

THERE are some things you can buy by the maker's name alone, and a good piano is one of them.

Style features vary—yet all pianos look much alike on the outside. Unless you are craftsman enough to judge the merit and structural refinement of a piano, unless your ear is trained to detect the beauties and shades of its tone there is but one safe and sound basis for preference—the **intention, ability and reputation** of the maker.

You can be sure of a good piano only when you know that the maker habitually means to make good pianos, has the factory resources to do it, has earned the reputation of carrying out his intention.

Half a century has gone by since Gerhard Heintzman, single-handed, made his first pianos. He is the oldest of Canada's piano-craftsmen. In making and marketing the first successful upright pianos, he stands out as a pioneer.

To-day his reputation is Dominion-wide. In every community the piano that bears his name is known as Canada's Greatest Piano.

Demand and factory to-day outstrip all the founder's original conceptions.

Yet the unvarying goodness is still built into every Gerhard Heintzman—the intention to build worthily passing from father to son.

No better piano can be made than the Gerhard Heintzman has **always** been. It embodies many exclusive tone-producing and tone-sustaining features. It takes in every new style-idea. It has the merit you look for in a lifetime purchase.

Its price is unusually low for quality so unusually high.

Gerhard Heintzman Limited

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