

60 CARLOADS OF PIANOS

A Gigantic Deal!

This means two entire trains of thirty cars each would be necessary to land these 600 Pianos in Minneapolis.



A New Record Established!

The Largest Spot Cash Order Ever Placed for the Immediate Delivery of a

A Strictly First-Class Piano

The story As Told by the Musical Trade Press of America

From the New York Musical Courier. "The 'carload lot' sinks into insignificance before the giant order received by Geo. P. Bent for 'Crown' pianos early this week. There was a time when pianos were sold one at a shipment; finally came the big demand indicated by the 'carload lot.' Even the 'trainload' was talked about, but only in fun, until this week a 'Crown' order brought the term from fiction into fact. To be exact, the mammoth 'Crown' piano order was for sixty carloads of pianos! This is a statement to make one stop for breath. The concern that thus proved faith in the powers of the 'Crown' piano is Foster & Waldo. Viewed from the standpoint of the eastern piano manufacturer, the order of Foster & Waldo rises to proportions almost incomprehensible. * * * Foster & Waldo probably deserve credit for placing the largest single cash order for immediate shipment in the history of the piano trade. * * *

From the Chicago Musical Times. We believe we are correct in saying that this is the largest piano order for immediate shipment ever placed—and not only again shows the popularity of the 'Crown' piano, but gives an idea of the vast business transacted by that hustling, energetic, wideawake and progressive firm of Foster & Waldo, of Minneapolis. * * * The 'Crown' piano is a thoroughly fine, reliable, legitimate piano, and Foster & Waldo are thoroughly fine, reliable and legitimate dealers. * * *

From the New York Music Trade Review. The 'Crown' maker sells sixty carloads of pianos to Foster & Waldo for immediate delivery. Geo. P. Bent not only makes the 'Crown,' but he wears the crown for making the biggest sale on record. * * *

From the Chicago Indicator. George P. Bent received this week from Foster & Waldo, the Minneapolis dealers, an order for sixty carloads of 'Crown' pianos. This notable transaction suggests several thoughts. In the first place, it proves that the 'Crown' piano holds a high place in the esteem of the western people. The 'Crown' has sterling characteristics of its own that are so well known as to require no special exploitation. It is an instrument that quickly impresses its musical beauties upon the ear.

From the New York Music Trade. One of the largest orders ever given for a high-grade piano for immediate delivery was placed by Foster & Waldo with George P. Bent of Chicago. Foster & Waldo have experienced a rapid growth in the twelve years they have been in business in Minneapolis, and they are to-day considered among the strong and substantial business institutions of this section. The Crown piano is a thoroughly reliable high-grade piano, built on honor, of carefully selected material, by men who are qualified by years of experience, in a factory which is provided with every facility for prompt and meritorious work. The Crown is handled and pushed by many of the most progressive dealers in the country, and at all times they have given eminent satisfaction among the thousands of people who have bought and are using the 'Crown' piano.



The above represents the opinion of the trade press of America as to the magnitude of this deal and the merits of the "Crown" Piano. To this let us add that we have never in the history of our house sold a piano that has given better satisfaction. This establishes the unquestioned, absolute standing of the "Crown" Piano as dependable, commendable and recommendable. Twenty-four hours in the day, seven days in the week, four weeks in the month, twelve months in the year and all the years of your life you can depend on the "Crown." Time has proven this. It was a good piano five years ago, ten years ago, twenty years ago. It's a piano for a lifetime. What does this immense purchase mean? It means that a great sale will open at Foster & Waldo's TUESDAY, April 22nd, at 9:00 a. m. It means that now is the

People's Opportunity

To place a beautiful, first-class piano in their home at a figure they will probably never be able to obtain again. The eloquence of pure, unadulterated facts is conclusive. The deal is *genuine*, the piano is *genuine*, and the bargain you will get will be *genuine*.

Our easy terms of payment will hold good at this sale---cash or \$8 to \$10 a month.

FOSTER & WALDO

40 Fifth Street South, Corner of Nicollet.