

BEGINS WEDNESDAY MORNING, JULY 31, 8:30 SHARP

Every Person Interested in the Purchase of a Piano, Grand, Square or Upright, Organ or Player Piano, Should Read This. ACT QUICKLY. Save One-third to One-half

THE LARGEST DISCOUNT SALE OF PIANOS

PRESCOTT MUSIC CO.
1210 O STREET

EVER HELD IN LINCOLN!

PRESCOTT MUSIC CO.
1210 O STREET

Our Entire Stock of 150 Instruments Will Be Included in This Great Ten Days Sale!

A good stool and cover or scarf free with every piano.



We have space to mention only a few of the many bargains.



The money guarantee goes with each piano sold in this sale.



Scores of other bargains just as good as these.

\$350
FISHER UPRIGHT GRAND—USED
\$110
\$10 CASH AND \$5 PER MONTH
Its the parlor size quarter sawed oak case, 3 strings, 7-1-3 octaves, tone and action fine.

\$275
IMPERIAL UPRIGHT GRAND—
AS GOOD AS NEW
\$120
A beautiful upright mahogany piano, 7-1-3 octaves, 3 strings, full music desk, three pedals, good action and tone.

\$450
STRONBER GRAND UPRIGHT,
MAHOGANY, NOW
\$175

\$350
CLINTON PIANO, UPRIGHT GRAND
\$185
\$10 DOWN AND \$6 PER MONTH
These are large size mahogany pianos, very latest design, full swing desk, 7-1-3 octaves, lovely tone and light action.

\$300
BRADFORD GRAND UPRIGHT
\$150
This piano is 4 ft. 10 inches high, quarter sawed oak, good tone and finish and three strings, three pedals; worth much more.

\$350
EBERSOLE, NOW
\$205
Beautiful case, burl walnut, full keyboard, ivory keys and ebony sharps, three strings and three pedals.
\$20 CASH AND \$6 MONTHLY

OUT OF TOWN PIANO BUYERS
No matter where you live it will pay you to come and take advantage of this great money-saving discount sale opportunity now offered you. If you can't come, write. Write us today. Simply indicate the piano of your choice and about the price you wish to pay. We'll immediately send you a descriptive list of the bargains. We'll even do better than that. We'll send the piano of your choice right to your nearest railway station, no matter where you live. You can put it in your home and if you don't find it as represented, a good, fine piano and a good bargain, you can return it to us and we'll pay freights both ways.

\$600--New Pianos--\$398
\$550--New Pianos--\$368
\$500--New Pianos--\$348
\$450--New Pianos--\$335
\$375--New Pianos--\$298
\$350--New Pianos--\$268
\$300--New Pianos--\$198
\$275--New Pianos--\$168

=\$10=
SENDS ONE HOME
\$5 to \$10 per Month Will Pay For One

Any of the above instruments can be paid for in cash or part cash, or paid by the month or quarter. Prices published are the cash prices, but if you want to buy on payments, as low as \$5, \$7 or \$10 per month, the price is the same, only you will have to pay a low rate of interest on deferred payments. If you need a piano at all come and see us right away. Come before the best bargains are taken.

Store Open Every Night Till 10 O'clock

You have in this gigantic stock of High Grade Pianos 150 instruments to select from and they are the world's best pianos

—SUCH AS—

Hazleton Bros. Hobart M. Cable.
Story & Clark. Bush & Gerts.
Crown. Estey. Mathushek.
Schumann. Baumeister.
Prescott. H. P. Nelson
Chickering Bros.

and several other well known makes both new and second hand, at prices from **\$35 to \$398**

\$450 HOBART M. CABLE PIANO **\$247**

A most beautiful piano in mahogany case. One of the best of this well known make, fine pilasters and trusses, full swing front music desk, double rolling lid, three pedals and patent practice stop. A tone to captivate the musician's ear.

BARGAINS IN ORGANS

A beautiful \$135 Estey, fine mirror, almost new, for \$35. Fine large Moline organ, beautiful case, mirror, in solid black walnut, \$30. An extra fine Newman Bros., oak case, six sets of reeds and heavy sub-bass, elegant enough in case for the finest home and strong tone enough for a church, \$40. And dozens of others from \$5 up to \$25.

Every organ in good order, having been carefully overlooked by an expert organ repairer.

Keep This Advertisement

We want you to cut this advertisement out and keep it if you cannot write or cannot call tomorrow, the first day of the sale. Keep it till you can call or write, but remember you have only 10 days in this great discount sale. The price we are making and the terms we are making will sell the pianos.

\$850 INSIDE PLAYER PIANO **\$425**
HALF PRICE

A beautiful player piano, made by the Nelson Co. You can play this instrument mechanically or in the usual way. A brand new instrument and sold by most dealers for about twice the money.

\$850 ESTEY BABY GRAND PIANO **\$495**

This piano is, we believe, the most artistic thing ever brought to Lincoln, it is superb in tone and action, nothing equal to it has ever been offered in Lincoln for within \$200 of the price. To see this elegant piano is to fall in love with it at once. All we ask is for you to JUST TO SEE IT.

SCORES OF OTHER BARGAINS JUST AS GOOD AS THESE

\$350 New England Piano; Upright; Ebony Finish **\$35**
Made by the old well-known New England Piano Co., full 7-1-3 octaves, good tone and action; second-hand.
\$10 CASH AND \$5 MONTHLY

\$350 RAVEN & BACON GRAND SQUARE **\$25**
This piano was made by the old firm of Raven & Bacon, but is out of style, but good tone and action and will last for years, and will be good to learn on.

\$300 HINZE UPRIGHT GRAND PIANO **\$115**
Quarter sawed oak, large size, fine finish and but little used, almost as good as new.
\$10 CASH AND \$5 MONTHLY

A good stool and cover or scarf free with every piano.



If you live out of town write us concerning any piano advertised or organ.

Every piano fully guaranteed to last a lifetime.



A home without a piano is a cheerless place.

THE NAME THAT GUARANTEES SATISFACTION, QUALITY AND PRICE

THE PRESCOTT MUSIC CO.

1210 O STREET,

LINCOLN, NEB.