

But Four Days Remain to Get a Piano Free

Have You Sent in Your Count? Do Not Delay, for Wednesday at 6 P. M. Closes This Contest.

See the Beautiful Prizes on Display in Our Washington and Park Street Window, Which Will Be Given Away Absolutely Free

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.

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



Chickering Quarter-Grand, First Prize.



Kimball Piano, Second Prize.



Eilers Piano, Third Prize.



Genuine Piano, Fourth Prize.



Kimball Parlor Organ, Fifth Prize.



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

OUR REASONS FOR DOING IT AND HOW WE CAN AFFORD TO

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 method 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 every one 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.

As stated in the drawing, the piano to be seen in this advertisement represent the total number of instruments sold in a given length of time by the entire Northwestern Piano trade.

WHAT DOES IT MEAN? Eilers Piano House, therefore, handles nearly 50 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, made 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 Regina phone, 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.

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.

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.

Count the pianos and organs that appear, either in whole or in part, in this drawing, and 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 correctness of count. Eilers Piano House.

THOUSANDS OF REPLIES

During the past few days thousands of replies have been received by the Contest Department, and each incoming mail is bringing many more answers of those who are anxious and confident winners—one of the many splendid prizes offered absolutely free. You have just as good an opportunity to win the first prize—a Chickering Grand—as any one else. All it takes is a little careful thought and patience. All of the prizes are worth many times the efforts that the winners will exert.

Out this out and send with your reply to Eilers Piano House, Counting Contest. 03
My favorite piano is.....
Because.....
My favorite organ is.....
Because.....
I..... own a..... Talking Machine. ("Please insert 'do' or 'do not,' as the case may be.)
I am not engaged in the music business, and am eligible as a contestant according to your rules.
Name.....
Address.....

Sales of all others combined in some time.

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 ago we 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 counted complete in which the piano has not been provided for. In the lowliest cottage, as in the most magnificent mansion 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 that goes so far towards making better men and better women. Until these homes have been provided for with the best of all musical instruments—the piano—the work of the Eilers stores will not have been completed.

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 Haverco, the now famous Kimball, the beautiful Robert M. Cable, the Lester, the Decker, and even the most fastidiously extravagant of them all, the Weber pianos, owned only by the wealthy in the early days, 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, accuracy, 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.

MAJESTIC PITCHES SHUT-OUT GAME

Beavers Unable to Connect With Speedy Slants of Lengthy One.

PLAY FINAL GAME TODAY

Cooney Put Out for Mixing Up Play in Third Inning—Garrett Gets Perfect Support, but Hits Are Shy.

LOS ANGELES, Oct. 31.—(Special)—Nagle pitched today for the champions with this long-legged bird in near-big league form. The Beavers had but one chance to score and none to win, and yet the crowd that watched the show got a fine run for the money. Garrett was given perfect support, but the men behind him could not collect their swats together, although there were three singles in the ninth inning. The locals got their first two on three singles and a sacrifice and the final two on a single, triple and a sacrifice. The triple was the cause of Cooney being thrown out of the game. In the third, with Oakes on first, he called for a hit-and-run play and Ellis banged the ball hard. Cooney started to second base to get the expected throw down and Ellis grounder went past him, and when Bassey ran in for it, it kissed off Bassey's leg and rolled to the center field fence. Because Cooney started for second base, McFriede threw him out of the game. The final game of the season will be played tomorrow. Score:

LOS ANGELES		P.O.A.		E.	
A.	R.	H.	P.O.	A.	E.
Oakes, cf	4	1	2	0	0
Ellis, lf	4	1	2	0	0
Bassey, 1b	4	1	2	0	0
McFriede, 2b	3	1	2	0	0
Howard, 3b	3	0	1	0	0
Smith, ss	3	0	1	0	0
Hoop, c	3	0	1	0	0
Orndorf, p	3	0	0	0	0
Nagle, p	3	0	0	0	0
Totals	30	4	9	27	12

PORTLAND		P.O.A.		E.	
A.	R.	H.	P.O.	A.	E.
Casey, 2b	4	0	0	0	0
Cooney, 1b	4	0	0	0	0
Graney, 3b	4	0	0	0	0
McFriede, 2b	4	0	0	0	0
Johnson, 3b	4	0	0	0	0
Danahy, 1b	4	0	0	0	0
Ryan, cf	4	0	0	0	0
Bassey, lf	4	0	0	0	0
Trumble, c	4	0	0	0	0
Garrett, p	4	0	0	0	0
Totals	35	0	0	24	14

SCORE BY INNINGS

Los Angeles	Hits	Runs	Errors
Los Angeles	4	1	0
Hits	9	2	0
Portland	0	0	0
Hits	10	1	0

SUMMARY

Three-base hits—Casey and Ellis. Two-base hits—Ryan, Ellis, Orndorf. Sacrifices—Howard, Bernard. First base on errors—Portland. Left on base—Los Angeles 3, Portland 7. Struck out—Nagle 7, Garrett 4. Double play—Garrett to Frambles to Johnson to Frambles. Hoop to Howard to Dillon. Time—1:25. Umpires—Hoop, Frambles, Umpires—O'Connell and Tooman.

OAKLAND LOSES TWO GAMES

Seals Hold Commuters to Eight Hits in 16 Innings.

SAN FRANCISCO, Oct. 31.—In the two games played between San Francisco and Oakland today, the second of which was an exhibition event, San Francisco carried off the honors by scores of 2 to 1 and 4 to 1, respectively. The feature of the first game was Beck's home run, which was made after two men were out. Score:

OAKLAND		P.O.A.		E.	
A.	R.	H.	P.O.	A.	E.
Cook, cf	4	0	0	0	0
Trumble, 2b	4	0	0	0	0
McKay, 3b	3	1	2	0	0
Helmuth, lf	3	0	0	0	0
Beck, 1b	3	0	0	0	0
D. Lewis, cf	4	0	0	0	0
Miller, 2b	4	0	0	0	0
C. Lewis, c	2	0	0	0	0
Lyons, p	2	0	0	0	0
Hogan, p	2	0	0	0	0
Totals	30	1	2	13	0

SAN FRANCISCO		P.O.A.		E.	
A.	R.	H.	P.O.	A.	E.
Mohler, 2b	4	0	0	0	0
Curtis, 1b	4	0	0	0	0
Zeller, ss	4	0	0	0	0
Bodie, lf	4	0	0	0	0
Wittman, 3b	4	0	0	0	0
Beck, cf	4	0	0	0	0
Henry, c	3	0	0	0	0
McArdle, 2b	2	0	0	0	0
Futer, p	2	0	0	0	0
Totals	29	0	0	22	0

GAME BY INNINGS

Oakland	Hits	Runs	Errors
Oakland	1	0	0
San Francisco	0	0	0
Hits	9	0	0

SUMMARY

Home run—Beck. First base on balls—Off Futer. 5 off Lyons. 2 struck out by Futer. 2 off Lyons. 1 hit by Beck. Double play—McKay to Trumble. Passed ball—Henry. Time—1:25. Umpires—Perine and Lawrence.

BRITISHERS WIN RUGBY GAME

Defeat University of California at Berkeley, 3 to 0.

BERKELEY, Cal., Oct. 31.—The British won the second game in the international series with the University of California rugby team this afternoon by a score of 3 to 0.

The Vancouver's score was made in the first half. The southern team had been given a free kick as a penalty for California's offside play. The ball was placed squarely in front of the posts and the goal was easily kicked by Ellis. The half ended with the ball near the center of the field as in the first half. Vancouver played around the California variety in almost every department of the game and was prevented scoring often merely by accidents. The teams lined up as follows:

California—Forwards, Farmer, Philgar, Rudman, Freeman, Sorenson, Barnhill and Fairbanks; wing forward, Swartz; half, Evans; five-eighths, Cerf and Elliott; three-quarters, Harris, Watts and Webster; fullback, Butler. Vancouver—Forwards, Stacey, Davis, Bryant, Moffitt, Scott, Burke and McKensie; wing forward, Sawers; half, Newcombe; five-eighths, Eason and Ellis; three-quarters, McLurg, Johnson and Gibson; fullback, Smith.

Scoreless Game at Albany

ALBANY, Or., Oct. 31.—(Special)—In a game full of sensational end-runs the Albany College second team and the Albany High School played each other to a standstill here this afternoon. Both teams were strong on offense, but neither was able to score.