

Presto Buyers' Guide
Analyzes and Classifies
All American Pianos
and in Detail Tells of
Their Makers.

PRESTO

Established 1884. THE AMERICAN MUSIC TRADE WEEKLY 10 Cents; \$2.00 a Year

Presto Trade Lists
Three Uniform Book-
lets, the Only Complete
Directories of the Music
Industries.

CHICAGO, SATURDAY, JANUARY 12, 1924

HOW TO RAISE YOUR OWN SALARY

Rules, Based Upon Experience, by Which the
Intelligent Employe May Advance in the
Work Into Which He Puts His En-
thusiasm.

By R. LEE SHARPE.

For more than twenty-five years I have been studying people who sell personal services for a living, including, in particular, myself, and have had this regrettable fact forced upon me—that most people make a bad job selling their services, because they try to collect in advance or try to collect for more than they deliver.—The Author.

Perhaps you have not thought of it in this way, but the truth is that you have within your power the raising of your own salary.

This is how you do it:

First: Find the sort of work that you love best; the work in which you can pour your best effort with enthusiasm. Go at this work with the determination to render more service and better service than that for which you are paid.

Next, make yourself so agreeable to everyone with whom you work that you will make many friends and no enemies.

Be Loyal and Tactful.

So speak of your employer that your fellow-workmen will not become prejudiced against him. Encourage those with whom you work to give a full day's work for a day's wages, which you can do in

no better way than that of setting an example by doing this yourself.

If you hear someone slandering your employer come to his defense tactfully but firmly by preaching a polite little sermon on the virtue of loyalty to those from whom one draws his meal ticket.

When you are off duty, boost your employer and the business in which he is engaged in every way you can. By and by the accumulative effect of this sort of conduct on your part will raise you to the highest position for which you are fitted, and with the highest salary paid for such work.

Story of a Buyer.

A short time ago this writer heard the inside story of the business policy of the Worth Department Store, located at Thirty-fourth street and Broadway, New York City. The story was convincing; much more so than any written advertisement ever could have been. The story was told by Miss Gallagher, one of the store's buyers, as she talked of her employers in a spirit of enthusiasm, at a time when she had not the slightest notion that she was interesting me in the Worth Stores.

If the Advertising Manager of that store could have told the story to the public just as she told it to a group of people in the drawing-room of the home of a friend the afternoon that I heard it, he would fill that store with customers from morning until night.

Inquiry developed the fact that Miss Gallagher started in that store only a short time ago as a stock girl. Passing hundreds of other clerks with a rapidity which they no doubt did not understand why, she was advanced to a high position at a wholesome salary. I doubt if she, herself, understands fully just why she passed the others by. I doubt if she understands that she literally raised her own salary. By nature she happened to be a booster at heart. Might it not be well for those of us who are not loyal

boosters by nature, if we deliberately developed this quality?

Sets Own Salary.

In the eyes of Miss Gallagher there is no employer on earth quite so fair and worthy as her own. No doubt Mr. Solomon, head of the Worth Stores, thinks the same of Miss Gallagher. No doubt he thinks he is setting her salary, but in reality she is setting it herself, by and through her loyalty and her habit of performing more service and better service than she believes she is paid to perform.

You can be a "Miss Gallagher" in your own job, whether you work for Worth Stores in New York or John Smith in Podunk, Arkansas. You can raise your own salary through the self-same principles that have helped this young woman to advance to a high position of responsibility and high pay, ahead of hundreds of others who had the advantage of her in that they had been with the Worth Stores longer than she.

ESTEY-WELTE CORPORATION HOLDS SALES MEETING

Annual Gathering of the Men Who Produce Results
for New York Industry.

The Sales and Executive organizations of the Estey-Welte Corporation, New York City, held their annual meeting on Thursday, December 27, 1923. The first meeting of the session took place at the Welte-Mignon Salesrooms, 665 Fifth avenue, at four o'clock, when the sales possibilities of the original Welte-built Welte-Mignon instrument were discussed in open meeting.

The meeting then adjourned to the Old Colony Club at the Waldorf-Astoria Hotel, where dinner was served, after which the meetings were continued. Among those present were the following:

G. W. Gittins, R. H. Gittins, E. Fink, M. E. Burnham, Hy Eilers, W. Vossler, O. C. Stone, A. Dalrymple, E. H. Vogel, Gene Gittins, George McNally, Harry Stoehr, P. Whetstler, Cary Walradt, and others.

LIBERAL POLICY OF THE U. S. MUSIC COMPANY

Purpose of Christensen Tour Is to Stimulate the
Piano Trade Through Music Roll.

Alex Christensen, well known pianist and recording artist for the U. S. Music Co., 2934 West Lake street, Chicago, has begun a tour of the principal cities throughout the country, in which theatrical men call one of the cleverest piano acts ever attempted. He will demonstrate U. S. rolls on popular playerpianos and the act is to be advertised in local papers previous to its appearance in a city. In many instances the company will run a full page ad, and other forms of advertising will be used.

The U. S. Music Company, in promoting the Christensen tour, is stimulating the music industry at large. It will be of great benefit to the player trade, which always precedes the music roll sales, as a prospect would naturally have to become interested in a player-piano before player rolls.

In his talk to a Presto representative, George Ames, advertising manager, said, "It is not the purpose of the U. S. Music Company to derive the sole benefits of the Christensen tour, but to stimulate the music industry in a general way. We do not wish to appear selfish in advertising the U. S. Music roll, for comparatively speaking, the number of rolls sold during the Christensen itinerary will be only a handful compared to playerpiano sales.

"Our plans call for extensive advertising and music dealers are urged to take advantage of the opportunity to push their player sales as well as music roll sales."

W. B. PRICE IN EAST.

W. B. Price, president of the Price & Teeple Co., 218 South Wabash avenue, Chicago, is at present in the east on a business trip. Mr. Price will visit New York and several other large cities before returning to Chicago.

HIDDEN NAMES OF PIANOS YOU KNOW

A Succession of Rhymes in Which Are Concealed the Names of Prominent Instruments, for the Discovery of Which Rewards Will Be Presented to Well-Posted Dealers or Salesmen

A conspicuous feature of this issue of Presto are the verses in which names of prominent pianos are deftly concealed. There are several reasons for the flutter of Presto's Pegasus. One of the reasons is that novelty, in what is known as "journalism," has been pretty well exhausted. It has done everything possible in the way of size. Wieldy trade papers have proved the enterprise of the industries to which they are devoted. Publishers have invested largely and no doubt have received returns from their bulky displays of good enterprise.

Another reason, or excuse if you prefer, for the novelty of the rhymes in which famous piano names are concealed is that it serves to stimulate interest among the dealers and salesmen who read the trade papers for instruction as well as edification.

In each of the verses throughout this issue is concealed one or more piano names which may be discovered in the sinuous lines of the poets. And it need scarcely be said that the "poets" engaged for the occasion are of the most famous—double rivetted and guaranteed not to rip or tear at the seams! Their verses will be read with avidity, and, inasmuch as they are not copyrighted, they may be "appropriated" with impunity.

The hidden piano names are all those of established industries—no stencils, no seconds. To stimulate interest, \$5 will be awarded to every retail piano dealer or salesman who discovers all the hidden names; \$2 to all who find at least 16 of the names; and a copy of Presto Buyers' Guide—"The Book That Sells Pianos"—will be sent to all who find at least twelve of the names. Answers must reach Presto not later than the morning of Monday, January 21, and a complete list of the hidden piano names will appear in Presto of January 26.

A column specially prepared for the purpose of writing the piano names will be found on page 58 of this issue. Just fill in the names, cut out the column, sign your name to it, and send it, or some similar form, in promptly.

It's an instructive contest. The poets have made all of the names easier to find than the well-known needle in the hay-stack. Get busy and prove your familiarity with the piano names. If you can't discover all of the piano names, let us know how many you can detect, and even if you can find only twelve of the hidden names you will receive a copy of the 1924 edition of Presto Buyers' Guide, a book that no piano man should be without.

This is the first and only Piano Name Poetry Contest in history. Why not have some part in it?

Note.—Most of the piano names are plainly spelled, a few may be indicated phonetically, but unmistakably, or, in a few cases, they may be in acrostic form.