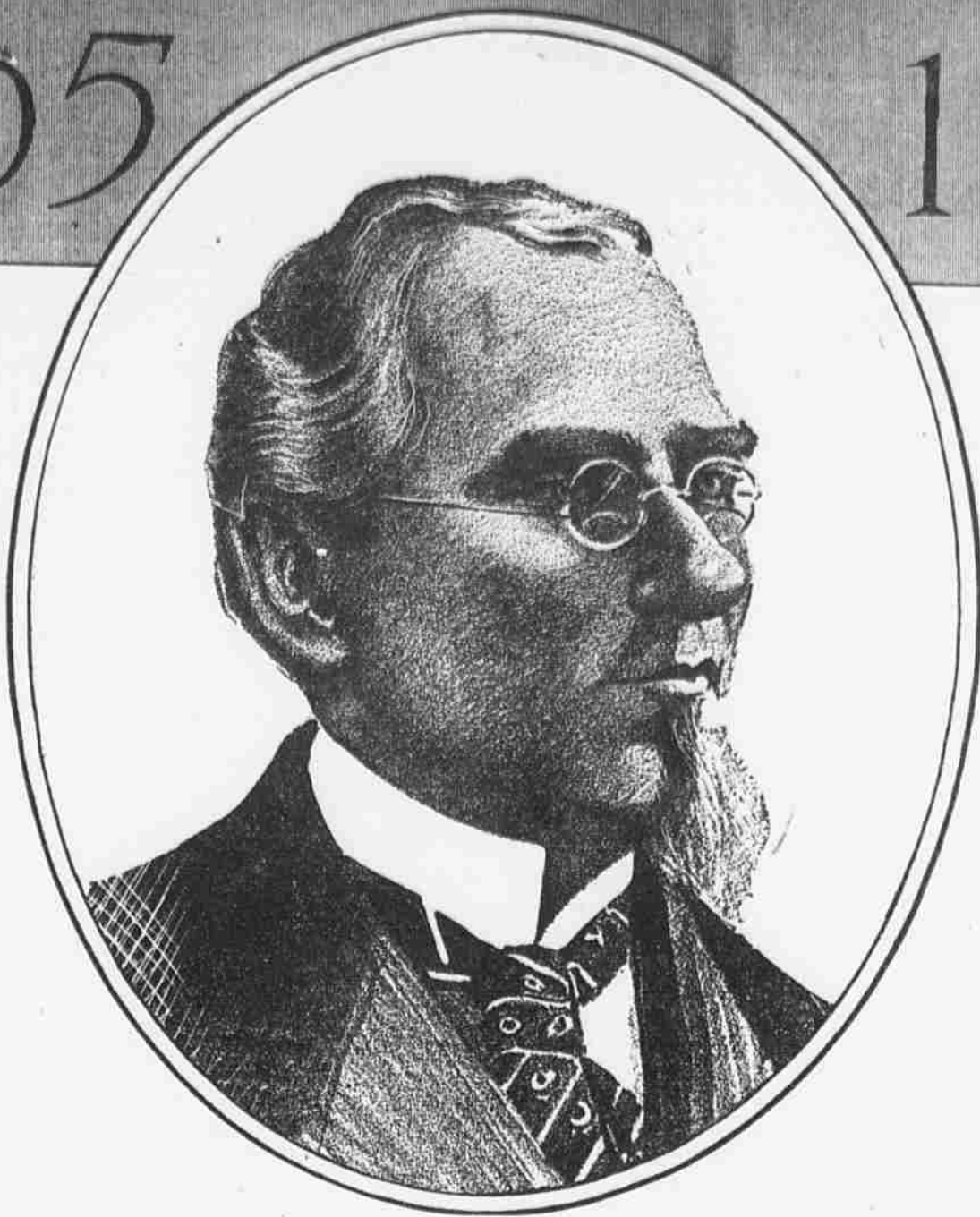


1865

1915



C. J. HEPPE  
Founder  
1833 1906

## C. J. Heppe & Son celebrate Golden Anniversary of their Business with a Month of Golden Buying Opportunities

All bearers of Golden Anniversary Coin share in Advantages of this Remarkable Event. Coupon below will bring Coin to You—FREE. Write for it TODAY

Fifty years ago this month, the house of C. J. Heppe & Son was established at the northwest corner of 6th and Thompson streets. The original store was the front room of a corner dwelling. Today, the Heppe Stores are in two complete units—occupying a total of 23 complete floors and over 60,000 square feet of floor space, all devoted to the merchandising of Pianos, Player-Pianos and Victrolas.

As an expression of the deep appreciation we feel toward Philadelphians, through whose patronage we have been able to experience this phenomenal growth, we are going to give to Philadelphians a most unusual opportunity to make a genuine advantageous purchase of the articles of merchandise that we sell. Every saving privilege and advantage that it is possible to offer we will offer, and, in addition, we have arranged many special articles and inducements far beyond the ordinary.

### These Golden Advantages offered only to those who present the Golden Anniversary Coin

You may choose a genuine **Pianola**, which is the world-famous player-piano for which the Heppes are the Philadelphia representatives, or a piano or player-piano, a Victrola, a record cabinet, even a piano stool or bench. In any event, you share in the golden advantages of this Golden Anniversary celebration.

The coins are good for actual cash savings—for the special anniversary prices, the special terms of payment, the life insurance and relief insurance privileges, the 30-day refund, the free exchange privilege, the free tuning privilege, the special guarantee—they are good for every advantage we offer. If you do not present a coin you will not be entitled to the Golden Advantages.

#### Instructions for securing coin

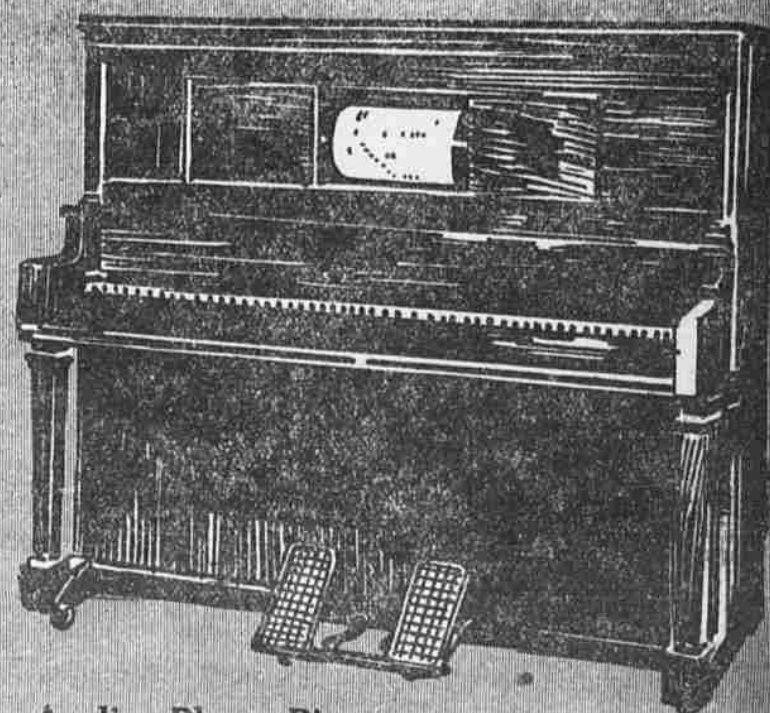
Simply fill out, clip and mail the attached coupon as directed, or phone or call at either of our stores and apply in person. This application will bring you a coin and full details of the Golden Advantages offered.

By presenting the coin every anniversary advantage will be yours.

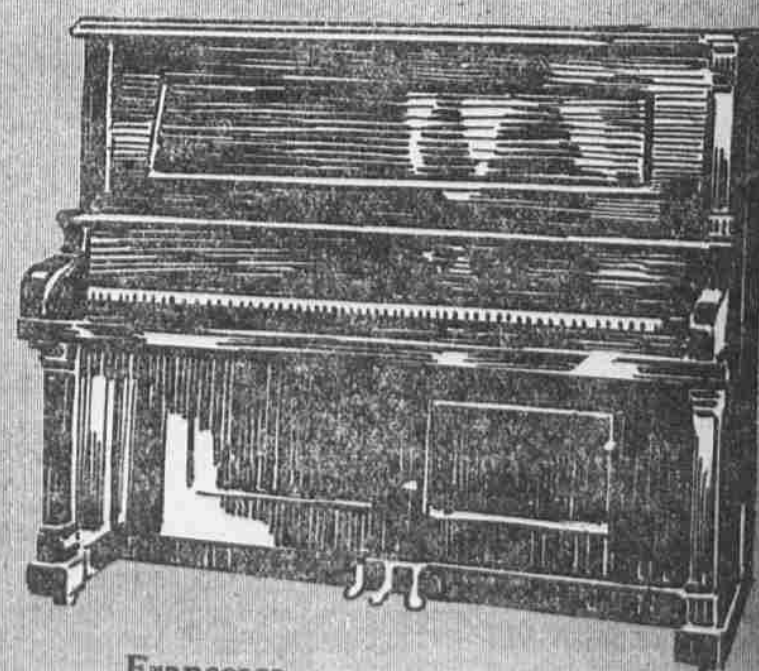
**C. J. Heppe & Son**  
1117-1119 Chestnut St. Sixth and Thompson Sts.  
PHILADELPHIA



H. C. Schomacker  
Grand Piano  
Anniversary price, \$540.00



Aeolian Player-Piano  
88 Note  
Anniversary price, \$395.00



Francesca  
Style T  
Anniversary price, \$247.50

Mail This Coupon

C. J. HEPPE & SON,  
1117-1119 Chestnut Street,  
or 6th and Thompson Streets.

Gentlemen:

Please send me one of your Golden Anniversary Coins and full details of the GOLDEN ADVANTAGES. I am interested particularly in (please check):

☐ Pianos ☐ Victrolas ☐ Music-Roll Cabinets  
☐ Player-Pianos ☐ Victor Record Cabinets ☐ Music Rolls

Name.....

Address.....

L-4-B-15