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Catalogue and Chauffeurs' Apparel Chart Mailed on Request.

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"In the Gloaming"

It is a story familiar to all of us—the story of the typical New Yorker. Alert, aggressive, quick to grasp and solve big problems—a man who works hard and brilliantly—almost to the point of exhaustion. Keyed up with the stress of the day's business, he comes home at night with every taut nerve crying for rest and diversion and, like thousands of others, night after night he goes the futile round of theatres and restaurants in search of the amusement he never finds.

Tonight he is sitting by his own fireside, listening to the exquisitely played strains of an old and ever lovely melody, "In the Gloaming." With him are his wife and daughter. They have all found the perfect pleasure, the rest and recreation hitherto so vainly sought.

Great pianists will play for them the works of master musicians, exactly as they are played on the concert stage. They will hear the lighter compositions of the day played with delightful feeling—later some of the daughter's young friends will come in for an informal dance to the playing of famous masters of the modern dance.

In this wonderful Ampico, which reproduces the playing of great concert pianists, of gifted minor artists and masters of modern dance music and the popular songs of the day, they have found a new world of pleasure—the satisfying world of music.

This pleasure you may have in your own home. The Ampico Reproducing Piano preserves forever the playing of the world of pianists. Tone for tone, touch for touch, each minute cadence will come to you with the glowing magnetism of the gifted artist. But a few fortunate men can own great collections of the paintings of such master artists as Rembrandt, Velasquez and Titian. Through the Ampico all may own great collections of the world's master musicians, played by master pianists. It is the perfecting touch of the modern home and home life.

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