LA GRANDE EVENING OBSERVER, FRIDAY, MAY 5, 1911.

The Home of CII DDUC



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ple of this section with the many far-famed makes of planos we handle. The manufacturers of these planos are convinced that this form of advertising is far more effective than spending large amounts in magazine and newspaper advertising, subsidizing con-cert planists, etc., etc. We too, believe the best advertisement for a good plano is a satisfied customer, and we believe, further, that the advertising allowance should go to the person who buys a plano. We want everyone to know that ours are the only stores in the west that sell the famous Chickering the oldest and most expensive of American planos; the beautiful toned Sohmer; the now celebrated Lester of Philadelphia, the world-renowned Kim-ball (given the highest grand award in the Chicago exposition, and again at the Seattle exposition last year), the genuine Deck-er, and bur own Ellers' Orchestral Plano, as well as the famous Autopiano, which every one can play without practice. The Autopiano, which every one can play without practice. The Steger planos, the Bush & Gerts, and the H. P. Nelson planos also are sold only by us. And we want everyone to know that we sell these fine dependable makes of instruments for less than they

INFORMATION BLANK. Attach this slip (or one similar) to your answer, writing plainly.	Carlor and
Name	
Street No	
Post Office	
If possible, give below the names and addresses of one or more of your friends whom you believe might consider the purchase of a Plano, Autoplano or Organ. NameP. O. Address	
Name	1
Name	
Name	
Name	
NameP. O. Address	