

The PIANOLA

A logical investment to every owner of a piano. It provides an endless source of pleasure throughout the year.



Less than four years ago there was but one way to play the piano—*i. e.*, to pick out and strike each note with the human fingers, a laborious, yet prescribed action.

To-day the same notes are struck by pneumatic fingers, no less sensitive than human fingers, and much more obedient to the will. Moreover, this is done to the satisfaction of the entire musical profession, including the great pianists.

The Pianola occupies among musical instruments an absolutely unique position, and the measure of success which it has achieved during its comparatively brief career, is also unique in that it has never been equalled.

Built as an adjunct to, or amplifier of, another instrument, the Pianola has become to the public all over the world almost as well known, at least by name, as the piano itself.

Though perfectly artistic and wholly individual in each player's hands, the Pianola can be played by any one, even those utterly ignorant of the art of music, and is thus practically available to every man, woman and child in the whole wide world.

The Pianola not only solves the problem of the unused piano, but furnishes a splendid and agreeable means for pianists to pursue their studies beyond the point where their own ability to execute ends.

The Pianola is the natural complement to the piano, and so increases the usefulness and value of that instrument, that the cost of both is in a short time amply repaid by the amount of pleasure they afford.

For controlling the expression, the Pianola is provided with three levers: the tempo lever, regulating the time; the touch or accent lever, controlling the force with which the key is struck; and the sustaining lever, pressing down the sustaining pedal of the piano.

These levers are sensitive to the slightest variation, at the will of the player, and are instantaneous in their effect. An expression-line printed on each roll of music guides the player unfamiliar with the selection. When not in use, the Pianola can be removed to another part of the room.

Price of the Pianola is \$275. Purchasable by monthly payments if desired.

The **MASON & RISCH PIANO CO., Limited**
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