

# *Pianocorder*<sup>®</sup>

Reproducing System

TO: ALL MARANTZ/PIANOCORDER DEALERS

Keep it quiet!

That's an important key to selling the MARANTZ Reproducing Piano and the PIANOCORDER Reproducing System.

Its understandable. The musical composition may demand volume just as most concert performances are dynamic - but the average purchaser, for home or restaurant, is most impressed with softness. Satisfy this requirement.

The PIANOCORDER Reproducing System when installed in a properly regulated and tuned piano and aligned correctly to that piano, will perform equal to and, perhaps, better than an actual "live" performance.

However, some customers who have purchased the MARANTZ Reproducing Piano or have had their piano equipped with the Model P-100 or P-101, or have the P-200 Vorsetzer Reproducer, prefer a level of volume below that obtained with the Pianissimo and Fortissimo controls set at minimum and the bass and treble pots on the playback board set as soft as possible.

There is a way to make it softer yet.

A Division Of  
**SUPERSCOPE.**  
INC.

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- 1) First, make sure that the piano is regulated to play with the least amount of energy manually. When the action is regulated to play easy, the bass and treble minimum pots on the playback board can be adjusted to allow the unit to play the piano very softly. Some technicians have even suggested that lead weights can be attached to the keys to make stiff actions easier to play.
  
- 2) It is our experience that if the back of a vertical piano is carpeted, the piano will play so softly as to be most acceptable in any home or restaurant. This is not a new idea, restaurants have been doing this to mute standard piano sound for years. Not only does the carpeting provide the softness for acceptable inobtrusive listening just a few feet away but it enhances the appearance of the back of the piano.
  
- 3) You can go one step further! Some dealers are installing a muffler rail in the piano to allow the customer the option of making it play even softer. The muffler rail is simply a section of metal with a strip of felt attached that is extended above the hammers, activated by pulling on a "choke cable" attached to the underside of the keybed near the left or right cheek. When the knob on the cable is pulled out, the felt drops between the hammer and the strings, thus muffling the sound. When the knob is pushed in, the felt is raised to a position that permits the hammers to strike the strings normally. Many imported pianos are shipped from the factory with this muffler rail already installed. These pianos have the cable attached to the middle pedal which they call a practice pedal. The pedal is simply depressed when a student is practicing and wishes to minimize the sound.

Harold C. Lembke, Director of Marketing  
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