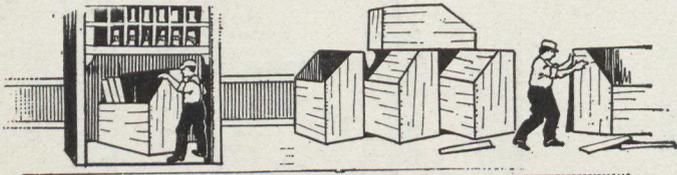


Harmony vs. Discord

HARMONY in the arrangement of a piano salesroom plays an equally important role in the making of a sale as harmony in the instrument to be sold.

When the prospective customer is protected from discordant, jarring



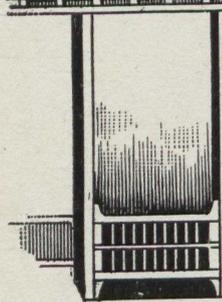
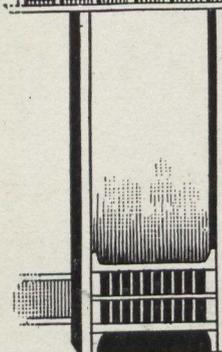
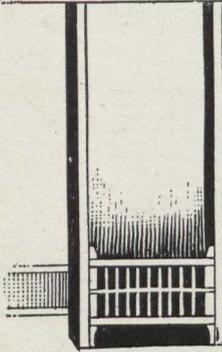
notes, and the general appearance of a show room is suggestive of luxury and refinement, the salesman's work is simplified.

To the average purchaser of a piano, the transaction is one of the utmost importance. Most people consider it an event in their lives. They are sensitive to the slightest incongruity in their surroundings when making the final decision, and many a sale has been lost through the mere presence of an unsightly packing case on the floor, which should have been stored elsewhere,

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The installation of an Otis-Fensom Freight Elevator enables the piano dealer to keep his selling space free from the intrusion of discordant influences. The upper floors may be used as store rooms and repair shops, while the danger of scratching or otherwise marring instruments is reduced to a minimum.

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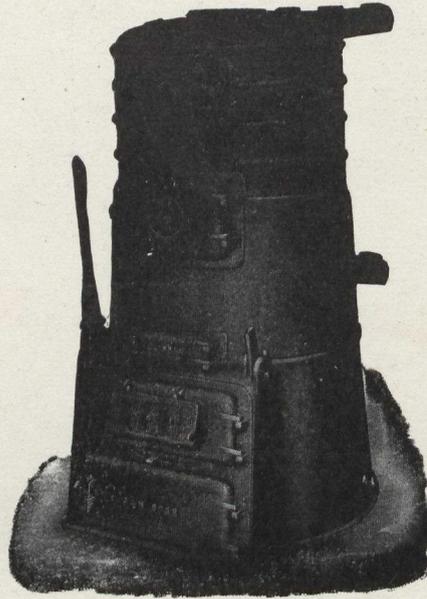
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