

WE SAY

To those contemplating buying a Piano or Organ—Buy a good one. Of course we would like to have you buy one of ours, for there are none better, and our prices are as reasonable as possible for instruments of the highest grade, still, if you don't buy ours we urge you to buy a good one. Don't buy an instrument because the price is low. In 99 cases out of 100 that is proof positive that the instrument itself is a poor one. Pay a fair reasonable living price and get an instrument that will be a source of pride and satisfaction for your lifetime. Remember the dealer in inferior goods can always undersell the honest dealer in first-class goods. Don't forget the fate of hundreds of poor dupes who have bought cheap instruments. The fate of the several manufacturers of cheap instruments who have failed during the past 12 or 18 months ought to be sufficient to warn any intending buyer against this grade of goods. Two years ago these men were apparently on the high road to wealth. Their prices were so low that buyers were attracted. They boasted that they could not fill their orders. To day they are either entirely out of business or in a bankrupt condition without trade. Why? Because their instruments were so poor that in a year or two buyers were made painfully aware that they had been wofully swindled, and their neighbours and the public generally profited by their lesson and quit buying at once. Don't forget that the fools are not all dead yet. Don't be one yourself. Remember that if gold dollars were advertised for sale at 50 cents each there would be many credulous people who would send their money and be swindled. Serve them right, would be our verdict. Anybody might know that a first-class piano or organ could not be sold at less than cost of manufacture. Buy only from makers who have established a reputation for superior instruments. The DOMINION PIANO AND ORGAN COMPANY have this reputation. Better pay a little too much than too little. Err on the safe side. Dealers in first-class instruments will not ask you any more than living prices. Each of our instruments is warranted for five years. No manufacturer of strictly first class instruments warrants them for more than five years; and anyone who warrants for six or seven years does it as a catchpenny device for securing trade, and shows that his instruments will not sell on the same basis as first-class instruments. An extra year or two of warranty is thrown in just as a chronicle is given to sell a pound of poor tea. Another device is to offer instruments on short-time test trials, well knowing that the poorest instrument when new would remain in fair condition for a year or so. We do not ask you to buy our instruments on short test trials, but on the strength of ten years' test trials, which they have already had. Ten years' use of our instruments, supported by the endorsement of over 15,000 purchasers in all sections of this country and Europe, together with the testimony of the most critical connoisseurs and the greatest artists, ought certainly to be a guarantee of excellence such as no sane person can reasonably ignore or doubt.

Having had over seventeen years' experience, and during that time sold over 10,000 instruments, with business increasing every year, and having a thorough practical knowledge of the mechanical construction necessary to make a first-class instrument, I would say to intending purchasers, if you leave your orders with me I will guarantee satisfaction in every respect. You can't want more, but you do want that

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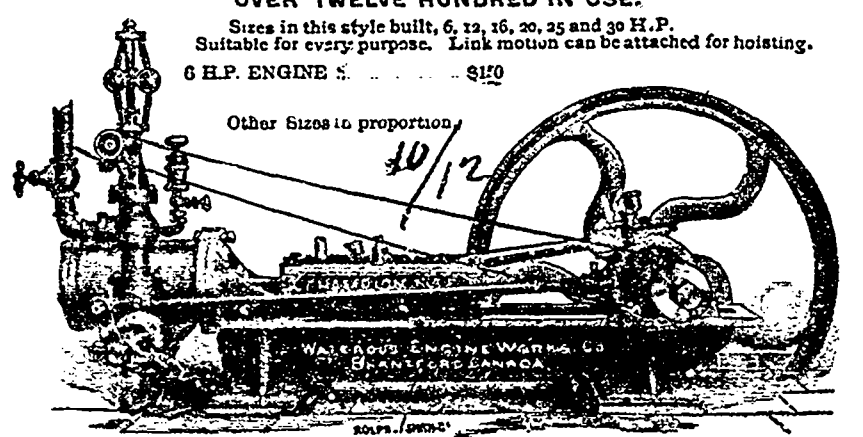
TO THE PUBLIC.
Rochester, N.Y., Mar. 21, 1885.

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