

The Cote Piano Manufacturing Co.

of Fall River, Mass.

have got to sacrifice about 90 very fine new upright pianos here Monday and Tuesday

Through an error in billing, we shipped five carloads of pianos to a large firm in Portland, which were intended for New York and Boston houses, and while they are different brands from those ordered by the Portland house, they are finer and more expensive styles. Apparently taking advantage of our predicament, the Portland concern declines to take the pianos, except at a discount so far below the wholesale billing price that it would be laughable were it not so ridiculous.

We acknowledge the error, are willing to concede a lot, but we decline to be squeezed. Therefore, we have rented for a few days the large double store on the northwest corner of Park and Morrison streets, and have placed this entire shipment in there, ready for sale Monday morning at 8 o'clock, and we are simply going to paralyze retail prices in this city for the next two days, and I wouldn't be surprised if we sold the entire shipment before 12 o'clock Monday night.

We are going to offer these pianos at retail on terms of \$25 down, and \$10 a month, and for less money than we billed them wholesale to this Portland concern at our factory at

Fall River, Mass., and will even discount THAT 5 per cent for spot cash. We mean business, and intend to give them a little competition they haven't been looking for.

We intend to offer our finest piano—a piano that retails East at \$550—for \$285, on terms of \$25 down and \$10 a month, or 5 per cent less (\$270.75) spot cash.

And our \$525 style for \$265 time, or \$251.75 cash. Our \$450 style for \$215 on time, or 5 per cent less (\$204.25) all cash.

And we'll offer the finest \$400 piano turned out by any factory, for \$195 on terms of \$25 and \$10, or \$185.25 spot cash; and so on down to our \$300 piano for \$160 on time, or \$152 cash.

We mean strictly business, and have no time or inclination to mince matters. Come up against a "square deal" once.

For further particulars, see full column reader under head of "We Made a Mistake," on page 6, section 1, of this paper.

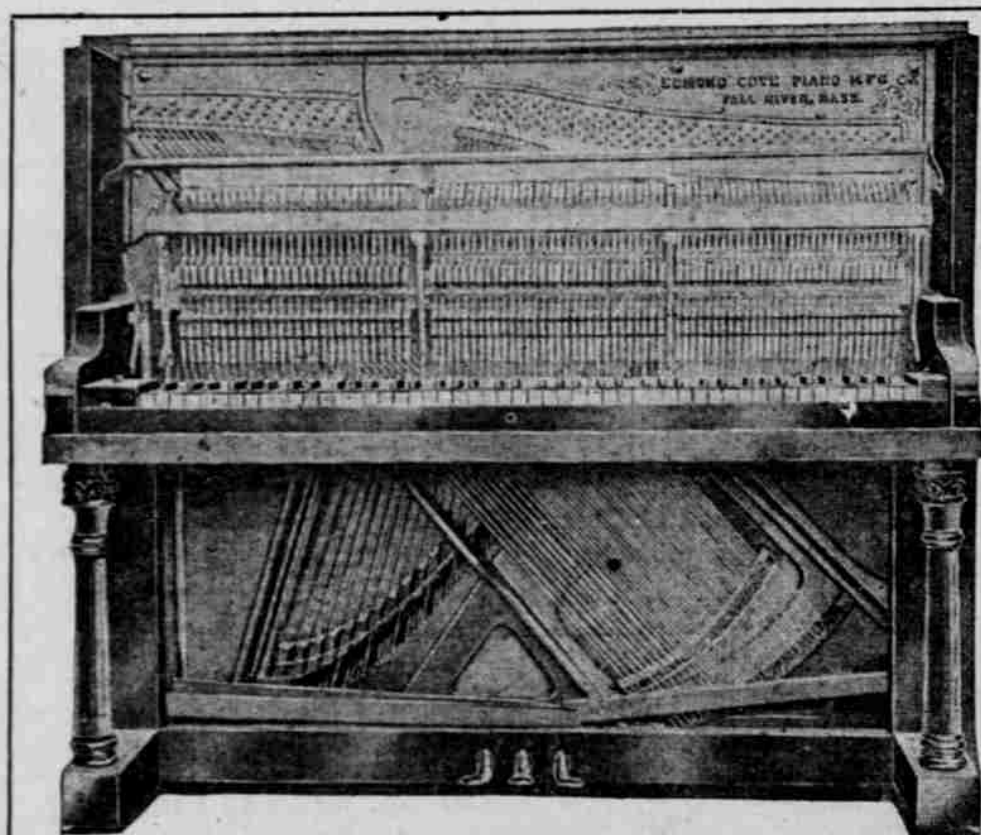
COTE PIANO MANUFACTURING CO.

361 Morrison St.

A. A. FISHER, Manager

361 Morrison St.

BELOW IS A PAGE FROM OUR CATALOGUE



STRIPPED—SHOWING INTERIOR.

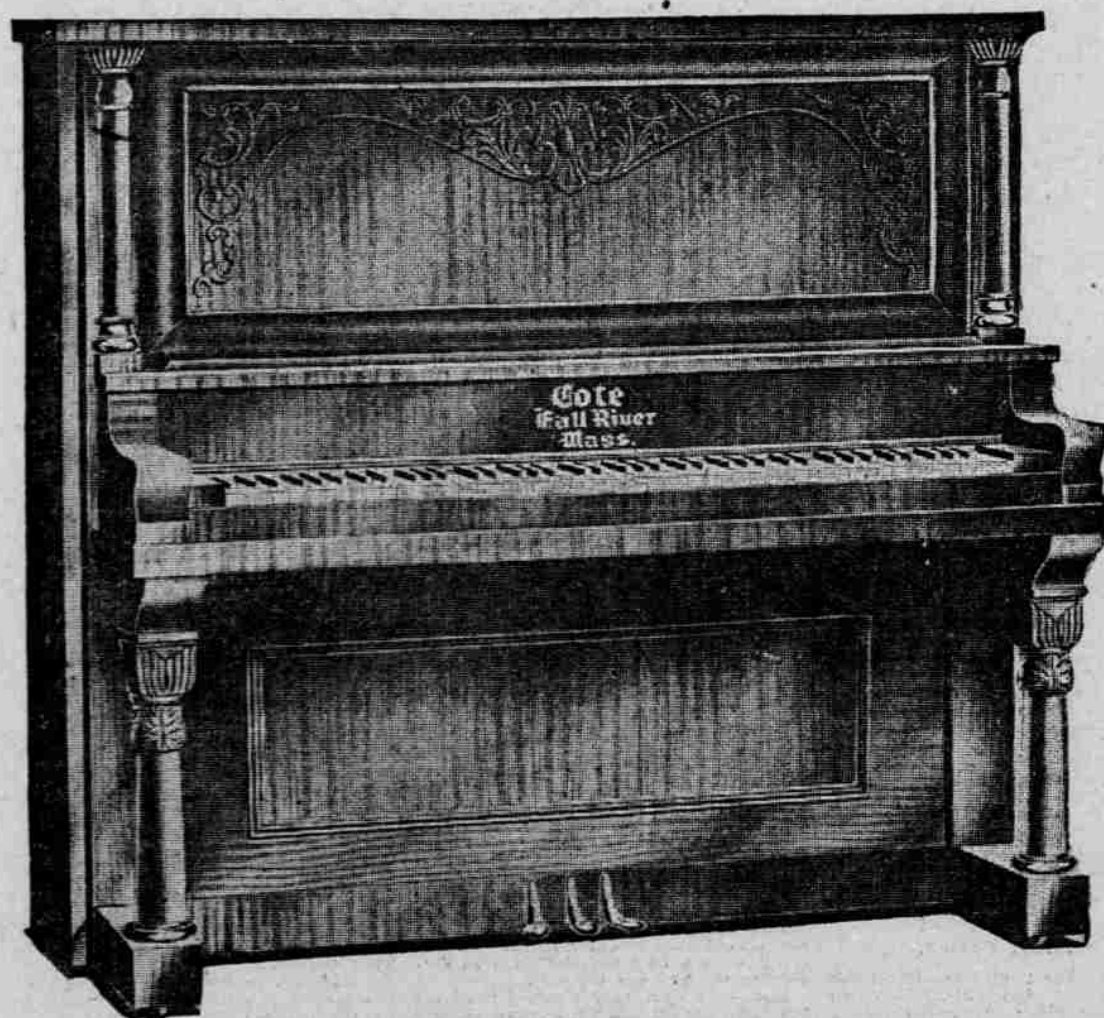
to endure incessant use for many years and withstand all climatic changes.

THE OTHER PARTS—What has been said of the parts described may be said of all the other component parts that go to make up this superb instrument, for it is the intent of the "Cote" Factory to turn out artistic, durable pianos of high merit. We allow no man to build a better piano.

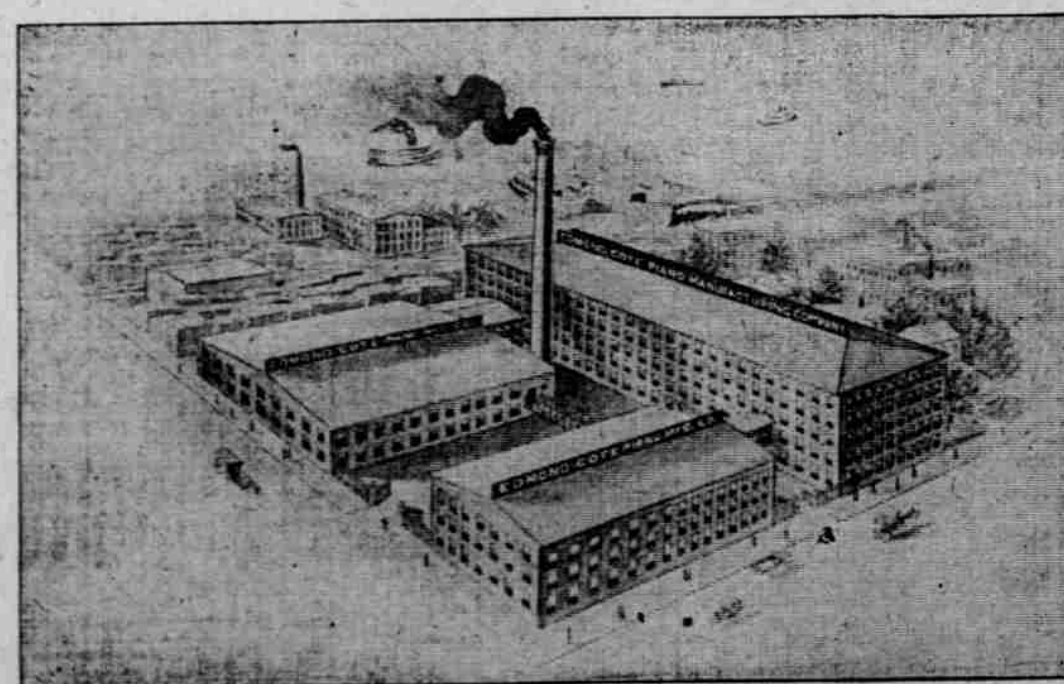
THE COTE PIANO ACTION

In producing a perfect action, there is much to take into consideration. It must be so constructed as to withstand the most powerful stroke as well as to respond to the most delicate touch. Upon this most vital part, depends the success of the instrument to respond to the feelings and moods of the performer. It is with these requirements in view that the Cote has striven to bring out an instrument that will not disappoint the purchaser; and that they have done so is very evident.

The action is of extra fine quality, double repeating, made of the finest materials, including hammers of the choicest imported felts; insuring a full, round tone, found only on pianos of the highest grade; the action rails and brackets are nickel plated; in short, this action is of strictly high grade, made



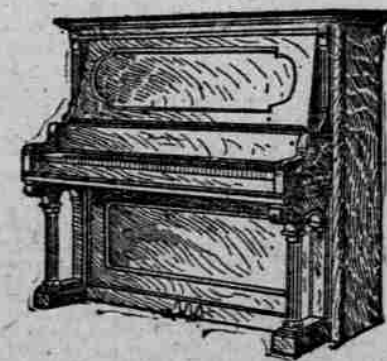
STYLE "C," RETAIL PRICE \$450, FOR SALE AT \$215.



COTE PIANO FACTORIES, FALL RIVER, MASS.

THE HOME OF THE "COTE"

Fall River, Mass., has the distinction of being the home of the "Cote." This illustration gives you an idea of the vast floor space devoted to the manufacture in all its details, of the superb instrument shown in this catalogue, as well as many others. Some 80,000 sq. ft. of floor space is teeming with life and activity. There are in the group of buildings three devoted entirely to the Company's use; the largest of these is 225 by 50 ft., five stores in height. In this building the general offices of the plant are located; the second largest building is 200 by 50 ft., three stories high, and the third 200 by 50 ft., one story. In these buildings is to be found everything necessary to make a first-class piano, and the whole is under competent management.



See all styles of our factory product at 361 Morrison Street For Sale at Less Than Half Price