

THE MUSIC TRADE REVIEW



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Two Great Business Essentials

The two great essentials of successful merchandising are **VALUE** to the consumer and **PROFIT** to the merchant.

The Starck pianos possess **BOTH** of these essentials to a marked degree.

The excellent workmanship—the beautiful designs and attractive up-to-date styles, together with their wonderful musical qualities, make them the best possible value to the piano buyer who is particular about pianos, and who insists on getting instruments of grade and character.

The second or **PROFIT** essential is immediately apparent to the critical piano merchant who may take each Starck style and compare it in appearance and quality with other instruments which he is purchasing.

He will see at once the **VALUE** to **HIM** in a business way of a Starck alliance.

There are no extraordinary expenses connected with the **STARCK** business. The factory is managed on a clean-cut, scientific basis. System prevails everywhere and the instruments are produced under the most favorable conditions and sold to the dealer at prices which permit only a modest profit to the manufacturer.

Now, these facts are worth considering.

P. A. STARCK PIANO CO.

Manufacturers Pianos and Player-Pianos

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