



Here's a Secret of Human Nature that applies to the piano business

Nine out of ten people who buy a piano, are more anxious about what their friends will think of it than what their own judgment tells them it is!

Think it over. People who buy a piano are never entirely satisfied with their own opinion, and are only quite at ease regard-

ing their purchase when friends and musical acquaintances have passed a favorable opinion on the instrument.

So, even when the piano has left your hands, the sale is not consummated in its fullest and most satisfactory sense until some weeks after the date of shipment. Now, when you sell a

Martin-Orme Piano

the same laws apply; but you know beforehand what the verdict of the most critical musical friend **must** be; you know that the gifted ones in the buyer's circle of acquaintance **must** enthuse and **must** applaud the purchaser's judgment.

Apply this undoubted tendency of piano buyers to your own business. Sell the instrument that turns what is a very human propensity into a source of future sales and active word-of-mouth commendation. Write for fullest particulars.

WE INVITE CORRESPONDENCE FROM AGENTS IN OPEN TERRITORY

THE MARTIN-ORME PIANO CO., LTD.

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