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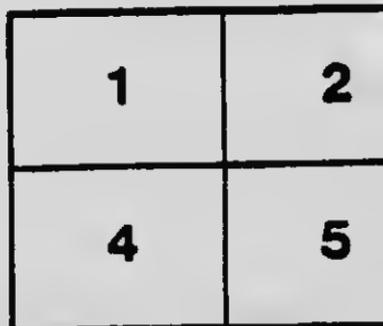
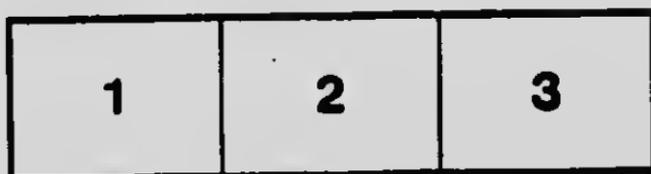
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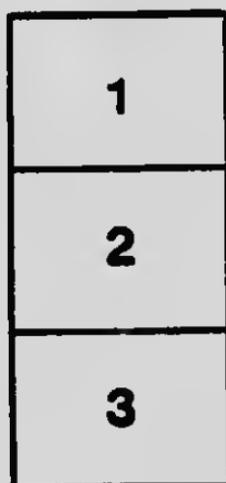
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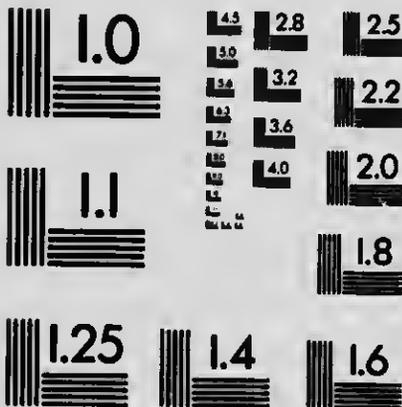
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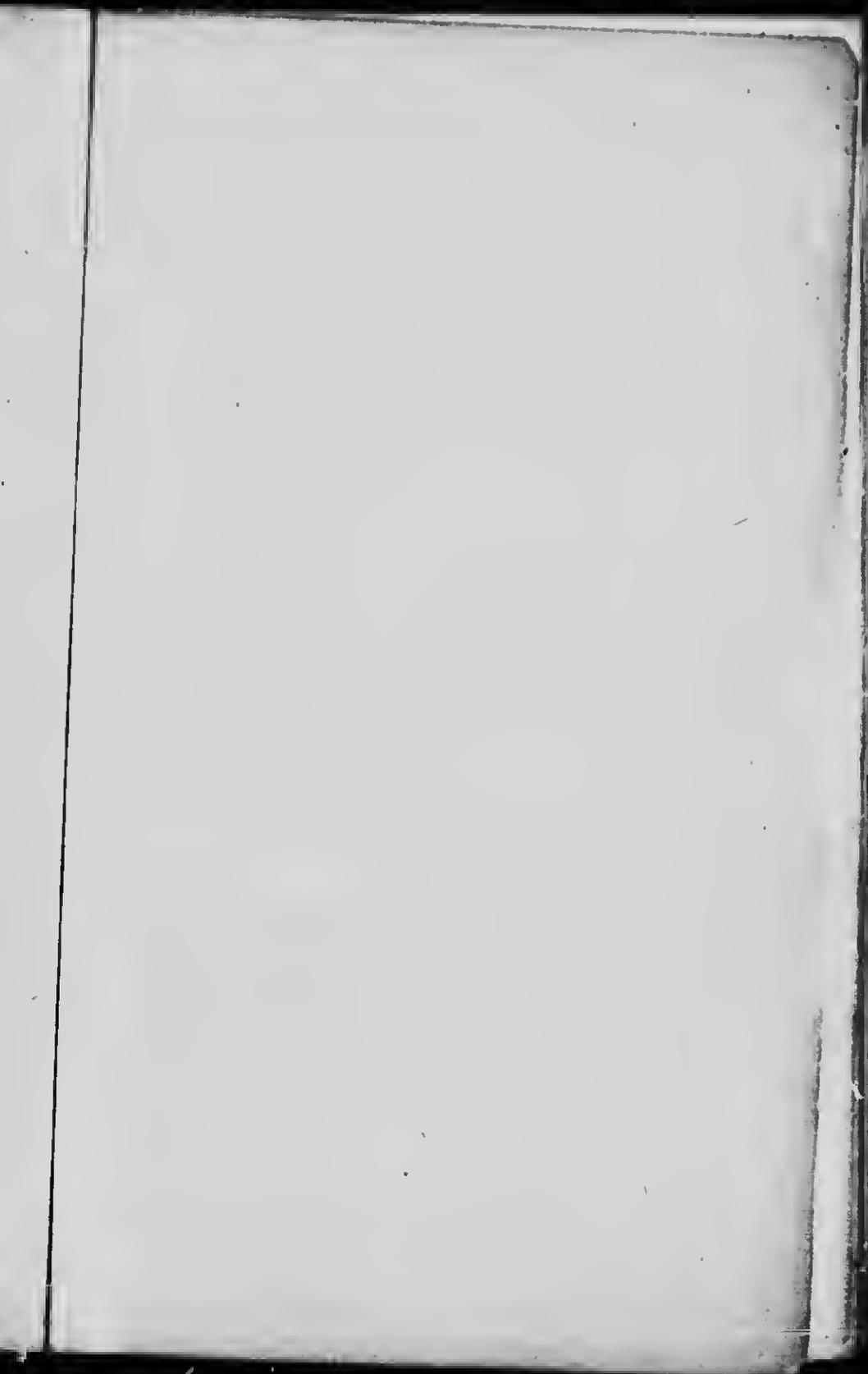
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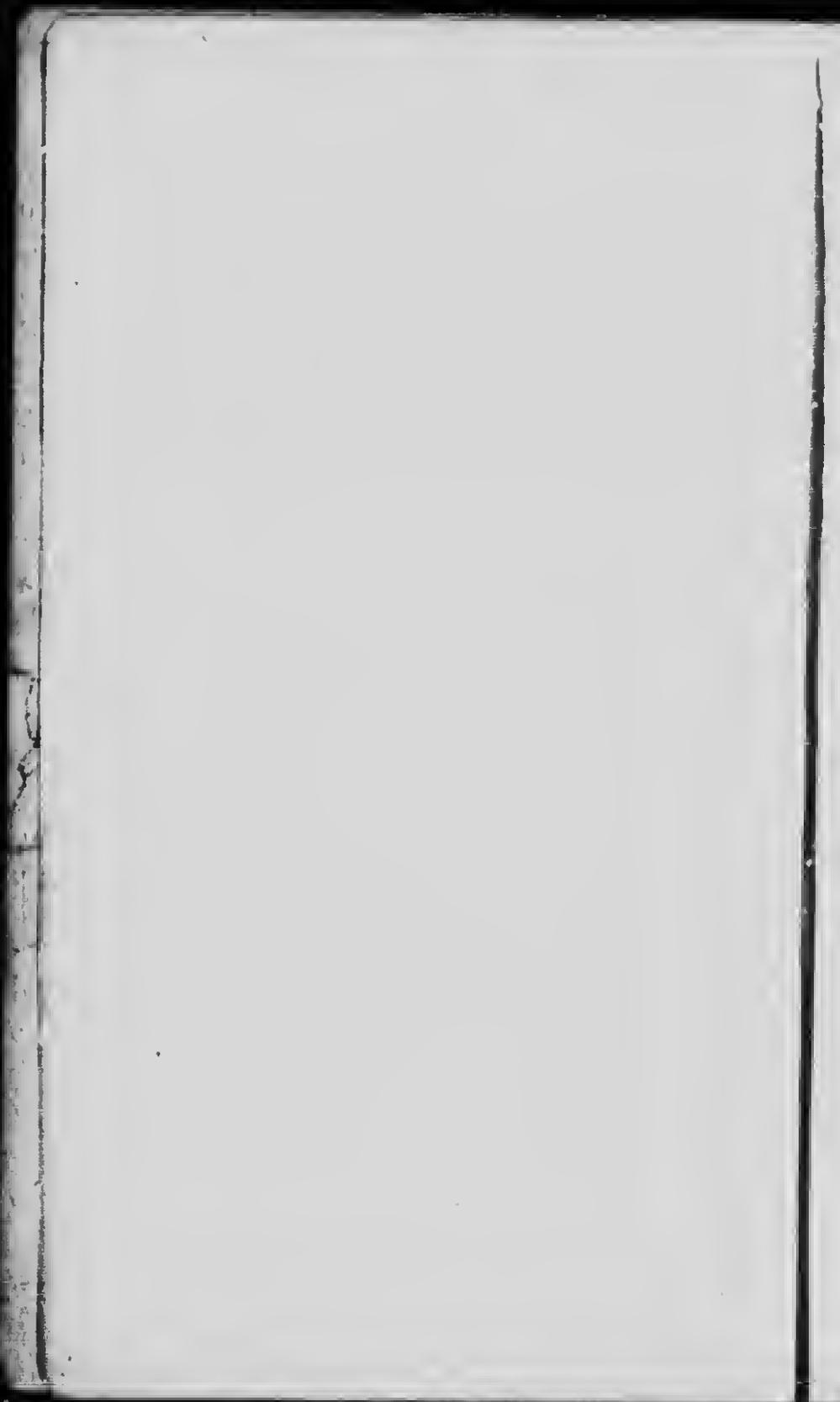


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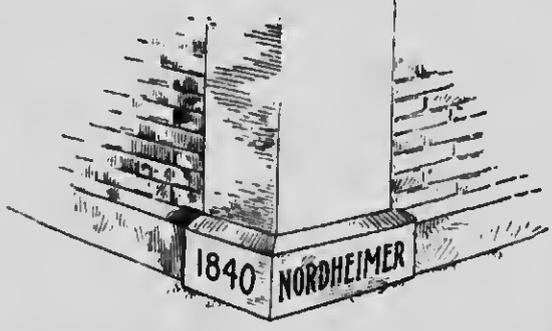




THIS YEAR OF GRACE  
**The House of Nordheimer**  
CELEBRATES ITS  
**63rd Anniversary.**

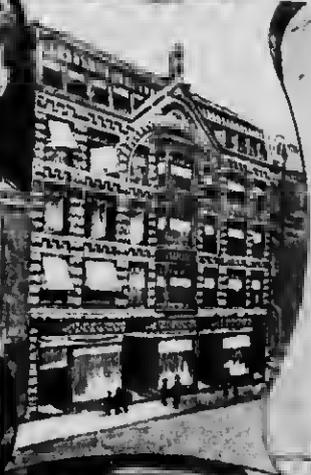
IT IS A MATTER OF CONGRATULATION TO THE HOUSE  
THAT HAVE REACHED THIS TERM IN SAFETY AND  
STRENGTH, AND TO BE ABLE TO PRESENT  
YOU WITH A COPY OF THIS ILLUS-  
TRATED PAMPHLET, SHOWING  
THE INCORPORATION, PROGRESS  
AND GROWTH OF

**"THE HOUSE OF NORDHEIMER,"**  
*the foundation of which was laid in the year  
1840.*



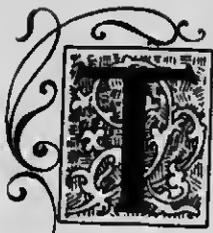


The 63<sup>rd</sup>  
Anniversary  
of



The  
House of  
Nordheimer





HIS brief sketch (written by an employee of many years' connection with THE HOUSE, at his own suggestion) is merely an outline of the growth and record of "THE HOUSE OF NORDHEIMER" from its beginning in 1840 up to date, nineteen hundred and three, and is given with the single purpose of providing information to the public of the distinguished career and a remarkable development, beginning some sixty-three years ago, culminating in the present business concern of "THE NORDHEIMER PIANO AND MUSIC Co., LIMITED," of Toronto, now broadly recognized as an important influence in the furthering of the highest interests in the field of Music throughout the Dominion of Canada.

THE HOUSE OF NORDHEIMER was practically the pioneer, and is the oldest, Piano and Music establishment in Canada, and it can also be said to be the oldest on the American Continent, of which the founder is now living.

The business was first established in Kingston in 1840 (then the seat of Government) under the firm name of A. & S. Nordheimer. Upon Toronto being made the seat of Government, the firm removed their headquarters to this city, and also opened branches in Montreal and other cities in Ontario and Quebec.



Like many similar great establishments, **THE HOUSE** made its beginning in a small way, passing through many trying vicissitudes and various periods of commercial depression, but the foundation stones laid in the building of the business were those of **CHARACTER** and **QUALITY** of **GOODS**, together with **INTEGRITY** and **INDUSTRY**, and these still remain the supports of **THE HOUSE** to-day.

In 1860 Mr. A. Nordheimer, sr., died, leaving his brother Samuel the principal directing member of the firm.

In Pianos **THE HOUSE** was for many years exclusively an importing concern, always representing the leading manufacturers of the Continent, dating back to the celebrated instruments of Stodart, Dunham, Chickering, and **THE STEINWAY PIANOS**, which last they still represent for the entire Dominion and distribute a large number of them yearly.

In connection with these famous pianofortes the firm brought many distinguished musical artists to Canada, and in various ways have been instrumental in elevating musical taste and culture throughout the Dominion.

In the early days of **THE HOUSE** there were not any Music Halls in Toronto and Montreal until the Messrs. Nordheimer built them in connection with their business, thus doing a great deal of good in both cities,

in which their example was followed later by several leading American houses.

One need only to visit the large trade centres on this Continent, from New York to Chicago and on to San Francisco, or from New Orleans to Montreal, to realize the substantial connections and associations of **THE HOUSE OF NORDHEIMER.**

It can also be safely stated that the standing and reputation of **THE HOUSE** in London, Hamburg, Paris, Berlin or Leipsic is as well known and appreciated as it is in America.

When the Dominion Government followed the example of our neighbors to the South, and instituted the National Policy of Protection to Canadian manufacturing interests, **THE HOUSE OF NORDHEIMER** began the making of pianos at Toronto with a striking success, that is best estimated by the present great popularity and large sale of **THE NORDHEIMER PIANO**, as well as by the recognition they have received from leading musicians of both Canada and the United States, together with the wholesale testimony of Conservatories, Colleges, Schools, Convents, Teachers, etc., who have used **THE NORDHEIMER PIANO** for nearly twenty years.

As the Company's business increased, more space and better accommodation was demanded for enlargement and improvement, and about ten years ago the firm erected the present magnificent **NORDHEIMER** Warehouses which are the largest, most handsome, convenient

and commodious Warehouses in the Dominion devoted solely to the sale of Pianos, Music, and Musical Merchandise.

The Toronto Warehouses are situated on King Street East, between the corner of Yonge Street and the new King Edward Hotel, forming one of the most striking commercial edifices in the Dominion, extending through the entire block from King to Colborne Streets, six stories in height, hav-



ing the main and retail entrances on King Street, with the shipping and wholesale entrances on Colborne Street.

The Nordheimer Piano Factory at West Toronto Junction is also a most extensive building, equipped with all modern requirements and contrivances, wherein is produced only one class of work, namely: "THE VERY BEST."

With ample capital, ability in financing, with the fidelity of their employees and the

confidence of their customers. the present large concern of "THE NORDHEIMER PIANO AND MUSIC Co., Limited," is not only the oldest, but the most important commercially and the soundest financially of any establishment in the Dominion that is devoted solely to the Manufacture and Sale of Pianos and Musical Merchandise.

Comparing the present prominent position of THE HOUSE with their splendid Factories, Warehouses, Branches and Agencies, and their large staff of Managers, Travellers, Salesmen, Tuners, Shippers, etc., with the beginning and early years of the business, the members of the NORDHEIMER COMPANY confess to a pardonable pride, in their unequalled success as Merchants and Manufacturers of the front rank, and as the Pioneer Music House of the Dominion.

Never before in the history of THE HOUSE was its business so prosperous and extensive; never before were so many good agencies established, gains in prestige and standing attained, and never before were so many thousands of NORDHEIMER PIANOS sold to delighted and enthusiastic purchasers.

This satisfactory and substantial progress of THE HOUSE is largely due to the fact that its activity has always been directed on the lines of adopting up-to-date ideas in management, and also in the Company's manufactured product being of the highest grade, quality and character.

It is the desire of the Company to grow as steadily from strength to strength in the future as in the past, by following out all their works on the same principles of action, policy and conservative care, on which THE HOUSE was first established and founded.

As to the pre-eminence and foremost position of THE NORDHEIMER PIANO AND MUSIC Co., LIMITED, in the Canadian Manufacturing and Musical trade, there can be no question.





THE Principals have personalities that are striking and forceful, and they enjoy also the advantages of culture, wealth, and artistic refinement.

The principal owners of the Company are

MR. SAMUEL NORDHEIMER.

PRESIDENT,

WHO IS

THE IMPERIAL GERMAN CONSUL,

AND

MR. ALBERT NORDHEIMER.

THE VICE-PRESIDENT AND MANAGING DIRECTOR,

WHO IS

CONSUL GENERAL OF THE NETHERLANDS.



Both gentlemen are numbered amongst the representative business men of Canada. As citizens they are highly respected for the interest they have always displayed in promoting musical matters, and in the welfare both of Toronto and the Dominion.



**MR. SAMUEL NORDHEIMER,**  
As Imperial German Consul.

**MR. SAMUEL NORDHEIMER,** the surviving partner of the firm of A. & S. Nordheimer, is now about the only living representative of the prominent men, who half a century ago were the lending business men of King Street. His personal influence had much to do with the building up of their extensive business, as well as in the impetus given to musical taste not only of Toronto but of the Dominion. Nor has Mr. Samuel Nordheimer's enterprise and influence been confined to the promotion of musical taste of high order, but in public and private his efforts have also been directed to promote the prosperity of the city.



The building owned by the Canada Permanent and Western Canadian Mortgage Corporation, on Toronto Street, is a monument to his enterprise, having been built when the surroundings were most unpromising, and it is greatly to the start then given that Toronto Street is indebted for many of its present substantial and magnificent buildings.



Mr. Samuel Nordheimer has occupied a large number of prominent positions in the city, having been for many years Pre-

sident of the late Federal Bank, Vice - President and Director of the Canada Permanent Loan and Savings Company, Director of the Confederation Life



Association, as well as always being active in the musical arena, having been for several years President of the Toronto Philharmonic Society. In financial circles he has always been, and is yet, connected with many flourishing institutions. By his indomitable will he has amassed a handsome fortune, and



for commercial experience, shrewdness and judgment, Mr. Samuel Nordheimer forms a striking figure amongst Canada's distinguished citizens.

Mr. Samuel Nordheimer's family residence, "Glenedyth," is one of the finest private mansions in Toronto, its situation on the Davenport Hill being unequalled.

The surrounding grounds are both extensive and picturesque, comprising about forty acres, beautifully wooded, with winding drives and grassy terraces that remind the visitor of the finest of English demesnes and

ancestral halls. The house is superbly furnished, the entrance hall, being lighted from a dome, is strikingly beautiful in its finish and arrangement, whilst the drawing rooms, dining rooms, and boudoirs are gems of artistic decoration.

The view from "Gleadyth" extends over the whole city, and across the lake to Niagara.

### MR. SAMUEL NORDHEIMER.

Early in September, 1887, the late Emperor William appointed Mr. Samuel Nordheimer to the honorable position of Imperial German Consul for the Province of Ontario, and to him the British Government issued the Exequator.



It can be truly said that the numerous Germans in the Province of Ontario, and more particularly those residing in Toronto, hailed the appointment with feelings of sincere pleasure, fully aware that the duties of the office attached to the appointment would, under the care of Mr. Samuel Nordheimer, be conducted with



business despatch, a readiness to furnish all desirable information, and add greatly to the interests of Canadian merchants having business relations with Germany.



Still holding this honorable appointment, Mr. Samuel Nordheimer is thus serving the country of his birth and as a British subject his adopted fatherland.

The foregoing picture of Mr. Samuel Nordheimer is from a photo showing him in the uniform of a Consul of the German Empire.





MR. ALBERT NORDHEIMER.

## MR. ALBERT NORDHEIMER,



The Vice-President and Managing Director of THE NORDHEIMER PIANO AND MUSIC Co., Limited, succeeded to his father's interest in the old-established concern of A. & S. Nordheimer, upon his coming of age, and is a gentleman whose ability both as a musician and a business man is generally known.

By his skilful guidance, prudence, sagacity and management, the affairs and business of the Company, have, in the last few years, developed and increased very materially.

Mr. Albert Nordheimer is an accomplished musician, and has had the best commercial and musical education obtainable in Europe, from whence, at the age of twenty (upon the outbreak of the Franco-Prussian War in 1870) he returned to Toronto, where he has since resided.



He has always taken the keenest interest in Toronto's Musical development, occupying the presidency of various leading musical organizations.

Mr. Albert Nordheimer, who for many years acted as Vice-Consul, has recently been appointed

BY HER GRACIOUS MAJESTY QUEEN  
WILHELMINE,

CONSUL-GENERAL OF THE NETHERLANDS FOR  
CANADA.

The papers containing the notice of his appointment bear the signatures of Her Majesty Queen Wilhelmine, and

HIS GRACIOUS MAJESTY KING EDWARD VII.

The Royal Warrant appointing Mr. Albert Nordheimer Consul-General of the Netherlands for the Dominion of Canada, bearing

HIS GRACIOUS MAJESTY KING EDWARD'S  
signature, is dated June 14th, 1902, approving the act of "Our Good Sister and Cousin,"

THE QUEEN OF THE NETHERLANDS.





FEW words as to the loyalty and the devotion of the employees of THE HOUSE.

The Company's method is largely one of organization, and they have always surrounded themselves with lieutenants who have both energy and brains, realizing that increasing business success is materially gained by such combination.

The special feature of the representatives and principal employees of THE HOUSE is in the fact that they are men of acknowledged musical ability and taste, as well as energetic commercial forces.

Amongst the many employees and men of prominence who have passed through THE HOUSE in years past, may be given the names of

Messrs. Charles F. Tretbar and James H. Hempsted, now of Messrs. Steinway & Sons, New York.

Also Messrs. T. G. Mason, V. M. Risch, H. H. Godfrey, A. Petersen, Dr. C. A. Sippi, Geo. Duffett, sr., and others.

Other strong personalities who have been prominent in the development and past history of THE HOUSE, but who have since passed off life's stage, can be given in those of the late Dr. C. W. Chewett, S. Sichel, W. W. Wakelam, Z. Hemphill, Ernest Peiler, Carl Peiler and others.

Herewith are appended the photos of a few true and tried employees of **THE HOUSE**, men who are held in high esteem by the Company, and by everyone with whom they transact business.

**MR. GEO. H. SUCKLING,**

The Company's General Representative and Superintendent of Agencies.

Mr. Suckling is the Company's oldest present employee, having entered **THE HOUSE** as a lad 33 years ago.

His first work was in the sheet music branch under Mr. W. W. Wakelam, manager of that department from 1865 to 1890.



Mr. Suckling's wide experience in all departments of the business, and his thorough acquaintance with the requirements and personalities of the trade especially equip him for the position he holds, which he fills with both honor and credit.

Through his dominant energy and comprehensive grasp of detail, he has carried the

interests of **THE HOUSE** to every corner of the **DOMINION** with marked success.

Mr. Suckling is genial and musical, has unlimited faith in Canada and Canadians, is markedly enthusiastic on the supremacy of **THE HOUSE** and the superior merits of **THE NORDHEIMER PIANO**.

#### MR. WALTER DUFFETT.

Mr. Walter Duffett is the Secretary-Treasurer of the Company, and has been in the employ of **THE HOUSE** for twenty-seven years, joining the office staff as a lad from school in 1875.

Mr. Duffett is head of the office department and is the Company's "confidential man." His evolution and progress, from the position of office boy to his present one of high trust, have been attained by his close and faithful attention to duty at all times, through which he has advanced steadily to his present responsible position.



#### MR. A. R. BLACKBURN,

Manager of the Retail Piano Department for the City of Toronto.

Mr. Blackburn entered **THE HOUSE** in 1879 and acquired a thorough knowledge of the

technical construction of instruments, which has equipped him with experience for the important position he now holds.

Mr. Blackburn is organist at Holy Trinity Church, having filled that position for over twenty years in succession to his father, the late Mr. Robert Blackburn, the well-known organist, composer and teacher of music.



Mr. Blackburn is a musician of high standing, his Anglican Male Choir being considered one of the best in Canada. He enjoys the fullest confidence of the Company, and is very popular with his customers and all with whom he comes in contact.

#### MR. PAUL HAHN

has recently risen rapidly to the front as a first-class salesman, much of which success is due to his untiring efforts to equip himself both commercially and musically for the front rank.

He spent some years as a lad in the Sheet Music and Merchandise Department of THE HOUSE, rising steadily through all the various departments.



His personlity  
is very ngreenble,  
and much of his  
success is due to his  
specinl musical  
nbility ns a Solo  
'Cellist.

Mr. Hahn's nme  
is n popular one in  
Toronto nud Cnna-  
dn's musical circles.  
His repeated ap-  
pearances before  
the public at con-

certs of the highest class with his favorite  
instrument, the 'cello, gives him the benefit  
of nrtistic distinction and wide musical  
experience.

#### MR. ADDISON A. PEGG

joined the staff of THE HOUSE in 1896 and  
for some years was  
traveller for the Mu-  
sical Merchandise  
Department, in which  
work he made mark-  
ed success by his  
conscientious and  
energetic attention.  
He has a good bari-  
tone voice, nud being  
much in contact with  
musical affairs,  
decided to try the  
position of Piano



traveller for Northern Ontario, in which capacity he has become eminently successful. Mr. Pegg has a bright and pleasant mannerism, and forms good friends and strong attachments wherever he goes.

Associated with Mr. Walter Duffett, and under his direction on the office staff, are the following familiar faces and figures:

**MR. SIGMUND WEICHERT,**

Accountant, and Acting Official in the Imperial German Consulate at Toronto.

Mr. Weichert is always much in sympathy with German people and their affairs, and takes a deep and kindly interest in all who come to him for information and advice in connection with his Consular Office position.



He is one of the best posted men to be found anywhere on International and European political affairs, as well as a high authority on commercial probity and law.

Mr. Weichert is an accomplished linguist, which, combined with his broad literary knowledge, makes him a charming conversationalist and companion.

Amongst all the Germans in the Province of

Ontario Mr. Weichert is regarded with much affection and held in very high esteem.

**MR. HERBERT BLACKBURN,**  
Accountant.

has been in the employ of **THE HOUSE** for over twenty years and now has full charge of the important interests of the accounts of the Manufacturing Department.

He is a brother of Mr. A. R. Blackburn, and for steadiness and always faithful attention to his duties, is valued very highly by the Company.



**MR. E. JOHNSON,**  
Accountant.

is one of the young men who entered **THE HOUSE** as a lad about ten years ago, earning prominence and respect from every member of the staff by his faithfulness and ability.



**MR. ARTHUR D. STRONG,**  
Cashier,



joined THE HOUSE in recent years, and is a much trusted and important member of the office staff.



## THE SHEET MUSIC AND PUBLISHING INTERESTS OF THE HOUSE.

THE HOUSE OF NORDHEIMER has always taken a leading position as Importers, Dealers and Publishers of Sheet Music and Musical Works. The Company's enormous stock of Classical and Modern Publications, containing the editions of every known publisher, is by far the largest and most important stock of this class under one roof in the Dominion, being complete in every particular.

Every work of every known Composer of note and popularity can be found on the Company's shelves, so complete and comprehensive is this department.

The Company's catalogue of copyright publications is both extensive and valuable, comprising works of PADEREWSKI, GILLET, LANGE, BOSCOVITZ, LICINER, R. S. AMBROSE, etc., etc.

In recent years the sales of the popular sheet music publications, "The Old Pincy Woods," "The Maple Leaf Forever," "Waiting for the Tide," "One Sweetly Solemn Thought," "The Contrite Heart," "La Belle Canadienne," etc., have reached enormous proportions.

This department is an exceptionally strong one, and is under the capable management of

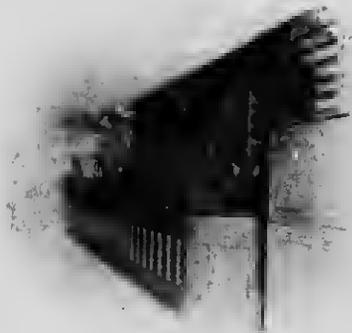
## MR. AUG. J. SEYLER,

who presides over a large and effective staff of employees with marked success.

Mr. Seyler came as a lad to THE HOUSE some 17 years ago from Waterloo, Ont., since when he has steadily risen to his present position of responsibility and importance. The large amount of detail work necessary to make the Sheet Music and Publishing Department a success is shouldered by Mr. Seyler with both earnestness and patience.

By his kindly and unassuming manner, Mr. Seyler has become a great favorite with the entire staff as well as with all the customers of THE HOUSE.





Importantly associated with Mr. Seyler in the Sheet Music Department are Mr. John Frost Race, Accountant, and Mr. Stanton Ferguson, Head Salesman.

#### MR. JOHN F. RACE

is a familiar figure in Toronto's musical circles. He has a fine baritone voice, and sings with good style at many Toronto Concerts and in connection with various Choral Societies.

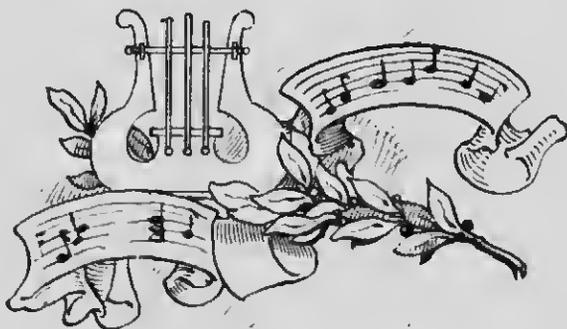
Mr. Race is also an excellent Bassoon player, in which capacity he is in much demand by the local orchestras and bands. His typical English

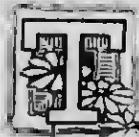


figure, together with his frank and honest mannerisms, are distinguished characteristics of Mr. Race's personality.

#### MR. STANTON FERGUSON

has been familiarly known to all Toronto musicians and the musical public for over 18 years. His friends are innumerable, and by his kindness and desire to please all whom he serves, he has made marked success and attained to an important position with the Company, the members of which, together with the entire staff, like Mr. Ferguson exceedingly.





HE department of THE HOUSE devoted to the importation, manufacture and sale of

### MUSICAL MERCHANDISE

is the most important and extensive in the Company's whole establishment.

The enormous floor and shelf space devoted to the very complete stock of this department can only be understood by giving time to walk through it all.

Everything known in Musical Merchandise is to be found here, from the tiny mouth-organ to the great double bass, and from a violin string to a bass drum.

Band and Orchestral Instruments, Clarionets, Flutes, Cornets, Violins, 'Cellos, Guitars, Banjos, Mandolins, Gramophone Goods and Records, Strings, Reeds, Fittings and Appurtenances for every description of musical instrument.

The very extensive catalogue of this department will be mailed upon application, and in it will be found illustrations and price lists of everything known in musical goods.



MR. F. SHELTON is the Manager of the Merchandise Department and is another member of the staff

of THE HOUSE who, when a young lad, about fourteen years ago, began working in the Sheet Music Department, later entering that of Musical Merchandise.

Mr. Shelton is a very earnest worker and gives his entire mind and attention to the success of his department.

#### MR. ALFRED ROBINSON

is the Travelling Representative of the Musical Merchandise Department.

Mr. Robinson is an energetic and hardworking employee of the Company, who gives both kindly effort and earnestness to his work. In the

limited time that Mr. Robinson has been on the road for the Company he has done remarkably well, steadily building up and improving the interests of THE HOUSE in every place he visits.



#### MR. HERBERT DUFFETT

is a brother of Mr. Walter Duffett, and joined the staff of THE HOUSE as a lad thirty years ago in the Repairing and Mechanical Departments when his father, Mr. George Duffett,

was the Foreman. Mr. Herbert Duffett is now the Manager of the Toronto Tuning and Repairing Departments, and he has, by close study and attention to his special work, steadily risen to the above position of responsibility. His tuning connection in Toronto is very extensive, and as his own work is always so substantially well done, his time is much in demand by local artists and the musical public.



MR. JOSEPH MILLOY.

Mr. Milloy is the Company's Tuning Representative for the Province of Ontario, and his work is always extremely well done. Of a conscientious character, and with devotion to the interests of THE HOUSE, Mr. Milloy fills a responsible position with marked success.



PIANO TUNERS.



MR. R. F. WILKS,  
Toronto.



MR. W. U. ALSTON,  
Winnipeg, Mnn.

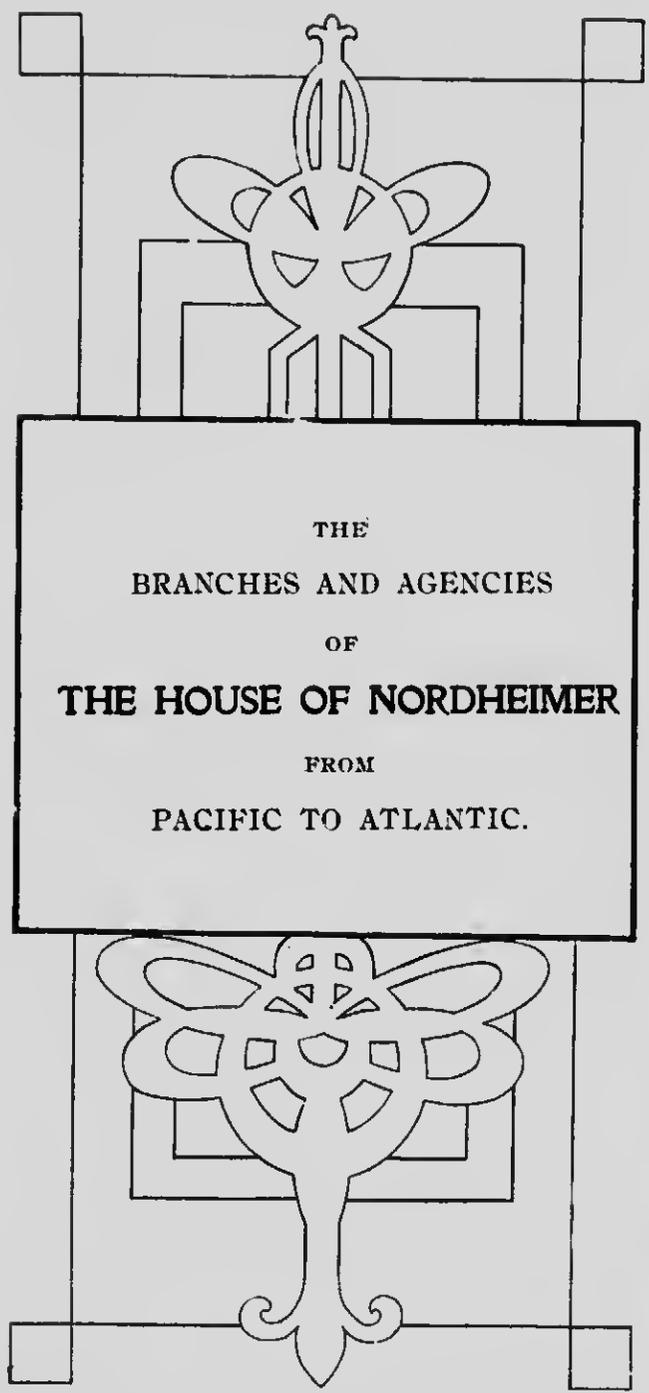


MR. A. RAMSPERGER,  
Hamilton.



MR. J. R. SANDERSON,  
London.

In addition to the foregoing photographs shown in this brochure there are employed by the Company large numbers of other clerks in the various departments and branches of the business.



THE  
BRANCHES AND AGENCIES  
OF  
THE HOUSE OF NORDHEIMER  
FROM  
PACIFIC TO ATLANTIC.



VICTORIA, B. C.



THE BRITISH COLUMBIA PARLIAMENT-BUILDINGS



BRITISH NAVAL STATION  
ESQUIMAULT, B. C.

**T**o illustrate the extent and importance of the trade connections of **THE HOUSE OF NORDHEIMER**, the descriptions of the following named persons and places will be found interesting.

Owing mainly to the high appreciation by the public of the merits of **THE NORDHEIMER PIANO**, and the consequent demand for it from trade sources, the Company has, in recent years, developed a large and highly important trans-Continental trade for their Pianos, extending from British Columbia to Cape Breton, making a continuous line of Agencies and Depots of "THE HOUSE" across the Continent, from Pacific to Atlantic.

#### MR. HERBERT KENT.

Beginning in the West, at British Columbia, there is no part of the Dominion where the interests of **THE HOUSE OF NORDHEIMER** are so well looked after as in Victoria, B. C., where the Messrs Waitt & Co. are the oldest and largest Music Dealers and Importers in British Columbia.



Mr. Herbert Kent, whose photo is here shown, is the partner and general manager of



the firm of Waitt & Co. Mr. Kent has a most excellent baritone voice, and he is both musically and commercially in the front rank in British Columbia.

The Messrs. Waitt & Co. were established in 1864. Their splendid premises on Government Street, Victoria, comprise three floors, devoted to the sale of pianos and musical merchandise of every description which, with a fine Recital Hall and Studio Rooms for Artists, form the largest and best equipped music establishment in British Columbia.

The Messrs Waitt & Co. have also extensive branch houses at Nanaimo, Cumberland, and Ladysmith, Vancouver Island.

MR. J. W. BOWES.

Mr. J. W. Bowes is the Messrs Waitt's representative, having been connected with the firm for some years.



Mr. Bowes has, from one end of Vancouver Island to the other, always worked devotedly to further his firm's interests, in the course of which travelling he has sold to, and made happy, many hundreds of purchasers of high grade pianos and musical instruments.

Mr. Bowes is also a clever writer of both prose and poetry, many of his very original compositions having appeared in print from time to time.

By his many estimable and kindly social qualities Mr. Bowes has made hosts of friends for the Messrs Waitt, as well as for himself, all over British Columbia.

MR. W. W. MONTELIUS.

Messrs W. W. Montelius & Son, of Vancouver, have the agency for both STEINWAY and NORDHEIMER PIANOS, for the mainland Territory of British Columbia.

The Montelius Warerooms, on Hastings Street, are very extensive, forming handsome and commodious premises.

Mr. Montelius, sr., has had over thirty years' practical experience in the piano business, and by capability and energy, aided by a competent staff of salesmen, disposes yearly of a very large number of high grade instruments.

The Messrs Montelius' trade and connections are constantly broadening, and all who have the pleasure of meeting Mr. Montelius and his son find them courteous and honorable gentlemen.

MR. L. H. DOLL,

Calgary.

On the far Western prairies, at the foot of the giant Rockies, THE NORDHEIMER PIANO is represented by Mr. Louis H. Doll, who has one of the handsomest shop premises in our GREAT NORTH-WEST.

Many residents of Calgary and district are very proud of their **NORDHEIMER PIANOS** purchased from Mr. Doll, and his establishment is known far and wide in the West.



By superior business ability and pleasing mannerisms, Mr. Doll has made hosts of friends, all of which aid to build up for him an invaluable business connection.

**MR. ALBERT EVANS,**  
Winnipeg, Man.

Mr. Evans is now, and has been for many years, the General Representative of **THE HOUSE** for Winnipeg and District. Mr. Evans is one of the most highly esteemed citizens of Winnipeg. By his natural charm of manner, always faithful, straightforward and honorable with everyone he meets, he has earned for himself the familiar name of "Father Evans."



Mr. Evans is also an excellent musician, having filled the position of Organist at St.

Mary's Cathedral, Winnipeg, for over sixteen years.

His choir members and friends innumerable have much affection and great respect for Mr. Evans.

#### MR. WM. S. HEMPHILL.

Mr. Hemphill is another employee of the Company who has been connected with THE HOUSE for over eighteen years, having occupied positions in the Toronto Warerooms,



and also at the Hamilton and London Branches, and was one of the Company's outside representatives in Ontario for the past eight years. He was last year transferred to Manitoba and the North-West to represent the Com-

pany's selling interests outside the City of Winnipeg.

Mr. Hemphill is well known as a musician. He has numbers of friends in Ontario who have rightly placed a great deal of confidence in his selection of a piano for them.

His father, Mr. Z. Hemphill, was in the employ of THE HOUSE for nearly forty years, in the position of outside representative in Ontario, and his name will be familiar to thousands of patrons of THE HOUSE in past years.

**MR. JAMES J. CALLAGHAN.**

Mr. Callaghan is the Company's General Manager for London and Western Ontario District. By his ability and energy he has aided to develop the trade of THE HOUSE in Western Ontario very considerably over that of former years. Mr. Callaghan's individuality is both striking and forceful, his splendid physique enabling him to easily sustain his steady and strenuous work.



Wherever Mr. Callaghan is found he is actively engaged furthering the Company's interests. By his pleasant manner and earnestness of purpose, he leaves the most favorable impressions and gains the respect of all who meet him.

**MR. T. C. WRIGHT.**



Mr. Wright is Manager of the London City connection, in which capacity he has been thoroughly successful. Mr. Wright joined the staff as a lad some seventeen years ago at Toronto, and in recent years was

attached to the Company's Branches at Ottawa and Hamilton.



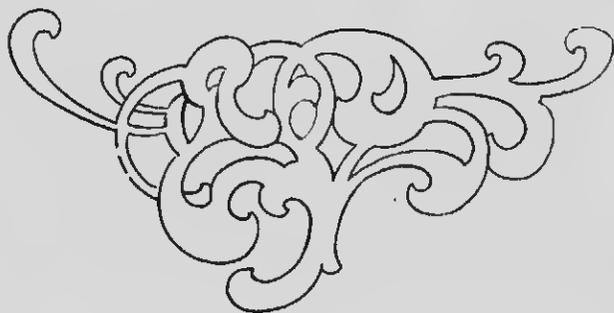
His sterling integrity and superior address, together with his natty personality and charm of manner, give him much advantage in meeting his customers.

Through his ability Mr. Wright has steadily risen to his present important position, and is very popular with the entire staff and his many customers and friends.

His father, Mr. J. J. Wright, was for many years proprietor of the famous "Point Farm" Summer Resort, near Goderich, Ont.



We present illustrations of the exterior and the main warreroom of the London Branch.



**MR. ANDREW H. DALZIEL,**  
Windsor, Ont.,

is the Western Representative for the London Branch of THE HOUSE, and resides at Windsor, Ont. To merely know Mr. Dalziel is to like him, but to know him better is to enjoy him. His hosts of friends in Western Ontario give him their loyal support. Mr. Dalziel is a hard worker, active in brain and on foot, and has unbounded faith in the sterling merits of the **NORDHEIMER PIANO.**



Mr. Dalziel works both early and late, and by his geniality, kindness and conscientious earnestness, has deservedly attained both popularity and distinction.

**MR. E. J. WILSON**

is Manager of the Hamilton Branch of the Company, and has been with THE HOUSE for some eighteen years. He began work in the Sheet Music Department in the Toronto Warehouse, and by steadiness and careful attention to



business, together with his shrewdness of character (natural to a Scotchman), he has reached a most important position.

Mr. Wilson's connections and friends in Hamilton are legion. He commands the respect of everyone he meets, and all whom he comes in contact with.

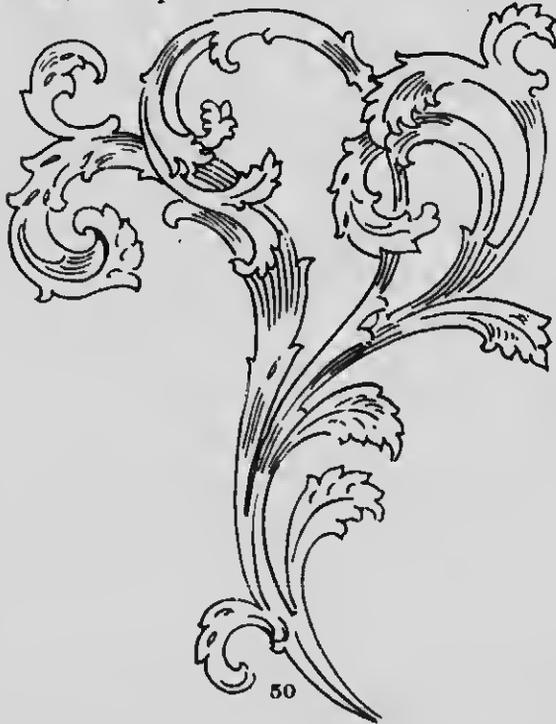
The illustration here shown is of the Company's Hamilton Branch premises.



MR. W. P. BLAIR,  
St. Catharines, Ont.

Mr. Blair is the representative of the STEINWAY and NORDHEIMER PIANOS for the Niagara Peninsula District, and purchases a large number of pianos yearly. He is very well known in that district, and is a highly respected citizen and dealer.

Mr. Blair is an earnest, keen and active worker, and by business ability and close application to his field of work has built up, with marked success, an important connection and trade.





MR. GEO. L. ORME.

MESSRS J. L. ORME AND SON, Ottawa, Ont., are the Company's representatives for Ottawa City and District. The House of Orme is one of the most substantial concerns in the musical industry of either the DOMINION or the UNITED STATES

Established in 1866 by the late Mr. J. L. Orme, sr., who passed away in 1893, the House of Orme has steadily risen to a position of marked pre-eminence.



MR. MATTHEW ORME.

After earnest attention to their business, selling only the highest class of musical goods, the Messrs Orme can justly be proud of their solid success and high financial standing.

The magnificent new Orme building on Sparks Street, of brown stone and pressed brick, comprising five stories, devoted exclusively to the sale of pianos and musical merchandise of every description, is convin-

ing evidence of the importance and solidity of this firm.

The principal Orme Wareroom, where STEINWAY and NORDHEIMER PIANOS are exhibited as their leaders, has four exquisite Art rooms or compartments, each brilliantly ornamented with decorations and furniture of the EMPIRE STYLE, in *Old Gold*, of the *Mauresque Type*; also *a la Marie Antoinette*.



These four Special Art rooms are, for artistic style and beauty, not surpassed in any piano wareroom on this Continent.

The illustration here shown is the Orme building.



MR. L. E. N. PRATTE.

What might easily be called one of the handsomest Piano Warerooms in Canada, are those of MESSRS PRATTE, NORDHEIMER AND GLENDON, of 2644 St. Catharine Street, Montreal, Que., who are the representatives of THE HOUSE for Montreal City and District.

Artistic taste of the highest order, exquisite decorations, all of which can be beautifully illuminated by day or night, adorn one of the



MR. M. W. GLENDON.

most charming suites of piano compartments in the Dominion.

Mr. L. E. N. Pratte, whose personality is both striking and pleasing, is familiarly known and most highly respected by the musical profession and the music trade of the Continent.

Mr. Michael W. Glendon, Mr. Pratte's partner, was formerly Manager of the Messrs Nordheimer's Piano business at the St. James Street **NORDHEIMER BUILDINGS.**

Mr. Glendon is a familiar figure in Montreal musical circles, and has, by marked ability,



courtesy and hard work, now reached a position of which he can justly be proud.

The illustrations shown are the Pratte, Nordheimer & Glendon business premises and warerooms, on St. Catharine Street.



**MR. WILLIAM HUTCHISON,**  
Quebec, Que.,

is the representative of **THE HOUSE** for Quebec City and District, whose piano parlor and place of business is 67 St. Jean Street, Quebec.



Mr. Hutchison, who has always been a resident of Quebec, is most favorably known throughout

that Province as a gentleman of musical ability, and one whose word is as good as his bond.

Belonging to a musical family Mr. Hutchison has always been associated with Quebec's musical interests. Mr. Hutchison plays the piano brilliantly, and is quite enthusiastic in his representation of the **STEINWAY** and **NORDHEIMER PIANOS**, which facts are highly gratifying to the Company in appreciation of which they support his work in every way possible, feeling that in Mr. Hutchison they have a most energetic and capable representative.



**MR. GEORGE A. PRINCE,**  
who is the Company's representative in the Province of New Brunswick, has many warm friends in the Maritime Provinces, where he has been busily occupied during the last six years.



Mr. Prince is an Englishman by birth, and is one of the most reliable and trustworthy representatives of the Piano Trade in the Dominion.

**MR. CHAS. C. DODD**  
is comparatively a new member of the staff, and has, in a short time come to the front, by well-earned success, and with much credit to himself.

Mr. Dodd is an Englishman, with high esteem for Canadians, and wherever he becomes socially acquainted forms strong attachments, and makes many friends.



Mr. Dodd plays the piano pleasingly, is in love with his work, and by unwearied attention to business, combined with a natural tenacity of purpose, is doing remarkably well in his field of work.

Mr. Dodd represents the Company's interests in the Province of Nova Scotia.

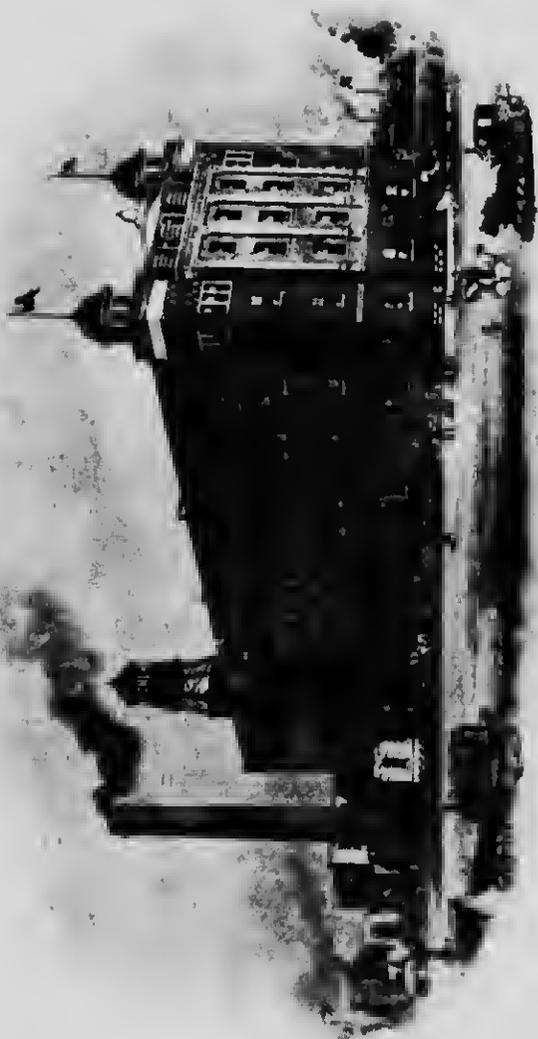


ST. JOHN, NEW BRUNSWICK



HALIFAX.  
N.S.





**THE NORDHEIMER PIANO FACTORY BUILDINGS** are located at **WEST TORONTO JUNCTION**, and are amongst the most complete and up-to-date buildings in the Dominion that are devoted to the manufacture of **HIGH-GRADE PIANOS**.

From the beginning of the manufacture of their own Pianofortes (nearly twenty years ago) **THE HOUSE OF NORDHEIMER** has patiently expended time, capital and intelligent re-



search, always aiming to produce, regardless of cost, the highest ideal, type and grade of musical instrument. On these points the results attained have been more than eminently successful in their realizing in the **NORDHEIMER PIANO "THE HIGHEST ARTISTIC STANDARD OF GENERAL EXCELLENCE."**

The general facilities of the Company for the manufacture of high-grade pianos will

challenge comparison in point of comprehensiveness, completeness of detail, and the adjustment of means to an end, with the best factories on the American Continent.



A scientific knowledge of the principles of tone production, as well as the possession of ample financial resources, and of the necessary methods and facilities, are absolute necessities for the manufacture of high-grade pianos, in which matters THE NORDHEIMER PIANO represents the complete success of the adoption of the principles of acoustic and scientific research in all matters associated with the production of pure tone.



THE NORDHEIMER PIANO FACTORY is provided with the best modern and complete machinery and arrangements of the most improved kind.

Each Department, so far as its own special

work is concerned, is complete in itself, and managed by its own foreman.

In the making of THE NORDHEIMER PIANO a system of subdivision of labor is adopted that ensures both economy of time and material, as well as a perfection of finish in the various parts of the instruments.

Instead of the policy of the ordinary manufacturer in trying to cut down and reduce the cost of his product at every stage of manufacture, THE NORDHEIMER COMPANY'S ideal and energy is concentrated on the forces necessary to accomplish — regardless of cost — the production of the HIGHEST CLASS and BEST GRADE only.



Constructed on the broadest and most advanced ideas, and with all the perfection of constructional detail, THE NORDHEIMER PIANO is recognized to-day as the MUSICAL STANDARD OF CANADA, possessing as it does, features and characteristics, endorsed by not only musicians, but all persons of unprejudiced musical ability, who instantly recognize its exquisite qualities, and give it their unstinted praise.

An unequalled experience, extending over half a century with the instruments of the leading manufacturers of the world, and the consequent familiarity with the highest ideals of tone and touch qualities, combined with the knowledge of the best constructional characteristics of the world's finest pianofortes, and aided by highest skill and originality, have given THE HOUSE an unequalled advantage in the manufacture of their own



pianos, all of which being put to the test of time, evolution and experience, has given to

#### THE NORDHEIMER PIANO

THE FOREMOST PLACE in the annals of Canadian Piano Manufacture.

The art designs of THE NORDHEIMER PIANO in SHERATON, CHIPPENDALE, LOUIS XII., etc., are in the most exquisite taste, in the manufacture of which are used the very



choicest qualities of veneers, woods and materials.

Other ART STYLES are made with beautifully hand-painted panels, by distinguished artists, all forming a feature highly appreciated by art connoisseurs and persons of wealth, who select such instruments to aid in the interior decoration and beautifying of their homes.

THE NORDHEIMER PIANOS are also finished to order—in dull oil finish, in any wood or veneer desired—a specialty in which very high excellence has been attained.

For purity of tone and power, combined with perfect resonance and a poetical touch, THE NORDHEIMER PIANO is distinguished to an exceptional degree, and that peculiar SINGING QUALITY of tone, which is so elusive to most makers of pianos, is unfailingly produced from these instruments.

The prospective purchaser has many strong reasons for dealing with **THE HOUSE**, and selecting a **NORDHEIMER PIANO**.

A **NORDHEIMER GUARANTEE** accompanies each piano, and not only ensures to the purchaser the soundness of its construction, but places beyond any doubt the assurance to the purchaser of the instrument giving perfect satisfaction. Such an undertaking from a really responsible concern should be a very important consideration to every buyer.

While **THE HOUSE** cannot compete with the prices at which cheap commercial pianos are sold, yet as manufacturers having the facilities for purchasing materials in large quantities for cash, they are enabled to offer their own pianos at the very lowest prices commensurate with their high qualities. **THE HOUSE** is also in a position to extend liberal terms to customers who desire to purchase on the instalment plan.



The impossibility of judging critically of the durability of a piano until it has been tested by some years of use, induces many makers to employ the cheapest material and workmanship without any regard to the durable qualities of the instrument.

This is done in order to tempt the public by an apparently low price, whereas the profit on this class of pianos is far larger than on the thoroughly well-made instrument sold at



such prices as the **NORDHEIMER COMPANY** maintain.

It is very poor economy to purchase a piano that, from its price, is exceedingly cheap, but which within a short time will surely become worthless.

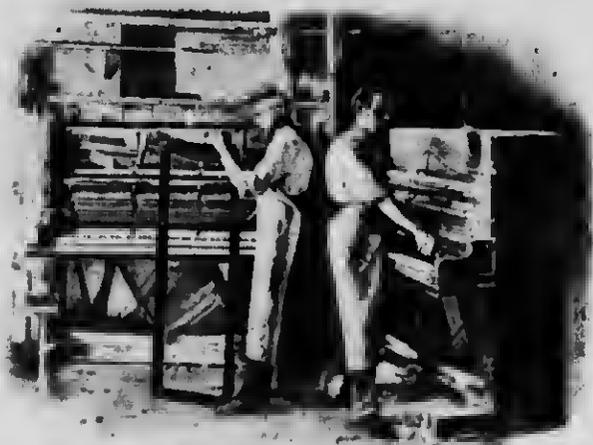
In this country particularly, where the climate is severe and the furnace heat of most houses is injurious to articles of furniture, the

delicate mechanism of a piano must certainly become seriously affected, if not entirely ruined, unless the instrument is made of the most thoroughly seasoned materials and with the very best workmanship.



The policy to which THE HOUSE has always conscientiously adhered, has been never to sacrifice quality of material and workmanship to cheapness of price.

In consequence of numerous complaints having reached the Company of the serious injury done to their pianos by persons representing themselves as THE COMPANY'S tuners, the public are specially warned against entrusting their NORDHEIMER PIANOS to any



tuner who cannot produce the WRITTEN AUTHORITY OF THE HOUSE.

Each **NORDHEIMER PIANO** is its own recommendation.

A beautifully illustrated catalogue of the **NORDHEIMER PIANOS** will be mailed by the Company to anyone requesting one. Through its medium a purchaser may select any style described with perfect safety and as satisfactorily as if the selection made were a personal one.



## A GREAT NAME AND A GREAT PIANO.

A great name in business is won on the strength of many years of upright and honest dealing—a great piano is the result of the employment of the best material and skill in labor, directed by that superior knowledge which belongs to wide experience and familiarity with the highest ideals in any particular form of mechanism or art.



These are reasons why the **NORDHEIMER PIANO** commands the highest attention and patronage. Their every note is pure and musical. They are manufactured for critical and high-class trade. Their very appreciation demands at least some musical knowledge. Their capacity and unyielding durability enable the highest form of musical expression.

Determined effort and constant striving for the best is the secret of the success of the **NORDHEIMER PIANO**.



That conscious feeling in the superior musical quality of the Pianofortes produced by **THE HOUSE OF NORDHEIMER** has always given their salesmen and representatives hearty enthusiasm for furthering the interests of the instruments of **THE HOUSE**.

#### **USED PIANO DEPARTMENT.**

Necessarily in the transaction of the Company's large Dominion Piano Business, through the medium of the Toronto House and the Company's various Provincial Branches, Travellers, Agencies, etc., **THE HOUSE** each year receives in exchange when selling new **STEINWAY** and **NORDHEIMER** instruments a very large number of used pianos by nearly every known maker on the lists of European, American and Canadian manufacture.

To many persons seeking instruments at reduced prices, this class of stock—of which THE HOUSE has always a great variety—presents an attraction that new and more expensive goods do not possess.

To parties at a distance who cannot afford to buy a new instrument, the Company will always agreeably send fullest particulars on being informed of the maker desired, the amount they can afford to pay, and the style preferred.



The COMPANY'S SIXTY-THREE YEARS of honorable dealing may be mentioned to intending purchasers for this class of pianos, as offering every reasonable security to those entrusting their orders by mail to the Company.

All instruments of this class are thoroughly warranted and repaired before shipment, and



in every instance they are accompanied by

**A NORDHEIMER GUARANTEE.**

Easiest terms of payment can be arranged to suit the resources of each individual purchaser.

Distance is no obstacle in taking advantage of the opportunity of securing a good used piano.

In glancing over the Company's large assortment of this class of instruments, the names of DUNHAM, ERARD, CHICKERING, BROADWOOD, VOSE, BLONDEL, COLLARD, STEINWAY, HAINES, and pinnos by every Canadian maker are to be seen.

For Squares, from \$25., \$50., \$75., \$85., \$135. and upwards.

For Baby and Parlor Grands there are some magnificent specimens from \$250., \$375., \$500. and upwards.

In Upright or Cabinet Pianos there are handsome instruments at \$50., \$75., \$90., \$100., \$125., \$175. and upwards.

To out-of-town customers the **NORDHEIMER COMPANY** will pack and ship all used pianos, free to railway destination; and further, any used piano bought from **THE HOUSE**, if not entirely satisfactory, can be exchanged any time within one year, and the full amount paid thereon will be allowed on a new one.





## THE HOUSE OF STEINWAY.



Its literature and its illustrations would be incomplete without reference to the great

"HOUSE OF STEINWAY & SONS, NEW YORK,"

more particularly as the names of STEINWAY and NORDHEIMER have for so many years been linked together in Canada, in Musical and Commercial association.

It was in the year 1858 that the late Theodore Steinway, for his firm, agreed to have the Messrs. Nordheimer represent the STEINWAY interests for Canada.

From the beginning of that understanding up to date, NINETEEN HUNDRED AND THREE, THE HOUSE OF NORDHEIMER has given its heartiest support and effort to further in every possible way the interests of THE STEINWAY PIANOS in Canada, resulting in a record of uninterrupted financial and commercial relations for so long a time.

To say that for forty-five years the two distinguished houses of STEINWAY and NORDHEIMER have preserved their original relationship intact, is another testimony to the good faith, the earnestness, sincerity, and financial solidity of THE HOUSE OF NORDHEIMER.

Founded in 1853 by Henry Steinway, this powerful manufactory broke with the invariable routine of its day, and has by unremitting



PRINCIPAL MEMBERS OF THE HOUSE OF STEINWAY.

efforts directed to a single end—the perfection of the art—perpetuated and perfected the traditions of a new and original system of pianoforte construction. Like the magnificent artisans of the MIDDLE AGES, MESSRS STEINWAY & Sons have transmitted from father to son their processes and secrets of fabrication, and thus succeeded in producing perfected



STEINWAY HALL, NEW YORK.

works which are, and always will be, the admiration of people of taste.

The simple words, "Made on the Steinway System," are a valid recommendation in the artistic world—a universal passport for any instrument which bears them, irrespective of its manufacturer. But none of the many

imitators of STEINWAY PIANO have ever attained the perfection of these magnificent instruments.

Thanks to its brilliant financial management, this house has been able to obtain the finest woods, to store them to season them ten years long, and to utilize extensive mechanical processes throughout its factories.

Under these conditions the manufactory of STEINWAY & SONS is entirely independent of outside assistance, and accordingly its incomparable pianos are of uniform excellence. Its competitors, on the contrary, who are often forced to depend upon trade manufactories over which they have little control, cannot attain uniformity of product. Connoisseurs and artists may wisely be called in to assist when choosing a STEINWAY PIANO, but there is, in point of fact, no need of either.

#### SELECTING A STEINWAY.

The longevity of these fine instruments is extraordinary. Pianos dating from the foundation of the house still bear testimony to this. They have preserved all the quality,



and have all the delicacy of tone of those most recently built.

The growth of STEINWAY & SONS, who are the present furnishers to twenty-four Royal families, has been exceedingly rapid.

The house has seen over one hundred and ten thousand pianos issued from its factories



The archives of THE HOUSE OF STEINWAY would be interesting reading. They contain compliments and congratulations from most illustrious sources. You read in Wagner's handwriting, "I regret my Steinway Grand as one regrets a beloved wife. I miss it



continually, and I miss it everywhere;" or in a note to William Steinway, from Liszt, "Your magnificent Concert Grand now reigns master of my dwelling." As to Paderewski, see in what terms he records himself: "I desire to write you that although I was charmed and inspired by your piano at my first concert, my enthusiasm and admiration augmented at the second, became still greater at the third, and continued to advance crescendo till my last appearance, when my admiration for the grandeur, the power and the ideal beauty of its tone, and the perfection of its touch and action, was at its height."

It is interesting to note that the STEINWAY PIANO was the very first American work of art that compelled recognition of its excellence in Europe, and established a successful export trade. American poetry and American pianos made their way abroad long before American paintings and statuary were thought of. As

soon as the STEINWAY GRAND was exhibited in Paris and London people began to buy it. It is significant of its artistic qualities that its first admirers were art folk. The Poet King, Oscar of Sweden and Norway; the Baroness Rothschild, the art connoisseur; Gustav Dore, the painter; Gounod and Berlioz, the poet composers, were among its very first European patrons. They felt the art qualities that had mounted its fame and strung its sympathetic harp strings.



#### THE PIANO A WORK OF TRUE ART.

The makers of the STEINWAY PIANO firmly believe their craft to be an art, because they have passed through the steps of the artistic experience, and art is the expression of truth and terms of beauty.

The reality of the artistic quality of piano-making is hidden by the popular idea that art

is not manufactured, or rather that art is "made by hand," but not by machinery. If so, what becomes of the tapestries designed by Raphael and Durer? Here we have conditions precisely similar to piano-making—an artist's design confided to a machine. The art lies in the design; the craft is the weaver—the mechanic. The art is the obtaining of the product—beauty.

The future of this great house is assured, for the younger generation have been trained in that thorough, practical, technical and skilled manner for which the STEINWAYS are proverbial. Beginning at the bench, passing through every department, the young Steinways, when they assume their allotted positions in their house, do so with a perfect knowledge and mastery of their art. It is upon such foundations that the STEINWAY HOUSE has been built.



The firm has ever been connected with the best onward and upward efforts of that art of music which, truly inspired, has been "writ with the pens plucked from the wings of angels;" and did we owe the house naught else save the privilege of hearing Rubinstein, Paderewski and other great Artists, the United States and Canada would still be heavy debtors to the STEINWAYS.



**THE ARTISTIC DUALITY OF THE STEINWAY PIANO.**

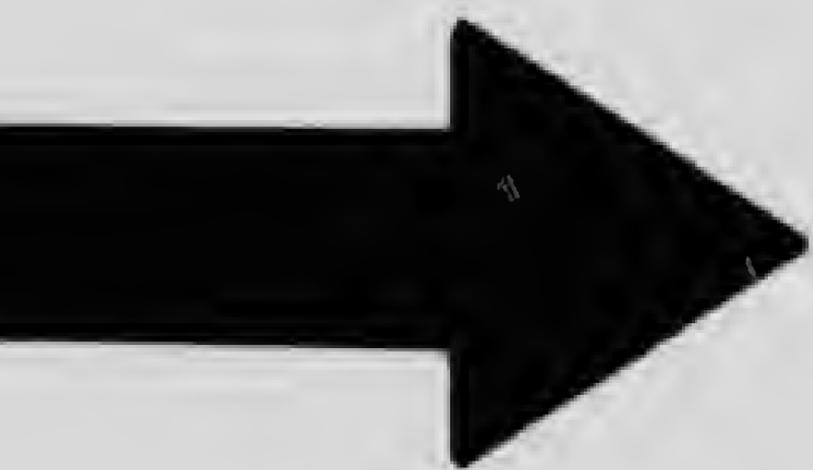
The development of a real and abiding art appreciation as well as the wider growth of a perfect taste in the field of aesthetics in this



country, is the subject of considerable comment by European thinkers, who affirm that these tendencies, to a large extent, offset the roughriding spirit of commercialism so rampant these days, and a variety is emphasized in this view of the situation, for a leaning toward the noblest and best in art forms, points to a higher civilization and a greater degree of culture among democratic people.

One of the surest signs of this evolution is the improved standing of the decorative arts. In this connection STEINWAY & SONS are





# MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



4.5  
5.0  
5.6  
6.3  
7.1  
8.0  
9.0  
10  
11.2  
12.5



**APPLIED IMAGE Inc**

1653 East Main Street  
Rochester, New York 14609 USA  
(716) 482 - 0300 - Phone  
(716) 288 - 5989 - Fax

playing an important role, by demonstrating that art and musical culture are entwined and associated with artistic piano production—masterpieces of beauty which are conceded to have established a world standard.

These specially-designed STEINWAY PIANOS which have commanded admiration from the cognoscenti, and have been paid the tribute of being ensconced in the homes of the wealthiest and most discriminating people of this continent, prove indisputably that piano-making as practiced by STEINWAY & SONS is an art in the truest sense of the word, and not only in expression, congenial and appropriate in its way of the artistic instinct of the people of the United States and Canada, but augments the prestige of the music trade industry as a whole, and gives it a special place in the domain of art that it could never occupy were it not for such elaborate creations in piano form that dignify and ennoble the craft.

The designing and execution of an art piano is an interesting process, and is at least





a matter of twelve months' labor on the part of all concerned. A close examination and study of any of the **STEINWAY ART CREATIONS** will reveal that the time occupied has been well spent, and that these instruments belong to the highest order of decorative art, such only as is compatible with an artistic product like the **STEINWAY PIANO** itself.

In the specially-designed **STEINWAY PIANOS** almost every school of art is represented—Greek, Egyptian, Byzantine, and the Renaissance in its different local schools. There is the Watteau style, with its graceful scroll work and pictorial embellishments which constitute the chief note of this style; the Empire, with its color scheme of red, in mahogany and gold, with paintings in varied colorings; the Norse, with its incised carvings or interlaced

patterns, and picturesque scenes of storm and battle, love and peace, from the tales of the Old Vikings.

Then there are pianos after the style of Louis XV. and Louis XVI., with allegorical subjects to match the period, and grand pianos decorated with designs from the works of famous composers and poets. There is the Wagner piano, the entire top of which



is decorated with scenes from Wagner's operas surmounted by a portrait of this great Master. Another instrument treated in this decorative form takes Shakespeare's "Midsummer Night's Dream" for a subject. The design is in dull gold, which serves as a background for a decoration of dolphins and mer-

maids blowing conches, and surrounded by seaweeds and shells and other aquatic forms, while around the sides run extracts from the great poet's works.

STEINWAY & SONS are the only manufacturers of pianos in the world who make every part of the mechanism used in the construction of their instruments.

#### A WORD OF CAUTION TO PIANO PURCHASERS.

THE GREAT reputation of the "STEINWAY PIANOS" and the ever-increasing demand for them in both America and Europe, have induced unscrupulous manufacturers and agents to adopt all sorts of dishonorable devices and expedients, which they systematically follow with a zeal and perseverance worthy of a better cause.

At one time these persons assert that the pianos made or sold by them are the same construction as the Steinway. At another they are made by Steinway's workmen, etc., and so widely have these representations been circulated that the Messrs Steinway are continually receiving letters inquiring into the truth of these assertions. They distinctly desire therefore to inform the public that they have granted to nobody permission or license to use any of their many inventions and improvements, and all statements to the contrary are absolutely false.

By Royal Warrant and official patents,  
**STEINWAY & SONS** are manufacturers to  
His Majesty Edward VII., King of Great Britain  
and Emperor of India.  
Her Late Majesty Victoria, Queen of Great Britain  
and Empress of India.  
Their Royal Highnesses the Prince and Princess of  
Wales and the Duke of Edinburgh.  
His Majesty Nicholas II., Czar of Russia.  
His Majesty William II., Emperor of Germany and  
King of Prussia.  
His Majesty Franz Joseph I., Emperor of Austria  
and King of Hungary.  
His Majesty Oscar II., King of Sweden and  
Norway.  
His Majesty Umberto I., King of Italy.  
His Majesty Albert, King of Saxony.  
Her Majesty Maria Christina, Queen Regent of  
Spain.  
His Majesty Abdul Hamid II., Sultan of Turkey.  
And their respective Courts.



## THE CHASE & BAKER PIANO PLAYER.

**S**INCE the days of the harpsichord the piano has stood in innumerable homes—closed and mute, a silent witness to the lack of skilled hands to coax forth its melodies—a locked treasure-chest to a multitude of music-lovers.

But at last a key to unlock its treasures has been found—a wondrous piano player, that, with fingers almost human, plays any piano.

This device, the CHASE & BAKER PIANO PLAYER, has a complete mastery over the piano, and plays any composition under the guiding hand of the operator with faultless accuracy. \*

It is, in fact, a skilled musician without a soul—affording to anyone the power to render a piece with the precision of a practised pianist.

It can also be controlled—just like a conductor has absolute control over his orchestra. It is the acme of ingenuity.

No matter how intricate the composition, how great the technical difficulties, or simple the theme of any piano work the world has ever produced, the CHASE & BAKER PIANO PLAYER performs it in the most facile and perfect manner.

This technique the CHASE & BAKER PIANO PLAYER supplies. To clearly understand how all this is done you must see the instrument and hear it play.

The CHASE & BAKER PIANO PLAYER has sixty-five fingers operated by a most in-

genious mechanism, which strike the pinno keys exnctly as do the pianist's fingers. Simple, yet cleverly-constructed devices that act instantaneously on these felt-covered fingers, control touch and tempo.

These levers, as they nre called, enable the operator to vary the force with which the keys arc struck from a touch as light and gentle as a cnress, to a stroke strong and powerful.



The greatest artists, pianists, singers, band-masters, and organists in the world eulogize and endorse the piano player in terms and words more than enthusiastic. The works of Wagner, Gounod, Rubinstein, Wollenhaupt, or rag-time, can be produced faultlessly by the CHASE & BAKER PIANO PLAYER.

In it there is the fulfillment of that wish we've all heard so often, "I wish I could play," and for those whose time is fully occupied with business or household duties it



brings into the home the full enjoyment of delightful music.

Each roll of stamped music is so completely and carefully marked that inexperienced players can give the music a proper interpretation the first time it is played, and render it in a very artistic manner after a very little practice. The rolls can be used many thousands of times, and will last for years.

The cases are doubly veneered, finished and polished in the best possible manner, and can be made to order to match any piano case.

So we trust at your convenience you will give THE HOUSE OF NORDHEIMER the opportunity as well as the pleasure of showing you this marvel of the twentieth century, the CHASE & BAKER PIANO PLAYER.

## ARTISTS' STUDIOS AND RECITAL HALL.

**T**HE Artists' Studios and apartments, in the NORDHEIMER WAREHOUSE, on King Street, Toronto, for the use of the musical profession of Toronto, are located on the fifth floor of the building and are constantly occupied by prominent members of the profession.

Some of these Studio Rooms are decorated in exquisite taste and with elaborate appointments, each Studio being furnished with a beautiful NORDHEIMER PIANO.

The NORDHEIMER RECITAL HALL, on the main floor of the building, is repeatedly utilized by members of the profession and their pupils (many of whom make their *debut* to the public in this splendid apartment) in recital and concert programmes during the season.



It has always been the policy of THE HOUSE OF NORDHEIMER to assist young Canadians endowed with musical ability, and to give them every available opportunity of making a favorable appearance before the public. As an instance of this it may be mentioned that it was in the NORDHEIMER MUSIC HALL, St. James Street, Montreal, in the year 1861, that Mlle. Emma La Jeunesse, now the far-famed



MADAME ALBANI,

made her first appearance, creating, even then, enthusiastic appreciation of her great talent and wonderful voice.

THE NORDHEIMER COMPANY have always treated their customers honorably, equitably and with liberality, and under terms and agreements that combine the highest feature

of the Piano and Music business, consistent with safe conduct.

The Company has always enjoyed the advantages possessed by large financial concerns. Certainly there is no establishment in the Canadian music trade that possesses superior facilities in this respect.

The Company's many customers and patrons are continually increasing, naturally resulting from appreciation of the superior qualities of the NORDHEIMER PIANO, together with the continuance of the public confidence in the stability and reputation of THE HOUSE.



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