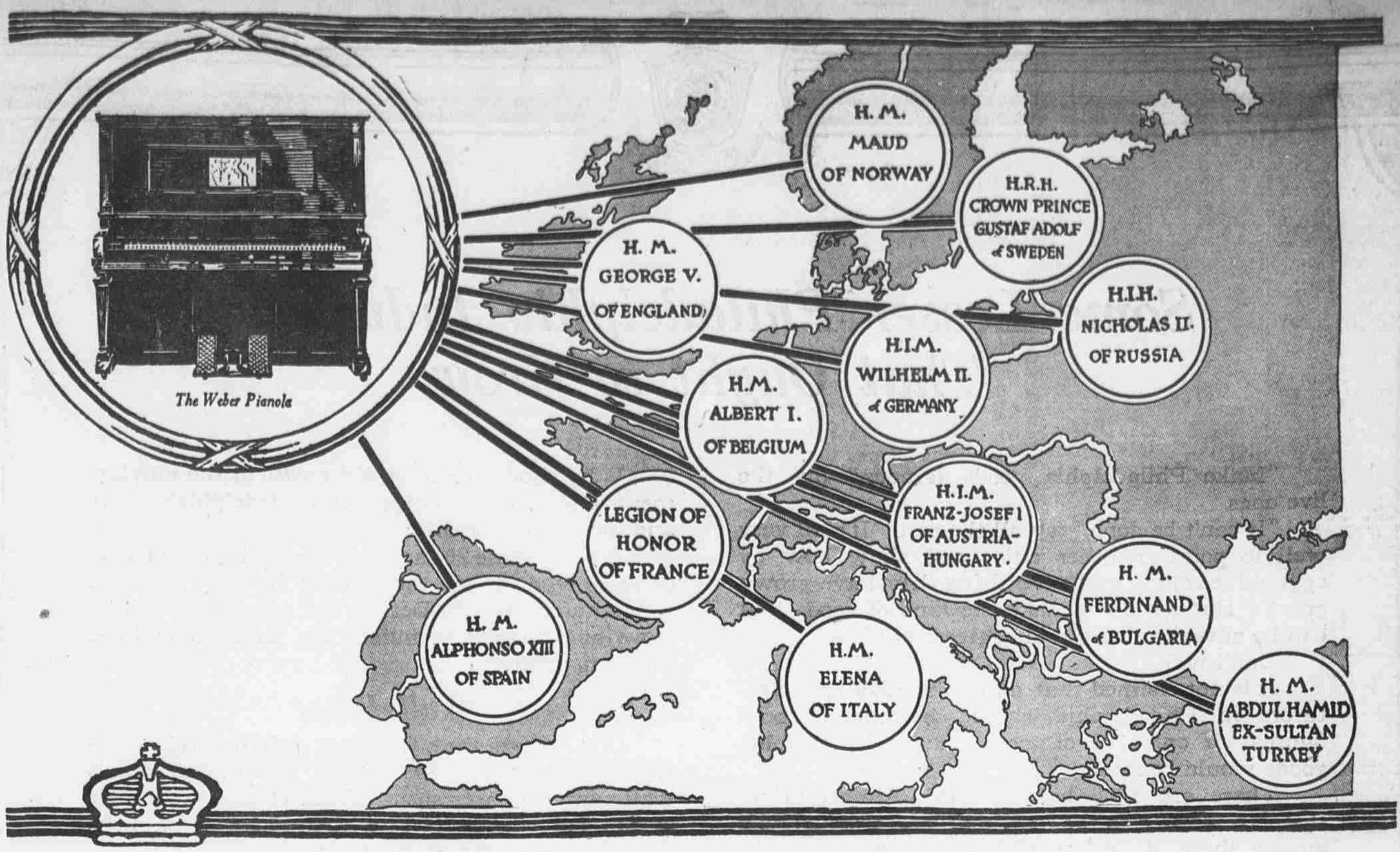

THE LEADING RULERS OF EUROPE ARE ALL PATRONS OF THE AEOLIAN COMPANY

THE RULERS and NOBILITY of the Old World have conferred upon no other American manufacturer, certainly no other manufacturer of musical instruments, so many or such distinguished honors as upon The Aeolian Company.

A single Royal Appointment, or several, may not be of commanding significance. But a practically unanimous preference, such as has been accorded Aeolian instruments, is an endorsement so absolute and unqualified that few indeed are the instances where superiority has been so marked as to win it.

Birth, breeding, travel, training, opportunity and experience make the ruler a critical and discriminating gentleman of culture. He commands the best in persons and genius; he is constantly brought in touch with the highest in art, literature and music.

To his subjects, his approval of any article is a conclusive evidence of merit. To Americans, whose thought is bound by no Old World restrictions of caste, a Royal Appointment is significant because it indicates a selection under circumstances that make *quality* the only consideration.

Six Royal Appointments have been granted The Aeolian Company. Pope Pius X bestowed the Papal Appointment. And in France the Cross of the Legion of Honor has been conferred—an honor equivalent to the Royal Appointment conferred by Monarchical governments.

It is particularly noteworthy that the petition for the Cross of the Legion of Honor was signed and sponsored by practically every prominent French musician of the present generation.

Although The Pianola and other Aeolian instruments are the choice of Royalty and of the wealthy and cultured everywhere, they are by no means the most costly. The great Aeolian organization has so powerfully applied scientific management, quantity production and the other important methods of modern commerce which tend to reduce costs, that Aeolian instruments today represent not only highest quality but also greatest value—*lowest actual prices*, quality for quality.

While the Aeolian Company are Manufacturers of Six Famous Pianos—the leaders of the world at their respective prices—its most widely known product is The Pianola. This famous instrument is made exclusively by The Aeolian Company and in the following models only—The Steinway, The Wheelock, The Stroud and the famous Weber Pianolas. Prices from $550. On exhibition and sale, in this city, only by the exclusive representative of The Aeolian Company—

C. J. HEPPE & SON, 1117 Chestnut Street Philadelphia

In selecting its representatives, The Aeolian Company has required of them the same high standards as are maintained throughout the Aeolian organization. The fact that the above concern is The Aeolian Company's exclusive representative is the strongest assurance you could receive that they can offer you the highest quality and the greatest value, whatever your musical needs.

"The Largest Manufacturers of Musical Instruments in the World"

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