

ARCHITECTS OF MUSIC

To you piano retailers and salesmen the Newcombe Company is what the skilled architect is to contractors. Our claim to producing pianos and player pianos, planned musically and conforming to the highest modes of designing by the efforts of master architects, is founded on the experimental and inductive knowledge gained in continuous manufacture since 1870.

Newcombe instruments are noted for staying in tune. It stands to reason that the immense strain of the 228 strings in a piano pulling on the frame must cause some bending of the frame, and be it ever so slight, the tone is affected detrimentally. To counteract that strain has been one of the problems of piano building for years, resulting in numerous useless devices—and numerous devices have been and are now being used. There is, however, nothing quite so simple and effective, and quite so easily explained to the customer as the

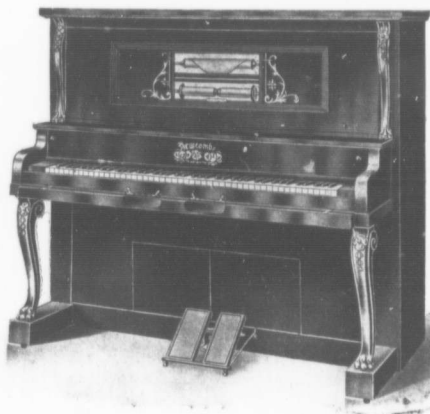
HOWARD PATENT STRAINING RODS

with which each Newcombe—and Newcombes only—is equipped.

The **NEWCOMBE** PIANO CO., Limited
HEAD OFFICE 359 YONGE STREET TORONTO CANADA

Factory - 121-123 Bellwoods Ave.

Agents wanted where not represented.



88 NOTE PLAYER STYLE 74

LOUIS XIV. DESIGN

Ready to Operate Automatically

MAHOGANY OR WALNUT

SIZE—Height, 4 ft. 6 in.; Width, 5 ft. 4 in.; Depth, 2 ft. 4½ in.