

REGISTERED IN ACCORDANCE WITH THE COPYRIGHT ACT

He who is silent, is forgotten. He who abstains, is taken at his word. He who does not advance, falls back. He who stops, is overwhelmed, distanced, crushed. He who ceases to grow greater, becomes smaller. He who leaves off, gives up. The stationary condition is the beginning of the end.

Williams' Anniversary Piano Club

A Great Club of 500 Members to participate in the greatest piano deal ever made in the piano business

On Wednesday, Feb. 9th, we will inaugurate the biggest event that has ever taken place in the Piano trade. Incidentally we will have reached our sixty-first Anniversary in the piano business in this country, the business having been established in 1849. In other words, the big Williams Club with its 500 members participating in the big purchase—is intended to really celebrate our 61st Anniversary in a business way, and to impress the importance and significance of this sixty-one years of continuous business upon the public mind.

THE DEAL AND THE PIANO

The deal is a straight out purchase of 500 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 to 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.**

\$257⁵⁰

The Williams Club Terms

These 500 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.** As it includes everything—so can the price be reduced. The Club Member's Agreement has 202 Coupons attached to it—much like a bond. A Coupon represents a week. Two Hundred and Two Coupons represent 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 ten 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 Will Open Wednesday

¶ The Club books open Wednesday. In other words Wednesday will be the first day you can join the Club. The Pianos, however, are **now 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.

The R. S. WILLIAMS & SONS CO., Limited, 143 Yonge Street

Sole Agents for Weber, New Scale Williams, Ennis & Co., Kohler & Campbell Stuyvesant and others.

The Actual Figures of the Club

¶ The retail value of these 500 pianos is \$175,000. They will sell for \$125,750. The minimum saving to the club is \$49,250. It will take 32 solid car loads to deliver this order—or nearly two train loads. The freight will amount to about \$2,000, or approximately \$62.12 a car load. The club is given a grand total of 30,500 weeks or 600 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 2 years and 5 months at 75c a lesson.

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