



## The Purchase Price of Joy

WE believe in One-Price—it is right—a dollar has unchangeable, universal value. It secures the confidence of the customer; it grades the pianos where they belong, it sells better pianos; assures the seller the respect of the community; saves valuable time; saves dickering; enables business to be conducted on a closer margin of profit; imparts an enduring reputation to the selling house.

True economy says, "Buy the best in everything," more especially when buying a piano, as it is—or should be—a lifetime purchase.

You have been promising some loved one, wife, daughter or sister, a piano. You have always found some excuse for putting it off, and the excuse sounds reasonable; it will be the same next year.

## SEVENTEEN CENTS A DAY

is the price of Christmas joy—it will pay for a beautiful piano at SEGERSTROM'S. You will not miss so small an amount, and if you do not put it into a piano you will more than likely spend it for trivial things. It is for your decision NOW whether love and duty shall be forgotten and ambition throttled, or opportunity embraced at the time of happy Yuletide.

We have nearly 200 pianos—and player-pianos—to select from, among them the leaders of the world—the famous KNABE, the HAINES BROS., the popular SEGERSTROM, FOSTER, MARSHALL & WENDELL, ARMSTRONG, KRELL-FRENCH, and many others. An absolute guarantee with every piano we sell, and also a guarantee to save you from \$100 to \$200. Our enormous stock must be reduced.

SEVENTEEN CENTS a day—the very thought suggests economy. Yet seventeen pennies a day will buy a fine, high grade piano priced at \$198.00—and this sum will buy, UNDER MOST FAVORABLE TERMS—a really high grade instrument, fully guaranteed as "a \$350.00 piano".

### E. B. SEGERSTROM PIANO COMPANY

1825-27 FARNAM STREET

Omaha's One-Price Piano House

OMAHA, NEBRASKA

