

The Jackson is usually spoken of among experienced motorists as a well-made car, which stands hard and continued driving wi thout trouble. It is this characteristic which

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With its big savings, low terms and exclusive privileges is . .

## **Rapidly Filling Up** This is one of the largest single piano transactions ever made in

this country.

We bought 150 pianos and 25 player-pianos-all of one grade, and all from one manufacturer. (There are two styles of each and four finishes, fumed and Mission oak, mahogany and walnut, really making eight styles in all.)

We bought these pianos at special prices. We saved big money in buying them. Many a piano dealer is paying twenty-five dollars to thirty-five dollars more for the same identical pianos. And we are selling them at very special prices.

To facilitate this work we have formed a gigantic club of 175 members, everyone of whom will enjoy advantages and privileges absolutely exclusive to this annual club.

Such a gigantic work means Many Economies. It means a saving in the initial cost of the piano. It means a saving in the freight, in the cartage, in the selling expense. It means a willingness on our part to take a smaller percentage of profit than we can regularly afford to make-in other words, a Club Profit. So, taking all these things into account, it means an attractive Saving to the Individual Buyer or Club Member.

To be exact, it means a clean-cut saving of Ninety-two Dollars and Fifty Cents on pianos to every member of the club- and One Hundred and Seven Dollars and Fifty Cents on player-pianos-to say nothing of the other attractive advantages and privileges the club carries with it that piano buyers do not ordinarily get.

Pianos, Value \$360

\$5 Cash ; \$1.25 Weekly

Send the coupon to-day.

The R. S. Williams & Sons Co.,

Sunday World Coupon.

Offer.

PRICE \$267.50

OUT-OF-TOWN RESIDENTS.

We have a very special proposition to make you.

145 Yonge St., Toronto.

Gentlemen,-Send me your Special Piano Club

Name ......

Address .....

**Club Prices and Terms:** 

Open Wednesday and Saturday Evenings during Club

Player-Pianos, Value \$650

CLUB **\$542.50** 

HOW TO JOIN.

Call and examine the in-

struments, or write, make

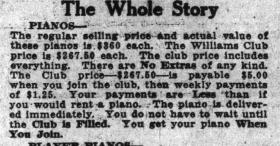
the first payment, get your Club Book, with all privi-

leges, and instrument is

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delivered AT ONCE.

\$17.50 Cash; \$2.50 Weekly



## PLAYER-PIANOS-

PLAYER-PIANOS— The regular price of these players is \$650. The Williams Club price is \$542.50. This is payable, \$17.50 when you join and \$2.50 a week. The player is delivered at once. The instrument is an \$5-note, 1915 model, Colonial design, in mahogany or walnut, equip-ped with the patented Solo-expression, Tem-po-control, Automatic Tracking Device, and other exclusive features for personal expres-sion in playing rolls. NO EXTRAS—

NO EXTRAS-The Club prices of both planes and players includes all Club privileges. There are no extras.

extras. No interest to be added. Nothing to be added for drayage, freight, stool—Absolutely No Ex-tras, and the price includes 210 Weeks' Time in Which to Pay It. If you pay faster than this the plane costs you LESS.

EXCLUSIVE OLUB ADVANTAGES 1-CASH SAVING-On a piano \$92.50 cash. On a player-plano \$107.50. cash. On a player-plane \$107.50.
2-CLUB PAYMENTS - Reduced weekly terms-\$1.25 for planes, \$2.50 for players.
3-NO INTEREST-Club members pay no interest on either planes or player-planes.
4-PROTECTIVE INSURANCE-If a Club member dles, with all payments made as due, the heirs receive instrument without any further charge. ceive instrument without any further charge. 5-RELIEF INSURANCE—If a mem-ber is taken sick or becomes un-employed the privilege of making haif payments is granted. 6-REBATE FEATURES — A Club member can lessen the special Club price still more by paying faster than the Club terms call for. 7-FREE TRIAL—Thirty days free trial.

7—FREE TRIAL—Thirty days free trial.
8—EXCHANGE PRIVILEGES—Club members have the privilege of exchanging their plane or player within one year without loss.
9—GUARANTEED—Every Club plane or player is guaranteed for five years in writing.
10—FREE TUNINGS—Every Instrument tuned twice without charge.
11—FREE—Stool to match plane, bench, and six rolls of music for players, and clty delivery, FREE.

LLIAMS & SONS CO.

R.S. (MUSICAL INSTRUMENTS OF QUALITY ) LIMITED.

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