Every Week-\$1.00 a Year.

Toronto, October 7, 1902.



YE OLDE FIRM OF HEINTZMAN & CO.

## 

## For Mail Order Customers

**T**HE size of our business by mail is a wonder to the piano trade. The explanation, in large measure, is in the confidence that the public have in our methods—fifty years of square dealing with the people of Canada.

These instruments will be found exactly as described, or money refunded. The terms are so easy that anyone, almost, can become an owner of one of these pianos.

--Heintzman & Co. Upright Piano, medium size. elegant case, carved panels, 7 octaves Almost as good as new. Regular price, \$350. A mail order special \$275. \$10 cash and \$6 a month.

— A handsome Howard American Upright Piano, new from factory, 4 feet 8 inches high, carved panels, adjustable music desk, beautiful walnut case. Manufacturer's price, \$450. A mail order special \$285. \$12 cash, \$7 a month.

--Standard Upright Piano, practically new, a magnificent looking instrument in large case. Manufacturer's price, \$375. Mail order special \$250 \$8 cash and \$5 a month.

-Empire Upright Piano, almost new, beautiful walnut case, large size, 7<sup>1</sup>/<sub>3</sub> octaves. Manufacturers price, \$350. A mail order special \$235. \$10 cash and \$5 a month.

We pay freight on these instruments to any point in Ontario, and make special rates when distance is greater. Handsome stool and scarf free with every piano.

