

The Gourlay An Heirloom



ONLY a treasured possession that will not deteriorate with time is worthy of consideration to become an heirloom in the family. It must have a binding association of pleasant memories in the home—the enjoyment of which is recalled and lived over again by its very presence. The Gourlay piano is made with a solidity of construction that gives those wearing qualities, absolutely necessary in a piano that is to be used constantly for years.

A Gourlay for that reason is a gilt edge investment which repays itself a thousand times in life-long pleasure and joy derived from its never-failing appeal to refinement, beauty and character.

QUALITY is the first and last thought throughout the whole course of its fine construction. The materials used are of the highest grade procurable regardless of the cost. *Only when the Gourlay piano becomes the finished product of the most thorough artistic workmanship that scientific knowledge can devise—then only is the price figured.*

This Gourlay standard of quality first and price second is universally approved in musical centres. The fact that the Gourlay is constructed to weather the severest test of time and to hold its beauty of tone with reliable strength and character renders it a highly valued heirloom for any refined home.

Gourlay, Winter & Leeming, Limited

Head Office and Factories:
309-333 LOGAN AVE.

Toronto - Canada

Warerooms
188 YONGE STREET