



The MASON & RISCH EXHIBIT AT THE WESTERN FAIR

The South-East Corner of the Annex to the Palace Is an Interesting Spot

HERE you find a display of Pianos and Player-Pianos—Mason & Risch Pianos—of a quality beyond which improvement is UNPURCHASABLE, instruments which cap the effort of the piano-making industry for inward and outward perfection. In their inner excellence, and in outer aspects, these Mason & Risch instruments are undeniably better than ever.

No Musical Demand Is Too Great

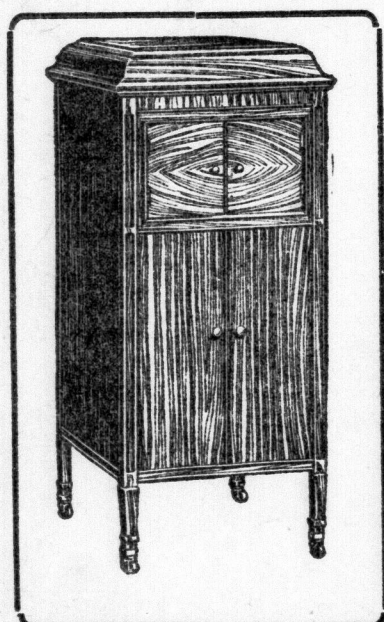
to be satisfied through the superb instruments of our make. They please the leading musicians. Conservatories and colleges guard and sustain their reputation by the choice of the Mason & Risch. Such an instrument in your home provides ALL of musical pleasure and this is surely what you want in your piano purchase. Mason & Risch Pianos are home-built and home-guaranteed. You have all the protection that this affords as well as the great advantage of saving the middleman's profit:—It comes to you direct from factory to home and on terms that make buying easy. See the different designs of Pianos and Player-Pianos, upright and grand, that we have on display. A visit does not place you under any obligation—and the value to you of knowing fully of these instruments cannot be over-estimated.

In dealing with us, you have the assurance of getting the utmost value it is possible to obtain for your money, because:—

1. We sell and handle the FINEST instruments made in Canada.
2. A purchase made at our store is a purchase made DIRECT FROM THE MANUFACTURER and combines all the advantages that come from direct dealing with a manufacturer who KNOWS his production and whose PRODUCTIONS ARE KNOWN, and whose guarantee stands as solid as a rock.
3. We have an Exchange Department, in which may always be found the very best of used Pianos, for it is natural that the house that does the largest business in high-grade NEW instruments should take in the largest number of the BEST USED instruments to be had in exchange. Here you may learn the invaluable lesson that a GOOD used Piano need not necessarily be a HIGH-PRICED one.
4. Thus the purchaser may select from practically all the standard Pianos and Player-Pianos of the world at the greatest possible range of prices, styles and tone qualities.
5. The Mason & Risch absolute ONE-PRICE system assures the selection of an instrument of artistic worth alone, free from deception of secret prices and discounts.
6. Each instrument shown, whether new or used, is of the highest artistic value at its price, and may be purchased either for cash or on terms of time payments, which make buying convenient. Selling conditions at the Mason & Risch store involve little drain upon the purse; they are absolutely unprecedented in the piano business and not approximated elsewhere.

And thus it is worth remembering that whatever your final choice in new or used instruments, you may rest secure in the knowledge that the price you pay is—

1. The lowest obtainable anywhere.
2. An unvarying price.
3. Shorn of middlemen's profits.
4. Subject to convenient terms of payment.



You Are Also Invited To Hear The Mason & Risch Phonograph

It is a really unusual Phonograph. Hear it—come to our store and we will play your favorite music. Then you will admit that the musical performance of the Mason & Risch Phonograph stands out as a thing distinct, unique and unusual, that it is a definite, positive QUALITY of musical execution uncommon among phonographs.

If EVER you have heard the great musical notables, you will agree that the Mason & Risch sustains the test of direct comparison with living singers and instrumentalists—that a record played on a Mason & Risch Phonograph is identical with the "master pattern" from which it is made.

IT IS A NEW PHONOGRAPH—but it has been many years in the crucible of creation—a fact which explains the high artistic conscience behind this wonderful Phonograph. As to its outward appearance, the attractive lines of the different models will be apparent to you at a glance.



If You Want a Good Used Piano

Come to our store and see the number of used instruments we have on hand. They are pianos that do credit to your sense of value, and your capacity of appreciation. The money you put in ANY of these instruments is in the nature of a "lifetime-satisfaction" investment—at the prices they are offered for sale and on the easy terms you may now get one, these bargains are beyond compare. For instance:

One Grinnell Upright Piano, nearly new, cost \$700.00. Sale price \$475.00
 Sherlock-Manning Piano, mahogany case, used three weeks. Sale price \$150.00 less than original cost
 Less than original cost—Heintzman & Co. Upright in good condition \$285.00

Player-Piano, eighty-eight note, used three months, a bargain at \$200.00 less than original cost
 Piano-Cased Organ \$40.00
 Square Piano \$50.00

We have many others, all offered at actual economical savings and advantages. BRIMFUL VALUE! EASIEST TERMS!

OUR STORE IS LOCATED AT 248 DUNDAS STREET. WHEN YOU DESIRE TO PURCHASE SHEET MUSIC, MUSIC BOOKS, A GUITAR OR A BANJO, A VIOLIN, A MOUTH ORGAN, A DRUM, FLUTE OR PICCOLO—COME TO US—WE HAVE IT!



Mason & Risch, Limited

248 Dundas Street

London, Canada



Telephone 1268