

How to Use Your
**STANDARD
TREASURY**
of the
**WORLD'S
GREAT
MUSIC**





Your *Standard Treasury of the World's Great Music* is made to fit into a handsome binder, as shown above, a beautiful ornament for your TV set, phonograph console, or library table.

The binder covers are of simulated leather, finished to resemble genuine morocco leather.

The front cover has been superbly designed with name-plate in black and gold and a deep-embossed border design. Within are endpapers in harmonious multi-color, made like the hand-dipped endpapers of books a century ago.

Within these endpapers you fit your records in sequence. First comes the frontispiece in color of each record, then the eight-page illustrated *Musical Commentary*, and then finally each record, encased in a specially designed paper envelope with a flap so that no record can drop out of the Album. All sixteen records are made to fit on specially made posts, so that the whole becomes a gorgeous treasury of music, including 134 large-size pages of illustrated musical commentary that is an entire textbook on music appreciation.

Thus magnificently put together, you will always cherish your *Standard Treasury of the World's Great Music*.

The Album binder will cost only \$1.33, and will include the End Papers, Introduction, Indexes, and metal binding parts — everything necessary for assembling and binding all 16 records exactly like this SAMPLE.

The Album binder will be put on sale with the final (sixteenth) record of the set.

NOTE CAREFULLY: Each week, as you buy one or more records of the set, **BE SURE TO SAVE** (a) the colored Title Page, (b) the gray envelope sleeve, and (c) the Musical Commentary, all of which are enclosed in the pliofilm wrapper with the record to which they pertain.

When you have bought all 16 records and the Album binder, you merely arrange the colored Title Pages, Commentaries, sleeves and records **IN SEQUENCE**, and assemble **your STANDARD TREASURY OF THE WORLD'S GREAT MUSIC** exactly like this SAMPLE on display.



GREAT MUSIC — THE FINEST OF PLEASURES

To know and to love the great music of the western world is one of the finest pleasures granted to man.

Unfortunately most of us — although we may recognize a few of the best-loved melodies of great classical music, and even know fairly well a few often-played favorites — have had no opportunity to learn as much as we should of the symphonic masterpieces. And thus we are deprived of a deeply satisfying pleasure.

A TREMENDOUS OPPORTUNITY FOR YOU AND YOUR FAMILY

To learn the melody of a popular song is not difficult, and so to enjoy popular music is easy for everyone.

But the orchestral masterworks are far more complicated, far more difficult to learn and understand. You must hear a symphonic work not once, but many times, in the magnificent interpretation of a world-renowned orchestra, before all its treasures are yielded up to you.

It goes without saying that this richly gratifying experience is possible only to those who can afford regular attendance at a famed concert hall, or who can own a collection of the finest recordings of such music by outstanding orchestras and musical artists.

That is exactly the problem this miraculous *Standard Treasury of the World's Great Music* solves for you.

Now, at last, at small cost, you can own a collection of the finest recordings by world-famous orchestras and artists. Now, in the privacy of your own home, you can hear their marvelous interpretations of the world's greatest orchestral music any time you wish!



THE BEGINNING OF A WONDERFUL MUSICAL ADVENTURE FOR YOU

This is just the beginning of a wonderful musical adventure for you, your family, and your friends — a delightful, exciting, most rewarding tour of the land of classical music.

For with this record, and the fifteen more that will follow, you will build one of the most elegant collections of the true classics of music ever offered anywhere, at any price, reproduced in modern, high-fidelity sound, on a series of long-play, precisely etched, break-resistant vinyl recordings.

Flowing into your home and enriching your life will come the time-honored works of the great classical composers: Bach, Beethoven, and Brahms; Mozart, Chopin, and Tchaikovsky; Mendelssohn, Liszt, Haydn, and many more.

Full *thirty* of these immortals of music are represented in your collection.

You will hear their long works and their shorter pieces, their light and gay melodies as well as their more serious works. You will hear symphonies, tone poems, violin and piano concertos, suites and ballets — nearly all the orchestral forms in the world of classical music.

And that is not all!



Beethoven



Mozart



Tchaikovsky

Also — A Superb Illustrated Musical Commentary

With each long-play record you receive will come a handsomely illustrated *Musical Commentary* — providing you with the story of the music and the history of the composer. These, like the records, are arranged in sequence, unfolding for you in logical order not merely the music itself, but really a progressive basic education in music appreciation.

And to make sure that each *Musical Commentary* is authoritative, as well as interesting and attractive for you to read, they have been written, compiled, and edited by some of the foremost musical authorities in America.

When you have acquired all sixteen records and the accompanying *Musical Commentaries* for each one, simply bind them in correct sequence in the handsome library Album that has been especially designed for the series. Thus you will have on your shelf a beautiful permanent volume which will serve both as a definitive reference and as a source of endless hours of musical enjoyment for your entire family, not just for today, but for many tomorrows, many years to come!

A NEW METHOD OF ARRANGING THE MUSIC FOR BETTER LISTENING

The Standard Treasury incorporates a brand-new wonderful innovation to add to your listening pleasure.

The sixteen records comprising the treasury have been organized into four groups of four records each, and each group actually forms TWO complete concerts.

You just play your records, four at a time, stacked on your changer, and you will hear, without interruption, the kind of concert program presented in New York's famed Carnegie Hall. Then turn the stack of records over, all four of them, and you will hear another complete concert program — nearly two hours of superb orchestral music.

And each succeeding group of four records can be played the same way!

TWO COMPLETE CONCERTS CONTAINED IN EACH FOUR RECORDS

Just think of it! With each four records that you buy, you will bring into your home the equivalent of *two* complete concerts—a total of almost *four* full hours of the most wonderful music of all time.

You know how inconvenient it was to play the longer symphonic masterpieces before this time. Ordinarily you buy records singly, and the longer symphonic works usually appear on BOTH SIDES OF THE SAME RECORD — one half of the composition on one side of the record, and the other half on the other side.

Up to now, therefore, on the usual record changer the music would stop when half the symphony had been played. You would have to rise and turn the record over to hear the other half, thus interrupting your full enjoyment of the music.

But this is NOT the case with your Standard Treasury, which is a unified collection of the world's greatest music so ingeniously arranged that each composition continues from one record to another without interruption, maintaining the smooth flow of the music for as long as you wish.

You Hear The Complete Composition Without Turning Over The Record

In other words, when a composition is so long that it requires more than ONE side of a record, then that composition is placed on TWO separate records rather than on two sides of the same record.

This means that some of the symphonic works will not be complete on one record, but will continue on to the succeeding record or records, thus enabling you to hear the complete masterpiece without turning over records.

Maximum enjoyment of the Standard Treasury will accrue to those who play the records in groups of four records — in other words, the first four records as a group, the second four records as a group, etc.

RECORD NO. 1 IS NOT COMPLETE IN ITSELF — TCHAIKOVSKY PIANO CONCERTO CONTINUED ON RECORD NO. 2

Now look at your Record No. 1. Notice that only part of the great Tchaikovsky Piano Concerto appears on this record — in fact only the First Movement, the opening of the Concerto. The Second and Third Movements appear on Record No. 2, which you will receive next week. This is the natural consequence of continuing the music from one record to another.

Your Standard Treasury is arranged in groups of four records, and you should always play them that way. With your first four Records you stack Sides 1, 2, 3, and 4 in that order on your record changer to hear a complete concert. Then, when you turn over all four records, Sides 29, 30, 31, and 32 will form another complete concert.



Stack records in numerical order from bottom to top. For another complete concert, turn the stack over.

CONTENTS OF TREASURY ARE ON PAGES 8 AND 9

The Contents Pages in this booklet (Pages 8 and 9) will show you, work by work, how this carefully programmed series of concerts has been organized for you.

Notice how many of the compositions are not complete on one side of a record, but are continued on the side that follows next in numerical order. Many of the world's greatest musical compositions run a good deal longer than the amount of music that can be pressed onto one side of a twelve-inch long-playing disk. The Standard Treasury brings you these masterpieces in their original, unabridged form, so that you can hear them exactly as the composer intended them to be heard. Thus, these longer works are carried over from one record to another, but we have taken care never to interrupt in the middle of the music. Where a break does occur in a symphony, concerto, or tone poem, it is only at the end of a complete movement, exactly where a pause would come in a regular concert performance.

For Automatic And Manual Phonographs

In these instructions and illustrations, we have taken it for granted that you will play the disks on an automatic record changer—the type of player in most common use today. On an automatic player there will be only a few seconds of pause between movements when one of the longer works is continued from one side to the next. Naturally, a group of records of your Standard Treasury will not play automatically on a manually operated phonograph. If yours is a manually operated record player, simply play the records, one after another, in their proper numerical order, and you will have the effect of a complete concert.

Numerical Order System Of Records

Something else you probably have noticed is that the second sides of the records are numbered in reverse sequence. This, by the way, is a standard procedure followed by all the major recording companies in instances where several or more records are necessary for the completeness of a single work. The reason for it is that after you have listened to the first four sides of the records, you then merely turn the stack over and the records will be ready to play in proper sequence for a new concert. If this procedure were not followed, you would be forced to reshuffle your records into a new sequence each time you wanted to play their "other sides," or to turn each record individually to complete the concert.

This numerical order system has been employed throughout the entire series, so that, should you want to play even eight or twelve records at a time, all you need do is merely lift the complete stack off your changer, turn it over, set it back on your changer, and you will be all set to listen to another two or more complete concerts.



Schubert

Bach

Brahms

USING YOUR MUSICAL COMMENTARY

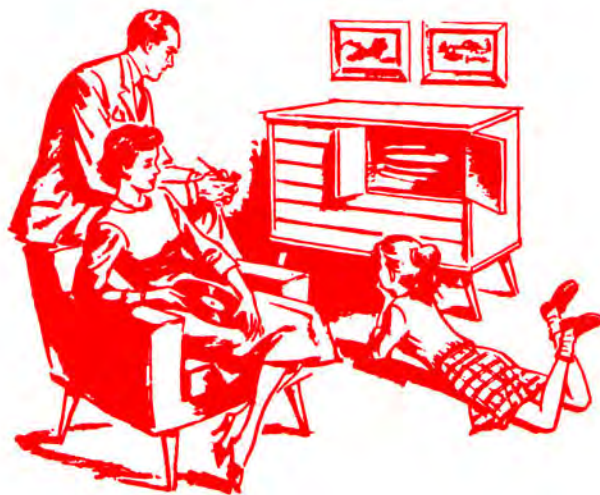
Before you start listening to any of these concerts, however, we should like to make the following important suggestions.

Step One: Read The Illustrated Musical Commentary

This Commentary has been prepared with painstaking care by some of the world's leading experts in the field of classical music, men and women who have heard these great works many times and who are thoroughly familiar with their content and with the historical background of the composers who wrote them.

Their comments afford interesting insight into the "why" and the "how" and the "where" and the "when" of each of the works concerned. To be sure, the music alone is delightfully enjoyable, but the material in the *Musical Commentary* will heighten your enjoyment. What did the composer have in mind when he wrote his immortal masterpiece? What message did he want to tell? Why did he write as he did? What were the circumstances of the writing? How does this particular work fit into the overall picture of classical music? These and other questions are what these unique, illustrated *Musical Commentaries* will answer for you. They will help you know the very essence of the works themselves. Every composer in this series is represented by a biography, and each work is also accompanied by analytical notes.

By reading the biography and notes *before* you play the music, you will be preparing yourself for a greater understanding of what you are about to hear, and the greater your understanding, of course, the greater your enjoyment and appreciation of the music!



Step Two: Listen To The Music

Bear in mind what you have read in the *Musical Commentary*. Try to find a time free from outside distractions when you hear this great music; make it a true concert in your own living room. Many of the works in the Standard Treasury provide listeners with the immediate pleasure of a thrilling musical experience. Other great classics require more from their listeners. They demand careful attention and repeated hearings before unlocking their deeper secrets. When you find yourself confronted with music of this kind—music that you do not fully comprehend on a first hearing—return to it again and again. Play individual sections of the

work until they grow familiar, and listen with your mind also on the human story behind the music—how the composer lived and struggled, rejoiced and spoke of his experiences in the language of tone. Soon you will be on a friendly footing with all the great composers in this series. You will find yourself whistling themes by Beethoven, Grieg, Debussy, Mozart, Tchaikovsky, and the rest—just as millions of music-lovers have done since these masterpieces were written.



The Difference Between Classical Music And Popular Music

Understanding classical music is certainly not as easy as understanding some of today's less complex forms, such as the currently popular songs. And yet there is similarity between the two, because the essence of classical music to the majority of listeners is the same as that of popular music, namely the melody. The major difference, though—and this is truly an important difference—is that whereas popular music consists merely of expressing only one rather simple theme (melody), classical music puts great emphasis on further and more complex development of that theme.

Where a simple popular song may appeal to only one basic emotion, a concerto or a symphony may, during the course of its performance, touch upon just about every emotion that one can possibly feel.

One writer has drawn an interesting parallel. A popular song, he feels, is like one of those short short stories you may read in a magazine. A symphony, on the other hand, is more like a great novel, complete with many changes of scene and with the thorough development of several key characters.

This series of the world's greatest musical works offers many different "novels in tone" written by the foremost composers in the history of music. Moreover, interpreting their music are some of the world's leading conductors, orchestras, and soloists.

THE WORLD'S GREATEST MUSIC— PERFORMED BY WORLD FAMOUS ORCHESTRAS AND CONDUCTORS

We have agreed not to reveal the names of these renowned artists because some of them are under exclusive contract to major record companies in the retail field. The Standard Treasury is not intended to compete with individual records made by these same artists for retail sale (at several times the price of Standard Treasury albums).

This series has been created with a new and different purpose, which sets it apart from the many fine releases made

for retail distribution by these outstanding musicians. The Standard Treasury has been designed with one idea in mind—to provide the greatest possible number of families with a complete basic education in classical music, and at the lowest possible price. To effect these savings, without sacrificing true high fidelity or musical greatness, the recording contracts stipulate that the Standard Treasury will be distributed only as a complete educational program, and not through retail music stores in competition with other records by these artists, regarded as among the finest in the world.

Hints On The Care And Handling Of Your Records

The music heard in the Standard Treasury was originally recorded using the most modern microphones and magnetic tape recorders. After being edited under the supervision of both musicians and electronics engineers, master disks were produced from the master tapes. Each record of the set is a faithful copy of one of these precious masters. The records are made of vinyl, a flexible and break-resistant plastic, which has replaced old-style compounds as the most sensitive and long-lasting material from which to press records. Like practically all twelve-inch records made today, these are micro-groove records, using tiny microscopic grooves which enable the new records, at a turntable speed of 33 $\frac{1}{3}$ rpm, to contain from 20 to 30 minutes of fine music on each side. This, at maximum, is nearly eight times the amount of music that was formerly included on the old twelve-inch 78 rpm records. Every step of the way, the utmost care has been taken to preserve the pure, original sound of the music.

Now that these records have been delivered safely into your hands, their further care is strictly up to you. We offer the following hints:

1. Never handle the playing area of the records. Always handle them gently by the outside rim, as in the illustration.
2. Wipe your records clean with a slightly damp cloth or sponge if they should become dusty. This precaution will remove dust particles which might otherwise be ground into the delicate grooves by your needle.
3. If you always return each record to its proper sleeve and the proper place in the Album, immediately after playing, the problem of dust naturally will be greatly minimized.
4. Make certain that you are using a micro-groove needle and that its point is not worn. Your phonograph dealer will be glad to check the condition of your needle for you. Replace any worn-out needle immediately or you may seriously damage your records!
5. When stacking records on your changer, try not to slide one across another. These disks have been pressed with raised edges that eliminate any friction between the actual grooves during playing.

With proper care, each of these records will give you countless hours of pure, undistorted music.



Handle records by the outside rim only

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MENDELSSOHN: Symphony No. 3 in A Minor, Op. 56, "Scotch"
1st Movement: Andante con moto 2nd Movement: Vivace non troppo
3rd Movement: Adagio

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1st Movement: Allegro ma non troppo

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