

# GRAND SHOWING OF MUSICAL INSTRUMENTS, PIANOS AND ORGANS

## CENTRAL MUSIC STORE.

This department was only started five years ago, and has been such a success as to warrant us in still further extending this branch of our business. In selecting goods for this department, we saw fit to buy the best grades from the best makers; knowing that a poor instrument would be a bad recommendation, we decided to buy the best even if it had to be sold at less profit, and for this reason our instruments have a very enviable reputation today. A good instrument is something to be proud of, a poor one only an annoyance. In the future as in the past, we will handle only the very best grades. **NOTHING SHODDY IS OUR MOTTO.**

### OUR PRICES

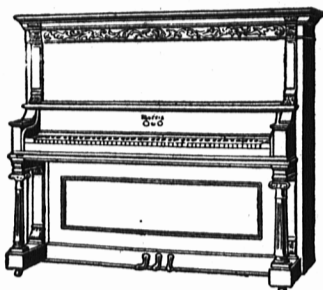
We sell our pianos, organs and sewing machines, at the smallest advance on cost at which goods can possibly be handled. Since we opened our Music Store five years ago the public has been able to obtain the VERY BEST at prices which were formerly paid for very ordinary goods. This fact has been appreciated by the people and they have accorded us a patronage far beyond our most sanguine expectations.

### OUR WHOLESALE TRADE

We are the Island representatives of several of the largest manufacturers of Pianos and Organs in Canada. We buy instruments in large numbers and pay spot cash and are consequently in a position to offer greater inducements to our local dealers and travelling salesmen than any other concern.

We have been doing business in this city for over 37 years and are willing to have our future dealings judged by our past. We have no goods that are not fully guaranteed by the manufacturers, and we are in a position to see that the guarantee is strictly carried out. Our Manager, Allan Forsyth has been for nineteen years in the Piano and Organ business on this Island and is well known all over the Province. He has gained a knowledge in selecting goods in this line which can only be had by long experience in the business. Our general traveller Mr. Richard Soy has had a long experience in the Organ and sewing machine business before coming to the Island, and has been for some years Manager for the Singer Sewing Machine Co. here, and is an expert on sewing machines.

D. J. McNeill our Summerside representative has been in the business for years.



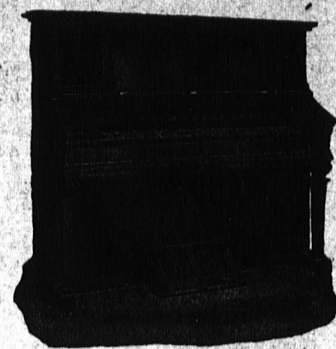
**Morris Pianos**  
Established

This Company are now building an entirely new instrument, which for workmanship and finish cannot be excelled. The ONLY FACTORY GIVING A GUARANTEE FOR THE ENTIRE LIFE TIME OF THE PIANO

They use the full iron plate with the pin block cut out. The tuning pins slant upwards, giving greater strength, and will stay in tune longer. The tuning pins are put in the top of the piano, giving all the length of string possible, to get in the instrument. — SEE AND HEAR ONE OF THOSE PIANOS BEFORE YOU BUY.

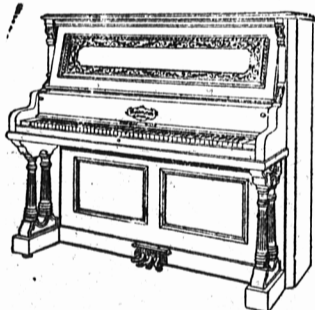


A. HORNE, Esq.



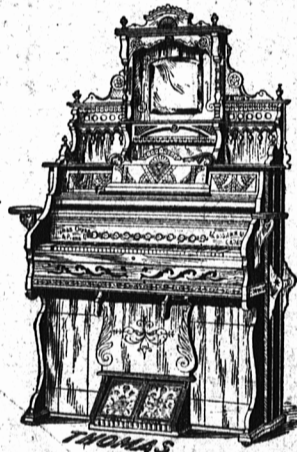
**Doherty Organs**  
Established 1875

These organs have a beautiful case, with a very good action. The case is better than the ordinary and the price is within the reach of all.



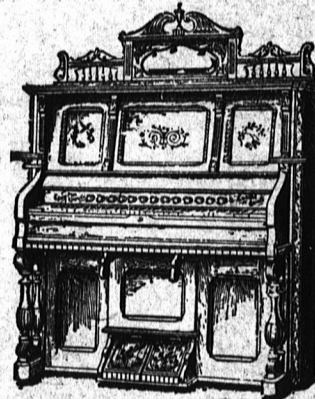
**Karn Pianos and Organs**  
Established 1867

"KARN IS KING" is a household word. This factory has the reputation of building instruments which last a life time. DID YOU EVER SEE A KARN PIANO WITH ANYTHING WRONG WITH IT? ENQUIRE. THOSE INSTRUMENTS are carefully made, and will stay right under any reasonable conditions. Karn pianos have been sold on this Island for the past 30 years.



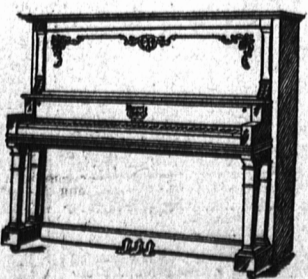
**Karn Pipe and Reed Organs.**  
Established 1867.

One of the largest factories in Canada. They build five, six, and seven Octave Parlor Organs, also single and double bank reed organs, with qualifying tubes and pipes for churches. They have succeeded in producing the most powerful single manual reed organ manufactured, having the quality, tone and power of a Pipe organ. Also Piano Players and Pipe Organs. **Karn is King.**



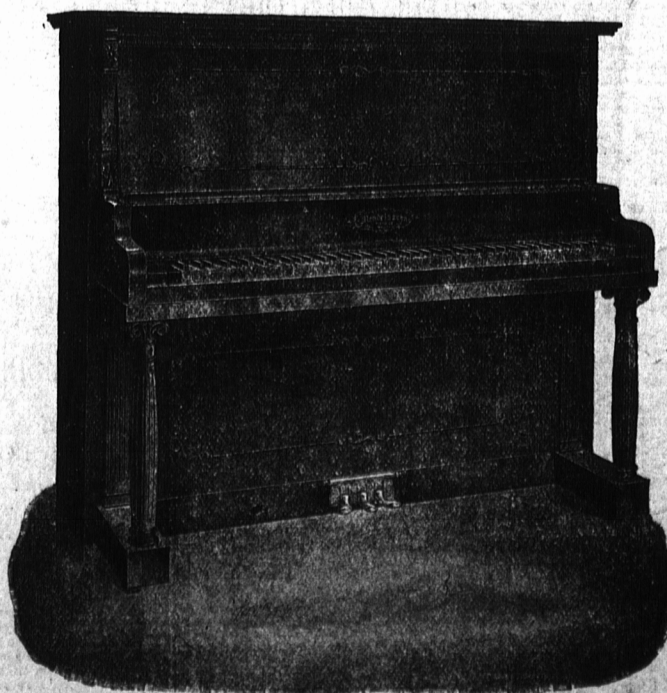
**Thomas Organs.**  
Established 1852

The oldest organ factory in Canada. The sweetness and volume of tone, and the lightness and responsiveness of the touch makes them an ideal instrument.



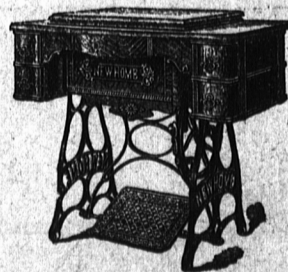
**Stanley Pianos.**

This factory is building only one sized piano. Their motto is "ONE ONLY, AND THAT THE BEST." They are also building a Piano Player.



**MENDELSSOHN PIANOS**  
Established 1885.

This was the first factory to give the tuning pins a slant upward, and give greater strength to carry the tension of the strings. They are using the full iron frame with the pin block cut out. The sale of these pianos are so great, that they employ no traveller. All they can manufacture is ordered by mail.



**Sewing Machines.**

At the present time there is a very great rivalry among sewing machine manufacturers to see which can put on the market a machine that they can sell for the least money, and in this way catch the wholesale trade. As a consequence they have been using a cheaper grade of material. Our machines are made of the very best material. They are made and guaranteed by the most reliable manufacturers both Canadian and American. We have a grip on the sewing machine business of this Island because the large business we do, and our thorough organization enables us to do business on a very small margin, and places us in a position to defy competition. When you buy from us we have a lot of different lines to select from, and you can take what suits you best. We handle the following makes:

- |                         |                   |                         |
|-------------------------|-------------------|-------------------------|
| New Home,               | Standard,         | Vindex,                 |
| New Ideal,              | Daytona,          | Paveway,                |
| New Williams,           | Eldredge,         |                         |
| <b>Sundries</b>         |                   |                         |
| Sewing Machine Needles, | Violin Trimmings, | Autoharp Strings.       |
| Sewing Machine Oil,     | Accordeons,       | Tambourines.            |
| Violins,                | Mouth Organs,     | Gramophone Needles      |
| Violin cases,           | Banjo Strings,    | Music Folios.           |
| Violin Bows,            | Manolin Strings,  | Sheet music.            |
| Violin Bow Hair,        | Guitar Strings,   | Sewing machine casters. |

**A. Horne & Co.**

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