

# \$340 PIANOS FOR \$240

## Our Mendelssohn Piano Club

The Mendelssohn Piano Club secures for its members unusual advantages in price and terms as the result of cumulative buying—fifty persons joining together and buying fifty pianos of the same style and make at one time.

A membership in the Club provides:

1. The opportunity to purchase a \$340 piano of a popular style and favorably known make for \$240.
2. The privilege of paying for this piano in very reasonable instalments, with only a small advance over the spot cash price, instead of interest.
3. The guarantee of the makers, and also our broadest guarantee, which carries the privilege of exchange within five years for any of the other makes of pianos which we sell.

Details of these advantages are more fully given in the succeeding paragraphs. Read them carefully, and above all remember that the offer is made by the firm of Gourlay, Winter & Leeming, whose knowledge and standing in the trade are your very best guarantee.

### Five Different Payment Options

Club members may choose any of the following options of payment:

Option A—A \$340 piano for \$240 cash.

Option B—A \$340 piano for \$250, on payment of \$50 cash and \$10 per month until paid, *without interest*.

Option C—A \$340 piano for \$260, on payment of \$25 cash and \$20 every three months until paid, *without interest*.

Option D—A \$340 piano for \$260, on payment of \$15 cash and \$7 per month until paid, *without interest*.

Option E—A \$340 piano for \$266 on payment of \$10 cash and \$6 per month until paid, *without interest*.

The member shall pay the cash deposit as soon as accepted by and enrolled in the Club, and the piano is delivered at once, the obligation of the member being to pay the monthly or quarterly payment until the purchase price is met. There is no interest charged; there are no extras. A fine stool is supplied with each piano, and each instrument is safely packed without extra charge.

### The Pianos



The pianos are made by The Mendelssohn Piano Co., Toronto, a firm who have an established position in the Canadian trade, having been making pianos for more than twenty years. Our experience with the pianos is a ten years' record of satisfaction, so that we can unhesitatingly recommend them. They are pure and sweet in tone, responsive in action and carefully constructed. The style offered to Club Members is a new style, shown for the first time this year at the Toronto Exhibition. The cases are in fancy walnut and richly figured mahogany, double veneered both inside and out. The description and dimensions are as follows:

Height, 4 feet 6 inches; width, 5 feet 1½ inches; depth, 2 feet 3 inches. 7½ octaves, 3 strings in unison, patent improved repeating action, with nickel plated brackets and rail, improved iron frame, compound sectional wrest plank, automatic music desk and Boston fall board patent muffler rail, three pedals, ivory and ebony keys.

### Fully Guaranteed With 5 Years' Option of Exchange

Each piano is guaranteed by its makers, The Mendelssohn Piano Co., both in regard to materials and workmanship, and because of our knowledge of and confidence in their tone and durability, we thoroughly endorse every condition of the guarantee.

In addition we agree to accept any of these Mendelssohn pianos in exchange any time within five years in part payment of any other new piano on sale in our warehouses, the said new piano to be supplied at the then current net cash price, \$240, less a small annual charge of \$10 per year for the number of years that have elapsed since its sale by us to the Club Member.

*Gourlay, Winter & Leeming*

As the Club is limited to fifty members, we need scarcely say that prompt enrolment is advisable. Inspection and comparison are invited now.

**TRIAL OFFER TO OUT OF TOWN MEMBERS**—To our out-of-town buyers, we offer to mail descriptive illustrations and further to use for them our knowledge and experience in making good selection, and, on receipt of references as to reliability to ship piano on the understanding that the piano is to be thoroughly examined and tested before they forward to us the cash payment. If satisfied, cash payment to be at once forwarded, whilst if for any reason, piano should not prove as represented, or satisfactory, then piano to be returned to us within say, fifteen days, we agreeing to pay return freight.

In a word, we not only guarantee satisfaction, but ask no payment until you yourself decide the question of satisfaction. Could any offer be more fair to an out-of-town customer?

# GOURLAY, WINTER & LEEMING

188 YONGE ST., TORONTO

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