| LEAGUE TO TEACH |
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| NEESS OF DEFENSE |

Dr. J. B. Bullitt in Portland to Form Oregon Branch of Navy Organization.


## Facing a Crisis

It seems a shame to cut down a business at this time to the extent that is necessary, but I have left nothing undone and cannot help myself.

The owners of the preferred stock of my company want their money. I have been trying to place it elsewhere, but no one seems willing to make an investment nowadays. I cannot borrow the money now, so I must take it out of my business.

By selling out a large portion of my stock on hand and doing it quickly I know I can make it. Know that a big sacrifice is necessary to induce quick and extensive piano buying now, but I am willing to make that sacrifice. I'll make extraordinary concessions for cash-and for anyone buying on time will charge only a very little extra.

I have better pianos, girade for girade, than any house in the city because I personally select my stock. Let no one say that such and such an instrument is better or more valuable than anything in my house. It is not true.

1 have Sohmers and Behning grands and uprights and player pianos. No concern in America makes anything finer. I will take $\$ 143$ for some of my nicest brand-new pianos.

For $\$ 155$ I will sell them on time, say $\$ 15$ cash and $\$ 7$ a month.
I will sell very fine brand-new player pianos for $\$ 230$; this is $\$ 20$ less than they cost at the factory ; and for $\$ 255$ I will sell on payments of $\$ 35$ down and $\$ 11$ a month; twenty months to pay for a piano or a player piano.

This is a bona fide help-me-quick offer
I have some used pianos, too, and good ones: Will take $\$ 80$ for a Steinway piano, $\$ 70$ for a good old W. W. Kimball, and a new Knabe $\$ 325$.

Everything else, including baby grands, at same rate of reduction.
My offer is genuine; no one can say these figures are high. There are plenty of families who need pianos; there are plenty of people with money who can pay me the cash; but all can buy now because I'll sell on easiest payments.

If I don't act quickly I can't continue business. Come at once, or telephone or let me send you catalogues. I haven't any agents or traveling men. You are dealing with the head of the house, the man who has built this business up to its present success and wants to remain identified with Portland and Oregon and the music trade for all time to come. My guarantee is as good as anybody's. It is issued by the factories and countersigned by me. We have hundreds upon hundreds of satisfied customers and, even though we don't make a dollar profit in this emergency, we are going to take just as good care of the interests of buyers now as we have in the past.

Store open nights, till sale closes. E. H. Holt, President E. H. Holt Piano Co., the Player Piano House, Northwestern National Bank Bldg., 333 Morrison street, just below Broadway.


