



During November, we placed this advertisement in the Toronto papers :



*"To own a Mason & Risch
Piano is to possess The Best
Piano Built."*

Mason & Risch, Limited

We did not evolve this sentence out of our inner consciousness, adopt it as a Slogan, and then through persistent reiteration try to convince others and ourselves of its truthfulness, BUT—

"often hearing it applied to the instruments of our make by musical colleges, musicians of note and others having an intelligent knowledge of what a Piano should be, we simply adopted it, and it therefore reflects the opinion of others, and is not a mere statement on our part."

And so it's worth remembering that when you sell a Mason & Risch Piano, you sell "The Best Piano Built."

MASON & RISCH Limited, Toronto