

PPF 1370
TOSCANINI, ARTURO

CAMPAIGN HEADQUARTERS
The Philharmonic-Symphony Society of New York
1940-1978
INCORPORATED 1928
THE WALDORF-ASTORIA
EIGHT FIFTH AVENUE, NEW YORK 17
March 22, 1934.

P.P.F.
1370

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My dear Mr. Toscanini:

I have just learned that on March twenty-fifth you will celebrate your sixty-seventh birthday anniversary by conducting a special Palm Sunday program at Carnegie Hall. Such a service on such an occasion would seem to be highly appropriate.

I take this opportunity to extend my sincere congratulations and best wishes for many years of continued health and happiness.

Very sincerely yours,
Washington, D.C.

Dear Colonel:

I wondered if the President might be interested in sending a birthday message to Arturo Toscanini, conductor of the Philharmonic-Symphony Orchestra.

Arturo Toscanini, Esq.,
Conductor,
Philharmonic-Symphony Orchestra,
Carnegie Hall,
New York City.

Copy to Mark Luescher

He will celebrate his sixty-seventh birthday by conducting a special Palm Sunday program at Carnegie Hall where the message may be sent.

Your consideration will be highly valued, I assure you.

Very truly yours,

Sincerely yours,

Mark A. Luescher

Mark A. Luescher

MAL/EAC

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CAMPAIGN HEADQUARTERS

THE PHILHARMONIC-SYMPHONY SOCIETY OF NEW YORK

1842-1878
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THE WALDORF-ASTORIA
PARK AVENUE AT FIFTIETH STREET, NEW YORK

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March 20, 1934.

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McIntyre
Col. Marvin H. McIntyre,
Secretary to President Roosevelt,
The White House,
Washington, D.C.

Dear Colonel:-

I wondered if the President might be interested in sending a birthday message to Arturo Toscanini, conductor of the Philharmonic-Symphony orchestra on Sunday next?

Music at the present time is so important in keeping up the morale of the nation, and the Philharmonic-Symphony is such an outstanding vehicle for the exposition of the masters and the best in music, that it may appeal to you as deserving the President's recognition.

The Maestro will celebrate his sixty-seventh anniversary by conducting a special Palm Sunday program at Carnegie Hall where the message may be sent.

Your consideration will be highly valued, I assure you.

Also, the Lambs had another grand Gambol at the Waldorf last Saturday and we missed you.

Sincerely yours,

Mark A. Luescher

Mark A. Luescher

MAL/EAC

Music and Musicians

By W. J. HENDERSON

THE public appeal of the Philharmonic Symphony Society for help inevitably interests more music lovers just now than discussions of artistic questions. Nevertheless, the writer of these weekly comments believes the time has not yet come for final pronouncements. Let us wait till we learn whether the Philharmonic must actually become a thing of the past before we sum up all the evidence in the case. Meanwhile, keep in mind that there is nothing startlingly new in the situation. The people are not staying away from the orchestra; the orchestra pays its own way. The annual concert season will be more than the annual season of the opera.

All the orchestra's expenses are met by the public. The people are not staying away from the orchestra; the orchestra pays its own way. The annual concert season will be more than the annual season of the opera.

Everything has been developed on a scale of the musical world of the eighties. What is the price of tickets is unbelievably below the actual operating cost. Not even the rich music lover would pay for a parking place. What would carry a fair return on the Society's operating expense.

Can We Return to Music?

WHAT is to be done about it? Can we go back to the saner conditions of the nineteenth century when there was less starriness of conductors and more attention to the music itself? It is true that the trend toward the "prima donna" conductor began in the nineteenth century. There is no denying that. The names of Seidl and Thomas were capitalized. But the bidding for the services of stars of the baton had not begun. Neither had the salaries of musicians risen to prodigious heights. And it is incontestable that forty years ago there was far more consideration of the music than there is today. Even the orchestral performance received more critical comment than it does at present. You may read many columns of reports of concerts now without finding a mention of the "muscularity of the string" (a favorite phrase of Mr. Krehbiel), the precision and unanimity of the ensemble, the impeccable intonation of the woodwinds, the mellow splendor of the brass.

All these are now taken as matters of course. Critical comment, which in spite of itself is not out of accord with the temper of the public mind, is almost entirely directed to the "readings" of mighty magicians of the conductor's wand. There are occasionally evidences that some of the magnificence is not necessary. When Mr. Toscanini reduces his orchestra for the performance of a Handel concerto grosso or an early Haydn work no one complains—except possibly the backers of the organization, who have to pay all the salaries just the same. When there is an interregnum during which Hans Lange presides over the doings of the Society the concerts do not become intolerable. The incontestable truth is that some of Mr. Lange's contributions to the season are highly meritorious and decidedly enjoyable.

But can a public accustomed to the most pungently spiced food in the market be induced to live on a plain and wholesome diet of good music? Can it ever again be trained to love music for its own sake and not because of the marvels wrought upon it by supermen?

If it cannot, then the great orchestras are all doomed. The day of the wealthy patron of the arts is finished. There is not going to be any Prince Esterhazy for an orchestra of 110. If the public demands music, it will have to pay for it. In order that it can do so music will have to be put on a business basis. And we are confronted with a state of the public mind which holds that music so presented is not good. Is it impossible longer to interest people without astonishing or exciting them?

THE PHILHARMONIC CRISIS

Directors Ask \$500,000 to Guarantee Deficits of Next Three Seasons

By OLIN DOWNES.

THE New York Philharmonic-Symphony Society is confronted with the situation which the Metropolitan Opera Association faced last season and may face again this one. There will be a deficit at the end of the present orchestral season of about \$150,000. Five hundred thousand dollars is asked of the public as guarantee for the deficits of the next three Philharmonic-Symphony seasons. The Philharmonic-Symphony Association has curtailed expenses by every means in its power. The Musical Society of New York, which was founded in 1842 and has been the nucleus of the Philharmonic-Symphony Society since 1892, has accepted substantial cuts in its budget. The Musical Society of New York, which was founded in 1842 and has been the nucleus of the Philharmonic-Symphony Society since 1892, has accepted substantial cuts in its budget.

which we encounter today are part of a consistent evolution. In earlier centuries art was principally in the hands of aristocrats. Composers and performers were owned by them, like other servants. The musician obeyed his master's orders. He played when so commanded. He produced music for the table or for chapel or entertainment. Or, as government developed on the other side of the ocean, he served a community, as an official, with his task clearly defined and its execution ordered. These, in many respects, were excellent arrangements. The composer did not have to depend upon public caprice or critical favor or royalties for his living. He was much more obscure than his descendant of today, but he could concentrate on his work and become great.

The Philharmonic-Symphony is in the best of company in its present plight. The Philadelphia Orchestra adopted extraordinary measures, some time ago, to meet its deficit. The Boston Symphony Orchestra recently announced its needs. The long and short of it is that practically all of the leading musical organizations of the country have their backs to the wall, for the times have changed so fundamentally that no one can foresee the actual outcome of present conditions in the musical community. To meet the new conditions new methods must be adopted. It is not going to be easy to develop them in a way to meet the emergency. But one thing is self-evident. In the future artistic enterprises cannot depend any longer upon the generosity of private citizens to maintain them. There are only two possible solutions. One of them is that in some way the public shall be induced to pay the entire cost of orchestral and operatic performances, which, if it could be brought about, would put these and similar activities on a self-supporting basis. The other is government subsidy of artistic institutions—a course which may not be so far off as it seems. At the present time it is not possible.

A year ago Margaret Heifetz, then 9 years old, had walked for the first time across the stage of the Moscow Conservatory, unconscious of the wonder and enthusiasm on the part of 2,000 musicians, critics, students and music lovers who thronged the hall.

"With unconcerned ease she climbed the conductor's stand, and with skillful direction, strikingly incongruous with her immature appearance, she guided the orchestra through Beethoven's Fifth symphony and Rimski-Korsakoff's 'Scheherazade'."

Orchestra in Danger

\$500,000 Needed to Continue Institution —Evils of Star System

By LEONARD LIEBLING.

Surprising and alarming to the general public was the published news of last week that the venerable New York Philharmonic Orchestra is financially an open appeal for sustaining funds with which to carry on for the next three seasons.

Insiders have known of the condition these past months, and were aware that, like the Metropolitan Opera, the Philharmonic could survive only by publicly passing the hat. The trouble is based primarily on depression circumstances, and not on any lack of generosity from the guarantors who made possible the existence of the orchestra through so many artistically successful years. (It goes without saying, too, that the high standards maintained at the concerts have not in any way been compromised in spite of the financial embarrassment.)

The guarantors kept on contributing funds even in the face of the financial crisis. The guarantors kept on contributing funds even in the face of the financial crisis.

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Philharmonic's S. O. S.

Veteran Orchestra Sends Out Plea for Further Assistance to Continue Career

By GRENA BENNETT.

New York's veteran orchestra, the Philharmonic, is pleading for its life. An S. O. S. has been sent out to the public.

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March 22, 1954.

My dear Mr. Luescher:

The President learned with interest of Mr. Toscanini's celebration of his sixty-seventh birthday anniversary. I enclose a copy of the letter the President has sent for this occasion.

Very sincerely yours,

STEPHEN EARLY
Assistant Secretary to the
President

Mark A. Luescher, Esq.,
The Philharmonic-Symphony Society of N. Y.,
The Waldorf-Astoria,
New York, N. Y.

dj

Enclosure. Letter Pres. has written to Mr. Toscanini.

I have been received by the American people. I leave with sadness in my

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FRANK D ROOSEVELT

THE WHITE HOUSE WASHN DC

DEEPLY APPRECIATE YOUR MESSAGE ON MY BIRTHDAY STOP MY SINCERE
THANKS AND HEARTFELT WISHES THAT THIS COUNTRY TO WHICH I AM SO
DEVOTED AND INDEBTED MAY HAVE THE BENEFIT OF YOUR STRENGTH AND
WISDOM FOR MANY YEARS TO COME

ARTURO TOSCANINI.

*your country where I have spent
so many happy years.*

*I shall never forget with what
kindness and true understanding
I have been received by the American
people. I leave with sadness in my*

TELEPHONE BRYANT 9-2100 CABLE ADDRESS ASTOROTEL NEW YORK

FRED A. MUSCHENHEIM

ASTOR
TIMES SQUARE
NEW YORK

PPF
1370

original retained for Preservation

May 1 - 1936

Dear Mr. President

I am deeply touched to receive your letter. It will remain among the most precious of the souvenirs which I shall take from your country where I have spent so many happy years.

I shall never forget with what kindness and true understanding I have been received by the American people. I leave with sadness in my

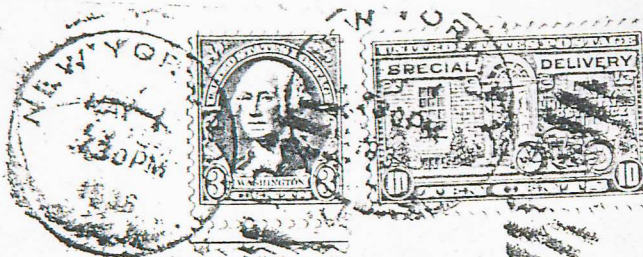


heart but with memories & wish
the year to come.

Faithfully yours,

Arthur T. Casini

JAYS
STOR
MES SQUARE
NEW YORK



H^{is} Excellency
Franklin D. Roosevelt -
The White House Washington D.C.

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P.P.H.

1370

April 30, 1936

My dear Signor Toscanini:

I have just read with regret that last evening in New York you brought to a close your career as head of the New York Philharmonic Orchestra. May I add my word of appreciation for all that you have done for music during your stay among us. I wish you Godspeed as you leave our shores.

Very sincerely yours,

PPH 100

Signor Arturo Toscanini, #
Astor Hotel,
New York, N. Y.

wdh-mw

See 136-musical Bk. 1st.

THE WHITE HOUSE
WASHINGTON

MR. EARLY:

Dr. Stanley High called, asking that this message be conveyed to you: - Arturo Toscanini, famous conductor, brought to a close last night his career. Since he has perhaps the largest following of any musician, Dr. High believes it would be a good idea for the President to send a friendly note to him, expressing regret on behalf of the American people that his career is concluded and hoping his presence in this country again will be enjoyed by the American people.

He is sailing Saturday. His address is the Astor Hotel in New York

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See 136. Musical Bldg.

PP 7
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July 12, 1940

April 9 - 1943

Dear Miss Thompson:

This acknowledges the receipt of Leopold Stokowski's letter to Mrs. Roosevelt dated June thirtieth. I regret to advise you that there are several complications that militate against the President's compliance with Mr. Stokowski's request to say a few words over the radio, by short wave, to all of the South American Republics, during the intermission in the concert here in Washington on July twenty-third. Of itself, this would be an unusual thing for the President to do.

Mr. Early was of opinion that if anyone spoke on the occasion in question it should be either the Secretary of State or Sumner Welles -- not the President. I so advised Aubrey Williams. I also understand that neither the Secretary of State nor Mr. Welles cares to speak.

When preparations were being made for the Eighth American Scientific Congress, which convened here last May, Toscanini made a proposal to bring his symphony orchestra to Washington for a concert, contingent upon acceptance by the President of an invitation to attend. As the President had already given his blessing to Mr. Stokowski's plan to tour South America, he felt that he could not accept Toscanini's invitation. At that time Toscanini also was planning a tour of South America and I understand he is now down there. In the circumstances, the President's participation in the Stokowski's concert would be construed as an act of discrimination. All in all, I think it is a matter that the President should keep wholly aloof from.

Very sincerely yours,

S/ Arthur Toscanini

EDWIN M. WATSON
Secretary to the President

Miss Malvina Thompson,
Secretary to Mrs. Roosevelt,
Hyde Park, New York.

wdh-mw

See 136. Musical Request.

COPY

file

April 9 - 1943

(1)

Dear Mr. President,

I was a great privilege and in the same time also a reward for myself and the members of the N.B.C. Symphony Orchestra to be called upon to dedicate our humble work for a humanitarian case such as the Foundation for Infantile Paralysis.

Your letter and your words of appreciation have deeply moved our hearts. They came unexpectedly and they were the highest recompense that we could have hoped for.

We all send to you our deepest thanks. - As for myself, I assure you, my dear Mr. President, that I shall continue unabated on the same path which I have trodded all my life for the cause of liberty - liberty that in my opinion is the only orthodoxy within the limits of which Art may express itself and flourish freely - liberty, that is the best of all things in the life of men, if it is all one with wisdom and virtue.

With the greatest respect, I am

Faithfully yours,

S/ Artur Toscanini

P.P.R.

1370

April 7 - 1943

April 6, 1943

Dear Mr. President

My dear Maestro:

It is with great personal pleasure that I convey my deep appreciation to you and the members of the NBC Symphony Orchestra for your brilliant concert dedicated so generously to the work of The National Foundation for Infantile Paralysis. xPP7477 xPP74885

The crippled children for whose sake you gave us an evening of inspiring music shall never forget you. They have derived new hope and courage in their fight for health and happiness.

The magnificent contributions you have made to the world of music have always been highlighted by your humanitarian and unyielding devotion to the cause of liberty. Like all true artists you have recognized throughout your life that art can flourish only where men are free. Once again, your baton has spoken with unmatched eloquence on behalf of the afflicted and oppressed. xPP7100 xPP74765 xPP7457

Even while the United Nations are engaged in a momentous struggle to preserve the culture and heritage of free peoples everywhere, it is heartening to know that our fight against infantile paralysis continues unabated, thanks to such cooperation as you and your fellow-musicians have given. xPP7334

Faithfully yours,

Maestro Arturo Toscanini,
Riverdale-on-Hudson, New York.

(Sgd) FRANKLIN D. ROOSEVELT

Original retained for Preservation.

AT

April 9 - 1943

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We all send to you our deepest

thanks. —. As for myself, I assure
you, my dear Mr. President, that
I shall continue unabated on
the same path which I have
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of liberty — liberty, however, in my
opinion is the only orthodox with
in the limits of which let every
express itself and flourish freely —
liberty, that of the best of all things
in this life of men, if it is all one
with wisdom and virtue.

With the greatest respect,
I am

Faithfully yours,

Arthur Tappan.

3-15-44
Bill Hassett
Skip this year -
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W.H.

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x4
The Honorable
Stephen T Early
The White House
Washington D C

P.P. 7
1370

Dear Steve:

Without wishing to solicit birthday greetings
for Maestro Toscanini, who will be 77 years of age on March
25, I do call this to your attention in case the President
should feel that he would like to send some sort of greeting.

Sincerely yours

Carleton
Carleton D Smith

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*Butt Smith
MO*

*Jeanne Leggett
Ask Mr. Harrell's
advice*

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CA SERVICE

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3-16-44

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x#*

The Honorable
Stephen T Early
The White House
Washington D C

*PP 7
1370*

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The Honorable
Stephen T Early
The White House
Washington D C

P.P. 7
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Sincerely yours

Carleton
Carleton D Smith

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ALICE WINEGAR,

F.Y.I.

jeanne leggette.

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COMPANY, INC.

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The Honorable
Stephen T Early
The White House
Washington D C

P.P. 7
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Carleton
Carleton D Smith

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March 14 1944

CARLETON D. SMITH
GENERAL MANAGER

3-16-44
file
W.D.H.

228
x4
P.P. 7
1370

The Honorable
Stephen T Early
The White House
Washington D C

Dear Steve:

Without wishing to solicit birthday greetings for Maestro Toscanini, who will be 77 years of age on March 25, I do call this to your attention in case the President should feel that he would like to send some sort of greeting.

Sincerely yours

Carleton
Carleton D Smith

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STATE, The Secretary of
January 24, 1938

Mr. Hassett referred to him, for draft of message, if same is deemed advisable, letter to Mr. Early January 21, 1938, from Joseph H. Eiben, The American Hebrew, New York, N. Y., requesting message from the President to be made public on the occasion of the 1937 award of the American Hebrew Medal to Mr. Arturo Toscanini. -- Hon. George Summerlin, Chief of Protocol of the State Department, wrote Mr. Early January 27th that similar requests from this organization were declined in 1935 and 1936, and he therefore submitted draft of reply, declining this one. -- This draft was not used. -- On January 28th Mr. Early wrote Mr. Eiben that due to the constantly increasing pressure of official business, it is impossible for the President to comply with such requests.

P. P. F.

SHE - PPF 996

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SARNOFF, David - N.B.C.,
New York, N.Y.,
Feb. 28, 1939

Writes to Mr. Early enclosing an invitation to the President and Mrs. Roosevelt for Mar. 14 when the NBC Symphony Orchestra under the direction of Maestro Arturo Toscanini will present a concert in Constitution Hall, Washington, D.C. Invites them to be his guests on this occasion. -- On Mar. 8, the President replied thanking for this invitation, but regrets Mrs. Roosevelt's absence from the city will preclude her attending and also that he cannot attend.

SEE - P.P.F. 3872

P.P.F.

1370

SEE 1939 (Official File)

rlv

OFFICE MEMO (unsigned) FOR MR. EARLY,
4-17-40

pp7
1370

Mr. Early was informed that the Eighth American Scientific Congress will convene in Washington, May 10, 1940, and that the President is scheduled to address the conference at 9:00 that evening. Nat'l Broadcasting Co. is planning a very extensive South American tour for Toscanini and his symphony - sailing May 31 for a 6-weeks tour under N.B.C. auspices. Toscanini has been asked to give a concert in Washington on evening of May 14 for Pan American Scientific Conference membership - some 1500 delegates from South and Central America, and he has agreed to put on a free concert, without expense to Pan American Conference, provided it will be possible for the President to attend the concert that evening. N.B.C. officials do not want to get into official channels for arrangements -- arranging a definite program with Pan American Union and the State Dept. -- until they, by making informal inquiry, ascertain whether it would be possible for the President to attend. --- Mr. Hassett sent memorandum to the President, April 20, advising him as per information in memo to Mr. Early. --- Mr. Hassett sent telegraphic memo to Mr. Early from Warm Springs, April 23, 1940 re President's indecision about Toscanini invitation because he has already given his blessing to a plan of Leopold Stokowsky to tour South America with a symphony orchestra recruited largely from unemployed musicians. The President is very much taken with this idea of an orchestra recruited from unemployed musicians and thinks it ought to make a decided hit. ---- Attached is Miss Shannon's File Memo, April 23 re call from Berkeley, N.B.C. re Stokowsky and Toscanini proposed tours and for Mr. Early to forget about invitation to President unless he heard further from N.B.C. Frank Russell later talked to Mr. Early re matter.

SEE 1753 (Official File)

SEE 197
(official
file)

for a confidential memorandum for Miss Tully from Hon. James H. Rowe, Jr., 2/2/42, asking Miss Tully to "keep HIS Eye" on the Japanese situation in California. Attached is a memo. for the President from Mr. Rowe, in re Thomas Mann and Arturo Toscanini. Mr. Rowe suggests that President send a message to Congress asking that Thomas Mann or Mr. Toscanini, or both (perhaps some other Italian than Mr. Toscanini) be made citizens of the United States. ----- The President, Feb. 9th, sent memo. to James Rowe instructing Mr. Rowe to take the matter up with the Attorney General and the President also said "I think there is something in the idea but we have to be careful."

AS

P. P. F.

1370

mcb

CLARK, Dowsley,
Chief, News Bureau, DB,
Office of War Information.
May 15, 1944

P. P. F.

1370

Memorandum to Mr. George Healy, Director, Domestic Branch, re Italian Food Ships. States that he is advised that Attorney General Biddle was approached by a group of Italians, citizens of the U. S., for his support of a project to furnish food and clothing for shipment to Italian war areas. Permission is being sought to raise money in the U. S. to finance the project and Mr. Biddle was asked to "front" for the group at the White House. The Attorney General declined to so associate himself and apparently the group will seek support elsewhere. Judge Juvenal Marchisio of NYC seems to be the leading figure. Arturo Toscanini, Angelo Patri and Don Ameche also are interested. Should the project be approved UNRRA would handle the details. A check at War Shipping Administration disclosed that while ships carrying food and other supplies for the Italian theater are leaving at regular intervals, there has been no indication that other than the routine shipping schedules have been followed. UNRRA also advised they have no knowledge of other than the usual food shipments to Italy. Attached is a note from Elmer Davis, 5/15/44, to Mr. Early, transmitting above memorandum.

SEE - 892

mcb

BARRETT, Edward W.,
Director, Overseas Branch,
Office of War Information,
Washington, D. C.
Sept. 28, 1944.

P. P. F.

1370

Wrote to Major John Boettiger at Pentagon Bldg., stating that they are delivering to usher at White House three films. Gives information on films which Major may want to pass along to Pres.----10/10/44 Mrs. Boettiger referred above let. to Miss Tully, together with suggested draft of letter for Pres. to write to Mr. Barrett if he cares to do so.----10/11/44 Pres. wrote to Mr. Barrett, stating that a week or so ago he found time to see three of OWI Overseas Branch motion pictures - Hymn of the Nations, Valley of the Tennessee, and Autobiography of a Jeep. He is gratified to learn that these films are being distributed in so many languages, as high as 24, he understands, in case of film featuring Mr. Toscanini. Concludes by saying that such films as these have a very broad educational value, and he congratulates Mr. Barrett and his staff on a good job well carried out.

SEE - 5015-C (OFFICIAL)