

Gourlay Pianos

THEIR CHARACTER AND THEIR REPUTATION

THE reputation of the GOURLAY PIANO is due entirely to the character of the GOURLAY PIANO as at present manufactured—not to the character of instruments made twenty-five years or more ago.

Character is necessary to the upbuilding of a reputation. The GOURLAY reputation is in the upbuilding, therefore the character must be beyond question. This is the buyer's safeguard and assurance of permanent satisfaction with a GOURLAY.

Why purchase a piano relying upon a reputation due to the labor and skill of a former generation when the character of the instrument to be purchased is wholly dependent upon the labor and ability of the present?

Musicians and music lovers in every part of Canada have voiced their appreciation of the character of GOURLAY PIANOS—hence their reputation earned in six years as

Canada's Most Nearly Perfect Pianos

Booklet No. 6 tells of this appreciation. Write for it.

Gourlay, Winter & Leeming

188 Yonge Street, Toronto