

This is a sample of the advertisements being run in the daily papers with large circulations.

This publicity is creating business for Gerhard Heintzman dealers.

A Great Big Place in Your Every-day

THERE are hours at home that seem empty—when weariness of the day's toil brings on the "blues" and the heart craves after the restful and stimulating. Those are hours when music yields its greatest charm, wins greatest appreciation.

Thus there grows a great, big place in your every day for a piano—a good piano. Good music is good medicine—and good music is satisfying only when expressed by a good piano.

When the moment comes for you to buy we feel sure that the Gerhard Heintzman will fill that big, vacant spot in life as no other piano could. It is genuine 24-carat goodness through and through, good for 365 days' pleasure each year—for many years to come.

In tone it has the bewildering richness that is ever a new inspiration. Sweet and soothing, mellow and sound, broad and fulsome—whatever the mood of the player it has an answering tone-quality that fascinates.

For it is Canada's Greatest Piano—built to-day with the same integrity as fifty years ago, with the added skill that comes of half a century's piano-craft.

Master artists have produced each design, master craftsmen have built each Gerhard Heintzman model. So it is a piano whose charm and finish enrich the refinement and distinction of any home.

Hear the Gerhard Heintzman—its entralling beauty of tone is instinctively appreciated even by ordinary ears. See for yourself how dignified is its strength, how charming its delicacy. Mark it as the piano whose outstanding merit wins for it the honor of filling that big, vacant place in your life and in the life of your family.

We welcome your inspection always. You know the convenient location of our comfortable, quiet showrooms. A courteous salesman is ready to give you every kind of patient attention.

Gerhard Heintzman

Canada's Greatest Piano

"The price is unusually low for quality so unusually high"

**Gerhard
Heintzman Ltd.**

75 Sherbourne St.

Toronto, Canada