

# The PIANOLA



## The Growth of its Importance in the Summer Home.

**E**ACH recurring season more of our customers request us to box and ship Pianolas to the country. This is significant.

When, after using it all through the winter, they go to the trouble and expense of taking it with them, often renting a piano to use with it, the deduction must be that the owners of the Pianola have a high regard for its power to entertain.

Logically, the Pianola's advantages are most marked at this season.

The pursuit of pleasure is the business of the hour, and nothing is better able than music to supply entertainment upon the many occasions when one is driven indoors or to the veranda by darkness and inclement weather. Where the Pianola is, this is always

available—not machine music, wearisome in its monotony, but music so artistic and so expressive that Moszkowski himself says of it: "Anyone hidden in a room near by who will hear the Pianola for the first time will surely think that it is a great virtuoso that plays."

Far from the concert stage and conservatory, what could give greater enjoyment to your guests than to hear the sweet melody and majestic rhythm of Chopin's Ballad in A flat, the delightful airs from the Opera of Florodora, or the old familiar tunes from the college song book?

Classic or coon-song, Grand Opera or two-step, all are ready at your command, and as available to you as though your life had been devoted to music. The Pianola makes you a musician, though you may never have studied an hour.

Nothing that you have provided for your own or your guests' amusement can possibly compare with the Pianola, and you will make an error if you do not purchase one to take to your country home. You will be convinced of this fact if you will hear the instrument at our warerooms.

Our exhibition rooms are open to visitors at all times during the day, and the merely curious are as welcome as the purchaser.

**Price, \$275.**

**Can be Purchased by  
Moderate Payments, if Desired**

## THE MASON & RISCH PIANO CO. LIMITED

**32 King Street West, TORONTO**