



STANDARD PLAYER MONTHLY

*Business-Building
Possibilities
of the
Player-Roll*

(See Page 3)

STANDARD
PNEUMATIC ACTION CO.

A. W. JOHNSTON, Vice-Pres.
638-652 WEST 52nd STREET
NEW YORK





STANDARD PLAYER MONTHLY

1920

MAY

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The Salesman Who Discovered the Secret of Larger Player Roll Sales

Grayson's "Music Shop" was established in 1893. Slowly at first, but more noticeably as the years advanced, it became the center of business and social activity. Everyone in our town knew Mr. Grayson, the proprietor; young folks and old folks alike would drop in for a sheet of music and a bit of gossip. You see, the "Music Shop" had a large stock of lesson music, which made it popular with the music teacher as well as the student. When the teacher was consulted as to the best place to buy an instrument, you may rest assured that the "Music Shop" was well recommended. In fact, Mr. Grayson often remarked that many piano sales originated over his sheet music counter.

It was not until a number of years after the Playerpiano first made its appearance on the sales floor of the "Music Shop" that young Grayson, Jr., entered the "Music Shop" as a salesman.

"And the questions that boy did ask!" laughed Mr. Grayson. "In less than two days he had completely turned my business policy inside out."

"Why does the 'Music Shop' only carry a small stock of player rolls, and these solely for the purpose of giving to the customer when a Playerpiano is purchased?"



Please Carry Me Home



"When an automobile dealer sells a machine, does he give his customer a year's supply of gasoline?"

"No."

"Then why give away player rolls?"

"If, in the past, sheet music was responsible for piano sales, why won't the player roll create Playerpiano sales?"—were only a few of the barrage of inquiries.

Yes, we all had to admit that young Bob Grayson had all of his father's enthusiasm—plus—and after all, our progress is really measured by the enthusiasm that we put into our work.

"You win, Son," said Mr. Grayson, at the end of the first week. "Try out your new ideas, but remember this—our business is prosperous and growing—it must continue to grow."

Young Grayson's first move was to place a large order for music rolls. Of course, he ordered a liberal supply of the popular dance selections, but he did not overlook the more classical selections which would aid the beginner with his music lessons. I shall never forget the day that first shipment of rolls was received. Grayson, Sr. prophesied that they would still have some of the popular selections ninety-nine years after the "tune" had been forgotten.

"Right you are," smiled Bob, "if we put the player rolls away in the darkest corner of the store. One can hardly expect the player roll to ask the customer to carry it home. Novel window display will move the stock, or I am mistaken."

Bob's first window display was rather clever. From somewhere he secured a school desk and bench. This he placed in the cen-



ter of his display window. Then, on a large slate, he neatly lettered this message: "This \$20.00 bill shall be given to the boy or girl who writes the best composition about a player roll. Ask your school teacher." And there, sure enough, was the \$20.00 bill—a new, crisp one. To add life to the display, Grayson borrowed a large, life-size doll from the department store, and placed this at the desk, pen in hand. Next, he put a music roll in the spool box of the instrument on display, and unwound the roll until it would reach to the slate. In this way, he very cleverly tied up the idea of the prize composition with the player roll and the playerpiano.

When the display was finished, he communicated with the principals of the schools in our town and told them of the contest. Luckily, he had not been out of school long enough to forget that prizes are offered at the end of the school year in June for prize compositions.

The "Music Shop" always carried liberal space in the newspaper, so for a few days, this medium was also utilized to spread the news of the contest.

It was amusing to watch the people who gathered outside of the store. The news spread like wildfire. Every child for miles around had to have a peek, and there seemed to be as many grown folks as children. Some folks ridiculed the display saying that it was foolhardy to advertise to children since they

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OUR CONVENTION PAGE



WHY not hold convention discussions once a month instead of once a year? This page is the forum of the player salesman, the tuner, the repairman and the manufacturer. It will appear monthly and will serve as the medium for the exchange of ideas on any phase of the player business. We invite every reader to contribute to this page. You don't have to be a Shakespeare to give us your ideas. If you are a very busy man, simply jot down your ideas and let us insert the Shakespearean language. Write on but one side of a sheet of paper. With your help this will be always one of the most interesting departments of the Standard Player Monthly.

THE CLIMB TO SUCCESS

By H. U. VAN NORSTRAND, Trenton, N. J.

HAVING been requested to write a few lines for an article to be inserted in the STANDARD PLAYER MONTHLY, I shall endeavor to give my conception of the principles of attaining success.

Theoretical knowledge of the desired profession or trade should first be had. This may be acquired by reading good books on the subject. The theory should then be put to practical use. If the results obtained are not in accordance with the theory, try to find out through practical experiment where the trouble lies. I find that many men have ability to do, but do not know how to apply it to business, as they lack intelligence; whereas on the other hand, some men have intelligence, but do not know how to apply it to ability. So learn the rules of your business through study and hard work, and in due course of time, you shall acquire both.

For example, let us take a player man whose ability is unquestioned. It would be poor policy for him to overestimate his

own ability, and to think himself just as near perfect as it is possible to be. Instead, he should always keep his eyes and ears

open for new suggestions and should study the way his fellow worker applies himself. There is always more for the most proficient of us to learn.

Being able to read character is also a big asset in your line. It so happens that no two people are exactly alike in this world, so to make a good impression on the person you meet, it is necessary that you know how to judge that person and act accordingly. There are many good books on character reading. It would be advisable to get one of these and study it

carefully. This will help you to exercise diplomacy and good judgment, and surely will do you no harm.

A man, upon entering a home, should never go in solely with the idea of getting the job finished in a hurry and securing his money. How much better it is if he greets the people with a smile and says a kind word to the children.

(Continued on
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H. U. Van Norstrand



FIRST OPERATION

—Give a Thought to Music—



Figure No. 1—TRAP WORK INSTALLED

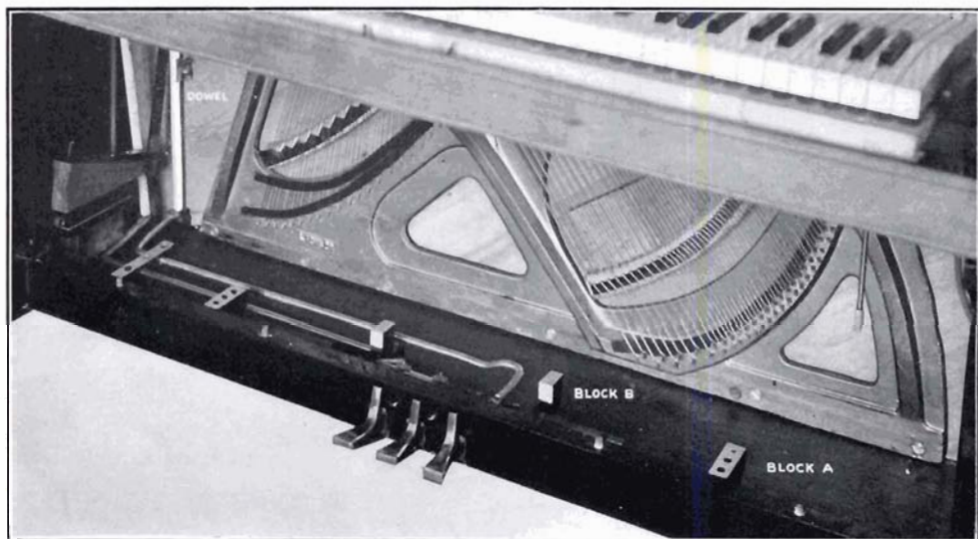
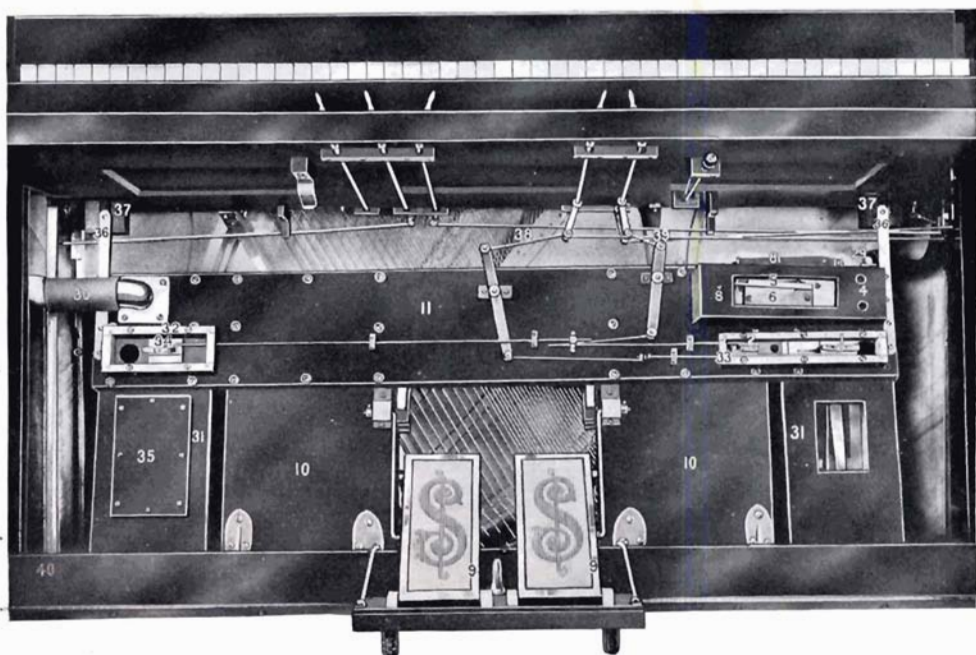


Figure No. 2—BOTTOM ACTION INSTALLED





(Continued from page 4)

are not the buying class. "But," as Grayson says, "the shortest way to the purse strings of the parent is through the children. Thousands of children who are competing for our prizes are preparing this work at home; many of them, with the aid of their parents, constantly keeping the name of the 'Music Shop' known in the home. And then again the children of today are the men and women of tomorrow."

There is no need to tell who won the prize. Nevertheless, we will say that the idea created such a lot of interest, it was taken up and commented on by the local newspapers. Quite a spread appeared the day after graduation. A picture of the little girl who won the prize, the prize composition, and Grayson's "Music Shop" were featured.

Needless to say, the "Music Shop" became known as headquarters for player



rolls. Now, when a customer asks for the latest Fox Trot, it is not necessary for the clerk to say apologetically: "We do not carry that selection, but I shall be glad to get it for you."

The Olden Days

Things We Don't See Any More!

Red Noses.

Gas at 18 cents a gallon.

Table de Hote Dinner, 35 cents.

Fords at \$250 a throw.

Bleacher seats for a quarter.

\$4.00 Shoes.

Danquard School Active During Summer Months

Now is the time to register for the summer term at the Danquard School. Large classes are being organized for the summer months. Mr. Cheek, Principal of the school, suggests that all men who are interested in the course register as soon as possible.

Summer is really the ideal time to come to New York and take the course. Remember that the courses of instruction are free.

If you are not a D. S. G. (Danquard School Graduate) write to Mr. Cheek, 609 West 51st Street, and tell him when he may expect to see you.

"S. P. M. Good Enough to Eat"

Says S. M. STAES

New Orleans

HAVE you ever witnessed a more ferocious scene than that of lions being fed raw meat? I remember that, not so very long ago, it was my pleasure to ramble around Bronx Park just about meal time and watch the helpers feed the animals; the big ones, the little ones, the long ones, and the short ones. But the feeding of the lions interested me more than any other animal represented. How impatiently they would wait for the keeper to throw a chunk of beef to them, and then, on getting it, how greedily they would devour it.

Unlike these lions, I wait patiently each month for the STANDARD PLAYER MONTHLY to arrive. And when it does arrive, I also greedily devour every word and, believe me, it all digests. I have had fourteen years' experience as a tuner, regulator, Player technician; factory experience as assembler, installer, and tester, and I sure would hate to be without this little periodical.



Your Ideas

This little monthly messenger of friendship may be greatly improved if you will give us your ideas. As you read the magazine each month, what do you like about it? If you were editing the paper, what ideas would you inject to improve it? We want you to understand that the

Standard Player Monthly is published to serve you

Good ideas bob up every day. When one occurs to you, will you jot it down and send it in to STANDARD HEADQUARTERS? If you merely have the seed of a good thought, send it along, and let us develop it for you. We welcome your criticisms as well as your suggestions. If the magazine is to accomplish the best results, it must contain your ideas as well as ours.

Write Today

This is an important subject. Don't put it off until some rainy day—write today. We shall be glad to hear from everyone.

STANDARD PNEUMATIC ACTION COMPANY
638 West Fifty-second Street
New York City



Our Convention Page

(Continued from page 5)

Player Knowledge Indispensable to Tuner

By GEO. E. STINGER
Gooding, Idaho

I MAINTAIN that the independent tuner of today can no longer get along with knowing tuning only. He must understand the player. Invariably the question is put to the tuner, "Are you a player man?" and he must say rather hesitatingly, "No." The ordinary tuner should never tackle a player job, because it is impossible for him to do it justice. To feel perfectly confident about repairing a player, the tuner should know the mechanism from A to Z. It doesn't pay to do guess work.

Three months ago, I was green as far as players were concerned. I might here bring up a little instance that might prove the necessity of understanding the player. One of my customers had a player that needed repairing, and he seemed to be set on having it fixed, so he laid a \$50 bill on the piano and said, "Stinger, repair this player, and the \$50 is yours." I did not get the fifty. Then and there I determined to take a course in player repairing.

My only solution was the Danquard Player School. So I packed my grip, and crossed the continent to the said school.



We must have confidence in our work to do justice to our work, and to have confidence, we must know the correct way of doing that work.

Do What You Know Is Right

By C. F.
London, England

IN one of the recent issues of the STANDARD PLAYER MONTHLY, one of its enthusiasts told us how he once "untuned" a piano to please a musician (so-called), although he was perfectly aware of the fact that he was doing his client an injustice. Incidentally he gained some extra work.

I had an experience, not so very long ago, that might have proven similar. While striking a few chords of the piano that I had just tuned, my client, rather excitedly, shouted out from the adjoining room that the minor chord which I had struck was terrible, that it sounded like a tin can, and several other quotations that might appear a little too strong in print.

Feeling a little slighted at his impudence, I immediately placed my tools in my case and shut it with a bang, telling him that the piano was in perfect tune, and that if he disliked my work, he should acquire the services of someone else.

I invited him to try out the piano for himself, and on so doing, he agreed that I was right, and apologized for underestimating my ability.

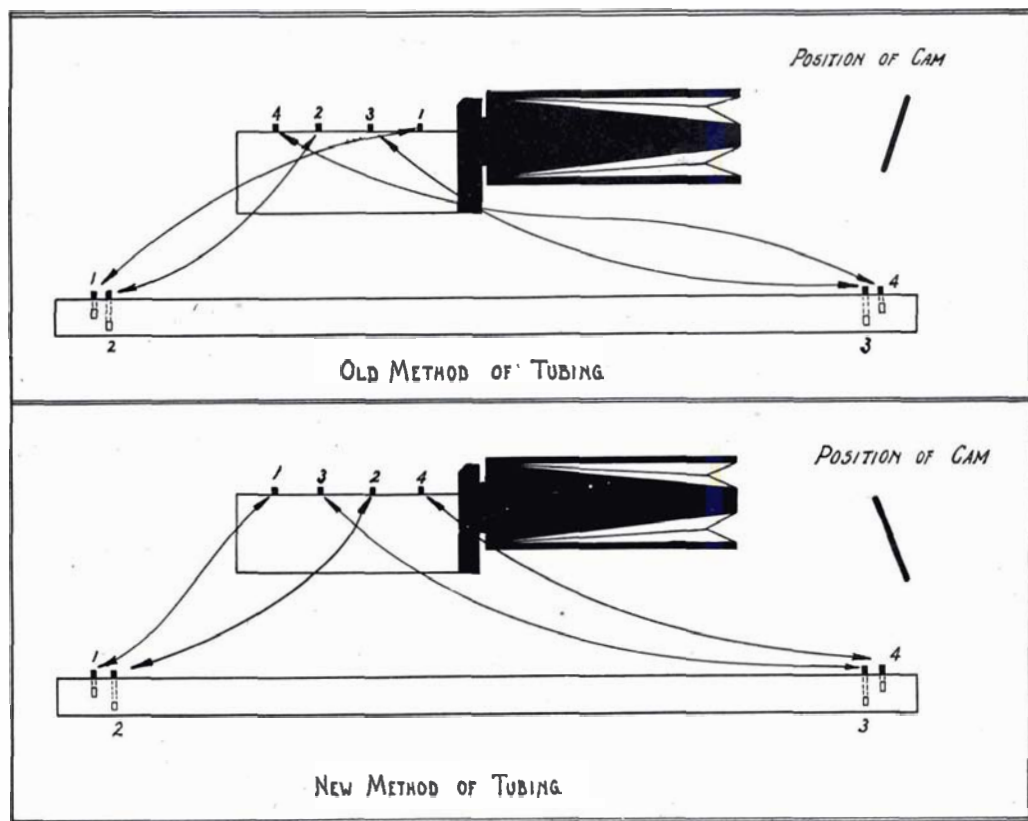
It is my opinion that a man should stand up for what he knows is right. I could have "untuned" his piano just as well as not, but, to my mind, if I had done so, I would have done my customer and myself a great injustice.

It certainly is humiliating to a man who knows his trade well, to be questioned as to his ability by one whom we might call a "second rater."



Important Change in Pneumatic Tracking Device

New Method of Tubing Illustrated in Diagram Below



Attention is directed towards the important change that has been made in the position of the shifter cam on Standard Actions. The angle of the cam has been reversed as illustrated above in the lower diagram. This change was made in keeping with our policy of always improving our product wherever possible.

The new position of the cam keeps the music roll in proper alignment when the

re-roll is on, in which case, the air to the shifter being cut off. Formerly, when on the re-roll, the cam had a tendency to slip down, which permitted the music roll to shift to the right and get out of alignment. This change in the shifter cam has necessitated a change in the method of tubing. The top diagram illustrates the old method of tubing, the lower diagram, the new method.



STANDARD PLAYER MONTHLY

EDITORIAL



The STANDARD Player Monthly

Published Monthly by
THE STANDARD PNEUMATIC ACTION CO.
NEW YORK CITY

Editorial Board:

A. W. JOHNSTON	-	-	-	<i>Vice-Pres.</i>
H. E. LAWRENCE	-	-	-	<i>Editor</i>

Prosperity Demands Aggressive Methods

Even prosperity can be overdone—at least it can develop harmful, injurious symptoms that may have a tendency to undermine future prosperity.

Laxness is prosperity's most potent enemy. When good fortune comes too easily, we are apt to lose interest in the fight and settle down to a life of calm indifference. This is especially true in regard to selling. When an article "sells itself," much of the zest of making the sale is lost, and salesmanship becomes indifferent—flabby.

Such a condition has come into being during the last two years. Merchandise has moved so easily, many salesmen, unconsciously, have adopted the "take it or leave it" attitude. And needless to say, public opinion has resented this. This fault applies more directly to road salesmen selling nationally advertised products, but it might be well for all of us to check up and see if a little of this feeling hasn't entered into our own selling policy.

Now the pendulum of business is swinging back for the next upward movement. We are suddenly aware that the business of peace is likely to be greater and more profitable than the business of war. But we are also aware that our wartime selling policy is now wholly inadequate. It will not fit the needs of today.

During the stress of war, with its conflicting emotions, people bought lavishly—often without motive. Business came so easily, many dealers were prompted to discontinue their advertising and abandon their former aggressiveness.

Now, in the saner days of peace, people are buying more carefully. Tomorrow's prosperity depends on the resumption of the two-fisted, aggressive selling policy by which good business is built. Indifferent, flabby salesmanship has no place in today's program.

Boomerang Advertising

Occasionally we read an article that possesses such a strong common-sense appeal, it seems to compel interest and co-operation. Such an article under caption, "A Growing Evil" appeared in the March 27th issue of the *Music Trade Review*. The gist of this article embraced the growing tendency among retail piano merchants to advertise the Reproducing Player at the expense of its older brother, the Playerpiano, and the harmful effect that is sure to ensue if this policy is not discontinued.

To quote *The Review*: "It has been noticeable of late, that some of the merchants who have successfully called public attention



to the merits of the Reproducing Piano have seen fit to convey the idea that these merits can best be set forth by comparing them with those of the foot-driven Playerpiano.

"There have recently been examples of the most definite comparisons from which the superiority of the Reproducing Piano has been urged over the alleged inferiority of the other instrument. Readers of the advertisement have been asked to compare the results they can get from the Reproducing Piano at the slight cost of inserting a music roll, and turning a switch, with what are called the very less satisfactory effects obtained, at the relatively heavy cost of personal effort from the straight Playerpiano.

"Now, it surely will not require much in the way of argument to show that this sort of advertising has the grave disadvantage of proving too much. The merchant has both the Playerpiano and Reproducing Pianos to sell. In fact, it is quite certain, that, in the aggregate, he will sell many more of the first named than of the second. Nothing can be clearer than this. The Playerpiano of standardized type is the piano for the masses today. The aggregate of its sales in quantity and value shows it to be the largest single-item of the output in the piano industry.

"Such advertising is wrong. It is wrong because when one sets against each other two objects, each of which has its own functions, and its own individuality, and each ought not, of right, be set against each other, both must suffer from the contrast.

"The only result of such operations is to undermine public confidence and create a general atmosphere of distrust. Advertise the Reproducer as much as you please, but avoid comparisons between its virtues, and the wholly distinct virtues of the Player-

piano. Its virtues should be insisted on, but not made the subject of ill-digested comparison."

Knowledge is Power

Only a few years back, business was run in a haphazard way—natural shrewdness being the prime requisite to success.

Today, due to the advance of the world, the increase in its people's needs, and the growth of competition, business is of such highly complicated nature that continual study is necessary for success.

The successful business man of today is the keen man, alive every moment to the needs of the public, awake to conditions in general, and aware not only of what his organization is doing, but what his competitors are also doing in his field of operation. He, too, continually studies to improve himself. He never ceases to be a student!

So with the salesman—preparedness is power!

If he is going to sell anything successfully he must first acquire a knowledge of the details of his product.

He must be able to answer any question which may be put to him about the quality, use, or operation of his product.

The salesman who has *knowledge* very seldom receives a knockdown in the form of an unexpected "kick" from a customer or an apparently unjust "call" from the house.

He is prepared to earn the friendship and confidence of his buyer—for he then knows his business and can bring new ideas to the business of his customer.

The successful salesman continually studies to improve himself. He never ceases to be a student!



QUERIES & ANSWERS



L. M.—I am having a little difficulty with a Playerpiano, containing your Player Action. The Loud Pedal Pneumatic lifts the dampers from the strings when starting to pump. I examined the valves in the pneumatic, but they are alright. Do you think that the arm may be regulated with dowel too close so that the minute the air shoots in Loud Pedal Pneumatic, it shoves dampers away?

LOUD PEDAL PNEUMATIC—We believe there is a leak somewhere and suggest the following: Take off small tube at the Loud Pedal Pneumatic and place your finger over the nipple; if, when placing finger on and then off, the pneumatic does not work, the properly, the leak must be somewhere in the tube up towards the push button or tracker bar. If, when placing finger on nipple and then off, the pneumatic does not work, the leak must be in the pneumatic itself in which case suggest you tighten the screws and examine the valves to see if they are seating properly.

F. O. B.—The soft pedal pneumatics, both base and treble, do not act just as I would like them to. When you pedal very lightly for soft music and depress the soft pedal button, the hammers close up only slightly; if you pedal harder, they move up closer and so on—the harder you pedal the closer the hammers approach the strings, but at the same time the hammers are striking the strings entirely too heavy a blow, thus overcoming the effect of the short stroke of the hammers. The soft effect is thereby lost. You can produce a better effect by just pedaling softly and leaving the soft pedal alone. What I want is the hammers close up to the strings on very soft pedaling, so that you get scarce any sound from the strings. What is the remedy?

SOLOIST PNEUMATICS.—Test the play of the valves in the Soloist Pneumatics—they undoubtedly need a little more motion. Also refer you to page 31 of our catalog, illustrating and describing the Soloist Pneumatic.

S. A. D. M.—I have been having trouble with the Tracking Device on one of your Actions. As soon as I begin to pump the treadsles, the lower pneumatic closes up and remains that way as long as I play. I cleaned the sieves and blew through all four of the tubes. The valves were loose enough to work nice, so I had to give it up.

TROUBLE WITH TRACKING DEVICE.—Test for leak in the lead tubes leading from shifter box to tracker-bar—possibly you will find one of the tubes loose at the connection (on shifter box or tracker bar) due to the shellac having broken away. See that the cap on shifter box is screwed down tight, but be careful not to overhaul the screws.

C. B. Co.—Have one of your Player Actions, which is giving trouble. Notes fail to speak and when roll is carried over the tracker-bar, it hesitates and jumps.

SILENT NOTES.—Examine the Primary Valves to see if they have the required play—use our gauge and refer to instructions given on page 24 of our "Sign of Quality" catalog. In regard to the music roll hesitating and jumping over tracker-bar—this can be due to any of the following causes—

- 1.—Upper brake block in transmission may require lubrication—use a little Dixon's Graphitoleo No. 692.
- 2.—Bent Motor Shaft.
- 3.—Tight chain on the motor.
- 4.—Shaft with pinion and large gear on take-up spool may not mesh properly. See page 22 (first paragraph) of our catalog on how to properly adjust these gears.
- 5.—There may be some foreign substance in the heel of one of the motor pneumatics, which would cause the motor to jerk.

6.—See if the slides of the motor work freely—they may be in need of powdered graphite.

(Continued on page 16)



Give a thought to Music

*This page is for articles about the finer influences of music.
We shall be glad to receive and reprint your contributions.*

MUSIC

"Music Develops Its Own Standards"

Says the *Tribune*

"There is only one way to develop taste in any art, and that is by saturating one's self in it. To learn rules, or hear an occasional concert, or memorize a few pieces on a piano after years of disagreeable endeavor, is not to become musical. The beauty of the Playerpiano and the talking machine artistically speaking was that they laid down no rules whatever. They simply filled the American home with music—good, bad, indifferent, as the taste of the owner elected. Taste does not remain stationary, however, There would be no progress in any art if it did. Music develops its own standards; it improves ears, comprehension, taste, as it goes along." —*N. Y. Tribune*, Feb. 26th.

nature or in life that experience and travel have not uncovered to him. This is what Charles M. Schwab said a few days ago:

"Music is a great antidote for unrest, for the most primitive and ignorant are susceptible to music. It's a sedative and a stabilizer, and promotes beautiful thoughts. No normal person could do wrong or think wrong with the sound of music in his ears. In all of my establishments I encourage music of every kind. Better business and better work is done by persons who have an appreciation of the finer things of life, and there is nothing finer than good music."

John Wanamaker,
April 5th.

Music In the School

School training in music develops perception, judgment, artistic sense, imagination, concentration, memory, perseverance, co-operation and a good speaking voice.

"After the beginnings of reading, writing, arithmetic and geography, music is of greater educational value than any other subject taught in schools."—P. P. CLAXTON, Ph.D., United States Commissioner of Education.

"Nothing Finer Than Good Music"

These words were not uttered by a professional musician. They came from the lips of a man who typifies BIG business. He hasn't time to dream—except in a practical way. He gives employment to many thousands of men. He sells the product of their brawn and brain to individuals and to nations. There is mighty little in human



Queries and Answers

(Continued from page 14)

C. T. B.—When the music roll feeds over the tracker-bar, it slips and twists. What is the cause?

MUSIC ROLL SLIPS AND TWISTS—See if the large gear on right hand end of take-up spool meshes properly with the small pinion on shaft which runs from the transmission to inside of spool-box. If they do not mesh, it is undoubtedly due to the take-up spool not being aligned properly. The take-up spool should be centered so that the distance from the inside of spool-box to the inside of flanges on both ends of the spool is the same. The spool can be moved to the right or the left by means of the adjusting screw on the left side of roll box. Also see that the distances from the under side of each end of the take-up spool to the bottom of the roll box are the same so that the spool will be exactly horizontal; if one side is lower than the other, move the spool in the brackets which are slotted for this purpose. Also suggest you lubricate the transmission—particularly the upper brake block. Use Dixon's Graphitoleo No. 692.

C. C. K.—I have a Player, containing a Standard Player Action, which is giving a little trouble. When a note, a little above the middle, is played, the note next to it seems to register and produces a discord. What would you do to get a remedy? Can it be a leaky valve or something of that sort?

WHEN TWO NOTES SPEAK TOGETHER.—Tighten all screws around the affected notes. The two channels leak together. Trace from tracker-bar down to primary pouch and then from primary pouch to secondary pouch. Examine the shelves to which the pneumatics are attached.

D. & T. Co.—Have a Playerpiano with a Standard Action, and in playing, the air seems to whistle when passing through the governor. Could you give us the cause of this—also the remedy?

WHISTLING NOISE IN GOVERNOR.—This noise is probably due to sharp corners on the knife valve. Round the corners and the whistling will cease.

L. H. J.—Will you please tell me the probable cause of the right-hand treadle of a Standard Player Action sticking down occasionally and not returning to the proper position?

STICKING TREADLE—The treadle link may be binding or the spring may not have enough tension. If the spring needs strengthening, simply bend it outward a trifle. Would also suggest you apply a little 3 in 1 oil to the treadle.

H. H. Y.—I am working on a playerpiano, containing your Action, which works very hard. The people who own this player told me it has always pumped hard. The last tuner who looked at it told them the bellows were too small. There is absolutely no leakage and all works fine but the pumping. Will you advise me as to the springs, which work the bellows—are they too stiff? If they are weakened, it will not play. I wish to convince these people it is not in the springs.

HARD PUMPING.—You state you find the Player pumps hard—by this we interpret you do not mean that it pumps rapidly or, in other words, requires fast pedaling to make the notes play, which is very exhausting to the operator and indicates a leak. If the player is tight (no leaks) and the pumping is hard, then it must be due to a bind somewhere; possibly the treadles require lubrication—examine the connections to see that there is no binding. Probably the lock nuts on the treadles are too tight causing them to bind (we heard of such a case which caused exceedingly hard pumping). Also lubricate the Transmission on the Top Action—we particularly refer you to the upper brake block. The proper lubricant to use is Dixon's Graphitoleo No. 692. We do not advise weakening or strengthening the springs as this will not remedy the trouble you mention.

D. D. Y.—What might be the trouble when, instead of a note, nothing is heard but a little puff of air near the striking pneumatic? Just where it comes from I cannot say, but whenever the perforation in the paper of roll corresponds with opening in tracker-bar, this little puff of air is heard, but pneumatic does not collapse or at least not enough to cause note to sound. It is a new player and I can hardly think there is a leak in pneumatic, and still it seems this would make such a noise.



PUFFING NOISE IN ONE NOTE—This trouble is probably due to the pouches having become unglued—examine the primary and secondary pouches of the affected note. Should the fault not be due to unglued pouches, then examine the cloth of the pneumatic for a possible leak.

D. & T. Co.—Have a Playerpiano with a Standard Action, and in playing, the air seems to whistle when passing through the governor. Could you give us the cause of this—also the remedy?

WHISTLING NOISE IN GOVERNOR.—This noise is probably due to sharp corners on the knife valve. Round the corners and the whistling will cease.

WANTED!

These Want Ads are printed free of charge. All who want positions should state in what section of the country they are willing to work, and should state experience, salary and present affiliations.

POSITIONS WANTED BY SALESMEN
—New York, New Jersey, Illinois, Ohio, Massachusetts, Kansas, Pennsylvania.

POSITIONS WANTED BY SHOP FOREMEN—Illinois, Pennsylvania, New York, Kansas.

SALESMEN WANTED—By concerns located in Michigan, Indiana, Missouri, Virginia, New Jersey, North Carolina, Maryland, New York City, Iowa, Kansas, Tennessee, Arizona.

TUNERS AND REPAIRMEN WANTED
—In Missouri, Kansas, Rhode Island, Idaho, Texas, Indiana, New Jersey, New York City, Nebraska, Michigan, Maryland, Maine, Idaho, Pennsylvania, Ohio, Wisconsin, Illinois.

COMBINATION MEN WANTED—Maine, Michigan.

POLISHER WANTED—Indiana.

POSITIONS WANTED BY COMBINATION MEN—Ohio, Oklahoma, Pennsylvania, New York, New Jersey.

POSITIONS WANTED BY TUNERS AND REPAIRMEN—In Indiana, New York, Connecticut, Montana, Alabama, South Carolina, Massachusetts, Georgia, Ohio, Illinois, Kentucky, Michigan, Kansas, Missouri, New Jersey, Iowa, California, Maryland, Louisiana, Arkansas, Nebraska, Colorado.

POSITIONS WANTED BY SALESMAN-AGERS—Tennessee.

For further information regarding above Wants, address Want Column, care Standard Player Monthly.

TUNERS AND REPAIRMEN WANTED
—There is a good field in Milwaukee, Wisconsin, for Tuners and Repairmen who work independently. Also several openings with good piano houses. For further particulars address Want Column, care Standard Player Monthly.

HELP WANTED—First class tuner—also a tuner with player experience. Location—Rhode Island. Address Want Column No. 573, care Standard Player Monthly.

POSITION WANTED—As Piano Tuner and Repairer. Have had fifteen years' experience. Can do all kinds of repair work on talking machines, violins, drums, etc. 45 years of age. Prefer to locate in Indiana, Ohio, Michigan or Illinois. Desire salary of \$35.00 per week. Address Want Column No. 556, care Standard Player Monthly.

POSITION WANTED—First class tuner and player repairman wants position with some good piano house located in California, Arizona or Texas. Desire this location on account of wife's health. Can furnish good references. Address Want Column No. 566, care Standard Player Monthly.



POSITION WANTED—A-1 Tuner and Player Repairman desires position in State of California. Have been with present employer for the past eight years and can furnish the finest of references as to ability, etc. Address Want Column No. 567, care Standard Player Monthly.

POSITION WANTED—As Salesmanager or Floorman. Competent to handle any position pertaining to the selling end of the piano business. Years of experience in large New York Piano Stores and elsewhere, and at present connected with one of the largest piano departments in New York City. Best of references. Address Want Column No. 568, care Standard Player Monthly.

WANTED—By first class tuner and repairman. Knowledge of player mechanism—also talking machines. 34 years of age. Over 17 years' factory experience. At present engaged, but would like to better myself. Wish to locate in Denver, Colo., or vicinity. Address Want Column No. 569, care Standard Player Monthly.

POSITION WANTED—By tuner and player repairman. Am not a "player expert," but have worked on players for the past fifteen years and have been road trouble man for two different Action manufacturers. Also had charge of one of the largest shops in America. Western or Southern States preferred. Address Want Column No. 570, care Standard Player Monthly.

POSITION WANTED—By tuner and player repairman. Would like to locate with some good, reliable house in Kansas or Oklahoma. 20 years' experience in tuning and ten years on player work. Can furnish good references. Address Want Column No. 571, care Standard Player Monthly.

POSITION WANTED—Experienced Piano Tuner wishes to secure a position with some good piano house located in town of fifteen or twenty thousand population. New York, Pennsylvania or Ohio preferred. Address Want Column No. 572, care Standard Player Monthly.

HELP WANTED—A first class piano salesman, who is desirous of locating in the Southwest. Must be a worker and of good address. Liberal compensation to the right party—either straight salary or salary and commission. Location—Arizona. Address Want Column No. 574, care Standard Player Monthly.

HELP WANTED—A first class tuner and player repairman. Permanent position offered to a competent man. Will pay a straight salary and commission on sales. Location—New York. Address Want Column No. 575, care Standard Player Monthly.

HELP WANTED—We have openings for three first class salesmen—men whose honesty, integrity and ability are unquestioned. Territory is as fine as any to be found in the United States and to men who will produce results we offer a splendid proposition. Location—Tennessee. Address Want Column No. 576, care Standard Player Monthly.

HELP WANTED—Experienced Tuner and Player Repairman wanted. State references, experience and salary expected. Good position offered to the right party. Location—Milwaukee, Wis. Address Want Column No. 577, care Standard Player Monthly.

HELP WANTED—Live salesman wanted by large piano house located in New York. Will offer good proposition to first class man. Give references, experience, etc. Address Want Column No. 578, care Standard Player Monthly.

HELP WANTED—A first class tuner and repairman to work in shop. Permanent position. State age, experience, salary and whether married or single, when sending application. Address Want Column No. 579, care Standard Player Monthly.

HELP WANTED—Tuners and repairmen wanted, who are energetic, young and willing to work with a house where they will have a future. Largest organization in Wisconsin. Address Want Column No. 580, care Standard Player Monthly.

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Moving Pictures*



"Give a Thought to Music"

"Give a Thought to Music" is the film history of Music. It is a very interesting, historical picture with a strong selling appeal which will create Playerpiano sales. If this picture had been made purposely for you, it could not be a more striking ad for your store.

— and the picture gains and holds (for fifteen minutes) the attention of the thousands who visit the theatre.

Beautifully and convincingly it pictures the Playerpiano as the most desirable musical instrument.

Send for this picture and arrange to have it displayed at your local moving-picture theatre.

Here is your opportunity to secure some very effective publicity free of charge.

With the film you will receive a special stereopticon slide which may be flashed on the screen before the picture is shown, featuring it as an advertisement for your store.

Standard Pneumatic Action Co.
638-652 West 52nd Street - New York



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SELECTING GOAT SKINS IN INDIA
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From Mysterious India to Standard Player Actions

IF the Player Action could speak, it would tell you a fascinating story of India, and the curious method of curing and selecting goat skins of the finest quality, to be used for the valves of the Action.

It would explain the importance of the double set of valves with which the Standard Action is equipped, and why it is necessary to send to the opposite side of the earth to secure skins of the finest quality for these valves.

And it would tell how carefully the valves are made and regulated.

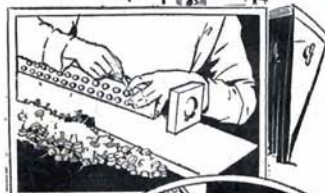
For the valves are the "Heart" of the Player Action.

The double set of valves give the Standard Player Action a strong, sturdy constitution.

This is the third of the eleven reasons why you should insist that your Playerpianos be equipped with the Standard Player Action.

. the other ten superior features of the Standard Player Action are:

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| 1. Pneumatic Tracking Device | 7. Regulating Rail |
| 2. Flexible Striking Finger | 8. Expression Pneumatic |
| 4. 5-Point Motor | 9. Governor |
| 5. Striking Pneumatic | 10. Accentuating Bellows |
| 6. Lead Tubing | 11. "STANDARD"
Craftsmanship |



REGULATING
PRIMARY
VALVES



REGULATING SECONDARY
BUTTONS

