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# T HE X <br> MAS <br> PIANO 

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T is not a bit too early to begin to give that Xmas Piano some thonght. What greater delight could be aroused in vour home than a new piano would cause, and what could be brought into the home that would cause such a far-reaching effect in the life of each member of your family, individually? Santa Claus came to our store yesterday and purchasedra beautiful Ludwig piano to be deliyered Christmas eve. What a happy and
lasting present if will prove! How that wife has wished for a piano; how that daughter has needed it. Does your ho.ne need a piano? lasting presest if will prove! How that wife has wished for a piano; how that daughter has needed it. Does your hone need a piano?

## A Word to Santa Claus

You can save much money by talking with us NOW. Our special sale is proving the most successful ever held in Salem. Every piano sold in this city for three weeks past has been sold by us. We know of no sale of a piano naving been made by any other dealer or agent. One might have escaped our notice, but we hardly think so. This, in itself, indicates the direction of the wind. It is easier to go with the wind.than against it, and we say to you, follow the present direetion of Salen's piano wind and it will lead you to the greatest piano offers Salem has ever known. Our Salem branch is replete with the most beautifal instruments ever brought here, and our promise to sell you your choice at a jobbing price is backed by our position as the oldest largest and strongest music house in the whole Pacific Northwest,

## ALLEN \& GILBERT-RAMAKER CO.

