

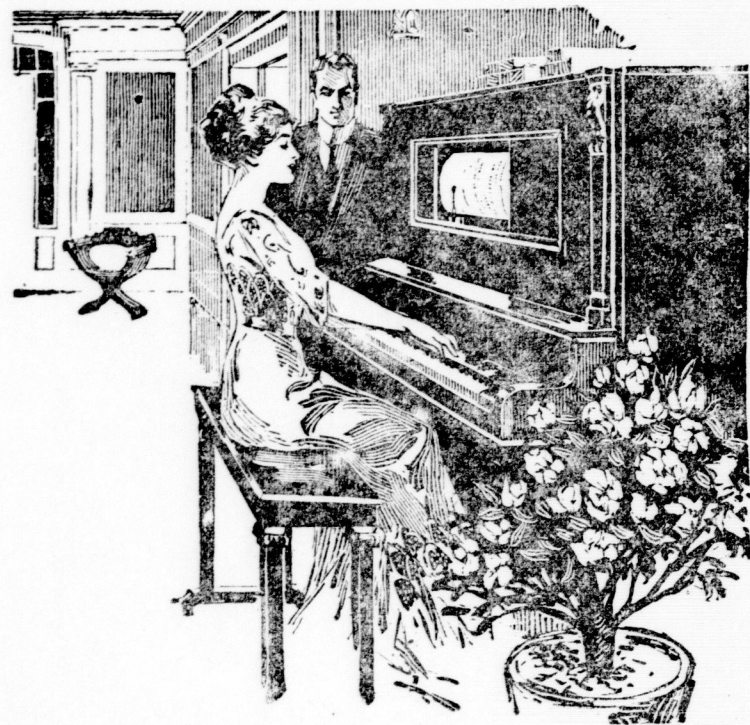
Music Adds to the Delight of Home

Mason & Risch Pianos

"FROM FACTORY TO HOME"

Will You Have Music In Your Home This Thanksgiving?

Can you imagine any pastime more wholesome, more elevating, more enjoyable than an evening passed in music, the whole family taking part? If you find that the evenings seem long, are monotonous or cheerless, try music to liven them up.



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meets the highest requirements in the rendition of PERFECT music. Hear it play — you will NEVER be conscious that there is anything mechanical in its performance. It never obtrudes its mechanism, which is as perfect as can be made. The brilliancy of tone and dignity of design have given the MASON & RISCH PLAYER-PIANO foremost rank among the finest instruments of the world.

Our store has a Player Roll Department with all the latest hits in songs and jazz music, sacred and classical selections. A Victrola Department with seven sound-proof rooms for demonstrating the 10,000 records always carried in stock.



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 1263.

A Cordial
Invitation
Is Extended
To All
To Visit Our
New Home.

Mason & Risch, Limited

248 Dundas Street, London.

Music Week Oct. 24th to 31st

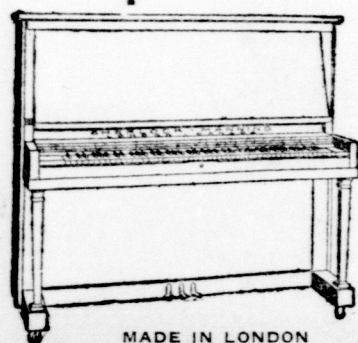
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20th Century Piano
The Piano worthy of your Home

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You'll find the Sherlock-Manning Piano meets all the requirements for a home piano. An instrument of the highest quality, the richest tone and the most sturdy construction—it is all that can be expected of a good piano—truly Canada's Biggest Piano Value.

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Sherlock-Manning
Piano Company

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"Be It Ever So Humble," Home Requires Some Kind of Music

Homes of Nations Which Produce Great Musicians Make
Family Evenings Pleasant With Folksongs and
Instrumental Melodies.

To quote an old, old adage, "Music makes the world go round." And that line has a great deal of truth in it. If the world was without music of any kind, what a dreary place it would be! The birds would flutter noiselessly through the air. Spring would lose much of its popularity.

Apply the same condition to a home. Father returns from his day's labors in the factory, the store or the office. The children are restless and want to roam the streets until late. The mother is tired because of her household duties and is eager to get the children to bed in order that she may have a few hours of peace before retiring. Harmony does not dwell beneath the roof of the little home. There is no centre of attraction.

Picture that home with a piano, a phonograph or other musical instruments as part of the household furniture. No, they are not luxuries. They are necessities, and very important in keeping the family circle intact.

Adds Charm to Home.

Father comes home, glad to be away from the office and its worries and looking forward with pleasure to participating in an evening's entertainment. Mother is in the same frame of mind. The children, too, will prefer to remain indoors.

And these winter evenings "at home" will prove beneficial if the right choice of music is made. Selection of only the best music will cause the little ones to acquire a taste for all that is good.

In some parts of England, it has been observed, even the children on the streets invariably choose to whistle selections from grand opera rather than "jazz" or rag-time.

Music also sharpens one's powers of imagination. Some of the most imaginative writers and composers have been bred in a country where music has been given a place of prominence in the lives of the inhabitants. In their countries the folk songs are just as important a subject for study as reading or writing. Even in this country, the Indians told of great things done by means of song. In all the heathen religions, too, music was the predominating feature. All religious ceremonies were attended by weird music and chants.

In this mile-a-minute 20th century the average person has been too busy making money to step aside from the onward march of business and enjoy a few of the things that are worth while. Appreciation of music has been left to the few.

Music Is Recuperative.

However, the reaction is setting in, and the nerves that have been strained almost to the breaking point, are demanding rest. Music is the logical soothing syrup. Music first began to recover its own when the war was on. The soldiers sought it, and the loved ones at home found that it helped to make them forget their mental wounds.

Musical instruments became fixtures in the home until today one is not regarded "in the swim" unless one has a piano, a phonograph or other instrument. The home is regarded as incomplete, in fact, the dwelling is not regarded as a home unless music is housed beneath its roof.

MUSIC WEEK SPECIALS

IN THE

Sheet Music Dept.

OF

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I Never Knew.	Care for Me.	Dreams of Long Ago.
Nestle in Your Daddy's	I'm Missing Mammy's	Remember the Rose.
Arms.	Kissing.	Winning Ways.
Sweetheart.	Old Pal (Why Don't	Teach Me.
Stand Up and Sing for	You Answer Me?)	I Want Love.
Your Father.	You Made Me Forget	Tuck Me to Sleep in
Wyoming.	How to Cry.	My Old Tucky Home.
Its All Over Now.	Stolen Kisses.	Plantation Lullaby.
Don't Throw Me Down	Moonlight.	The World Is Waiting
Sunnyside Sal.	My Sunny Tennessee.	for Sunrise.
Ma.	Wabash Blues.	All by Myself.
Tippy Canoe.	Leave Me With a	Peggy O'Neil.
Little Town in County	Smile.	There's Only One Pal
Down.	Little Girl.	After All.
Make Believe.		It's You, Dear.

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NOTICE

By special arrangement made with Loew's Theatre, their concert orchestra, under the leadership of Joseph Terri, will play the following medley as an overture:

It's You.	Why, Dear?
Stop.	Blushing Rose.
When Buddha Smiles.	Illo.
Ain't You Comin' Out, Malinda?	Where the Lazy Mississippi
Toddle.	Flows.
Singing the Blues.	Oh Me, Oh My.

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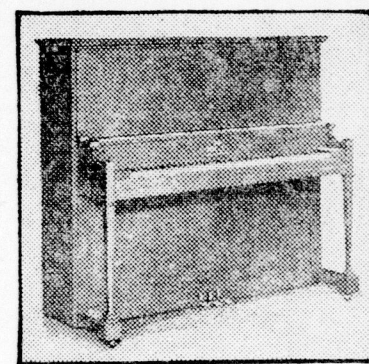
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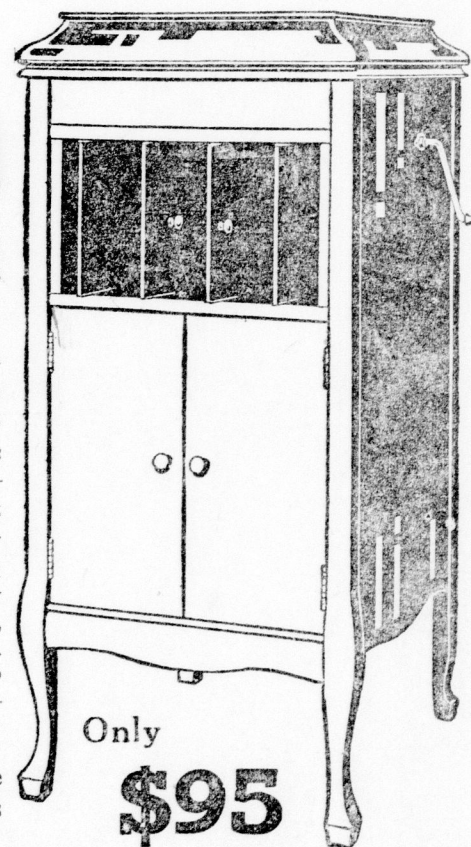
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