## Ler



How long should a battery last?

Under the same conditions and with the same care, is there a difference in the length of service you will get from different makes of batteries?
There is. And you have a right to expect longer life from an Exide. Motorists who have used several kind of batteries will tell you the Exide has unique lasting power. We receive numerous letters telling us of Exides in service many years and still doing their unflinching duty.

It was not a paper "guarantee" that gave Exide its title of the long-life battery. This reputation has been earned by actual performance ever since cars

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The Instrument of the Immortals
Steinway Grands are made in five sizes, beginning with
 Steinway grand-toned uprights are made in three sizes, beginning with Style V ( ${ }^{\text {thin indite }}$ ), in mahogany case, at $\$ 875$.
Any new Steinway will be sold on time; one tenth cash, balance in two years by monthly payments. Serviceable used pianos will be accepted in trade
Steinway pianos are sold in Philadelphia only by N. Stetson \& Co. at 1111 Chestnut Street

## The Ever-New Steinway

However long a Steinway piano may have been in use, always it has fresh wonders of tone beauty to reveal, much as a fine diamond blazes anew in every different phase of light its facets encounter. Steinway tone quality never grows old, or dull, or indifferent. A new Steinway is unapproached in all the artistic endeavor of any other musical instrument maker. A little later it will seem even more beautiful-and this beauty will continue, year to year, and reach the fullness of its owner's appreciation long after other instruments have fallen into disuse, or grown unmusical and distasteful.

This fine quality of the Steinway piano is the result of scientific design minutely developed through highly skilled mechanical work. directed by lang experience. Many times the best procurable materials have been assembled by other makers, calipered to precise dimensions, yet with no approach to the real Steinway tone. The secret of this Steinway quality remains inaccessible to all other makers. You may come here, at IIII Chestnut St., and read it in the Steinway Miniature Grand written as broadly and freely as it is found in the big Steinway grands - and in the little Steinway uprights you may enjoy the same poetry of tone. luxury of touch. appealing beauty of case design and finish ever new, although
unchanging. unchanging.
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