

A Trade
Newspaper
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Magazine

Presto

All That
Helps to
Better
Business

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37TH YEAR.



JESSE FRENCH
President

JESSE FRENCH
and LAGONDA

GRANDS, PLAYERS
and PIANOS



MANUFACTURERS OF
ARTISTIC AND HIGH GRADE

PIANOS AND
PIANO PLAYERS



A name well known since
1875—44 years of square
dealing.

New Castle Ind January 9, 1920.

MR. PIANO MERCHANT,
U. S. A.

Dear Sir:

The year 1919 brought with it many unusual and trying conditions for the manufacturers: shortage of material and skilled labor, poor transportation, shortage of fuel, etc., and all tended to hold up production.

Now that the New Year 1920 is dawning upon us, illuminated with the greatest Prosperity in the History of the Piano Business, we wish to thank each and every one of our Representatives for their loyal and hearty co-operation during the past year, and to assure them that it is our desire to give them 100% SERVICE during the present year.

With all the handicaps mentioned, we increased our Production in 1919, and will increase Production this year, yet "QUALITY FIRST AND FIRST QUALITY" is our first consideration, and we will continue to give you the same high grade class of goods that we have given in the past year.

Again thanking you for each and every favor extended us during the Past, and with every good wish for a Most Prosperous New Year, we are,

Very truly yours,

JESSE FRENCH & SONS PIANO CO.

PRESIDENT.

JFSR*MB