

# Music Adds to the Delight of Home



**Mason & Risch, Limited**

THE HOME OF THE VICTROLA.

## Will There Be Music in Your Home This Thanksgiving?

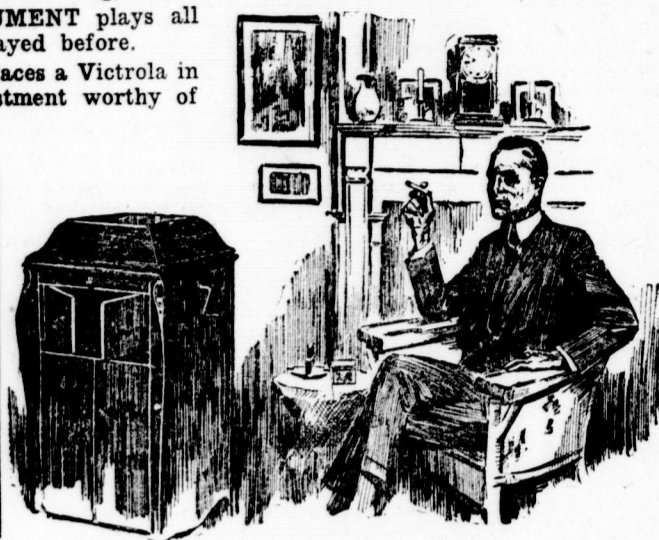
If music is lacking in your home, we suggest the purchase of a Victrola—it will bring happiness.

Members of your family will derive an equal degree of pleasure by listening to music perfectly reproduced, be it song, chorus, orchestral or a dance selection.

This MASTER INSTRUMENT plays all records better than ever played before.

A small cash payment places a Victrola in your home, and is an investment worthy of your serious consideration.

Our new store, a formal opening of which will take place in the near future, has a Victor department second to none in Canada. Seven soundproof daylight record demonstrating rooms add to the convenience of customers in selecting records. Courteous, trained salesmen in charge; 10,000 Victor records in stock. Prompt service, no waiting. In addition to our Victoria department, our store has a player roll department with all the latest hits in songs and jazz music, sacred and classical selections.



GENUINE VICTROLAS FROM \$40 UP



Arrangements have been made with the local Bell Telephone office whereby any local or outside customer may telephone this store at our expense and have sent, carriage charges prepaid, any player roll or Victor record catalogued. Telephone subscribers are requested to avail themselves of this service. PHONE 1268.

A Cordial Invitation is Extended to All to Visit Our New Home.

**Mason & Risch, Limited**

248 Dundas Street, London.



## Music Winning Its Rightful Place in Homes of Dominion

Molds Character of Children in a Manner That Brings Joy To Hearts of Parents.

More and more each year Canadians are beginning to realize the value of music in the home. And as the love for music is inculcated in the family group, so is it strengthening its place in the heart of the nation.

In the 19th century one would not find music in the home unless some member of the family had a special aptitude for music or had been fortunate enough to take lessons. Among the older members of the household in that period of the world's history the accordion and the organ were the favorites, while children were beginning to develop a liking for the piano.

Today, although the accordion and the organ have to a large extent been supplanted by the piano, which in turn has to compete with the phonograph, music is securing a firmer foothold in the home, and the dream of community sing-song promoters and others to educate every Canadian to appreciate music is gradually shaping into a reality.

Through the phonograph, father, mother sister and brother are able to sit in front of the hearth during the cold winter evenings or on the veranda when the summer heat drives them outdoors and hear their favorite artists, orchestra and bands.

When the tired businessman comes home his nerves are quieted by a soothing waltz or the voice of a noted tenor. And so music is an aid in keeping the home life harmonious and comparatively free from the petty frictions that arise in the best of families.

The children too, especially those in their teens, are affected, for if none of them are able to play the piano, they have friends who can. Thus little home gatherings result, and the social life of the child is all that is to be desired. Occasionally a score or more of neighbors and friends assemble for a house party and a dance, and in time the children come to prefer an evening at home to one in public. Their whole character is being molded in such a way as to delight their parents.

During the few years that a serious attempt has been made to spread musical culture in the Dominion, an increased interest in music has been seen. Amateur orchestras are being formed every day, and the playing of every variety of string and horn instruments is receiving more study.

The piano, however, is not being neglected, for it has been found that annually the percentage of the population who are mastering this favorite instrument is becoming greater.

This interest, together with the added attention being given music in the public schools, will be the means of bringing to light many children who with a little coaching would develop into noted singers and instrumentalists. In short, the promotion of an interest for music in the home will prove the surest way of gaining for Canada a prominent position in the musical world.

## MADAME TETRAZZINI'S HEINTZMAN GRAND

The Grand Piano, Illustrated Here, Made Specially for Madame Tetrzzini, Is, Perhaps, the Most Beautiful Piano Built In Any Piano Factory Anywhere.



Traveling the world over and using the pianos of the world's greatest makers, when it came to ordering a piano for her own use in her castle in Rome, Tetrzzini's choice was a Heintzman & Co. Grand. This piano is in Florentine design, ivory white, the carved legs and moldings being tipped and finished in gold.

Madame Tetrzzini herself made a draft design of what she desired, everything to be in keeping with the furnishings and finishings of her own beautiful Italian home.

Many will remember the great ovation rendered Tetrzzini on her last visit to Toronto, when Massey Hall was crowded to fullest capacity. A Heintzman & Co.

Grand was used then, as on the occasion of her previous tours in Canada.

It has taken nearly a year to make Madame Tetrzzini's piano, at a cost of \$3,000. The order is an unmistakable compliment to this Canadian-made Heintzman & Co. piano.

Caruso, Melba, De Pachman and many great word artists have made a Heintzman & Co. piano their choice when visiting Canada.

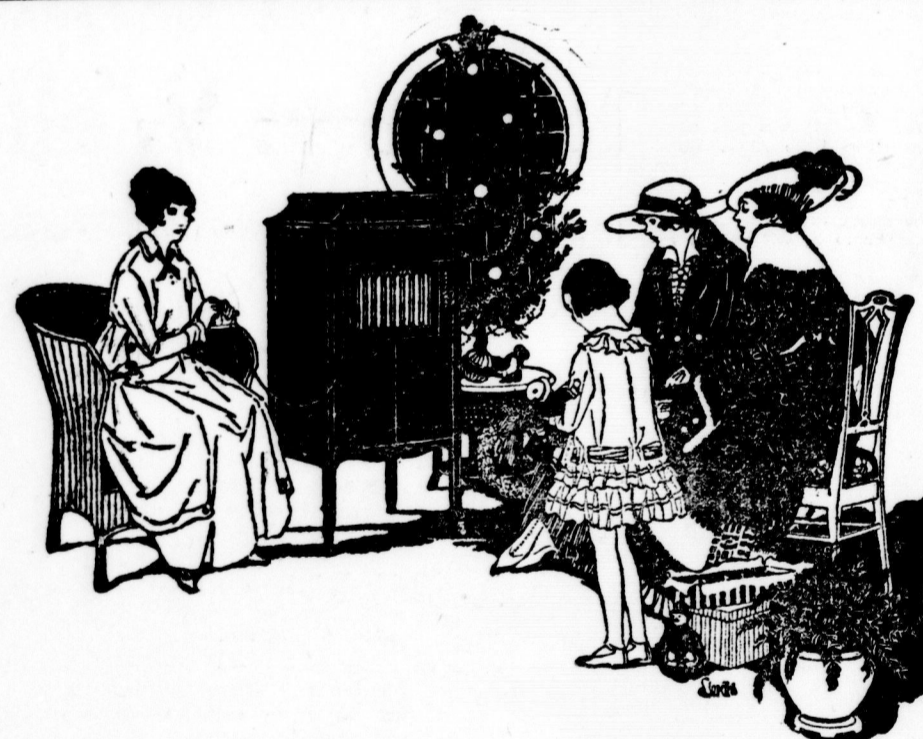
The Piano of royalty—used by King George and Queen Mary and the Prince of Wales when visiting the Dominion.

The Heintzman & Co. Grand, made by Ye Olde Firme, is a very different piano to any other piano made. Those looking for the best in a piano will, like Tetrzzini, choose a Heintzman.

YE OLDE FIRME

**HEINTZMAN & CO., Ltd.**

242 DUNDAS STREET



## THE AEOLIAN VOCALION

What Could Be More Appropriate for a Christmas Gift

In hundreds of homes today the Vocalion is bringing, transforming influence of great music. This wonderful new phonograph should be introducing into your life its vital beauty, its inspiration of exquisite art. In the perfection of its powers beyond any phonograph you have ever heard, the Vocalion is a great modern musical instrument—soon to be a necessity in every home.

### VOCALION RECORDS

Ask to hear the band of His Majesty's 1st Life Guards on the new English records.

The wonderful qualities of reed and brass tone, the stirring roll of drums and clash of cymbals, together with an ever-present military precision of time and rhythm, will appeal irresistibly to the lover of military band music.



**NORDHEIMER**

Piano and Music Co., Ltd.

225-7 DUNDAS STREET.



MADE IN LONDON

## The Sacredness of Buying a Piano

In the early stages of married life the modern home-builder has an objective—to complete his home with a piano.

Bit by bit he adds to his home the necessary articles of furniture, and then comes the finishing touch—the piano.

Because the piano represents the "home dream" of so many young home-builders, there is a sacredness about its purchase—to fit those dreams it must be a good piano—a worthy one!

The many thousand home-builders who have found their "dream piano" in the Sherlock-Manning are testimony to its ability to "measure up."

It is truly "Canada's Biggest Piano Value."

**SHERLOCK-MANNING**

20th Century Piano

The Piano worthy of your Home

Ask us for full particulars, catalogue and prices.

**SHERLOCK-MANNING**

PIANO COMPANY

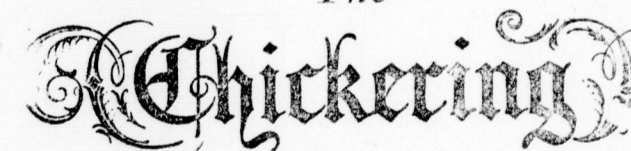
LONDON - - - CANADA



## Piano Investment

The purchase of a piano of the highest grade is an investment in musical enjoyment.

The



renowned for its beauty of tone, and superb durability—insures that enjoyment throughout the long years of its life.

THERE ARE CHICKERINGS IN USE TODAY MORE THAN HALF A CENTURY OLD, STILL CHARMING WITH THEIR BEAUTIFUL MUSICAL TONE.

The newest models of this famous instrument represent the highest artistic achievement in piano-making.

**CRAWFORD PIANO CO.**

296 DUNDAS STREET - - - LONDON.