

BIG HOLIDAY SALE OF HIGH GRADE PIANOS AND ORGANS

The Largest Ever Held in North Nebraska.

An unusual opportunity is presented the music loving public to select a Piano or Organ from

**The Largest and
Best Selected**

and most excellent stock of musical instruments ever before put on sale by any dealer in the state. Pianos in all the latest designs of cases and the most choice of veneering in all the different woods known to the trade--such as figured Mahogany, Birch, French Burl Walnut, American Walnut, Oak, Circas-



sian Walnut and Rosewood. Every one

**Selected Especially
for this Big Sale.**

They are manufactured by a dozen of the best, most prominent and reliable companies. I am sole agent for such celebrated makes as the Schubert, New England, Behr Bros., Geo. F. Mehlin, Kohler and Campbell, Davenport and Tracy, Adam Schaaf, L. B. Merrifield and Capen. They all go at low figures in this sale.

In Organs my Stock is Unequaled or Unexcelled.

The Famous FARRAND & VOTEY ORGAN is My Leader.

I have sold 500 in North Nebraska. They have become a household word, "yes, we bought a Farrand and Votey and bought it of Sturgeon, the Norfolk Piano Man, and we like it." They are in most the beautiful designs in Select Quarter Sawn Golden Oak and Walnut, from the 22 pound folding Organ used by the missionary in darkest Africa to the \$10,000 Pipe Organ in the metropolitan churches. I also have the well known Western Cottage Organ that has been before the people for nearly half a century. They are used by every nation on the globe. My New Departure is

THE STURGEON ORGAN, MANUFACTURED UNDER MY DIRECTION.

A good organ at a moderate price. MY BIG STORE IN THE PACIFIC BLOCK IS COMPLETELY PACKED. My long experience in the business has enabled me to become familiar with the wants of the people. The stock has been selected to suit all classes of trade. Prices ranging from the most expensive to the very lowest.

Terms So Easy, No Person So Poor, But What Can Afford to Buy of Me.

My easy payment plan, without interest, no other dealer attempts to meet. Many children whose parents are living in the most humble homes, even to sod houses, are getting a musical education from organs bought on my easy payment plan. I excel in terms, quality and price and this big sale means to further the opportunity to gladden more homes. We have ordered for this sale thirty-five hundred copies sheet music. This includes the National Music Co.'s edition, the McKinley edition and all the latest up-to-date hits. And aside from all the above, I have the CECILIAN, the celebrated, self-playing Piano attachment, and the self-playing organ. They will be on exhibition during this big sale. OUT OF TOWN CUSTOMERS BUYING AN INSTRUMENT DURING THIS SALE WILL HAVE THEIR RAILROAD FARE PAID. You should not fail to take advantage of this opportunity.

**J. D. STURGEON,
THE NORFOLK PIANO MAN.**