 Eitel Friedrich PIGS AND GOATS HAPPY














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## Looking Forward-

- The fulfillment of the idea to "save for the rainy day" and "old age" is to buy economically, not only in small purchases, but in all things, no matter how large.
ITo buy economically does not mean to buy that which is cheap, but where value is equal to purchase at the greatest saving.
I Pianos, no longer a luxury, but a necessity to the home where the future of the coming generation is considered, are a commodity that deserves much thought and serious consideration before purchasing.
I The most logical point from which to purchase your piano is the manufacturer who makes a high-grade instrument which he sells to the home direct.

I Piano dealers who buy and sell pianos in many cases have instruments of merit to sell, but the extra profits you must pay the dealer (viz., manufacturer, jobber, freight, etc.) do not increase the value of the instruments.

I 25 to 30 per cent is the amount you save when purchasing a piano from us, the makers.
I. Cunningham on a piano is a guarantee of the best in piano construc tion and durability, with the realization of having saved 25 to 30 per cent.
d Buy wisely.

## Special Cunningham-Made

## Player-Piano \$450

A full-size, 88-note Player-Piano that cannot be equaled by a dealer for less than $\$ 600$.

Feeling that comparison is the truest test of supremacy, we invite you to inspect the Player-Piano sold by others for $\$ 600$, and then come to us, the manufacturers, and compare these instruments to our Painter \& Ewing Player-Piano at $\$ 450$-then you will appreciate our statement.


IT PAYS TO THINK


## Factory: 50th and Parkside Avenue

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