

THE DAYNES-BEEBE MUSIC CO. ANNOUNCE THEIR ANNUAL HOLIDAY SALE OF PIANOS and PLAYER-PIANOS

The annual piano event of the intermountain region, looked forward to by many people desiring to purchase one of the world's most famous makes at the remarkable reductions that always rule in this sale, an event that means the placing of approximately one hundred and fifty pianos in as many homes, on terms of payment that any home can afford.

This 1913 Sale Begins Monday Morning, December 8th, and Will Eclipse All Others in the Number of Instruments to Be Sold and the Special Inducements and Advantages

Utah's oldest, largest and most reliable piano house invites you to participate in this annual holiday feast, to take advantage of the remarkable reductions on the best makes of pianos and player-pianos, to supply your home and family with a beautiful instrument on the liberal terms that will be in force the next two weeks. Come early to the sale. Spread the good news to every pianoless home.

Cut Out the Certificate---Bring It With You---It Sends the Piano Home
Make Your First Payment in February If More Convenient

A Christmas Morning Picture for You, Mr. Husband



Let us say at the beginning that the moving spirit of this sale is the fact that we have approximately one hundred latest styles and best makes of uprights and grands, and forty-five player-pianos, that we must and will close out during the next two weeks.

It will soon be inventory time and we must reduce our stock very materially. We would rather have customers' contracts for this surplus stock, even for the simple factory cost and cost of handling, than to go into the new year heavily overstocked.

As you know, it is our annual custom to close out all surplus stock at this time of the year. It is an event that is looked forward to by many prudent buyers, for at this time is made the big reductions on all of the highest class makes we carry, making it easy for buyers to secure a piano or player-piano of this character at a less price than the ordinary kind cost at other times or places.

Invariably, when this Company announces this sale, it attracts a throng of buyers who await this opportunity and the bargains are quickly taken, for it is well known to all that there is never any exaggeration, never any mis-statements of facts in connection with the quality, saving or special terms on the pianos offered, but everything always found as advertised.

NEVER SUCH INDUCEMENTS.

At no other time have we been able to offer quite as excellent an array of the world's most famous makes, a greater variety of styles and finishes, a greater saving in price, or terms as easy as we now offer in this sale.

MOST FAMOUS MAKES.

A glance at the list of makes to be closed out in this sale will convince you that nothing but the World's Best is included, each piano or player-piano a leader in its respective class.

MANY STYLES AND FINISHES.

There are something like seventy-five different styles and finishes from which to select, giving you a wide choice, making it certain that you will find the particular style you desire.

SAVING \$100 TO \$200.

On no instrument will the actual bona-fide saving be less than \$100; there are many instances of savings of \$200, while the great average saving is about \$150 to \$160, making this opportunity one that will be irresistible to the prudent buyer.

THE \$50 CERTIFICATE WILL WORK WONDERS.

Here is the most liberal proposition ever offered, ever attempted by any piano house in the west. We propose to make this Certificate the means of supplying many homes with pianos for the Christmas Season, that otherwise would be without music.

THIS IS OUR OFFER.

Bring the Certificate with you. It represents \$50 paid on the piano you select at this sale. No money need be paid down, and the first payment may be made February 1st, 1914. The piano will be delivered at once, or Christmas morning, as you prefer. This offer is made to every worthy home in this section, and we desire that no such home be backward in taking advantage of it.

SPECIAL PAYMENT TERMS.

For this special occasion, we will offer special payment terms. Any reasonable terms will be acceptable to us, even as low as \$5 monthly. We want to please every purchaser in this regard.

IT'S PIANO BUYING TIME. COME EARLY TO THE SALE.

The time is short, the stock limited, and the inducements, privileges and advantages so great that the entire 150 instruments will go quickly, so we advise you earnestly to come and make your selection early, the sooner the better. And be sure to tell all your friends about this wonderful event.

Remarkable Reductions on Famous Pianos and Player-Pianos

New \$300 styles.....	Reduced \$ 80 to \$130
New \$350 styles.....	Reduced \$ 90 to \$140
New \$375 styles.....	Reduced \$ 90 to \$140
New \$400 styles.....	Reduced \$100 to \$150
New \$450 styles.....	Reduced \$100 to \$150
New \$475 styles.....	Reduced \$100 to \$150
New \$500 styles.....	Reduced \$105 to \$155
New \$550 styles.....	Reduced \$110 to \$160
New \$650 styles.....	Reduced \$125 to \$175
New \$750 styles.....	Reduced \$135 to \$185
New \$850 styles.....	Reduced \$150 to \$200

Used Uprights---Many Makes ---Cut Prices

If a good used upright will answer your purpose at this time, we have a choice, though limited number to offer. Most of these used instruments have been taken in exchange on the marvelous VIRTUOLO Player-Piano, and of course came from the best Utah homes. We mark them down to close out quickly. Such makes as the HALLET & DAVIS, EVERETT, CHICKERING, KIMBALL, KOHLER & CAMPBELL, DAYNES-BEEBE, WEILER, etc., are included.

\$135, \$145, \$150, \$165, Etc.

ORGANS---\$8, \$10, \$15, \$25, Etc.

Payments---\$2 or \$3 Monthly

Out-of-Town People

We will refund railroad fare to purchasers of pianos at this sale up to a distance of 200 miles, but if it is impossible to come to Salt Lake just fill out the coupon below and mail it to us, and full information and catalogues will be immediately sent you. Don't put it off; do it today, now; before you forget it.

DAYNES-BEEBE MUSIC CO.,
Salt Lake City, Utah.

Please send me full information about the bargains selling from

\$..... to \$.....

Name.....

Town.....

R. F. D..... State.....

One of the Prominent Features of This Annual Event Is the Quality of the Makes Offered

Only in this, Utah's oldest and largest piano house, can you find such a grand array of the world's most famous makes of pianos and player-pianos. The very cream of piano aristocracy. Each one a leader in its class.

A Saving of \$100, \$125 to \$200 On These Grands and Uprights

Knabe, Vose, Conway Winter,	Hallet & Davis Ivers & Pond Kranich & Bach, Stanley & Sons	Schaeffer, Kohler & Campbell Winter & Co Lyon & Healy	Daynes-Beebe Rudolf, Leslie Bros., Schirmer
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On These Player-Pianos

Hallet & Davis Virtuolo. Conway Virtuolo. Virtuolo Piano	Knabe Player-Piano. Empress Player-Piano. Underwood & Sons	Auto-Piano. Schaeffer. Pianista.
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Come and Select Your Piano at This Sale, Then Apply This Certificate on Your Purchase



OUR GREAT 2-for-1 OFFER SAVES YOU \$50 MORE

In addition to the savings made possible by the substantial reductions on pianos and player-pianos, and the \$50 coupon saving, you can save an additional \$50, as we will credit you \$2 for every dollar paid at the time of purchase up to \$50. For example:

Pay \$10 down and get credit for..... \$20	Pay \$30 down and get credit for..... \$60
Pay \$15 down and get credit for..... \$30	Pay \$35 down and get credit for..... \$70
Pay \$20 down and get credit for..... \$40	Pay \$40 down and get credit for..... \$80
Pay \$25 down and get credit for..... \$50	Pay \$50 down and get credit for..... \$100

Store Open Evenings Until 8:15 p. m.