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## How Piano Dealers Endorse Cunningham Pianos---

A Cunningham Piano was advertised by a carry-all store on several occasions, the original price being given as $\$ 400$, their price $\$ 95$, but fearing we'd get the number of the instrument and publish its pedigree, they carefully pasted a piece of cardboard over its number and otherwise mutilated the instrument. On each occasion this Cunningham Piano was advertised the salesmen of the store referred to were instructed to say to a customer that the instrument was already sold.

The history of this particular Cunningham Piano is as follows: It was sold to a Mr. Jas. Toy, of 4908 Lancaster Avenue, on July 27, 1893, which is now nearly twenty-three years ago, and, we suppose, was purchased by the store in question for the purpose of attracting buyers, as Cunningham-made Pianos always do. We don't object to our pianos being advertised by competitors if they come by them in an honorable way, but we are surprised at big houses using the tactics that were common in the days of haphazard piano selling. It seems to us, however, that some dealers must think it is yet a profitable practice.

Factory, 50th and Parkside Ave
Philadelphia Branches
52d \& Chestnut Sts.
2835 Germantown Ave.

## Old Seven the Baffler

## or the Hooker gets the Hook


$O_{\text {want to know how good a chewing yum }}^{H, \text { duell }}$ can be when made in the Sterling way?
One package of Sterling Gum will show you.解 and that seg if you If so, read points 1 to 6 now: Point 1-Crowded with flavor
Point 3-Crumble-proof
$\begin{array}{ll}\text { Point 4-Sterling purity } & \begin{array}{l}\text { Sold by nearly every } \\ \text { dealer who handles }\end{array} \\ \text { Point From a daylight factory }\end{array}$ Point 6-Untouched by hands
dealer who
chewing gum


The7-point chewing $S^{\text {um }}$
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The Sterling gum co., Inc., New York

