

# Not 57 Minutes



H.J. Heinz, the company that sponsored John Cage during the 1950s, pressured the composer to choose a different title than "4'33" for that seminal work – one that tied in to their product line. But Cage argued that the tune could lose its edge-of-the-seat vitality if he lengthened it to nearly an hour. His intractable standpoint caused his corporate funding to vanish, however the tunesmith never regretted it. Well, except for that one time in ... oh, but naturally that's another story.