

Messrs. GOURLAY WINTER & LEEMING.

The Noted Piano Firm.

We copy the following article from the September 15th issue of *MUSIC TRADE REVIEW*, New York, whose editor has recently spent some time in Canada, and in this issue of his paper has made extended reference to many of the leading music firms throughout the Dominion.

In looking forward to our visit to Toronto and in all our plans for business and pleasure in the Queen's Dominion, the anticipation of meeting the firm of Gourlay, Winter & Leeming formed no unimportant part, in view of the reputation for enterprise and business capacity that this firm enjoys in New York music trade circles.

Not so many years ago it was the good fortune of the writer to meet from time to time the senior member of the firm, as, through his being at that time identified with one of Massachusetts's musical industries, his genial face and well-known form were often seen in the piano world of Union Square and 5th Avenue, so that within an hour or so after our arrival in the Queen City we presented our card at the elegant warerooms of the above firm, at 188 Yongestreet, and received a cordial welcome, which ended in an invitation to call again, as, ere our stay had lengthened into many minutes, the members of the firm were engaged displaying the beauties of their instruments to prospective customers, whose appearance indicated the requisite means and education to appreciate art in any form. In fact, during our stay in Toronto we found it hard to secure more than a brief interview with any member of this firm during business hours, as, despite its being the summer season and a dull year, their business was abnormally active, July and August, '94, we were informed, having broken the record of any other year.

Although individually Messrs Gourlay, Winter & Leeming have been identified with the Canadian trade for many years their partnership dates only from October, '90, a period so comparatively recent that we were not prepared for a business of such magnitude, and were led to wonder what forces had contributed to place this business in the front of the trade in so short a time, and what good fortune or combination of ability and circumstances led to their becoming so prominent a factor in the Canadian musical instrument industry.

Inquiry into the matter demonstrated beyond peradventure that whilst there have been a variety of causes at work in the evolution of this business, not the least among them lay in the fact that, to a remarkable degree, they enjoy, as a firm, the confidence of the music profession and the buying public in regard to their integrity and ability. It is admitted on every hand that in the management of their business they are guided by a standard of integrity that deems it a crime to allow a customer to be deceived in the slightest respect, regarding either the musical merit or intrinsic value of any instrument they offer for sale, whilst their many years' experience and ability is thoroughly exer-

cised in the service of their patrons, in order that their satisfaction may rest on the certainty that in dealing with Gourlay, Winter & Leeming they have secured the advantage of their discriminating taste in the selection of a piano.

Another factor may be mentioned here, namely, that they do not sell every and any make of piano, but have been very conservative and careful in selecting an aggregation of makes, that from an art standpoint are beyond rivalry in their totality of good qualities. To the cognoscenti the mere mention of such names as Knabe, Hardman, Fischer, Gerhard Heintzman and Karn as their chief instruments, will serve to emphasize this point in terse and vigorous language.

In referring to the above we must not forget that in the personnel of the firm they are a host in themselves, alert, aggressive, polite and tactful, with large experience of a buyer's wants and a fund of energy that is unailing; now planning a campaign involving large interests, now giving attention to some trifling commission of a customer, with a zeal that says they are bound to succeed, and withal, to win success by thoroughly deserving it.

As an instance of how this spirit is recognized, we publish here, a letter received by the firm during our sojourn in Toronto, and which they value highly, as it was tendered them by the head of an institution of which Toronto is very proud, "The Toronto Conservatory of Music."

TORONTO CONSERVATORY OF MUSIC.

20th July, '94.

MESSRS.
GOURLAY, WINTER & LEEMING,
Pianos, etc., 188 Yonge St.,
Toronto.

GENTLEMEN: In renewing for the fourth time the contract for the Conservatory piano equipment, it is only due your firm to state that our Board of Directors and Conservatory Faculty appreciate the honorable and straight forward manner in which all orders have been carried out, and feel it a pleasure to record their gratification with the high musical character and mechanical excellence of the pianos supplied by your firm from year to year.

Our work necessarily tests in a very thorough manner the pianos used for daily work in the studio, and also on the concert platform, and it is therefore with pleasure that we record our entire satisfaction with their superior musical excellence, and their ability to stand in tune under conditions so exacting.

It is only just to your firm to say that at all times and under all circumstances you have invariably attended to requests made by us incidental to the nature of our contract with the utmost promptness and dispatch, even when done at inconvenience to yourselves.

In short, I can say truthfully that it affords us much pleasure to be associated in a business relationship with your firm.

Very truly yours,

(Signed) EDWARD FISHER.

In concluding our reference to this firm, we cannot do better than quote the following from one of their own circulars, as it establishes a claim of great importance in estimating the character of their business:



ROBT S. GOURLAY.

THOMAS LEEMING.

F. W. WINTER.