

DIDN'T THINK IT POSSIBLE But Saw How It Is Done and Secured Two.

What a Well-Known Musician Found Who Called Yesterday at Eller's Piano House—Nine More Were Taken Yesterday—More About the \$300 Pianos Now Being Sold at \$173.

"It doesn't seem possible that such beautiful pianos can be sold at retail for such little money," said a well-known Portland musician at Eller's Piano House yesterday, after he had made arrangements to buy two of the advertised regular \$500 uprights for \$173. We admitted that we do not expect to make much money on this occasion, but realize that it is a splendid advertisement for Eller's Piano House, in that it demonstrates our ability to undersell any existing retail or wholesale piano selling firm in this country, and will make for us an army of new friends who will in turn help us sell more of our fine pianos to others, thus making an endless chain that gains force and prestige each day. Many of these pianos were offered at these exceptionally low prices were secured by our Mr. Eller from manufacturers who found themselves right after inventory with great quantities of certain styles on hand, and from manufacturers who were anxious to dispose of styles they are going to discontinue, deeming it advisable to take a loss on all such instruments in order to close them out in one lot to us.

On such occasions, "money talks." Then there are also numerous pianos taken from our wholesale stock, which we have also marked down far below regular values.

There is not a house in San Francisco much less here (since the majority of stores here are merely sub-agents of San Francisco stores), that can afford to sell instruments like these for less than \$300. But we are now selling them for \$185, and the plainer styles for \$173, and as a further inducement for you to act quickly, we will sell one of them on payment of \$10 down and \$5 a month. Think of it—little more than 15 cents a day secures a brand new piano, fully warranted, at Eller's Piano House now.

Let us repeat the prices once more—\$173 and \$185 to all alike; 3 per cent off for all cash, or \$10 down and \$5 a month. You can't afford to keep house without having a piano now.

Rest assured that these instruments are in every way as good, and as durable, as the instruments for sale by small dealers or agents are compelled to ask \$300. This is not an over-statement, but fact, that you can verify if you will but investigate it.

We have repeatedly told you how, in conducting four leading stores, in four leading Western cities—headquarters at Portland, the others at San Francisco, Spokane and Sacramento—under one management we save money in buying large quantities of pianos; how we save money in shipping them in large quantities under our new method without boxes; how our store rents are less than any other wholesale or retail dealers; how in fact we save money by having our own delivery service; how, in fact, every item of selling expense is less by many, many dollars per piano here than other dealers, no matter where.

That is how and why this tremendous business of ours came to be built up—that is why so many dealers and sub-agents who could not afford themselves to the new order of things have been compelled to retire or seek pastures new, and that is how and why we can carry out every promise and statement made in our advertisement to the letter.

We are standing back of every representation made by our regular salesmen. "Money back if not as represented" applies to the cheapest of these pianos as well as to the choicest and most costly of American pianos, such as the Chickering, the Weber and the Kimball.

Remember where, Oregon's highest and best. Wagon Road, 217 1/2 First PIANO HOUSE 30 Washington street, opposite Parkers Theater.



It May Not Matter

To you now whether your suit or that of your boy is made in clean, healthy workshops, by fairly paid labor, in UNION SHOPS—but the time will surely arrive when the subject of your OWN wages is called into question—THEN you probably will consider it worth while, and possibly regret NOT having paid attention to this sooner. At this time we wish to call your attention to the fact that we carry in stock MORE UNION-MADE CLOTHING than any other store in the city. Don't you think it might be to your advantage to look us over, particularly when our PRICES are LOWER than uptown stores? We SAVE you from \$1 to \$3 on each man's suit, and 50c to \$1.50 on each boy's suit. Come in this week and let us convince you that

When You See It in Our Ad. It's So

AMONG THE NEW THINGS WE ARE SHOWING ARE

BOYS' NORFOLK SUITS

The latest Eastern fads, durable fabrics, well tailored, choice patterns, all most modestly priced.

\$3.45, \$3.95, \$5.00

NEW VESTEES

In checks, plaids and stripes for boys 3 to 8 years, new lines at

\$1.95, \$2.45, \$3.45.

SAILOR SUITS

Navy blue chevrons and serges, also fancy chevrons, all new designs, modestly priced.

\$2.45, \$3.45, \$4.85

DON'T PAY \$2.50 FOR A MAN'S HAT WHEN YOU CAN BUY AS GOOD OF US FOR

\$1.90

SEE THEM IN OUR WINDOWS.



EVERY HAT WE SELL BEARS THE UNION LABEL.

MOYER CLOTHING CO.

THIRD AND OAK STREETS

Silk and Wool Waists

Worth \$1 to \$1.50, white 100 waists, they go for

39c

L. Shanahan

144-146 THIRD, BET. MORRISON AND ALDER

WHITE WAISTS

Worth \$1 and \$1.25, for only

37c

GREAT SENSATIONAL VALUES

AT THE BUSY STORE THIS WEEK

Thousands of people have taken advantage of our wonderful bargain offers this season and are now steady customers of ours. To say a thing is all right, but to prove it is better. The wonderful crowds that visit these phenomenal bargain-giving events is certainly proof enough that we do as we say.

CHILDREN'S WAISTS
The M Waist, in all sizes, made of good, heavy coutille, well worth 25c, goes for only

15c

SUMMER CORSETS
25c
INSTEAD OF 50c
Well made and good shape, all sizes to choose from.

YOU WEAR HOSIERY, DON'T YOU?
Very well; we've been lucky; have come into possession of a lot at practically our own price. Wouldn't you like to share our good fortune? Ladies' fancy, all colors, worth 25c to 35c, for..... 15c
Better ones, regular values 50c to \$1.00, for 15c to..... 43c
Ladies' fast black hose, double soles, worth 25c, for..... 16c
Child's hose, black and red, with white dots, worth 25c, for..... 15c

FIRST FLOOR SNAPS
31—Torchon lace, 2 to 5 in. wide, 320 values worth 7c.
32—Challies and lawns, all good 320 colors; worth 6 1/2c.
46—Amoskeag gingham, white 100 pieces last.
21—Ladies' embroidery corner 260 kerchiefs; worth 15c.
29c—Fine Summer wash silks, sold any place at 35c.

Friday Bargain Day
It's a hummer. Look out for it.

DRAPERY DEPT. BARGAINS
New Oriental draperies, good values at 50c to 75c, for
30c, 45c and 50c
PORTIERES—A great special purchase enables us to give you a bargain in this line. We never sold their equals before for less than \$5 to \$7.50; go for \$3, \$4, and \$5.75

Tempting Prices in Suit Room
All attractive styles in well-made, perfectly finished suits, values worth \$12.50 to \$25 go for
\$8.50, \$14, \$15 and \$18

Separate Skirts
We are showing all the very latest and best skirts at a great saving.
Extra heavy cloth stripes or plain gray, in gray and black, \$5.00 values, for \$3.85
Latest chalkline stripes or plain gray, with deep bounce and nicely stitched, \$7.50 value, for \$4.75



A Rare Petticoat Bargain
The best skirt in America for the price. It's a mercerized beauty, same as cut, well worth \$2.00, for only \$1.19

The Big Children's Dress House
Offers a big assortment of big values in all sizes, in the dainty white effects, gingham and percales; over 100 different styles at prices if you call and see you'll never think of making.

Boys' Clothing
But if you are on the look-out for good, durable ones, at little cost, you should not fail to see them. You get your money's worth every time; values worth from \$2.50 to \$5.00; they're all wool and up to date and going for
\$1.50, \$2.50, \$2.75, \$3.95

We Don't Forget the MEN'S WANTS
Special prices this week:
Fancy sock, worth 25c, for... 17 1/2c
Heavy mixed sock, worth 12 1/2c, for... 7 1/2c
300 values shirts, worth 50c, for... 25c
Summer underwear, worth 50c, for... 40c
White shirts, worth 50c, for... 30c
Percale shirts, worth \$1.00, for... 50c
Umbrellas, worth \$1.25, for... 80c
Arrow Brand collars, best made, 2 for... 25c

Friday Bargain Day
It's a hummer. Look out for it.

Important Announcement

The American Newspaper Association today makes an announcement of more than ordinary interest. By special arrangements with the publishers of that greatest of all reference works—the Encyclopaedia Britannica—the San Francisco Examiner is able to place that king of books within easy reach of every OREGONIAN reader. For more than one hundred years the Encyclopaedia Britannica has occupied the foremost rank as a self-educator and work of reference, through its various revisions and additions during that interval. The crowning success now comes in the edition we offer, which is the large type, wide margin

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"I will defy any one to buy 3,000 volumes that will give him as good a working library as is furnished in the ENCYCLOPEDIA BRITANNICA alone."—Ex-President Dwight, Yale University.

"If all other books were destroyed, the Bible excepted, the world would lose but little of its information."—Spurgeon.

LADIES AND MEN READ THIS SURE!

IT IS SELDOM, IF EVER, IN THIS WESTERN country you see a notice of the following character—yet it is quite often seen in the large Eastern centers, and it is a sure indication of where the majority of the public are going with their orders. As follows, we can only take a very limited number of orders for LADIES' JACKETS and MEN'S SUITS to be finished by May 1st, so get your orders in line as soon as possible. Our assortment of styles is very large, and prices very popular—never out of your reach.

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You don't have to buy ill-constructed, ready-made goods, for we employ only UNION TAILORS, and you get THE LABEL in your garments, yet all this at moderate, reasonable everyday prices. Every inch of our cloth is all-wool; we will not deceive you about this. See the double flexible-weave cloth for UNBAGABLE PANTS.

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