

## The Selling Value of The Name "Nordheimer"

A dealer's standing is measured by the reputation of the piano he represents.

There is well-founded pride and all-round satisfaction in representing a piano with the prestige of the "Nordheimer."

At the recent San Francisco Convention of American Piano Dealers, the fact was demonstrated and emphasized, that the really successful dealers are those who have built their businesses on the sale of high-grade pianos.

At no time is this so apparent as in periods of comparative dullness like the present. It is then that the reputation of a piano like the Nordheimer can be relied on to make sales when the medium-priced and cheap pianos cannot find buyers.

The prestige of the name "Nordheimer" is such as to establish the success of any enthusiastic dealer who undertakes its representation. Add to the leadership that the name "Nordheimer" signifies, the recently announced constructional improvements of the new Upright models—and you have a proposition strong enough to gain and hold the attention of any piano buyer.

Nordheimer representation has always meant a satisfactory connection. Now, with the exceptional selling points that develop from the new Tone Equalizing Bar, and the other new features of the latest Nordheimer instruments, to represent the House of Nordheimer is to place a wide gap between yourself and your hardest competition.

The Nordheimer Agency carries with it the envied privilege of representing the famous Steinway Pianos.

We are considering the re-adjustment of agents' territorial allotments, and we are seeking live representation for each district.

### **The Nordheimer Piano & Music Co.**

LIMITED

Corner Yonge and Albert Streets, Toronto