



Your trade of to-morrow depends largely upon your transactions of to-day!

Customers commend or condemn, according as they are pleased or disappointed.

The larger the turnover involved in each sale, the greater the importance of fully satisfying the customer. The tendency in modern business is expressed in the phrase "Let the Buyer Beware."

"Let the Seller Take Care," as opposed to the old and false reasoning of bygone days expressed in the phrase "Let the Buyer Beware."

The **seller** must take care that the customer gets full value; the **seller** must take care that each sale he makes will result in another satisfied buyer at his store; and this—in piano dealing—leads to the

Martin-Orme Piano

Let us sum up the advantages to both dealer and buyer of a transaction involving the sale of a Martin-Orme piano.

FROM YOUR STANDPOINT AS A DEALER

- Fair price.
- Has real talking points.
- Easy to sell.
- Upholds reputation of your store.
- Creates good-will that leads to future business
—the outcome of favorable mention.

FROM CUSTOMER'S STANDPOINT AS A BUYER

- Unequaled tone.
- Great value for money.
- Appearance.
- Non-deterioration with years.
- Pride of possession attaching to an instrument
that friends will ungrudgingly praise.

Get fuller particulars and the proof we can furnish.

WE INVITE CORRESPONDENCE FROM AGENTS IN OPEN TERRITORY

THE MARTIN-ORME PIANO CO., LTD.

OTTAWA

CANADA