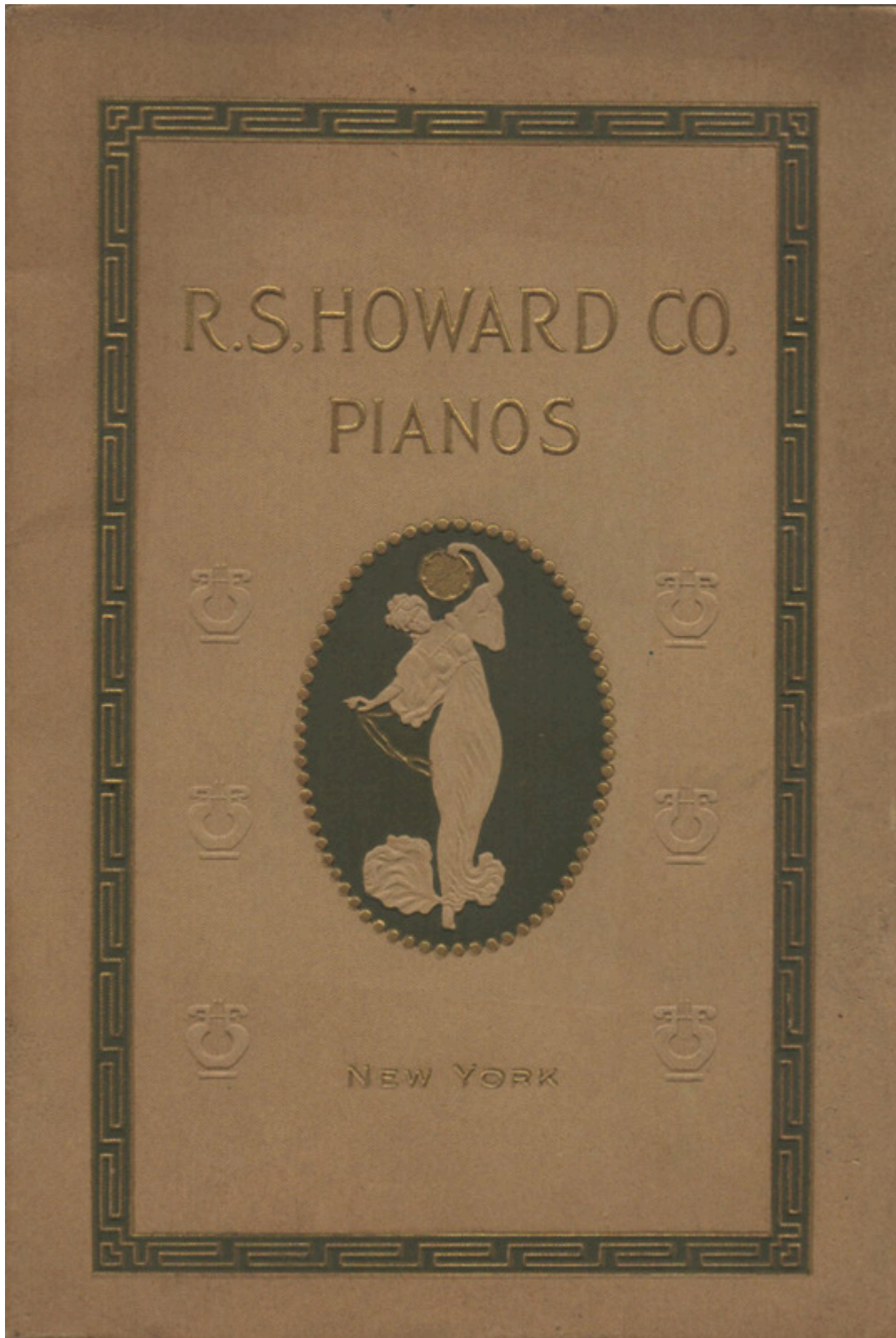




R.S. HOWARD COMPANY

Manufacturers
of the

R.S. HOWARD Co.
PIANO



Main Office
29 West 42^d Street
New York, N.Y.

Factory
64 to 78 Thirty-Fifth St.
Brooklyn

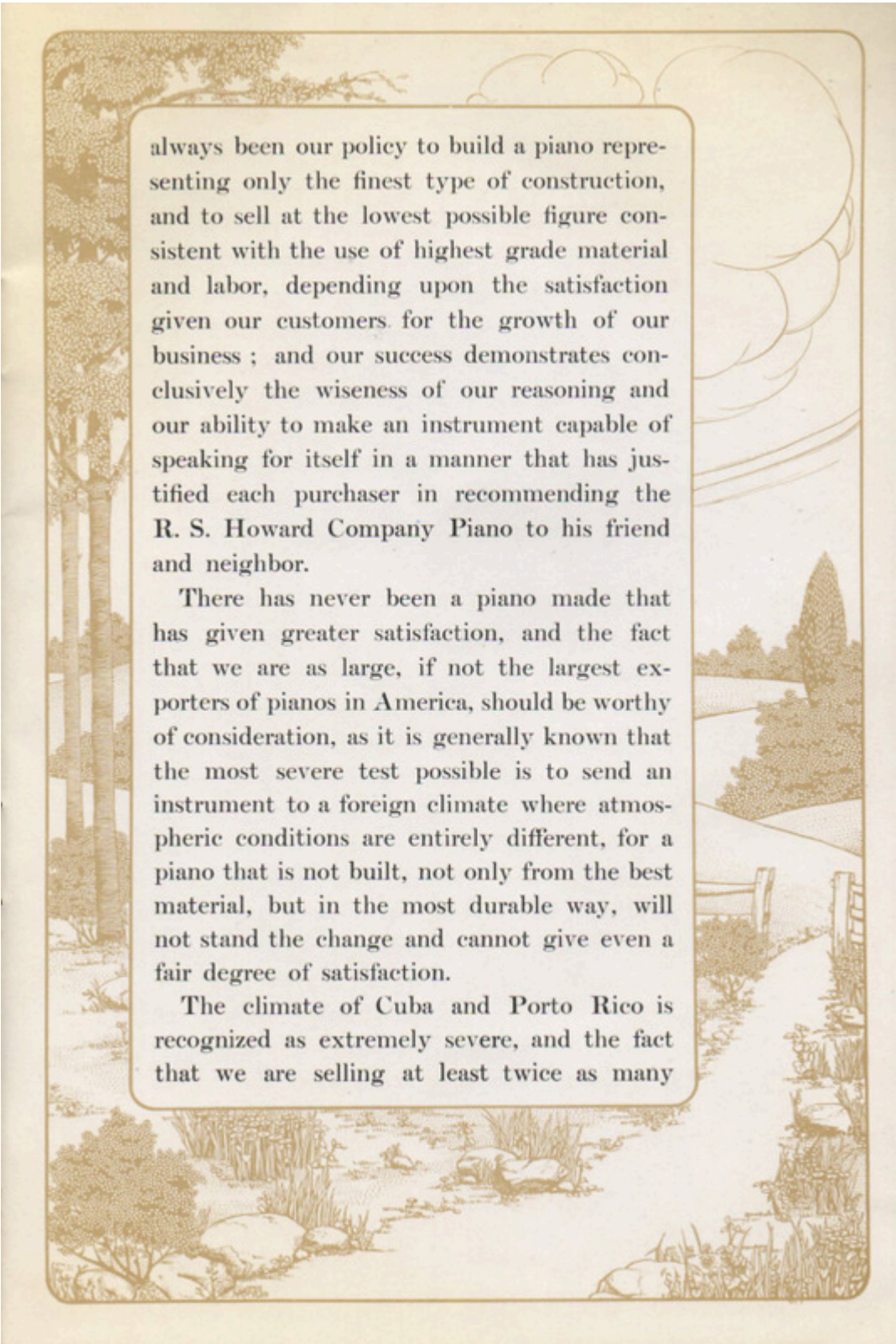


STANDARDS which determine economy in a purchase of any form do not lie in dollars alone. Dollars are but one term which governs the calculations. Over against them must be decided the really important measure, and that is value.

We do not pretend to sell you a thoroughly high-grade piano at a price below the actual cost of building an instrument of merit, but we do offer you a piano of the finest quality at moderate cost. In other words, we offer the R. S. Howard Company Piano, an instrument capable of satisfying the most critical expert, at the actual cost of manufacturing, plus only a moderate percentage of profit that is absolutely necessary in order that we might conduct our business successfully.

A piano capable of giving satisfaction and musical service cannot be built below a certain figure, and the highest price does not necessarily represent the greatest value to the purchaser.

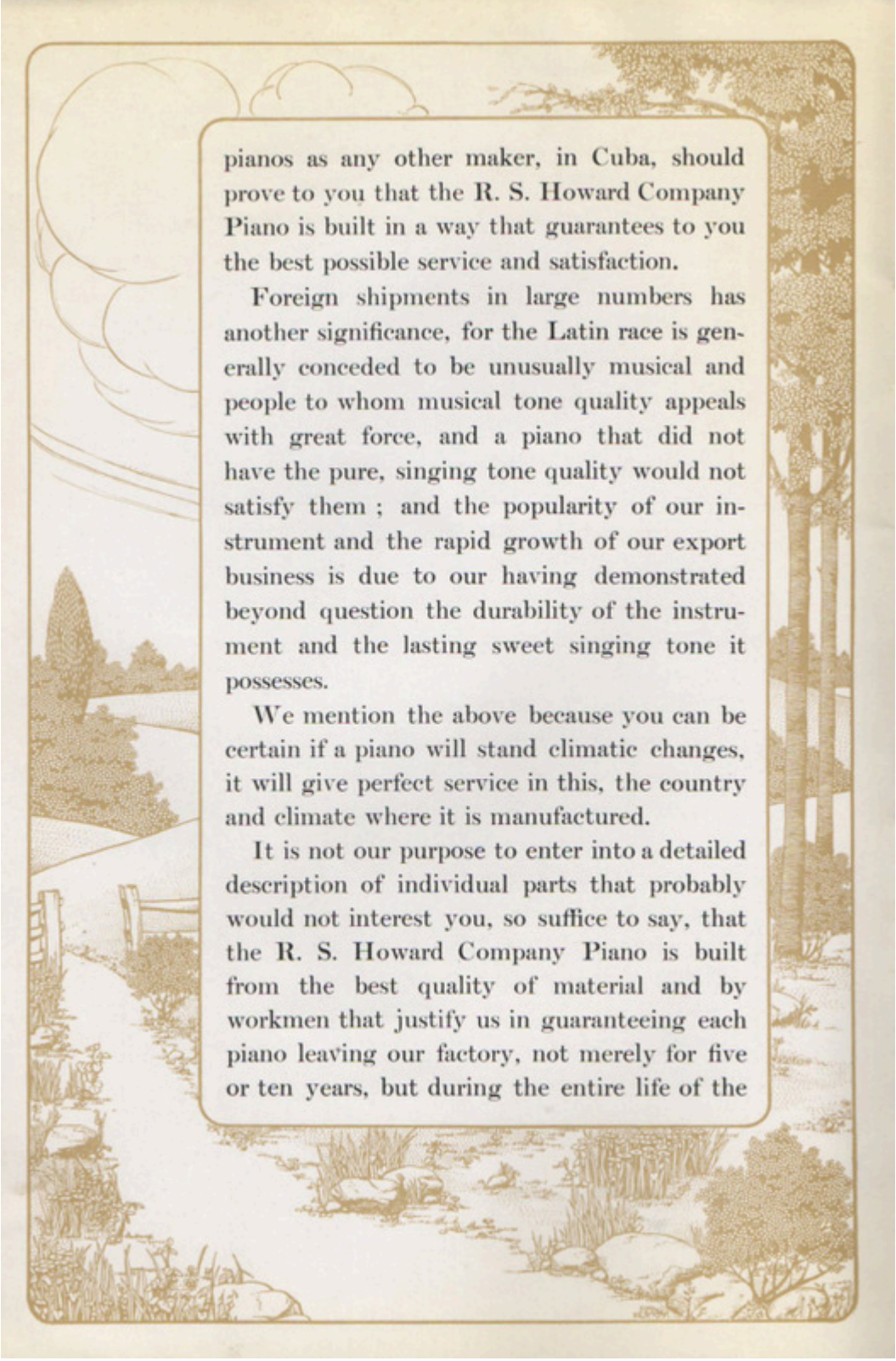
The R. S. Howard Company Piano is one of the most universally known and used pianos, our factory having grown from moderate proportion to be one of the largest in America, and this is due entirely to the fact that it has



always been our policy to build a piano representing only the finest type of construction, and to sell at the lowest possible figure consistent with the use of highest grade material and labor, depending upon the satisfaction given our customers for the growth of our business ; and our success demonstrates conclusively the wisdom of our reasoning and our ability to make an instrument capable of speaking for itself in a manner that has justified each purchaser in recommending the R. S. Howard Company Piano to his friend and neighbor.

There has never been a piano made that has given greater satisfaction, and the fact that we are as large, if not the largest exporters of pianos in America, should be worthy of consideration, as it is generally known that the most severe test possible is to send an instrument to a foreign climate where atmospheric conditions are entirely different, for a piano that is not built, not only from the best material, but in the most durable way, will not stand the change and cannot give even a fair degree of satisfaction.

The climate of Cuba and Porto Rico is recognized as extremely severe, and the fact that we are selling at least twice as many

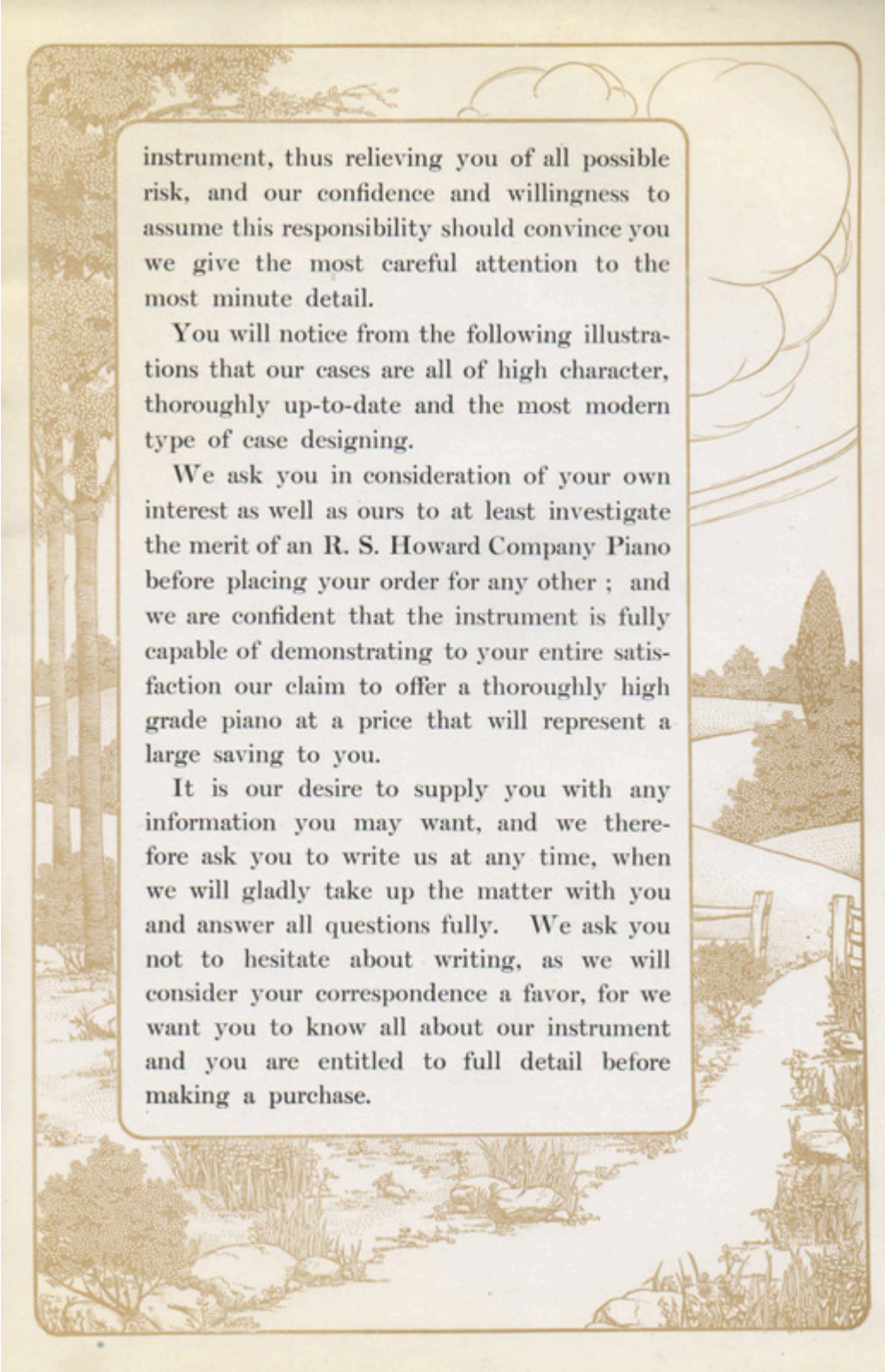


pianos as any other maker, in Cuba, should prove to you that the R. S. Howard Company Piano is built in a way that guarantees to you the best possible service and satisfaction.

Foreign shipments in large numbers has another significance, for the Latin race is generally conceded to be unusually musical and people to whom musical tone quality appeals with great force, and a piano that did not have the pure, singing tone quality would not satisfy them ; and the popularity of our instrument and the rapid growth of our export business is due to our having demonstrated beyond question the durability of the instrument and the lasting sweet singing tone it possesses.

We mention the above because you can be certain if a piano will stand climatic changes, it will give perfect service in this, the country and climate where it is manufactured.

It is not our purpose to enter into a detailed description of individual parts that probably would not interest you, so suffice to say, that the R. S. Howard Company Piano is built from the best quality of material and by workmen that justify us in guaranteeing each piano leaving our factory, not merely for five or ten years, but during the entire life of the



instrument, thus relieving you of all possible risk, and our confidence and willingness to assume this responsibility should convince you we give the most careful attention to the most minute detail.

You will notice from the following illustrations that our cases are all of high character, thoroughly up-to-date and the most modern type of case designing.

We ask you in consideration of your own interest as well as ours to at least investigate the merit of an R. S. Howard Company Piano before placing your order for any other ; and we are confident that the instrument is fully capable of demonstrating to your entire satisfaction our claim to offer a thoroughly high grade piano at a price that will represent a large saving to you.

It is our desire to supply you with any information you may want, and we therefore ask you to write us at any time, when we will gladly take up the matter with you and answer all questions fully. We ask you not to hesitate about writing, as we will consider your correspondence a favor, for we want you to know all about our instrument and you are entitled to full detail before making a purchase.



STYLE 2

Case double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons ; double repeating action ; three pedals ; ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 6 inches. Depth, 2 feet $3\frac{1}{2}$ inches.
Width, 5 feet 4 inches.

CASE

Mahogany, Walnut or Quarter-sawed Oak, Hand-carved to order.



STYLE 2



STYLE 3

A popular design of case, double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass, three unisons throughout ; double repeating action ; three pedals ; genuine ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 6 inches. Depth, 2 feet 3 inches.
Width, 5 feet 4 inches.

CASE

In Figured Mahogany, Walnut or Quarter-sawed Oak.
Plain panels if desired.

Solid Brass Pedals and Brass Hardware.



STYLE 3



STYLE 4

Beautifully figured case, double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons throughout ; double repeating action ; three pedals ; genuine ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 6 inches. Depth, 2 feet 3 inches.
Width, 5 feet 4 inches.

CASE

In Fancy-Figured Mahogany, Walnut or Quarter-sawed Oak.

Solid Brass Pedals and Brass Hardware.



STYLE 4







STYLE 7

Beautiful case, double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons ; double repeating action ; three pedals ; genuine ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 8 inches. Depth, 2 feet 3 inches.
Width, 5 feet 4 inches.

CASE

In Fancy Mahogany, Oak or Walnut.

Solid Brass Pedals and Brass Hardware.



STYLE 7



STYLE 21

Beautifully figured, massive case ; double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons throughout ; double repeating action ; three pedals ; genuine ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 10 inches. Depth, 2 feet $3\frac{1}{2}$ inches.
Width, 5 feet 4 inches.

CASE

In Fancy-Figured Mahogany only. Handsomely beveled plain panels.

Solid Brass Pedals and Brass Hardware.



STYLE 21



STYLE H. Grand

An instrument we are extremely proud of and consider the equal, if not the superior, of any grand piano manufactured, regardless of price.

DIMENSIONS

Length, 5 feet. Width, 4 feet 7 inches. Height, 3 feet 3 inches.

CASE

Made in Mahogany only. Oak or Walnut on special order.



STYLE H. GRAND



STYLE A

Player Piano

Case double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons ; double repeating action ; three pedals ; ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 6 inches. Depth, 2 feet 4 inches.
Width, 5 feet $4\frac{1}{2}$ inches

CASE

Mahogany, Walnut or Quarter-sawed Oak.



STYLE A. PLAYER PIANO



STYLE S

Player Piano

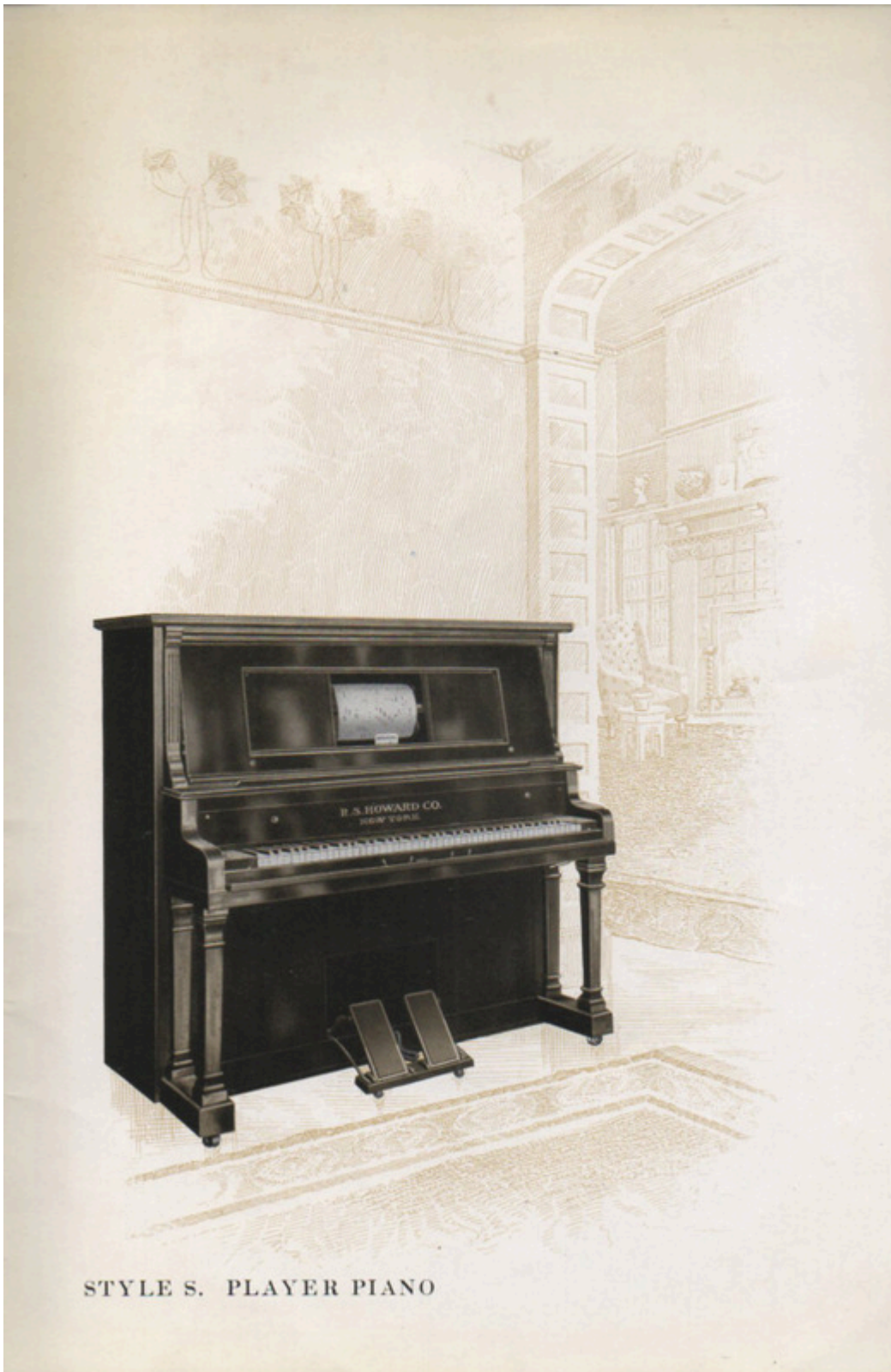
Case double veneered inside and out ; $7\frac{1}{3}$ octaves ; full metal strung bronzed frame, with overstrung bass ; three unisons ; double repeating action ; three pedals ; ivory keys and ebony sharps.

DIMENSIONS

Height, 4 feet 8 inches. Depth, 2 feet 4 inches.
Width, 5 feet $4\frac{1}{2}$ inches.

CASE

Mahogany, Walnut or Quarter-sawed Oak.





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