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STEINWAY

The Instrument of the Immortals

The dealer's arguments in favor of the Steinway Piano are practically endless. In most cases the name alone is conclusive because Steinway is a name synonymous of leadership, which implies exceeding value. But there is another reason, not often referred to by salesmen, which is so logical that it is responsible for the sale of Steinway pianos in larger numbers each year—its true and provable economy.

Carefully kept records show that the Steinway piano bought today will be a pleasure and a delight to its purchaser for twenty, thirty or even forty years. This element of permanence definitely places the Steinway among the *least expensive* of all pianos. And this is the one great reason why so many of those who must consider the family budget before every expenditure but yet want supreme excellence decide that they cannot *afford* to buy any other piano.

The Steinway is Represented by the Foremost Dealers Everywhere.

STEINWAY & SONS

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