



**GERHARD
HEINTZMAN**
LIMITED

TORONTO
CANADA

FACTORY
61-75
SHERBOURNE ST.

**HEAD OFFICE
and
SALESROOMS**
41-43 QUEEN ST. W.
opposite
CITY HALL.



GERHARD HEINTZMAN PIANOS

*"Built by a
Master"*

PIANO buying economy lies in securing the greatest possible value for your expenditure; it does not lie in paying the lowest possible price for a piano.

Perhaps in no purchase which your customers make for their home does it pay so well to pay for value as in the purchase of their piano.

Real value is not a matter of a well finished case. That is desirable and to be had with any good piano. But a well finished case may easily hide a poorly made mechanism.

The magnificent cases of the

GERHARD HEINTZMAN PIANO

celebrated as they are, yet are but incidental to the piano's value.

Here is a piano built with an earnest thoroughness, through the past half century, that carries it through years and years of exacting service. It is not affected by climatic conditions but preserves its marvellously rich tone indefinitely.

GERHARD HEINTZMAN PLAYER PIANOS

*"The player
for the
Home"*

NEVER before was it so easy for music dealers to put it within the reach of the public in their several territories to attain to an intimate knowledge of the best music.

There are countless owners of

GERHARD HEINTZMAN PLAYER PIANOS

who thank these instruments for a whole new world of culture and enjoyment.

Anyone can play a Gerhard Heintzman player piano. Its tone, case, and the care taken in its construction are all that you find in the Gerhard Heintzman piano. It is controlled by the best obtainable player action that it is possible to purchase.

Gerhard Heintzman players improve the musical atmosphere of the Home. The longer your customer owns one the more he will thank you for selling it to him.