

YOU CAN'T GET AROUND THIS PIANO SALE. IT'S LIKE WILL NEVER BE DUPLICATED



The Gigantic Going Out of Business Sale of the J. A. McDonald Piano and Music Co., Ltd. Has Created Consternation in the Ranks of the Piano Buying Public—New Pianos Reduced \$98, \$110, \$210. Used Pianos as Low as \$60. "Amherst," "Mason & Risch," "Haynes," "Schubert," "Stohlman," "Stainer," Pianos—Selling at Less Than Cost. Monday Tells the Story. Store Open Evenings Until 9 o'clock.

TO THE PUBLIC

Back of every effect there is a cause. The reason for this sale, its object and its purpose is to dispose of every Piano and Player Piano in this entire building. Regardless of Prices or terms. The mere fact that we are offering prices heretofore unheard of in the annals of Piano selling, does not affect the unquestioned quality of the Pianos we are offering for sale.

TIME PIANO BUYERS

Usually the man buying a Piano on time must pay from one to three prices for the Piano. We have always listed our Pianos to sell on the installment plan. But at a sale of this kind, the man with a ten dollar bill gets the greatest bargain, treat of his entire life. The prices are reduced, the terms are cut to a positive nothing at this great sale.

CASH PIANO BUYERS

We want to sell every last Piano for spot cash if possible, and to do this we are cutting Piano Prices and terms to the very heart. We positively will not refuse any cash offer that will enable us to get out anything like the cost of the Pianos. We will go to any extreme to convert this stock into cash.

ONE SOLID CAR LOAD OF BARGAINS

We have called in all of the Pianos that we have had placed out on approval throughout the province. We have ordered in all the Pianos we have had out in the provinces. In addition to this we have placed over fifty Brand New Pianos on sale at prices never dreamed of in the history of the Music Business. Included in this landslide of Piano Bargains will be found such Pianos as "AMHERST," "MASON & RISCH," "STAINER," "STOHLMAN," "SCHUBERT," "HAYNES," "CUMBERLAND," etc., and the reductions are without a parallel.

THIS MAY BE YOUR LAST CHANCE

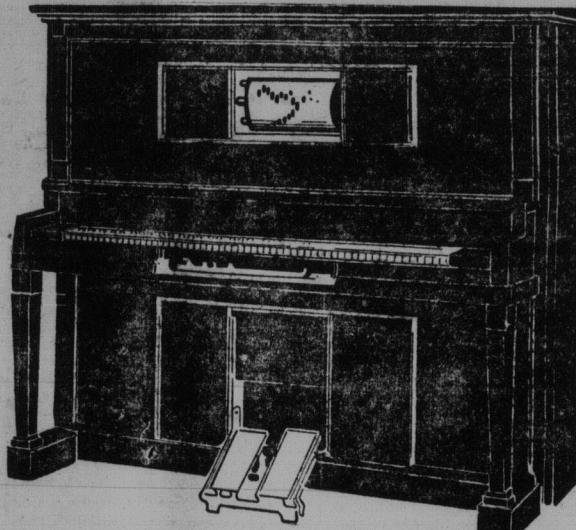
Pianos at the prices we are offering do not stand around begging for homes. The clever man is the man who is wise enough to get here in time to get one. We give fair and earnest warning. This sale will close with out a minute's notice the minute the last Piano is sold; therefore do not put off. Get here as soon as possible. The sooner the better. The great bulk of the biggest bargains are still here, but they are going fast. Do not write. We cannot answer letters at this sale. Come here and see the Pianos. The most astounding Piano Values ever shown. WE WILL MAKE TERMS TO SUIT EVERYONE

This \$750—88 Note Player-Piano Reduced—\$230

This Player Piano Cut to a Fraction of Its Actual Value for Quick Sale.

This player will be the first player to go on sale Monday morning and the first buyer that comes here Monday will buy the greatest Player Piano Bargain ever offered in the entire history of Piano selling. Look at the price and the terms.

NOW
REDUCED
\$230



PAY 10 PER CENT. DOWN; \$2.50 PER WEEK.

<p>WAS \$250 NOW \$104 \$2 DOWN \$1.00 Per Week.</p>	<p>WAS \$275 NOW \$85 \$5 DOWN \$1.25 Per Week.</p>	<p>WAS \$300 NOW \$118 \$3 DOWN \$1.00 Per Week.</p>	<p>WAS \$350 NOW \$160 Spot Cash Only.</p>
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Monday and Tuesday Will Tell the Story—"The Final Wind-up is in Sight." The Stock is Going Fast. Greater Reductions Than Ever for the Last Few Days. Terms to Suit. Special Discounts for Good Payments.

OUT OF TOWN BUYERS

Come here to this sale—bring along the family—we will pay your railroad fare both ways. This sale will never again be duplicated, and this is the grandest, the greatest opportunity of your entire life to save money on a Piano or a Player Piano. The values represented at this sale must be seen to be appreciated. Do not write us, as by the time a letter reaches us the Piano that you want will be sold five times over. Get on a train and come here at once—that is the only safe and sure way. Come here and select a Piano at our expense.

THIS SALE IS FAST DRAWING TO A CLOSE

Never in our twenty-five years of Piano merchandising have we seen Pianos sell as fast as they have here Friday and Saturday. Never again do we expect to see such Pianos offered at even double the prices we are quoting. Some of the Pianos are actually selling below the wholesale prices; others so close to it that it is actually unbelievable. Do not accept our statement for it. Come here and judge for yourself. We sold thirty-five Pianos Friday and up to going to press Saturday we have sold over twenty Pianos and every one was a bargain. Every customer went away satisfied with good money saved and a good Piano on the way home. This may be the last call; heed it now. Do not be one of the mourners when this sale closes.

<p>THIS PIANO REDUCED TO \$187</p> <p>NEW PIANO EASY TERMS</p>	<p>THIS PIANO REDUCED TO \$227</p> <p>NEW PIANO EASY TERMS</p>	<p>THIS PIANO REDUCED TO \$147</p> <p>NEW PIANO EASY TERMS</p>	<p>THIS PIANO REDUCED TO \$247</p> <p>RENTED PIANO EASY TERMS</p>	<p>THIS PIANO REDUCED TO \$100</p> <p>USED PIANO EASY TERMS</p>
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J. A. McDONALD Piano and Music Co., Ltd.

7 MARKET SQUARE, ST. JOHN, N. B. Railroad Fares Paid Both Ways to Out-of-Town Buyers.

Freight Paid to Any Point During This Sale.

TRANSPORTATION ADVERTISING

DONALDSON LINE

Glasgow Passenger-Freight Service.
From Glasgow. To Montreal.
Oct. 25 CASSANDRA Nov. 11
Nov. 4 ATHENIA Nov. 21
For information apply local agents or The Robert Reford Co., Limited, General Agents, 162 Prince William Street, St. John.

R.M.S.P. SAILINGS TO WEST INDIES

Fortnightly Sailings by Twin Screw Mail Steamers from ST. JOHN, N. B. and HALIFAX, N. S.
Special Facilities for Tourists
Next Sailing—Halifax Direct—R.M.S.P. "Albatross" Nov. 17, '16
St. John (via West Indies) R.M.S.P. "Chibou" Nov. 20, '16
Apply to—THE ROYAL MAIL STEAM PACKET CO., 17-19 Grenville Street, Halifax, N. S. or to the Local Ticket Agencies.

MANCHESTER LINE

From Manchester. To St. John.
Oct. 23 Manchester Merchant Nov. 6
Nov. 11 Manchester Port Nov. 24
Steamers marked * take cargo for Philadelphia.
WM. THOMSON & CO., LTD.
Agents, St. John, N. B.

FURNESS LINE

From London. To St. John.
Oct. 12—Kanawha Nov. 28
Oct. 22—Sachsen Nov. 7
Nov. 3—Rappahannock Nov. 21
Dates subject to change.
WILLIAM THOMSON & CO., LTD.
Agents, St. John, N. B.

NOTICE TO MARINERS

Notice is hereby given that Notice to Mariners No. 86, of 1916, having reference to fog alarm at Point Lepreau, is cancelled until further notice. The blast at that station will be as follows:
2½ second blast—4 second interval.
2½ second blast—4 second interval.
2½ second blast—4½ second interval.
J. C. CHESLEY,
Agent, Marine & Fisheries Dept.
St. John, N. B., November 2nd, 1916.

NOTICE TO MARINERS

Notice is hereby given that the buoys marking war channel, entrance Halifax Harbor, have been removed and discontinued.
CHAS. H. HARVEY,
Agent, Marine and Fisheries Dept.
Halifax, N. S., Nov. 3, 1916.

NOTICE TO MARINERS

Notice is hereby given that the light on Yarmouth North West Fairway gas and whistling buoy is reported not burning. Will be relighted soon as possible.
J. C. CHESLEY,
Agent, Marine and Fisheries Department.
St. John, N. B., November 4th, 1916.

NOTICE TO MARINERS

Notice is hereby given that the light on Hen and Chickens gas and bell buoy has been reported not burning. Will be relighted soon as possible.
J. C. CHESLEY,
Agent, Marine and Fisheries Department.
St. John, N. B., November 4th, 1916.

ESCAPED PRISONER MAY HEAD THIS WAY

The authorities of New Brunswick will probably keep their weather eye peeled for one Joseph Zaczowsky, said to be a Swede, but probably a Pole, who escaped from the Maine State prison at Thomaston last week. Zaczowsky is said to have entered Canada by way of St. John in 1913 or 1914, and to have gone to Portland, where he committed a burglary. He was serving a sentence of from five to fifteen years for this offense. After making his get away the fugitive jumped a freight train, but when the officers attempted to get him he eluded them by taking a header from the moving train and entering the woods. Two posses of twenty-five armed men have been searching for Zaczowsky. He is 20 years old.

CANADIAN GOVERNMENT RAILWAYS

ST. JOHN - MONTREAL

OCEAN LIMITED
Daily Except Sunday.
Dep. St. John 7.00 a.m.
Arr. Montreal 8.05 a.m.
MARITIME EXPRESS
Daily Except Sunday.
Dep. St. John 6.10 p.m.
Arr. Montreal 6.30 p.m.

Crystal Stream Steamship Co.

St. John-Fredericton House.
The Sloop, D. J. PURDY will sail from North End for Fredericton and intermediate points every Monday, Wednesday and Friday at 8 a.m.; returning alternate days, leaving Fredericton 7 a.m.
The "D. J. Purdy" and "Majestic" can be chartered at any time for Excursions and Picnics.
By special arrangement with the C. P. R. passengers may go to Fredericton on the Sloop, D. J. Purdy and return by train same or following day, rate \$2.50, stopover rate \$3.00, also effective good for return until Oct. 31st. This arrangement also applies in reverse direction.
St. John-Washademoak Route.
The Steamer "MAJESTIC" will sail from North End for Cole's Island and intermediate points every Tuesday, Thursday and Saturday at 9 a.m.; returning alternate days leaving Cole's Island at 6 a.m.
D. J. PURDY, Manager.
Warehouse No. 204.

Majestic Steamship Company.

Steamer Champlain will leave public wharf, North End, on and after Tuesday, Oct. 17th, on Tuesdays, Thursdays and Saturdays, at 10 o'clock for Hatfield's Point and intermediate landings. Return on alternate days, due in St. John at 1 o'clock.
R. S. ORCHARD, Manager.

ST. JOHN - FREDERICTON

STEAMER HAMPSTEAD
Will leave old May Queen wharf at 8.30 a.m. (St. John time) on Tuesday, Thursday and Saturday for Fredericton and intermediate ports.
JOSEPH WILLIAMS,
Managing Owner, Phone M 2701

GRAND MANAN S. S. CO.

After Oct. 1st and until further notice S. S. Grand Manan leaves Grand Manan, Mondays 7.30 a.m., for St. John, returning leaves St. John Wednesdays 7.30 a.m., both ways via Campobello, Eastport and Wilson's Beach.
Leave Grand Manan Thursdays 7.30 a.m., for St. Stephen, returning Friday 7 a.m., via Campobello, Eastport and St. Andrews, both ways.
Leave Grand Manan Saturdays 7.30 a.m., round trip St. Andrews, returning 1 p.m., both ways via Campobello and Eastport.
Atlantic Standard Time.
SCOTT D. GUTHILL, Mgr.

Eastern Steamship Lines.

All-the-Way by Water.
INTERNATIONAL LINE.
Steamships "Calvin Austin" and "North Star"
Leave St. John Mondays and Thursdays at 9.00 a.m. (Atlantic time), for Eastport, Lubec, Portland and Boston. Return, leave Central Wharf, Boston, Mondays and Thursdays at 8.00 a.m. for Portland, Eastport, Lubec and St. John.
MAINE STEAMSHIP LINE
Between Portland and New York. Reduced Fares and Stateroom Prices. From Portland and New York. Passenger service Tuesday and Saturday, one week; Thursday, alternate week. Freight service Tuesday, Thursday and Saturday. Leave Franklin Wharf, Portland, 6 p.m. Leave New York, 5 p.m.

METROPOLITAN LINE.

Direct Service Between Boston and New York, 13 1/2 Hours.
Route via Cape Cod Canal.
Express Steel Steamships Massachusetts and Bunker Hill. Leave North Side India Wharf, Boston, week days and Sundays at 6 p.m. Same service returning from Pier 18, North River, foot of Murray St., New York City.
City Ticket Office, 47 King Street.
A. C. CURRIE, Agent, St. John.
N. B. A. E. FLEMING, T. F. & P. A. St. John, N. B.

The Maritime Steamship Co., Limited.

On March 2, 1916, and until further notice the S.S. Connors Bros. will run as follows: Leave St. John, N. B., Thorne Wharf and Warehousing Company, Ltd., on Saturday, 7.30 a.m., daylight time, for St. Andrews, N. B., calling at Dipper Harbor, Beaver Harbor, Black's Harbor, Back Bay or L'Etete, Deer Island, Red Store or St. George. Returning leave St. Andrews, N. B., Tuesday for St. John, N. B., calling at L'Etete or Back Bay, Black's Harbor, Beaver Harbor and Dipper Harbor. Weather and tide permitting.
Agent—Thorne Wharf and Warehousing Co., Ltd., Phone 2851. Mr. Lewis Connors.
This company will not be responsible for any debts contracted after this date without a written order from the company or captain of the steamer.

TRAVELLING?

Passage Tickets By All Ocean Steamship Lines.

WM. THOMSON & Co., Limited.
Royal Bank Bldg., St. John, N. B.