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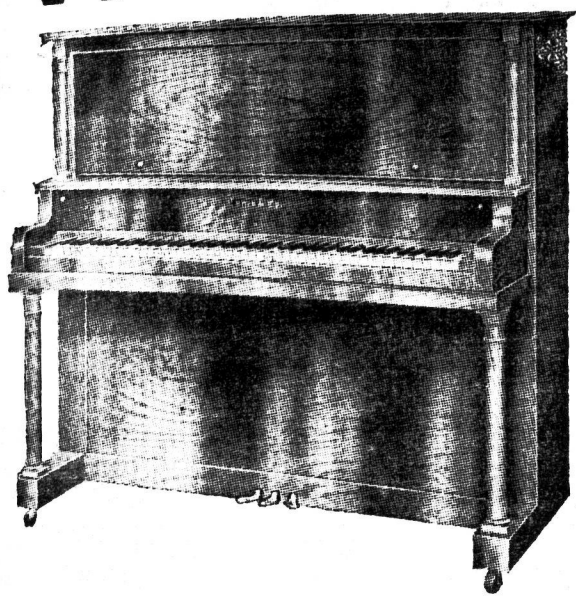
He who is silent, is forgotten. He who abstains, is taken at his word. He who does not advance, falls back. He who stops, is overwhelmed, distanced, crushed. He who ceases to grow greater, becomes smaller. He who leaves off, gives up. The stationary condition is the beginning of the end.

WILLIAMS PIANO CLUB

A Great Club of 200 Members to Participate in the Greatest Piano Deal Ever Made in the Piano Business

On WEDNESDAY, FEBRUARY 1, We Will Again Offer the Public the Opportunity of Participating in a PIANO CLUB and Buying a Piano at Rock Bottom Prices and Terms of Payment That Almost Every Family Can Meet

THE DEAL AND THE PIANO



Improved scale; full iron frame with exposed pin-block; trichord and over-strung bass; repeating action; ivory keys with ebony sharps; Boston fall and full swing desk; continuous nickel-plated hinges; seven and one-third octaves.

Finished in choice mahogany and walnut veneers, double veneered throughout.

DIMENSIONS:

Height 4 feet 7 inches
Length 4 feet 10 inches
Width 2 feet 3 inches

The deal is a straight out purchase of 200 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 manufacturing 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.

THE WILLIAMS CLUB TERMS

These 200 pianos will be sold, \$5.00 cash, then \$1.25 a week. The \$5.00 just about covers the cartage and delivery—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 in book form. 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.

If a Club Member dies during the life of the 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 once without charge.

Club Members have an opportunity to still further reduce the cost of their piano by procuring other Club Members.

THE ACTUAL FIGURES OF THE CLUB

The retail value of these 200 pianos is \$70,000. They will sell for \$51,500. The minimum saving to the club is \$18,500. It will take 14 solid carloads to deliver this order—or one solid trainload. The freight will amount to about \$800, or approximately \$0.12 a carload. The club is given a grand total of 12,200 weeks, or 240 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 two years and five months, at 75c a lesson.

Membership Books in the Williams Club Will Open Wednesday

The Club Books open Wednesday, Feb. 1. In other words, Wednesday will be the first day you can join the Club. The Pianos, however, are now on display in our warehouses, 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 WILLIAMS PIANO COMPANY, LIMITED

194 DUNDAS STREET, OPPOSITE ADVERTISER.

H. P. BULL, MANAGER

36 DREADNOUGHTS RECORD FOR 1911

An Average of One War Vessel
Every Ten Days Is Great
Programme Outlined.

London, Jan. 27.—The year 1911 looks like being a record one for naval activity among the great powers, for no fewer than thirty-six dreadnoughts are expected to be launched during the year—in other words, an average of one ship every ten days. At present only thirty-eight of the dreadnought type are in the water, the result of more than five years' work. In one year alone, from now on to December 31 next, the number will be almost doubled. Of the vessels to be launched this year, if the first of these will take the shape of the Thunderer will be launched at Blackwell.

to the original programme, have been launched in 1910. Four of the eight vessels of the British 1909-1910 programme are already launched, whereas, of the four German vessels provided for in 1909 only one is launched. The other three will take the water this year, and it is expected also that the four 1910 vessels will be launched before next January. It is clear, however, according to observers, that if the rate of building is not accelerated these vessels will not leave the stocks until 1912, in which case Great Britain will have launched in 1911 eleven to Germany's three, while in the United States two are expected to be launched in Russia, four; two each in France, Argentina, Chile and Japan; while Austria, Italy, Brazil and Spain will each contribute one. In this connection Rear Admiral Rensdahl, retired, of the German navy, writes in the January number of the Deutsche Revue, published in Berlin, the first of a series of articles on "The Chief Navies of the World," in which he seeks to prove that England has no need to trouble about increasing her naval strength. He shows, for example, that the superiority of the Triple Entente in respect of naval strength over the Triple Alliance is enormous. When all the vessels now in course of construction, or whose construction has been sanctioned, are in commission the Triple Entente will, he says, have at its disposal 100 line of battle ships, 72 large cruisers, 197 small cruisers, 450 high seas torpedo boats and 292 submarines, whereas the Triple Alliance will have at its disposal only 60 line of battle ships, 26 large cruisers, 50 small cruisers, 287 high seas torpedo boats and 32 submarines.

SIX MILLION GERMANS NOW TRAINED FOR WAR

Kaiser's Army the Most Powerful the World Has Ever Seen.

Berlin, Jan. 27.—Calculations on the basis of the census taken on December 1, Colonel Giedke declares in the Tagblatt that Germany is at present in a position to send the colossal total of 5,200,000 trained soldiers and sailors into action. That number includes only a portion—400,000—of the so-called "substitute reserves." The grand total represents 8 per cent. of the population of the empire, as compared with 5.9 per cent. (274,000) of Prussia's population.

of 5,000,000 who took the field in 1813 to overthrow the power of Napoleon. Colonel Giedke calculates that Germany will have actually under arms in 1911 a total of not less than 714,000 soldiers and sailors, "and probably more." Without calling upon the "substitute reserves," Colonel Giedke states, Germany can at any time now put 4,800,000 trained men in the field from among the 6,000,000 who have done service with the colors by land and sea during the last twenty-five years. The official North German Gazette describes the next year's "Kaiser's manoeuvres," which are to be an extraordinarily extensive scale. The theatre of war will embrace portions of Schleswig-Holstein, the grand duchies of Mecklenburg-Schwerin and Mecklenburg-Strelitz, and the provinces of Pomerania, Hanover and Brandenburg. The manoeuvres will consist of joint operations between the army and navy, and the guard corps, the second and third army corps, and the battalions and cruisers of the high seas fleet will all take part. The navy's operations will be mainly in the neighborhood of the east coast of southern Schleswig-Holstein and the island of Rugen. The Kaiser's headquarters will be at Neu-Strelitz, where a landing corps from the fleet will parade before him, gave instructions for its immediate arrest at all frontier stations. The demand of M. Trollet for the return of his machine was ignored by the French police, who were too busy trying to recover it. Hundreds of French police and custom house officials were on the watch, and carefully examined every car, but without success. This morning M. Trollet left his flat to go to his garage, and at the front door found his car, which was covered with a thick layer of mud. The lamps were burning. Sallet, the chauffeur, is in prison at Amneville, and the question naturally arises: Who brought back the "phantom" motorcar, and how did it pass the frontier? This morning M. Trollet left his flat to go to his garage, and at the front door found his car, which was covered with a thick layer of mud. The lamps were burning. Sallet, the chauffeur, is in prison at Amneville, and the question naturally arises: Who brought back the "phantom" motorcar, and how did it pass the frontier?

PHANTOM MOTOR CAR MYSTIFIES POLICE

Eludes Their Vigilance Along Frontier Lines of Switzerland and France.

Geneva, Jan. 27.—A Swiss chauffeur named Sallet hired a motorcar worth \$1600 from the garage of M. Trollet here, at the end of last November, and was arrested next day at Amneville in France, for smuggling tobacco worth \$740 into that country in the vehicle. Sallet was tried at Amneville and sentenced to fifteen months' imprisonment and fined \$20,000—the maximum penalty. The car was ordered confiscated. On the night of December 11—a few days afterward—the car mysteriously disappeared from the garage in which the police had placed it, and since then it has been reported from a dozen places on the frontier, attempting to enter Swiss territory. The Amneville police telegraphed its description all over the country and

gave instructions for its immediate arrest at all frontier stations. The demand of M. Trollet for the return of his machine was ignored by the French police, who were too busy trying to recover it. Hundreds of French police and custom house officials were on the watch, and carefully examined every car, but without success. This morning M. Trollet left his flat to go to his garage, and at the front door found his car, which was covered with a thick layer of mud. The lamps were burning. Sallet, the chauffeur, is in prison at Amneville, and the question naturally arises: Who brought back the "phantom" motorcar, and how did it pass the frontier?

A HOSTILE MOB AT KAISER'S PALACE

Unemployed Make Demonstration in Presence of Emperor. [Canadian Press.] Berlin, Jan. 27.—A large crowd of the unemployed attempted a hostile demonstration in the vicinity of the palace today at a time when Emperor William was transmitting the passport to the castle watch.

The manifestants were driven away by police and marched through the central district of the city hurling insulting epithets at the officers, and shouting "We want work." **CANCER IS CURABLE.** This has been demonstrated in hundreds of cases already, and is attested by thousands of testimonials. **NO OPERATION, NO LAYING-UP, NO INCONVENIENCE.** Sufferers from CANCER, ULCERS, LUPUS, PILES, GALLSTONES & KINDRED AFFECTIONS should send at once for Professor Strong's Remedy (herbal and absolutely harmless), price 15c, which includes a full course of treatment. A copy of Professor Strong's book, entitled "Cancer and its Cure," will be sent FREE on application. Prof. STRONG, 210 Under Lodge, Bedford Road, Wimbledon, London, ENGLAND. 17be-cot