

# STEEGER MAGAZINE

*Autumn Number*

OCTOBER

1922

## An Easy Way to Create Profits

By HOMER J. BUCKLEY

Buckley, Dement & Company, Chicago, Illinois

(Editor's Note.—Mr. Buckley in a recent talk before the Pittsburgh Advertising Club said so many mighty interesting things about holding customers, adjusting complaints and handling collections that apply to the every-day work of the manufacturer, the dealer and the credit man, that your editor prevailed on him to give us in a short article, a brevity of his speech—so here it is.)

ONE of the easiest things to do is to make a mistake. The next easiest thing is to offer criticisms concerning the other fellow's mistakes. Correcting mistakes is a little harder.

Nevertheless, I am going to point out to you some of the weaknesses that apply in your business and then do the unusual thing and offer some suggestions for correcting these weaknesses.

In every business house—manufacturer as well as dealer—there is a gold mine of sales possibilities in the inactive accounts on the ledgers.

Have you, Mr. Proprietor, ever had your Credit Man or Bookkeeper come to you and say: "Mr. Jones, we are transferring our ledger sheets today to our transfer ledger, and opening up new ledgers for this six-month or this year period, and find more than 200 names of customers among our ledger sheets that we have not had any business from in a year or more. Don't you think the Sales Department ought to get after them."

No, Mr. Proprietor, unfortunately credit men and bookkeepers are not, as a rule, constituted that way—and the process of transferring inactive accounts is going on in every business house in the country, without any notice on the part of the heads of the business.

The Credit Man and the bookkeepers are not particularly concerned about sales and the proprietor and the Sales Manager are not familiar with accounting procedures, or are entirely neglectful of these details, with the result that many good customers of the house are lost and the story of their demise is only revealed in the ledgers handled month after month by the bookkeeper—passed over by the Credit Man—transferred at the end of the year to the vault records and entirely forgotten by the Sales Department.

This is the sad, sad story in hundreds of business institutions, and in many instances the larger the business the greater the evil.

The remedy to a situation of this kind is that every business house, dealer, jobber or manufacturer should maintain a list of their customers—a card index list, and these lists should be frequently checked over and subdivided into two divisions—

- 1—active
- 2—inactive.

To the active list a systematic follow-up should be maintained, and it is right here where the cash value of Direct Mail Advertising can be made to pay handsomely.

Suppose—for example—you had ten departments in your business. A careful check-up of your customer

cards may show that not more than 30 per cent of your active customers buy in all departments of your business. Then, there is 70 per cent of your active customers who are prospects for other departments of your business. Cultivate them intensively using letters and other mail methods—it's wonderful the results you can get.

Customers often say, "Oh, I didn't know you handle that." Whose fault is this? Yours—not the customers'.

Too many business men are content with the customers' names on the books. They are just kidding themselves, because investigation will prove there is a gold mine of sales possibilities in those very same customers' names—by using direct mail, calling attention to your various items of merchandise that they are not buying.

There should be co-operation between credit men, bookkeepers, sales managers and heads of businesses in the development of a follow-up system.

The inactive list should really be a source of concern to every executive of a business. As you check over the cards, you'll say, "My, I didn't know they hadn't bought from us in a year. Why didn't I know this before?"

You ask the Credit Man—"Any trouble with them?" No, not that he knows of.

You inquire from others, and can't get a line on why they've stopped buying. You're puzzled.

But let me tell you something, Mr. Executive:

Seventy-five per cent of the people who discontinue buying never complain—they just quit cold.

Only 25 per cent who have a grievance or complaint or adjustment tell you about it.

These 25 per cent are really your friends—they are giving you a chance to square yourself. But you don't always treat them that way.

The 75 per cent who quit cold are not your friends—and you in peaceful ignorance think they are your customers—and a year or two more may go by before you discover it, and in the meantime they are purchasing elsewhere.

This 75 per cent that just quit cold without complaining may do so for any one of a hundred reasons—usually service—very seldom price. Here are a few reasons:

- 1—A cold-blooded letter from your collection department.
- 2—Discourtesy on the part of sales people.
- 3—Errors.
- 4—Delayed shipments.
- 5—Promises that are not kept.
- 6—Refusal to correct mistakes.
- 7—Making an adjustment with a grudge or a sting in it.

Treatment like this causes many a customer to say, "Oh, I'm through with that outfit!"

Here again is where the Cash Value of Direct Mail methods comes in. If a name goes into the inactive list—a letter or a series of letters should go right out to that old customer, and if handled right—that old customer can be brought back into the fold—usually stronger than before, because your efforts will have shown the spirit of the house and its appreciation of the value of the good will of a customer, and the house's desire for their patronage.

How often does something like this happen in your business? Investigate. You may get some surprises, and I repeat again the bigger the business the greater the evil:

A customer writes a letter to your firm complaining about a shortage in shipment and asking for a credit memo.

The letter is referred to your Adjustment Department.

While it is being investigated (or delayed)—the account becomes

## Mammoth Sign on "Dixie" Highway



SEVERAL large painted signs, featuring Steger Pianos, Player-Pianos and Phonographs, have been completed recently on the walls of the Factories of Steger & Sons Piano Manufacturing Company at Steger, Illinois.

The sign shown in the above illustration fronts on the "Dixie" High-

way and occupies the full width of the west wall of the Steger lumber kiln—which is one of the largest dry kilns in use in the piano industry.

This display is more than a hundred feet wide and it attracts the attention of thousands of passing motorists.

### An Easy Way to Create Profits

(CONTINUED FROM PAGE 4)

The Credit Manager not having any advice or knowledge of this complaint writes the customer for payment of the account.

The customer gets peeved—can't understand why they demand payment on the one hand, and he can't get a just and equitable allowance on the other.

In disgust he quits cold when that transaction is out of the way.

Six months later the sales manager wonders why he is not getting business from that customer.

He asks the Credit Man, "No, we have no trouble. Was a little slow last time, but he is all paid up."

He asks the claim department, "Any trouble?" "No, not particularly," trusting to memory.

Did the Credit Man tell the Sales Manager that the monthly ledgers showed this customer was not buying every month? *No. He did not.*

Did the bookkeeper tell the Credit Man? *No. He did not.*

All the above is related just to show the need of co-ordination and co-operation in a business—and especially in a big business.

The reason the average dealer is *not* making more than a living is because of his own inefficiency and *not* because of competition or ungrateful people.

If it costs \$10.00 to get a new customer—it's worth \$10.00 to hold an old customer.

My, what an important part the Credit Man can play in the development of this plan—if he only will.

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.

Courtesy is a tremendous salesman. The smile has sold more goods than sales ability without the smile. No smile no sale.

## C. E. Byrne Points Out Why Retail Advertising Contest Will Be of Value

*From the Music Trade Indicator*

The Retail Advertising Contest for members of the National Association of Music Merchants, recently announced by the Music Industries Chamber of Commerce, continues to win favor.

Chas. E. Byrne, secretary-treasurer of the Steger & Sons Piano Mfg. Co., member of the Association of National Advertisers, who has accepted a position as judge of the contest, analyzes the possibilities of the Advertising Contest in the following communication on the subject:

"After carefully considering the plan of the Retail Advertising Contest, to be conducted by the Music Industries Chamber of Commerce, it occurred to me that the results ought to be very profitable for the entire piano industry.

"Many members of the trade have not considered the great significance of this competition. It will point the way to better advertising and is certain to prove that constructive publicity methods are the best, from a money-making standpoint. Such a contest is needed at present. The trade is flooded with destructive advertisements which are responsible for the lack of confidence in the integrity of the piano business on the part of the public.

"Some manufacturers have allowed their advertising to deteriorate until it has become so extravagantly cheap, in representing that new pianos and player pianos are practically given away, it is no wonder the sales produced are at the lowest prices and on the longest terms.

"What would happen to the automobile industry, with its high-priced products, if motor advertising were conducted on the same low level as

the majority of piano publicity?

"It will pay every manufacturer, merchant and salesman to study piano advertising during this contest. It will enable them to reach conclusions which will be very enlightening and serve to place the entire industry eventually on a higher plane, from the standpoint of advertising and selling.

"We are not going to make much progress if we persist in believing that price-slashing, destructive publicity pays. It is a destroyer of reputation and profits. Let this contest awaken the members of the industry to a realization of the benefits of constructive advertising and it will do inestimable good.

"Piano advertising occupies so important a place in the industrial world that any improvement made will cause a similar reaction in other branches of commerce. If the piano industry will do its part, in promoting the cause of honest, truthful and constructive advertising, its influence will be very powerful and far-reaching, it will sell more pianos on a profitable basis—and it will deserve to enjoy the confidence and support of the public."

### He Was a Stranger

A stranger passing through the "Piano City" the other day remarked that Steger is the only municipality in the United States in which there is no boot-legging or slot machines. Some tribute!

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

## Notre Dame University's School of Music Equipped With Steger Pianos

After careful consideration, Steger Pianos have been selected as the standard for the University of Notre Dame's School of Music and other departments. The initial order, which was a substantial one, included both grands and uprights.

In view of the fact that many prominent makes were in competition, the distinction of securing the order is highly pleasing to the Steger organization.

The rigid standards for pianos used in studio work make it imperative that the instruments have—in addition to their fine musical and artistic merits—a sturdy durability of construction to withstand the severe usage given pianos in a school of music.

That Steger Pianos are widely recognized as possessing these essential qualities may be inferred from the long and impressive list of educational institutions in which Steger Instruments are installed. Consequently, the selection of Steger Pianos by Notre Dame University is a fitting endorsement of the high ideals which inspire the entire Steger staff.

### 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.

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.



BENJAMIN M. CONKLIN

"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."

"The progressive man is always seeking to equip himself for higher work, even though the opportunity to use the knowledge is not apparent at the time."

## Making Things Clear

By S. ROLAND HALL

IT'S no easy thing—this job of making things so clear that the people we are dealing with cannot misunderstand. But if those with whom we are dealing don't understand us, our chances for exchanging our merchandise or service for their money is very slim.

An editor recently asked me what the Great War taught me, and after thinking a while I said I thought the biggest business lesson I got was the necessity of reducing things to the simplest possible explanation.

"Bond" is a little word of just four letters, and we thought that most people knew what it meant, but many thousands of people didn't know. Some thought, when they were buying Government Bonds, that they were giving the money to their government instead of buying the best security in the world and really *lending* money instead of *spending* it. What a job it was to drive home the lend idea! Others thought that the interest on the bonds was something they paid to the government instead of something the government paid to them.

And so it was through the food conservation period, the War Chest campaigns, etc. Unless explanations were reduced to very simple terms and made over and over again, many of the people we were aiming at didn't understand.

It is so easy, when you are on the inside of a business to get so familiar with what you sell and do that you imagine other people know what you know. Or maybe what you say about merchandise gets commonplace to you through so much repetition and you decide to eliminate explanations.

Customers won't always tell you that they don't understand. Usually they have a little pride about confess-

ing what may seem to be a slowness or stupidity.

The other day I saw a dancing teacher instructing an adult pupil. She explained something that was very simple and easy to her and the pupil politely said "Yes," as if he understood. But she insisted, "Do you *really* understand it?" and he smilingly confessed that he didn't. The explanation had to be repeated again and again before he really understood. It wasn't because he was slow-minded or stupid, but because what she was showing him was thoroughly unfamiliar.

We can't, in selling goods, always come out with a frank, "Do you really understand me?" but in selling merchandise that is evidently unfamiliar to customers, we should be keen enough to sense that fact and take unusual pains to be clear. And we can ask very courteous questions, "Did you ever see this feature before?" etc. That a customer may understand linens is no reason why she should be just as capable of judging rugs, camping outfits, garden hose, washing machines, or vacuum cleaners. Indeed, unless a salesman has good reason to believe that a prospective customer has a good understanding of a commodity, it is better to proceed with an explanation of the simplest points.

Just a few days ago a tailor showed me a piece of goods that he called "machine-made homespun," with a harder, closer weave than the hand-made article. He passed his hands over the goods to indicate the harder finish, and I followed him. But he didn't stop there. He detached a thread and showed me the hard twisting. He broke the thread to show its strength and passed part of the thread to me to break. He indicated

with thumb and finger how hard it was to press the weave apart, and compared the weaving with that of a more loosely woven cloth. In short, he left nothing for me to guess about. Maybe I would have understood some of this anyhow, but he took no chances. He is the owner of his business and he has learned that it doesn't pay to take chances when full explanation sells goods!

And then later I stood in a shop and heard a customer ask a question about a Corona Typewriter. That question was answered by the salesman but not a word was said about the weight of the handy little machine being only six and a half pounds. Possibly that salesman has said, "And it weighs only six and a half pounds" so many times that he is tired of saying that or thinks that everybody ought to know it by this time. Not so. Five years from now the really keen salesmen of Corona Typewriters will say as impressively as they did last year, "And it weighs only six and a half pounds."

Few things have been sold longer than shoe leather. It might be expected that most folks know what genuine oak-tanned leather is. But one of the world's greatest shoe-selling organizations makes it a point to explain just what "oak soles" are and takes the trouble to expose a small spot of space on the black soles of their shoes so that the tough yellow surface of genuine oak-tanned soles can be seen.

Many jokes and sneers have been directed at the book salesman, but the smart book salesman gives many other classes of salespeople a good lesson. He drills on a canvass that covers every essential point of his merchandise, and though he may vary his presentation to meet individual cases, he aims to cover the ground thoroughly in every case and will do so unless extraordinary conditions prevent him. He has learned that a complete canvass pays better, week

in and week out, than haphazard procedure.

The customer's doubts and perplexities kill many a sale that is within easy reach. Anticipate them and apply the remedy—painstaking explanation of all the essential points.

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

### Appreciation

In the rush and bustle of everyday life how often do we find an utter disregard of the little courtesies which make life so enjoyable. The prompt acknowledgment of a favor rendered or a cheerful "thank you" may appear to be insignificant matters, but, when we consider how frequently they are conspicuous by their absence from the ordinary routine of business, their value assumes great importance. Consequently, when the day's mail brings to us a letter like the following, we experience a feeling of pleasure and satisfaction:

KNIGHTS OF COLUMBUS

U. S. P. H. S. Hospital 55

Fort Bayard, New Mexico.

Steger and Sons,  
Wabash and Jackson,  
Chicago, Illinois.

Gentlemen:—

The package containing the flat arm parts for the Piano arrived in good condition. I am also in receipt of the statement sent me and note that no charge has been made for these parts, and I certainly wish to thank you for this very kind and liberal treatment given us by your firm.

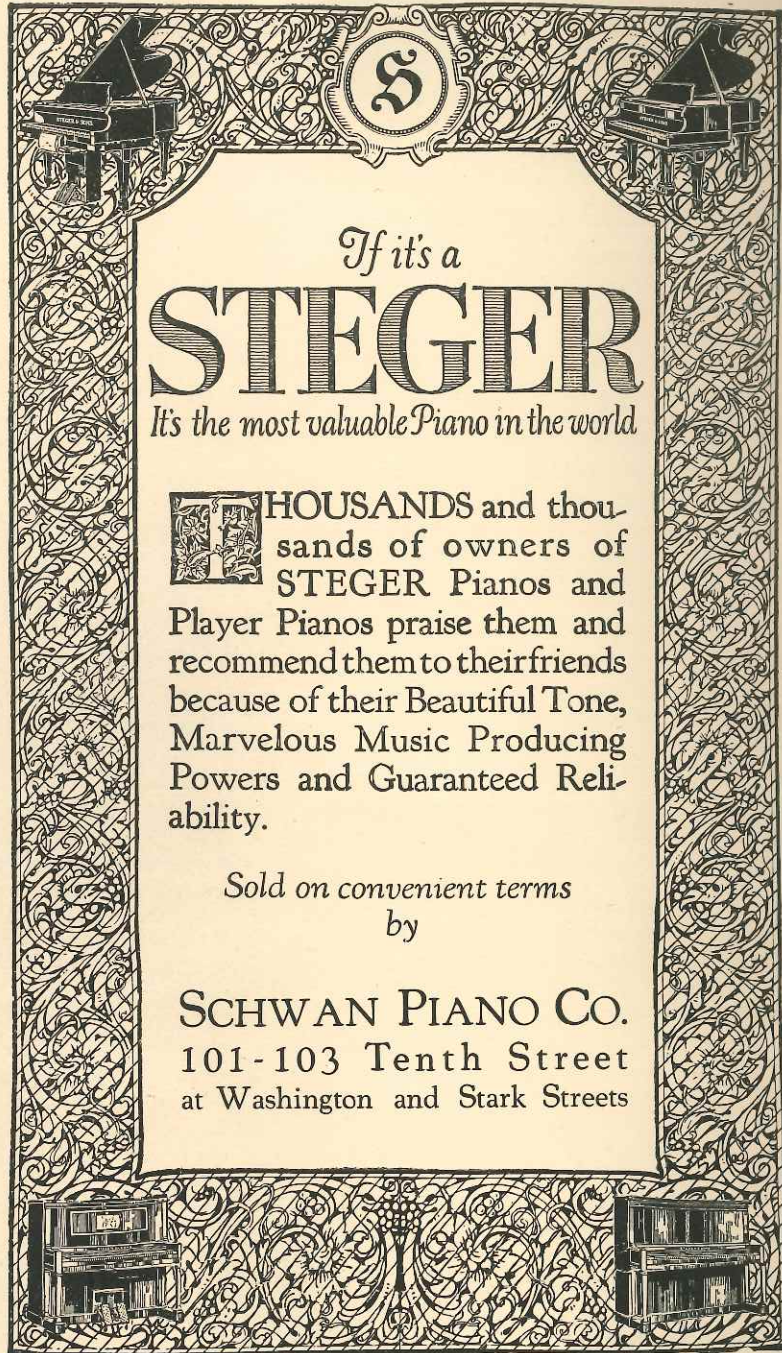
It is just a little out of the ordinary for us to have these little favors extended to us out in this country and of course I forgot that there are some firms which do not think only of the dollar. Our Piano has been kept busy by the patients since it was repaired and they certainly get a great deal of pleasure out of it.

I again wish to thank you in the name of the disabled ex-service men for whom we are working; also for myself personally.

Very truly yours,

Signed,

LEO. H. KING,



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

**T**HOUSANDS and thousands of owners of STEGER Pianos and Player Pianos praise them and recommend them to their friends because of their Beautiful Tone, Marvelous Music Producing Powers and Guaranteed Reliability.

*Sold on convenient terms*  
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.*

## 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 useful 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 pasteboard 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.

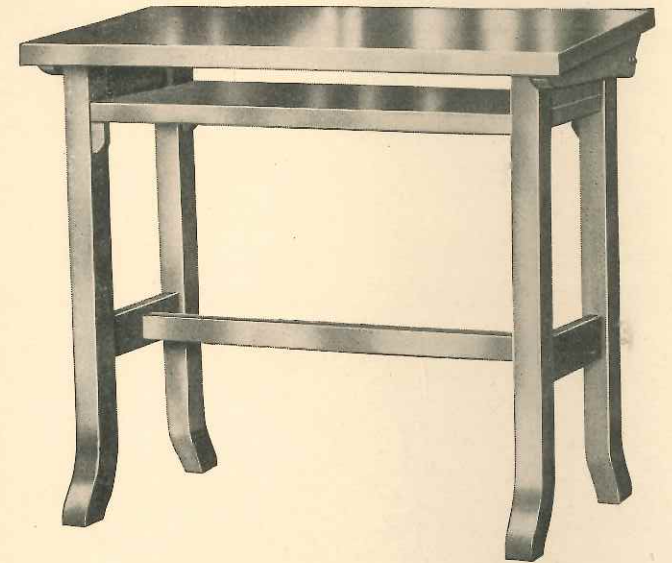
It is important to remember that Steger Stools, Benches and Music Cabinets are just as desirable for use with other makes of pianos and player-pianos as with Steger-made Instruments. A good variety of pleasing designs is offered with a choice of standard finishes.

# Steger Stools and Benches are Designed for the Careful Buyer



**Style 636**

Seat 23x11½ inches, 23½ 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.



**Style 638—Player-Piano Combination Bench**

Seat, 26x14 inches. Height of bench, when used as a player piano bench, 22½ inches. Height, when used as a straight piano bench, 19½ 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.

*Piano Veneers and Piano Finishes are used Exclusively in their Manufacture*



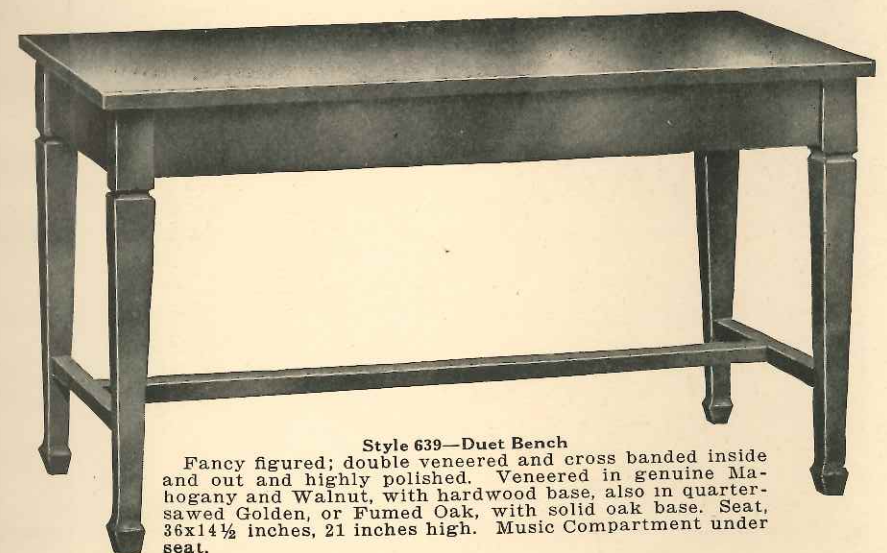
**Style 600**

Seat, 14½ 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 37½x15¼ 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, 36x14½ 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 Hobert, Assistant Editor

### Associate Editors

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

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

AUTUMN

1922

## How About Your "Ship"?

In the short, pithy "paragraphs" editors delight to pen often are found treasures of wisdom notable for their brevity and powerful for their truth.

Among such sapient sayings we class the following comment by an unknown scribe of the Tacoma Ledger, who writes, "When a man sits down to wait for his ship to come in, it usually turns out to be a receivership."

If he had been inspired by the spirit of optimism, he might have stated that "When a man goes out to help his ship come in, it usually turns out to be a treasure-ship."

Whether this thought is expressed in one way or another, the truth remains that the right kind of a "ship" gravitates only to the man who works industriously, honestly and intelligently.

In selling pianos as in every other activity of life, success goes to those who efficiently plan their work and work their plan. Store lounging, putting off until the morrow and "hoping for the best" may be convenient methods of avoiding worry, but

they have never been known to boost sales-totals.

Dealers who are not aggressively fighting for business this fall and winter will meet some very tough sledding in the form of stiff competition. Progressive piano merchants, who have discussed their coming sales campaigns with us, are uniformly optimistic. As a rule they have carefully canvassed the sales-possibilities of their territories and have confidence based on knowledge of future opportunities.

During the summer the majority of music houses reported encouraging sales-totals. So with the approach of the very best months of the year, we feel fully confident that all piano merchants who are "on the job" will experience a season of prosperity. Every indication points to it.

What are *you* doing to get your share of the seven billion dollar crop? Get busy now!

## "One Best Way Booklet"

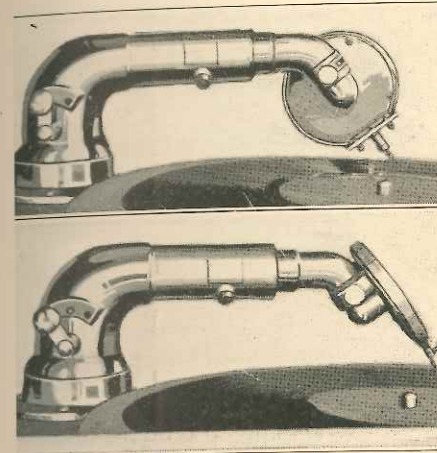
Steger salesmen who intend this year to make the most of every opportunity to sell Steger Instruments can profitably devote time to a study of the new Steger sales manual, "The One Best Way To Sell the Steger Piano." While not intended to be regarded as the "Only Way", the "One Best Way" is a very successful 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.

## 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 pressure 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.*

## Steger Piano for "Brick" Owens

Among recent sales was that of a Steger Grand to C. B. Owens, popular American League Umpire, more familiarly known to fandom and the baseball fraternity as "Brick" Owens.

Mr. Owens expressed great satisfaction with the pleasing design, beautiful tone and light, responsive touch of the Steger as did his wife, who is well known throughout the central west as a pianist of exceptional talents and ability.

The office stenographer was mentally upset over her inability to spell the word "graphic." How do you spell graphic, with one 'f' or two?" she asked. "If you are going to use any," the genial boss replied, "you might as well use two."

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

## Office and Factories News in Brief

After a week's visit to Syracuse, Ind., Clyde Braman reports that the fishing there is unexcelled. He tells us that he caught so many fish it was impossible for him to bring them home.

Our night watchman, Mr. George Ennis, recently attended a family reunion at Lowell, Ind.

Miss R. Patton tells us that she spent a real vacation staying at home cooking and getting a good line on housekeeping. We wonder if she intends to put her experience to practical use soon.

Clara Koenigsmann enjoyed a week of sight-seeing in Wichita, Kan., and El Dorado, the oil center.

Motoring with his family was E. A. Thomas' way of spending his vacation. On his trip he stopped off for a few days at the Dells of Wisconsin.

Charles Stein is back on the job full of pep after motoring to Lake Manitou at Rochester, Ind. Fishing was his favorite occupation.

We can now boast of something that we have desired for a long time—the Factories' band. The band has made good progress under the direction of G. Focareta. The employees attend the concerts during the noon hour on Wednesdays and also on Thursday evenings. A band-stand has been erected in the park across from the factories. Many interesting programs have been given which have been enjoyed by Steger residents as well as by passing motorists on the "Dixie" Highway. The cement platform in the park makes an ideal dance floor and is used by the young people for that purpose.

Weddings are increasing in popularity in Steger. The recent embarkations on the matrimonial ship included Herman Hanck and Miss Moeller, also Henry Bucholtz and

Sophie Hanck. Both of these couples are well known in Steger and have the best wishes of all their friends.

We extend our sincerest sympathy to A. Cogazza, who recently lost his mother.

We have now discovered the reason for all the big smiles noticed about the Factories recently. Mr. Scheiwe thinks he has it over all of the others because he has a new son, but Steve Dunn, George Boyle and A. Meunier claim that they are just as happy over the arrival of baby daughters.

Among those who have made application for their final citizenship papers are James Sperti and Dominic Moro. Some of the men who have filed application for their first papers are now eligible for their second. They will be notified by the employment department and should make arrangements as quickly as possible to fill out the application blanks.

The tennis courts have been receiving extra hard usage because of the fact that Al Kelly and Arthur Price have diverted their attentions from baseball to tennis. Arthur Price, who has been employed at the Factories during the summer, will return to the University of Illinois this fall where he expects to try out for the varsity tennis team. He has been kept busy coaching the girls as well as the men in the fine points of the game.

Stop and think! Have you made a safety suggestion? Just because we have been having wonderful success in our safety work this year—don't ease up by forgetting to send in your safety suggestions. Let's make this a BANNER SAFETY YEAR! We need the co-operation of all to make it a success. Help the new employee by giving him safety hints. You can save him a lot of time and expense by taking an interest in him.

## Look Who's Here! Recognize 'Em?





Fall and winter activities in Steger will be added to by the formation of several new clubs among which will be a needlecraft circle and a hiking club. If you twirl a wicked needle or shake a mean pedal, be sure to sign up with the crowd. Full information may be secured from the employment department Mrs. Bond.

### Chicago Office Chat

Lake Michigan took a strong liking to Ethel Hays a short time ago, when she was nearly drowned at Chicago Beach. Ethel fooled the old lake, however, by being rescued after going down twice. As the doctor has ordered a complete rest for her, she will return to her home in Peoria.

Vacations seem to agree with Edward Duffy, as he returned to the office from two weeks at White Lake, Michigan, with a fine coat of tan. Mr. Duffy fell heir to this adornment by spending most of his time playing golf.

Verne Nicholson declares that as yet no one has adequately described the wonders and beauty of Niagara Falls. She spent one week admiring the sights around Niagara and the second at Springfield, Ill.

Minnie Raff had a pleasant two weeks at Cary, Ill., on the Fox River. She says that the skiing wasn't very good while she was there, as the weather was a little too warm.

While Helen Glitz was motoring with her brother during her vacation, she sprained her ankle, which spoiled part of her trip.

Elinor Hall surprised us a short time ago with the news that she is returning to Coe College at Cedar Rapids this fall. She said she was sorry to leave all her friends whom she has met since coming to Steger & Sons. We are all going to miss her, too.

Mr. Volkman spent his vacation at Lake Delavan, Wisconsin, where he motored with his little daughter, Ruth.

Miss Nystrom's favorite indoor sport is solitaire. Not the kind to be played but the interesting variety that is worn. Hasn't she told you about it? Well, you just ask her. His name, we understand, is Harry and he's oh, so handsome! Congratulations, lucky man!

Lawrence Tsan chose his vacation time so that he could be present at the Chinese Conference held at Evanston, Ill., during September.

Tom Leach is returning to school after being with the Company over a year. He will be in his junior term at St. Cyril's High School. Our best wishes go with him and we all hope to see him back with us again after he finishes his studies.

Helen Meyers spent Labor Day getting acquainted with the beauties of the State Park, Starved Rock, Illinois.

### The Honor Roll

When you hear any of your friends talking about buying a piano, player-piano or phonograph, remember that a prize is to be awarded to the employe whose loyalty is shown by the largest number of sales recorded during 1922.

If you report the name of a prospect to Mr. Scheiwe, Mr. Newquist or Mr. Volkman, your name will be kept confidential, and you will receive credit, if a sale is made.

The roll of honor is growing. To date it includes the names of John Ahern, Theodore Buchusas, John Flax, Grover Holheimer, Thomas Leach, Gus Luecke, J. S. Murphy, Joe Piacinti, Chas. Reghock, Harry Steere and J. W. Westergreen.

Why not get into the race? There are still three months to go.

## And Generations to Come Will Follow in Their Footsteps

**T**HE proudest product of STEGER is MEN. Three generations have been making Piano History in the STEGER Factories, at Steger, Illinois.

The largest Piano Manufacturing Company in the World has built around it a corporate Town, named for its founder.

Grandfathers, Fathers and Sons, masters of Piano Making, are giving their lives to this chosen work. They are men who think only in terms of Piano-Worth. They place the STEGER name on instruments they build and send them out into the world as a Father sends out his sons—giving to them the best there is in themselves.

Men in executive positions, men in every division of the shops, who descended from the early pioneers of the business—who learned from their own Fathers the STEGER ideal—all unite in making the STEGER Piano a supreme work of art—an instrument of beautiful tone and musical excellence.

Thus the STEGER has grown and developed, in Piano Value, as a man's character grows and develops with the years when he dedicates his life to honor and integrity and declines to swerve from that high standard.

Every consideration of common sense, business acumen and sentiment requires that STEGER Pianos and Player Pianos shall be progressively better, and better, and better in the future, as they have been in the past.

And for these reasons, artists the world over enthusiastically admit that there is no little piano requirement in which the STEGER does not excel—that there is no great quality in which it has not proved "The Most Valuable Piano in the World."

## 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 recently in the Apollo Commandery, Medinah Temple, Chicago, Ill., 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 musical friends, who contended that it was

## Melostrelle Small Grand



DO YOU know that an entire three story factory is now devoted exclusively to the manufacture of Melostrelle Small Grand Pianos? That fact reflects the demand for these superb instruments as well as our faith in the future of the reliable Small Grand. The Melostrelle Small Grand is a distinct asset to the live-wire piano merchant. Cases are double veneered and cross-banded, inside and out. Genuine ivory keys. Well-balanced scale.  $7\frac{1}{2}$  octaves compass. Length 4 feet. 10 inches. Brown Mahogany.

Steger & Sons Piano Mfg. Co.  
(Melostrelle Division)  
Makers

(CONTINUED FROM PAGE 20)

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*

### Camera Competition!

As a well-regulated magazine we appreciate the value of competition. So we have picked on photography as the field of our endeavors. An invitation is extended to all Steger employes, who are camera enthusiasts, to enter the lists.

Briefly our idea is this: we want some good pictures for the next issue of the Steger Magazine and we are willing to pay for them at the following rates. For the best picture submitted we offer a prize of \$3; for the second best \$2 and for every other picture we publish \$1.

There is no limitation to the variety of pictures which may be entered, though of course those most

intimately connected with Steger doings will have the best chance. Pictures of football games, club meetings, hikes, outdoor gatherings are especially desired. If you snap a good picture of your kiddies send it in.

The pictures to be published will be chosen strictly on their merits from the standpoint of news interest and suitability for reproduction.

Failure to observe the following suggestions will lessen the chances that your picture will be a prize winner.

1. Write your name and department plainly on back of each individual print.
2. Mark down when and where the photo was taken. If any persons appear, do not fail to write down their names in order that the editor can identify them.
3. Do not send in negatives. If any of your pictures are chosen the negatives will then be asked for.
4. Put prints in sealed envelope marked with your name and department. Deliver to Mr. Newquist at the Factories or Miss Hobert at the Warerooms not later than December 15th.

We will return all prints when the competition is over. There is no limit to the number of prints you may send in.

"Ah suttinly is glad to see yo' out of dat horsepittle, Sam. What done happen to yo' in dar?"

"Ah done had mah bones X-rayed."

"An' ah bets a five-spot dey was loaded."

"How would you like to sign up with me for a life game?" was the way a baseball fan proposed.

"I'm agreeable," replied the girl, "where's the diamond?"