

This is the Class of Advertising

appearing in Daily Papers in
Canada, that is creating sales for

GERHARD HEINTZMAN PLAYER PIANOS

The
Gerhard
Heintzman

Canada's
Greatest
Piano



GERHARD
HEINTZMAN

Limited

Sherbourne Street
Toronto
Canada

Taking the Shell Off Dad

THREE weeks ago—before the new player-piano came—he used to sit there in his armchair, with cigar and paper—just didn't "want to be bothered to-night."

But that's all changed now. The youngsters take him in tow as soon as supper's through—perch him on the piano stool with a stack of rolls feet high!

And dad has found there's inspiration and brain-rest as well as mighty good fun in sitting at the player-piano.

Dad's was a bad case, too! Stubborn!

But now that he's made his investment in MUSIC, he realizes what his life has lacked. He feels the joy he has brought into the home, the happiness into the kiddies' lives. The best investment of his lifetime!

Watch him as he plays—he knows that a Gerhard Heintzman is not an ordinary "player." Look how easily and expertly he handles the expression. See the beam on his face—isn't he proud of his performance?

"Yes, somebody has got the right idea," he says cheerfully at the end of an evening's music. "Playing all that good music, playing it yourself like a regular master, fairly takes you out of your shell."

Go to it, mothers and children! Take the shells off all the dads!

We'll gladly demonstrate the Gerhard Heintzman player-piano to you—any time you call. It has many exclusive features of construction; yet its price is unusually low for quality so unusually high.