

IMPORTANT ANNOUNCEMENT.**The Mason & Risch Piano Co., Ltd.**

Beg to announce that they have assumed for Western Ontario (including the cities of Kingston, Toronto, Hamilton, London, Guelph and Brantford) the agency of the world-famous pianos manufactured by

Messrs.**Chickering & Sons
Boston**

. . . . The artistic importance of this house and its productions are scarcely to be estimated in a few words. Mr. Jonas Chickering, the founder of the house, was also the founder of the American piano maker's art, and

For Three-Quarters of a Century

the name which he established has been a synonym for musical perfection. There has scarcely been an improvement of any value in pianoforte manufacture that has not originated with the house of Chickering & Sons, and to-day, after the longest career of any pianoforte house on the continent, they still occupy the distinction of turning out instruments which are the unquestioned standards of the world.

As to Prices

. . . . There is no doubt that a first-class piano is the cheapest in the end, and we assert most positively that, quality and workmanship considered, the prices of these famous instruments are extremely reasonable.

Write us for Catalogues

THE MASON & RISCH PIANO CO., Ltd.,**32 King Street West, TORONTO.**