

November 16, 1914

Republican Pub. Co.
Harrodsburg, Ky.

Gentlemen:

Herewith find a printed article, entitled "Important to Retailers Conducting a Contest Advertising Campaign". Carefully read this through three or four times. You can make your contest one of the biggest and best ever pulled off in your state if you will concentrate your thought and energy on the proposition or put it in charge of someone who will.

A Piano contest advertising proposition is the best advertising deal in the world when ably and correctly managed.

In the United States there are a million new families created every year and only one family in twelve on an average has a piano. The average life of a piano is from fifteen to twenty years. Each of the one million new families should have a piano to use in correctly furnishing their new home. Notwithstanding this great demand for pianos there is only a little over three hundred thousand instruments manufactured in the United States every year.

I repeat, read the enclosed carefully and write us for any suggestions we can give you and we will do our best in your interest. We want to feel the effect of your contest in Iowa City, and want to be able to consider it one of the best and biggest ever pulled off in your part of the country. Do your best and we will do our best in your interest.

Very truly yours,

BOSTON PIANO & MUSIC CO.

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