

**KNOW YOUR  
PROPOSITION  
—THEN  
PROVE IT**

*The only line  
equipped  
with  
Howard Patent  
Straining  
Rods*

**NEWCOMBE  
PIANOS and  
PLAYERS  
never suffer  
by comparison**

**T**HUS advised a captain of salesmen:  
If you don't know the needs of  
your prospective purchaser you can't prove  
your case to him. And if you can't prove  
your case you can't get his order.

☞ When you have made all preparations,  
when you are thoroughly familiar with  
your proposition—then prove it. Your  
knowledge will at once convince him that  
you know what you are talking about,  
and that you are in sympathy with his  
exact requirements.

☞ A dealer or salesman of that stamp  
with the Newcombe line at his back has  
a big field for profitable work.

☞ The individual dealer can easily get to  
know the needs of his prospects, and in  
the various styles of the Newcombe pianos  
and players he has the wherewithal to  
meet each one's need—and qualities to  
prove it.

**NEWCOMBE  
PIANO COMPANY  
LIMITED**

**Head Office - 359 YONGE ST.  
TORONTO - CANADA**

**Factory - 121-131 BELLWOODS AVE.  
TORONTO**