

THE GALVESTON FIRE OF '85.







INTERESTING FACTS FOR THE BENEFIT OF ALL WHO INTEND PURCHASING A



- I. We (Thos. Goggan & Bro.) commenced selling Pianos and Organs in Galveston in 1866, with the intention of establishing a permanent business.
- 2. We have spent large sums of money and years of time in studying our climate, and changing the construction of instruments to suit the requirements of each section of our State.
 - 3. We take pride in giving satisfaction and sell only such instruments as will be certain to please.
 - 4. We superintend personally every department of our business and devote our whole time to its management.
 - 5. We take advantage of no one, we represent instruments to be just what they actually are in every respect.
- 6. We have tested the instruments of nearly all the leading manufacturers, and retained the agencies of those we believed would prove most satisfactory.
- 7. We have more money invested in our business than all music dealers in Texas combined, and being cash buyers, we secure lowest prices as well as agencies of the best instruments.
- 8. We have established a successful and permanent business by fair dealing, fair profits, good values and liberality to our patrons, and intend continuing the same principles.
 - 9. We sell Pianos and Organs as low for cash and on as easy terms as any house North or South.
- 10. We do not ask for notes or outside security on Pianos and Organs we sell on time, we merely take a lien on the instrument.
- 11. We do not have to transfer Piano and Organ mortgages, notes or any other securities to bankers or money-lenders as collateral to borrow money in order to carry on our business.
 - 12. We are not compelled to charge high prices for instruments we sell on time, to cover money-lender's shave.
- 13. We are in a position to protect our guarantees without risk to purchasers. This is well worthy of consideration, as the guarantees of irresponsible agents, dealers, and some manufacturers, are worthless.
- 14. We do not sell Pianos with a promise of keeping them in tune; to do this would compel us to advance prices considerably.
- 15. We do not send Pianos and Organs out on trial, as we believe this to be a shrewd dodge to confuse purchasers; it is a poor instrument that will not last a few months.
 - 16. We plainly state what we propose to do, and all promises we make will be faithfully kept.
 - 17. We are State agents for the world-renowned Steinway Pianos—the Peer of all made on the Globe.
- 18. We are State agents for the popular Emerson Pianos—thousands of which are in use throughout Texas, and every one gives full satisfaction. These Pianos are specially made for us, as the following letter will show:—

Messrs. Thos. Goggan & Bro., Galveston:

Boston, June 11, 1885.

Gentlemen—We wrote you in June, 188^t, and May, 1883, stating that you were our Sole Agents for the State of Texas, and we only warranted such Pianos as were sold to you for the *Texas Trade*; that your climate demanded specially prepared instruments, and each Piano would have your name on the name-board with our own. We now add that Pianos finished for you will contain all the changes and improvements your experience suggested as requisite, and the excellency of the instruments will no doubt lead to a still larger increase of sales.

Respectfully,

EMERSON PIANO CO.

To those who have not seen the Emerson Pianos, containing all late improvements, we will say, that while these instruments have always been fully up to the standard, they have recently advanced to the front, by the valuable changes and improvements adopted, which add much to the quality and volume of tone, and place the Emerson Pianos in the lead of all rivals. This is the opinion of all competent and unprejudiced critics, who have examined the improvements and know their value.

- 19. We might add considerably more that would be interesting, but we feel that any one who has read the foregoing and contemplates purchasing a Piano or Organ, will reflect seriously and decide that it is to his interest to buy from a house that is reliable, responsible, experienced, and whose aim has always been to sell worthy instruments at living profits, and conduct its affairs so as to secure a good name and give satisfaction to all its patrons.
- 20. We have two styles of Organs made specially for us; one we sell for \$75.00, and the other for \$95.00. The cases of these Organs are very beautiful, while the interior finish and tone qualities are all that could be desired.
- 21. We carry in stock all kinds of Musical Instruments, for wholesale and retail trade, such as Accordions, Violins, Guitars, Strings, etc., also all the new, standard, popular and operatic Sheet Music published, bound collections of Music, and Instruction Books for all instruments.

We will mail catalogues and price-lists free and courteously answer all letters.

THOS. GOGGAN & BRO.,

Cor. Market and 22d Sts., Galveston, Texas.