## Passion Play

Miles of Pictures.

witnessing the great orighave all been hand paintcher should take the ad-

of Christ are depicted st Supper in the Garden before the High Priest. Herod the King Before Postius Pil. te emn. tion g the Cross lown from the Cross Jesus in the Tomb

of the sublime e people of Me icute Hat illustrating the Holy singing by W. Fryer. tay January 2, 1908.

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of \$500 or upwards to with the national association to the Livestock Co Ottawa, a list of its me eties affiliated in this way

## LUABLE MEDICAL PRESCRIPTION

nded by a Well-knows onto Doctor, Whose Love Humanity is Greater than Prejudice Against Pre-

following very valuable preon, by an eminent and successtysician, will be appreciated by
who are suffering from la gripps,
ough, pneumonia, or any throat,
or stomach trouble, or run-down
t, as it is a certain cure, and
ave many a doctor's bill. It is
a certain preventive as well:—
n you feel that you are taking
r have chilly feeling or aching
y part of the body or head, or
eak, tired, dizsy, unfit for work,
n the head or back of the neck,
t neglect these dangerous sympbut send immediately to your
ist and get a bottle of Psychine
unneed Si-keen), and prepare as

rry, whisky or water, 2 tesils.
ice of the latter can be made
ing to the judgment and preof the patient.
thoroughly and take regularly
each meal and at bedtime."
prescription has been used in
index of cases and has been so
sally successful that a number
ling physicians regularly are ng physicians regularly pre-sychine in their practice for the above troubles, or any run wasting or constitutional diff-It is the most reliable and a home remedy. It tones uptire system, giving a feeling of

For J. & T. Bell's

SHOES

bed formed which plans to spend \$1,500,000 in Irritating 300,000.45 res of land immediately tributary to Medicine Hat, and to erect a large sugar-best factory in the district. And the series of land was making a company, seeing a superior factory in the district. And the series of the many in the district and the series of hogs will be raised application to the town for a raised in the district. And the specific complete the series of the series

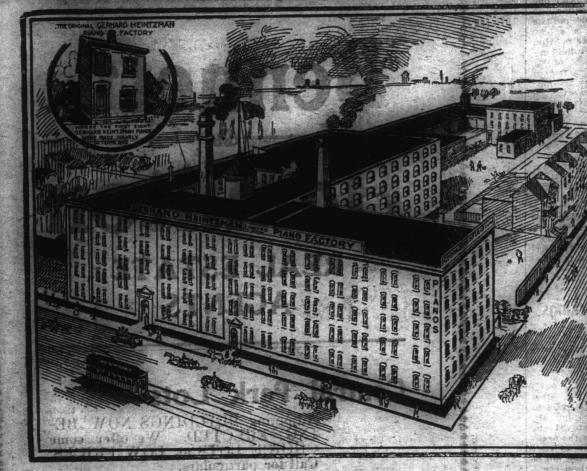
For Sharper and peter having the case the walk whether the case is easy and the case the walk whether the case is easy and the case the case the case that the case is easy and the case the case that the case is easy and the case the case that the case is easy and the

been formed which plans to spend struck in the arst well. He piped it the roundhouse you might a where will overcome the evil now claimed

\$1,500,000 in irrigating 300,000 ac anto a number of nouses and supplied pick up a pin at midnight, and as a to exist in the present methods of de-

s the new and better shaving

ShavingStu



tions have been so frequent and from such reliable sources that we are forced to believe that they have adopted the gas bag system as their particular method of doing business on our stamping ground, and we deem it our bounden duty as well as a very great pleasure to punch a hole in it as vigorously and expeditiously as we know how.

that has been visited by this genial

pair, has told us that they stoutly maintained that the Gerhard Heintz-man plane was "no good." This "no good," which has seemed to form the keynote of their everlasting duet with its multitudhous variations, although foolish enough to those who know, is very apt to have an influence in some few cases; and we cannot afford, and it is not good for Medicine Hat, that even a lew thousand dollars should be sent to Calgary on the strength of such a cheap statement, from men whose musical education has evidently been frightfully neglected. form the keynote of their everlasting

It is doubtful if either of these men could tell the difference between a piano and a banjo if they could not see the instruments and had to depend upon their "ear for music." pend upon their "ear for music."

Anyone who says that the Gerhard Heintzman plano is "no good" stamps himself as an unmitigated ass. That's our opinion and it's of quite as much value in regard to these Calgary "music critics" as their opinions are in regard to the Gerhard Heintzman plane.

Another apparently stock argument of the Calgary plane experts is: "The Gerhard Heintzman plane is not the REAL Heintzman." Thereby hangs a tale. It is not generally known, but, insofar as we understand it, we

Heintzman piano

reveal it for the benefit of future piano buyers in general, and the cheap talk arbists in particular. We have heard the story several times and it runs thus: In the beginning Gerhard Heintzman and George Heintzman built planos under the firm name of Heintzman & Co.. George Heintzman is supposed to have been the fi-nancial and Gerhard Heintaman the building end of the business. The repitation of the Heintzman became exeedingly great but whether it was the financial or factory end of the company that was most instrumental in making it great is a matter of opinion. In view of subsequent events we are of the opinion that it was Gerhard Heintzman made the reputation of the Heintzman & So. piano. In the course of time Ger-hard Heintzman severed his connection with 'Ye Olde Firm' and built pianos in his own name, calling them the Heintzman. The Heintzman & Co, people took exception to Ger-hard Heintzman calling his plano "The Heintzman" and the coarts sustained their contention but grant-ed Gerhard Heintzman the right to his piano the Gerhard Heintz-

The Gergard Heintzman has steadily gained in reputation and in favor until today it stands, in the opinion

ada has produced. The accompanying cut of the Gerhard Heintzman factories, past and present, shows the most wonderful progress that has ever been made in piano history. It takes years for a reputation to built up on merit only and one thing that goes to prove the esteem in which the Gerhard Heintzman piano is held is the fact that it has not been forced upon the public by aggressive advertising methods adopted by so many piano makers, but other piano offered to the people of Canada whose makers do not periodically send out the "general manager" or the "president" of their company with authority to give you "very special" cuts on the prices. These prices, however, are usually ue, and we say again from the knowledge we have of factory price indicates the commercial value of the piano and inferior pianos are graded sharply. THE TRADE IS NOT FOOLED and the manufacturer must give value for price or lose the trade. The factory price indicates the commercial value of the piano and inferior pianos are graded sharply. THE TRADE IS NOT FOOLED and the manufacturer must give value, and we say again from the knowledge we have of factory price indicates the commercial value of the piano and inferior pianos are graded sharply. THE TRADE IS NOT FOOLED and the manufacturer must give value for price or lose the trade. The factory price indicates the commercial value of the piano and inferior pianos are graded sharply. THE TRADE IS NOT FOOLED and the manufacturer must give value for price or lose the trade. The factory price indicates the commercial value of the piano and inferior pianos are graded sharply. THE TRADE IS NOT FOOLED and the manufacturer must give value for price or lose the trade. The factory price indicates the commercial value of the piano and inferior pianos are graded sharply. for its real worth. There is not ancally send out the "general manager" or the 'president" of their company with authority to give you "very special" cuts on the prices. These prices however, are usually arranged, beforehand in order that the 'general manager' may do some tall slashing in the price without any material injury to the net profit. Gerhard Heintzman has never been Gerhard Heintzman has never been forced to resort to this "general manager" and the many other wily schemes for the very good reason that the trade have been so ready to buy up the pianos that the factory has not been able to keep pace with the demand. The retail buyer has no harder problem to solve than the buying of a piano and it is the easiest thing in the world to get fouled and never realize it. It is a proverb the piano that sells but the salesman. In other words, it is not the quality of the piano, but the smoothness of the agent that is the greatest factor in closing a piano deal. BUT YOU CAN'T FOOL THE TRADE. And this brings us to the question of price.

Our arguments are not as to the merits or demerits of the Heintzman & Co. piano but to flatly contradict the statements of these misguided agents from Calgary who tried to make you believe they were from 'Foronto, and to serve as a kind of gas regulator in the interests of a truly meritorous piano and our own legiti-

YOU CAN'T FOOL THE TRADE when it comes to a question of the

One man said to us "By Jove those Calgary fellows were after me hot. They were bound they would sell me, and say they did rip your plane up in great shape." "Oh, that's nothing," we replied, "all agents do that with the other fellow's piano. What price did they quote you." "All prices up to \$700." There is NO UPRIGHT PIANO built in Canada today that is worth \$700. We are not going to ask you to accomplish the statement of cept this staement of ours without some hard facts to bear it out. As we said before, YOU CAN'T FOOL THE TRADE, and the factory price is the truest guide to the real value of a piano generally. We have on our files the FACTORY PRICES of

that it would not be barefaced robbery to take \$700 for. Anyone who pays more than \$550 is paying just so much more than the piano is worth and if you must send your money out of Medicine Hat don't be foolishly extravagnat in paying mon-ey for something you do not get. The retail price of a piano does not necessarily represent the actual value it more often indicates the breed of HOG that the retailer or agent be-longs to. The factory price indicatthere is not an upright piano built lieve that you have in Canada today that is worth a and by doing so. mighty few of them that are worth that. We make the statement with- cine Hat can give us, but we can't out any qualifications whatever. The resort to the gas bag method of insame boost in price is made on the cheape rgrades and we have positive knowledge of pianos that have been sold to Medicine Hatters by outside agents for \$375, that cost exactly the same money at the factories as pianos which we are, and always have offered on our floor in Medicine Hat for \$325. We have positive knowledge of one of these pianos being sold to a Medicine Hatter as a \$450 sold to a Medicine Hatter as a \$450 piano. These, few facts may serve in guiding you, but the wiles of the professional commission piano agent are legion and you will be very clever indeed if you are not caught some way or, other. The best plan is to buy at home from someone you can go around and reason with if things do not appear just right.

WHY THE BIG PRICE. Every outside piano firm that does business in Medicine Hat has an agent to whom a commission of usually 10 per cent. is paid on every sale made in the city. You can figure out low much the agent got on your piano consily enough. casily enough. Again, every visiting agent gets a commission of not, less than 10 per cent, and usually 15 per cent. Naw figure out what Mr. Number Two works. They must have a profit Guess at the profit and take these three amounts from the price of your piano and you will have what it cost at the factory, plus the expense of transportation. We CUT OUT COMMISSIONS Nos. 1 and 2, and if you figure out what these two commiseasily enough. Again, every visiting MISSIONS Nos. 1 and 2, and if you figure out what these two commissions amount to you will see how it is that we sell a piano which costs a certain amount at the factory for \$325 or \$550 while the outside firm asks for the same factory price instrument respectively \$375 and \$100.

To sum up, let us say that the Gerhard Heintzman piano is a good piano. We do not say it is the best because we sell it, but we sell it be-

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ano is certainly the REAL Heintzupright plane built in Canada today man, but Calgary gas isn't the real gas-not yet.

A-\$550 GERHARD HEINTZMAN piano costs as much at the factory as the best piano that was ever built in upright form in Canada and

there are no exceptions. We have had all sorts of offers from other piano men who would help us to sell if we would handle their pianos, but although Gerhard Heintzman never sends a man to help us sell we are satisfied to pass all the others up, for the Gerhard Heintzman piano is its rown recom-mendation. It sells on MRRIT, not on talk pianos, but although Gerhard

Now, if you wish to add the agent's commission to your plane payments, do so, but don't ask us to believe that you have got a better pi-

We want all the plane trade Mediflated prices and talk to get it.

Yours truly,