

\$5,000 COUNTING CONTEST

The above amount in prizes will be given away absolutely free to the successful contestants in this, our greatest advertising campaign

CAN YOU COUNT THE DOTS?

In submitting this, our third great contest to the people of Toronto and vicinity, we feel that from an advertising standpoint it will go down in history as the greatest trade event in piano circles, and the publicity and benefit derived will be by far the most effective and permanent of any in all our sixty years in the music business.

PRIZES WILL BE AWARDED AS FOLLOWS:

One New Scale Williams' Piano, valued at..... \$500
One Regina Musio Box, valued at..... \$350
One Credit Check, good on any new piano in our store..... \$200
One Talking Machine (cabinet style)..... \$150
One Credit Check, good on any new piano in our store..... \$125
One Genuine Old Violin..... \$100
Ten \$100 Credit Checks, good on any new piano in our store..... \$1000

Fifteen \$75 Credit Checks, good on any new piano in our store..... \$1125
Three \$50 Talking Machines..... \$150
Twelve \$50 Credit Checks, good on any new piano in our store..... \$600
Twenty \$30 Credit Checks, good on any new piano in our store..... \$600
Three \$15 Mandolins..... \$45
Three \$15 Violins..... \$45
One \$10 Guitar..... \$10

"The New Scale Williams"

A Piano of To-Day

As the world advances the brain of industry is called upon to expand to its utmost, and the drone who stands by and says "it is good enough" must look to his laurels, for the spirit of every human being is imbued with the one idea, "PROGRESS."

Since the conception of the "New Scale Williams" Piano, some five years ago, it has been our aim to produce an instrument that would meet with the approval of the musical people, and to-day we are proud of our success. This great Piano is an entirely new instrument. It is the evolution of modern piano-making, which grew out of the natural progress of the world to-day, demanding something newer and better. It did not happen—it is the result of brains and scientific knowledge and skill of an exceptionally high order—constructed by men who have devoted their life's work to the uprearing of a great Piano, so that the "New Scale Williams" to-day is among the finest examples of the pianomaker's art, and conceded to be one of the greatest pianos of modern times.

We do not hesitate to say IT IS THE BEST THAT BRAINS CAN PRODUCE, AND, TO CONVINCE THE PUBLIC OF OUR SINCERITY, WE WILL GIVE \$1000 to any Charitable Institution in this city if any Canadian manufacturer can produce a better Piano.

When you face the piano question, it is one of vital importance, and the "New Scale Williams" should be the first to receive your consideration. Every instrument is sold with our ironclad guarantee, which states if the piano is not satisfactory your money is refunded.

All answers will be numbered consecutively as they come in and the first correct answer will win the first prize. Answers may be sent by mail or brought to our store.

THIS CONTEST WILL CLOSE MONDAY, OCTOBER 19th, 1908

AND ALL ANSWERS MUST BE RECEIVED PRIOR TO 6 P. M. OF THAT DATE

Remember the great success of this house has been due entirely to its fair and honest dealings, and our best recommendations come from thousands of people in all parts of Canada who have purchased Pianos from us. Since starting in the music business sixty years ago we have always handled none but thoroughly reliable goods, and our prices have always been as low as is consistent with good material and fine workmanship. Our prices are well established and every Piano is marked in plain figures, and our stock consists of WEBER (New York), NEW SCALE WILLIAMS (Canada's Best), KOHLER & CAMPBELL, ENNIS & CO. and KRYDNER PIANOS and the NEW SCALE WILLIAMS, SIMPLEX and WEBSTER PLAYER PIANOS.

WARNING!

To forestall a repetition of former FALSE STATEMENTS that we have raised our regular retail prices for this contest, we again offer:

\$1000 In Cash to Any Person Who Can Show Such Statement to Be True.

OUR PRICES REMAIN UNCHANGED

OUR TERMS are just as LIBERAL as Heretofore

TO FORMER CONTESTANTS

The fact that you failed to secure a Prize Piano in some other contest should not deter you from entering THIS ONE. Your chance of success herein has been increased FULLY A THOUSAND FOLD, and

IT COSTS YOU NOTHING TO TRY

BE SURE AND ADDRESS ALL ANSWERS

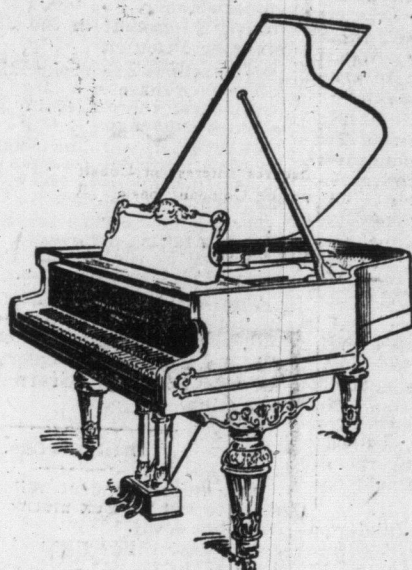
To Contest Department

So they won't get confused with our Regular M.

**THE WILLIAMS & SONS CO.
R. S. WILLIAMS LIMITED,
143 YONGE ST., TORONTO, ONT.**



THE
Musician's Choice



THE
New Scale Williams
Small Grand

R. Watkin Mills

One of England's Greatest Baritones, Says of the New Scale Williams Piano

The Williams Piano Co., Limited,
Oshawa, Ont.,
May 26th, 1904.

Dear Sir:—

I have heard your New Scale Williams Piano and consider it a very fine instrument. Its tone is most satisfying and of beautiful quality. Both for solo work and general use it will hold its own with the very best Pianos made on this continent.

Faithfully yours,

R. Watkin Mills

RULES GOVERNING THE CONTEST

What You Must Do

Count the dots which appear in the outlined girl and piano and write the number on the coupon which is printed below. Correctness of count, neatness and legibility of answer will help decide. Be careful to observe the governing rules, as your success depends upon a strict observance of them.

It's Easy

It costs you nothing except a little time and the use of your brains. No element of chance enters into this great opportunity. Merit and merit alone will tell. The number, variety and value of prizes make it worth your while to try.

The Judges

The awarding of prizes will be left to disinterested parties. The correct number of dots is only known to the manufacturers. They have forwarded this number in a sealed envelope to the Judges of the contest. We do not know the number, and the Judges will not know until after the contest closes. They will then open envelopes containing the correct number, in the presence of each other, inspect the answers, and we will announce their decision at the earliest possible date.

Read this Important Notice

Anyone within a radius of 200 miles of Toronto may send in ONE answer, but not more than one will be received from same party or family. Where more than one answer is sent in by the same party or family, all will be rejected. No employee of this firm nor anyone engaged in the piano business may enter the contest. All answers must be written plainly, giving name and address, also state whether you have an organ, square or upright piano, giving name of maker. For convenience sake you may fill out coupon below. It is conditional upon entering contest that contestants agree to abide by the decision of the judges, who are disinterested parties and whose decision is final.

THE
R. S. WILLIAMS & SONS CO., LIMITED
143 YONGE STREET, TORONTO

The number of dots is
Name
Address
City
If you own an organ, square or upright piano, give name of maker,
Upright Square Organ
Name of maker