

# William Costello

## New York City

- 1886 William Costello is born in Italy (census).
- 1920s Costello is working as a professional trumpet player in New York City (Allen Geller).
- 1930 William Costello, musician, Richmond, NY (Staten Island), born in Italy, emigrated in 1886 (census).
- 1933 Wm N. Costello, musician, 274 Prescott Ave (Staten Island directory)
- 1930s Costello Studios is formed. He continues as a musician as well as a teacher and develops the Costello method of low-pressure playing (Allen Geller).

1935 International Musician ad

**COSTELLO EMBOUCHURE TECHNIQUE**

Correct lip formation for complete register to C above high C.

**Book 1 - \$1.50**  
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**The COSTELLO Mouthpiece**

"A" Before receiving this mouthpiece, it has already produced every note of a 5-octave scale. "B"

**Round Rim**      **Flat Rim**

**TRUMPET or CORNET, \$5.00—TROMBONE, \$7.00**

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**COSTELLO STUDIOS, 118 W. 48 St., N.Y.C.**

- 1937 Ads appear in the July and August *Downbeat* magazine for William Costello, sole agent for Besson trumpets, 201 West 49<sup>th</sup> St, New York City.
- 1939 William Costello has acquired a large stock of Besson trumpets before the war started and will sell them until the stock is gone. John W. Costello has joined his father as instructor at Costello Studios, 201 W. 49<sup>th</sup> St, and will teach advanced trumpet players (*International Musician*, Nov.).
- 1940 William Costello, musical instruction, 201 West 49<sup>th</sup> St (Manhattan telephone book). Son John (b.1916) is a night club musician (census).



1940s Costello mouthpieces are developed and built by Rudy Muck. Roy Stevens (photo 1) becomes a convert to the Costello system of trumpet playing (Allen Geller [A.G.]).

1950s Roy Stevens takes over the studio at 118 W. 48<sup>th</sup> when John retires and moves to Phoenix. Years later, Steven moves the studio to 1576 Broadway and calls it the Stevens-Costello Embouchure Clinic” (A.G.).

Later mouthpieces were made by Jet Tone under founder Bill Ratzenberger (A.G.).

1980s The studio closes and Stevens dies October 24, 1988.

2020 The Stevens-Costello system is continued by student Dr. Allen Geller at Stevens-Costellochops.com.

