

\$5,000 COUNTING CONTEST

The above amount in prizes will be given away absolutely free to the successful contestants in this, our greatest advertising campaign

CAN YOU COUNT THE DOTS?

In submitting this, our third great contest to the people of Toronto and vicinity, we feel that from an advertising standpoint it will go down in history as the greatest trade event in piano circles, and the publicity and benefit derived will be by far the most effective and permanent of any in all our sixty years in the music business.

PRIZES WILL BE AWARDED AS FOLLOWS:

One New Scale Williams' Piano, valued at..... \$500
One Regina Music Box, valued at..... \$350
One Credit Check, good on any new piano in our store..... \$200
One Talking Machine (cabinet style)..... \$150
One Credit Check, good on any new piano in our store..... \$125
One Genuine Old Violin..... \$100
Ten \$100 Credit Checks, good on any new piano in our store..... \$1000

Fifteen \$75 Credit Checks, good on any new piano in our store..... \$1125
Three \$50 Talking Machines..... \$150
Twelve \$50 Credit Checks, good on any new piano in our store..... \$600
Twenty \$30 Credit Checks, good on any new piano in our store..... \$600
Three \$15 Mandolins..... \$45
Three \$15 Violins..... \$45
One \$10 Guitar..... \$10

A WORD ABOUT THE GREAT "NEW SCALE WILLIAMS" PIANO

The scale is the outcome of years of study and experiment which overcomes the unevenness, over-tones, and the displeasing unbalance noticeable in every piano drawn on the same general scale lines as used by all makers previous to this marked advancement in the NEW SCALE WILLIAMS, and which all progressive art makers have been trying to overcome since pianos were first constructed.

Our Harmonic Tone-Prolonging Bridge is another great improvement, doing away with the old style pressure bar, and isolating the tone from the plate. The Acoustic rim round back of the piano attached to sounding-board, increasing singing tone, and the hung Brass bridge with resounding chamber, giving soft and fuller tone to bass, are improvements that are found in this great instrument.

The material used is the finest money can buy, and all that is possible to go into a high grade instrument goes into the "New Scale Williams."

We do not hesitate to say it is the best that brains can produce, and to convince the public of our sincerity we will

GIVE \$1000 IN GOLD

to any charitable institution in the city if any Canadian piano manufacturer produces a better piano.

All answers will be numbered consecutively as they come in and the first correct answer will win the first prize. Answers may be sent by mail or brought to our store.

THIS CONTEST WILL CLOSE MONDAY, OCTOBER 19th, 1908

AND ALL ANSWERS MUST BE RECEIVED PRIOR TO 6 P. M. OF THAT DATE

Remember the great success of this house has been due entirely to its fair and honest dealings, and our best recommendations come from thousands of people in all parts of Canada who have purchased pianos from us. Since starting in the music business sixty years ago we have always handled none but thoroughly reliable goods, and our prices have always been as low as is consistent with good material and fine workmanship.

Our prices are well established and every Piano is marked in plain figures, and our stock consists of WEBER (New York), NEW SCALE WILLIAMS (Canada's Best), KOHLER & CAMPBELL, ENNIS & CO. and KRYDNER PIANOS and the NEW SCALE WILLIAMS, SIMPLEX and WEBSTER PLAYER PIANOS.

WARNING!

To forestall a repetition of former FALSE STATEMENTS that we have raised our regular retail prices for this contest, we again offer:

\$1000 in Cash to Any Person Who Can Show Such Statement to Be True.

OUR PRICES REMAIN UNCHANGED
OUR TERMS are just as LIBERAL as heretofore

TO FORMER CONTESTANTS

The fact that you failed to secure a Prize Piano in some other contest should not deter you from entering THIS ONE. Your chance of success herein has been increased FULLY A THOUSAND FOLD, and

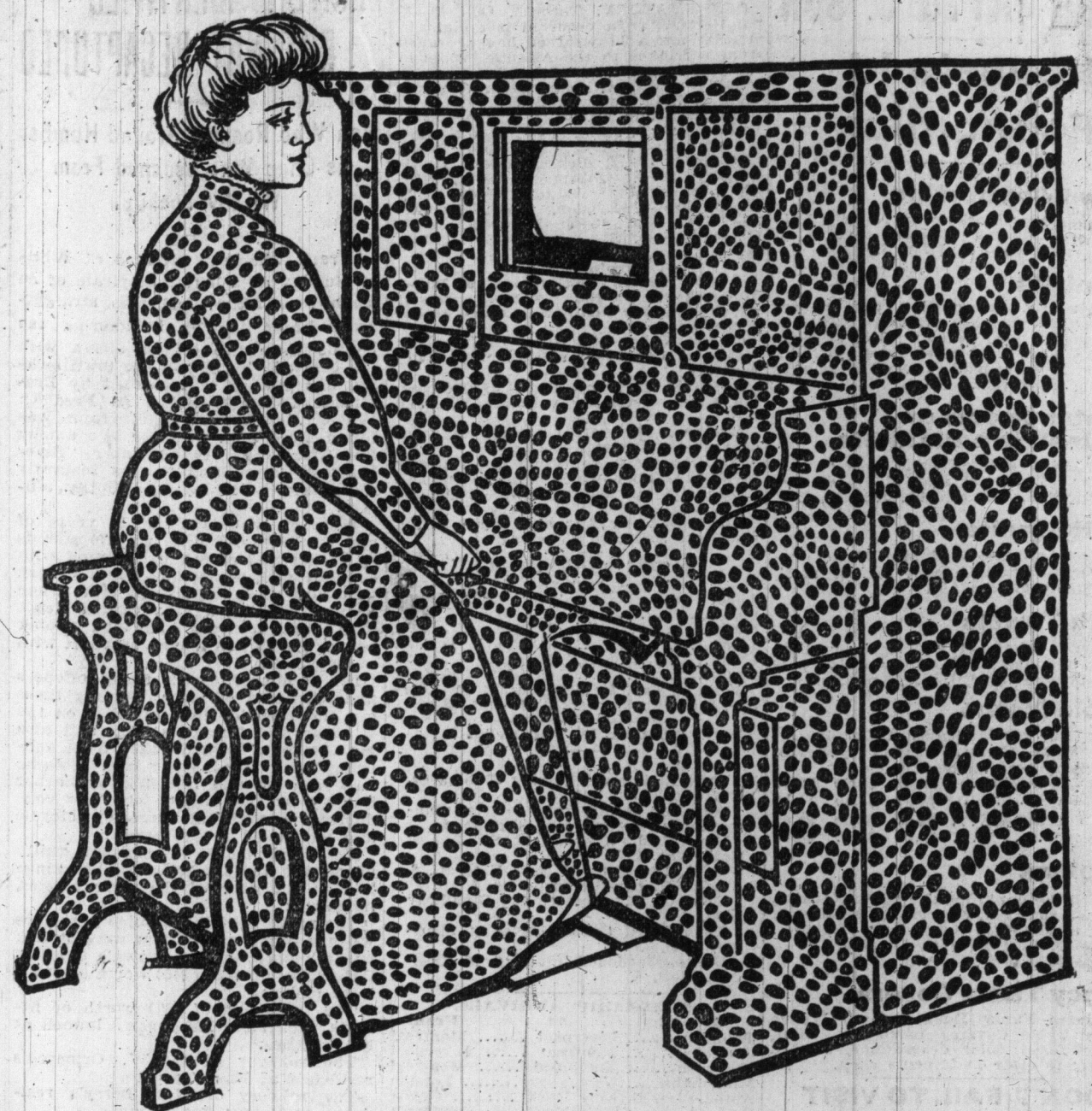
IT COSTS YOU NOTHING TO TRY

BE SURE AND ADDRESS ALL ANSWERS

To Contest Department

So they won't get confused with our Regular Mail

**THE WILLIAMS & SONS CO.
R. S. WILLIAMS LIMITED,**
143 YONGE ST., TORONTO, ONT.



RULES GOVERNING THE CONTEST

What You Must Do

Count the dots which appear in the outlined girl and piano and write the number on the coupon which is printed below. Correctness of count, neatness and legibility of answer will help decide. Be careful to observe the governing rules, as your success depends upon a strict observance of them.

It's Easy

It costs you nothing, except a little time and the use of your brains. No element of chance enters into this great opportunity. Merit and merit alone will tell. The number, variety and value of prizes make it worth your while to try.

The Judges

The awarding of prizes will be left to disinterested parties. The correct number of dots is only known to the manufacturers. They have forwarded this number in a sealed envelope to the judges of the contest. We do not know the number, and the judges will not know until after the contest closes. They will then open envelopes containing the correct number, in the presence of each other, inspect the answers, and we will announce their decision at the earliest possible date.

Read this Important Notice

Anyone within a radius of 200 miles of Toronto may send in ONE answer, but not more than one will be received from same party or family. Where more than one answer is sent in by the same party or family, all will be rejected. No employee of this firm nor anyone engaged in the piano business may enter the contest. All answers must be written plainly, giving name and address, also state whether you have an organ, square or upright piano, giving name of maker. For convenience sake you may fill out coupon below. It is conditional upon entering contest that contestants agree to abide by the decision of the judges, who are disinterested parties and whose decision is final.

THE
R. S. WILLIAMS & SONS CO., LIMITED
143 YONGE STREET, TORONTO

The number of dots is
Name
Address
City
If you own an organ, square or upright piano, give name of maker.
Upright Square Organ
Name of maker