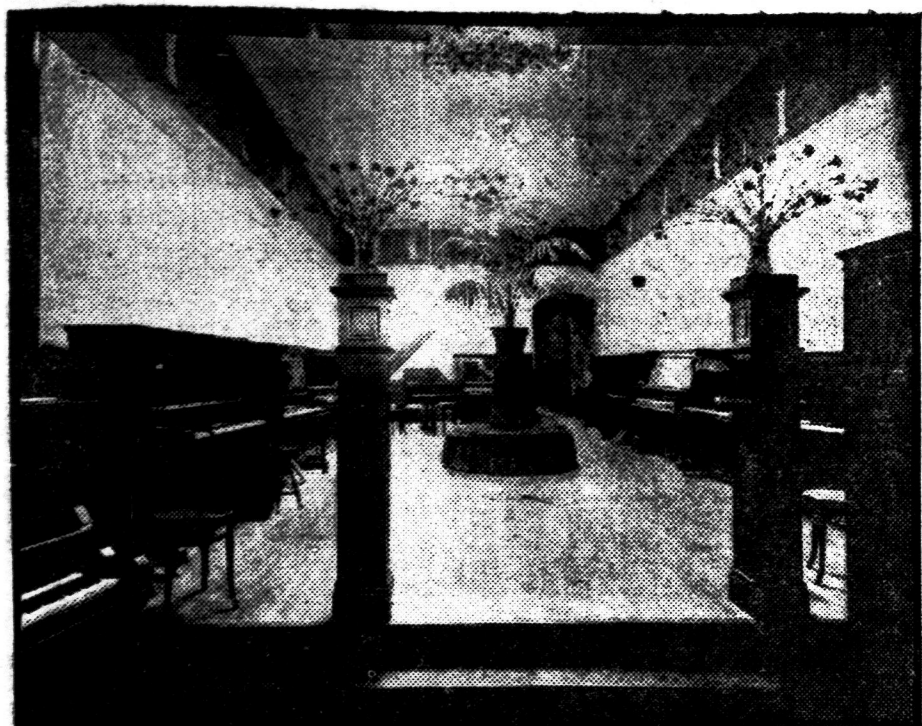


REGISTERED IN ACCORDANCE WITH THE COPYRIGHT ACT OF CANADA

Join the Williams Inaugural Opening Piano Club



Piano Sa'lon and Auditorium in Williams Piano Warerooms

A Great Club of 200 Members to participate in the greatest Piano deal ever made in the Piano business

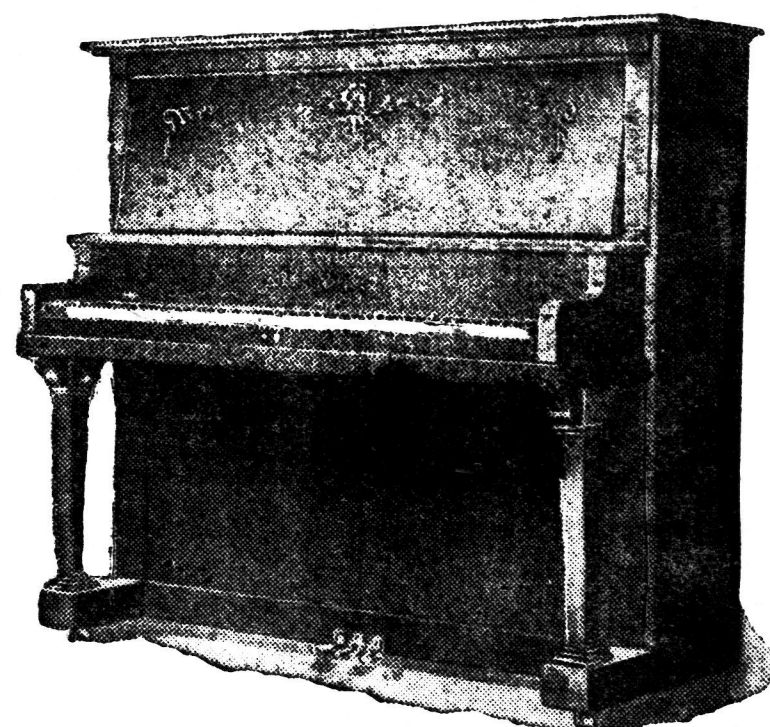
ON THURSDAY, June 16, we inaugurated the biggest event that has ever taken place in the Piano trade. Incidentally, the Williams Piano Company, Limited, are celebrating the 61st anniversary in the Piano business in this country, the business having been established in 1849. In other words, the big Williams Club with its 200 members participating in the big purchase, is intended to really celebrate our 61st anniversary and opening of our beautiful new London warerooms, in a business way, and to impress the importance and significance of these events.

The Deal and the Piano

\$257⁵⁰

The deal is a straight out purchase of 200 pianos. The instruments are of a most reliable and trustworthy character—A GOOD, SUBSTANTIAL PIANO, in which the real value is put on the INSIDE, rather than in fancy cases with a whole lot of "Jim Cracks" on them. We have known the piano for years. We know it to be as reliable a piano as was ever put in a home. It is made by good, sturdy Canadian labor in one of the best manufactories in the world, by men, many of whom have been working in the same shop for twenty or twenty-five years.

The Value of Each of These Pianos is \$350



Hundreds of these same instruments have been sold right here in Ontario at \$350. Hundreds more are being sold every month all over the Dominion of Canada at \$350. **THEY ARE WORTH \$350.** Measured by any standard of value you wish, they are worth \$350. They are worth it on our floors, or on the floors of any reputable piano dealer in the country. The Williams Club price is \$257.50. The price includes everything. There are **NO EXTRAS** of any kind. No interest to be added. Nothing to be added for drayage, freight, stool—**ABSOLUTELY NO EXTRAS.** Two hundred and fifty-seven dollars and fifty cents is the price, and the price **INCLUDES EVERYTHING.**

The Williams Club Terms

These 200 pianos will be sold, \$5.00 cash, then \$1.25 a week. The \$5.00 just about covers the cartage and delivering—yet the \$5.00 payment made when you join the club is credited to your account.

The piano is delivered immediately. You do not have to wait until the club is filled. You get your piano when you join. The remainder is payable every week. Club members do not have to pay more than \$1.25 a week if they wish. This gives them 202 weeks in which to pay for the piano, and still get it at the club price of \$257.50.

The Club Price of \$257.50 Can Be Lessened

We said above that \$257.50 includes everything. **SO IT DOES.** Though it includes everything—**YET CAN THE PRICE BE REDUCED.**

The Club Member's Agreement has 202 coupons attached to it—in book form. A coupon represents a week. Two hundred and two coupons represents 202 weeks, or the life of the agreement. Every time a payment is made, one of these coupons is stamped "Paid." If payments are made **IN ADVANCE**—that is **BEFORE THEY ARE DUE, A REBATE OF 15c** for each and every week is handed over to the Club Member **IN CASH.**

You can therefore see that the price (\$257.50) can be reduced just as many **TIMES FIFTEEN CENTS AS YOU WILL PAY** weekly payments **IN ADVANCE**, or before they are due.

Special Advantages of the Williams Club

READ EVERY WORD OF THIS.

Every instrument is guaranteed without reserve—for five years. There are no "ifs" or "ands" in the guarantee—just a straight-out guarantee as strong as we know how to make it in writing.

Every Club Member has a full year in which to satisfy himself as to the character of the piano. If it does not prove to be everything that he expects, he has the privilege of exchanging it without **ONE PENNY'S LOSS** for any other instrument of equal or greater value that we sell—(and we sell over five different representative makes).

If a Club Member dies during the life of his contract we immediately send a **RECEIPT IN FULL** to his family for the instrument.

A beautiful stool to match the piano is included without extra cost.

The piano will be tuned **TWICE WITHOUT CHARGE.**

Club members have an opportunity to still further reduce the cost of their piano by procuring other Club Members.

Membership Books in the Williams Club Are Now Open

The Club books are **NOW OPEN.** In other words, you can join at once. **THE PIANOS ARE ON DISPLAY IN OUR WAREROOMS**, where you can see and hear them. You are cordially invited. The Pianos will be delivered immediately upon your becoming a member and making the initial payment of \$5.00. During the first week of the Club's life we hope to give everyone their choice of two styles of cases, and show each style in two woods, Mahogany and Walnut.

STORE OPEN EVENINGS BY APPOINTMENT ONLY—WRITE FOR CATALOGUE.

The Williams Piano Co., Ltd.

194 DUNDAS STREET.

Opposite Advertiser.

H. P. BULL, Manager.

\$5.00 Cash **\$1.25** Week

The Actual Figures of the Club

The retail value of these 200 Pianos is \$70,000. They will sell for \$51,500. The minimum saving to the club is \$18,500.

It will take 14 solid carloads to deliver this order—or one solid trainload.

The freight will amount to about \$800, or approximately \$62.12 a carload.

The Club is given a grand total of 12,200 weeks or 240 years longer in which to pay for their instruments than if each member was to buy independently upon usual terms.

The saving to each Club Member—\$92.50—will pay for the musical education of one child for two years and five months at 75c a lesson.