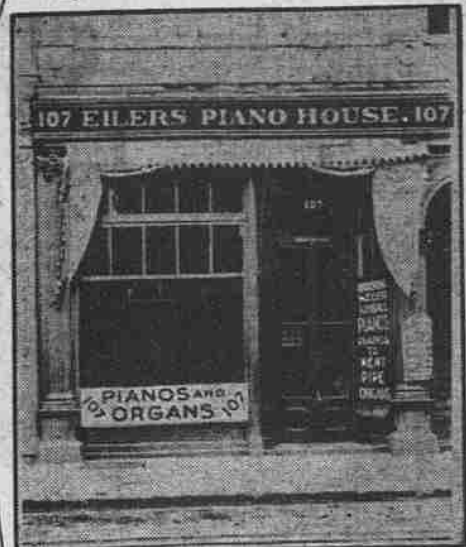


Great Oaks from Little Acorns Grow.

A STORY OF



"The ACORN" Commencement of EILERS PIANO HOUSE Dec 1898.

EXPANSION



EILERS PIANO HOUSE 1901 Spokane Branch Corner Riverside and Lincoln Streets G. A. Heidinger Mgr.



EILERS PIANO HOUSE 1901 Interior View of Portland Salesroom 351 Washington Street



Henry J. Eilers



Samuel W. McCormick, Adolph H. Eilers

THE MEN THAT MADE THE ACORN GROW

FROM a modest beginning "down on First street," the present mammoth establishment of Eilers Piano House, of Portland, Or., and Spokane, Wash., has come into existence.

After a period of nearly three years of uninterrupted progress, this institution is recognized today as the leading, largest and most responsible piano and organ concern in the Pacific Northwest.

What a struggle it seemed at first for the "little first-street store" to gain recognition! Never an enterprise was started in the United States that encountered the downright opposition that was accorded this one by the then existing dealers. Rather slowly at first, then at a quicker pace, the new store pushed its way to the front. Soon the old store became too small, warehouse facilities inadequate, and then arrangements for the beautiful new building at the corner of Park and Washington streets were made. Exactly a year ago the firm moved into the spacious new quarters at the present address.

Then the branch house at Spokane, Wash., was established, and under the able management of Mr. G. A. Heidinger, one of Portland's most able and best-known piano men, the Spokane branch has made most rapid progress, and it ranks today as first in importance of all Eastern Washington houses.

"Old-timers" who recall Coast booms have looked with amazement upon this gigantic progress, and in view of the going to pieces of nearly every one of the former competitors of Eilers Piano House, this success has been the talk of the town. No music firm has ever achieved the enormous increase of business and gained such widespread popularity as has Eilers Piano House. Yet there is nothing phenomenal about this record.

Every member of this concern brought into the business a thorough knowledge of music trade affairs, down to the smallest detail. The public finds here the very best makes of pianos—they find here the very best makes for the least money, and they find prompt and careful and painstaking attention to every want. They find our stores busy, bustling and enterprising places to trade at, with facilities equalled by none in the West.

Our earnings do not have to be divided up with bankers and note-shavers. We do not have to pay jobbers or wholesale profits to San Francisco houses. There are no idle drones in this house for

whose support some concerns are compelled to add considerable to the selling price of their goods. We have our own delivery teams. Our store rent is less than is any other dealer's. Our freights are less.

In short, every item of expense that enters into the cost of selling fine pianos and organs you will find reduced to the very lowest limits in Eilers Piano House. And for these reasons, quality considered, we can afford to sell for less than can any other dealer or agent. The growth of our business is limited only by the number of people who investigate the advantages we have to offer. To examine them carefully means to become an Eilers Piano House customer. We sell pianos that will please you, and that will also bring our friends here when they are ready to buy.

And while firms have come and firms have gone, you have the reasonable assurance that Eilers Piano House will always be found here to make good every obligation and promise.

Our customers are our references. It would take two Oregonian pages to name them all. We therefore enumerate a few of them, probably a thousand, and will cheerfully furnish the remaining two thousand five hundred, together with hundreds of voluntary testimonial letters, to any one interested.

Pianos—Schools, Colleges, Theaters and Halls.

Marquam Grand Theater, Portland, Chickering; Cordray's Theater, Portland, Kimball; Clinton Kelly School, Portland, Hinze; Court Columbia, F. of A., Portland, Kimball; Central Oregon State Normal, Drain, Kimball; School District No. 5, Mount Tabor, Kimball; Atkinson School, Portland, Whitney; Alisky's Winter Garden, Portland, Crown; Oregon, also Angelus; Washington State Normal, Eilersburg, Chickering; Middle Oregon Baptist Academy, Grass Valley, Kimball; First Baptist Church, Oregon City, Singer; Willamette University, Salem, Kimball; Sister Superior, Colfax Academy, Kimball; St. Mary's Academy, Portland, Hinze; Pacific College, Newberg, Kimball; Sumner Hall Temperance Society, Astoria, Kimball; Auditorium Theater Company, Pocatello, Kimball; St. Mary's Academy, Sister Catherine, musical instructor, The Dalles, Weber; Mississippi Avenue Congregational Church, Portland, Hinze; Pullman Agricultural College, Enock E. Bryan, president, Chickering; Columbia College, E. F. Greene, manager, Milton, Or., Hinze; Westminister M. E. Church, Ladies' Working Branch, Portland, Hinze; Erickson Concert Hall, Portland, Crown piano and Angelus; Fritz's Concert Hall, Portland, Crown piano; Martin's Concert Hall, Portland, grand piano; Blazer's Concert Hall, Portland, Crown; Walter Ross' Opera-House, Eugene, Weser piano; Wakefield's Hall, Dryad, Wash., Crown piano, and also Angelus; Cordray's new theater, Salem, Hinze; Pentecostal Mission, La Lanza, Wallace, Spokane, Weber; Department of Interior for Indian schools, Kimball pianos.

Pianos—Societies and Clubs.

Commercial Club, Chamber of Commerce, Chickering; Spokane Amateur Athletic Club, Kimball; A. C. Club, Albany, Chickering; Grand Military Club, N. G., Eugene, Kimball; I. O. O. F. Lodge, Eugene, Kimball; Ruth Assembly, Portland, Hinze; Rufus Glee Club, Rufus, Or., Hinze; Eastern Star Lodge, Colfax, Wash., Whitney; Degree of Honor, A. O. U. W., Oregon City, Whitney; Masonic Lodge, Union, Or., Kimball; Court Columbia No. 2, Portland, Kimball; Christian Endeavor Society, First Christian Church, Portland, Chickering; Ladies' Tuesday Musical and Neighborhood Club, La Grande, Or., Chickering; Peninsula Lodge, I. O. O. F., Peninsula, Kimball; Ladies' Musical, Albany, Chickering Grand.

Kimball Pianos—Teachers.]

Miss Mary Bird, McMinnville; Prof. F. A. Venino, Spokane; Prof. Louis B. F.

Portland; Mrs. Gurnie Olson, Miss Viola M. Crawford, Miss Josephine Wright, Walla Walla; Miss May Ross, Medford; Mrs. W. G. McDonald, Grant, Or.; Miss Clara Burrow, Portland; Miss Mamie Barr, Portland; Miss Lulu Bybee, Rufus, Or.; Prof. J. W. Gray, Oregon City; Miss Lulu Luckey, Prineville; Miss C. M. Haley, Phillips; Miss A. Weis, Spangle, Wash.; Prof. T. E. Lawson, Portland; Miss Florence E. Patten, Oregon City; Mrs. C. H. Feilburg, Spokane; Master Frankie Richter, Portland; blind boy pianist; Miss Bertha Walter, city; Miss W. P. Sedlak, city; Miss Pearl Scott, Portland; U. S. Dotson, Montesano, Wash.; Marie R. Luder, Portland, Hinze.

Weber Pianos—Teachers.

Prof. Merwin Pugh, Prof. E. L. Schaefer, Portland; Miss Sadie Joyce, Centralia; Prof. T. M. Yoder, Portland; Miss Mrs. M. Harper, Oregon City; Prof. W. E. Wilson, Ellensburg; Mrs. H. H. Carter, Montesano; Prof. R. B. Steele, Portland High School; Miss E. K. Lammer, Portland; Miss Alice Porter, Forest Grove; Miss A. L. Parker, Portland; Roy Russell, Silverton; Miss Lucille Collette, violinist, Richmond; Prof. Charles E. Piper, Pullman; Prof. E. Steibinger, Portland; E. H. Philbrook, Portland; Miss M. A. S. Soule, Portland; Prof. E. L. Geddis, Ellensburg; Prof. J. Adrian Epping, Western Academy of Music, Portland; Prof. William Birgfeld, The Dalles; Prof. Frank Rigler, Portland; Prof. G. Magnus Schuts, Oregon City; E. Y. Judd, Pendleton; Mrs. Walter Reed, Portland; Prof. G. H. Lovewell, Whitman College; Prof. S. B. N. Penrose, Whitman College; Miss Pearl Smith, Portland.

Physicians.

Dr. F. C. Brossius, Hood River, Kimball Piano; Dr. J. W. Mullinix, Walla Walla, Kimball Piano; Dr. C. P. Thomas, Spokane, Weber piano; Dr. E. J. Summerville, Pendleton, Weber piano; Dr. J. S. Hickey, Portland, Kimball piano; Dr. P. S. Langworthy, Portland, Kimball piano; Dr. C. L. Large, Forest Grove, Whitney piano; Dr. J. D. Mudd, Astoria, Weber piano; Dr. P. L. Mackenzie, Portland, Weber piano; Dr. W. Watts, Cathlamet, Weber piano; Dr. Richard Barber, Sheridan, Kimball piano; Mrs. Dr. Houck, Roseburg, Kimball piano; Dr. J. L. Hewitt, Portland, Kimball piano; Dr. J. S. Stryker, Portland, Kimball piano; Dr. J. A. Geisendorfer, The Dalles, Chickering piano; Dr. H. E.

Beers, Wasco, Chickering piano; Dr. Oakley Johnson, Weston, Weber piano; Dr. Ellis McLean, Portland, Weber piano; Dr. Fred A. Retscher, Portland, Weber piano; Dr. H. P. Hoople, Vale, Or., Hinze piano; Dr. A. C. Schroeder, Cascade Locks, Kimball piano; Dr. Samuel Weaver, Hubbard, Hinze; Dr. N. E. Winnard, Albany; Dr. J. W. Morrow, Portland.

Ministers.

Bishop Earl Cranston, Portland, Weber piano; Rev. Hugh D. Atchison, Weber piano; Rev. Father O'Riley, Portland, Singer piano; Rev. O. O. Nordwick, University Park, Whitney piano; Rev. H. C. Fairchild, University Park, Whitney piano; Rev. Jos. Beven, Oregon City, Whitney piano; Rev. T. P. Harder, Portland, Whitney piano; Rev. P. L. C. Hanson, Eugene, Whitney; Rev. Charles Asplund, Portland, Milton piano; Rev. W. H. Shearman, Baker City, Kimball piano and Weber piano; Rev. C. A. Wooddy, Portland, Kimball piano; Rev. A. M. Gilman, Riverview, Kimball piano; Rev. H. Wittrock, Shubel, Kimball piano; Rev. J. E. Smith, Portland, Kimball; Rev. Thomas McLellan, formerly of Pacific Grove University, now Knox College, Chickering; Rev. H. C. Mason, Portland, Chickering.

Editors and Public Men.

Senator P. R. Kelly, Albany, Chickering; Senator J. N. Williamson, The Dalles, Chickering; Senator L. B. Porter, Oregon City, Chickering; Senator Lee Mantle, Butte, Mont, Kimball; Judge J. Hamilton, Roseburg, Chickering; Mayor E. W. Davis, Union, Or., Chickering; Editor Paul R. Kelly, Evening Telegram, Portland, Weber; District Attorney Reames, Jacksonville, Chickering; District Attorney W. L. Magill, Kalama, Weber; United States Collector of Customs Patterson, Weber; Editor A. H. Harris, Inland Empire, Walla Walla, Chickering; editor J. M. Lawrence, "Oregonian," Portland, Chickering; Editor Heath, South Bend Pilot, Kimball; Editor Turner, "Astorian," Kimball; Editor James M. Cox, Cathlamet Gazette; Editor Gillstrang, Eugene Register, Kimball; Editor W. H. Imus, Kalama Bul etn, Kimball; Editor Howard, Bohemian Lang- nter, Astoria, Kimball; Mrs. M. Deaton, Kimball; Editor Rosenberg, The Nug- ne Weekly Post, Forest Grove Times, Kim- R. H. Pratt, Forest Grove Times, Kimball; Editor F. H. Thorne, Toledo Tidings, Kimball; Editor Douthitt, the Times-Mount- taineer, The Dalles, Kimball.

Specialty Fancy Kimball Pianos.

William Fiedner, city; Mrs. F. J. James, city; I. U. Lafferty, Hilgard; James D. Kidwell, Walla Walla; E. Morgan, Dayton, Wash.; J. D. Mansfield, R. G. & W. R. R.; Mr. C. H. Koch, Hillsboro; F. P. Sheasgren, Corvallis; Mrs. Claud Pickett, city; Miss Ella Raycraft, city; Mrs. Isaac Stern, I. P. Conrad, city; J. Tomlinson, Pendleton; Thomas Bonner,

Specialty Fancy Weber Pianos.

Mrs. E. B. Adams; E. O. McCoy, The Dalles and Wasco; Mrs. P. Huber, city; W. C. McWilliams, Roseburg; Mrs. J. C. Buchanan, Cornelius; T. J. Seufert, The Dalles; Mrs. M. Halfpapp, The Dalles; H. R. Albee, city; R. J. McPhee, Spokane; Miss Julia C. Richardson, city; Eugene Enloe, city; C. R. Davis, city; Captain A. Johnson; Albert Bittner, city; Frank M. Wood, Oroville, Cal.; A. B. Cornick, Grant's Pass; W. M. Knight, city; R. E. Kingsley, city; A. H. Chambers, Annaworth National Bank; C. F. Adams, Security Savings & Trust Company; J. H. Klippel, Portland; Miss Belle Rosenthal, Portland; Miss M. F. Murphy, Portland.

Specialty Fancy Chickering Pianos.

Mrs. A. B. Steinbach, city; J. Peterson; Mrs. S. Benson, city; Mrs. T. M. Baldwin, Prineville; Mrs. Will Gore, "The Ish Farm," Medford; R. W. Gray, Medford; O. Jeldness, Spokane; Ed. Bolger, Wardner, Ida.; M. B. Brownlee, Spokane; Grimes Hotel, Bend; William Tegar, Cleone, Or.; W. W. Brown, city; E. Y. Judd, Pendleton; Mrs. J. H. Oakes, Prineville, Or.; James Sheehy, city; A. I. F. Chickering, Spokane; C. B. Willson, Newberg; Miss C. A. White, city; Q. Anderson, city; J. N. Rice, Spokane; Fred Groner, Schell's Ferry; Johanna von Bloxland, La Grande, Or.; James N. Korman, Heppner, Or.; Mrs. J. E. Cullison, city; Fred T. Deane, Wallace, Idaho; S. Frank, Holman, Oregon City; Or. Adolph Wolff, of Lipman, Waite & Co., city; Isaac L. Smith, Port Canby, Wash.; H. G. Strathorn, Spokane, Wash.; W. A. Knight, city; Walter B. Honeyman, of Honeyman, DeHart & Co., city; Mrs. M. J. Hausch, Vancouver; O. M. Scott, Forest; H. C. Degel, Huntington; G. A. Anderson, Portland; Miss McKeecher, Irvington; Mrs. Charles Basy, Portland.

This partial list, you will notice, includes the most prominent Western musical authorities, the leading business and professional men and the foremost public institutions, whose combined judgment in favor of Eilers Piano House instruments represents the highest possible approval from whose verdict polite society can find no appeal.

WHAT DOES IT MEAN?

More pianos have been sold by Eilers Piano House during the past two and a half years than have ever before been sold here during any ten years. Many of these instruments were the very costliest and highest-priced styles of the highest-priced American makes. What does it mean?

It means that the Northwest is prosperous and it means that the people of the great Northwest possess the necessary knowledge and culture to appreciate fine pianos, and that they have the wherewithal to secure the best.

There are twenty-seven piano dealers and stores in this state. The records of transportation companies show that Eilers Piano House has handled and sold nearly three times as many pianos and organs as have been sold by all the others combined. What does this mean?

It means that Eilers Piano House is able and willing to furnish piano-buyers more intrinsic piano value for the money than can any other concern.

Do not fail to get a fine piano now, while we are in position to turn them over to you at these reduced prices. It will pay you to investigate present conditions. You have the benefit if you act without delay. Remember the place, 351 Washington street, Portland, Or., Eilers Piano House; or, 363 Riverside avenue, Spokane, Wash.