

November 16, 1914

Republican Pub. Co.,  
Harrodsburg, Ky.

Gentlemen:-

We have sent you by registered mail an edition of the "Art of Successfully Conducting a Piano Contest" "How to start a Contest and get Contestants" "Model Ad Book", "Pledge of Patronage Proposition" and "Win a Free Piano"/ The ad book should give you some good ideas for your ads.

You cannot spend time more valuable than to read these books of instructions carefully from beginning to end, and after the first reading read them through again.

At the second reading make notes on the margins of each information as appeals to you and seems to be fitted to the local conditions of your locality. We are always glad to help our customers and make their contest successful. Write us at any time for information and we will advise and help you willingly.

There is no reason in the world why you should not be able to conduct a contest with splendid success if you carefully post yourself on how to do your part in the matter, and you should get fine results from several more contests after your first one is through.

The books we send contain information which will enable you to meet and handle in the right way almost any condition that can possibly arise in your contest. Those who are the most successful with their contests and get the best helps in the way of largely increased trade, etc., are the ones who study our helps the most thoroughly and apply the principles set out therein, and advice given to their contestants, and in addition, put into the contest their own individuality and enthusiasm. The effort you put forth will go a long way towards bringing the results you want.

Thanking you for your patronage and trusting that we may be of service to you, we remain,

Very truly yours,  
BOSTON PIANO & MUSIC CO.

CREDIT MANAGER