

# ROADWAY of High Grade Pianos

We have just 12 more days in which to complete the task. We have cut so easy we cannot understand why every home in Los Angeles, be it ever easy you could a common parlor organ twenty years ago. We are large t or ysticism about our business. We do everything open and above board. visit to our Big Establishment a real pleasure, whether you come to purchase st 16 weeks to get the public to know where our new building is located. on acquainted with 523 South Broadway. We will give any citizen t 12 days and we will not trouble him much about the balance. You can buy can buy a good piano for \$94.00; another good one for \$119.00; another for a less an one-half that price, and on terms that will suit almost any income. with coupon that you will find in this advertisement. You can begin your regular your if you want to pay us any money we will give you a double receipt for



Was \$250, Now \$167

Made in quarter-sawed fancy oak, rich magnolia walnut and beautiful figured mahogany veneers. Double veneered and cross-banded, inside and out.

SIZE

Height ..... 5 Feet 1 Inch  
Width ..... 4 Feet 6 Inches  
Depth ..... 2 Feet 2 Inches

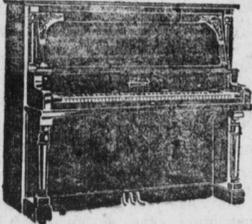


Was \$285, Now \$176

Standard model. Beautiful plain case, exclusive design. Double veneered inside and out. Full continuous hinges and Boston fall board. Ivory keys and repeating action. Three drop pedals. New improved scale.

SIZE

Height ..... 5 Feet 1 Inch  
Width ..... 4 Feet 6 Inches  
Depth ..... 2 Feet 2 Inches



Was \$325, Now \$192

Very handsome and original case design, with hand-vaned panel. Double veneered inside and out. Full continuous hinges and Boston fall board. Ivory keys new repeating action. Three drop pedals. New improved scale.

Dimensions ..... 7 1-3 Octaves. Compass  
Height ..... 4 Feet 7 Inches  
Width ..... 5 Feet 4 Inches  
Depth ..... 2 Feet 3 1/2 Inches



Was \$350, Now \$212

Made in quarter-sawed fancy oak, rich magnolia walnut and beautiful figured mahogany veneers. Double veneered and cross-banded, inside and out.

Dimensions ..... 7 1-3 Octaves  
Height ..... 4 Feet 9 1/2 Inches  
Width ..... 5 Feet 4 Inches  
Depth ..... 2 Feet 3 1/2 Inches



Was \$385, Now \$251

Made in quarter-sawed fancy oak, rich magnolia walnut and beautiful figured mahogany veneers. Double veneered and cross-banded, inside and out.

Dimensions ..... 7 1-3 Octaves  
Height ..... 4 Feet 9 1/2 Inches  
Width ..... 5 Feet 4 Inches  
Depth ..... 2 Feet 3 1/2 Inches

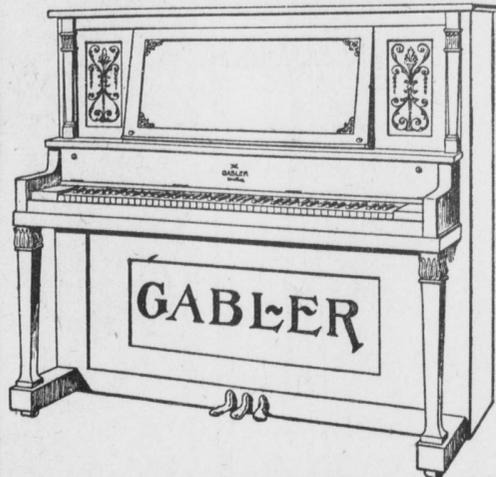


Was \$400, Now \$258

SPECIALLY designed full trichord scale of seven and one-third octaves, producing wonderful tone effects; overstrung bass; improved flanged full metal frame with capo d'astro bar throughout the entire scale; metal flanged quintuple pin-block; repeating action with metal brackets; ivory keys; hardwood back; double veneered hardwood case of special design and elegant finish.

Dimensions ..... 7 1-3 Octaves. Compass  
Height ..... 4 Feet 7 Inches  
Width ..... 5 Feet 4 Inches  
Depth ..... 2 Feet 3 1/2 Inches

## Gabler Pianos Boudoir Parlor Salon

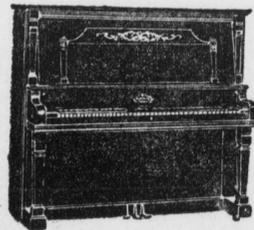


When discussing or investigating the artistic products of 1908-9 no one should overlook the new Gabler pianos. The productions of this factory have represented for years all that is of the finest and best in piano making. The new styles are magnificent in design, finish and tone. We would suggest to every one interested in music to call at our warehouses and investigate these pianos.

### Superb Tone

This is not a mere figure of speech, for its wonderful quality is to be found in the remarkable evenness of its registers from extreme treble to extreme bass. With this is a "regulation" which insures the player giving birth to a tone which in quality is almost luscious in its sweetness. Another feature of these pianos is the solidity of tone, powerful, full and strong.

We are wholesale and retail agents for this rare old make. Call or write for catalogue and prices of this and other makes.

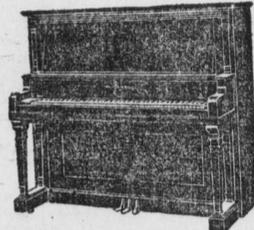


Was \$425, Now \$271

SPECIALLY designed full trichord scale of seven and one-third octaves, producing wonderful tone effects; overstrung bass; improved flanged full metal frame with capo d'astro bar throughout the entire scale; metal flanged quintuple pin-block; repeating action with metal brackets; ivory keys; hardwood back; double veneered hardwood case of special design and elegant finish.

DIMENSIONS

Height ..... 4 Feet 8 Inches  
Width ..... 5 Feet 5 Inches  
Depth ..... 2 Feet 4 Inches



Was \$450, Now \$296

SPECIALLY designed full trichord scale of seven and one-third octaves, producing wonderful tone effects; overstrung bass, including twelve copper strings; improved flanged full metal frame with capo d'astro bar throughout the entire scale; metal flanged quintuple pin-block; repeating action with metal brackets; fancy ivory keys; hardwood back; double veneered hardwood case of new and particular design with solid mahogany, walnut or oak trimmings and extraordinarily fine finish.

DIMENSIONS

Height ..... 4 Feet 8 Inches  
Width ..... 5 Feet 5 Inches  
Depth ..... 2 Feet 4 Inches

AND 300 MORE—Every one a real bargain—The Pianos shown in above cuts are taken from our regular line and are thoroughly reliable, and each one carries an unlimited guarantee furnished by the manufacturers, representing millions of dollars, and countersigned by ourselves. We ask you to take no risk. Every Piano we sell is a good piano or we make it good. You can buy a beautiful baby grand in handsome figured mahogany case from one of oldest and best known makers in America for \$574; Fine Player Piano, mahogany case, universal tracker board, a celebrated make, for \$415, worth \$650—several to select from, with unlimited free library. No music to purchase if you buy a player piano from us. You can buy pianos for the next twelve days for considerably less than \$300 that have taken gold medals and diplomas of honor in this country and Europe. You can make a \$50 down payment with a coupon which you will find in another part of this sheet and make your next payment one month later.

### New Home of the Fitzgerald Music Co.

This is the new home of the Fitzgerald Music Co. Every square foot of the four floors and basement is used for its large wholesale and retail piano, music and talking machine business. Ten large parlors, each one large enough for a fair-size store, are devoted to grands, uprights, player pianos and player library. Nearly one entire floor is devoted to Victor talking machine parlors and large exhibition room for Victors and Victorolas. In the large, light and well-equipped shop a grand or upright piano can be refinished and rebuilt to a high degree of perfection at a nominal cost. The building with its splendid appointments and central location is said to be nearly ideal.

Everyone is welcome to make musical headquarters in our waiting rooms when in the city.

# MUSIC COMPANY



VICTOR DEALERS

VICTOR RECORDS