

**KNOW YOUR
PROPOSITION
—THEN
PROVE IT**

*The only line
equipped
with
Howard Patent
Straining
Rods*

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

THUS 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**