

the clause at the foot of the left hand column which reads thus: "Should the Boston Piano & Music Company not have in stock at the time this order is accepted, a piano of the style and finish above described as a part of the consideration hereof, they are hereby authorized to ship any of the above named manufactures of equal or greater factory value". As the style number was that of the Segerstrom and this piano is listed on the order, we immediately ordered the factory to deliver one to you as specified by your order. If your order had specified a Krell piano we would have ordered the same for you as it does not make any difference to us what kind of a piano we ship to our customers. For that matter neither does the make of the piano affect the success of the advertising campaign for we have had just as great successes with one make as another. Under another cover we are sending you a copy of the piano buyers guide and on page 97, you will find a description of the pianos manufactured under the Segerstrom name and you can easily see from this description and from the copies of the letters enclosed that the Segerstrom is a high grade instrument.

Your statement that it is useless to start an advertising campaign in view of the conditions of business the last few months does not correspond with the reports we have been receiving from our customers who have closed their campaigns, recently. On the contrary now is just the time you need our advertising service more than any other for there is just a certain amount of ready cash in your community and the people are going to spend it where they are offered the best inducement. As an illustration let us tell you of what two of the dailies in this city have been doing. Several months or more ago, one of the dailies in this city, of which we have a number, started an advertising campaign in order to boost their circulation and they were very successful. Immediately after this paper had closed their campaign a second one started another and to date they report excellent results. Now another paper is thinking of starting a campaign and offering a better inducement because the two papers which have conducted campaigns have taken so many of their regular subscribers whose subscriptions expired during the life of the other campaigns that they feel they must offer some inducement in order to get the people to take their paper and thus avoid the loss of a large number of their subscribers. Poor business conditions did not keep these papers from putting on an advertising campaign and neither did they keep them from making a great success. Nor did poor business conditions keep some of our customers from making a great success of their advertising campaign. Notice the copy of Mr. Geltz's letter which we have enclosed. Does a \$1200.00 a day business look as if his advertising campaign was running at the wrong time? Also note your neighbor's letter, Mr. Estes. Notice what ~~he~~ says about the effect of the campaign on his business. After reading what we have written here and then reading the copies of these letters we know you will agree with us that now is just the time you need the advertising campaign most of all and we trust you will not lose any more valuable time in getting started.

On November 20, we sent you a set of notes which we asked you to sign and return to us in settlement of your account. We also gave you the privilege of the eight per cent discount for cash although the time in which you could take advantage of ~~the~~ either of these methods of settlement had expired. As you will notice the terms of sale provide that your account was to be closed within thirty days from the date of shipment either by notes or ~~cash~~ less the discount and if you failed to settle by either of these methods within the time specified the