

FRONT VIEW  
FACTORY

Gourlay, Winter & Leeming Factory  
Logan Avenue, Toronto.

WAREHOUSES AND HEAD OFFICE:  
182 YONGE ST., TORONTO

REAR VIEW  
FACTORY

Gourlay, Winter & Leeming Factory  
Logan Avenue, Toronto.

## THE IDEA BEHIND THE STATEMENT

### "Gourlay Pianos Are High-priced, But Worth the Price"

Nine years ago Gourlay, Winter & Leeming determined to make a piano that in point of musical and intrinsic value would be the peer of any instrument made in any country. The Gourlay Piano is the result. It was not the intention to make a piano to sell at any particular price, but to make it truly and well, and then set a fair price.

Any lack of knowledge or cheapening of workmanship will invariably affect the tone or the durability of a piano. One does not buy a piano often—hardly more than once in a lifetime—so the choice and purchase of a piano is of vital interest and worth a great deal of careful thought and investigation. It is a keen disappointment to a music lover to find that his instrument is lacking in artistic or intrinsic worth, or both, or that because of faulty construction it is deteriorating quickly.

The Gourlay Piano never disappoints.

And the reason why the Gourlay Piano has been such a marked success is this—the cost of manufacture has always been a secondary consideration. If by making a change in the method of construction or use of material we were able to accomplish a desirable result, that change was made.

Is this not the instrument you want?

The owner of a Gourlay Piano knows that those who play it or hear it played cannot make other than favorable criticism—no matter what their musical knowledge or experience.

Would this not be a matter of intense satisfaction to you?

It is the absolute and unvarying quality behind every Gourlay Piano that enables us to say, "High-priced, but worth the price."

TORONTO, 188 Yonge Street

ST. JOHN, N.B.,

168 Union Street

LONDON, ONT., 261 Dundas Street

CALGARY, ALTA.

220 Twelfth Ave. West

GOURLAY  
WINTER  
AND  
LEEMING