



Mr. Philip E. Layton, of Layton Bros., Montreal, and a much-appreciated customer of our house, visited us during the Toronto Exhibition, and told us "that our advertising is good."

If that be the case, it is simply because *THE GOODNESS OF THE PIANO* has been the inspiration.

Advertising did not "MAKE" the Mason & Risch Piano—goodness is its foundation stone, and advertising is but the message that carries the *news* of this goodness to every nook and corner of this great country.

Our advertising lets the people know that the Mason & Risch is popular, but it is the piano *itself* that proves to all *WHY* it is popular.

And while we are proud that our advertising pleases, there is another feature of it that arouses a more serious and earnest pride. We are proud of our advertising—because it is *more* than pretty, or strong, or effective—it is the TRUTH-TELLING advertising. What we say of the Mason & Risch Piano in our advertising is based absolutely on what the Mason & Risch Piano *is*. Our advertising will ever advertise what the Piano will verily.

Mason & Risch Limited

230 Yonge Street
Toronto