

ALPINE MAIDENS.













Also Published as a Solo.

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Alpine Maidens.

We Deliver our Organs, Our Guarantee for 50 Years, Freight Paid, to Cash Buyers.

A business experience of fifty years has taught our firm that distant buyers can only be reached by offering inducements for direct orders. We have tried Agents, and have found, as a general rule, that they will push cheap goods. They consider anything good enough for their trade-buy the cheapest goods they can get, and sell at the price of first-class articles. To obviate this, we have reduced our Pianos and Organs to our former Agents' rates, and deliver the same to almost any railroad point, freight paid.

Your local dealer can only compete with our prices by offering cheap goods, which he will guarantee equal to ours. This is all nonsense. We make, buy, and sell 100 instruments where he sells one. Is it reasonable, under these circumstances, to suppose he can undersell us without giving you a cheaper class of goods?

OUR Lowest Price.

We have neither Runners, Peddlers, nor Traveling Agents, to eat up \$5 out of every \$6 profit we make. We can therefore sell on a smaller margin than other houses who adopt such expensive methods of doing business.

We have no Dealer Agents. Therefore do not have to pay \$20 for the privilege of sending our goods into your County; consequently, we have no occasion to sell from ridiculously high figures, and take off 1/4, 1/3 to 2/3 discount to suit circumstances.

We sell you at a low price, forced on us by strong city competition, and deliver our Organs, freight paid. That is, we sell you at our lourest city rates, and pre-pay the freight, thus giving you an actual discount from our lowest city cash prices, so that the more distant the sale the smaller our profit, and the greater your gain. We can afford to sell to distant points, and accept any profit as CLEAR GAIN.

We have but one price, and must therefore make it our lowest. Any Dealer offering to sell cheaper, will give you cheaper goods.

"Satisfaction, or No Sale."

We expect every Instrument we sell to act as our Agent, and as such, to effect other sales. To do this, WE MUST PLEASE YOU. Hence our offer, "Satisfaction, or No Sale." In selling, we give a guarantee for five years, in order to protect you against any flaws in workmanship, material, etc., and challenge any one to show a single case, during the past 50 years, where our House has sold a cheap or imperfect Instrument, and refused to exchange it.

Guarantees are so much waste paper, unless backed by responsibility. Remember! Any one can guarantee. In fact, the cheapest goods are guaranteed. Responsibility and square dealing can alone protect you.

We will sell you any Organ on our list and exchange it for a Plano within one or two years, at a small discount, you paying the difference in value between the Organ and Plano.



Our New Style Six Octave Organ will enable you to use a great variety of Piano Music,

OUR Cheapest Organs

We can sell you an Organ as low as \$50 and \$60, but do not recommend them, although inferior Instruments are sold and guaranteed, by other houses, at much higher figures.

OUR \$65 ORGAN will give you satisfaction; it has seven Stops and two sets of Reeds.

Fon \$80, \$90, and \$100 you get our leading styles, with Grand Organ Attachment, two sets of Reeds, 9, 11, and 12 Stops.

Other styles for Chapel, Lodge, and Church use are described in our Illustrated Catalogues, which we send on application.

Don't be deceived by flaming offers of 20, 25, and 30 Stop Organs. They act only in Octores, giving you the labor of pulling out five Stops for every one we use. They are worthless Instruments, of no value to any one.

Five and ten Octaves of Reeds is another meaningless offer used by cheap makers. Such Organs have only one and two sets of Reeds. Again, PRICE is no criterion of merit. Organs are sold at \$100 that would pay handsome profits at \$50.

We Give with Our Organs

The following articles, without charge, when selling to cash buyers: A Stool, Instruction Book, and twelve numbers of Peters' Organ Music, a Monthly Magazine containing over \$12 worth of late Sheet Music arranged especially to suit the Organ, and deliver our Organs, freight paid, to almost any railroad point, with the understanding that the Instrument may be returned, at our expense, if it does not come up to our description. Read our guarantee; it speaks for itself.

In selling Organs to Time Buyers, we expect about one-half cash, balance in equal monthly payments, say \$5 to \$10 per month. On such sales, we give an Instruction Book and 12 numbers of our Musical Magazine, and deliver the Instrument to depot in St. Louis.

Clean Record of 50 ear's.

It is a common custom for dealers to praise their own goods by running down other makes. Should our house, or our Instruments be singled out for abuse, LOOK UP OUR RECORD. You will find our House one of the oldest in the country (Established 1829). Our Pianos and Organs undergoing the severe test of school use, and giving satisfaction wherever introduced; our guarantee, as strong as we can make it, and remember! The abuse comes from some envious competitor trying to sell his own goods by running down our clean record of 50 years.

Inferior Instruments may be justly abused, but when an Organ, WITH A GOOD RECORD, is run down by a Dealer or Teacher, BUT IT. In such cases, as a general rule, the more the abuse, the better the Instrument.

