

STEGER MAGAZINE



Published by
STEGER & SONS
Piano Manufacturing Company

"The Piano Center of America"

SPRING
NUMBER
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STEGER

The most valuable piano in the world

THAT descriptive slogan tells concisely the story of a glorious ideal realized—an ambition that inspired John V. Steger, the founder of the Steger Institution, over forty years ago.

From its very beginning one leading, dominant policy has been zealously maintained by the Steger organization—to produce the finest piano it is possible to build.

Time, effort and expense have been regarded always as secondary considerations. The result is an instrument of beautiful tone, surpassing musical excellence and guaranteed reliability—praised by thousands and thousands of musicians and music-lovers the world over.

The Steger is offered at a very attractive price, quality considered, because efficient Steger factory methods and extensive purchasing power insure the utmost saving.

It is natural, therefore, that the Steger—the ultimate in musical, artistic and constructive excellence—should be known as “the most valuable piano in the world.”

Steger representation offers profitable possibilities. A plan of sound-financing and sales-promotion, backed by helpful advertising co-operation, guarantees success and prestige for capable business-builders.

STEGER MAGAZINE

Spring Number

APRIL



123

Do You Know Your Territory.

What Are Its Sales Possibilities?

Not long ago one of our mid-western representatives visited our offices to talk over plans for the coming year.

After we had discussed general and local conditions, stock requirements and projected sales campaigns the conversation veered to the subject of sales surveys.

This topic has always been of particular interest to us for it has been our belief that too few piano merchants are fully acquainted with the sales possibilities of the districts about them.

If popular statements are to be accepted at face value, we might readily expect to find a piano or phonograph in nearly every home. How far this is from the truth is quickly disclosed by an intelligent survey. Almost invariably a well-planned canvass will reveal a surprisingly large percentage of families which do not possess a piano, player-piano or even a phonograph.

Unlike the majority of dealers we

have talked to, our mid-western friend was thoroughly familiar with the district in which he operates. Shortly before coming to Chicago he had completed a detailed survey of the better localities in his home city and nearby towns. The figures he put before us were so interesting that we requested permission to re-print them.

While we are not privileged to name the town, we are free to state that it is a manufacturing community of approximately 25,000 inhabitants. It is in the center of a prosperous farming district and draws patronage from a number of adjacent towns.

A careful study of the tabulations given on this page will reveal many interesting and significant facts. The letter designations represent the towns canvassed outside of the dealer's city.

From this we find that approximately 39 per cent of the families

City	Names	Without Pianos or Players	Without Phonographs	Owning Pianos	Owning Players	Owning Phonographs
	3902	1528	2032	2003	371	1870
A	725	417	541	274	34	184
B	45	24	40	16	5	5
C	156	88	110	68	46
D	71	27	44	34	10	27
E	237	136	183	96	5	54
F	111	53	87	52	6	24
G	140	65	117	71	4	23
H	483	285	363	178	20	120
I	694	443	549	221	30	145
Total	2662	1538	2034	1010	114	628
Grand Total	6464	3066	4066	3013	485	2498

called on in the "City" owned neither a piano or player-piano, while 52 per cent were without a phonograph. Certainly, the sales saturation is still in the future here.

Taking the aggregate figures for the fine small towns we learn that 57 per cent of the homes in these communities are piano-less and 76 per cent are without phonographs.

While these percentages are interesting, the ratio between the families owning pianos and those owning players ought to attract much greater attention. In no case do we find in any of the towns listed that players out-total pianos. In one town we find as few as 5 players to 96 upright pianos.

While these ratios, undoubtedly, would decrease somewhat in larger cities, the figures given are of unusual interest to the thinking piano merchant, because they point out unmistakably:

1. that fewer families (in proportion to population) own pianos, player-pianos and phonographs than is generally believed.

2. That the outlook for player and phonograph sales is remarkably bright, especially in the smaller communities.

3. That there is a vast untouched field for the live music merchant to cultivate.

A thorough canvass places at the dealer's disposal a large fund of information which enables him to push sales work in the most profitable channels.

An outstanding feature of the house-to-house survey we have analyzed was the large number of good prospects uncovered. These resulted in enough immediate sales to cover the cost of the undertaking.

Akron Principal Praises Thompson School Piano

The following letter from Bessie Curfman, principal of the Harris School, Akron, Ohio, is typical of the comments made by school officials regarding the popular "219-T":

"In reply to your inquiry concerning the Thompson Piano we purchased last year—we like it. The tone quality is good. The case is neat and is standing school-room usage quite well."

The Thompson school piano is winning favor because it combines to a remarkable degree the qualities so essential in educational work.

Beautiful tone, simplicity of design and guaranteed durability of construction are its distinctive features. The "219-T" was designed particularly for school use.

Appointed Factories' Purchasing Agent

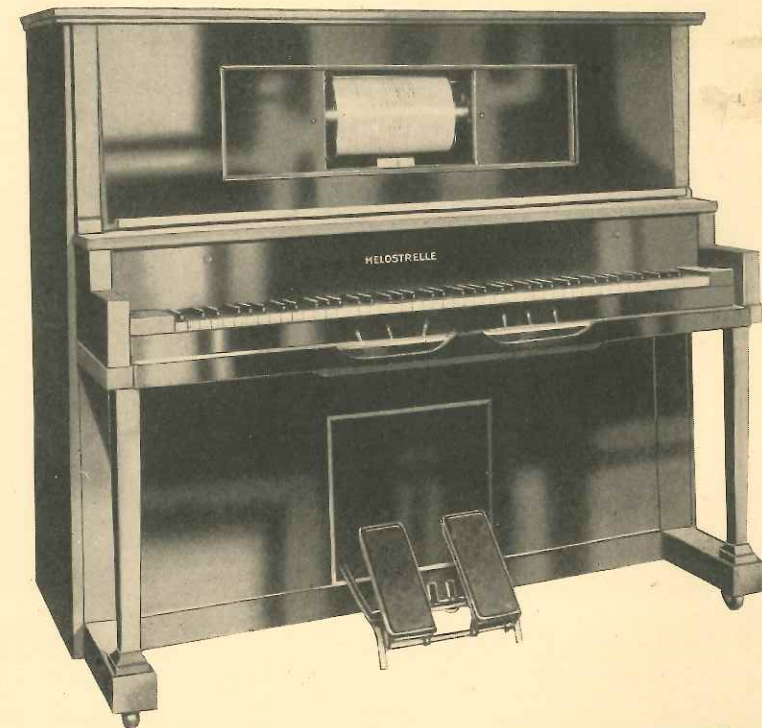


EDWARD MARTIN
Who Will Buy All Supplies for the Great Steger Factories at Steger, Illinois

If it's a Steger—it's the most valuable piano in the world.

The Melostrelle

A Real Achievement in Player-Piano Construction



Here is the latest product of the Steger Factories. It's a beauty. Experts, who have tested it, pronounce the Melostrelle a distinct advance in player construction and design—to say nothing of value.

The Melostrelle is made in one size and one style only. It is the smallest practical player that it is possible to build. The height is only 4 feet, 5½ inches.

A superb motor of new design and the Steger E-Z Axion are invaluable selling features. The Melostrelle has

triumphantly passed all tests. *It plays so easily that pumping with one foot is sufficient to play an entire piece evenly and correctly.* Think what that means!

As a popular-priced instrument the Melostrelle is unique. It leads the world in player-piano value, quality considered. To the dealer, the Melostrelle means substantial profits—and what is most important—SATISFIED BUYERS.

WHEN YOU FIND OUT THE PRICE—YOU'LL BE SURPRISED.

Appealing to the Imagination

By S. Roland Hall

If you haven't read Lorin F. De-land's little book entitled "Imagination in Business," do so. It will give you a refreshing and stimulating insight into how appeals to the imagination may help in selling.

People don't always, or even usually, spend their money for merchandise just for the sake of the merchandise itself. A handsome fur piece hanging in a closet means little to a woman. What really appeals to her is the pleasure she has in wearing the fur where other people are.

He who can see in a Thermos Bottle only a mechanical creation with a double wall that keeps the temperature of a liquid inside the bottle hot or cold for a long time is not destined to become a star salesman of Thermos Bottles. He must be able to picture in his own mind the use of the Thermos Bottle on picnics, automobile trips and the like, and, when occasion requires, he must be able to suggest these pictures skilfully to prospective customers.

He who would sell me apple trees for my city backyard should be able to picture what a joy a backyard apple tree may be to a town man—its fragrant blossoms in the spring, its beauty in the fall when laden with juicy red apples, what it means for the children of the home to have such a tree, etc. These things mean more than the dollar or two that a mere apple tree costs.

The Aluminum Cooking Utensil Company has spent considerable money appealing to the imagination of women with respect to their kitchens. The kitchen is represented as the housekeeper's workshop. She is reminded of the many hours she spends in it, and why it should be regarded as a real room of the house instead of something to be endured, of what fine cooking utensils — the tools with which the housewife does

so much of her work—mean in satisfaction.

Many salesmen are afraid of the higher-priced goods. But when one draws a realistic picture of what an article of life-time service means it is not difficult to sell at good prices. A customer convinced, for example, that an article of furniture is something that will give a lifetime of service and can be handed down to son or daughter will likely prefer it to cheaper goods that satisfy for only a few years at the most and that never bespeak real quality.

I have heard a real estate salesman describe to a prospective home-buyer what it means in the way of citizenship for a man to become a homeowner rather than a renter, how it helps him in business, the satisfaction that comes from getting rid of the mental bugaboo of moving, the real joy that comes to a man when he first sits down to a meal in a home that is his very own, and so on. Possibly the prospective buyer had seen some of these things dimly in his own reflecting, but the real estate man's suggestions gave him a true and pleasing picture that was largely new.

Review your own mental operations when you have had thoughts about purchasing something of real importance to you. You form imaginary pictures of yourself owning the article and perhaps a contrasting picture of yourself trying to get along without it. If you are considering the purchase of several things you picture yourself as owning each of them in turn and you weigh your different degrees of satisfaction. That is what your imagination is for—a frame in which to put pictures, as it were, where you can look at them and see whether or not you care to make a certain picture a reality. Prospective customers have this same imaginative power.

The "Buck"

With many years of experience in the matter of doing his duty, watching others do theirs or too often slipping their responsibility on, G. H. Whittle, assistant superintendent of the American Railway Express Company, comes to the following versified philosophy and sets it circulating among thousands in the Right Way Herald:

Have you had a job to do
And "passed the buck"?
When the work was meant for you,
You "passed the buck."
That may "get you by" awhile,
He may *work* and you may smile
When passing him the buck.
But remember what I say,
There will come a Judgment Day
For this passing of the buck.
He will gain and you will lose,
You'll be *out*—he in your shoes
In passing him the "buck."

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.

It is one thing to realize this truth and quite another to perfect yourself in the fine art of appealing to the imagination. For you can't say to the woman looking at a fur piece "How fine you would feel out among your friends, wearing this fur." Such a remark would be bald, crude and very likely repelling. But you can tactfully comment on its dressiness and usefulness. You can enlarge on the particular quality of the fur, its exclusiveness, the lasting quality of such a purchase, etc.

You can say to the housekeeper, "With a nice outfit of this ware you can be sure that you have the finest kitchen equipment made. The most modern hotels, restaurants and steamships use this ware in the larger sizes."

One may dispose of a reasonable amount of merchandise by merely showing it and answering "yes" or "no." To create sales means selling ideas, and that means appealing to imaginations.

Copyright MCMXX by S. Roland Hall, Easton, Pa.

If you intend to work, there is no better place than right where you are.—Abraham Lincoln.

APPLY THIS TEST

Whenever you read a piano advertisement, ask yourself this question: "Will this announcement benefit or injure the piano industry?—that is, will it make it easier or more difficult for piano merchants to obtain fair prices and fair profits?"

Charles E. Byrne in the Music Trade Indicator.

"Beautiful Steger Tone An Inspiration," Says Hazel Eden

PRIMA DONNA SOPRANO OF THE
CHICAGO CIVIC OPERA COMPANY
COMMENDS THE STEGER PIANO

The name of Hazel Eden is the latest addition to the constantly growing list of leading artists who have recognized the fine musical qualities of the celebrated Steger.

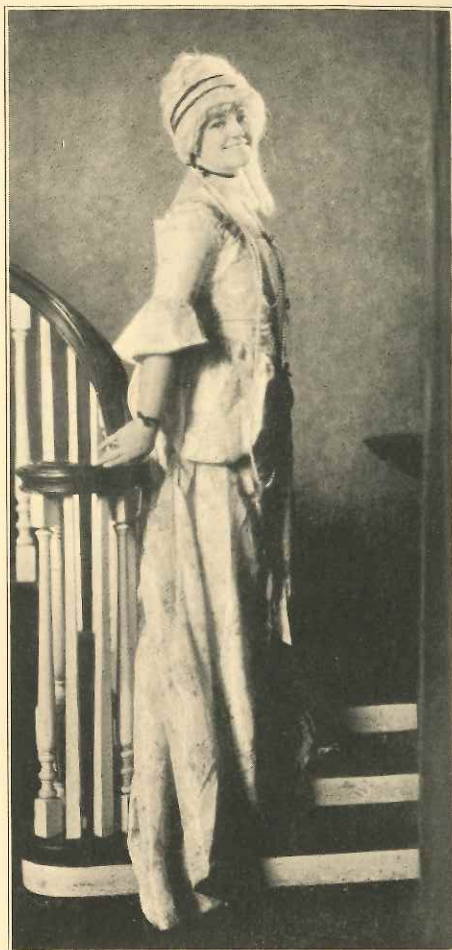
In expressing her appreciation of the Steger's musical excellence, Miss Eden writes:

"My admiration for the artistic Steger Piano reflects the great pleasure this superb instrument has afforded me.

"The beautiful Steger tone is an inspiration.

"I have yet to find a piano which equals the Steger in its perfect sustaining qualities and exceptional beauty, brilliancy and resonance of tone. For voice work it is ideal."

Miss Eden, who was formerly with the Boston English Opera Company, the Los Angeles Opera Company and soloist with the St. Louis and Denver Symphony Orchestras, is now making a concert tour of the United States and Canada.



HAZEL EDEN

A Tip Through the Megaphone

Old Pop Courtney, for many years chief coach of Cornell's famous rowing crews, used to buttress his oarsmen against fatigue by saying—

"Keep your eyes on the back ahead of you. Pay no attention to the other crew. *Your opponent always looks fresher than he feels.*"

Merchants, fearful of a competitor, should remember Pop Courtney's advice.

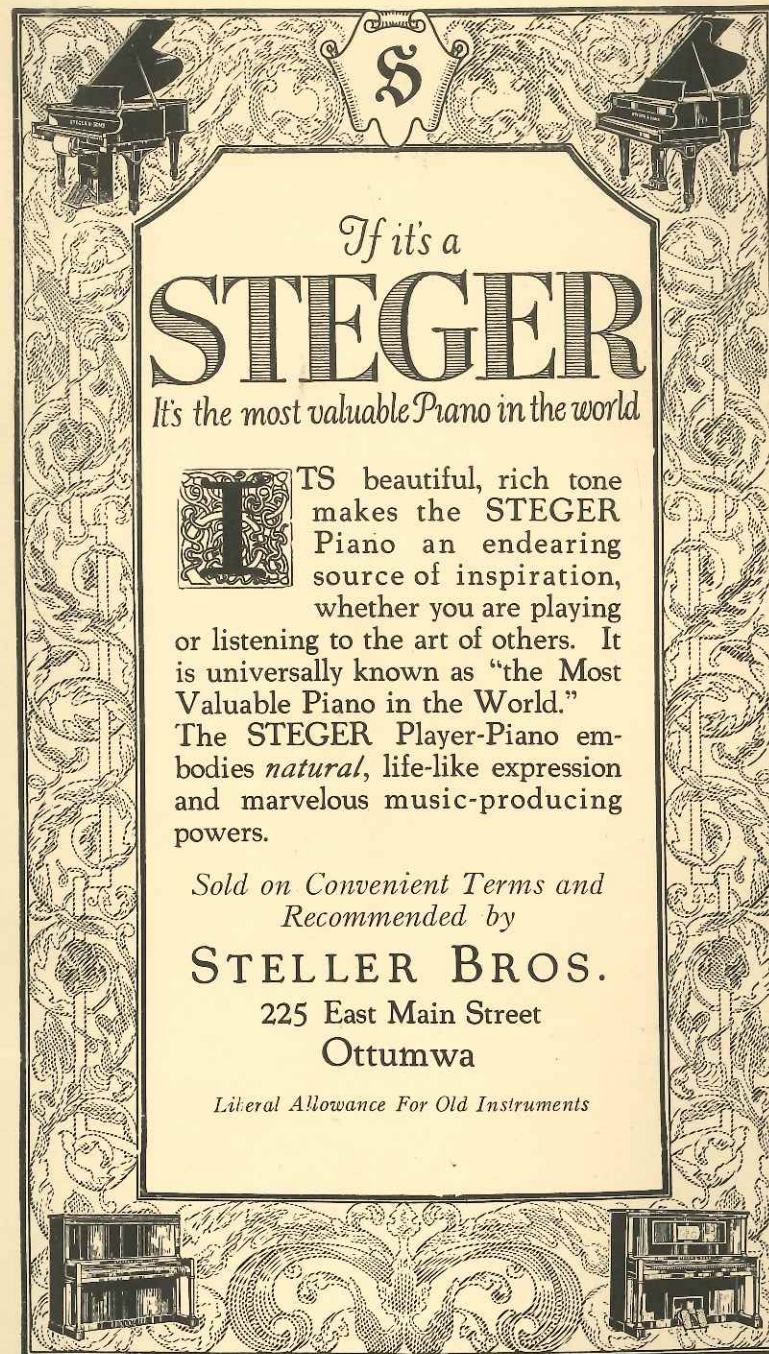
Salesmen, competing for a difficult account, should remember it.

Copy writers, pitting their phrases

against rival pens, should keep it in mind.

To idealize the enemy is human. We are more conscious of our own weaknesses than we are of his. Defeat often lies in imagined opposition.

"219-T" sales are growing in volume from month to month. The latest addition to the list of buyers is the public school of Custer, South Dakota.



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

TIS beautiful, rich tone makes the STEGER Piano an endearing source of inspiration, whether you are playing or listening to the art of others. It is universally known as "the Most Valuable Piano in the World." The STEGER Player-Piano embodies *natural*, life-like expression and marvelous music-producing powers.

*Sold on Convenient Terms and
Recommended by*

STELLER BROS.
225 East Main Street
Ottumwa

Liberal Allowance For Old Instruments

This announcement which recently appeared in the Ottumwa papers illustrates the type of advertising featured by Steger representatives.

Uncle Sam Issues Interesting Data On the Piano Industry

A Remarkable Analysis of Trade Output That Merits Serious Study

The Department of Commerce announces that the census reports show a considerable decrease in the activities of the establishments engaged chiefly in the manufacture of pianos during the year 1921 as compared with 1919. The total value of products reported for 1921 amounted to \$77,647,000 and for 1919 to \$107,088,000, a decrease of 31.2 per cent. Of the 185 establishments reported in 1921, 78 were located in New York; 35 in Illinois; 14 in Massachusetts; 9 in Ohio; 8 in Wisconsin; 7 each in Indiana, Michigan and Pennsylvania; 6 in New Jersey; 5 in Connecticut; 3 in Maryland; 2 each in Kentucky and Minnesota; and 1 each in California and Iowa.

The decrease in the value of products has been accompanied by decreases in the number of persons employed.

The average number employed during the year was 15,839 as compared with 22,957 in 1919.

A classification with reference to the prevailing hours of labor in the establishments in which they were employed shows that for 1,748, or 11 per cent of the total (average) number of wage earners, the prevailing hours were less than 48 per week; for 5,624, or 35.5 per cent, 48 hours; for 6,555, or 41.4 per cent, between 48 and 54 hours; for 507, or 31.2 per cent, 54 hours per week; and for 1,405, or 8.9 per cent, between 54 and 60 hours.

The statistics for 1921 and 1919 are summarized on the following page. The figures for 1921 are preliminary and subject to such change and correction as may be necessary from a further examination of the original reports.

Typical "Live Wire" A Nuisance

Joseph P. Day, prominent New York real estate man, who has achieved remarkable success in the field, contributes to a series of inspirational articles now running in the Hearst papers the following views:

"In my judgment, organized enthusiasm and loyalty are the attributes that will carry young people far along the highway of success. By organized enthusiasm I mean sensible planning of optimism. If there is a real nuisance in the business world it is the typical "live wire." He sputters, flashes and splashes, and he never gets any place in particular. He is enthusiastic, but his enthusiasm is not disciplined and for that reason it is merely a gushy effusion.

"Intelligently directed enthusiasm is another way of defining business genius. Then, too, loyalty is a priceless asset, which can be awakened by the right sort of leadership, but the 100 per cent kind is an inherent quality in the make-up of the individual. It is part of his very fibre. *He is loyal because he just can't be the other way.* Loyalty I regard as one of the most important and substantial rungs on the ladder of fame. Only the loyal man commands loyalty when it becomes his time to demand it. Grouped with organized and intelligently directed enthusiasm, loyalty will send you along to the top of the heap, *and there is always room at the top for those who belong there.*"

COMPARATIVE SUMMARY OF STATISTICS FOR THE PIANO INDUSTRY: 1921 AND 1919

	1921	1919	Per Cent of Decrease
Number of establishments.....	185	191	3.1
Persons engaged	17,893	25,760	30.6
Proprietors and firm members.....	33	33
Salaried employes	2,011	2,770	27.4
Wage earners (average number).....	15,839	22,957	31.0
Salaries and wages.....	\$23,551,000	\$31,872,000	26.1
Salaries	4,657,000	6,398,000	27.2
Wages	18,894,000	25,474,000	25.8
Paid for contract work.....	113,700	27,600	+312.0
Cost of materials.....	38,655,000	54,365,000	28.9
Value of products.....	73,647,000	107,088,000	31.2
Value added by manufacture †.....	34,992,000	52,723,000	33.6

* Figures for 1921 do not include establishments reporting products under \$5,000 in value, thus excluding 5 establishments which employed 5 wage earners and in the aggregate reported products to the value of \$13,800. The figures for 1919, however, include 3 such establishments which employed 2 wage earners and reported products to the value of \$8,450.

† Denotes increase. Percentages are omitted where base is less than 100.

‡ Value of products less cost of materials.

Detailed Statistics of Pianos Are Given in the Following Table for 1921 and 1919

Kind	1921		1919		Per Cent of Decrease	
	Number	Value	Number	Value	Number	Value
Pianos †	227,090	\$67,744,000	336,291	\$94,466,700	32.5	28.3
Upright	201,135	51,615,000	310,462	81,418,200	35.2	36.6
Without player	91,588	17,689,000	135,764	28,902,300	32.5	39.0
Player	104,238	30,371,000
Player, reproducing type	5,309	3,555,000	174,698	52,515,900	37.3	35.4
Grand	22,581	13,936,000	22,318	11,613,300	*1.2	*20.0
Baby grand	18,465	10,735,900	19,934	10,330,400	7.4	* 3.9
Without player	15,856	7,862,900	17,900	8,619,100	11.4	8.8
Player	348	279,900
Player, reproducing type	2,261	2,593,100	2,034	1,711,300	*28.3	*67.9
Parlor grand.....	4,015	3,127,500	2,297	1,228,900	*74.8	*154.5
Without player.....	2,562	1,592,700	2,172	1,109,500	*18.0	*43.6
Player	21	20,400
Player, reproducing type	1,432	1,514,400	125	119,400	*1062.4	*1185.4
Concert grand	101	72,600	87	54,000	*16.1	*34.4
Automatic and electric Player attachments made separate from pianos, and pneumatic player actions for installation in player pianos (sold as such) †	3,374	2,193,000	3,511	1,435,200	3.9	*52.8
.....	1,086,000	1,840,000	41.0

† In addition, pianos and player attachments valued at \$734,000 were reported in 1921 by establishments engaged primarily in other industries; the production in 1919 by other industries amounted to \$1,321,000.

* Denotes increase.

Prize Winners In Suggestion Contest



CHARLES STEIN

The first prize has been awarded to Milton E. Mellet. He will receive \$25.00 for his suggestion regarding "Plans for Co-operating with Steger Dealers."

The following additional prizes are announced:

2nd—L. S. Cole.....	\$10.00
3rd—John Newquist, Sr.....	10.00
4th—A. G. Headford.....	10.00
5th—Donald V. Steger.....	10.00
6th—G. F. Dierson.....	10.00
7th—Charles Stein.....	10.00
8th—Sam Bernhardt.....	5.00
9th—Wm. Stein.....	5.00
10th—H. O. Crippen.....	5.00
11th—Robert Burrus.....	5.00
12th—Wm. Behles.....	5.00
13th—A. Chirumbolo.....	5.00



ARTHUR HEADFORD



MILTON E. MELLET

Although it was understood that there would only be five prizes, the first prize \$25.00 — second prize \$10.00 — and three \$5.00 prizes, the suggestions were so meritorious that it was decided to reward every employe who participated in this contest, because of the value of the suggestions, the effort made to co-operate with the company and the loyalty demon-

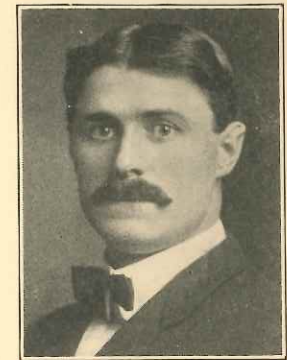
strated in watching out for its best interests.

It is a source of regret that no women employes took occasion to hand in suggestions. Every worker in the office and in the factories has many opportunities to suggest ideas for the benefit of the entire organization. If you know of any better method that can be applied to the work in any department, if you have discovered any conditions that need attention or correction, fill out a Suggestion Blank. Constructive criticism particularly is desired. Every suggestion will be appreciated — and the name of the writer will be kept confidential.

We desire to offer congratulations to the prize winners, because they have remembered the slogan — "WE MUST PROGRESS."



DONALD V. STEGER



G. F. DIERSON



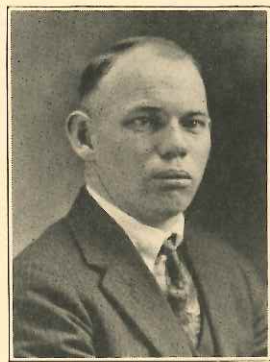
JOHN NEWQUIST, SR.



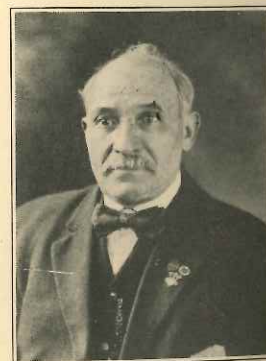
WILLIAM BEHLES



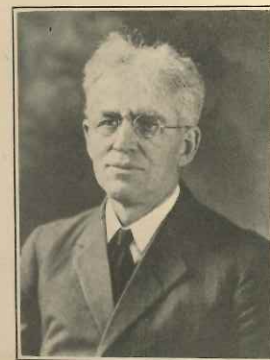
H. O. CRIPPEN



ROBERT BURRUS



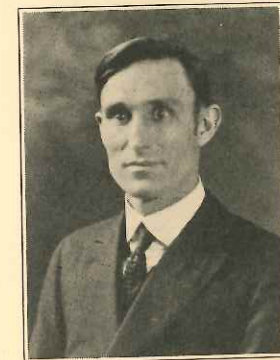
A. CHIRUMBULO



L. S. COLE



SAM BERNHARDT



WILLIAM STEIN

Steger Magazine

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

Officers

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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 Hobert, Assistant Editor

Associate Editors

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

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

SPRING 1923

Every Sale Counts!

Have you ever considered what it would mean to the company if each of our employes influenced the sale of at least one piano, player-piano or phonograph each year?

It would be as valuable in results as if we were to establish an important representative in a large and prosperous city.

Regardless of our position we should all consider ourselves salesmen. Our individual success depends entirely on the company's progress. Increased sales mean greater opportunities for all of us.

A sale a year should not be difficult for anyone. If you hear, even indirectly, of anyone who is interested in a piano, player-piano or phonograph, register the name with Mr. Newquist or Mr. Volkman. The retail department will do the rest. If you so desire, your name will be kept strictly confidential.

The Honor Roll for 1922 shows twenty names with total sales of twenty-four instruments.

Are you going to show your loyalty by boosting the sale of Steger Instru-

ments and having your name placed on the Steger Roll of Honor for 1923? Get in the race today!

Pleasant Sales Methods

The importance of maintaining an unruffled attitude towards a customer even under the most trying circumstances cannot be given too much emphasis.

The salesman, clerk or other employe who displays impatience or irritation because one of his firm's patrons may be most unreasonable can drive away more business by such methods than a good salesman can bring in.

A dissatisfied customer is the beginning of a long chain of knocks. We have all heard from one friend or another how this store or that store has been ignored because of discourteous treatment.

Such unfavorable talk never is an inducement for us to trade at the place discussed. We prefer naturally to go where we feel we will be well received and where our purchases are appreciated.

If it costs \$10.00 to get a new customer, it's certainly worth that to hold an old one. This merchandising creed is adhered to by all successful firms, such as Marshall Field & Co., who believe consistently in the principle—"the customer is always right."

Attractive Store An Assèt

The customer's first impressions are based on the appearance of your store. First impressions may make or break a sale. If your place of business is well laid out, tastefully decorated and inviting, you have scored a big advantage. People of moderate means enjoy trading in a high grade establishment; those of greater financial standing will go nowhere else.

Chicago Leads World in Manufacture of Musical Instruments

CHICAGO'S "Piano Row," which has for its center the four great piano buildings on the corners of Wabash Avenue and Jackson Boulevard, is the world's greatest piano market.

CHICAGO has the largest individual piano factories in the world with a capacity of 180,000 pianos and player-pianos per year.

CHICAGO has twenty-four piano manufacturing companies with factories in the city limits and seven companies whose main offices are in Chicago with factories in adjacent territory.

CHICAGO-built pianos have received highest awards in this country and abroad.

CHICAGO leads the world in the manufacture of piano stools and benches.

CHICAGO leads the world in the production of player rolls. Chicago-made harps, violins and brass instruments are recognized the world over for their quality and tonal superiority.

This leadership has been accomplished in a comparatively short time.

Deep Stuff!

"A man's backbone should be long enough to keep him from sitting down when he ought to be on his feet going to it, and strong enough to keep him on his feet until he gets there."

"All things come to the other fellow if you sit down and wait."

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

\$27,000,000 LOSS BY ARMOUR IN '22, REPORT INDICATES

Position of Capital Structure of New Corporation Made Public in Annual Report

From the Chicago Herald-Examiner.

The position of the new capital structure of Armour & Co., after giving effect to the huge financing incident to the corporation's reorganization and the formation of the Delaware company, is shown in an annual report released by President F. Edson White.

The new report contains only a balance sheet of Armour & Co. and subsidiaries and includes Armour & Co. of Delaware and the parent company's half interest in Sociedad La Blanca of South America. It also covers the period ended December 31, 1922, against the fiscal year ended October 29, 1921, reported previously. Because of this general shifting about—caused by the reorganization—it is difficult to make a proper comparison.

There are a number of outstanding features in the report, however, notably a reduction in total surplus account amounting to \$23,078,295. Dividends on the preferred stock of the Illinois company at the rate of 7 per cent would require, roughly, around \$4,000,000. These figures indicate that the company's total operating loss for 1922 was approximately \$27,000,000. In 1921 the company reported a loss of \$12,253,927.

CENTERVILLE, TENN.

My piano is a Steger and I think it is the "best" piano in the world—I wouldn't have any other make.

MRS. SAM WHITSON.

The most precious possession in life is good health. Eat moderately, breath deeply, exercise out-of-doors and get eight hours' sleep.

Office and Factories News in Brief

On this and following pages are reproduced the winning photos in our recent camera competition.

In glancing over these pictures we



"THE DAYS OF REAL SPORT"
By Martin Zimmerman—First Prize

notice the variety of views and the original ways in which they were snapped. Home, family and children appear to have been the most popular subjects.

There is charm and interest in all these pictures which undoubtedly for many years to come will keep alive the pleasant recollections of happy hours.

Martin Zimmerman in his impersonation of Wesley Barry takes us back to the "days of real sport." Doesn't it make you wish you could throw off your dignity and responsibilities and hark back to those care-free days.

"I'll say it does!" chimes in Joe Wojtecki as he brings us out of our day-dream with a request for a new supply of every-day twine.

Memories of delightful family gatherings at the old home are in-

spired by Vernon Ennis' entry. "Donald," by John Mattison, is a clever "stunt" picture. The contributions of Al Meuniet, F. W. Keeler and E. Lehman present a trio of interesting babies and a pair of proud daddies. The smiling countenance of Americo Arena evidently betokens a satisfactory visit to Oscar McAdam's Steger Cafeteria.

Honorable mention is accorded the following kodak enthusiasts whose splendid co-operation helped to make the contest a great success: Dominic More, J. Piacenti, Oscar McAdams, Anthony Birgel, Vincent Silvester, S. C. Dunn, Leonard Cole, Wm. Henn, C. Stein, Arthur Redmond, Fred More, Joe Frale and Miss G. Kraus.

About the Factories

Spring is in the air!

The erstwhile bowling, basket ball and pinochle fans are turning their attentions to greener fields. The crack of bat on ball is sweet music to their ears. The "hot-stove league" championships have been played and summer sports are coming into their own.

But there are a few "knights of the pin," however, who are loyal

to their favorite pastime. Charlie Reinlie, the Grutzius brothers and "Army" are still to be found on the alleys toppling the polished maples and fighting the winter's battles over again. Charlie, it is rumored, is



"DONALD"
By John Mattison



"FOLKS YOU KNOW"
By Vernon Ennis—Second Prize

grooming his trusty wing for the American Bowling Congress championships. More power to you Charlie; may you get better and better every day in every way.

P. S.—Don't forget to bring home the cup!

Steve Dunn is still broadcasting the sterling merits of his unbeatable bowling team, but we suspect before long he will be whipping 'em down to first with the same enthusiasm.

Our vest buttons are popping off with pride; our hats are getting too small. The Steger basket ball team has brought added honors to the "Piano City" by copping the silver loving cup at the recent Chicago Heights tournament.

Concert managers, please note: George Buttell and John Westergren are practicing assiduously on the violin and piano. Wire your ticket reservations to Harvey Newquist.

There is an old saying that nurses never get sick. For full information ask Mrs. Bond. The old reliable remedy of "Keep your head cool and

your feet warm" evidently lost its charm.

Fred Keeler and Bernie Kraus have been nominated as our principal candidates for the exalted post of "Chief Radio Bug." Fred claims to have picked up Cuba. "That's nothing," Bernie tells us, "I've heard Cairo." (Illinois or Egypt?)

The Steger Band is again on the map. Rehearsals are being held every week. The first concert of the year will be given very shortly.

Is your name spelled correctly on your time card and pay check? If an error has been made, will you kindly report it to the Employment Office. Give this information to your foreman or timekeeper.

Safety Thoughts

Do you realize how useless guards are unless you keep them on the machines?

Goggles will not protect your eyes if you fail to wear them. It is easy to replace broken glass in goggles, but no one can replace an eye.

When you punch your time each morning, the little bell that rings should remind you to work safely that day. You owe it to yourself and your family.



"WATCH THE BIRDIE!"

By E. Lehman

Last year was a banner safety year. Let's make 1923 as good!

New Citizens

Joe Domidavicz has applied for his final papers.

Full citizenship has been conferred on Steve Urabel and James Sparti.

There are a few employees eligible to apply for first and second papers. The Employment Department will be pleased to give all necessary assistance.

Chicago Office Chat

When it comes to writing news our editorial council sounds like this:

First Scribe—"Anybody married?"

Sub-Scribe—"No!"

First Scribe—"Anybody engaged?"

Sub-Scribe—"No!"

First Scribe—"Anybody fall off the building?"

Sub-Scribe—"Nein! No one is so obliging."

First Scribe—"Is there any news at all?"

Sub-Scribe—"Not a darn thing!"

So, in desperation, we pound out on our Royal an ode to gentle spring.

This reminds us of spring fever. No office is complete without it (and ours is no exception). So we are not surprised when we find:

"Mac" dozing blissfully over his

ledgers dreaming of that new bungalow in Suburbanville, where there will be a big yard for Rita and Bobby to romp in.

Lawrence filing the A's with the W's as he visions himself setting a new world's record in the hundred yard swim.

M. E. Mellet sandwiching his dictation with recollections of happy hours at the "Bug Club" in Washington Park.

Clara Spillane mentally playing the nine-hole golf course at Jackson Park.

Elsie Schulz planning to organize a girls' baseball team.

Lillian G. meditating on the promotion of a picnic in Steger, Illinois.

Art Krause dolefully contemplating the end of the radio season.

1922 Steger Roll of Honor

Prize: \$5.00 — J. S. Murphy, 2 sales.

Prize: \$5.00—Joe Barbian, 2 sales.



By Al Meunier
"A PROUD DADDY"

The officers of the company desire to express their appreciation for the loyalty manifested by the prize winners, as well as by those employees whose names follow. They are responsible for obtaining twenty-four (24) sales.



AMERICO ARENA

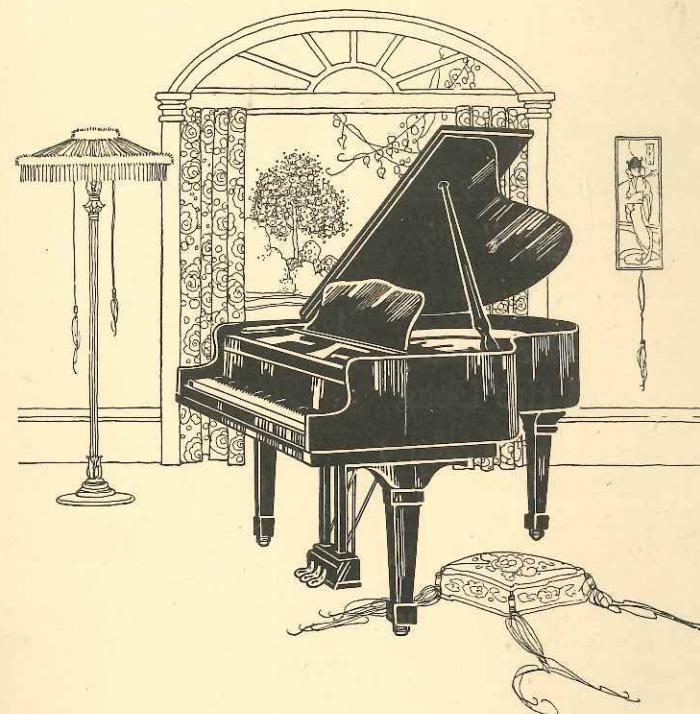
J. W. Westergreen, John Flax, Grover Holheimer, Joe Piacinti, C. Rehak, Theo. Buchusas, Gus. Luecke, John Ahern, Tom Leach, Henry Burbach, Louis Grand, Emil Lehman,

(Continued on page 20)

Attractive Newspaper Cut

for

MELOSTRELLE DEALERS



The advertising department has prepared this striking illustration for the use of dealers featuring the Melostrelle Small Grand.

It can be had with or without the background in two column size or larger. A cut of the piano alone would be very effective in one-column ads.

Electros are furnished without charge.

(Continued from page 18)

Miss Helen Meyers, Walter H. Eckhardt, Harvey Newquist, M. E. Mellet.



“HELLO EVERYBODY!”
By F. W. Keeler

The “Distant Husband and the Bear”

The following missive was received by the forest ranger of the Pasadena district and read recently at the annual dinner of the Sierra Club in Los Angeles: “Kind and Respected Sir:

“I see in the paper that a man named J— S— was attacked and set up by a bear whose cubs he was trying to get when the bear came up and stopped him by eating him up in the mountains near your town. What I want to know is did it kill him or was he only partly set up and he from this place and all about the bear. I don't know but what he is a distant husband of mine. My first husband was of that name and I supposed he was killed in the war but the name of the man the bear set being the same I thought it might be him after all and I thought to know if he wasn't killed either in the war or by the bear for I have been married twice since and their ought to be a divorce papers got out by him or me if the bear did not eat him all up. If it is him you will

know it by him having six toes on the left foot. He also sings base and has a spread eagle tattooed on his front chest and a anchor on his right arm which you will know him if the bear did not eat up these parts of him. If alive don't tell him I am married to J— W— for he never liked J—. Maybe you had better let on as if I am dead but find out all you can about him without him knowing anything what it is for. That is if the bear did not eat him all up. If it did I don't see you can do anything and you needn't take any trouble. My respects to your family and please answer back.

“P. S.—Was the bear killed. Also was he married again and did he leave any property worth me laying claim to?”

Trade

As we pay others, we are paid:
Life gives us back just what we give.

And so we do not live to trade,
But trade that we may truly live.

Sales may be made in money, yes,
But they are always made to men;
And so goodwill controls success,
Bringing folks back to buy again.

He profits most whose every sale
Creates a friend, whose kindly
thought
Serves to perpetuate the tale
Of what and where and why he
bought.

As we pay others, we are paid:
Life gives us back just what we give.

And so we do not live to trade,
But trade that we may truly live.
—Charles H. Mackintosh.

Foolish question 66—Are there any bootleggers in Steger? If so, how many?

Sell Steger Polish!



It's a wonderful preparation that, when used at frequent intervals, preserves indefinitely the attractive lustre of any highly finished surface. Steger Polish is unexcelled for use on furniture, pianos, floors, automobile bodies and all kinds of woodwork.

It cleans and polishes in one operation and wipes off dry, leaving no gummed or oily surface to catch the dust. It will renew any make of mop.

Steger Polish is a real money-maker for dealers. It is used by thousands in many ways.

The retail prices are:

\$0.25— 4-oz. bottle
.50— 12-oz. bottle
1.00— 1-quart bottle
1.75— 1/2-gallon can
3.00— 1-gallon can

Write for our confidential wholesale prices. Your orders will receive prompt and careful attention.

Steger & Sons Piano Mfg. Co.

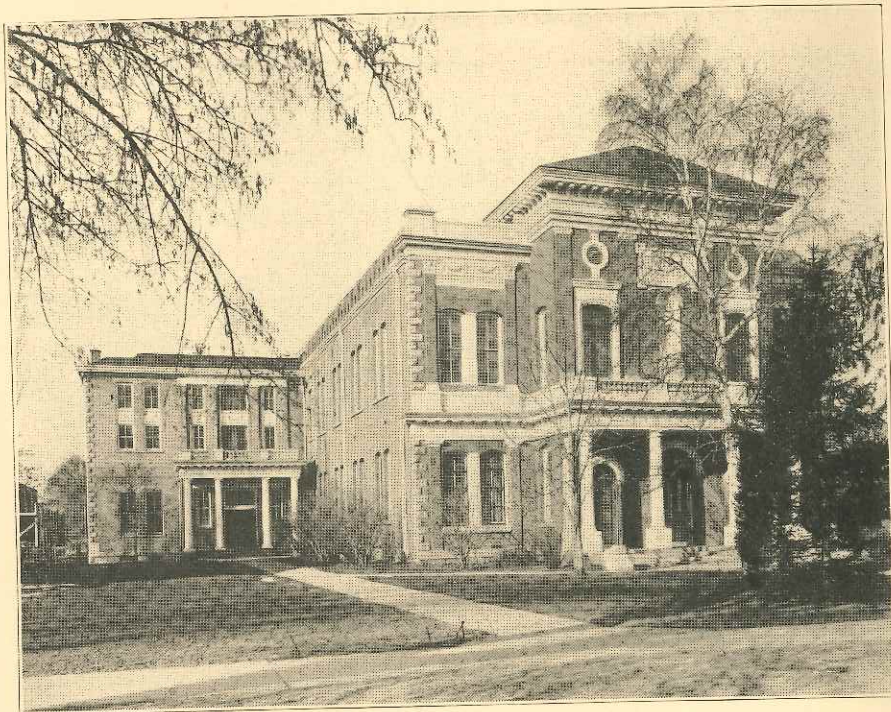
POLISH DEPARTMENT

Industrial Division

N. W. Cor. Wabash Ave. and Jackson Blvd.

Steger Building, Chicago, Illinois

Steger Piano for Western College



Weber Normal College of Ogden, Utah, is the most recent addition to the long list of educational institutions equipped with Steger Pianos.

A Style 21 Steger Upright has just been selected for use in the school's auditorium.

Weber Normal College is the largest L. D. S. church school in northern Utah, and has a large enrollment

both from the country and city. The music course is an important feature of the Weber Normal College's activities.

Mr. W. H. Manning, Director of the School of Music, writes:

"We are very much pleased with our new Steger. It is delightful to hear its rich, beautiful tone. I wish our other pianos were Stegers."

We are pledged to give our customers
Perfect Service this year. That means—
no mistakes, no delays and no excuses.

STEGER & SONS PIANO MFG. CO.

Q · R · S
PLAYER ROLLS
are BETTER

The Dealer Who Recommends Q·R·S Player Rolls Is Protecting Your Musical Welfare

Q·R·S
WOOD ROLL
9 1/4
PLEASE
FOR FREE
Sample in 15 Minutes (No Purchase Necessary)

Q·R·S
MUSIC CO.

If you don't own a player piano, you are denying yourself the most wholesome enjoyment in the world.

THE best player piano in the world can't get good music out of a poor player roll. Q·R·S Player Rolls are worth the few cents more they cost

Mention this Magazine when you write for details

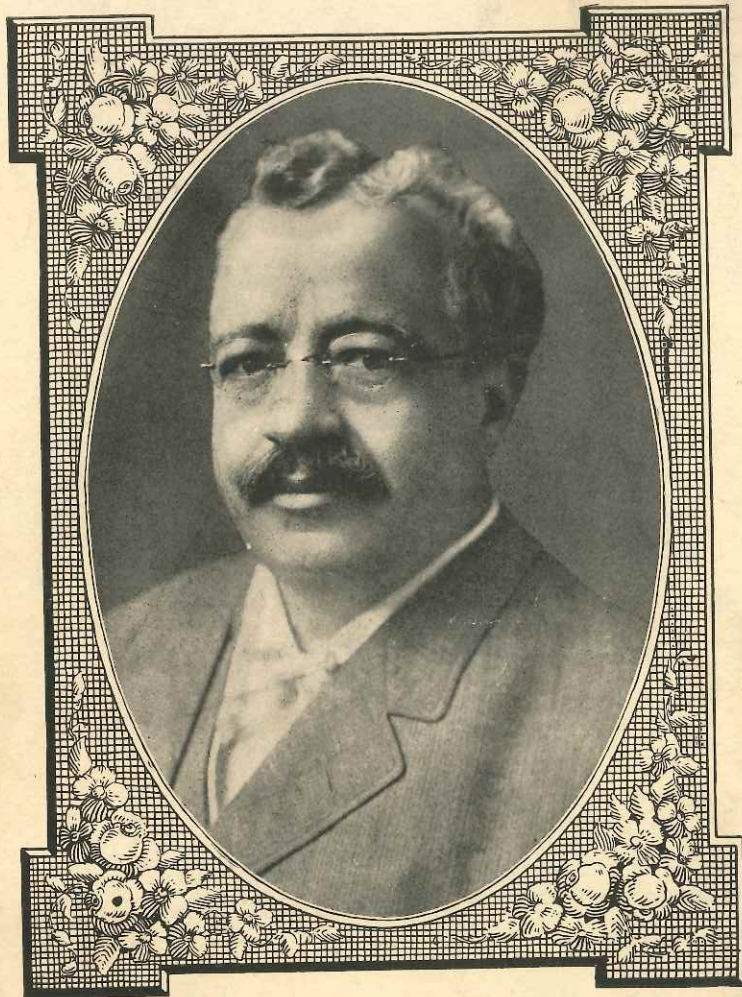
The Q·R·S Music Co.

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Distributing Branches

BALTIMORE PITTSBURGH BUFFALO COLUMBUS
ST. LOUIS CINCINNATI DENVER



JOHN V. STEGER

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