

Join Our Christmas Club

---GET A PIANO TODAY

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 lowest price in Canada, 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.



Regular \$400
CLUB PRICE **\$335**

CANADA PIANO COMPANY



Regular \$725
CLUB PRICE **\$650**

Latest 88-Note Player Piano

This club is to be organized at once, and will be limited to 100 members. Any responsible person may apply for membership. The only requirement of a club member is that he is on 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 31st December, 1918.

But remember, while you may have till December 31st to make your selection, the club will be closed immediately 100 members enroll, owing to the approaching shortage of pianos. Join now is the safest way.

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, Cecilian, Bell, Haines, Sherlock-Manning, Doherty, 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 Oak Cases. Illustrated catalogues with REGULAR and CLUB prices and terms mailed free on application.

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

- 1.—Your choice of any make of Chickering, Nordheimer, Gerhard Heintzman, Cecilian, Bell, Haines, Sherlock-Manning, Doherty, Canada Piano Co., Lesage, Imperial and Winnipeg Piano Company's Pianos or Player-Pianos at special club prices until the 31st December, 1918.
- 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 for all cash or extra instalments paid.
- 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 thirty 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 thirty 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 90 different styles of the best pianos in the world).
- 9.—A beautiful \$15 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.
- 12.—Each and every club instrument will be personally selected by our president.

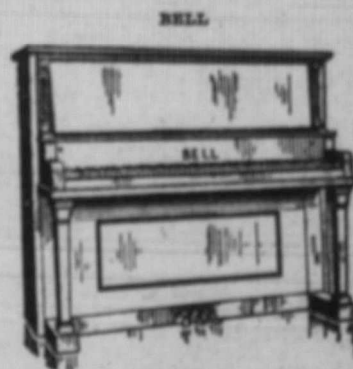
GET OUR LIST OF SLIGHTLY USED PIANO BARGAINS AT FROM \$225 TO \$325

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. Club open now, and closes 31st December, 1918. There will be a big demand for memberships. Take no chances. Be on hand early or drop us a line asking for any further particulars you may desire. You will then be registered on our books and become a member of the Club.

Why Piano Prices Will Be Higher Later on—

Scarcity of skilled piano labor, shortage of materials point only too plainly to similar conditions to those now obtaining in both England and the United States. In England the government has ordered a reduction in factory outputs of 80 per cent., and in the United States plants have been reduced 66 per cent. This means fewer pianos and these at greatly increased prices. Save money and buy your piano today.



Regular \$475
CLUB PRICE **\$425**

Other Special Club Values

GERHARD HEINTZMAN

Club Offer **\$455**

NORDHEIMER

Club Offer **\$455**

DOHERTY

Club Offer **\$375**

and many others.

WINNIPEG PIANO CO

333
PORTAGE AVE.
WINNIPEG.

DIRECT FACTORY REPRESENTATIVES

STEINWAY, GERHARD HEINTZMAN, NORDHEIMER, CHICKERING, HAINES, BELL, SHERLOCK-MANNING, DOHERTY, CANADA AND LESAGE PIANOS, EDISON, COLUMBIA, ELIPHOXIAN AND PHONOLOGA PHONOGRAPHS

Eggs and Butter

Strictly New Laid Eggs wanted in any quantity and good dairy butter.

OUR GUARANTEE

We guarantee to pay the highest prevailing market price and to send returns immediately.

WRITE US TODAY FOR PRICES

Reference—Dominion Bank

Canada Food Board License No. 13-90

MATTHEWS BLACKWELL Ltd.

Established 1852

WINNIPEG

MAN.

The Habit of Saving Will Endure

The individual and the country at large will hereafter guide their affairs by the same standard of thrift established by these war times and enjoy increased security and happiness accordingly.

THE BANK OF TORONTO

J. A. WOODS

Western Superintendent

WINNIPEG

Make Big Money Boring Wells

Have water on your own farm. In spare time make wells for your neighbors. It means \$1000 extra in ordinary years, double that in dry years. No risk—no experience necessary.

Complete Outfit for Getting Water Quickly Anywhere
Includes boring rigs, rock drills, and condensed machinery. One man with one horse often borings 100 feet or more in 10 hours. Pays \$10 to \$15 per foot. Engine or horse power. Write for Easy Terms and Illustrated Catalogue.
Little Mfg. Co., Chicago, Iowa.
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