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JESSE FRENCH  
and LAGONDA

GRANDS, PLAYERS  
and PIANOS



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

JESSE FRENCH  
President

*New Castle Ind*

April 17, 1920

MR. PIANO MERCHANT,  
U. S. A.

Dear Sir:--Personally speaking, we imagine you were one of the boys who liked to take Dad's clock apart and tinker with the spring and wheels--am I right?--and as the saying goes, "men at heart are only boys grown tall", we take it for granted you have curiosity to know something about the "inside workings", the why and wherefores of the superior tonal qualities of the JESSE FRENCH PIANOS.

All pianos look very much alike on the surface, but the real heart of a piano is the tone. One important fundamental causing the great wealth of full, rich tonal resources of our piano hinges on the acoustic rim and the sounding board.

The sounding board and ribs are of the best Vermont white spruce crowned by a half acoustic rim. The rim itself is made of alternating rows of maple and walnut securely glued and pressed in bowlike form, whose chief function when placed on the sounding board is to shorten vibration and create a perfect tone volume. Beside its meritorious relation to the piano, its different layers lend an artistic value to the finished product and help in sales production. So securely is the rim made that it is proof against checking, splitting or breaking.

Add to these advantageous features high grade material and superb workmanship which enter into the entire construction of our pianos and you have an idea of the "inside workings"--is it any wonder that YOU, Mr. Piano Merchant, can bank on the JESSE FRENCH line to boost your piano business?

Very truly yours,

JESSE FRENCH & SONS PIANO CO.

CBL/MT.

*Jesse French*  
President