

**CHARACTER & REPUTATION**

It is the high character of Gourlay Pianos as they are at present built that has earned the appreciation of our best musicians and created a reputation and demand for the instruments. Their sale does not depend upon a reputation due to the labor and skill of a former generation. This is the buyer's safeguard and assurance of permanent satisfaction with a Gourlay.

**STANDING IN TUNE**

Scientifically and carefully planned after years of study and experiment, Gourlay Pianos stand in tune much better than ordinary pianos. The Gourlay non-varying end-wood system of construction provides a bearing on the tuning-pin right to the iron plate that is non-varying, sectional end wood.

**TONE CHARM**

Occasionally you hear a piano with a tone possessing a rare "singing" quality, so rich and full and withal so sweet that you are at once interested in the make. It is this charm of tone in the Gourlay Piano that has evoked enthusiastic commendation from music-lovers everywhere throughout Canada.

**There is Not a Weak Link in this Chain**

of reasons why you should have a Gourlay Piano in your home

**Gourlay Pianos**

are all of one quality—the best. If we took a commission to build a piano for \$1,000 it could be of no better material or workmanship than we regularly use in any one of our simpler, more moderately-priced styles. We could spend more money on ornamentation, but nothing to improve quality.

Gourlay Pianos are to be found in prominent homes in practically every city and town in Canada. The most musical person in your coterie of friends is probably a Gourlay enthusiast.

Booklet Number 6 tells the names of over 2,500 homes where Gourlay Pianos are used. If you contemplate the purchase of a piano this booklet should interest you. Write for it.

**GOURLAY, WINTER & LEEMING**  
188 YONGE STREET  
TORONTO

**EVERY DOLLAR**

invested in a Gourlay piano brings the largest possible dollar's worth in return. Gourlay Pianos may cost more than some other, but they are more than worth the difference. The price is as low as the high quality of the piano will allow. Their reputation adds nothing to their cost, and even an additional expenditure of money would not improve their character.

**TONE DURABILITY**

That Gourlay Pianos have an enduring tone which does not become "tinny" has been demonstrated after severe tests. This tone durability is secured through an exact knowledge of what to use, how and where to use it, and a vigilant supervision over every smallest detail during construction

**TOUCH**

To musicians the touch of a piano is a very important consideration. In Gourlay Pianos, the genius of the builder is demonstrated in what you might almost call individuality, personality in the touch—a direct appeal to the players with real musical taste.

**ARTISTIC DESIGNS**

The beauty and refined appearance of our present models sustain our reputation for leadership in artistic case work, while the richly-figured veneers used are unexcelled and add to our reputation as connoisseurs of rare woods.

**4,000 PIANOS**

Nearly 4,000 Gourlay Pianos are now in constant use, not only in all parts of Canada, but in Great Britain, United States, South Africa, China and Japan. How they have stood the extreme test of climatic changes is shown in a letter from Japan as follows:—"You are to be congratulated on producing a piano that will stand this climate. Ours is in fine order, while others brought here from America are terribly cracked and damaged."