

The Harrodsburg Leader,
T. Sanders Orr, Ed. - Mgr.
Harrodsburg, Ky.
Dear Sir:-

Iowa City, Iowa.
4-25-15

We are in receipt of your communication of the 23d. inst, and have noted the contents carefully. We are sorry to state that we cannot entertain your proposition of taking back your goods and returning your notes. We have discounted your notes to a broker in this city, and we, therefore, could not return them, and if we should take back your goods, with your notes having been sold, we would be candidates for the penitentiary.

We always discount most of our customers' notes, in order to secure the ready cash with which to carry on our business. All large manufacturers and jobbers, selling goods on long terms of payment, do this, as it would be impossible for them to carry all their customers' paper. We do a nation-wide business, and if we attempted to carry all of our customers' paper, it would require an enormous amount of capital, which would be impractical. Your banker will inform you that it is a very common practice in the business world, and strictly legitimate.

We notice that you mention in your letter that such an action as you suggest, would save both of us trouble and legal expense. We do not understand why there should be any need for legal expense. We have fulfilled our contract to date, and we have not made any intimations that we do not intend to do so. We always fulfill that to the letter, and to substantiate this assertion, we are sending you, under another cover, a large package of bank letters received from bankers all over the United States. You can judge from these whether or not we have a reputation for dealing fairly with our customers.

If you do not care to proceed with your Advertising Campaign, we would suggest that you sell your goods at retail. Such pianos, as you have, retail in this country for \$350.00 and \$400.00. The watches sell for \$20.00 and \$25.00 each; the talking machine sells for \$20.00 and \$25.00. With a little good salesmanship you should be able to realize an amount equal to the sum of our proposition.

We had had a few customers, after purchasing our proposition, decide that they did not wish to carry out their campaign, and they sold their goods at retail, paying us in full. We are enclosing copies of several letters, which will show you what these men did. However, we believe that if you will go ahead with your Campaign and give it the attention it deserves, pushing it right along that you will secure more value for your money than by selling the goods at retail.

We have just received a letter from a firm in Minnesota, saying that they have just closed their second Campaign, and with very good results. They state, that on the last day of their first Campaign, their cash sales amounted to over \$2 000.00, and on the last day of the second campaign, their cash sales amounted to over \$4000. We are having this letter copied and will send you a copy in a few days. You can see from this what can be accomplished with our proposition, if properly handled. We believe you are just as competent to handle the Campaign in the best possible manner, as our Minnesota friend.

Very truly yours,
BOSTON PIANO & MUSIC CO.

CREDIT MANAGER

ELW HBB