

Electricity is a Mystery

No one knows just what it is, yet it can be measured by meter
just like water.

Reputation, although not a mystery, is something intangible.

It is not measured by meter.

Reputation such as that possessed by the

Gerhard Heintzman Piano

is measured by the enormous number of Gerhard Heintzman
instruments in use throughout the world.

It is measured by the quality and quantity of Dealers exer-
cising the Gerhard Heintzman franchise.

It is measured by the number of live piano dealers appearing
on our waiting list for the Gerhard Heintzman agency—
dealers whom we would gladly accommodate were we not
already represented in their territory.

And when the reputation of the Gerhard Heintzman is
measured it rises high above that of all others.

With such a reputation is it not justly called

Canada's Greatest Piano?

Gerhard Heintzman, Limited

Sherbourne Street

TORONTO

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CANADA