

In Two Sections—Section Two

MUSICAL MERCHANDISE

Section of the

MUSIC TRADE REVIEW

FEBRUARY 12, 1927

Make 1927 a Prosperous Year with HOHNER Harmonicas



"Hohner Boy"—Display No. 425
 Consists of a permanent display card, 31 in. high by 15 in. wide, with patented easel, containing twelve assorted Hohner Harmonicas to retail at 50c each. Price of assortment complete is \$4.00 and your profit is 50 per cent.

These Effective Dealer Helps Will Help You Do It

EVERY wide-awake dealer knows the value of a sales leader. And every Hohner dealer knows that harmonicas are leading the way to more and better business.

During the past year over 15,000,000 Hohner Harmonicas were sold to people of all ages, in all walks of life, in every city, town, and village. And every sale meant liberal profits and satisfied customers for Hohner dealers.

Thousands of dealers in every part of the country are now pushing Hohner Harmonicas. They were quick to recognize a real sales leader and just as quick to cash-in on the big business which is being created by Hohner advertising.

If you want quick sales, liberal profits and satisfied customers in 1927 put this attractive "Hohner Boy" display on your counter and tie your store to the big national sales campaign.

This display on your counter, a complete set of window strips and dealer's helps and a generous supply of Free Instruction Books will put you in line for *more* and *better* business during the coming year.

We are creating the demand for Hohner Harmonicas—all we ask you to do is help us supply it. 1926 was a record-breaker, but everything points to a greater volume of business in the coming year. Let us show you how to "Make 1927 a Prosperous Year With Hohner Harmonicas."



FREE INSTRUCTION BOOK

This attractive and helpful book of 16 pages, fully illustrated and containing six popular musical selections, is featured in all Hohner advertising. Every request for a copy at your store means a sale.

M. Hohner, Inc., Dept. 65, 114 East 16th St., New York

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

- Fascination
- Inspiration
- Education
- Entertainment
- Accuracy



- Health
- Portability
- Durability
- Convenience
- Popularity