

ASU gets bundle of old songs

By BINA BREITNER

Edward Jardon Madden had a famous father and a famous mother, created a varied show business career for himself, and now, at 65, has given some 650 pieces of sheet music, plus opera scores and anthologies, to the music library at Arizona State University.



Madden Jr.

Madden had a worthwhile collection of music from early 20th Century America. His favorites he has kept in his Scottsdale home where he moved last September with his wife. The bulk of the collection — many pieces out of print — went to ASU.

Madden's father, Edward Madden (1878-1952), has what Madden Jr. calls one of the largest catalogues in ASCAP: over 400 published songs, of which 50 were hits of his time. Among them are "By the Light of the Silvery Moon" and "Moonlight Bay;" "Blue Bell," inspired by the Spanish-American War, in which he fought; and a song his wife made famous, "There's a Long, Long Trail."

MADDEN'S MOTHER, Dorothy Jardon (1883-1966), was a star of the musical stage, an operatic darling, a prima donna with the Shuberts, a woman considered to be among the most beautiful of her day, and a composer of songs as well.

Those were days which Madden Jr. says will exercise the minds of people in Sun City. They were days when Madden Sr. wrote a Sunday column called Broadway Ballads for the New York Ameri-

Madden gift aids research

can; when Victor Herbert and Reginald de Koven visited Dorothy Jardon in her Winter Garden dressing room and conceived the idea for ASCAP (Victor Herbert was impatient that his songs were being played nightly at no cost in places like Shanley's); when menus from San Francisco's St. Francis Hotel to L'Aiglon in Philadelphia were featuring dishes "a la Dorothy Jardon"; when Madden Sr., a student of Greek and Latin, was discovering how easy songwriting was — and when he wrote and wrote until, around the end of World War I, he had burned himself out.

Madden Jr. has many fond stories of his mother's triumphs and his father's escapades. He is extremely loyal to ASCAP, because the society treated both of his parents fairly, even generously. He has respect for the historical value of photos and music from his parents' era — and he wanted to share the music with today's college students.

"Many of the pieces are no longer in print," he explained. "They were published 50 or 60 years ago, and many are no longer available. I didn't have any further use for them and I figured somebody would — and what better way than to donate them to young students who are pursuing a musical career? They won't have to pay for them and they can get some use out of it. The stuff I felt close to I didn't give up."

Andrew Broekema, chairman of ASU's music department, was almost as much taken with Madden Jr. as with the collection. He found Madden, whose talk about show business exudes vitality, a fascinating story-teller and an amusing, knowledgeable conversationalist.

BROEKEMA DESCRIBED the addition to the music library as "extremely valuable material we couldn't have obtained through any other source."

"The students and faculty will make great use of it," he said, "because it's of musical and historical interest. We're in great hopes of building up the American collection as a parallel to the collection of American paintings on campus. We're very much concerned with our American heritage program. Many editions of vocal music are not available from the '20s and '30s; it's impossible to get hold of instrumental recordings of this music—we know they existed—and you can't get hold of the music, either, from the turn of the century or even earlier. Any collections would be gratefully received."

If you have a collection of interest to the ASU music department, the man to call is Broekema. He'll give you a public indication of the gift, proof of the donation for tax deduction, and, quite probably, the same warm smile Madden says he received.