

# Join Our Christmas Club

## —GET A PIANO TO-DAY

**H**ERE'S the way to get a really high grade Piano—a Standard Canadian Piano, made by Canadian workmen in factories owned by Canadians—at the lowest price in Canada, and on such terms as you never heard of before. This club is made possible through the powers of real co-operative buying. When a large number of people buy the same thing at the same time, from the same source, they profit by co-operation. It costs you nothing to join this club. There are no fees or charges or assessments, yet the membership gives you advantages of the most substantial kind.

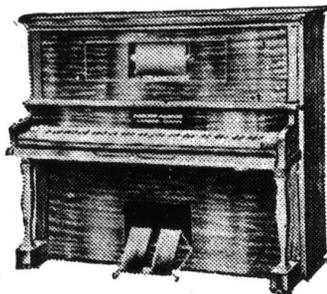
This club is to be organized at once, and will be limited to 100 members. Any responsible person may apply for membership. The only requirement of a Club member is that he is on the market for a piano. By joining the club you are under no obligation to buy, but if you want to buy you will obtain every club advantage if you select your piano on or before the 31st December, 1918.

But remember, while you may have till December 31st to make your selection, the club will be closed immediately 100 members enroll, owing to the approaching shortage of pianos. Join now is the safest way.



Style Colonial  
Regular \$400. Club price **\$335**

CANADA PIANO CO.



Latest 88-Note Player Piano  
Regular \$725. Club price **\$650**

### Secret of the Club Offer

This club is run in co-operation with the best and oldest firms in the world, such as Chickering, Gerhard Heintzman, Nordheimer, Cecilian, Bell, Haines, Sherlock-Manning, Doherty, Canada Piano Co., Lesage, Imperial and Winnipeg Piano Co.

REGULAR Pianos are featured at SPECIAL prices and on SPECIAL terms. You have FORTY styles of Pianos and Player Pianos to choose from in genuine Walnut, Mahogany and Oak cases. Illustrated catalogues with REGULAR and CLUB prices and terms mailed free on application.

### This is the Whole Plan of the Winnipeg Piano Company's Christmas Club

1. Your choice of any make of Chickering, Nordheimer, Gerhard Heintzman, Cecilian, Bell, Haines, Sherlock-Manning, Doherty, Canada Piano Co., Lesage, Imperial and Winnipeg Piano Company's Pianos or Player Pianos at special club prices until the 31st December, 1918.
2. The terms are one-fifth cash down and one, two or three years to pay the balance, or small monthly payments can be arranged to meet your convenience.
3. A special discount for all cash or extra instalments paid.
4. The piano will be delivered when you join, or later, if you wish it.
5. The monthly, quarterly or yearly payments to date from when the piano is delivered.
6. Every instrument is guaranteed without reserve for ten 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.
7. If, after thirty days' trial, the piano is not satisfactory, we will give you your money back on return of the piano.
8. If the piano is satisfactory after thirty days' use, the club member has **eleven more months** in which to satisfy himself as to the character of the piano. If it does not then prove satisfactory in every respect, he has the privilege of exchanging it without **one penny's loss** for any other instrument of equal or greater list value by paying the difference in price (and we sell 90 different styles of the best pianos in the world).
9. A beautiful \$15 Piano Bench with music receptacle to match the piano is included without extra cost.
10. Freight paid to your nearest station.
11. Come into our store or **write** and select the style of case you prefer, in Walnut, Mahogany or Oak; this is all you have to do.
12. Each and every club instrument will be personally selected by our president.

**GET OUR LIST OF SLIGHTLY USED PIANO BARGAINS AT FROM \$225 TO \$325**

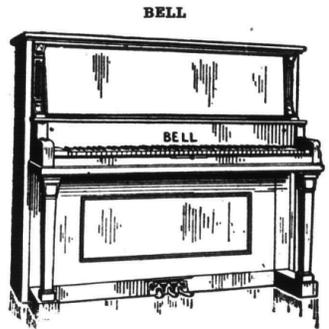
Privilege is given the purchaser to exchange within one year for any New Piano sold by us of equal or greater list value at the time exchange is made—all payments made being placed to the credit of the price of instrument for which it is exchanged. Club open now, and closes 31st December, 1918. There will be a big demand for memberships. Take no chances. Be on hand early or drop us a line asking for any further particulars you may desire. You will then be registered on our books and become a member of the Club.

### Why Piano Prices will be Higher Later on

Scarcity of skilled piano labor, shortage of materials point only too plainly to similar conditions to those now obtaining in both England and the United States. In England the government has ordered a reduction in factory outputs of 80 per cent, and in the United States plants have been reduced 66 per cent. This means fewer pianos and these at greatly increased prices. Save money and buy your piano today.

**WINNIPEG PIANO CO** 333 PORTAGE AVE., WINNIPEG.

DIRECT FACTORY REPRESENTATIVES  
STEINWAY, GERHARD HEINTZMAN, NORDHEIMER, CHICKERING, HAINES, BELL,  
SHERLOCK-MANNING, DOHERTY, CANADA AND LESAGE PIANOS.  
EDISON, COLUMBIA, EUPHONOLIAN AND PHONOOLA PHONOGRAPHS.



Style 28  
Regular \$475. Club price **\$425**

### Other Special Club Values

GERHARD HEINTZMAN  
Club offer ..... **\$455**

NORDHEIMER  
Club offer ..... **\$455**

DOHERTY  
Club offer ..... **\$375**  
and many others