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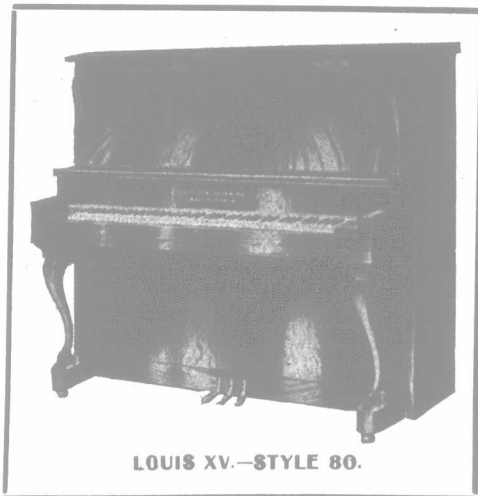
No. 1038

The difference in cost between the Sherlock-Manning 20th Century Piano —“Canada’s Biggest Piano Value”— and any other high-grade instrument

CAN you wonder why this superb instrument is called “Canada’s biggest piano value” when the following statements are true. Read them over carefully---study them---examine other high-grade pianos and form your own conclusions. Here are **facts---secrets of the piano industry.**

The Other Piano

\$...for raw material.
\$...for standard parts.
\$...cost of production.
\$...fair profit.
\$...salesmen’s salary and expenses.
\$...freight to agent.
\$...agent’s overhead expense.
\$...agent’s selling expenses.
\$...freight from agent to you.
\$...extra for the name.
\$...extra for the reference of musicians.
\$....



LOUIS XV.—STYLE 80.

The Sherlock-Manning Piano

\$...for raw material.
\$...for standard parts.
\$...cost of production.
\$...fair profit.
\$...freight **direct** to you.

These are the plain reasons why the Sherlock-Manning 20th Century Piano is “Canada’s biggest piano value.”

**We figure the difference to be about
\$100.00**

Reason the situation out for yourself. We state definitely that we can sell you a first-class piano at less money than any other firm manufacturing pianos in Canada. We are anxious for you to examine the proofs—to judge our claims for yourself.

Investigate. Ask to be shown. And you’ll find that every high-grade piano has—

- 1st—The famous Otto Higel Double Repeating Action.
- 2nd—Poehlmann Wire, the best imported.
- 3rd—A strong, full iron plate.

- 4th—Weickert Felt Hammers—the hammers that endure.
- 5th—Billings Brass Action Flange—the latest innovation.

But—why enumerate the Standard features of all high-class pianos? Write direct to us and ask for reasons why the **Sherlock-Manning** 20th Century is the equal of the best instrument you can buy—ask **us to prove to your** satisfaction that you can own one of the world’s greatest pianos and yet **save \$100**. Remember—this places you under no obligation to buy. You will not be pestered by salesmen. All we ask is **your honest judgment** of our selling methods. Write to-day.

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Sherlock - Manning Piano & Organ Company
London, (NO STREET ADDRESS NECESSARY) Canada