

MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B. WEDNESDAY, NOVEMBER 1, 1916

Store Open Every Evening During the Sale (Until 9 P. M.)

No Reasonable Cash or Time Offer Refused. Terms to Suit

HURRY! HURRY! THE GREAT FACTORY TO HOME PIANO SALE IS ON

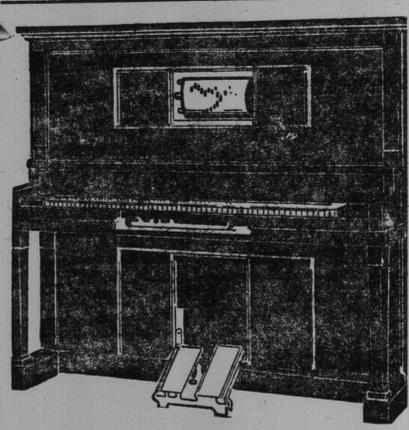
NEW PIANOS AT DIRECT FACTORY PRICES

Twenty-five Beautiful ORGANS, Values up to \$150, to be closed out at prices unheard of in the history of Piano Selling.

J. A. McDonald Piano and Music Co., Ltd., Going Out of Business---Entire Stock to Be Sold

\$40,000 Stock Pianos, Player Pianos, Organs, to Be Closed Out Regardless of Cost or Value. The Entire Stock to Be Converted Into Cash or Good Contracts. Everything Goes Friday and Saturday. Big Cash Discounts.

This \$900 Player Piano Goes on Sale at Once at a Trifle Over One Half of the Regular Price - - **\$495**



The Terms Are Ten Per Cent. Cash And Pay the Balance Ten to Twenty Dollars Per Month

THERE has been thousands of this same make of Player sold throughout Canada to the best families at prices never less than \$900 at this great going out of business sale. Included in this great offer is twenty rolls of music, a bench to match the player, a Free tuning, a Free delivery and the Unquestioned Guarantee of the Manufacturers.

There Are Just Three of These Players---First Come First Served

For nearly a quarter of a century the J. A. McDonald Piano and Music Co., Ltd., have been the big dominant factors in the Music Business of the Maritime Provinces. For nearly a quarter of a century we have sold only the best goods obtainable. Our factory has advanced to a point that we feel it should receive the advantage of our concentrated publicity; therefore we are discontinuing the J. A. McDonald Piano and Music Co., Ltd., that the Amherst Pianos, Ltd., may become better known. The public in St. John have treated us royally, and in closing I want to say that I appreciate the support that has been accorded us by the people of St. John and the surrounding country, and I am showing my appreciation by offering our friends and well wishers the greatest Piano Bargain Festival in the history of the piano business.

(Signed) J. A. McDONALD.

Facts and Figures of the Greatest Piano Sale in the History of Piano Selling!

At the stroke of eight o'clock Friday morning we will launch the most sensational and gigantic sale of Pianos and Player Pianos ever held east of the Rocky Mountains. Pianos and Player Pianos that have stood as landmarks of quality for a half century will be sold here at this sale at prices that will beggar comparison. The biggest and best bargains will very naturally sell first; therefore, to give everyone a chance, we will not put the goods on sale until Friday morning at 8 o'clock.

This sale will never be duplicated for values given. We want to get our money out of the pianos in hand, and we will not let any cash offer that is within the bounds of reason go by. We want to clean up here Friday and Saturday, and we will do it if prices and terms mean anything. Come here Friday; if not Friday, come here Saturday; but be here Friday or Saturday without fail. Come Friday if possible, as the prices will not leave pianos here long.

This is the great and grand chance of a lifetime to get a Piano at an unparalleled bargain for spot cash. We will not hesitate at anything that looks like the first cost of the stock on hand. Some of the pianos have been used, some have been rented, others are shop-worn, but the vast majority are brand new. We want the cash. Put your money in your pocket and come here, and we will surprise you with the values we will offer.

The Most Exceptionally Attractive Piano Offer in the History of Piano Selling

This Piano will go on sale Friday, and will be sold to the First Customer that says the word. Take your choice in mahogany while they last. This is special for Friday only.

THE PRICE **\$100**

THE TERMS: \$10 Cash; \$1 a Week

The Store Will Be Closed All Day Thursday to Mark Down the Stock Sale Opens Friday Morning at 8 O'Clock Sharp

\$500 \$450 \$600 \$400 \$550	\$225 \$235 \$247 \$267 \$210 \$200	\$275 \$300 \$290 \$250 \$325	\$395 \$400 \$450 \$425 \$410 \$435	\$350 \$365 \$345 \$390 \$385 \$375
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We have grouped all Player Pianos up to \$600 into one group, and we are offering them at this exceptional price. Every Player in this group is a standard make player, guaranteed by us and by the factories. We have cut the terms as well as the price. Leave any amount you can spare as a deposit and arrange balance as low as \$2.50 weekly. **\$375**

In this group are several Sample Pianos shipped us from various factories. We have not room for any additional lines, therefore the factories have advised us to take whatever we can get for the goods rather than ship them back. Look at this price. Terms as low as \$3.00 down and \$1.10 weekly. **\$147**

Five Pianos in this group; values up to \$325. Brand new high-grade, Guaranteed Pianos. Free Scarf, Free Delivery. Choice of mahogany, walnut or oak cases. There are just five in this group. The terms are \$5.00 cash and \$1.25 weekly. **\$187**

Six Pianos in this group. Guaranteed High-Grade, Standard Make Pianos. Some in mahogany, oak and walnut. Only the exceptional combination of piano factories make this great reduction possible. These pianos are worth the regular price now, but the opportunity has cut the price. Grasp this opportunity. Look at the price. The terms are \$10.00 cash, \$1.00 weekly. **\$247**

We have grouped these six pianos together. Some of them are worth as high as \$590, but this price has been cut to the bottom level and then some. The first buyers will naturally get the best chance. Therefore, come at once and get your choice first. The price is right and the terms are \$7.00 cash, \$1.40 weekly. **\$227**

Included in this Great Sale are Scores of High-Grade Pianos Rented Out to Summer Homes. All Discontinued Styles, Shop-worn Pianos and Pianos Taken in Exchange---All Rents Taken Off and More as High as \$60 in Cash Paid on Some Pianos---\$2.00 Sends a Piano Home---Terms as Low as \$1.00 Weekly.

ALL SMALL MUSICAL INSTRUMENTS MUST BE SOLD

Drums, Mouth Organs, Flutes, Jew's Harps, Violins, Violin Cases, Talking Machines, Records, Banjos. In fact, everything in the way of music will be found here at this sale. Over 2,000 Copies of Sheet Music to Sell at 5c. per copy.

Store Open Evenings Until 9 p.m.

R. R. Fares Paid Both Ways to Out-of-Town Buyers

THIS \$250 PIANO REDUCED TO \$60 \$5.00 Down \$1.00 Weekly	THIS \$350 PIANO REDUCED TO \$112 \$5.00 Down \$1.00 Weekly	THIS \$500 PIANO REDUCED TO \$190 \$10 DOWN \$125 PER WEEK
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J. A. McDONALD Piano and Music Co., Ltd. Freight Paid to Any Point During This Sale

7 MARKET SQUARE, ST. JOHN, N. B.