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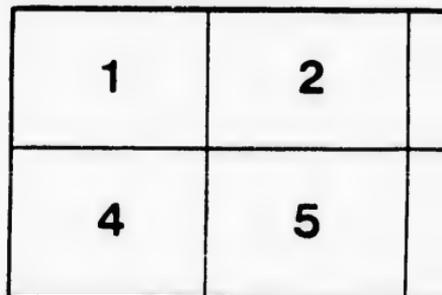
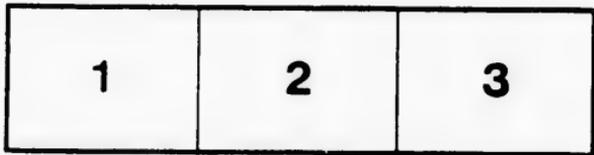
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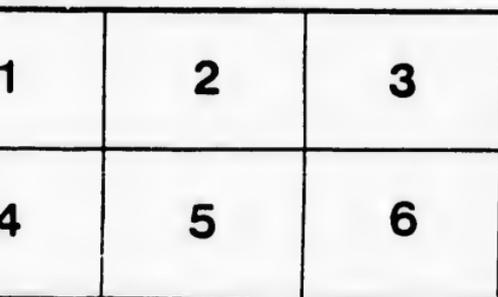
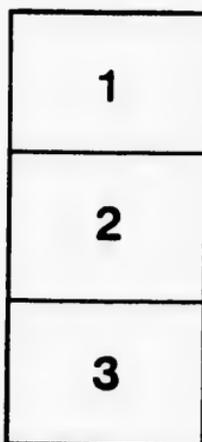
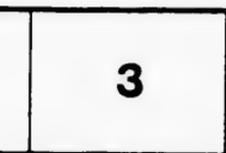
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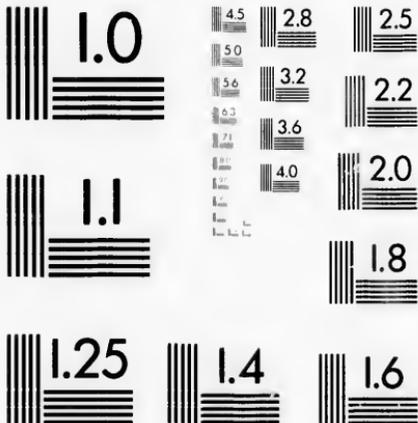
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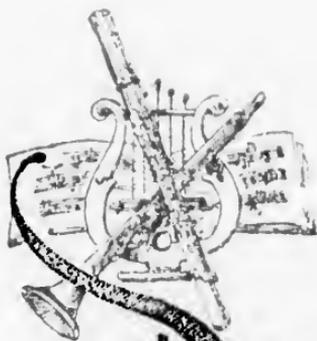


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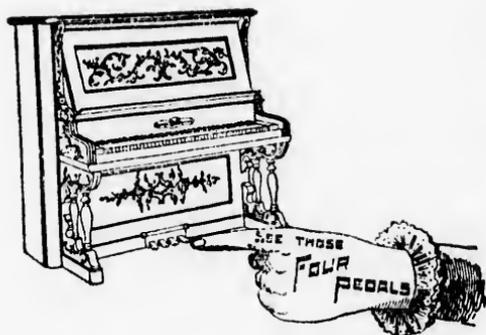
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# Bell Pianos

BUILT TO LAST A LIFETIME

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Bell Piano and Organ Company  
Bell Pianos 1898?]. —  
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They operate the Orchestral Attachment  
which produces the 16 Musical Tones  
to be found only in BELL PIANOS.



016839984

## INTRODUCTION

○ **I**N submitting this little book to the attention of the musical public, our aim has been to make it as brief as possible. The sales of Bell Pianos have reached a mark unparalleled in the history of piano building in this country. Just ten years ago we commenced the manufacture of upright pianos by surrounding ourselves with the best piano experts that money could secure from the musical centres of the world. That our first pianos were not experiments is fully attested by the testimonials shewn on the following pages.

During the ten years of our existence, almost Ten Thousand Bell Pianos have been made and sold, which is the best argument that the musical people give their preference to the "Bell." This record has never been attained by any other manufacturer in this country, and of this we are justly proud.

We have been successful in securing for Canada the exclusive right for the wonderful Orchestral Attachment, which is fitted only to Bell Pianos. This invention enables the performer at will to imitate 16 different instruments, and is regarded by prominent musicians as the most notable

## BELL PIANOS

achievement of the age. Beware of the claims of disappointed dealers, who tell you that they can give you an "instrumental" attachment, or "harp" attachment, or something else, which they endeavor to make you believe is as good as the "Bell Orchestral Attachment." There is nothing else as good—the same being protected by letters patent.

Bell Pianos are built to last—a written guarantee accompanying every Piano, fully guaranteeing it for **TEN YEARS**—being **FIVE YEARS LONGER** than the "best" of the other makes are guaranteed for. Our guarantee is a reliable document backed by a capital of a million dollars, securing to the purchaser a lasting confidence in the instrument.

Don't fail to see and critically examine the "Bell." If there's no dealer near you, write us. We are always pleased to answer letters regarding our products.

The Bell Organ and Piano Co.,  
Limited

Branch  
Warerooms:

70 King St. West, Toronto  
44 James St. N., Hamilton  
167 Dundas St., London  
48 Holburn Viaduct, London, E.C.  
6 Bridge St., Sydney, N.S.W.  
Amsterdam, Holland

Head Offices  
and  
Factories:

Guelph, Canada.

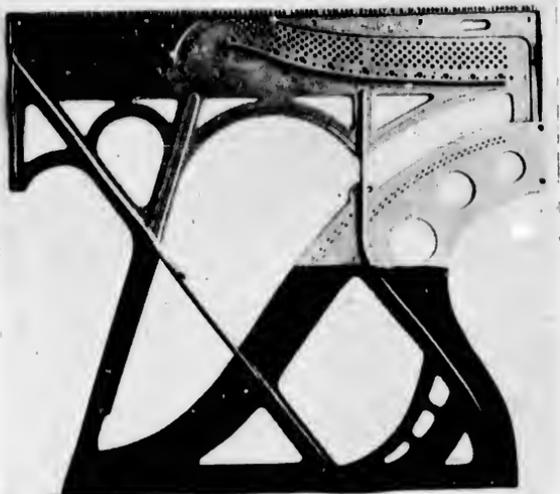
BUILT TO LAST A LIFETIME

## "BELL" PIANOS

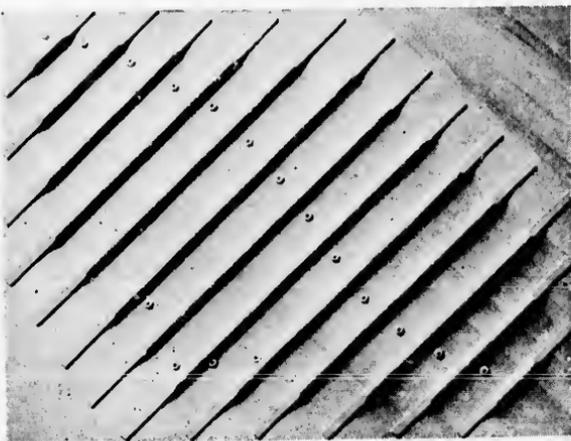
With the Orchestral Attachment and Practice Clavier.

- "Bell" Pianos are built to wear longer and please better than any other.
- "Bell" Pianos are warranted TEN YEARS—the best or others for only FIVE.
- "Bell" Piano attachments double piano's life and do away with monotonous tones.
- "Bell" Pianos enable you to imitate the Harp.
- "Bell" Pianos produce the tones of the Zither.
- "Bell" Pianos give you the tone, at will, of Mozart's old Spinnet.
- "Bell" Pianos enable you to practice without annoyance to others.
- "Bell" Pianos produce the tones and effects of Handel's Harpsichord.
- "Bell" Pianos stimulate the efforts of learners by their great VARIETY OF TONES.
- "Bell" Pianos enable you to interpret the works of Bach, a written for the Clavichord.
- "Bell" Pianos give you, if wanted, the tones and effects of the old Dulcimer.
- "Bell" Pianos imitate the Mandolin to perfection.
- "Bell" Pianos render the tones of the Guitar at will.
- "Bell" Pianos give you Banjo tones for jigs and dance music.
- "Bell" Pianos produce the tones of the Autoharp for you.
- "Bell" Pianos please Auld Scotia's Sons by imitating the bagpipes.
- "Bell" Pianos render martial airs in imitation of Fife and Drum Corps.
- "Bell" Pianos imitate the tones of the Bugle, near or far away.
- "Bell" Pianos enable the player to perfectly imitate a Chime of Bells.
- "Bell" Pianos imitate correctly the Music Box.
- "Bell" Pianos give you the tones of the Aeolian Harp.
- "Bell" Pianos produce the tones of a Muted Cornet.
- "Bell" Pianos enable the player to get hundreds of shades of tone-color.
- "Bell" Pianos give hundreds of effects and tones impossible in any other.
- "Bell" Pianos have ball-bearing casters, hence are very easy to move.
- "Bell" Pianos have patented double spring pedals, so made that they never squeak or break.
- "Bell" Pianos have genuine hand-carved ornamentations.
- "Bell" Pianos are made and warranted by THE LARGEST MAKERS OF PIANOS IN CANADA.

BELL PIANOS



The perfect full metal frame used in the matchless Bell Pianos.



Showing construction of Sounding Board.

BUILT TO LAST A LIFETIME



BELL PIANO, STYLE Z.

Height, 4 ft. 9 in.; Width, 5 ft. 4½ in.; Depth, 2 ft. 3½ in.

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MADAM ALBANI

Her accompanist says about the BELL PIANO :

"I consider the Bell Piano has no superior anywhere and recommend it to intending purchasers."

ARMANDO SEPPELLI,

Conductor Royal Italian Opera, Covent Garden  
Accompanist to Madam Albani.

BELL PIANOS



The Bell Orchestral Attachment enables you to imitate the Harp.



The Bell Orchestral Attachment enables you to imitate the Zither.

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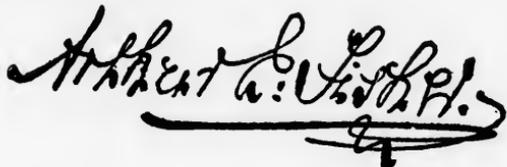
BUILT TO LAST A LIFETIME

A glowing tribute from

MR. ARTHUR E. FISHER, Mus. Bach.

One of the most eminent and well-known musicians of the day.

DEAR SIRS—I am very pleased to add my testimony to that of others with regard to the merits of your Pianos. The first time I tried them I was particularly pleased with them, and my first impression remains unaltered. The tone is full and singing and the touch is delightfully sympathetic; I have no hesitation in pronouncing your instruments to be the best I have tried of Canadian make, and indeed equal to those made by many of the leading American manufacturers; if they continue to sustain their present high standard, there is, I believe, a great future before you in the Piano world.



Degrees and Diplomas

Bachelor of Music . . . . . Toronto University  
Bachelor of Music . . . . . Trinity College, Toronto  
Associate Royal College of Organists . . . . . England  
Associate Trinity College . . . . . London, England  
"Gabriel," Prizeman in Harmony Trinity College, London, Eng.

Positions

Examiner in Music . . . . . Toronto University, 1894-1896  
Principal Theoretical Department; Toronto Conservatory of Music, 1886-1893.  
Principal Theoretical Department, Toronto College of Music, 1893-1896.  
Director of Music . . . . . Bishop Bethune College, Oshawa, 1890-1892.  
Musical Director . . . . . Kingston Ladies' College, 1893-1896  
Organist and Choirmaster, St. Cleopas, Liverpool, England, 1886.  
Organist and Choirmaster, St. George's, Montreal, 1879-1882.  
Organist and Choirmaster, Church of the Redeemer, Toronto, 1882-1885.  
Organist and Choirmaster, St. George's Church, St. Catharines, 1885-1888.  
Organist and Choirmaster . . . . . First Congregational Church, Kingston, 1893-1896.  
Professor of Piano . . . . . Bishop Strachan School, Toronto, 1883-1895.  
Conductor . . . . . St. Cecilia Choral Society, Toronto, 1883.  
Conductor . . . . . St. Catharines Choral Society, 1886.  
Viola . . . . . Toronto String Quartette Club 1884-1887.

BELL PIANOS



The Bell Orchestrat Attachment enables you to imitate the Guitar.



The Bell Orchestrat Attachment enables you to imitate the Mandolin.

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BUILT TO LAST A LIFETIME



MR. EDWARD FISHER

Musical director TORONTO CONSERVATORY OF MUSIC, writes :

"Allow me to compliment you on the qualities of the three Bell Pianos ordered from you for the Toronto Conservatory of Music. The tone is remarkably pure and brilliant throughout, while the bass is deep and powerful, the mechanism is perfect, the touch elastic, and in appearance the entire pianos are works of art."

*Edward Fisher*

BELL PLANOS



The Bell Orchestral Attachment enables you to imitate the Banjo.



Wanderers'  
Bicycle Club  
Toronto

"The Bell Piano purchased by the Wanderers' Club is a splendid instrument. Notwithstanding the hard daily usage given the instrument, its beautiful tone is not in any way impaired, and the members of the club, amongst which are a number of very fine musicians, speak in the highest terms of its easy action and general appearance, and commend it for its all-round qualities."

*Her Wilson*

President.

BUILT TO LAST A LIFETIME



The Bell Orchestrat Attachment enables you to imitate the Music Box.



The Bell Orchestrat Attachment enables you to imitate Chime of Bells.

BELL PIANOS

BELL PIANOS  
IN THE ... ..

Toronto  
College  
of Music



"I have much pleasure in stating that the Bell Pianos in the College give very much satisfaction, and I am very much pleased with them. In tone, touch, and in fact, generally, they do you the greatest credit indeed."

*F. A. Tomington*

Musical Director.

BUILT TO LAST A LIFETIME



The Bell Orchestral Attachment enables you to imitate the Bugle.



In the "Bell" Piano you have a Perfect Practice Clavier.

BELL PIANOS

What  
Captain Michie

of the 48th Highlanders, says



Toronto, June 23rd, 1898.

BELL PIANO CO.

DEAR SIRS,—

"I am more than delighted with my Bell Orchestral Piano. The wonderful imitations of the harp, banjo, mandolin, guitar, bagpipes, etc., are beautifully clear and distinct, while the clear, sweet tone of the piano I consider perfection.

Wishing you unbounded success, I am,

Sincerely yours,

*J. Forbes Michie Capt  
48th Highlanders*

BUILT TO LAST A LIFETIME



The Bell Orchestral Attachment enables you to imitate Fife and Drum Corps.



The Bell Orchestral Attachment enables you to imitate the Bagpipes.

1898.

Orchestral  
mandolin,  
, while

*Handwritten signature or initials*

BELL PIANOS

The Renowned Canadian Tenor



MR. HAROLD JARVIS

says:

"I have sung to your pianos a great many times during my engagements throughout the Dominion, and have always been greatly impressed with the brilliancy, fullness, yet sympathetic tone of the Bell Pianos, and support they give to the voice, and consider them unsurpassed by any other piano—either American or Canadian. It gives me much pleasure to testify to the high excellence of your pianos.

*Harold Jarvis*

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BUILT TO LAST A LIFETIME

One of the severest tests that a piano can be put to is in a public school, where it is used continually.

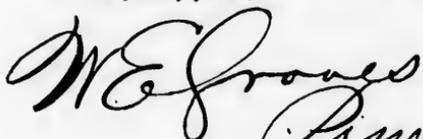
Here's what the Principals of several Schools say about BELL PIANOS after years of hard usage

BELL PIANO CO., City: Church St. School,  
Toronto, June 15, 1898.

DEAR SIRS,—

"I take pleasure in reporting to you that the Bell Piano purchased from you for the Church Street school some years ago has given us all the greatest satisfaction. The teachers and scholars are delighted with its beautiful tone and easy action, and commend it very highly for its use in singing.

Very truly yours,

  
Principal

BELL PIANO CO., City: Toronto, June 4, 1898.

GENTLEMEN,—

"The Bell Piano purchased from you for use in the Rose Avenue school has in every way given the best of satisfaction. For standing in tune, quality of tone, thoroughness of construction, together with other desirable qualities, the Bell has no superior.

Yours truly,

  
Principal.

BELL PIANO CO., City: Toronto, May 5th, 1898.

GENTLEMEN,—

"The Bell Piano purchased from you some years ago for use in the Clinton Street school, has given the best of satisfaction in every respect. The tone is rich and full, with prolonged singing quality, and great evenness throughout the entire scale.

I can heartily recommend the Bell to any and all who want a first-class and reliable piano.

Yours truly,

  
Principal.

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BELL PIANO

BELL PIANO Co., City:

Toronto, Oct. 9, 1897.

GENTLEMEN,—

"It gives me great pleasure to add my testimony to the merits of the Bell Piano purchased from you over eight years ago, for use in Morse Street school. Since that time it has been in daily use, and given perfect satisfaction. I consider the Bell a most reliable instrument for school use on account of its strong construction and the length of time it remains in tune, and gladly recommend it to intending purchasers as an instrument of the highest order."

*W. Williams*

Principal Morse St. School.

What one of the most eminent Mechanics  
in this country has to say of the

.....BELL PIANO

after using it Ten Years

GENTLEMEN,—

Dundas, Ont., June 6, 1898.

"About ten years ago I purchased a Bell Piano off your firm, and it gives me pleasure to express my unqualified appreciation of its genuine merit. It has been eminently satisfactory in every respect, and I can cheerfully recommend it to anyone who wishes to buy a strictly high-grade piano.

Wishing you continued success, of which you are certainly deserving,

I remain, yours respectfully,

*John Bertram*

Of the John Bertram & Sons Canada Tool Works, Dundas.

BOTTLE TO LAST A LIFETIME



The Bell Orchestral Attachment enables you to imitate Bach's Clavichord.



The Bell Orchestral Attachment enables you to imitate Mozart's Spinet.

BELL PIANOS

The great Organist of

Notre Dame Cathedral  
Montreal .....

says about the BELL PIANO



"I received the magnificent Bell piano which I ordered for my own personal use. I had been expecting a first-class instrument, but the piano, which is a veritable jewel, surpasses all my hopes. It possesses a splendid quality of sound, rich, pure and melodious, with great evenness of the scale. The action is rapid, with great elasticity. I declare it an honour to Canada to possess a manufactory able to turn out pianos like the "Bell," which are unquestionably the best pianos made in Canada."

J. B. LABELLE,

Organist de l'Eglise Notre Dame, Montreal.

BUILT TO LAST A LIFETIME

# What The Clergy

say  
regarding ..... BELL PIANOS

From the Pastor, Erskine Church, Montreal

130 Mackay Street, Montreal, P. Q.  
MESSRS. WILLIS & Co., Montreal.

DEAR SIRS.—We have had in our home the "Bell" Piano obtained from you about eight years now, and it gives every satisfaction, indeed we can hardly speak too highly or warmly in praise of its merits, for it grows upon us the longer we have it. The outside finish of the instrument, the solid and substantial character of the case, the richness of the woods that enter into its construction, the carving and polish and general make-up render it a splendid parlor ornament and delight the eye, for it the treasures of melody stored up in it, and that yield so readily to the touch of skilful fingers, captivate the ear.

In tone it is peculiarly rich and full, its upper notes so liquid and clear, and its lower so deep and powerful. And then it is to us suggestive of so much that we can never let die, for it speaks to us of the love of friends, the sweet memories of other days, and awakens in our hearts hopes and joys that are ever indeed sacred.

Yours, etc.,

A. J. MOWATT,  
Pastor of Erskine Church.

From Rev. J. E. Hunter, of Crossley & Hunter, the  
well-known Evangelists

St. Thomas, Ont.

BELL PIANO CO.

GENTLEMEN.—The Piano I purchased from you several years ago has proved a splendid instrument, the tone being fine, full and clear. It is capable of producing great power and volume combined with softness and sweetness. The touch being very light and elastic; it also remains in tune first-class. I can heartily recommend the Bell Piano to any person wishing a real first-class instrument.

REV. J. E. HUNTER,  
of Crossley & Hunter

Loretto Convent, Hamilton, Ont.

THE BELL ORGAN AND PIANO CO.

We are well pleased with the Cabinet Grand Piano which we purchased from you last year. The tone is very sweet and agreeable, the touch is elastic and responds quickly. The finish internally and externally is highly creditable.

Yours respectfully,

THE LADIES OF LORETTO

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Montreal.

BELL PIANOS

**What the Rev. Father Callaghan of St. Patrick's  
Church, Montreal, says:**

St. Patricks, Montreal, P.Q.

I am perfectly delighted with the Bell Piano which I purchased from Messrs. Willis & Co., of this city, ten years ago. The tone is pure and brilliant, the action soft and elastic, and the instrument remains in tune an extraordinary length of time. I can cheerfully recommend the "Bell" in every way.

REV. JAMES CALLAGHAN,

St. Patrick's R. C. Church.

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Customs Canada, Guelph, Ont.

BELL PIANO Co.

I have pleasure in writing you a testimonial in favor of the Bell Piano purchased from you for the Norfolk Street Methodist Church, some years ago. The piano has retained an even quality of tone, has kept in tune well, and meets with the hearty approval of the Orchestral Association of the church. Only an instrument of the best quality of tone would have answered the purposes of the orchestra, and to state that they are satisfied with the instrument is probably the best testimonial I could give you.

Yours truly,

E. H. HUTTON.

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**From the Rector of St. John's Church,  
Belleville, Ont.**

Belleville, Ont.

BELL PIANO Co.

DEAR SIRS,—The Bell Piano which I bought about ten years ago continues to give great satisfaction. Its depth of tone and power, its brilliancy and sweetness make it always a delight to play upon. There is that peculiar singing tone about its notes which produces a lovely effect. As regards the mechanism and finish of the case and action, they seem to be above criticism. Indeed, I have never yet seen a Canadian Piano, and very few American ones which could at all compare in my estimation with the Bell Piano. My opinion of that Piano, however, is shown by the fact that I have selected one of them in preference to all others for my own use and pleasure.

I am, Sir, yours truly,

(Signed) DAVID F. BOGERT,

Rector of St. John's Church.

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BUILT TO LAST A LIFETIME



MR. R. WATKIN MILLS

England's Noted Singer

says .....

"I heartily congratulate you on the production of the Bell Piano. I unhesitatingly pronounce it as one of the most elegant instruments I have seen anywhere, and whilst its singing qualities were all that an artist could desire, it possessed in addition that broad, rich, massive tone that is indispensable for solo purposes."

BELL PIANOS



The Bell Orchestral Attachment enables you to imitate the Dulcimer.

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Headquarters 15th Battalion, A. L. I., Belleville

We are very much pleased with the Bell Piano, and it is greatly admired by all who see and hear it.

Yours very truly,

S. S. LAZIER, Lt.-Col.

Sarnia, Ont.

BELL PIANO CO.

I am much pleased with the Cabinet Grand Bell Piano purchased from you some time ago. I think it far superior to any other Canadian piano. Having inspected other makes I find the Bell more solidly built, with better workmanship, which tends to add to the durability of the piano and also enriches the tone, making it what I find mine to be—sweet, full and responsive. Shall be pleased to recommend the Bell Piano whenever an opportunity presents itself.

A. B. HENDERSON,

Leader Central Methodist Church Choir

BUILT TO LAST A LIFETIME

What the world's greatest Orchestral Piano Player  
says about the BELL PIANO



T. WILMOTT ECKERT.

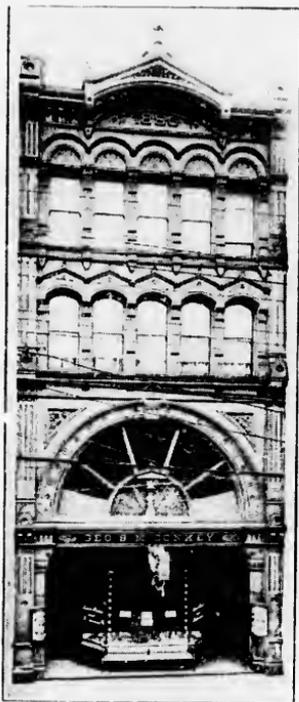
New York, July 5, 1898.

"I take great pleasure in stating that in all my extensive travels and engagements I have never played on a piano that I would accept in preference to a Bell. The tone of the Bell is simply grand, and the wonderful orchestral attachment makes the piano so much more valuable—the player being enabled to imitate so many different stringed instruments without the slightest injury to the mechanism of the piano which is simply perfect."

*T. Wilmott Eckert*

Organist St. Marks, New York City.  
Conductor Mendelssohn Society, Birmingham, Ala.  
Soloist Tivoli Opera Co.

BELL PIANOS



McConkey's  
Palace  
Restaurant  
King  
Street  
West  
Toronto

BELL PIANO CO.,—

Toronto, July 25, 1898.

"The Bell Piano purchased from you over eight years ago for use in the banquet room in my restaurant, has proved a most satisfactory instrument indeed. The tone has been greatly admired by those present at the numerous banquets, and although it has been in daily use since the time it was purchased, it is as good as the day it was bought. Anyone purchasing a Bell can rely on getting a first-class piano."

*J. S. McConkey*

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BUILT TO LAST A LIFETIME



Madame Marie Harrison

and Soloist with

Late of Paris,

Dan Godfrey's Band in New York,

SOVS

Hamilton, April 5th, 1898.

"The singing qualities of the famous Bell Pianos can truthfully be described as superb, while they have a broad, rich and massive tone, which is absolutely indispensable for solo purposes. I heartily congratulate you on your pianos, with which you need fear no competition."

*Marie Harrison*

BELL PIANOS



The Bell Orchestral Attachment enables you to imitate the Autoharp.



Athenaeum Club  
of Toronto

"I am pleased to say that the Bell Piano purchased by the Athenaeum Club some time ago, gives the best of satisfaction in every way, and the members are delighted with it."

*C. H. Riggs  
Chairman*

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BEL

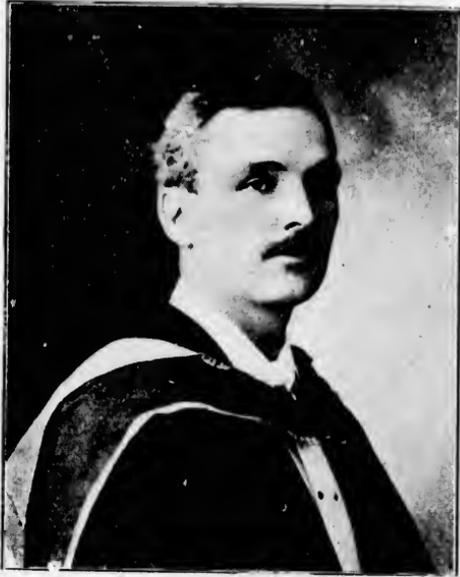
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BUILT TO LAST A LIFETIME

What

C. L. M. HARRIS, Mus. Doc.

Musical Director Hamilton Conservatory of Music,  
says in reference to BELL PIANOS:



BELL PIANO CO. : HAMILTON, Aug. 11th, 1898.  
Gentlemen,—The fact of my having purchased a  
Bell Piano of you recently is the best evidence of what I think  
of your instruments. I have noted with pleasure the wonderful  
progress made by your Company, which has resulted in placing  
your pianos right in line with the best. I am sure the "Bell"  
will receive a worthy endorsement from the musical public  
everywhere. Wishing you continued success,  
I am, yours truly,

*C. L. M. Harris*

Conductor "Harris Orchestral Club."  
Conductor "Hamilton Choral Society."  
Organist St. Paul's Presbyterian Church,  
Musical Director Hamilton Conservatory of Music  
Musical Director Wesleyan Ladies' College, 1891-95

# The First Bell Piano Made!

Here's what the Purchaser  
says about it after having  
used it **TEN YEARS**:

40 EMPRESS CRESCENT,  
TORONTO, Aug. 11, 1898.

BELL PIANO Co. :

Gentlemen,—The piano I purchased from you on August 22nd, 1888, numbered **0001** has proved during the years that since elapsed all that it was represented to be. The workmanship is first-class, as may be seen to-day, and the tone of the instrument cannot be surpassed for sweetness and delightful quality. My family are delighted with it and will always have a good word for the Bell Piano.

Yours very truly,



Editor Central Press Agency,  
Toronto.

BELLE TO LAST A LIFETIME



The Bell Orchestral Attachment enables you to imitate Handel's Harpsichord.

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At the **BELL** factories there is but one quality—the very highest. *There are no "seconds."* No second grade material—no second grade help—no second grade ideas.

On every piano, name of the maker, **BELL**.

The personal reputation of the manufacturers is staked on every piano that is made in the **BELL** factories.

**BELL** pianos are made, guaranteed and built to last a lifetime, by the largest makers of pianos in Canada.

BELL PIANOS

# Second- Hand Pianos



Every day we are taking in exchange pianos of various makes as part payment for **BELL** pianos. These instruments we dispose of at small prices, and make the terms to suit. We will be glad to mail you a list, giving prices, on receipt of a postal card.



*To be had for the asking.*

LARGE  
CATALOGUE  
OF

Bell Pianos

Bell Organs

List of Purchasers

Books of Testimonials

## Some Titled Purchasers

of.....

# BELL

**C** Instruments

H. R. H. The Princess Louise.

H. E. The Marquis of Lansdowne.

Rt. Hon. Marquis of Dufferin and Ava.

H. M. The King of Holland.

H. M. The Queen of Italy.

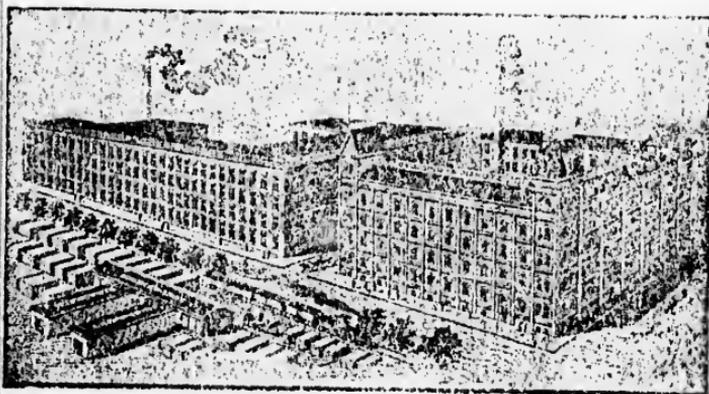
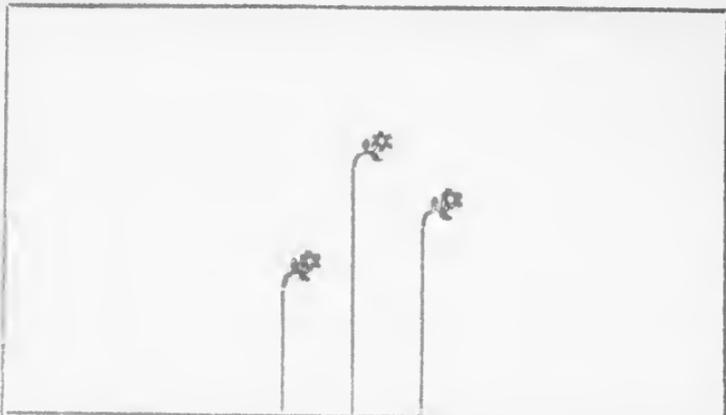
The Mikado of Japan.

Madame Adellina Paffi Nicolini.

Sir John Stainer, Mus. Doc., London, Eng.

Count Von Felbringer of Austria.

The Sultan of Turkey.



BELL FACTORIES - - - GUELPH, ONT  
THE LARGEST IN CANADA.

