HBATHEN PRILLS OP BASTER Opaine Charch Festival IEVESTED WITH CHRISTIAN IDEA





## FREE！$\$ 50.00$ IN GOLD

First Award， $\mathbf{\$ 2 5}$ in Gold Second Award， $\mathbf{\$ 1 5}$ in Gold Third Award， $\mathbf{\$ 1 0}$ In Gold FOR

## aplame

Why Does a Name Mean So Much？Because
We Are Offering These Prizes for a Name for a Player Plano．Why We Do It：
Our factory at Minneapolis is prepared to launch on the market a full size 88 －note Player Plano．What we are after now is NAME for this Player Plano that is expressive of quality，a name that is easy to pronounce and that will mean something
We ane not going to depend upon our own dieas but will leve the naming of our Player Piano to the people of this city and We are not going to depend upon our own deas but will leave the naming of our Player Piano to the people of this city and
community．Too many people nowadays are buying pianos and player pianos with actually＂any old name＂on the fill－board or front of the instrumen，and simply because of that fact they do not know what they are getting．We are authorized by the factories to spend a large part of our energy and advertising money to burn it in the minds of the people so strong that the
NAME of＂OUR＂Player Plano will become a by－word and a common houschold word with everybody in this community．Isn＇t ame of＂OR Phyer Pano
WHAT does the piano－buying public have to guide or direct them in the purchase of a piano or Player Piano？Only＂A
WHAN
Une NAME＂in reality．Of course they have the piano dealers＇guarantee back of tit，but most people want more than that．IF WE，
IF plano dealers，can tell YoU about our Piano：＂Your next door neighbor has one，＂＂The people themselves named 1 ，＂and胃
CONDITIONS OF CONTEST

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相

## E．B．Segerstrom Piano Co． <br> Omaha＇s Exclusive Ropresontatives of the genuine Knabe Plane

1825－27 Farnam St．
Walk Out of Your Way to Buy From Us－lt Pays＂

OMAHA，NEB．




S5，000．00 IN GOLD IF I FAIL




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