Manufacturer's Sale of 5000 Pianos

Announcing an enterprise unparalleled in the history of American business

Copyright, 1914, Stone & McCarrick, Inc.

Copyright, 1914, Stone & McCarrick, Inc.

View taken from a panoramic photograph which was taken recently on the occasion of the Annual Outing of the 3500 employees of the Autopiano Co., and its associated industries.

STATEMENT by Richard W. Lawrence

"If a man will take care of his business, his business will take care of him."

And this announcement is the direct result of our strong belief in this principle.

We have built up what is generally believed to be one of the most successful businesses of its kind in the world. It is at least a progressive business. Employing a very large capital and having an organization of 3500 persons.

Just how to keep a big lot of men like these employed, in the piano business, in times when people are talking hard times and everybody is afraid of their shadows, has been a question.

But **we have solved it.** And we will tell you **how.**

In the first place, we believe, with President Wilson, that the hard times are largely psychological. We know that there is no sane or sound reason for depression or pessimistic talk.

The country has never had **such large crops** and they have never brought **such high prices**—with prices **still going up.** The people have never been so little in debt. There are fewer people have their farms and homes mortgaged—and there is more money deposited in savings banks than ever in the history of the country. Yet, knowing these things to be so, we realize that people think and talk about war, and depression, and panic and hard times—until the thinking and talking make them seem real.

Now, the way and the **only** way to offset such a state of mind, is to offer bigger values and bigger inducements for people to buy **now** rather than to put off buying until after the scare blows over.

We determined at the very first peep of the hard times war scare to make just as many pianos as we have ever made. To keep our organization intact, to the last man in it. To pay as high wages and salaries as we have ever paid. To pay increased wages for better service—just as we have always done—and we have done so and will continue to do so.

But the obstacle in the way was the piano dealer. He is timid with his capital. He said, "Pianos can not be sold in as large numbers as last year." He said, "Everybody is talking about cutting down expenses and retrenching, and it is hard to sell something like a piano, in the face of wars and a lot of pessimistic talk."

In plain, everyday words, the piano merchant got "cold feet."

But we said, **"These conditions as you describe them are not so."** We said, "You give the people bigger values than you regularly give them; give them a bigger inducement to buy. Make your payments easier. Cut your profits down—to one half what they usually are, and the people will buy just as many pianos now as they ever bought from you—

And we will assist you."

We told the piano dealers that we would meet them half way, (or more, if need be) in making better prices and giving easier terms of payment, so that they could go right ahead and do as much business as usual—but do it, at one half the profit, if necessary.

To that end we telegraphed to sixteen of the most representative piano dealers in America to come on here to New York and meet us in conference.

That was on August 20th.

When they reached here, we outlined what we had in mind and told them what we intended doing, and when they left New York, you never saw a lot of more optimistic business men in your life.

The sale, its terms and conditions which will be told of in another column in this advertisement, is the result of that meeting, here in our offices, and we commend it to every thinking person, who has any intention of ever putting a piano in his home.

(Signed) R W Lawrence

New York
August 25, 1914.

President
The Autopiano Company

The Autopiano Co., New York City, and its associated enterprises, make up the largest manufacturing industries in the piano and player-piano business.

Their combined capital amounts to nearly TEN MILLIONS OF DOLLARS.

They employ 3500 persons.

The distribution of their products is world wide, their selling and distributing organization extending to all parts of the globe.

They are intensely aggressive and progressive.

Yet, theirs is something more than a vast commercial enterprise, as they stand for a broad humanitarianism, of which this sale to keep their factories running to full capacity, and the photograph of their Annual Outing, reproduced above, are two good evidences.

Our house with fifteen other firms chosen to distribute 5000 pianos

One short month ago, if you told us that today, we would be launching the largest enterprise in the 40 years of our business career, we would have said **"IMPOSSIBLE."**

Yet, that is exactly what we are doing.

At the instigation of The Autopiano Co., New York City, which, with its associated companies are the largest manufacturers of pianos and player-pianos in the world, we announce the most admirable piece of business enterprise ever initiated by any American manufacturer.

It is a bold and audacious undertaking; bold in its conception; audacious in carrying it into effect.

Copyright, 1914, Stone & McCarrick, Inc.

It is not of our initiative. We did not have the slightest thing to do with getting it up.

The whole credit and honor goes to the master minds and directing genius back of the gigantic Autopiano Co.'s industries. They thought the whole plan out and put it into motion.

We are merely one of the 16 luckily chosen factors, in different sections of the country, through which the big enterprise takes final shape.

400 homes in our section to save the enormous sum of $41,550.

On August 20th, we were called to New York City, by a telegram from The Autopiano Co.

This telegram was responded to by our Mr. Marsh, leaving for New York that night.

On reaching the offices of The Autopiano Co. Mr. Marsh was told that our house, in connection with 15 others, had been selected to assist their factory in carrying out a big undertaking.

The proposition was gone into and thoroughly explained.

Mr. Lawrence, President of The Autopiano Co., explained that they proposed to go into a big selling campaign, notwithstanding most piano manufacturers were retrenching.

He told us that they intended to keep their factories going and their men employed, regardless of war scares and depressing talk.

He showed us by Savings Bank reports from all over the country, that the buying public actually have more money to spend, today, than at any previous time in our history.

He pointed out that people wanted pianos just as much during war scares, as they did when there were no war scares.

That it was only a question of reaching the customer, by making **prices lower than they ever were before.**

That it was only a question of reaching the customer, by taking **smaller payments than have ever been taken before.**

That it was only a question of reaching the customer, by giving **more attractive and inviting inducements to buy than were ever given before.**

They then made us a **definite proposition.**

And that it was a big, broad-gauged, generous proposition, can best be told by telling you that every firm that was asked to participate instantly accepted.

Mr. Marsh enthusiasm was so great he immediately sent us a telegram, which said in part; **"Will be biggest prestige builder of our career."**

What the individual buyer gains in reduced prices and easier terms

The Autopiano Co's. proposition was, in a few words, that they were going to distribute three thousand pianos and two thousand player-pianos, through sixteen large retail houses, in sixteen different sections of the country.

Of this number we were apportioned two hundred and fifty pianos and one hundred and fifty player-pianos.

The firms selected to carry this big movement to completion were carefully chosen for their standing in the section in which they do business.

A list of the various cities represented in this undertaking, is printed herewith.

The proposition hinged around one central thought, namely:

That pianos must be sold at reduced prices.

That small payments must be made an inducement to buy, along with the lower prices—especially during the first year.

To put the proposition so that you can grasp what it means to four hundred homes in our section; it is like this; two hundred and fifty homes, in our community, will get pianos of an average value of three hundred and fifty dollars each, for 266 dollars each, a saving of 84 dollars to each home.

One hundred and fifty homes, in our community, will get player-pianos of an average value of 550 dollars each, for 413 dollars each, a saving of 137 dollars to each home.

ONE DOLLAR is every cent you have to pay on making your purchase. The piano or the player-piano will be delivered to your home immediately.

You are then given 3 years and 8 months, (196 weeks) in which to pay the balance, as shown in the following tables—WITH NO ADDITIONAL CHARGE FOR INTEREST.

List showing sixteen cities in which this sale is being conducted.

Austin, Texas.
Cleveland, Ohio.
Des Moines, Iowa.
Denver, Colo.
Evansville, Ind.
New London, Conn.
Philadelphia, Penna.
Providence, R. I.
Rochester, N. Y.
Salt Lake City, Utah.
San Antonio, Texas.
San Francisco, Calif.
Sharon, Penna.
St. Louis, Mo.
Springfield, Mass.
Utica, N. Y.

If you purchase a piano

Your 1st year's payments will be	$1.00 a week for 52 weeks...	$52.00
Your 2d year's payments will be	1.25 a week for 52 weeks...	65.00
Your 3d year's payments will be	1.50 a week for 52 weeks...	78.00
Your 4th year's payments will be	1.75 a week for 40 weeks...	70.00
		$265.00

If you purchase a player-piano

Your 1st year's payments will be	$1.75 a week for 52 weeks...	$ 91.00
Your 2d year's payments will be	2.00 a week for 52 weeks...	104.00
Your 3d year's payments will be	2.25 a week for 52 weeks...	117.00
Your 4th year's payments will be	2.50 a week for 40 weeks...	100.00
		$412.00

¶ During this sale, the Piano Department will be opened of evenings by appointment, arrangements for which may be made by calling phone No. and asking for Mr. Marsh.

D. S. MARSH

Corner Main and Water Sts., Norwich

No. 230 State Street, New London, Conn.

¶ *All instruments sold during this sale will be delivered at once. Arrangements may be made, however, to have an instrument set aside, after being selected, to be delivered later.*

PUBLIC ACCOUNTANT'S BILL WAS FOR $545

In Thames River Specialties Co. Receivership—Hearing Before Judge Shumway.

In the superior court at New London on Tuesday morning, Judge Milton A. Shumway held a hearing on the account of Maunsell Van Rensselaer of New London as temporary receiver of the Thames River Specialties Co. Mr. Van Rensselaer was temporary receiver of the company for about two weeks before he was succeeded by Attorney Daniel M. Cronin, who is now acting in that capacity. A hearing on the account of Attorney Cronin, as temporary receiver, scheduled for Tuesday morning, was not held.

At the hearing Tuesday there was a hearing only on allowing a claim of $545 paid to Amos D. Albee of Boston, a public accountant, who made up the account of Mr. Van Rensselaer as temporary receiver. A portion of the claim was paid by Mr. Van Rensselaer and another portion was paid later by Receiver Cronin.

Mr. Albee testified that he was a certified public accountant and that he had been familiar with the affairs of the Thames River Specialties Co. since its organization, having helped to install the accounting system there. In June and July he had been employed by Mr. Van Rensselaer to close up his accounts as temporary receiver. He had been employed at the work 114 hours, 76 hours in June and 38 hours in July, making a total of 114 hours. In June he had submitted a bill for $325 for services and $50 for railroad, hotel and other expenses and in July he had rendered another bill of $150 for services and $20 for expenses.

Both bills had been paid, Mr. Van Rensselaer paying the first bill of $375 and Receiver Cronin paying the bill of $170. His charge was at the rate of $4.17 an hour, which is the customary charge for this kind of work. During the year 1911 and 1912 he had received $1,200 for services from the Thames River Specialties Co., which included expenses.

Mr. Albee testified that he had been an applicant for the position of temporary received of the company, making the application at the request of Horatio Bigelow, president of the company, and C. Hadlai Hull. He stated that he was not familiar with the conditions of the company at that time until informed by Mr. Bigelow.

The arguments on the matter were not made, Judge Shumway informing counsel that he would hear the arguments at some future time. Attorney Geary appeared for the majority stockholders and Attorney C. Hadlai Hull represented Mr. Van Rensselaer and the minority stockholders.

CONVENTION OF TEACHERS OF THE STATE.

Sixty-eighth Annual Meeting to Be Held in Hartford and New Haven.

The 68th annual meeting of the Connecticut State Teachers' association will be held simultaneously at Hartford and New Haven on Friday, Oct. 23.

Following is the New Haven programme for the session, morning and afternoon:

General meeting, Woolsey hall, corner College and Grove streets: 9.45, preliminary business meeting; 10, address, The Scholar and the Community, Rev. Charles R. Brown, dean of Yale School of Religion, New Haven.

Section Meetings.

High school, Hillhouse High school building, York square, room 201, third floor—Leader, W. A. Wheatley, superintendent city schools, Middletown. 11, address, Some Suggestions for Vitalizing High School Teaching, Stuart H. Rowe, principal Wadleigh High school, New York.

Principals and supervisors, Center church house, 311 Temple street—Leader, Oscar L. Burdick, Stamford. 11, address, Measuring the Achievements of Children, Dr. G. D. Strayer, Teachers' college, New York.

Elementary schools. Arranged by Thomas H. Patterson, Bristol.

Grammar division, First Methodist church auditorium, corner Elm and College streets—Chairman, B. W. Tinker, superintendent schools, Waterbury. 11, address, Prevocational Training, Stanley H. Holmes, superintendent of schools, New Britain.

Intermediate division, Woolsey hall—Chairman, Irving P. Colman, Milford. 11, address, Lost Motion in the Grades, W. S. Dakin, Hartford, supervising agent the state board of education.

Primary and kindergarten division, First Methodist church lecture room, corner Elm and College streets—Chairman, Jessie Scranton, New Haven. 11, address, The Kindergarten Child in the Elementary School, Prof. M. B. Hillegas, Teachers' college, New York.

Rural schools, Hillhouse High school auditorium—Leader, William E. Parker, Portland. 11, address, The Minnesota Rural Schools, Margaret McAdam, Blooming Prairie, Minn.

Music, Hillhouse High school, science lecture room, third floor—Leader, Estelle P. Cushman, New Haven. 11, address, The Appreciation of Music, Thomas Whitney Surette, Boston; 11.40, report of the status of music teaching in Connecticut, James D. Price, Hartford.

Vocational education, Hillhouse High school, room 11, second floor, front—Leader, F. S. Hitchcock, principal vocational high school, New London; chairman, Stanley J. Stewart, New Haven. 11, address, Opportunities, Possibilities and Dangers of Vocational Education in the High School, F. G. Bosner, Ph. D., director industrial arts, Teachers' college, New York.

Afternoon Session—Section Meetings.

High school, Hillhouse High school, room 201, third floor, front—Leader, W. A. Wheatley, superintendent city schools, Middletown. 2, address, Cooperation of All Departments in English Instruction and Practice, E. H. Webster, Technical High school, Springfield, Mass.

Elementary schools. Arranged by Thomas H. Patterson, Bristol.

Grammar division, First Methodist church, corner of Elm and College streets—Chairman, S. P. Williams, Bridgeport. 2, address, The Departmental System in Grammar Schools: (a) Its Advantages; (b) Its Disadvantages, J. H. Van Sickle, superintendent of schools, Springfield, Mass.

Intermediate division, Woolsey hall, corner of College and Grove streets—Chairman, Irving P. Colman, Milford. 2, address, The Future of Arithmetic, Dr. Fletcher Durell, Lawrenceville school, Lawrenville, N. J.

Rural schools, Hillhouse High school auditorium—Organized by William E. Parker, Portland. 2, Methods of Teaching and Management in a Rural School, Mansine D. Weidl, Danbury. This period will be devoted to a demonstration with a class of pupils ranging from the second to the eighth grades.

Music, Hillhouse High school, science lecture room, third floor—Leader, Clayton Hotchkiss, Stamford. 2, Sight Singing illustrated by a fifth grade class from Milford Central school, Annie C. Hayes, supervisor); 2.30, Chromatic Characters (illustrated by a seventh grade class from Dwight school, New Haven, Louise Griffin, teacher).

Trolley Killed a Fox.

A fine gray fox was killed at Shetucket park in South Windham Monday evening by the trolley car that arrived in Franklin square at 9.45 o'clock. Its head was cut off by the wheels. Motorman Dexter Church and Winthrop Abel took the trophy home with them.