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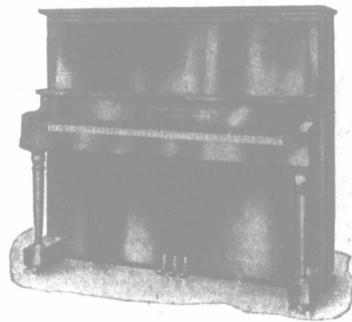
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The Sherlock-Manning 20th Century Piano is Canada's biggest piano value



STYLE 80

THAT'S no mere advertising claim, but a plain business statement, the truth of which we are prepared to prove. Pianos, you see, are just like high-strung colts—only worth so much to begin with. You know that as well as we do. The actual value of a piano, when ready to leave the manufacturer's shipping room, is solely determined by: 1st. The cost of raw material. 2nd. The cost of production. 3rd. Overhead expenses and selling cost, plus a reasonable profit. Some piano manufacturers charge a hundred dollars over and above all that for their names—names may be worth that amount extra, but we don't think so. Here are the reasons why we consider



STYLE 75

Sherlock-Manning 20th Century Piano

the greatest piano value in all Canada. Consider these reasons, not as they interest us, but as they interest you. Just now you can buy one of our *Easter Specials*—superb instruments in every way at a low figure. There are only a few left, and if you want the extra special Easter discount, best write at once. But consider the reasons why we believe you can save \$100 by buying a **Sherlock-Manning Piano at any time.**

Our factory is big and modern, thoroughly equipped with labor-saving machinery—a 20th Century plant in every respect. We employ skilled artisans only, each an expert in his particular department. We are in a position to buy lumber at the lowest figure for cash, and every inch of it is thoroughly kiln-dried on our own premises.

The quality features of the **Sherlock-Manning** 20th Century Piano include the famous Otto Higel piano action; the best imported Poehlmann wire; an extra strong full iron plate. All combined with expert workmanship and unsurpassed facilities reduces the cost of production to a minimum.

The selling cost of most first class pianos is enormous, because

of antiquated methods. We sell *direct* to our agents, or to you. Having no big road-force of travelling men to maintain at high salaries and higher expenses we are able to sell the **Sherlock-Manning** at a price that staggers competition. So, when you buy a **Sherlock-Manning** 20th Century Piano you save about \$100, and at the same time you know that *your instrument is unrivalled in brilliancy of tone—you know that you have a piano that's built to endure.*

The old style, commonly used action flange is made of wood, and is liable to be affected by atmospheric conditions. All **Sherlock-Manning** 20th Century Pianos have the famous Billings Brass Flange—the flange that endures. *It cannot be affected by weather conditions.*

Write to-day for full particulars and handsome art catalogue. We will prove to your satisfaction the initial economy and lasting value of a **SHERLOCK-MANNING 20th Century Piano**

SHERLOCK-MANNING PIANO & ORGAN COMPANY, LIMITED
LONDON, CANADA
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