

Join our Christmas Club

---GET A PIANO TO-DAY

HERE'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 price of a second-hand instrument, 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. It opens Friday, the 1st day of December, and will be limited to 200 members, of which 100 are being reserved for out of city customers. Any responsible person may apply for membership. The only requirement of a Club member is that he is in 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 30th December, 1916.

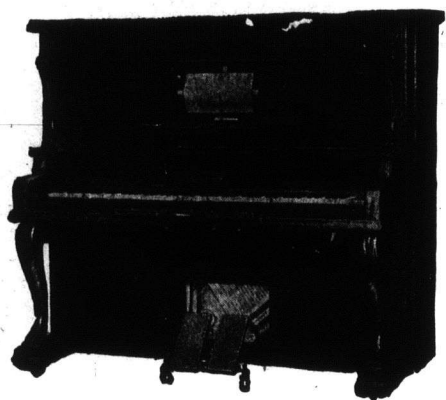
But remember, while you may have till December 30th to make your selection, the Club will be closed immediately 200 members enroll. Join now is the safest way.

CANADA PIANO CO.



Style Colonial
Regular \$400. Club Price.....\$295

CANADA PIANO CO.



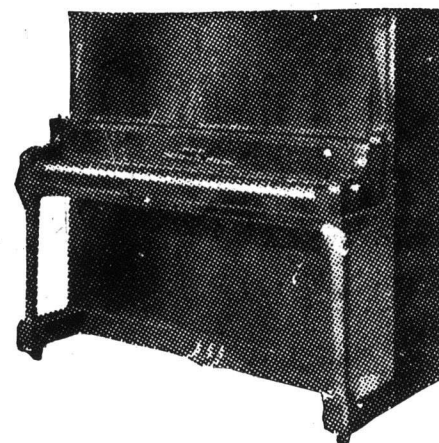
88 Note Player Piano
Regular \$700. Club Price.....\$550

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, Bell, Haines, Sherlock Manning, Canada Piano Co., Lesage, Imperial and Winnipeg Piano Co.

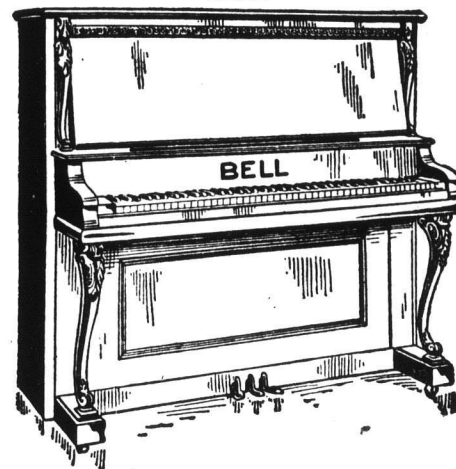
REGULAR Pianos are featured at SPECIAL prices and on SPECIAL terms. You have FORTY styles of Pianos and Player Pianos to choose from in genuine Walnut, Mahogany and Mission Oak cases. Illustrated catalogues with REGULAR and CLUB prices and terms mailed free on application.

GERHARD HEINTZMANN



Style Armand
Regular \$460. Club Price.....\$360

BELL



Style Louis
Regular \$460. Club Price.....\$345

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

1. Your choice of any make of Chickering, Nordheimer, Gerhard Heintzman, Bell, Haines, Sherlock Manning, Canada Piano Co., Lesage, Imperial and Winnipeg Piano Company's Pianos or Player-Pianos at special club prices until Saturday the 30th December, 1916.
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 of ten per cent for all cash or extra instalments paid at the time of purchase.
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 30 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 30 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 40 of the best Pianos in the world).
9. A beautiful 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.

PRIVILEGE OF EXCHANGE

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.

Winnipeg Piano Co.'s Christmas Club Coupon

Winnipeg Piano Company,
333 Portage Ave., Winnipeg.
Please send me full information about the Christmas Club as advertised in The Western Home Monthly and also a Membership Blank.

Name

Address

Club opens Friday, 1st December, and closes Saturday, the 30th December, 1916. There will be a big demand for memberships. Take no chances. Be on hand early or call or send in this coupon. Sign the annexed coupon, mail to us and when registered on our books you become a member of the Club.

WINNIPEG PIANO CO 333 PORTAGE AVE., WINNIPEG.