



Price alone sells few Pianos.

There are but few people after all who will let a *small* difference in price obscure a *great* difference in quality.

There are fewer people still who feel that a low-priced Piano is "good enough."

These facts make it worth while to sell

**A STANDARD INSTRUMENT—  
at A STANDARD PRICE.**

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*The quality of the Mason & Risch Piano makes the position of our dealers impregnable in the matter of sales. It is an instrument,—a Standard instrument—about which you can tell the whole truth as the strongest part of your argument. Through all the years of our existence, the demand for Pianos of our make has steadily grown because of their winning combination of tone, beauty and quality. They are Good Pianos to Sell, and Good-selling Pianos.*

*They are Standard instruments in the truest sense of the word, examples of how good a Piano can be, of how well it can be built;—examples of what fine materials and perfect workmanship will produce!*

**MASON & RISCH Limited**  
TORONTO