

HOFMANN



Josef Hofmann

"THE MASTER WHO FORGES A BEAUTY
LINKING THE MIGHTY PAST WITH THE LIVING PRESENT."

OLIN DOWNES
N. Y. Times

EASTMAN THEATRE
OF THE
University of Rochester
JANUARY 19, 1939

Soloist with the
ROCHESTER PHILHARMONIC ORCHESTRA
JOSE ITURBI, Conductor

**M
G
T** **COPLEY: 113 W. 57th St., N.Y.C.**

**STEINWAY
PIANO**

(See Reverse Side)

At the Lewisohn Stadium in New York City a record was broken this past summer when there were two audiences of 19,000 each within six days apart to hear one soloist.

"The magnet capable of drawing such a huge audience was none other than Josef Hofmann" — wrote the N. Y. World Telegram.

In the first of these two concerts, Josef Hofmann had broken a precedent in his career when he played in an open air concert for the first time; and no sooner had he finished the concerto, than, amidst tumultuous applause and cheers from the audience of 19,000 persons, the *Stadium Management* broke a precedent by asking a soloist to return for another appearance "immediately". Thus Josef Hofmann played again at the Stadium six days later, and by playing to another audience of 19,000 people he broke a record in New York concert annals — because for the same soloist to draw 38,000 persons in one season let alone in two concerts within six days is an all time high in the history of New York.

Also unprecedented in our musical annals was the repetition, last April 10th at Carnegie Hall, of the exact program which Mr. Hofmann played in the same auditorium the preceding day.

"The piano recital given by Mr. Josef Hofmann yesterday afternoon was sold out four months ago"—wrote Lawrence Gilman in the Herald Tribune on April 10th — "so Mr. Hofmann consented to repeat the same program at Carnegie Hall tonight and that is sold out too."

"What, by the way, had Hofmann been playing? It didn't much matter" —Olin Downes remarked in the N. Y. Times last Spring—"it was something grand, passionate, of a sweeping momentum and climax. The piano glittered, thundered, sang a magic song, and, so singing, transformed what in retrospect appeared ordinary, till it became marvel and wonder."

(See Reverse Side)