

Established
50 Years

YE OLDE FIRME OF

Heintzman & Co., Limited

Established
50 Years

Alteration Sale

Bringing Marvellous Bargains in Pianos

EVERYBODY'S OPPORTUNITY

Contractors and workmen are worrying us. "You must get these pianos out of the way," they say, "if the extensive alterations in your warehouses are to be carried out." That's the fix we're in, and that's why bargains like the following are going. Every instrument has been carefully overhauled before being offered for sale.

UPRIGHT PIANOS

Newcombe Upright Piano, medium size, rosewood case, 7 octaves, hand carved panels in top door, in first-class condition in every way, and a piano that will last for years. Regular price \$375.00. Special at..... **\$200.00**

H. S. Williams, Toronto, rosewood case, two hand-carved panels in top door, 7 octaves, medium size, in A1 condition, thoroughly overhauled. Regular price \$350.00. Special at..... **\$215.00**

Mendelssohn Upright Piano, Cabinet Grand, dark mahogany case, carved panels, 7 octaves, a very handsome piano that will be a credit to any drawing-room, thoroughly guaranteed. Regular price \$400.00. Special at..... **\$225.00**

Berlin Upright Piano, dark mahogany case, continuous music rack, carved panels, Boston Fall, 7 octaves, 4 pedals, in elegant condition. Regular price \$400.00. Special at..... **\$235.00**

Hell & Co., Guelph, Cabinet Grand Upright Piano, dark mahogany case, with three carved panels in top door, swing music rack, 7 octaves, two pedals and practice stop. Regular price \$400.00. Special at..... **\$245.00**

Prince Piano Co., Toronto, large Cabinet Grand, with three pedals, beautiful walnut case, 7 octaves, colonial design, a piano that is practically brand new. Regular price \$550.00. Special at..... **\$260.00**

Howard, Cincinnati, beautiful walnut case, Cabinet Grand, with three pedals, including orchestral attachment susceptible to harp, mandolin and harp effects, etc. This is a piano we can recommend. Regular price \$350.00. Special at..... **\$250.00**

Emnis & Co., Colonial Design, Cabinet Grand, with full length music rack, Boston Fall, three pedals, beautiful walnut case, 7 octaves. A piano that

has been very slightly used. Regular price \$400.00. Special at..... **\$255.00**

New York Webber Upright, medium size, walnut case, with beautiful hand-carved panels, two music racks, three pedals, one of the best pianos made in the United States, 7 octaves, in elegant condition and fully guaranteed. Regular price \$400.00. Special at..... **\$315.00**

Heintzman & Co., Toronto, Upright Grand Piano, magnificent case, Boston Fall, continuous music rack and nicely decorated top door, 7 octaves, three pedals. A piano that would be a credit to any drawing-room, and cannot be told from brand new, having only been used a few months. Regular price \$450.00. Special at..... **\$325.00**

SQUARE PIANOS

Vose & Son—Carved legs, square piano, rosewood case, in A1 condition, over-string scale, 7 octaves, with serpentine base. Finished back and front alike. Regular price \$180.00. Special at..... **\$125.00**

Mason & Risch, Toronto—Carved legs, square piano, with rosewood case, serpentine base, carved legs and lyre, over-string scale, 6 octaves, full iron frame. Regular price \$160.00. Special at..... **\$125.00**

Decker, New York Carved legs, square piano, by one of the best known makers in United States, with carved legs and lyre, rosewood case, serpentine base, over-string scale, 7 octaves, full iron frame. Regular price \$300.00. Special at..... **\$135.00**

Heintzman & Co., Toronto—Carved legs, square piano, with rosewood case, serpentine base, carved legs and lyre, 7 octaves, our own well-known make, with over-string scale, in the best possible condition, fully guaranteed. Regular price \$400.00. Special at..... **\$145.00**

EASY TERMS OF PAYMENT

Square Pianos

Under \$100.00, \$3.00 cash and \$3.00 per month.
Over \$100.00, \$10.00 cash and \$4.00 per month.

Upright Pianos

Under \$250.00, \$10.00 cash and \$6.00 per month.
Over \$250.00, \$15.00 cash and \$7.00 per month.
Discount of 10 per cent. for all cash with order.

Should quarterly or half-yearly terms be not agreeable, wire your selection at our expense and it will be set aside until terms can be arranged satisfactorily. Handsome stool and drape with each instrument, and freight paid to any point in Ontario, and proportionate amount to other Provinces.

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HEINTZMAN & CO., Limited

115-117 KING ST. WEST, TORONTO, ONT.

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PUBLISHER'S DESK

Branded Mitts and Gloves

The keen competition in the manufacture of leather gloves, mitts and moccasins has produced the natural result of many inferior and poor lines being placed on the market and sold as first class goods. Leather is very deceptive and few people know a good wearing skin when they see it. The result of all this was that the wearers of the inferior goods knew they were not getting value, but were unable to choose the shoddy from the good and so the demand for a branded article developed.

The A. R. Clarke Co., Limited, of Toronto, who have been tanning leather and making gloves for two generations and have a reputation to sustain, decided to stamp their goods and now every article made in their factory bears the stamp "Clarke," which is their guarantee to the wearer that the goods are as represented. It is also a protection to purchasers of leather gloves, mitts, moccasins, etc., against unstamped, shoddy goods. A. R. Clarke & Co., Ltd., have an advantage over other makers of these goods from the fact that they tan the leather in their own tannery and finish the article in their own factory, while others makers have to buy their leather, on which they, of course, pay a profit as well as getting poorer leathers. The wearer of Clarke mitts and gloves gets the advantage of these facts in extra wear.

"Your yard is pretty full of dogs," said the caller. "Are they all yours?" "No," replied the man of the house, flushing with resentment. "I'm not so durned poor as that!"—Chicago Tribune.