

The Gerhard Heintzman Piano Co.

The first element in the success of any enterprise is a practical knowledge of all its details.

For more than a quarter of a century Mr. Gerhard Heintzman has exercised this skill and knowledge in the production of pianos of the highest class. Realizing in the early years of his business life that the upright piano was undoubtedly the piano of the future, he devoted his entire energy and skill to its construction.

The almost universal preference now given to the upright instrument, both for convenience and general adaptation as well as perfection of tone, fully bears out the opinion then entertained by Mr. Heintzman. The Lansdowne piano of which Mr. Heintzman was sole maker, has been cheerfully acknowledged by musicians and musical authorities generally to rank first in Canadian make, and fully equal to the highest grade of American instruments. At the Toronto Exhibitions in 1880, 1881 and 1882, Mr. Heintzman secured the only medal for superior quality and general workmanship. The actions supplied are exclusively of the highest grade, are pliant and easy under the hand of the pianist and enable him to be either powerful or light in his execution. The leading points of excellence in the Gerhard Heintzman piano are *evenness of scale, great power, rich singing quality of tone, unapproachable finish and absolute durability*. The policy to which this firm has conscientiously adhered has been never to sacrifice quality of material and workmanship to lowness of price. Only first-class work is turned out, the finest materials are used, and the most skilful workmen employed. As all is under the personal supervision of Mr. Heintzman from commencement to finish, to every purchaser there is an absolute guarantee as to price and quality and general satisfaction. The designs are the perfection of taste and beauty, being both chaste and ornamental, and will be found to grace any drawing-room even when furnished in the highest style of art.

The present business is without a parallel in the history of