

Founded in 1865

# The House that Heppe built

Inaugurated the One-Price System in 1881

C. J. Heppe & Son Florence J. Heppe (son of the Founder), President

Central Store—1117-1119 Chestnut Street

Uptown Store—6th and Thompson Streets

"The Duo-Art is without question greatly superior to any other of its kind and I shall be glad indeed to have my playing reproduced with such manifest fidelity."

IGNACE J. PADEREWSKI

"My Duo-Art rolls correctly reproduce my phrasing, accent, pedaling, and what is more, they are endowed with my personality. They are indeed my actual interpretation with all that implies."

JOSEF HOFMANN



This Week is Duo-Art Week throughout the world

## The DUO-ART

This Week is Duo-Art Week throughout the world

### Brings the Magic of Music to your Home

#### Prices from \$695 up

The Duo-Art, built in such pianos as the Steinway, Weber, Steck, Wheelock, Stroud and Aeolian, gives your home a great piano plus 100 of the greatest pianists, plus 1,000 of the great musical compositions, plus 10,000 successful periods of enjoyment while using it for entertaining, for musical study, for dancing, for singing and for many other uses tending to inspire the musical tastes of your family and to give them genuine personal pleasure.

#### Avoid Imitations of the Duo-Art

To buy any but a Duo-Art is like buying a gun for which you cannot secure the desired cartridges. Almost all the great artists now make records for the Duo-Art only. All present and future recordings of such artists as Paderewski, Hofmann, Bauer, Ganz, Grainger, and others will be available only through the Duo-Art. The Duo-Art is now their only reproducing medium.

#### Heppe 3-Year Rental-Payment Plan

If it is not convenient for you to make complete settlement you may rent any instrument at Heppe's (piano, player-piano, Duo-Art, Victrola, etc.), and all rent will be applied toward the purchase price.

Your present piano or talking machine will be accepted as part payment. Let us call and give you an estimate of its exchange value. Catalogues, prices and terms will be sent on request. Demonstrations gladly given without obligation on your part. Call, phone or write for information.



#### PLAYER PIANOS

with all the self-playing attachments needed in a high-grade instrument, and combined with famous pianos — all available at moderate prices.

Edouard Jules  
Heppe Francesca

Prices \$495 up



#### USED PIANOS

Over 200 from which to make your selection—many famous makes, rebuilt and guaranteed. These pianos are excellent values, having been taken in exchange from the best homes in Philadelphia.

Prices \$85 up



Duo-Art Dance Music is different and far superior that of any other self-playing or reproducing instrument. Duo-Art Dance Rolls are played by the best dance players of the country. So broad is the scope of the Duo-Art recording apparatus that their rhythms and expression are reproduced with dancing perfection.



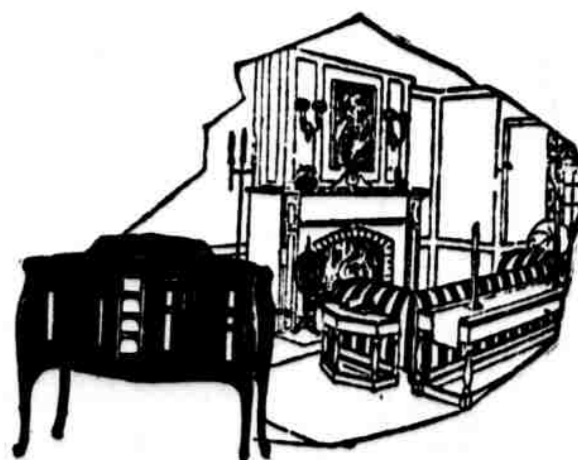
#### GRAND PIANOS

The finest array in Philadelphia—including the two greatest makes of grand pianos in the world.

Mason & Hamlin Henry F. Miller  
Edouard Jules

Weber Heppe Steck

Prices \$650 up



#### VICTROLAS

A complete line of outfits to satisfy every requirement. Remember, "if it is not a genuine Victor Victrola it will be a disappointment."

Prices \$25 up