

# Growth of Appreciation

## An Instance:



**T**HE Pianola being placed in position to play upright piano. The Pianola does not injure the piano in any way. Its felt-covered fingers rest upon the piano keys and strike the notes in the proper relation one to another as indicated on the music sheet. With its aid any member of your household may play upon the piano even if he or she literally does not know one note from another—not only one or two selections, but every piece of music ever written for the pianoforte.

Grand and light operas, Liszt's Rhapsodies, Sousa's Marches, and the latest rag-time hits are practically "on your fingers' ends."

You have all the pleasure of hand playing because you control the expression, which is the soul of music. Estimate for yourself the profit and pleasure the Pianola would bring you in a single year.

A careful investigation of the Pianola invariably leads to surprise and delight. The more you see and hear the instrument the better you enjoy and appreciate it. This is invariably the rule, and the more musical a person is the more appreciative he becomes.

Josef Hofmann, the famous pianist, when he first saw the Pianola, said of it:

"I anticipate much pleasure from learning to play this exceedingly ingenious device which reproduces with such astonishing accuracy the masterworks of music."

A month later, April 18, he wrote:

"I find that your instrument offers facilities for expression that will enable an intelligent player to give a very close imitation of hand playing. I have been surprised to discover to what an extent one can, with a little practice, control the dynamic effects."

Hofmann also says in the same letter:

"In all the essentials of artistic piano playing, the Pianola is the best instrument of this type."

**W**E are demonstrating the possibilities of this remarkable instrument to all who call at our exhibition rooms. We are always glad to show the instrument to anyone sufficiently interested to visit us. You need not feel the usual hesitancy about going to see a thing you do not expect to purchase, as we have rooms especially set apart for displaying the Pianola, and employ several men whose sole duty it is to play the instrument and explain it to visitors.

### PRICE, \$275

Can be Bought by Monthly Instalments if Desired

## The MASON & RISCH PIANO CO.

LIMITED

32 King Street West, TORONTO