#   NO <br> PIANO GOODNESS 

The following is a part of a series of articles that will not only prove interesting to those contemplating the purchase of a piano, but to those who have bought, and readers in general.

After all is said, the piano itself must prove by use its worth and standing as a work of art
The Stieff piano of to-day resembles very little the model pf years ago. Yet from that day to this each model embodied every improvement made from year to year; therefore, it was always one of the best pianos of its time. To-day the STIEFF piano is excelled by none, equaled by few, and in its beautiful singing tone is embodied a character of its own, a characeer with so strong an individuality it seems almost human under the hands of a master.

A poor piano is always unsatisfactory. Lewis Plaidy, one of the greatest teachers of his time, always advised his pupils to buy the best piano. If their means be limited, economize in other ways and buy a piano of a known reputation and one whose name is its guarantee.

It is so easy to be imposed upon in the purchase of a piano, more so, perhaps, than in any other article you buy. The mere fact that pianos look alike, cheap ones often being more attractive in appearance than the higher grades, makes the purchase more confusing, especially to the majority of buyers, who do not know the difference in pianos, nor realize how much depends on the name of the maker.

The name of CHAS. M. STIEFF on a piano manufactured by Chas. M. Stieff guarantees the highest standard of excellence. Our business was established sixty-five years ago, when manufacturers vied with each other to produce the best. Our firm's greatest ambition is to produce a piano that cannot be excelled. "Continued next week."

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