

STEEGER MAGAZINE



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Piano Manufacturing Company

"The Piano Center of America"

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Trade Paper Advertising Pays

Steger Publicity in Business Magazines Produces Profitable Results

By Charles E. Byrne, Secretary-Treasurer, Steger & Sons Piano Manufacturing Company, Chicago

This article was published in Class Magazine for April

IN a merchandising campaign, which aims at national distribution of any product through merchants, it is imperative that a large proportion of the publicity be directed to reach the dealer. He is an important link in the sales-plan, because of his contact with the retail buyer.

Impressive national magazine advertising by the manufacturer, backed by forceful direct-mail publicity, exerts a strong influence on the prospective dealer, but when it comes right down to a close analysis, it will be found that well-planned prestige-building trade-journal announcements are by far the most important factor in securing new accounts.

My strong convictions as to the value of properly directed business-paper publicity are based on many years' experience in handling the extensive Steger Piano and Phonograph campaigns. Carefully tabulated records show remarkable results from intensive advertising through the columns of the many excellent journals serving the interests of the music industry.

It is interesting to know that in one notable year the Steger trade magazine campaign was credited with producing cash sales of more than

5,000 pianos and player-pianos and 10,000 phonographs.

This, of course, does not give an adequate conception of the annual output of Steger instruments; on a peak production basis it is possible for us to produce 18,000 player-pianos, 12,000 pianos and 30,000 phonographs in twelve months.

The totals of 5,000 pianos and player-pianos and 10,000 phonographs represent directly traceable returns. It is consistent to believe that the indirect returns were equally as large.

Though the powerful Steger publicity addressed to piano and phonograph merchants includes direct-mail pieces and other effective forms of advertising, the trade-paper announcements are really the backbone of the entire campaign.

So satisfactory have been the results from the latter that, where a choice is to be made between trade-journal advertising as against all other forms of publicity, from the standpoint of interesting dealers, I would recommend the business-papers.

Trade-paper advertising reaches a select class of buyers. Every dealer, who might properly be styled "progressive," reads one or more of the journals serving the interests of his

INSURE YOUR SUCCESS

The Steger Institution has a plan of sound financing and sales-promotion, that will stabilize and vitalize the piano business of the dealer, who merits appointment as the representative of artistic pianos and player pianos, because of his standing in his community.

Conservative, constructive and consistently progressive, the Steger policy guarantees success and prestige for capable business builders.

STEGER & SONS

Piano Manufacturing Company

Founded by John V. Steger 1879

Steger Building

Chicago-Steger, Illinois.

particular field of activity. In no other way can he keep himself fully informed on matters pertaining strictly to his line.

Enjoy Confidence of their Readers

It is inevitable that high-class business-papers should enjoy the high regard and confidence of their readers. Edited by men, who are well versed in the fundamental principles of the trade and in touch with changing conditions, it is only natural that they should be readily accepted as authoritative. A trade-journal, in common with newspapers and magazines, has a definite character or personality that determines its pulling power. A representative magazine, which enjoys the confidence and good-will of its readers, is naturally a splendid advertising medium.

From the standpoint of cost, trade-paper publicity is comparatively inexpensive. An attractive folder, a striking broadside or a fine catalog sent to a select list of names would undoubtedly be several times more expensive than a well-planned trade-paper advertisement circulated among the same class of readers.

I do not intend to convey the impression that I consider trade-paper publicity valuable simply because it is inexpensive for, after all, that form of advertising is least expensive (regardless of cost) which produces the most profitable results. It is my belief that a direct-mail campaign to dealers is most effective only when it is launched in conjunction with strong trade-magazine support.

Good-Will and Name Value Important Assets

In judging the value of the trade-press as an advertising medium, we must consider the matter from the angle of indirect returns as well as in terms of traceable sales. The good-will that persistent, consistent, month-

in and month-out business magazine publicity builds up for a firm and the name-value it creates are assets of incalculable worth. This is demonstrated in many ways. Everything being equal—prices O. K., quality satisfactory—the firm which is favorably known by its trade-paper publicity has a big advantage over competition. Business magazine announcements pave the way for travelers. The prestige they create serves as an influential introduction for a company's salesmen.

It is vitally important to remember that trade-paper advertising, in common with other forms of publicity, must be carefully prepared. Business-paper announcements offer wonderful possibilities for results only when they are attractive in make-up and newsworthy in contents. Slipshod, hastily prepared, unattractive ads have no more place in a trade-paper than a make-shift announcement would have in a national magazine or daily newspaper.

Yet, when we pick up the average trade-paper we are almost certain to find many examples of ill-conceived publicity—plain displays prepared with stock borders, severe type faces and space-filling copy—bearing all the ear-marks of hasty preparation and lack of thought.

Must Be Carefully Thought Out and Attractive

The difference between success and failure in trade-paper advertising lies in the attention given to writing powerful sales-producing, prestige-building copy, consideration of an effective layout and the selection of appropriate art-work. Advertising is news; and, as news, should be presented as vividly and impressively as possible but with dignity.

In the preparation of Steger campaigns, every effort has been made to follow a distinctive and definite plan. Methods of presentation have

varied. Different styles of copy have been featured and a wide range of art-work employed. Although distinctive and original, every announcement has been in harmony with the rest of the campaign, by emphasizing in one way or another the artistic and musical excellence of Steger-made instruments, the Steger plan of dealer co-operation and sales-promotion and the powerful financial strength of the Steger Institution.

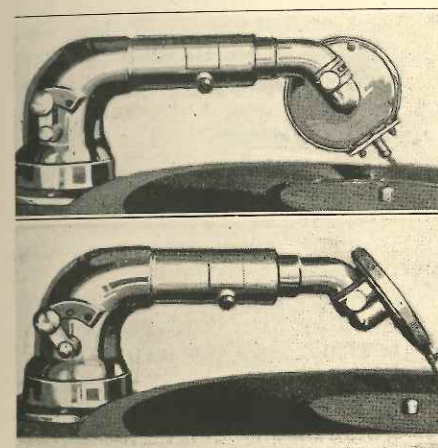
It has been our determination to

make every advertisement impress upon the reader's mind our slogan "If It's A STEGER—It's the Most Valuable Piano in the World."

From the success of the Steger campaigns in the music-trade magazines, I am convinced that were I to handle the publicity for any other sales-organization in any other line of activity, to reach the dealers my first step would be to plan a campaign to run in the trade publications peculiar to that field.

More Than a Talking Point!

The Wonderful Tone-Arm Which Has Won Recognition for the Steger as "The Finest Reproducing Phonograph in the World"



Top: Steger tone-arm set to play a laterally cut record. Bottom: Ready to play a "hill-and-dale" type. The small lever near base of tone-arm varies the pressure on the needle point.

THOSE who are familiar with the various leading makes of phonographs know that the pressure of the tone-arm on the needle point differs in each make.

In phonographs which play with a round, jewel-point needle, the weight of the reproducer must be heavy, in order to make the ball point follow the grooves of the record.

With a phonograph which employs a diamond-pointed needle the pres-

sure of the tone-arm is necessarily light, while all phonographs which use steel, fibre or brass needles play best with a medium weight on the needle.

Consequently, as each make of record requires a definite pressure to give the best results, a phonograph which is designed to play all records must be so adjustable that the weight of the tone-arm may be varied conveniently at will.

The Steger Phonograph has gone the ordinary "talking machine" one better, because the patented Steger weight-regulating device, incorporated in the Steger tone-arm, controls the pressure with which the reproducer rides on the record.

This feature, exclusive in the Steger, not only prolongs the life of the records, but permits the playing of all makes of records with the exact pressure on the needle point, just as they would be played on the phonograph they were originally intended for, thereby insuring correct reproduction of every tone and shade of sound.

The weight of the reproducer is adjusted by means of a small lever on the elbow of the tone-arm. This lever is set by pulling out the knob and inserting it in the proper slot. There are no parts to change.

Not More, But Less, Taxes are Needful, Says Chicago Piano Man

Discusses Proposed Illinois Income Tax and Other Imposts
in Letter.

The following is an extract from a letter written by a member of the Chicago piano trade concerning the proposed State Income Tax for Illinois:

Thanks for your letter of March 13th, in which you inquire if we are in favor of a state income tax, in addition to the other forms of taxation provided for in the proposed new state constitution. We are not in favor of it.

On the first page of the Chicago Tribune one day recently, it was stated that Mr. Herbert Hoover announced that President Harding's attitude towards the Genoa Conference was summed up in the following message to the European nations:

"Reduce your armies, balance your budgets, lower the tax burdens of your people and establish political stability, then we will enter into an economic discussion with you."

It would be difficult for anyone to find fault with that ultimatum. However, on the same page another interesting item regarding the proposed state income tax appeared, reading as follows:

"Constitutional convention votes income tax. Plan new basic law to raise more revenue. \$500.00 to be maximum exemption."

A prominent statistician has said that "Our total tax bill—federal state and municipal—is probably \$5,500,000,000 higher than in 1913. With the total value of the United States manufactures running at about \$50,000,000,000, this means—a direct additional 10 per cent levy which the consumer must pay. Our first job is to get these taxes down."

If it is true that taxes are to a great degree responsible for the high cost of living and if we want foreign nations to keep their taxes down, why should we not practice what we preach?

Several years ago, a prominent citizen asked an audience, composed of men, how many had voted for the federal income tax. Every man raised his hand. He inquired why they had voted for it—and not one of them was able to give a satisfactory answer. The best excuse offered was the assertion that, "I thought it would make the rich people pay." The average person will vote for additional taxes and bond issues without asking any questions, on the theory that the "other fellow" will be required to pay for them.

The result of the inordinate craving for new taxes directly affects the public. It is not only the manufacturer and merchant who suffer—the ultimate consumer carries 75 per cent of the load. Federal, state and municipal taxes should be reduced rather than increased. It would be interesting to find out how much of every dollar is spent for taxes. The present system of taxation may not be equitable—but it certainly will not make it more equitable to keep on increasing taxes.

At any rate, while we are pronouncing the law for other nations, let us take a little counsel ourselves, remembering that, once a new tax is placed on the statute books, it is never removed.

—from the Music Trade Indicator

If it's a Steger—it's the finest reproducing phonograph in the world.

Should the Legislature Act?

This magazine is going to devote some space in the future to an analysis of the relationship of the Chicago Title & Trust Company to trust estates.

The Editor of this magazine is of the opinion that there is a vast difference between the legislation governing the Chicago Title & Trust Company and the laws governing the banking trust companies, in their respective operations.

Persons wishing to contribute information or statistics to enable us to fully discuss this subject, may mail such information to the Editor, Sherwin Murphy.

The insidious activities of the Chicago Title & Trust Company disclose officers of that corporation aspiring to places on boards of trustees and boards of directors of corporations that come within the scope of its broad influence and operations.

The trust companies of banking institutions are prevented from so pertinently controlling and diverting the assets of one corporation in the direction of another.

Through our efforts, maybe other publications will see merit in our contentions and bring about legislation that will protect the public from this constantly growing evil.

The Federal Law prohibits a stockholder of a corporation from acting on boards of directors beyond a certain limit. Why can the Chicago Title & Trust Company be given unlimited authority to control boards of trustees and boards of directors? We think the legislation on that subject needs remodeling and closer solidification.

Succeeding issues of this magazine will disclose specific instances of this condition of affairs.

Where the will of a deceased merchant gives the court power to appoint a trustee, the law should not in our judgment permit a monopoly of such appointments to be created, because it places too much pressure on the integrity of the trust company having that powerful influence on various boards of trustees and directors.

Steger National Magazine Publicity

Many Insertions Scheduled For Leading Periodicals

The extensive Steger Piano and Phonograph advertising campaigns which have been gathering momentum during the winter months are to continue with unabated vigor.

New and attractive lay-outs have been prepared and powerful selling copy written to add fresh emphasis to the Steger story of artistic and musical excellence which has been persistently featured month after month for years in the foremost publications of national circulation.

The attractive Steger Piano ad reproduced on this page, which is typical of the many dignified announcements scheduled, is to appear in the current number of Columbia. The full list of publications which are to carry similar and equally forceful Steger Piano announcements during the next thirty days includes:

The American Legion Weekly, American School Board Journal, Arts and Decorations, Association Men, Co-

lumbia, Exhibitors' Herald, Catholic School Journal, Music News, Extension Magazine and St. Nicholas.

At the same time impressive Steger Phonograph displays are to be published in an entirely different group of magazines. The phonograph announcement illustrated on the opposite page is planned for the April number of Etude while other ads will appear during the month in Munsey's Magazine, Photoplay, Review of Reviews, Scribner's and World's Work.

The "tie-up" between the piano and phonograph campaigns is a valuable feature of Steger magazine publicity. All Steger Piano announcements bear the inscription below the signature, "If it's a Steger, it's the finest reproducing phonograph in the world" while all Steger Phonograph ads carry the slogan, "If it's a Steger, it's the most valuable piano in the world." Thus each announcement



STEGER
The most valuable piano in the world

PICTURE to yourself a piano, embodying all the fine musical qualities distinctive of a truly great instrument, and you will appreciate the ideal that has inspired three generations of skilled piano-makers to create the superb Steger—a piano of beautiful tone and guaranteed reliability.

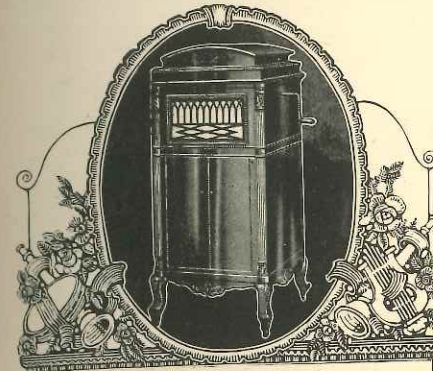
Write for Steger Piano and Player Piano Style Brochure and convenient terms. Steger dealers everywhere.

STEGER & SONS
Piano Manufacturing Company

Founded by John V. Steger, 1879
Steger Building, Chicago, Illinois
Factories at Steger, Illinois

If it's a Steger—it's the finest reproducing phonograph in the world.

features both the piano and phonograph slogans and the interchange of slogans makes each individual ad doubly effective.



STEGER

—the Finest Reproducing Phonograph in the World

THE delight of hearing the incomparable Steger surpasses the enjoyment to be derived from any other phonograph. For the patented exclusive Steger reproducer brings out all the music from any disc record. The marvelous balanced Steger tone-arm faithfully conveys the tones to the Steger tone-chamber of even grained spruce and thus you hear from the Steger the absolute and perfect reproduction of every tone of the original voice or instrument.

Hear and play the artistic Steger at any Steger dealer's. Write us for the Steger style book.

Phonograph Division

STEGER & SONS
PIANO MFG. COMPANY
STEGER BLDG., CHICAGO, ILLINOIS

Factories: STEGER, ILLINOIS, where the "Lincoln" and "Dixie" Highways meet

"If it's a Steger, it's the most valuable piano in the world"

The Steger Piano and Phonograph magazine campaigns have prompted requests for catalogs from every state in the union as well as from other parts of the world including Canada, Mexico, Europe, South America and the orient. All inquiries are referred to the dealer from whose territory they emanate.

Every Sale Counts!

Are you watchful for piano, player-piano or phonograph prospects? If not, you are missing a splendid opportunity to show your spirit of cooperation and interest in the company.

The moving season is beginning. Perhaps some of your friends are packing up to make a change. If they are planning to buy a new piano, player-piano or phonograph as soon as they are settled in their new home, why not suggest that they save the cost of transferring their old piano or player-piano?

We will be glad to call for their old instrument before they move and accept it as part payment on any new piano, player-piano or phonograph they may wish to select later. This will save them the cost of moving their old instrument.

All names of prospective buyers should be turned in to Mr. Scheiwe, Mr. Newquist, or Mr. Volkman. If a sale should result, you will receive full credit.

"One Best Way Booklet"

Steger salesmen who intend this year to make the most of every opportunity to sell Steger Instruments can profitably devote time to a study of the new Steger sales manual, "The One Best Way To Sell the Steger Piano." While not intended to be regarded as the "Only Way", the "One Best Way" is a very successful method. It is based on the collective experience of leading Steger sales experts and offers many valuable business-building ideas to city and country representatives alike.

A limited edition is available for distribution. Write for your copy today!

"The man who halted on third base to congratulate himself failed to make a home run."

Quality Before Quantity

Development of Steger Stool, Bench and Music Cabinet Line An Interesting Story

SOME years ago, when we began the manufacture of high grade stools, benches and music cabinets, the working creed "quality before quantity" was adopted and its observance has become inflexible in the Steger Factories.

Primarily, the manufacture of these accessories was undertaken by the Steger Institution to supply Steger representatives with artistic stools, benches and music cabinets, that would adequately harmonize with the beautiful design and excellence of finish of Steger-made Pianos and Player-Pianos.

In the past there has been a strong tendency among purchasers selecting a handsome piano or player-piano to give scant attention to the proper choice of a stool, bench or music cabinet to be used with it. Yet, the importance of making a suitable selection cannot be overlooked.

We have consistently believed that a stool, bench or music cabinet not only should be for utility but also attractive in design and pleasing to the eye. To insure satisfaction, an artistic design, beautiful finish and substantial construction—in short the same high quality should be demanded in the stool, bench or music cabinet, as in the piano or player-piano it is to accompany.

The wisdom of this policy has received universal approbation. Customers are displaying more critical judgment while dealers, quick to recognize the changing standards in piano-buying are looking about for the proper means of supplying these essential items.

The Steger Stool, Bench and Music Cabinet Line offers a complete high grade selection made in the extensive Steger Factories at the "Piano City," Steger, Illinois. They are characterized by their up-to-date designs, graceful lines and sturdy durability. "Piano-veneers" and "piano-finishes" feature their construction. They represent Steger Quality and are excellent in every respect.

The prices asked for Steger Stools, Benches and Music Cabinets are low, quality considered. That fact is due to unusual facilities for economical manufacture. The primary principles of the Steger manufacturing policy, unsurpassed and unequaled value, are as rigidly carried out in the manufacture of Steger Stools, Benches and Music Cabinets as in the production of the other great Steger Lines.

In shipping, every precaution is taken in packing and crating, so that the stools, benches and music cabinets will reach destination in perfect condition. Each is shipped separately, in a double-strength corrugated paste-board box, ready for instant use. Every dealer appreciates this method of packing. These corrugated boxes are absolutely dust-proof. There are no nails to scratch or mar the stool. Another feature that makes these boxes preferable is the fact that they are so convenient to handle.

It is important to remember that Steger Stools, Benches and Music Cabinets are just as desirable for use with other makes of pianos and player-pianos as with Steger-made Instruments. A good variety of pleasing designs is offered with a choice of standard finishes.

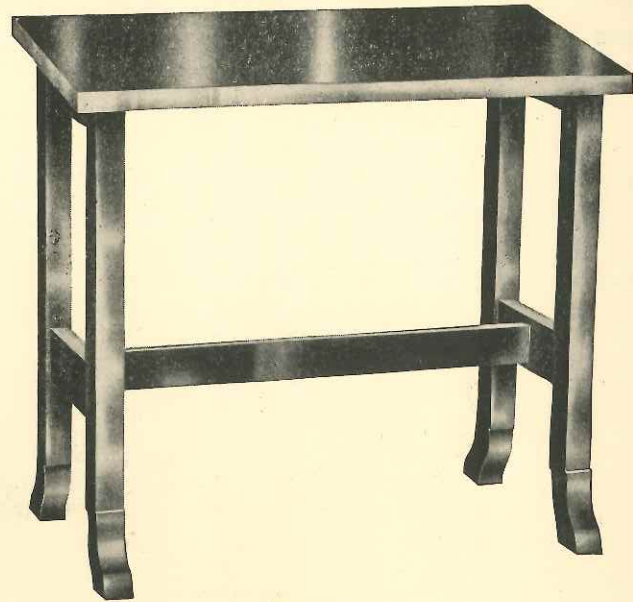
If it's a
STEGER
It's the most valuable Piano in the World

STEGER Pianos and
Player Pianos of
Beautiful Tone, Artistic
Excellence and Guar-
anteed Reliability are
Recommended and
Sold on Terms to Suit
Your Convenience
by

Schwan Piano Co.
101-103 Tenth Street
at Washington and Stark Streets

This announcement which recently appeared in the Portland Oregonian indicates the character of newspaper advertising featured by Steger Representatives.

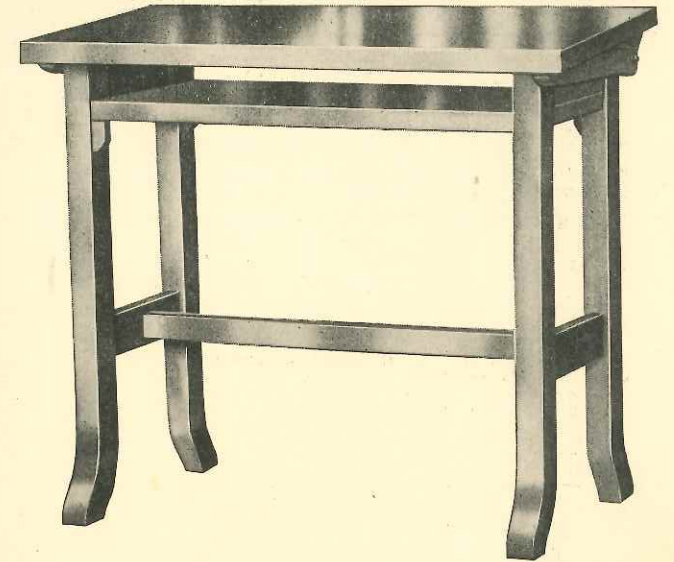
Steger Stools and Benches are Designed for the Careful Buyer



Style 636

Seat 23x11 $\frac{1}{4}$ inches, 23 $\frac{1}{2}$ inches high. Fancy figured, double veneered and cross banded on both sides, polished and rubbed. Veneered in Mahogany and Walnut with hardwood finished base, also in quarter-sawed Golden Oak, with solid oak base.

Piano Veneers and Piano Finishes are used Exclusively in their Manufacture



Style 638—Player-Piano Combination Bench

Seat, 26x14 inches. Height of bench, when used as a player piano bench, 22 $\frac{1}{2}$ inches. Height, when used as a straight piano bench, 19 $\frac{1}{2}$ inches. Fancy figured seat, double veneered and cross banded on both sides, polished and rubbed. Veneered in Mahogany and Walnut, with hardwood finished base, also in quarter-sawed Golden or Fumed Oak, with solid oak base.



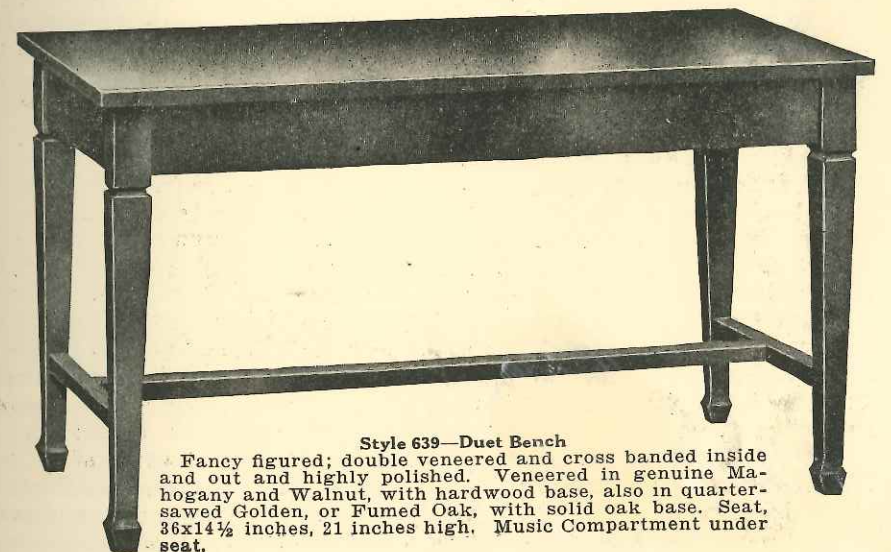
Style 600

Seat, 14 $\frac{1}{2}$ inches. Brass claw feet, tipped with glass balls. Rubbed and highly polished. Finishes: Mahogany, Walnut and solid Golden or Fumed Oak.



Style 640

Fancy figured; veneered in genuine Mahogany and Walnut with hardwood base. Polished or dull rubbed. Seat 37 $\frac{1}{2}$ x15 $\frac{1}{4}$ inches 21 inches high. Music compartment under seat with combination attachment on seat for use with player-piano.



Style 639—Duet Bench

Fancy figured; double veneered and cross banded inside and out and highly polished. Veneered in genuine Mahogany and Walnut, with hardwood base, also in quarter-sawed Golden, or Fumed Oak, with solid oak base. Seat, 36x14 $\frac{1}{2}$ inches, 21 inches high. Music Compartment under seat.

Steger Magazine

Published from time to time by Steger & Sons Piano Manufacturing Company.
Founded by John V. Steger, 1879.

Officers

C. G. Steger.....President
Charles E. Byrne.....Secretary-Treasurer
Henry J. Burbach....Assistant-Treasurer
Edward H. Jahnke....Assistant-Secretary

General Offices: Steger Building, Wabash and Jackson, Chicago, Illinois.

Factories: Steger, Illinois, where the "Lincoln" and "Dixie" Highways meet.

Sherwin Murphy, Editor
Elizabeth Hobart, Assistant Editor

Associate Editors

Wm. A. Scheiwe Edward J. Duffy
Harvey P. Newquist George Buttell

This publication, originally the Steger Journal, is in its tenth year.

APRIL 1922

A Time-Honored Slogan

No expression has ever been more forceful, more generally used, more distinctively American than the terse, emphatic slogan, "Do It Now!" In three words are summed up a wealth of wisdom that years of painful experience oftentimes fail to teach.

Success is not a matter of wishing, hoping or expecting. Success is largely hard work with the ability to grasp passing opportunities. The man who does not acquire the "do it now" attitude is seldom the man who makes his mark in the world.

Putting off until tomorrow and "hoping for the best" may be easy ways to side-step worry but they seldom qualify a man as a go-getter.

Certain piano dealers are sitting back and taking life easy apparently consoled by the thought that "business will be good next fall." It may be; that we are unable to predict. But one fact we are sure of is that, if business is good in the fall, the lion's share will go to those piano merchants who are fighting for it aggressively now.

Success becomes a matter of habit.

The dealer or salesman who is accustomed to getting maximum results in quiet times is bound to get maximum results when business is "good."

Many music houses are reporting very satisfactory sales totals while their immediate competitors are voicing pessimistic sentiments—and slackening up their sales efforts. Dealers operating in the same territory have the same general list of prospects to work on. Where one succeeds and the others fail it is a certainty that the former has the right system which in the majority of cases will be found to consist in constant plugging.

Why wait? If you are falling behind the pace set by the man across the street, why not apply his successful methods and go after business harder than ever?

Do it now!

Friendly Comment

Editors, though appearing at times to be far removed from earthly interests, are only human and, like other everyday mortals, are never displeased in receiving congratulations on the success of their work.

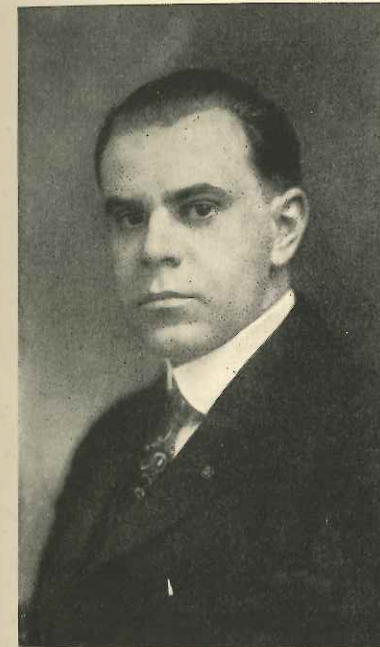
When the Steger Magazine made its bow in its new and improved form, we experienced the varying emotions of an impresario on a "first night." Eagerly we awaited the forthcoming mails. And we were not disappointed. Our contemporaries have been most generous in their commendations, as have our many representatives and other friends. We have enjoyed reading the letters of approval and praise which have come to our sanctum and desire to thank our correspondents for their kindly expressions.

Among pleasing tributes received there is none more valued than that of Mr. Herbert C. Elwes of 65 Broadway, New York City. Mr. Elwes, who is general manager of the American Express Company, says:

"I was very much interested in receiving a copy of the Steger Magazine and, as I have made quite a study of house magazines, I want to compliment those responsible for the fine work being accomplished."

A Valuable Tribute

Benjamin M. Conklin, baritone, director of the vocal department of the Ziegfeld Musical College, is one of Chicago's best known younger musicians. As a teacher and soloist, his fame is nation-wide. Nearly two years ago we had the pleasure of selling him a Steger Grand for his home. His selection of the Steger was deemed a strong endorsement of its artistic and musical excellence.



BENJAMIN M. CONKLIN

Mr. Conklin's favorable opinion of his Steger has evidently not diminished as may be inferred from a recent statement:

"When I selected a Steger Grand Piano for my home, it was only after I had studied in detail the merits of all the world's best instruments.

"I have used the Steger continually for the past year and a half in my studio and my admiration for its wondrous wealth of tone beauty, its resonance and delightful responsiveness of touch increases from day to day.

"I am proud of my Steger Grand and feel convinced that its superb beauty of tone, quiet dignity of design and other qualities of excellence are unsurpassed. For voice accompaniment I sincerely believe it has no superior."

"BENJAMIN M. CONKLIN."

Safety Notes

At the last meeting the Safety Committee was pleased to note the large number of suggestions that were offered by the employes. The Committee also wishes to thank Dr. Wickenheimer and our nurse Mrs. Bond for the safety suggestions they handed in.

The foremen should take special notice always to see that the tools used by the men are in good condition. Mushroom head tools should never be used.

If you notice that a machine is not working right or is not in good condition, notify your foreman at once.

Do you ever try practicing safety in your home?

It pays to practice "safety." Carelessness means only the loss of time and money and sometimes the loss of life. Who can afford to lose any of these?

Deep Stuff

"Some folks are so blamed stingy that they won't smile for fear they will give you a look at their gold teeth."

Office and Factories News in Brief



Among those who have recently been on the sick list are Frank Schimmick, Harry Bruno, and Mike Ciarlo. They are all now back at work.

The stork has been working overtime in Steger of late. Clyde Braman is wearing a smile these days. The reason is Warren Clyde born February 8th and weighing 7½ pounds. Harry Steere announces the arrival of a daughter Bernice Lillian, born on the same day, and who weighs 9½ pounds.

Frank Spellbring has returned from Brazil, Indiana where he was called by the death of his brother.

Oscar McAdam, formerly employed as a chef in the cafeteria was around visiting old friends.

Vincent Sylvester was married to Mary Cherumbolo at St. Liborius Church. Mrs. Sylvester is well known about the Factories, as she was formerly employed in the Player Department. Mr. Sylvester and his bride will make their home in Steger.

Verne Ennis of the covering department took a prize as the "Best Dressed Girl" at the Masque Ball. From all reports we understand that Verne was some doll, and also that there were a number of boys disappointed when he took off his mask.

Plans are now under way to organize the Indoor-Outdoor League again this year. The meeting to discuss plans will be held in April to ascertain how many of the employes are interested so that the teams may be formed. A schedule will be drawn, umpires appointed and officers for the

year will be elected at this meeting.

A notice will be posted on the departmental bulletin boards announcing the date when this meeting will take place, so that all employes who desire to play this year may attend and be assigned to the various teams.

Horseshoes

The first individual horseshoe tournament will be held some time in April, the date to be announced later. So far, 25 employes have entered their names for this tournament.

Chicago Office Chat



Lawrence Tsan and Tom Leach giving new Steger Magazine the once-over.

Juanita Yates our obliging elevator operator seems to keep close to the first floor lately at about the time the mail is collected in front of the Steger Building. The cause, it was discovered, is an attractive mail collector. Juanita assures us, however, that she is not interested in Mr. Mailman,

as there is a noted baseball pitcher who has come into favor.

Donald Steger, son of Mr. C. G. Steger is now in the offices being initiated in the mysteries of retail selling. He is becoming a star-salesman.



Signs of spring! Miss Schultz and Miss Nicholson airing their Easter bonnets on the "Boul Mich."

Mr. E. H. Moran was absent from his desk for a few weeks on account of illness. He is much better now and back at work.

Miss Clara Spillane was on the list of "flu" victims last month. Fortunately, she had a light attack, and was gone only a week. All were glad to see her again.

The Tuning and Repair Department has had a number of its members on the sick list during the last month. Among those "laid up for repairs" were Art Krause, Bill Kanapackos and John Seiter. It didn't take long for them to get "tuned up" again, and they are now all back at their posts.

We wish to extend sincere sympathy to Charles Anderson, whose

mother passed away recently and to Al Cody, whose wife died.

Miss Hall was made happy a few weeks ago by a visit from her mother. She was kept busy for about a week showing her mother the sights.

The New York Central Railroad Company promises in the near future to attach a dining car to its suburban train leaving Park Manor at 7:45 a. m. This will avoid extra delay to passengers departing from this sta-



Everybody happy! Mrs. Bond and Miss Koenigsman welcome our first warm day.

tion, who now have to wait at home for breakfast. The innovation will also enable the train crew to reach destination on time. We are sure Mr. Eckhardt of the accounting department will hail this change with delight.

Steve Dunn—"Is Steger the next stop?"

Porter—"Yes Suh, brush you off suh?"

Steve—"No. I'll get off myself."

Complaints

Steger, Illinois, is a real "Piano City"—and it has not only a Mayor, but a Board of Trustees. It is their duty to be vigilant and conscientious in looking out for the best interests of the people of Steger.

Many complaints, however, have been voiced recently by citizens to the effect that the "Piano City" has more than its share of real evils—such as bootlegging, gambling devices and slot machines, which rob the workman and his family of their money.

If such conditions exist, the responsibility for failing to enforce the law rests upon the Mayor and Board of Trustees of Steger, Illinois—and it is up to the citizens to hold them responsible until they wipe out the evils that menace and endanger the community.

Bowling

Herman Hank and John Kutz won the first prize in the 2-man tournament at Kleist's alley with a score of 1182. Several teams are entered in the State Tournament which will

Steger-Made Player-Pianos

How to Remove Upper and Lower Actions

The extreme simplicity of the perfected Steger-made Player Action has merited the approval and admiration of thousands of tuners and repair men. Every part is designed to function as easily as possible and the entire action is a splendid achievement of attention to detail in player-piano construction.

A clear and definite illustration of the manner in which the simplicity keynote in design has been developed is found in the following instructions for the ready removal of the Upper and Lower Actions:

To remove the upper player action:

1. Disconnect music-box brace-rod by removing screw at side of music-

box. This brace is on the left side of the music box and is turned into the pin plank at the back of the piano.

2. Disconnect the motor tubing (A) (Shown in Cut I) and the large tubing (B) on bass end leading from the bellows to the Upper Player Action (Shown in Cut II).

3. Unfasten screw on pouch-board brackets (C)—the screw which holds the brackets to arms or cheeks.

4. Unfasten center screw on brackets (D) supporting Upper Player Action.

5. Disconnect motor rod at point (E) on right or treble side of Spool Box.

6. Disconnect tempo indicator wire at point (F) on left or bass side of Spool Box.

7. Lift Upper Player Action by placing left hand around side of Spool Box and right hand underneath Upper Player Action. Raise gently,

unfasten screws in these blocks which secure them to the feeders (H).

2. Unfasten the two upper blocks (J) which are fastened to under side of keybed.

3. Disconnect Tempo Lever wire at point (K).

4. Disconnect Rewind Wire at point (L).

5. Raise up slightly, move slowly to right or treble end and lift out.

The Upper Player Action and the Lower Player Action can be replaced by reversing these directions.

To remove the lower action:

1. Unfasten the bottom (vertical) screws (one in each block) in the two large blocks (G) which connect to bottom board of case (I). Do not

moving it slightly forward.

CAUTION—Do not grasp brackets on outside of Spool Box.

To remove the lower action:

1. Unfasten the bottom (vertical) screws (one in each block) in the two large blocks (G) which connect to bottom board of case (I). Do not

moving it slightly forward.

CAUTION—Do not grasp brackets on outside of Spool Box.

To remove the lower action:

1. Unfasten the bottom (vertical) screws (one in each block) in the two large blocks (G) which connect to bottom board of case (I). Do not

moving it slightly forward.

CAUTION—Do not grasp brackets on outside of Spool Box.

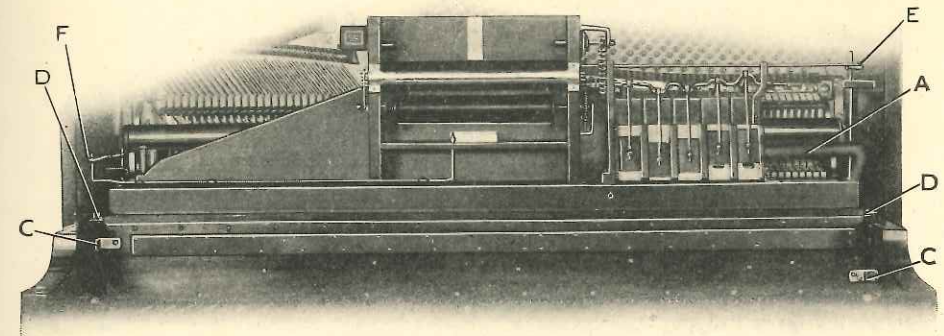
6. Disconnect tempo indicator wire at point (F) on left or bass side of Spool Box.

7. Lift Upper Player Action by placing left hand around side of Spool Box and right hand underneath Upper Player Action. Raise gently,

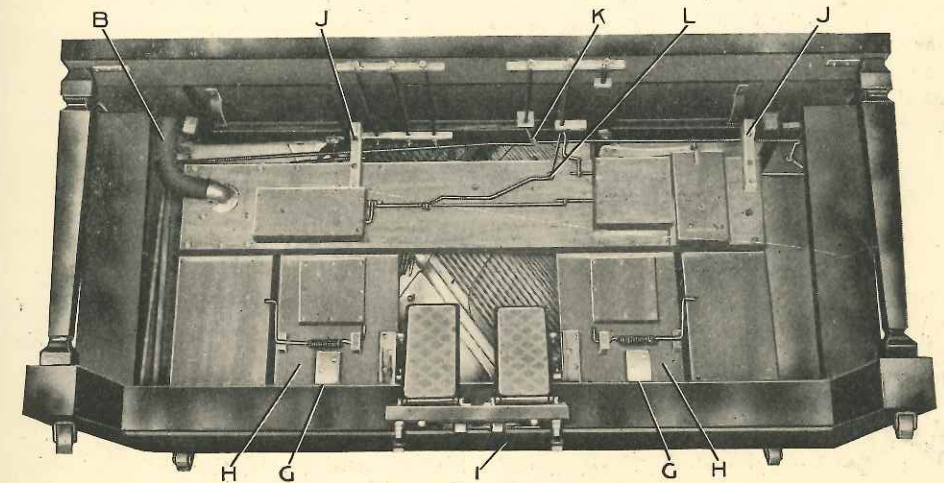
unfasten screws in these blocks which secure them to the feeders (H).

2. Unfasten the two upper blocks (J) which are fastened to under side of keybed.

3. Disconnect Tempo Lever wire at point (K).



CUT 1



CUT 2

moving it slightly forward.

CAUTION—Do not grasp brackets on outside of Spool Box.

To remove the lower action:

1. Unfasten the bottom (vertical) screws (one in each block) in the two large blocks (G) which connect to bottom board of case (I). Do not

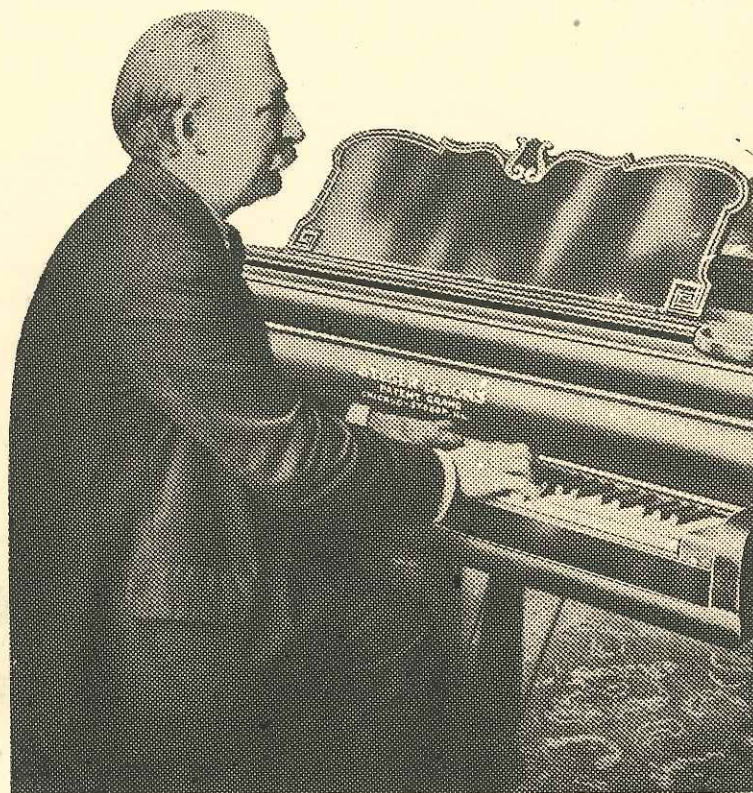
4. Disconnect Rewind Wire at point (L).

5. Raise up slightly, move slowly to right or treble end and lift out.

The Upper Player Action and the Lower Player Action can be replaced by reversing these directions.

A New Field for the Piano

Dr. Balatka Successfully Presents Weber's Concerto With Brass Band Accompaniment at Local Recital



An unusual musical performance, an innovation in musical arrangement which made the piano the solo instrument supported by an accompaniment of fifty-five brass pieces, was given in the Apollo Commandery, Medinah Temple, Chicago, Ill., on Saturday evening, March 11, before a large and enthusiastic audience, largely composed of musical artists, students and critics.

The experiment proved a big success and established the fact that the piano, used as the principal instrument under proper management, has a place on the musical platform as a

solo instrument equal to the charm of an operatic principal with the chorus support.

Dr. Christian F. Balatka, son of the late distinguished Hans Balatka, and himself a pianist with studios in Chicago for forty-six years, was the originator of the idea. Firmly believing that the piano could be strengthened with a proper accompaniment, he composed the brass band arrangement for the March and Finale of Weber's Concerto given at the entertainment. His convictions went so far as to lead him to give the recital, even in face of the criticisms of many of his musi-

cal friends, who contended that it was a musical impossibility. The success of the recital has answered his critics.

"The success of this experiment opens a new field for the piano," said Dr. Balatka to a representative of the *Musical Times*. "Heretofore the piano was limited to two fields—piano solo work and its adaptation as an orchestral supplement. Now the success of this experiment makes it possible for the piano to take its rightful place as a solo instrument with brass band accompaniment or to be used with the brass band as it is now used with the orchestra.

"Of course, much of the success of this achievement was due to the tone volume developed by my favorite instrument—the Steger," said the doctor.

"Through a constant use of and acquaintance with the Steger piano in my studio work, I felt confidence in the instrument. My deductions proved correct, the Steger piano more than fulfilled requirements. Its tone and volume carried it through, even against the fortissimo passages of the fifty-five brass instruments."

—from the *Musical Times*

The other day Ed Reinick went into the First Aid room and said: "I want one of those plasters you stick on your back."

Mrs. Bond—"I understand you mean one of those porous plasters."

Ed Reinick—"No Ma'am, I don't want one of your poorest plasters, I want the best one you have."

The list of recent sales of Steger-made Pianos to schools includes a Thompson Instrument sold by the Logan Music Company, Clay Center, Kansas, to the McKinley School of that city.

If it's a Steger—it's the finest reproducing phonograph in the world.

The Story in a Nutshell

You're enjoying good health—That's fine.

You want to remain well—That's natural.

You may be careless—That's possible.

You may have an accident—That's probable.

You sincerely hope not—That's obvious.

Then practice "safety first"—That's wisdom.

—The Mill.

Steger Elevator Operator Ordained a Minister

Michael Wollos, for four years an elevator man in the Steger Building, resigned his position during March to take up his duties as a clergyman of the Russian Orthodox Church.



Joe Frale (left) and Jimmy Krusa (right) congratulating "Mike."

The announcement of his ordination is the culmination of many years of patient work. "Mike" began his preparations in a Russian Seminary, and when he came to this country continued his studies, working days in the Steger Building and poring over his theology at night.

Rev. Wollos has been assigned to a Pittsburgh Church and will leave shortly for the east. His former fellow workers and other friends extend to him their best wishes for success in his new activities.

"Many a man has his wishbone where his backbone ought to be."

Steger Grand at Motor Club Frolic



Festival Quartette, Chicago. Left to right: Jane Ferguson Strutz, soprano; Ward H. Pound, tenor; Veronica Condon Krebs, contralto; Franklin Frederick Horstmeier, baritone; at piano. Alice Mead Pound.

On the eve of Washington's Birthday anniversary the Chicago Motor Club held its annual entertainment at the Coliseum, Chicago. After a brief business meeting, a short musical program was rendered, followed by a

dance. The attendance was 10,000.

The feature of the evening was the appearance of Chicago's popular Festival Quartet. A Steger Grand Piano was used in accompaniment by Alice Mead Pound.

Nation Spends Million Telegraphing Word "Please"

The bulletin of the Standard Oil Company of California calls attention to the fact that \$1,000,000 in telegraph tolls is said to have been invested last year in the use of the one word "Please," and concludes that courtesy is a national characteristic.

If it's a Steger—it's the finest reproducing phonograph in the world.

Whatever I have tried to do in life. I have tried with all my heart to do well; whatever I have devoted myself to, I have devoted myself to completely; in great aims and in small, I have been thoroughly in earnest.—Dickens.

Among recent sales announced by Mr. L. L. Carlock of Gibson City, Illinois, is that of a Steger Piano, Style 21, to the Reverend William Hainsworth, noted Chautauqua lecturer.



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JOHN V. STEGER

Founder of Steger & Sons Piano Manufacturing Company
and the "Piano City," Steger, Illinois.