

FUND IS STARTED FOR BIG FESTIVAL

Voluntary Subscriptions of Nearly \$10,000 Made for Rose Celebration.

SPLENDID SPIRIT IS SHOWN

Portland Citizens Give Association Hearty Support for Subscription Campaign That Will Be Started in Earnest Tomorrow.

Between \$8000 and \$10,000 in eight days... Such are the amounts of war which the Portland Rose Festival will, tomorrow, begin its third annual campaign for financing the greatest permanent civic demonstration ever undertaken in the Pacific Northwest.

Less than two weeks ago, the officials of the festival announced through the local press that they were about to inaugurate another money-raising crusade for the purpose of perpetuating the magnificent floral and educational celebration which was bred and born with such small beginnings only two years ago.

Give More Than Last Year. The same is true in the industrial fields. In the many walks of citizenship, many have given three-fold, and a vast number have set themselves down with four-fold subscriptions.

Such early co-operation with the festival, in the minds of those who are to guide the fortunes of the great endeavor for the coming year, can spell but one thing—the unqualified success of the venture—success far beyond that achieved last year when so many untoward circumstances stood in the way of the promoters.

Bankers, hotels, restaurants, business houses of various kinds, are included in the list of those who have come generously to the front. The letters which accompany these voluntary subscriptions are couched in terms which mean only that the entire citizenship, the entire commercial, financial and business community, is a unit in behalf of the splendid exploitation movement.

Leading factors in Portland's progress who have visited the East in the past few months have returned with the message that the Portland Rose Festival has advertised this city far more than the publicity department of the Alaska-Yukon-Pacific Exposition has advertised Seattle, and it must not be forgotten that both these enterprises will attract the multitudes from other sections of the country to the Pacific Northwest during the Summer of 1909.

Portland will give her finest, keenest and most honest efforts toward a celebration that will endure in fact for but a week, but which should endure for years in the memories of all who come and see. Portland expects to help Seattle in bringing the greatest throng of tourists and permanent population to the Northwest that ever headed this way, and assurance has been had from the Sound metropolis that Seattle will assist all it can to make the Portland show a grand, spectacular and monumental success.

Two Cities Work Together.

In other words, the two great and thriving cities are to work hand in hand in the one great cause—the up-building, the advancement in all progressive lines, of the entire Northwest. No such opportunity for united, concentrated action will probably ever be afforded again, and that is the impelling reason why the third annual Festival management urges and expects the whole-hearted indorsement of the project.

Men on Head Committee.

The ways and means committee, which consists of the following business men, have selected a host of sub-committees to conduct the canvass and they will begin their task tomorrow morning: A. L. Mills, J. C. Alnworth, J. W. Leadbetter, H. H. Newhall, C. N. Higgins, L. J. Wentworth, W. D. Wheelwright, A. D. Charlton, Herman Wittenberg, A. H. Devers, J. M. Hooley, Sig. Schell, R. G. Reed, D. J. Moore, Charles F. Beebe, Ben Selling, A. B. Steinbach, H. C. Wortman, H. C. Bigelow.

The subcommittees include every line of business, every industry, every trade, every profession and they have further divided the city into sections in such a way that all who desire will have the opportunity of displaying civic pride and loyalty in a substantial manner.

Decorations and illuminations electrical and otherwise will be on a far grander scale than they were this year for the management has learned much by the experience of the past two years.

High Hopes for Floral Feast.

Hopefulness and optimism unbounded sway the hearts of those behind the third annual floral feast and that this same spirit has taken hold of those who are supplying the means where-with the plans may be carried to full realization is indicated by the letters, from leading business men and citizens who have sent their pledges in without solicitation. Two subscriptions of \$1000 each have already been received, as follows, besides many smaller ones:

Ralph W. Hoyt, President Portland Rose Festival.—Dear Sir: On behalf of the First National Bank I take pleasure in subscribing to the Rose Festival to be held next June the sum of \$1000.

Next year will be held at Seattle the Alaska-Yukon-Pacific Exposition, which doubtless will attract many visitors from the East; consequently every effort should be made for a beautiful and successful rose festival. Yours very truly, A. L. MILLS, President.

H. W. Hoyt, President Portland Rose Festival, City.—Dear Sir: Replying to your call for funds, it gives me pleasure to herewith send you our subscription of \$1000 to your association for the Rose Festival to be held in June, 1909. Yours very truly, President Ladd & Titton's Bank.

Take your wife and sweethearts to the Perkins Grill for Sunday dinner.

Keats Auto Co. is showing Chalmers'

HERE'S THE OPPORTUNITY TO WIN A PIANO

Advertisement for Eilers Piano House featuring a large background image of a piano and the text 'This Shows Eilers Piano House Share of total Sales'.

Magnificent Chickering the First Prize in a Novel Advertising Contest Also Numerous Other Valuable Awards

Study the long column showing instruments sold by Eilers Piano House; then study the short column showing instruments sold by all other dealers combined, during same length of time—count the instruments shown, in whole or in part, and the correct or nearest correct reply secures first prize—a Chickering Grand Piano. See the numerous other splendid prizes to the value of \$18,000 to be awarded in the order named, according to merit, based on correctness of count, neatness and legibility of answer.



Chickering Quarter-Grand, First Prize.

The most far-reaching, most impressive and most liberal advertising we have ever undertaken.

WHY WE DO IT AND HOW WE CAN AFFORD TO DO IT

We believe that the most effective method of advertising is to impress thoroughly upon every man, woman and child, first, the importance of having music in the home, second, the Eilers methods of musical instrument selling, which has made it possible for every home to be provided with a piano or organ, no matter how limited its means.

We want to impress upon everyone what Eilers Piano House is accomplishing, and what the Eilers name in the music trade stands for—fair dealing, absolute reliability, high quality and reasonable prices. We want everyone who ought to buy a piano, or a pianola piano, or a talking machine, or an organ, to know of Eilers Piano House, its magnificent line of instruments, and its money-saving methods.

LOOK AT THE DRAWINGS. As stated in the drawing, the pianos to be seen in this advertisement represent the total number of instruments sold in a given length of time by the entire Northwest Piano trade. The Pianos shown in the long column represent the proportion of the total sold by Eilers Piano House. The Pianos in the little column represent the proportion sold by all other dealers combined.

WHAT DOES IT MEAN? Eilers Piano House, therefore, handles nearly 80 per cent of the total! What does this indicate? It means that every one of the men and women who have bought the instruments pictured, making a careful analysis of the situation, and they favored Eilers Piano House with their patronage because it was the best concern to deal with.

IT IS EASY TO WIN. If you want a Piano, or a Pianola, or an Organ, or Reginaphone, it will pay you to go into this contest. It costs nothing except a little time and patience. No element of chance enters into this great opportunity. Merit alone tells.

WHAT YOU MUST DO. To impress upon every reader of this advertisement the magnitude of the Eilers business, and the advantage of dealing with Eilers Piano House, we have organized this contest.

EXTRA COPIES. This advertisement will not be purchased again. During the past few days numerous communications have been received by the contest manager requesting an additional copy. We are pleased to announce that to accommodate those wishing to participate in this contest we have had a number of extra pages printed which will be furnished to any one asking for same at Eilers Piano House, or by mail.

NO cover the cost of printing a charge of five cents (seven cents by mail), however, will be made for each sheet. One copy will be supplied free, however, if you will send three names and addresses of friends who would like to participate, and to whom also copies will be promptly sent free of charge. Eilers Piano House—Biggest, Busiest and Best, 353 Washington street, Phone 623.

costs nothing except a little time and patience. No element of chance enters into this great opportunity. Merit alone tells. The correct or nearest correct reply secures the first prize. Proceed carefully and you can win. The number and variety and value of the prizes make it well worth while to try.

No firm except Eilers Piano House does a large enough business to warrant giving absolutely free so many valuable prizes. If you do not win the first prize, you may win the second or third. You will surely be able to win one of the certificates good for a very substantial amount toward payment of a fine new instrument.

IMPARTIAL JUDGES. The awarding of prizes will be left to three disinterested parties. The correct number of pianos or organs or parts thereof shown in this drawing is kept under seal, and is known only to one trusted individual. This number will be turned over to the judges of the contest when the awards are to be made.

Count the pianos and organs that appear, either in whole or in part, in this drawing, send your reply stating plainly: 1st, the number of instruments or parts thereof shown in the long column, as sold by Eilers Piano House; 2nd, the number of instruments or parts thereof shown in the short column as sold by all other dealers combined; 3d, the total number of instruments and parts thereof shown in the two drawings referred to.

Sign name and address plainly—attach the coupon properly filled out and signed to your reply and send it as soon as possible. The contest positively closes at 6 o'clock, Western Union time, November 4th, 1908.

Be careful to observe the governing rules. Your success depends upon a strict observance of them. Neatness and legibility of your reply will decide, as well as a correctness of count. Eilers Piano House.

RULES GOVERNING CONTEST

Any one residing in the Northwest may send in an answer. Not more than one answer will be received from same party or family, and no contestant or family will be entitled to more than one prize. Where more than one answer is found as sent in by the same party or family all will be rejected. No employee of this firm or any one engaged in the piano business may enter this contest. Winners of pianos in former contests held by Eilers Piano House are also debarred from participation in the present contest.

The names of the six highest prize-winners will be published as soon after the close of the contest as possible. In the event of a tie, and only in this event, the replies which are tied will be judged according to neatness and general appearance. If a tie still remains, the value of the prize offered will be equally divided between those tying or a prize identical in character and value of that offered will, at our option, be awarded to each of the person.

All answers must be written plainly, giving results in words and figures, also name and address; write on the reverse side of the paper only. Each contestant must cut out and properly fill out the coupon from the lower part of this announcement and pin same to the paper containing reply, again signing full name, and home address. All replies must be delivered at one of our stores not later than six o'clock, Western Union time, on November 4th, 1908, or if sent by mail, must bear postmark of date not later than November 4th, 1908.

This contest shall be determined solely by the conditions named in this announcement. We reserve the right to reject any list where evidence of fraud or duplication is shown. It is conditional upon entering the contest that contestant agrees to abide by the decision of the judges, who are disinterested parties and whose decision will be final. Address envelope plainly to Contest Department, Eilers Piano House, 353 Washington street, Portland, Or.



Kimball Piano, Second Prize.



Eilers Piano, Third Prize.



Genuine Pianola, Fourth Prize.



Kimball Parlor Organ, Fifth Prize.

Contest form with fields for favorite piano, organ, and name, and a coupon for extra copies.



Sixth Prize, the Reginaphone, the Latest Talking Machine and Music-Box Combined.

Advertisement for Eilers Piano House featuring the text 'Sales of all others combined in same time' over a background image of a piano.

LOOKING BACKWARD AND FORWARD

Less than ten years ago, at 107 First St. in Portland, the first Eilers piano store was established on the Pacific Coast. From this obscure beginning has grown the great chain of Eilers stores now located in forty cities of the States of California, Oregon, Washington, Idaho and Nevada.

Ten years have witnessed an astounding evolution in the musical development of our people. Then a piano was looked upon as a luxury only within the means of the wealthy. Today no home is complete without a piano, and the growing generation is entirely deprived of this influence of music so far towards making better men and better women. Until these homes have been made, the piano has come to be the greatest source of that cheerfulness and pleasure that go to make the ideal home environment, and with it has come the keen appreciation of the real value of good music in making our lives better and more wholesome and more happy.

It has been a period of wonderful progress, but there is still much to be done. There are still thousands of homes with scarcely an idea of what good music really is, where the growing generation is entirely deprived of this influence of music so far towards making better men and better women. Until these homes have been made, the piano has come to be the greatest source of that cheerfulness and pleasure that go to make the ideal home environment, and with it has come the keen appreciation of the real value of good music in making our lives better and more wholesome and more happy.

Ten years ago pianos were handled in comparatively limited numbers. Prices were high, even for inferior instruments. Through modern methods, introduced and fostered by the Eilers Stores, a good piano no longer represents a little fortune, but is within the means of all. The Chickering, the Hazeltone, the now famous Kimball, the beautiful Hobarth M. Cable, the Lester, the Decker, and even the most fashionably extravagant of them all, the Weber—pianos owned only by the wealthy in the early years—have now become household names among the people.

The Pianola Piano, for music lovers who cannot devote the requisite time to mastering an instrument, is now more easily obtained than an ordinary piano was ten years ago. Fair dealing, actually giving more for the money than could be obtained elsewhere, good service and a definitely binding guarantee to protect every patron, has been the foundation of the growth of Eilers Stores, and this will continue to be its policy in the years to come.