

The Pianola and the Performer



THAT there exists a strong desire among the public for some means of producing music otherwise than playing it by hand admits of no doubt. The success of the PIANOLA proves that.

As a well-known musical critic said, the important point is not the amount of mechanical invention, but how much command the intervening mechanism gives the performer over the tone-producing part of the piano. The PIANOLA is an instrument for executing the finger-work part of piano-playing, and is simply an amplification of the keys of the piano.

The PIANOLA always renders the technique of any composition correctly, and by means of levers the performer exercises complete control over expression. He is responsible for the individual conception of the music just as he would be in ordinary playing, and, being able to devote his whole attention to this, the result is equal musically to the performance of a great pianist.

You are particularly invited to call and see the PIANOLA, or to write for Catalogue.

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