

ATTENTION!

Puzzle Picture Hunters!

The following article relative to the merits of puzzle picture advertising is interesting. The "Musical Times," Chicago, one of the foremost piano periodicals in the country, is a conservative, reliable publication, which makes the following article all the more striking, and shows how easily some people are led to believe they are getting something for nothing, when they are given a certificate of \$25.00, \$50.00 or \$100 to apply on the purchase of a piano.

(From the Musical Times, Chicago.)

Artistic Advertising in Pianodom

A Few Selections That Show the Tendency of These Strenuous Times — How the Public is Invited to Come Into the Parlor.



If you will send us the solution of this picture, viz. Which is the boy and which the dog? we will send you a certificate for \$95.00 to apply on a piano. Catchem & Co. Piano Co. Chicago

An "ad" writer, who is connected with one of the largest piano houses in the universe, (of course, in Chicago), has spent the best part of his life promoting the interests of his house, at an enormous salary, by telling the inhabitants of this earth, in print, the advantages in buying his goods. In song and story, in puzzle pictures and guessing contests, he has gulled an unsuspecting public, bamboozled them exquisitely and trimmed them of their money in the most charming manner.

Modesty forbids him to blow his own horn, but his firm rapturously proclaims him the most genteel newspaper ad prevaricator in America. We are happy to have obtained a few samples of his genius, which we offer "free" to any house on Wabash avenue, or elsewhere.

Here is a hard one! You know, people like to get something for nothing, especially when one has not to work for it, I mean the puzzle picture craze! I respectfully submit one for the use of those houses, who have given away all their "profits" to the smart ones who can guess the difference between George Washington and a Zulu snake charmer.

This drawing is rather crude and might confuse some guessers, but to help them along, the artist kindly consented to tell them, that the boy is on the left side, holding a fishing rod, while the other, with the four legs, is the dog.

(Clipped from one of the country papers.)

Mr. and Mrs. E. Z. Mark went to Chicago on the 4th-milk train—to get a piano. Mrs. Mark has 14 certificates for guessing that "America is in the United States" and expects to obtain a number of pianos.—Punkville Gazette.

The above article has a serious side as well as the ridiculous. Think it over, and remember that something for nothing or any other get rich quick scheme results disastrously to the purchaser.

Pianos That Are Trustworthy

Have a market value like other articles of merchandise, and they don't have to be "bargain countered" away, nor require any questionable methods or any other something for nothing scheme. This is merely a note of warning, for pianos, like diamonds, must be bought largely on trust, unless the purchaser is an expert.

We sell all our pianos under an absolute one price system which guarantees the same treatment to all purchasers. We have no special inducements to offer, nor have we anything to give away, but we can furnish you the best instruments that money can buy, considering the amount that you wish to put into the purchase.

It is an easy matter for a company to increase the price of its pianos, come into a town, stay only a few months and then make the statement they are offering great inducements to the customer and are selling below cost, which are not facts. They are here to make money the same as any other firm, and the price of their pianos, after you have used up all their special inducements, will leave them a greater margin of profit than is realized by our company under its one price system, as absolutely honest value is put into our goods, and we are here to back them up.

STARR PIANOS
RICHMOND PIANOS
CHASE PIANOS
REMINGTON PIANOS

STARR PLAYER PIANOS
RICHMOND PLAYER PIANOS
CHASE PLAYER PIANOS

We are prepared to handle tuning by factory workmen, guaranteeing results. Also our drayage force is the only complete one in the city.

STARR PIANO CO.

931-933-935 MAIN STREET