



In matters of daily life that do not at all concern the Nation's welfare, there is no selfishness in putting self-advantage *first*.

Recognizing this basic truth, we decided that it was to our own advantage to do the musical world the greatest service possible by making "The Best Piano Built." That ambition was realized, and the wide-spread popularity of the Mason & Risch piano is proof positive of the fidelity with which the principle has been followed.

For the downright goodness they possess, for the friends they have made and retained, Mason & Risch Pianos are conceded to be a triumph of ingenuity and skill in the piano maker's art. *Perfection* drove them to the front, and *perfection* will *keep* them there!

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**Mason & Risch Limited**  
Toronto