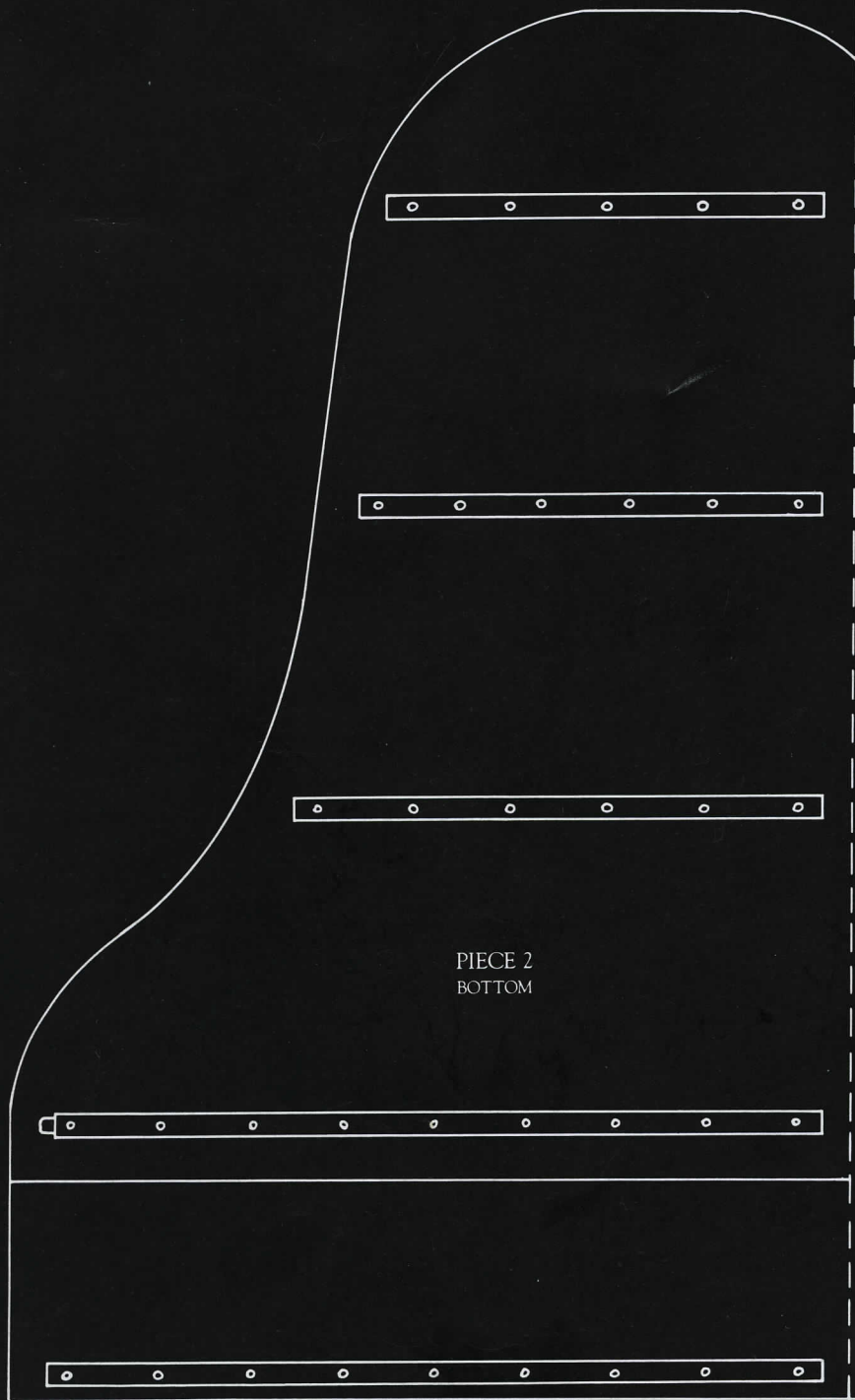
LaGuardia and Wagner Archives

LaGuardia Community College/CUNY

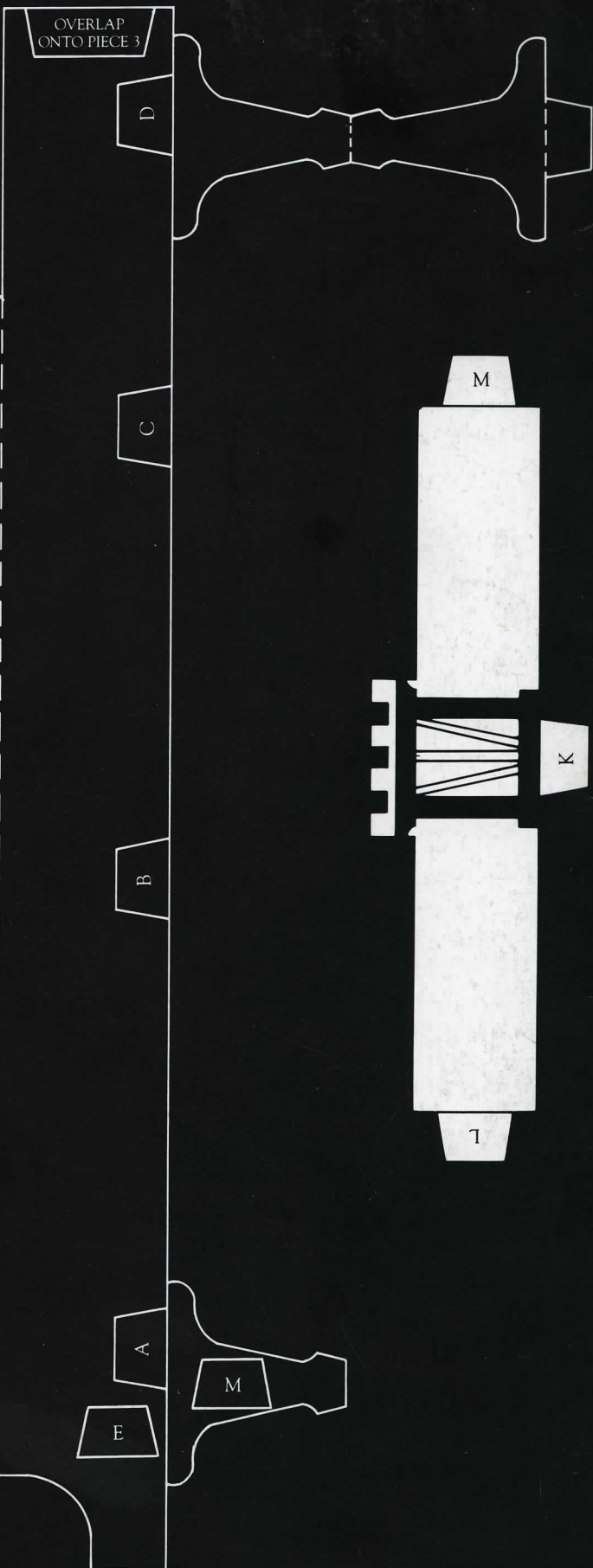
31-10 Thomson Avenue

Long Island City, NY 11101

Tel: 718-482-5065 Fax: 718-482-5069



PIECE 2
BOTTOM



OVERLAP
ONTO PIECE 3

D

C

B

A

E

M

K

1

M