



Let LEONARD BERNSTEIN open the door to the wonderful world of music for your family

An extraordinary new book with 5 long-playing
7" records will bring the magic of his famous
Young People's Concerts into your home



STARTING this fall you can give your children the gift of living with great music — of having their taste and understanding guided and nurtured by a great musician: Leonard Bernstein.

Leonard Bernstein's Young People's Concerts on television are among the phenomena of our age. Millions of us have wanted to relive them — to hear again the great music and the flashing insights that have transformed our old habit of "lazy listening" into a richly active adventure in the joy of music.

In permanent form at last

Now at last, the greatest of these celebrated concerts have been put in permanent form — to be relived, re-read, re-played, returned to over the years.

They will be published, in the fall of this year, in the form of a unique musical treasure chest: records and a book that together encompass the heart of this extraordinary musical education.

About the contents

THE BOOK, beautifully illustrated with over 50 color pictures and 100 musical examples and diagrams, contains Mr. Bernstein's incomparable commentaries, rewritten for reading.

THE FIVE LONG-PLAYING 7" RECORDS are performed by major orchestras, chiefly the New York Philharmonic under Leonard Bernstein's direction and produced by Columbia Records. They enable you to listen, whenever you wish, to the great music (from Bach and Haydn to the modern American composers, Copland and Ives) that illustrate the major points made in the book.

Never before has such a magical *open-sesame* to musical understanding been made available to the family.

Mr. Bernstein's narrative is alive with his exuberant joy in music, his genius for making us understand. He ranges over the whole world of music.

He talks of Beethoven and of folk songs. He shows how Bach constructs a

fugue, following "instructions" as precise as those that come with a child's Erector Set — then lets you hear an example, from the fourth Brandenburg Concerto, played by the Philharmonic.

He shows how a symphonic work develops — and grows — from its first note to its finale.

He explains orchestration with a score-it-yourself experiment for the young reader — and a Ravel recording to demonstrate the special effects of the various instruments.

He explains the techniques of composition that produce the shimmering "colors" of Debussy's *La Mer* — and plays it for you. He tells — and illustrates with records — what makes music *classical*, what makes it *romantic*, what makes it American, or French, or Italian; what makes it funny. And one of the special delights in store for you is the example he gives, on a record, from a great symphony that makes you laugh: Prokofiev's "Classical" Symphony.

He invites us to experiment with the "meaning of music" through a recording of Moussorgsky. He explains counterpoint in terms of "Three Blind Mice." He leads us closer to the grandeur of Beethoven and Brahms.

He opens innumerable doors to the world of music. Whoever reads the book and listens to the records — be it a child or a highly educated adult — becomes a citizen of that world.

Special Money-Saving Opportunity

The publishers are sparing no effort to make this musical treasure-chest as entrancing to look at as it is to read and hear. The 7" vinyl LP recordings, the book with its color pictures and musical examples — all in a handsome case — will be a delight to own and give.

Enormous advance interest enables us to plan an unusually large printing which will so radically bring down the cost that we can offer the complete boxed set for only \$12.50. *But you can save even more if you reserve your set now.*

In return for helping us build up the size of this first printing by entering your reservation now, you will receive the complete set at a special price of only \$9.95 — a saving of \$2.55 on the regular retail price.

How to reserve your set

The Reservation Certificate on this page entitles you to reserve first-edition sets for your family or as gifts, at the special price of only \$9.95.

Send No Money. As soon as the set is off press, you will receive your copy (or copies) for three weeks' Free Examination. If you are not absolutely delighted, return it to us and owe nothing. Otherwise we shall bill you at the special price. Mail coupon to your bookseller, or: SIMON AND SCHUSTER, Publishers, Dept. C, 630 Fifth Avenue, New York 20, N. Y.

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630 Fifth Avenue, New York 20, N. Y.

As soon as it comes off press, please send me, for Free Examination, first edition set(s) of Leonard Bernstein's YOUNG PEOPLE'S CONCERTS For Reading and Listening. If after enjoying it with my family for three weeks I am not completely delighted, I may return the set(s) and owe nothing. Otherwise, you will bill me at the special price of only \$9.95 per set (plus postage).

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