

Store Open Every Evening  
During the Sale (Until 9 P. M.)

# HURRY! HURRY! THE GREAT FACTORY TO HOME PIANO SALE IS ON

No Reasonable Cash or Time  
Offer Refused. Terms to Suit

## NEW PIANOS AT DIRECT FACTORY PRICES

This big Consolidated Piano Factory Sale is also being conducted in the following cities:  
Erie, Pa.; Lancaster, Pa.; Syracuse, N. Y.; Bridgeport, Conn.; Allentown, Pa.; Hallifax, N. S.; St. John, N. B.; New Haven, Conn.; New Bedford, Mass.; Winona, Minn.; Cedar Rapids, Iowa; Grand Rapids, Mich.; Burlington, Vt.; and forty other cities and towns in the United States and Canada.

**\$100,000 COMBINED PIANO FACTORY DISPOSAL SALE.** Ten of America's Largest and Most Responsible Piano Factories Have Combined Together to Make **HOWARD M. ELDRIDGE JR.** (Successor to Winter Piano Co.) Selected to Handle This Great Sale in Southern Pennsylvania. Tremendous Discounts on All New Pianos.

**WESTERN UNION TELEGRAM**

CLASS OF SERVICE: Day Letter, Night Letter, Day Message, Night Message, Day Telegram, Night Telegram, Day Cable, Night Cable, Day Radiogram, Night Radiogram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram.

HOWARD M. ELDRIDGE, JR., Harrisburg, Pa.

Impossible to supply you with any more Pianos at the special Factory Disposal Prices. Your entire allotment has been shipped. Can supply at old prices. Answer.

JAMES & HOLSTROM PIANO CO.

**WESTERN UNION TELEGRAM**

CLASS OF SERVICE: Day Letter, Night Letter, Day Message, Night Message, Day Telegram, Night Telegram, Day Cable, Night Cable, Day Radiogram, Night Radiogram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram.

HOWARD M. ELDRIDGE, JR., Harrisburg, Pa.

Cannot supply you more than your allotment of Cambridge Pianos at the Special Factory Disposal Price. But will be glad to accept orders at the old prices.

CAMBRIDGE PIANO CO.

**WESTERN UNION TELEGRAM**

CLASS OF SERVICE: Day Letter, Night Letter, Day Message, Night Message, Day Telegram, Night Telegram, Day Cable, Night Cable, Day Radiogram, Night Radiogram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram.

HOWARD M. ELDRIDGE, JR., Harrisburg, Pa.

Your allotment of Universal Pianos at the Special Factory Disposal Prices have been shipped. Make it a point to emphasize in your advertising that there will be no more at this exceptional price.

UNIVERSAL PIANO CO.

**WESTERN UNION TELEGRAM**

CLASS OF SERVICE: Day Letter, Night Letter, Day Message, Night Message, Day Telegram, Night Telegram, Day Cable, Night Cable, Day Radiogram, Night Radiogram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram, Day Cablegram, Night Cablegram.

HOWARD M. ELDRIDGE, JR., Harrisburg, Pa.

Your entire allotment has been shipped for the Factory Disposal sale. There will not be any more at this price.

ENTERPRISE PIANO CO.

### FACTS AND FIGURES OF THE GREATEST PIANO SALE IN THE HISTORY OF PIANO SELLING!

At the stroke of 8 o'clock Friday morning we will launch the most sensational and astounding Sale of Pianos and player Pianos ever attempted in the United States; Pianos that have been recognized for nearly a century as the high water mark of Quality, will sell here on this floor at a fraction of their actual worth. Do not hesitate, do not delay! The biggest and best bargains will naturally sell first. Be here bright and early Friday morning when the doors open. Get one of these Bargains. New Pianos as low as \$92. Terms as low as \$2 down and \$1 weekly.

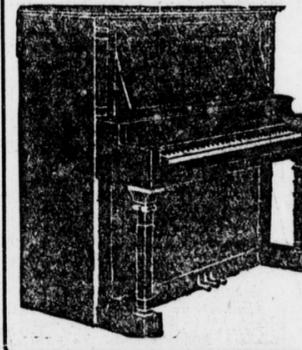
**MR. AND MRS. PIANO BUYER:**

This Consolidated Piano Factory Sale has placed high grade Pianos within the reach of every home. Pianos of quality—not a lot of cheap, unheard of Pianos, but Pianos that have been acknowledged for years as leaders. Come here to this sale, bring along a few dollars, select any piano and you can practically name your own terms.

**CASH PIANO BUYERS!**

This sale has opened up unheard of fields for the man with a little money to invest. If we can afford to sell a Piano for \$92 on terms of \$2 cash and \$1 weekly, imagine if you can what we would do for spot cash. We want to sell as many Pianos as possible for cash, and we will not overlook or refuse a single, solitary cash offer that is at all within reason. Come here, come prepared to pay cash and the prices will astonish as well as delight you.

### The Most Exceptionally Attractive "Brand New" Piano Offer in the History of Piano Selling



This Piano will go on sale Friday morning at 8 o'clock and will be sold to the First Customer that says the word. Take your choice in Mahogany or Oak while they last. This is special for Friday, only.

**THE PRICE**  
**\$92**  
**THE TERMS:**  
\$2 Cash, \$1 Weekly.

### Piano Department Closed All Day Thursday to Adjust and Mark Down Stock

\$500 \$450 \$600 \$400 \$550	\$225 \$235 \$247 \$267 \$210 \$200	\$275 \$290 \$300 \$250 \$325	\$395 \$400 \$450 \$425 \$410 \$435	\$350 \$345 \$390 \$385 \$375
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We have grouped all Player Pianos up to \$600 into one group and we are offering them all at this exceptional price. Every Player in this group is a standard make Player, guaranteed by us and by the factories. We have cut the terms as well as the price. Leave any amount you can spare as a deposit and arrange balance as low as \$2.50 weekly.

In this group are several Sample Pianos shipped us from various factories. We have not room for any additional lines. Therefore the factories have advised us to take whatever we can get for the good, rather than ship them back. Look at this price. Terms as low as \$3 down and \$1.10 weekly.

Five Pianos in this group, values up to \$325. Brand new High Grade Guaranteed Pianos, Free Stool, Free Scarf, Free Delivery. Choice of Mahogany, Walnut or Oak cases. There are just five in this group. The terms are \$5 cash and \$1.25 weekly.

Six Pianos in this group. Guaranteed High Grade Standard Make Pianos. Some in mahogany, oak and walnut. Only the exceptional combination of Piano Factories make this great reduction possible. These Pianos are worth the regular price now. But the opportunity has cut the price. Grasp this opportunity. Look at the price. The terms are \$10 cash, \$1.50 weekly.

We have grouped these six Pianos together. Some of them are worth as high as \$390, but this price has been cut to the bottom level and then some. The First Buyers will naturally get the best chance. Therefore, come at once and get your choice first. The price is right and the terms are \$7 cash, \$1.40 weekly.

**\$375**      **\$118**      **\$135**      **\$207**      **\$147**

Included in this Great Sale are Scores of High-Grade Pianos Rented Out to Summer Homes, All Discontinued Styles, Shopworn Pianos, and Player-Pianos. Taken in Exchange—All Rents taken off and More as High as \$60 in Cash Paid on Some Pianos—\$2.00 Sends a Piano Home—Terms at Low as \$1.00 Weekly.

## To the Public

For years we have sold Pianos and Musical merchandise of all kinds in Harrisburg and the surrounding country. Never in that time have we heard of or come in contact with anything like this Piano Factory Disposal combination. Think what it means to have ten of the largest Piano Factories in the world combined together to make a great selling campaign. The prices at which this stock was billed to us is so far below what we have to pay for the goods ordinarily that we immediately ordered double the amounts allotted to us. The telegrams appended above show the attitude of the factories. I advise every family in this part of Pennsylvania to come here and take advantage of these prices. I assure you that you will not be disappointed.

**Howard M. Eldridge, Jr.**

**This \$600 Player - Piano  
20 Rolls of Music**

**Now \$280**

Here is a Player Piano, \$8 note, that goes on sale Friday morning and will be sold to the First Buyer at this exceptional price! Beautiful case, rich sweet tone; standard action; fully guaranteed. \$10 Down and then \$2 Weekly.

**THIS \$350 PIANO REDUCED TO \$112**

**\$3.00 Down**  
**\$1.00 Weekly**

**THIS \$250 PIANO REDUCED TO \$80**

**\$1.00 Down**  
**\$1.00 Weekly**

**THIS \$500 PIANO REDUCED TO \$190**

**\$10 DOWN**  
**\$1.25 PER WEEK**

**R. R. Fares Paid Both Ways to Out of Town Buyers.**

Store Open Evenings Until 9 P. M.  
**HOWARD M. ELDRIDGE, Jr.** (Successor to Winter Piano Co.)  
23 North Fourth St. Harrisburg, Pa.

Freight Paid to Any Point During this Sale