DEATHS

Founded

FOUNDED APRIL 19, 1865—FIFTY-ONE YEARS OLD TODAY!

Founded 1865

51 Years' Reputation and Prestige is Back of Every Instrument in This Sale

# Heppe Anniversary Sale

This is our birthday!

We take unusual pride in the occasion.

It is not only the pride of achievement—it is the pride of a service being well rendered to the

On this-our birthday-it is possible for you to partake of one of the greatest piano events ever presented in Philadelphia.

No greater opportunity than this has ever been offered for securing real genuine savings on such leading makes of pianos and player-pianos as the Steinway, Weber, Wheelock, Stroud, Heppe and H. C.

We want every man, woman and child in this city to know of this event, as it is one of those occasions that occur only once in a lifetime.

# Every Instrument in Our Stores Offered for a Few Days at the Lowest Prices Ever Quoted!

Just think-you can secure any piano or player in our tremendous stock at the lowest price that it has ever been known to have been quoted.

Every opportunity that you've seen and neglected in the past is now repeated-in order that you might have one more chance to take advantage of it.

Whatever your piano "want" may be, this is the time and the place to satisfy it.

### You Save 10% on Standard-Priced Merchandise

Every piano in our entire stock-parlor grands, baby grands, uprights, used pianos, squaresall-even the Weber, Heppe, Marcellus, H. C. Schomacker, Edouard Jules and Francesca-all have been reduced 10% in price.

And this 10% really means something, because it is taken from the standard prices at which these instruments are sold all year round.

For a few days only you can secure these savings which, if they were all that was offered, would well deserve your most serious consideration.

#### You Secure Cash Prices, With Time-Payment Privileges, at Special Low Terms -Without Interest

Every player-piano in our store, even the genuine Steinway, Weber and Stroud Pianolas and the Aeolian Player-Pianos, is offered at cash price.

In addition, on every instrument sold, whether piano, player-piano or Victrola, you will secure the cash price, with time-payment privilege, with special low-down-payments and special low monthly terms-all without interest.

These make further savings, which likewise of themselves are extremely attractive.

# You Secure Free Life Insurance, Relief Insurance, a 10-Year Guarantee, 30-Day Refund, Free Exchange, Etc.

In addition to all the savings listed above, if you should die while paying for your piano or playerpiano, your family will secur your instrument, free of all further payments. If you should be taken sick or lose your position, we will grant you the privilege of half payments.

A complete guarantee goes with every instrument. You have 30 days to try your instrument, and if it is not all that you want, your money will be

You have 6 months on players and 1 year on planos in which to make a free exchange for another

very instrument is tuned free for 1 year. You receive the regular equipment of stool and book and bench with players). Deliveries are free within 10 miles of City Hall.

For Two Weeks Only

All these advantages will be available for the remainder of this month only. On April 29, at 6 o'clock, all these offers will cease.

On this, our 51st birthday, we take great pride in offering this unusual opportunity. It will rank as perhaps the greatest in

You should investigate at once. Phone, call or write for full particulars.

or 6th and Thompson Sts.

Player-Pianos ( Victrolus

C. J. HEPPE & SON

1117-1119 Chestnut St.

Mail This Coupon Today!

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Address ..... 8 1 4-11-14

Stroud Pianola

Delivered on First Payment of \$15

Aeolian Player-Plano

Anniversary \$395

Delivered on First Payment of \$5

Francesca Piano

Delivered on First Payment of \$5

\$247.50

Anniversary

Price

Price

\$550

1865

The Bell Directory

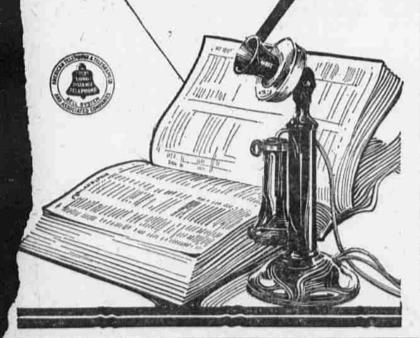
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C. J. Heppe & Son 1117-1119 Chestnut St. 6th and Thompson Sts.