

**TORONTO.**  
188 YONGE ST.

**HAMILTON.**  
66 KING ST. W.



## Plain Prices in Piano Selling.

Our retail Piano and Organ business is the largest in Canada. The main feature of our business is that in our advertisements or upon our floors, the public are never in doubt as to the plain unmistakable net cash price of any piano handled by us. There is nothing unusual in advertising the prices of **USED** Pianos, but we believe that we are the only firm who plainly advertise the **NET** prices of **NEW** Pianos.

This has been a boon to the public, and is one of the secrets of our success. We here take the opportunity of quoting our net prices for Gerhard Heintzman Pianos.

Style 14, \$375, less 20 per cent. for cash, net \$300

Style 16, \$400, less 20 per cent. for cash, net \$320

Style 22, \$450, less 20 per cent. for cash, net \$360

Style 28, \$475, less 20 per cent. for cash, net \$380

### OUR OFFER AS TO TERMS

We offer to supply the Gerhard Heintzman Piano **on payments of \$15 cash and \$7 per month**, and instalment purchasers will have the privilege of buying during the present time at our net cash prices (see above), plus interest on the terms required. Write us or call upon us telling what terms will meet your convenience, and we will send you full information by return of mail.