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# REFRESHING 

 HONESTYPianos of uniform quality sell at uniform prices.

Pianos of uncertain quality sell at irregular prices.

We carry the only stock of pianos in Charlotte that sell at uniform prices.

By selling our pianos at uniform prices, we treat each customer with equal fairness.

The piano house of irregular prices sells a piano to one customer at $\$ 300.00$, and sells a duplicate of that piano to another customer at $\$ 240.00$. Is it right?

The ONE-PRICE, or uniform mode of selling, does not require a merchant to fix his prices below the rightful value of his pianos; therefore the objection on the part of other dealers to the operation of the ONE-PRICE policy evidently is that it prevents him from fixing prices above the rightful value.

If planos of a given make and style are uniform in quality, they are uniform in value; the dealer knows the rightful price-then why not fix a uniform or rightful price and treat all purchasers alike? Why require one person to pay more than another?

Do not forget that we are the only house in Charlotte carrying a line of planos that sell at uniform prices.

## CHARLOTTE PIANO CO.

(INCORPORATED)
W. C. COLEMAN, Manager.

213 North Tryon Street Charlotte, North Carolina

