

TWO SAMPLES

of advertisements that are assisting to
make the name

Gerhard Heintzman

a household word in Canada.

It's Economy if you purchase a **Gerhard Heintzman** PIANO

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 you make for the home does it pay so well to pay for value as in the purchase of your 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 tones indefinitely.

*Grand, Self-Players and Upright
Pianos of the Highest Grade Only*

Our Illustrated booklet mailed free.

Your present instrument taken as part payment

GERHARD HEINTZMAN, Limited

"Too Old To Learn"

is never applied to the
production of music with a

Gerhard Heintzman Self-Playing Piano

Many of the delighted owners of this celebrated player, are among those who are no longer young in years. In spirit, however, the possessor may well consider himself or herself young. Nothing else makes life worth living like good music—what else brings back so alluringly the remembrances of youth?

You will find every day finer and happier for the presence in your home of a

Gerhard Heintzman Self-Playing Piano

WRITE FOR OUR BOOKLET

Your present instrument taken as part payment
at a fair valuation.

GERHARD HEINTZMAN, Limited

Gerhard Heintzman, Limited

Toronto - Canada

FACTORY
75 Sherbourne St.

HEAD OFFICE and SALESROOMS
41-43 Queen St. West