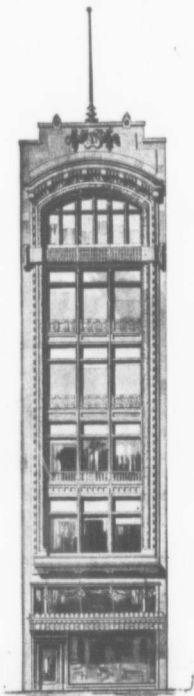


The methods and materials employed in making our first piano—nearly half a century ago—were those of men wise enough and broad enough to build for the FUTURE. Having realized the advantages of making this sort of Pianos and Player-pianos, we today continue to build for the future by placing on exhibition the latest, the newest and the best of any Canadian instruments made. In appearance, the Mason & Risch of 1917 classes with the finest, irrespective of price. But "beauty is only skin deep"—when you examine our instruments closely and get beneath the surface, Mason & Risch supremacy becomes even more manifest.



MASON & RISCH BUILDING
Toronto

Public demand controls the destiny of every manufactured product. It is the acid test of merit—the most potent influence governing the Dealer in the purchase of his stock.

Mason & Risch Pianos and Player pianos are the acknowledged standard by which comparisons are made—a pre-eminence that has been acquired only because they are in greatest demand, and consequently sold by the most progressive Dealers.

We could present no stronger endorsement of the quality of the Mason & Risch, Canada's first and foremost Piano, "The Best Piano Built."

We announce an extraordinary exhibit of Mason & Risch Pianos and Player-Pianos at the Canadian National Exhibition, August 25th—September 10th.

In the Mason & Risch Building we will also have a most interesting display of a great variety of instruments, both in regular and special designs. Here, dealers will receive a cordial welcome and may inspect our instruments at leisure and in perfect comfort.

Mason & Risch Limited

230 Yonge Street
Toronto