

The ART PIANO
of CANADA

Heintzman & Co.
Limited

FACTORY - TORONTO JUNCTION
HEAD OFFICES & WAREHOUSES - KING ST. W. TORONTO.



A TRULY GREAT ARTIST
WILL USE ONLY
A TRULY GREAT PIANO

T HIS little volume speaks many large volumes in favor of a truly great piano, because in its pages will be found written, by every great artist who has been on tour in Canada, a tribute to the excellence of

THE HEINTZMAN & CO. PIANO

**THIS PIANO IS A PRIDE, A DELIGHT
AND AN EDUCATION TO CANADA**

THE HEINTZMAN & CO.
... PIANO ...

Evolution in Piano-Building

A Piano with an individuality of its own

Stands apart from any other Piano

EVERYONE is familiar with the oft-quoted saying of Webster, "There is room at the top." In piano-making, as in other lines of manufacture, there is much to be found deserving of commendation. Creditable pianos are manufactured in Canada. There is a sameness, however, about most of these. Take any half-dozen of them and make a comparison. They are fairly good pianos—but they are pianos all in large measure alike.

The fame that has come to the piano manufactured by the old firm of Heintzman & Co. is found in the fact that it is a *distinctive* piano—a piano out of the ordinary—a piano that has reached a pitch of excellence away from the others.

The success of the Heintzman & Co. Concert Grand, Baby Grand, and Upright Pianos lies in the fact that they possess a distinct Heintzman & Co. individuality. They are a new creation in piano-building

AN investigation of musical records will show that during their tournees of this country, the greatest visiting artists, like Friedheim, Plancon, Albani, Plunket Greene, Burmeister, Edward Lloyd, Lieut. Dan Godfrey, and others, portraits of some of whom are found in this album, have sought, found, and been satisfied only with a Heintzman & Co. Piano in their various entertainments.

And what is true of celebrated artists from abroad is equally true of the many talented home artists. The choice is invariably a Heintzman & Co. Piano.

In these instruments are found an—

Individual Heintzman & Co. tone

Individual Heintzman & Co. brilliancy

Individual Heintzman & Co. touch

Individual Heintzman & Co. singing quality

Individual Heintzman & Co. power

Individual Heintzman & Co. art
shown in the entire construction.

It is these individual musical characteristics and unique attributes that have given this piano a first place among the pianos of Canada, and, as foreign artists have been good enough to say, a first position with the best pianos of the world.

A high ideal is before the manufacturers. Nothing is withheld that can add to their beauty, in tone or solidity of construction. They have won the favor of the greatest artists and citizens of finest culture in the wide Dominion—and beyond its boundaries.



ARTHUR FRIEDHEIM

The Great Russian Pianist

“The Concert Grand Heintzman & Co. Piano used in my recital in Toronto gave completest satisfaction. I found the tone massive in its sonority and of very excellent quality, with a particularly limpid tone in its mezzo tints. I had no idea so good a piano was manufactured in Canada.”



RICHARD BURMEISTER

Pupil of Liszt, and
Famed Pianist

“Your new scale Concert Grand Piano possesses unique musical characteristics that must give it a distinctive place among the great pianos of the world. I shall insist on having a Heintzman & Co. new scale Grand Piano whenever I visit Canada.”



IONIC DESIGN. $7\frac{1}{3}$ OCTAVES

DESIGNED BY HEINTZMAN & CO.

HEIGHT	- -	4 FEET $5\frac{1}{2}$ INCHES
WIDTH	- - -	5 FEET
DEPTH	- -	2 FEET $2\frac{3}{4}$ INCHES

This handsome upright Piano is made in Fancy Walnut or Mahogany. Double veneered, trichord overstrung scale and Heintzman & Co. patent repeating action, full iron frame, three pedals, handsomely carved panels.



AUGUST HYLLESTED

The Great Danish Pianist

The piano used by August Hyllested, Pianist to the Princess Louise, at his magnificent piano recitals in Toronto and elsewhere, was a new scale Grand Piano of Heintzman & Co., with which he expressed himself as greatly delighted.



CLASSIC DESIGN. 7 $\frac{1}{3}$ OCTAVES

DESIGNED BY HEINTZMAN & CO.

HEIGHT	-	-	-	4 FEET 6 $\frac{1}{2}$ INCHES
WIDTH	-	-	-	4 FEET 11 INCHES
DEPTH	-	-	-	3 FEET 3 $\frac{1}{2}$ INCHES

This Piano is made in specially selected veneer, contains the Heintzman and Co. patent agraffe bridge, patented March 10th, 1906; very handsome case; continuous music desk; sustenuto pedal; full iron frame, constructed on principle of our Grand pianos; double veneered; trichord overstrung scale; Heintzman & Co. double repeating action.

Manufactured in Fancy Walnut and Mahogany.



ALBERTO JONAS

The Famous Spanish Pianist

A pianist who reminds one of Rosenthal, "but with more tonal coloring," as a critic has said, must indeed rank high as an artist. Such is Jonas, who in his Canadian triumphs used exclusively a Heintzman & Co. Concert Grand Piano.



DUCHESS OF YORK STYLE 7 $\frac{1}{3}$ OCTAVES

DESIGNED BY HEINTZMAN & CO.

HEIGHT	-	-	-	4 FEET 6 $\frac{1}{2}$ INCHES
WIDTH	-	-	-	5 FEET 1 INCH
DEPTH	-	-	-	2 FEET 3 INCHES

This Piano is made in specially selected veneer, contains the Heintzman and Co. patent agraffe bridge, patented March 10th, 1906; very handsome case; continuous music desk; sostenuto pedal; full iron frame, constructed on principle of our Grand pianos; double veneered; trichord overstrung scale; Heintzman & Co. double repeating action.

Manufactured in Fancy Walnut and Mahogany.



ADELA VERNE

Greatest Woman Pianist in the
World

“I am delighted with the Heintzman & Co. Piano which I am playing upon throughout Madame Albani’s tour in Canada. I find the singing quality especially beautiful and the touch wonderfully light and crisp.”



STYLE CORINTHIAN (UPRIGHT GRAND)

DESIGNED BY HEINTZMAN & CO.

HEIGHT	-	-	4 FEET 8 INCHES
WIDTH	-	-	5 FEET 3 INCHES
DEPTH	-	-	2 FEET 4 INCHES

We manufacture this special design in Fancy Walnut, Mahogany, or any other wood that may be desired.

New and artistic design of case, executed in the highest style of art; richly carved double trusses; handsome carved pilasters and swing music desk; sustenuto pedal; full iron frame; agraffe bridge; patented March 10th, 1896; constructed on principle of our Grand piano; double veneered; trichord overstrung scale; Heintzman & Co. double repeating action.



LIEUT. DAN GODFREY.

R. A. M.

For forty years Bandmaster of Her Majesty's Grenadier Guards, and England's Famous British Guards' Band

"The pianos of Heintzman & Co. astonished me. The Concert Grand has a fine tone quality, being very full and powerful. The singing quality, especially in the treble part, is beautiful, and the instrument is well balanced throughout the whole scale. I am not surprised at the success these instruments have met with in England."



“B” LOUIS XV DESIGN

(UPRIGHT GRAND)

DESIGNED BY HEINTZMAN & CO.

HEIGHT - - 4 FEET 6½ INCHES
WIDTH - - - 4 FEET 11 INCHES
DEPTH - - - 2 FEET 3½ INCHES

The piano case of the Heintzman & Co. Louis XV Design reflects in most perfect manner the period of this famed ruler of the seventeenth century. In some respects there is found in the artistic case of this piano the peculiar art finish that is so familiar to the rococo period. The lines and scrolls are all of the most artistic character, and there is something graceful in every turn, however viewed, emblematic of the period of Louis XV.

We manufacture this special design in Fancy Mahogany.



PLUNKET GREENE

The Great English Basso Cantanto

“I have sung to your piano on my two Canadian tours, and at the close of my second season in Canada I feel I would be lacking in courtesy did I not congratulate you on the high character of the instrument which you produce. My Recital programmes involve a wide selection of songs of most varied characteristics, and require, of necessity, a piano capable in the highest degree of the most delicate inflexions and of widest range, alternating from fine pianissimo effects to the most powerful manifestations of dramatic force. To these demands I found your instrument most responsive. I can assure you that it was to me, as an Englishman, the greatest pleasure to find so splendid a piano assisting in the musical prestige of Her Majesty's foremost colony.”



“C” LOUIS XV DESIGN

(UPRIGHT GRAND)

DESIGNED BY HEINTZMAN & CO.

HEIGHT	-	-	4 FEET 8 INCHES
WIDTH	-	-	5 FEET 2 $\frac{1}{4}$ INCHES
DEPTH	-	-	2 FEET 4 INCHES

The piano case of the Heintzman & Co. Louis XV Design reflects in most perfect manner the period of this famed ruler of the seventeenth century. In some respects there is found in the artistic case of this piano the peculiar art finish that is so familiar to the rococo period. The lines and scrolls are all of the most artistic character, and there is something graceful in every turn, however viewed, emblematic of the period of Louis XV.

We manufacture this special design in Fancy Mahogany.



POL. PLANÇON
The Great French Basso

"It afforded me the greatest pleasure to know that so fine an instrument as the Concert Grand Piano of Heintzman & Co. used at my concerts in the Armories is manufactured in Canada,"



LIBRARY DESIGN

HEIGHT	- - -	4 FEET 6½ INCHES
DEPTH	- - -	2 FEET 3 INCHES
WIDTH	- - -	5 FEET 1 INCH

This beautiful instrument illustrates a Dutch Model in Flemish Oak, for library or sitting room, and is particularly pleasing in design. Almost severely plain in its lines. The rigor of its ensemble is softened by that which least of all one would expect to exert a softening influence—the hinges; but is remarkably effective in this one artistic touch.

Solidity is the standard of all Dutch architecture, and this quaint design, whilst suggesting the Old World in appearance, contains in its tonal qualities and inner mechanism the highest standard of piano construction.



MADAME ALBANI

Celebrated Soprano

“The tone of the Heintzman & Co. Piano is delightful, the elasticity of action marvellous—every note ringing out in clear, pearly, and limpid quality. It excels any piano I have ever used.”



NORDICA

The World's Great Singer

In her concert in Massey Hall, Toronto, before a large and cultured audience, a Heintzman & Co. Concert Grand was the only piano used.



STYLE F. DIMINUTIVE GRAND

DESIGNED BY HEINTZMAN & CO.

DIMENSIONS: $7\frac{1}{3}$ OCTAVES.

LENGTH - - - 5 FEET 4 INCHES
WIDTH - - - 4 FEET 8 INCHES

This small Grand or diminutive Grand is a musical product of wonderful power and possibilities. Its limpid and sympathetic touch and its delicate and refined expression stirs the enthusiasm of everyone with the love of music in their soul.

It is possessed of a beautiful penetrating volume of rarified tone, and a touch mechanism that meets every dynamic shade or accent.



GADSKI

The Great Wagnerian Soprano

In her recital in Massey Hall, Toronto, Johanna Gadski, the great Wagnerian soprano used only, like other great artists, a Heintzman & Co. Piano.



CALVÉ

There is only one Calvé

This celebrated prima donna, in whom is combined a multitude of qualities—in voice, in mind, in person, in temperament, in expression—used a Heintzman & Co. Piano exclusively in her entire Canadian tour.



DR. EDWARD FISHER

Musical Director Toronto Conservatory of Music

“The New scale Grand Piano of Heintzman & Co. has my hearty approval. The tone is noble and sweet, not losing its musical quality even in the utmost fortissimo.”



F. H. TORRINGTON

Director Toronto College of Music

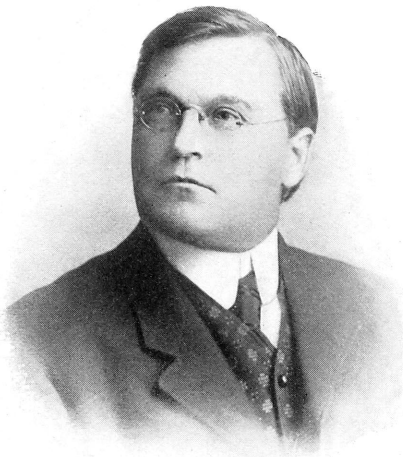
“I have only the most favorable opinion concerning the Heintzman & Co. Piano. In tone, quality, touch, and mechanism they would be a credit to any country.”



A. S. VOGT

Organist of Jarvis St. Baptist Church;
Conductor of the Mendelssohn Choir;
Teacher of Pianoforte and Organ at
Toronto Conservatory of Music,
Moulton Ladies' College,
Miss Dupont's; Dufferin House

"It gives me pleasure to testify as to the superior quality of the Heintzman & Co. piano now in use by me in my classes at the Conservatory of Music. The pure and singing quality of the tone, and the admirable evenness and elasticity of the action, as well as the artistic regulating and the fine finish in all parts of the instrument, are such as to reflect the utmost credit upon your house and upon Canadian skill and enterprise."



W. O. FORSYTH

The Distinguished Musician and
Teacher of Piano Playing.—
Director Metropolitan
School of Music

“The tone of your Upright Piano used in this school, and of your Baby Grand, used at several of our recitals, is distinguished for its mellow, rich, even tone quality, and the touch is delightfully flexible and finely adjusted. These are features which particularly delight the artist, and when they are coupled with durability, as to staying in tune, etc., as I have abundantly proven for myself, are commendable in the highest degree.”



W. CAVEN BARRON

Director of the London Conserva-
tory of Music

"At great expense I changed all the pianos in the London Conservatory of Music for those of Heintzman & Co., and I certainly think the material, artistic workmanship and the improvements found therein are worth the greater expense necessary to buy these pianos. The tone is beautiful and the action responds to the most delicate touch."

OUR GRAND PIANOS

GRAND PIANOS, as the name implies, are unsurpassed in their great power, fullness, grandeur, and beauty of tone. This is the instrument of the true artist; absolutely essential for the concert or orchestra.

Their construction is of a costly character, involving a larger price; the prominent fine results obtained counterbalance this, however, with the wealthy or the professional, who must have them. We manufacture instruments of this class that cannot be excelled, great care and skill being exercised in the whole construction, style and finish.

We have introduced many new features in their construction. The cases are entirely built up of different layers of wood, which run transversely. The inside case, on which the sounding-board rests, consists of a series of longitudinal hardwood, in one continuous length, glued together and bent all around into form, which adds to the acoustic propensities of the piano.

The Agraffe Bridge, Patent No. 12470, cast in the iron frame, produces a beautiful, clear tone of fine singing quality and also gives immense strength to the iron frame.

It combines, with its immense power, a most refined, sympathetic quality of tone, free from harshness under the severest demands made on it, filling with its volume the largest concert halls.

We would call particular attention to our *Boudoir Grand*.

It gives the performer all the advantages of a full Grand, precisely the same action, touch, and quality, with nearly the same power. It is rapidly growing in favor, and is the choice of every one for home use, where there are both money and room to spare.

CONCERNING PRICES

IT SHOULD require no argument to convince people that a good article costs more than a poor one; and, as Heintzman & Co. make the very best pianos, they cannot compete with many others in the mere question of price. Whoever purchases a poor piano merely because it seems to be cheap, does so with a mortifying sense of distrust in his bargain. There are pianos, so-called, of all grades and quality in price, just as there are watches that serve very well except for timekeepers, and that retail at so much per dozen, while other watches, for their known quality of material, workmanship, and reliability, command comparatively high prices.

The Messrs. Heintzman & Co. in their manufacture employ only the very best material and labor, and consequently produce but one grade of Pianos, namely—the very best that money and skill can make.

The demand for their instruments comes continuously from the cultured class of society, whose taste is not satisfied with anything inferior.

Messrs. Heintzman & Co. have no desire to compete in prices with manufacturers of *cheap* pianos. This point should be distinctly understood. While their pianos are the best that can be made, in reality only moderate prices are asked for them. Indeed, it would be impossible to sell pianos of this grade for less money, since, while nothing is omitted that can improve the instrument in any respect, strict economy is maintained in the manufacture, so that no material is ever wasted or unnecessary expense incurred for which the purchaser has to pay.

Toronto World, April 7th, 1899

A CRITICISM AND
A COMPARISON

RICHARD BURMEISTER had already made himself popular here, and was welcomed as he came to the front. The grand piano, selected by Mr. Burmeister for his concerts, is of Canadian and Toronto make—a Heintzman & Co.—and one mentally institutes a comparison. Within the past few weeks we have had Sauer with a Knabe, Rosenthal with a Steinway, and Carreno with a Chickering. Last night we had a great artist with a piano made right here, and all present must have felt gratified with the feeling that the home-made article is as good as can be had. Indeed, some remarked that the bass of the Heintzman was the firmest and roundest of all, while the upper tones possessed a singing, yet mellow, quality that could not be excelled. Mr. Burmeister certainly brought out the grandest effects, particularly in the Wagner music. The crashing effects characteristic of Wagner's music, were brought fully out, and after the "Flying Dutchman" selection, an encore was insisted on. The finale from "Tristan and Isolde" and the Liszt rhapsodie were also fine exhibitions of bravura playing, while Beethoven and Chopin furnished the means of displaying the subdued tonal effects of the great instrument, The cadenza based on Chopin's F minor concerto, and built up by Burmeister's own variations was particularly pleasing. The concert as a whole was delightful "

OTHER TESTIMONY

MLE. ANTOINETTE TREBELLI

The Famous Vocalist

"The Heintzman & Co. Pianos are beautiful instruments. The singing or carrying qualities pleased me very much."

HAROLD JARVIS

The Popular Tenor

"I would like to have the good fortune of having a Heintzman & Co. Piano wherever I sing."

BEN DAVIES

The Popular English Tenor

"Your Concert Grand Piano is an excellent instrument in every way, the tone being particularly adapted for concert work."

MISS BEVERLEY ROBINSON

The Distinguished Soprano

"In my tours with Madame Albani, M. Plancon, and Mr. Plunket Greene, I have always sung to a Heintzman & Co. Concert Grand. To me, as a Canadian, it is a genuine delight to find so splendid an instrument produced in Canada."

SOFIA SCALCHI

The World's Greatest Contralto

"The tone was rich and full—all that a singer could desire. It has been my privilege to sing before the pianos of leading makers in all parts of the world, but my experience with the Heintzman & Co. Piano justifies me in saying that it will take a position along with the best of them."

YE OLDE
FIRME OF

HEINTZMAN & CO.

LIMITED

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217 Dundas Street

HAMILTON BRANCH
King Street East

115-117 KING STREET WEST
TORONTO, ONT.