

THIS music-roll is my interpretation. It was recorded by me for the Duo-Art and I hereby authorize its use with that instrument.

Josef Hofmann

DUO-ART
The AEOLIAN COMPANY

NUMBER
6099

It is indeed a matter of the most serious importance to an artist to determine the selection of an instrument which, through the means of a recorded roll of paper, will reproduce his playing and carry it all over the world.
In fidelity of production, in brilliancy, power, delicacy, quality and variety of tone the vast superiority of the Duo-Art over all similar instruments is now definitely established.

Anna Esmer

The DUO-ART PIANOLA

The Authorized Medium of the Great Pianists

THE illustration at the top of this page reproduces in part the label on a Duo-Art music-roll. The statement this label contains is signed by Josef Hofmann, and is of exceptional and two-fold significance. The first part of the statement: "This music-roll is my interpretation," chronicles a new and revolutionary development in musical art.

The statement is without qualification. "My interpretation" embraces the talent and genius in pianism, for which Josef Hofmann is world famous. It means that this roll, when played upon the Duo-Art Pianola, reproduces Hofmann at the pianoforte—reproduces his technique, his rhythms, his dynamics, his pedaling, and as he has stated elsewhere in a published letter, his "very personality with all that implies."

Hofmann has made many such Duo-Art music-rolls. Each is his interpretation of some particular composition. Every owner of a Duo-Art Pianola has access to these rolls—access to the magnificent piano playing of one of the greatest pianists that ever lived. What such a privilege means in enjoyment for the music-lover, in education for the music-student, is beyond computation.

And when is added the further fact that every musician whose picture is shown on this page and scores of others as well have also made music-rolls for the Duo-Art, which are their interpretations, some conception of the sensational value to music and the world of this great new invention can be grasped.

Authorized and Exclusive Performances

THE second part of the statement appearing on Duo-Art music-rolls is also of exceptional importance.

"It was recorded by me for the Duo-Art and I hereby authorize its use with that instrument."

Hofmann, as well as many other great pianists, some of whom appear in this announcement, makes rolls exclusively for the Duo-Art Pianola.

The Duo-Art Pianola is not the only instrument of its kind upon the market. It is the only instrument of its kind, however, in the world, which reproduces with *absolute fidelity* the playing of a great pianist.

Because of this fact these pianists have made contracts to play and record their interpretations exclusively for the Duo-

Art. And because of the further fact that every roll listed in the immense Duo-Art Catalog was made for use solely with that instrument, they sign the authorization appearing on the genuine Duo-Art Rolls.

The Piano of Today

THE Duo-Art Pianola offers more to the music-lover than any instrument ever before created. It offers him the satisfaction of owning the finest Grand or Upright Piano that the market provides—a Steinway, a Steck, a Wheelock, a Stroud, or famous Weber.

It offers him in its Pianola action, a means of playing the piano himself which will enable him to artistically express his own ideas in music.

And it offers him the inestimable privilege of bringing the greatest pianists in the world to his own home and fireside and there hearing them play whenever he desires.

This last feature—this great new privilege that the Duo-Art offers, involves the pianists themselves. It requires their actual labor to furnish it, their personal corroboration to establish its authenticity. This labor they undertake when they make the rolls. And this corroboration they provide by signing the authorization on Duo-Art Rolls, as reproduced above.

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