



The New York Public Library  
Rodgers and Hammerstein Archives of Recorded Sound

Guide to the

**Henry Sylvern collection of noncommercial recordings**

1941-1958

\*L (Special) 89-40

## Summary

**Performer:** Sylvern, Henry, 1908-1964

**Title:** Henry Sylvern collection of noncommercial recordings

**Date:** 1941-1958

**Size:** 135 sound discs, analog; 135 sound discs, analog; 56 sound discs, analog 33 rpm, 16 in.; 56 sound discs, analog 33 rpm, 16 in.; 56 sound discs, analog, 12 in.; 56 sound discs, analog, 12 in.; 23 sound discs, analog, 10 in.; 23 sound discs, analog, 10 in.

**Abstract:** Henry Sylvern was a Russian-born composer, pianist, and bandleader best known for his work in the United States on radio programs and advertisements. Among the shows that Sylvern worked on were the Du Pont Show of the Week, the Arthur Godfrey Show, Suspense, This is Show Business, and The Man Against Crime. He wrote and performed the music for many advertisements, most notably the Pepsi Cola jingle "Be sociable.". The collection contains a wide variety of Sylvern's work in all areas. Included are selections of his advertisements for such products as Pepsi Cola, Capitol Airlines, Welch's refreshment wine, Fab detergent, and Camel cigarettes. The studio recordings consist of performances by Sylvern and his orchestra of popular songs composed by Sylvern and others. The radio programs contain samples of his work on a number of shows, including the MGM Screen test (for which he acted as musical director), Hank Sylvern Presents, This is Show Business, and Suspense.

## Conditions Governing Access:

Access to original items is restricted.

**Preferred citation:** Henry Sylvern collection of noncommercial recordings, Rodgers and Hammerstein Archives of Recorded Sound, The New York Public Library

## Creator History

Henry Sylvern was a Russian-born composer, pianist, and bandleader best known for his work in the United States on radio programs and advertisements. Among the shows that Sylvern worked on were the Du Pont Show of the Week, the Arthur Godfrey Show, Suspense, This is Show Business, and The Man Against Crime. He wrote and performed the music for many advertisements, most notably the

Pepsi Cola jingle "Be sociable."

## **Scope and Content Note**

The collection contains a wide variety of Sylvern's work in all areas. Included are selections of his advertisements for such products as Pepsi Cola, Capitol Airlines, Welch's refreshment wine, Fab detergent, and Camel cigarettes. The studio recordings consist of performances by Sylvern and his orchestra of popular songs composed by Sylvern and others. The radio programs contain samples of his work on a number of shows, including the MGM Screen test (for which he acted as musical director), Hank Sylvern Presents, This is Show Business, and Suspense.

**Arrangement:** I. Advertisements, alphabetical by product name. II. Studio recordings, alphabetical by song title. III. Radio programs, alphabetical by show title

## **Key Terms**

### **Titles**

Hank Sylvern presents (Radio program)  
MGM Screen test (Radio program)  
Suspense (Radio program)  
This is show business (Radio program)

### **Subjects**

Jazz  
Popular instrumental music  
Radio advertising  
Radio programs, Musical -- United States  
Singing commercials

### **Names**

Sylvern, Henry, 1908-1964