

LAUGHTER CURES MANY ILLS:

Pathos, tragedy, all the realities of life I seek to reproduce through the medium of the best artists for my public. But I always seek to combine amusement, wholesome mirth with other interests. For he who laughs is for the moment happy. It is my pleasure to know that tens of thousands of families go home from my theatres every day more cheerful for having been there.

—MARCUS LOEW

MASON & RISCH PIANO SCORES AGAIN

Mason & Risch Pianos Selected For Loew's New Theatre.

In keeping with the magnificent theatre about to be opened, it is only natural that the directors of Loew's London Theatre, Limited, should choose for one of their main properties—the pianos—instruments in keeping with the other appointments of this theatre.

After consulting with their musical director, and taking also the opinion of the general public—who have by their patronage made one piano the outstanding musical instrument of Western Ontario—they unhesitatingly decided upon

Mason & Risch Pianos.

It was then that Mr. Moore of the New York purchasing department of Loew's, Limited, made arrangements with the local branch of this well-known

piano house to use exclusively in London's new theatre two magnificent uprights and one Mason & Risch baby grand piano.

By the purchase of these instruments the Mason & Risch Company are placed in the position of being able to state that practically every large public place in the city uses for their musical instrument either an upright or grand piano or phonograph supplied from one of the factories of Mason & Risch. These instruments include: Dayton & McCormick Dancing Academy, grand piano and Mason & Risch phonograph; Grand Opera House, two pianos; Y. M. C. A. Auditorium, one piano and one Winter Garden, Mason & Risch grand; Byron Sanatorium, one piano and one player; "Princess Fats" Barracks, one piano; Loew's Theatre, one grand and two uprights.

The present manager, Mr. C. L. Gray, took charge of this branch of the firm ten years ago this month, and has seen the same grow from one selling a moderate number of pianos per year to the firm's largest retail branch, of which there are some twenty selling hundreds of instruments per year in London and the surrounding district.

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grade pianos, Mason & Risch also manufacture their own phonograph, which has now firmly established itself upon the market. His Master's Voice Records, Victor Victrolas and Columbia Gramophones are also carried in stock.

Their sheet music and small goods department is in charge of Mr. C. L. Gray, one of the finest in Ontario, with a stock always on hand to fill the requirements of conservatories, music teachers and bandmen, and popular music for those who care for the music of the day.

The Mason & Risch piano represents all that is best of human endeavor in piano construction on broadest and most advanced ideas. It is a recognized art product appealing to the cultured musical taste. It has won the highest attainable place in the estimation of those who have carefully studied it.

Not only musicians, but all those who are ready to acknowledge marked superiority, have recognized its superior qualities and voluntarily paid it its just and deserved praise. This result has been accomplished because the Mason & Risch is a wonderful and original creation, imitating no other piano, but possessing many features entirely its own.

Since their great triumph of 1873, when Mason & Risch pianos were awarded two diplomas and a gold medal at Toronto Exhibition, it has ranked as Canada's Premier Instrument. The extraordinary growth of the Mason & Risch business can to some extent be realized by the fact that in several single months in recent years the sales exceeded those of any year in the decade of 1890-1900. This unprecedented success carried with it not only the extension of our factory, but the necessity of an eight-story head office, a magnificent building situated at Yonge and Sherbourne streets, Toronto.

In addition, branch stores have been opened in the principal cities of Canada, thereby enabling the purchaser of a Mason & Risch piano to receive courteous treatment direct from the Mason & Risch firm, regardless of where he is located in Canada.

Purchasing a Mason & Risch piano through one of our many branch stores, the customer saves the middleman's or dealer's profit.

Among the forty thousand purchasers of the Mason & Risch piano are the names of the world's greatest musicians, artists, schools, conservatories and convents.

Numerous diplomas and medals have been received over all competitors both at home and abroad since 1871.

Here is a record of a long unbroken series of brilliant triumphs. The Mason & Risch piano today is the embodiment of all that is best in the art of pianoforte construction. A few of the names of the great ones of the earth—musicians—who have written to us in a complimentary strain, after having examined our pianos, are Liszt, Verdi's greatest composer, Arthur Schumann, Orville Harbord, Giuseppe Campanari, Madame Marsella, Senrich, Joseph Sheehan, Herbert Sachs-Hirsch, Arturo Tibaldi, Madame Charlotte Macdonald, Walter Damrosch, David Bispham, Madame Yvonne de Treville, Dan Beddoe, Nahan Franko, Marie Dressler, Madame Rosa Oblitzka, Mediana, Johnna, Gadecki, Madame Lillian Nordica, Alice Neilson, Mary Hallock, Albert Spaulding, Dr. Fery Lukic.

In addition to having agencies in every town in Canada the firm own and operate the following branch warehouses from which customers may purchase Mason & Risch pianos and phonographs—direct from factory to home—shorn of the middleman's profit, and convenient terms of payment may

be arranged upon any instrument sold by this house.

Duplicates of the instruments sold Loew's Theatre are now upon exhibition at the firm's London warehouses, 248 Dundas street, where Mr. Thomas Mitchell, the well-known blind concert pianist, Saturday afternoon and evening, will be glad to demonstrate their wonderful tone to any interested parties.

NEW USES FOUND FOR WINE GRAPES

California To Supplant Fruit From Abroad With Own Product.

Washington, Feb. 13.—Grapes from the wine sections of California are likely to find a number of outlets never thought of while the making and selling of wine was permitted in the United States. Several such outlets were indicated by experiences during the vintage of 1919, according to the specialists of the United States department of agriculture who recently visited the wine grape regions.

The problem, however, is still a big one. Not only are uses and markets to be found for the product of 175,000 acres of wine vineyards, but for the considerable portions of table and raisin varieties that formerly were made into brandy.

The leading variety of raisin grape, Alexandria, usually has a heavy second crop, which matures too late for drying, and this was formerly used in brandy-making. Of the leading shipping grape, the Flame Tokay, only the best clusters are usually shipped for table purposes, and the inferior clusters were converted into brandy. Now other markets must be found for the culls of raisin and table grapes.

During the past season there was a very heavy demand at high prices for anything that could be called grapes.

Only a few growers, therefore, attempted experiments in finding new uses, and these few experiments were incomplete, but they indicate probably satisfactory results when they are more fully tried.

Many Shipments to East.—At least 4,000 cars of fresh wine grapes were shipped into the eastern states and made into so-called non-alcoholic wines and grape syrup. A large gallonage of unfermented juices was made a large percentage being pasteurized and put up in 50-gallon barrels. Much of this has already been shipped east.

Considerable work was done in sun-drying and dehydrating wine grapes, and the product found a ready market at prices much higher than those paid for raisins.

Important grape varieties that have been imported and tested by the United States department of agriculture have paved the way for some new features of the grape industry. Among them are a number of varieties of shipping and storage grapes that are considered superior in every way to the varieties heretofore grown in this country. Some of them ripen at the same time as

varieties now grown, some earlier and some later, thus offering the opportunity for greatly extending the grape marketing and consuming season.

In addition a much larger demand for table grapes can be created than has existed up to this time, because the new varieties have superior eating qualities. One of these is annually imported from Europe in considerable quantities in the late winter, and sold at high prices. It thrives so well in California that it could be sold at prices considerably under those of the im-

ported product and still net the grower a good profit.

The work of the department of agriculture has shown also how to fruit the Ohanes, the best keeping variety of all storage grapes. This should make it possible, with California-grown Ohanes packed in redwood sawdust, to supplant large importations of Ohanes and other Almerian grapes packed in cork dust.

The department of agriculture has also demonstrated that currant grapes can be grown in this country by graft-

ing on resistant stocks and girdling the vines while they are in bloom. From 4,000 to 8,500 acres of these grapes would be needed to produce the 34,000,000 pounds of dried currants imported annually during the decade previous to the war. In some districts where raisin varieties are so late in ripening that they cannot be dried, the currant varieties ripen early enough to be dried and put away before the first rains come.

In districts where the raisin varieties succeed, currants, it appears probable, can be grown as an advance crop and

cured and stored by the time the raisin grapes are ripe, thus furnishing a longer and more profitable period of employment for the labor that must be kept in raisin vineyards.

In the distinct dry wine districts, where many of the vineyards are on phylloxera-resistant stocks, re-grafting can be done with other varieties. If vines are not grafted too near or below the ground, where there are vineyard plantings of resistant stock they can be grafted to such varieties as are found most desirable.

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Loew's London Theatre

THE HEATING:

which is accomplished in two ways, by direct steam radiation, concealed for the most part in the walls and different parts of the theatre, and by warmed fresh air.

THE VENTILATION:

which involves some of the most advanced ideas in theatre ventilation. The air is changed approximately every five to seven minutes; fresh air is brought from the roof of the theatre, screened, heated and propelled into the building by a complete fan system, motor driven. The same system is used during the summer months, but in place of the air being heated, it is cooled, thereby making the theatre a very enjoyable place, no matter what the temperature may be outside.

THE PLUMBING:

consisting of the latest designs in every detail. The wash basins and drinking fountains are of china, with faucets and bubblers of an improved and up-to-date type. The toilets are all earthenware, operated by seat action; the urinals are porcelain, with automatic tank supply.

THE ELECTRIC LIGHTING AND POWER WIRING:

which, in addition to the lighting of the main auditorium, includes special devices of the latest design for theatrical lighting, consisting of a modern switchboard of the Dead Front Type and Dimmer Banks for controlling the lights in the auditorium and stage, so that any part of the house can be dimmed from full-on to dark, and any scenic effect that may be wanted can be had by the operation of special devices on the stage and in the lantern booth, including stereopticon lantern and spotlights.

THE SPENCER VACUUM CLEANING SYSTEM:

which carries all dirt, debris, etc., to a receiver in the basement, where a simple device has been arranged for emptying and disposing of the matter.

THE FIRE PROTECTION:

which consists of a complete system of Automatic Sprinklers on the stage and in the dressing-rooms, and a water curtain, which prevents the fire from getting from the stage to the main auditorium. In the main auditorium, stand pipes have been installed with hose attached and the latest device in quick-opening valves.

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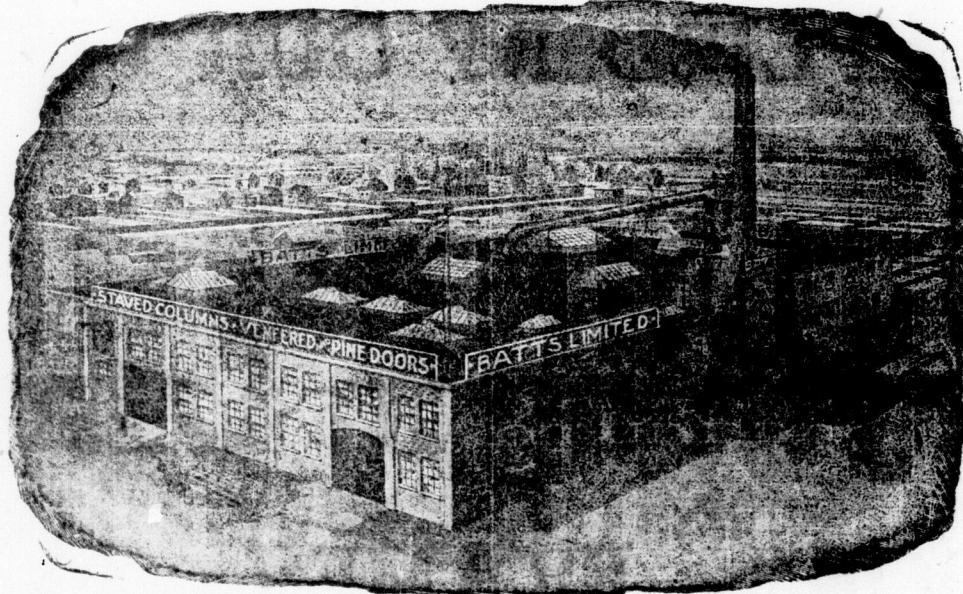
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