

AMHERST PIANOS

The New Piano Built In The
Maritime Provinces By Mari-
time Province Capital.

A Factory Equipped with every Scientific Appliance for Economy and Efficiency, and some Improvements not yet Installed in Any Other Piano Factory in the World.

Every Department of Manufacture in charge of Experts Procured without Regard to Expense—Experts from staffs of Best Known Manufacturers in America and Europe.

Under General Direction of the Oldest and Largest Piano Firm in the Maritime Provinces, with unlimited capital at their Back.

Is it surprising, then, that the AMHERST PIANO took First Prize for "The Best Piano," at the Toronto Exhibition in competition with all the Piano Manufacturers of Canada? Such is the fact.

The CREMONOTONE or Amherst Player is the simplest of all Players. Regular AMHERST Pianos are built so that Cremonotone mechanism can be placed in later, a great point, as you may some day want a Player.

The AMHERST PIANO, though new, has stepped into the front rank of HIGHEST GRADE PIANOS