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Established 1884 THE AMERICAN MUSIC TRADE WEEKLY 10 Cents; \$2.00 a Year

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JESSE FRENCH
President

JESSE FRENCH
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GRANDS, PLAYERS
and PIANOS



JESSE FRENCH & SONS PIANO CO.

MANUFACTURERS OF ARTISTIC AND HIGH GRADE PIANOS AND PIANO PLAYERS

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

New Castle Ind

June 19th, 1920

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Dear Sir:

We just wonder if you are awake to the marvelous possibilities of what may be accomplished in the piano realm today?

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We are prepared Mr. Piano Merchant, to supply you with a complete JESSE FRENCH LINE, to wit: grands, players and uprights--stop to think what a convenience and business building proposition it is to get a complete line from one manufacturer.

Many merchants throughout the country, and abroad as well have chosen this line year after year and merchandised it to their very decided profit and to the perfect satisfaction of their patrons.

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JESSE FRENCH & SONS PIANO CO.

per

Jesse French
President

CBL/MT.