

Building in Advance of the Times.

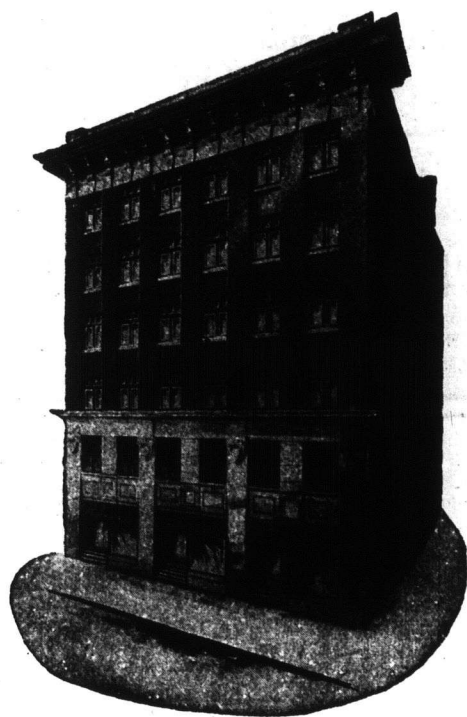
Anything like a complete statistical review of industrial and agricultural advancement in the Canadian West is impossible, and amazing developments of daily commercial advancement are so frequent that they receive but passing indifference.

Occasionally, however, some splendid achievement like the erection of the immense building at Brandon by A. E. McKenzie Co., Ltd., the big Western seed house, marks an epoch in the progress of the country that sinks silently into the fibre of the mind, emphasising, as it were, the steady, persistent growth and the rapid advancement of the West.

This building is a structure of considerable moment, as the construction is conceded at this writing to be the most modern of its kind so far erected, built to withstand the changing whims of architecture and the ravages of the elements.

Comprising eight floors, of reinforced concrete superstructure, brick and tile finished, copper doors, metal frames, wire glass windows, huge steel elevators, cement stairways of the latest and most up-to-date equipment. Perhaps the first and only building without a chimney in Canada, as it is heated by steam generated four blocks away—all of which, combined with its interior and exterior fire appliances, make it absolutely fireproof.

It is certainly unmistakable evidence that the great realm of industry has re-



warded the high character of purpose pursued by these energetic seedsmen.

From its infancy, this business, conducted on highly crystallized policies of quality and service, has forged ahead. So intimately connected with agriculture at every point, they have not only made the seed industry a profession, but raised the quality of seed to such a high standard that its influence toward a higher development of agriculture is almost immeasurable.

Always alert and quick to foresee, recognize and appreciate that new conditions require new methods, they have adopted every modern idea and device of merit that would in any way promote or accelerate the seed business to the greatest service of their already enormous and rapidly increasing host of customers.

That their efforts to produce seeds of quality, satisfactorily serve and win the confidence of the seed buying public is appreciated is belittlingly illustrated in the erection of their fine new building, self-evidence of the phenomenal business that requires so enormous a structure to house. While all this, at the most, represents the achievement of to-day, time, as it flits on to higher things and greater advancement, will, we are sure, find the McKenzie Company, as usual, studying the needs of the people and the country, and catering to their wants with the best seeds and most up-to-date facilities.

Mrs. Humphry Ward:—All successful men bear on their brows the marks of the struggle which they have had to undergo.

At Prices Never Reached In the History of Piano Values



Our Pre-Inventory Sale

has been planned to effect a clean sweep of every new and second-hand instrument in our Winnipeg Factory Warehouse prior to stock-taking date

There is an impression abroad that one can never hope to get the QUALITY GOODS at a bargain sale—that the sales are run to clean out the refuse. The Mason & Risch Company set a value on the reputation they enjoy wherever there is a piano of their production that they would not risk for any prospect that might be offered them. That character has been built solely on the SUPERB QUALITY of instrument handed out to the public in any sale made by them or their agent.

In announcing the present RECORD EVENT, the Mason & Risch Co. state that the lowest priced instrument in their pre-inventory sale list is absolutely guaranteed as to quality and condition. Our only reason for giving the public this unprecedented opportunity is the circumstance of our annual stock-taking and the determination to start our financial year with an absolutely NEW stock.

Below is a list of high-class used pianos, all guaranteed and sent out in first-class order without a single weakness. They have been taken in exchange for some new model of our own piano or Pianola piano.

7—English made Upright Pianos for	\$65 each.	3—Heintzman Pianos for	\$260, 277, 310
2—German made Upright Pianos for	\$90 and 100	2—Harmonic Pianos for	\$265, and 270
3—Evans Bros. Pianos for	\$135 and 155	3—Classic Pianos for	\$287 each
3—Bell Pianos for	\$160, 175, 180	4—Newcombe Pianos for	\$290 295
1—New Scale Williams Piano for	\$200		each
2—Gerhard Heintzman Pianos for	\$220 and 235	2—Henry Herbert Pianos for	\$300, 310
2—Morris Pianos for	\$225 and 240	4—Mason and Risch Pianos for	\$320 and upwards
1—Gourlay Piano for	\$255		

The above is only a partial list of the altogether unique chances this sale offers of selecting your heart's desire in an instrument at a saving of from 25 to 50 per cent on any deal you could make elsewhere and where at the best you would be saddled with a very doubtful instrument.

AN ABSOLUTELY NEW PIANO

may be bought at this sale for \$175 up on terms of payment to suit purchaser. The prices are rendered possible by the fact that we handle OUR OWN retail trade. With a store in every city of any size from Port Arthur to the Coast, we are in a position to offer retail prices AT ANY TIME on HIGH-GRADE PIANOS at the same prices paid by the smaller retailer when he buys wholesale.

If you cannot attend this sale, write for full descriptive details of what we are offering. You can buy with the same confidence by mail as if you visited our store. We take the entire risk in sending for your approval. Honest methods, and our FACTORY-TO-HOME selling plan has built up the greatest PIANO REPUTATION and the largest business in the West. We can't afford to take chances on it.

The Mason & Risch Piano Company, Limited

Factory Branch: 356 Main Street, Winnipeg, Man.